VIRTUAL TRADE EVENT

2021 JAPAN VIRTUAL RETAIL MISSION

Monday, Mar 1 - Wednesday, Mar 3, 2021
Registration: Wednesday, Jan 6 - Friday, Jan 15, 2021 | 12:00 PM
Virtual Meetings | Japan | East Asia

https://www.wusata.org/e/RAA85OD

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

2021 Japan Virtual Retail Mission - March 1-3, 2021

Each participant will create a short video of the company, products, and yourself as the introduction. On March 2, 2021 (March 3rd in Japan), Japanese buyers will attend a video product showcase, followed by Q&A session, which will provide an opportunity for the buyers to get general information about the participants. One-on-one meetings with matched buyers will follow the group virtual presentation on March 2, 2021 and again on the evening of March 3, 2021. These meetings will all be scheduled in the evening U.S. time and morning Japan time.

- Each participant must create a 2-5 minute video by February 10, 2021
- Each participant must ship product samples by February 3, 2021 (WUSATA will reimburse the shipment cost up to $500)

Benefits of Participation (via Zoom):

- Opportunity to create 2-5 minute video to Japanese buyers
- Opportunity for video presentation with group of Japanese buyers
- One-on-one meetings with qualified buyers after video presentation
- Meeting interpreters, if needed
- Reimbursement for sample shipping expenses up to $500

Itinerary:

- March 1, 2021 (evening): Market Briefing and Orientation for meetings
- March 2, 2021 (evening): Video Presentation, Live Q&A, and One-on-One meetings with buyers
- March 3, 2021 (evening): One-on-One meetings

Registration Deadline: January 15, 2021

PRODUCT DESCRIPTION

Suitable Products Include: Packaged products, shelf-stable, snacks, specialty foods, healthy foods, non-alcoholic beverages, honey, jam and jellies, sauces, coffee, tea, dried fruits, nuts, and confectionery products

INDUSTRY FOCUS

Consumer Oriented **Retail Products**