TRADE SHOW

2023 WUSATA PAVILION AT FOODEX TRADE SHOW

Tuesday, Mar 7 - Friday, Mar 10, 2023
Registration: Monday, Sep 19 - Friday, Nov 18, 2022
Tokyo, Japan | Japan | East Asia

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

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, in cooperation with the NW Wine Coalition, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 WUSATA Pavilion at FoodEx Trade Show

~ March 7-10, 2023 ~

FOODEX JAPAN has been a highly successful trade event since its debut in 1976, serving not only Japan's $789 billion food market, but many lucrative Asian markets, including Korea, Taiwan, China, Thailand, and Hong Kong.

Japan presents one of the best opportunities in the world for U.S. food exporters and FOODEX is a proven entry-point.

Access a large market for U.S exporters: the Japanese GDP of $5.08 trillion makes this the world's third largest economy, and a stable trading partner for the U.S.

Take advantage of ideal timing, as under the U.S. – Japan Free Trade Agreement nearly 90 percent of U.S. food and agricultural imports into Japan are either duty free or receive preferential tariff access.

Benefits of Participation:

- New Event location at the Toyko Big Sight
- Expand your sales into Japan
- Reconnect with customers in Japan
- Meet premier buyers from across Asia
- See regional trends in the Food and Beverage Market
- Discounted booth pricing

Participation Fees:

- Discounted Early Bird Rate (Ends October 28, 2022):
  - Aisle Booth - $5,000
  - Corner Booth - $5,500
- Standard Rate (After October 28, 2022:
  - Aisle Booth - $5,500
  - Corner Booth - $6,000

Itinerary:

- March 6 - Setup Day

- March 7-10 - Trade Show days

Registration Deadline: November 18, 2022

Get 50% reimbursement on exhibition-related costs

Apply NOW for WUSATA's 2023 FundMatch program - and be sure to add

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: processed fruits & vegetables, fresh produce, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

INDUSTRY FOCUS

Food Service Products **Ingredient** **Natural/Health** **Organic** **Produce** **Retail Products**

BUYER AUDIENCE

Worldwide

Japan/East Asia to your marketing plan - in order to receive 50% reimbursement of your FoodEx Trade Show expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the FundMatch guide to go over these eligible expenses and what you need to do before, during and after Gulfood to be successful in submitting a claim.

Log into your My WUSATA account now to start the process, or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373