

WEBINARS

PACK, SHIP, SHOWCASE: YOUR GUIDE TO ENTERING JAPAN'S FOOD MARKET VIA TRADE SHOWS

Tuesday, Jun 24, 2025 | 4:00 PM - 5:00 PM
Registration: Wednesday, May 28 - Wednesday, Jun 25, 2025
Online | United States of America

https://www.wusata.org/e/J2IR8RZ

EVENT DETAILS

Pack, Ship, Showcase: Your Guide to Entering Japan's Food Market via Trade Shows

June 25, 2025, 9:00AM ChST (June 24, 2025, 4:00- 5:00 PM PST)

The meeting link will be sent to registered companies within 24 hours of registration

Presented by Bryant Christie Inc., FOODEX and WUSATA

This webinar is targeted at exporters of food and specialty agricultural products based in Guam and the CNMI, particularly those interested in entering or expanding into the Japanese market through trade show participation. Speakers will offer hands-on guidance for preparing for Japanese trade shows, including booth setup, cultural best practices, and follow-up strategies. Participants will leave with actionable knowledge to effectively showcase their products, meet Japanese regulatory standards, and build connections with local buyers and distributors. In addition to trade show guidance, attendees will gain insights into logistics planning, including shipping options from Guam and the CNMI, necessary documentation like the Import Notification and Certificate of Origin requirements, and working with customs brokers. The presentation will also provide a practical overview of Japan's import landscape, focusing on key requirements such as product packaging, retail sizing, nutritional labeling, and phytosanitary documentation.

Detailed Meeting Overview:

1. Welcome & Objectives

2. Why Japan? Why Trade Shows?

3. Quick Guide to Trade Show Planning

4. Product Readiness: Packaging, Labeling & Sizing

5. Shipping & Logistics Essentials

6. Customs Process & Regulatory Compliance

7. FOODEX Participation Specifications & Requirements (Betsy Riggs & Kate Hawkins)

8. Wrap-Up & Key Takeaways

9. Q&A

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