OUTBOUND MISSION

OUTBOUND TRADE MISSION TO TOKYO, OSAKA & SAPPORO, JAPAN

Sunday, Jul 20 - Saturday, Jul 26, 2025
Registration: Tuesday, Mar 25 - Friday, Apr 25, 2025
Tokyo, Osaka & Sapporo | Japan

https://www.wusata.org/e/A3HOBVB

EVENT DETAILS

Outbound Trade Mission to Tokyo, Osaka & Sapporo Japan

With a population of over 123 million and fourth-largest world GDP, Japan remains the 4th largest export market for U.S. food and agricultural products. The U.S.-Japan Trade Agreement (USJFTA), implemented in January 2020, provides preferential access to top quality American products, making products even more attractive to the country's importers and distributors. The market demonstrates continued demand for safe, healthy, and high-quality foods.

This Outbound Trade Mission will go to Japan's two largest metro areas to meet with buyers. An optional additional stop in Sapporo, will give participants a chance to see the food and beverage ecosystem next to Japan's leading agriculture region. This is a great opportunity for Western US food and beverage companies to learn about the food culture and distribution in three distinct regions of Japan. Don't miss this excellent opportunity to connect with new buyers in Japan!

Why Participate?

- Meet one-on-one with Japanese buyers looking for high-quality U.S. products.
- Learn about key regional markets within Japan.
- Participate in market briefings, facility tours, and retail tours.

Benefits of Participation:

- Interpreters
- Market briefing by USDA and market tours
- Hotel will be arranged and paid for by WUSATA*
- Ground transportation between cities (train and airfare) arranged and paid for by WUSATA*

*LIMIT: One representative per company – additional company delegates may participate at their own expense.

Itinerary:

Planning for the week's itinerary is now underway. Following is a draft schedule for planning purposes:

July 20 - WUSATA companies arrive in Osaka, Japan

July 21 – Market briefing and market tours

July 22 – One-on-one meetings with buyers, networking reception

July 23 – Travel from Osaka to Tokyo and market tours

July 24 – One-on-one meetings with buyers

Optional additional stop

July 25 – Travel to Sapporo, facility tour, group meeting

July 26 – Travel back to Tokyo, trade mission concludes

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

Registration Opens: 03/25/2025

Suitable Products:

Food and beverage products for retail and food service market in Japan. This is an especially good opportunity to introduce new products to the market.

Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Dairy Products, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Healthy foods, Specialty foods, Coffee, Tea, Wine, Beer, Craft Cider, Non-alcoholic beverages and other Consumer Oriented Items.

Registration Details:

Deadline: April 25, 2025

Participation Fee: $500 (Additional $200 for 3rd stop)

Passes Available: 12