

INBOUND MISSION

JAPAN CONSUMER-ORIENTED INBOUND TRADE MISSION TO GUAM

Tuesday, Aug 18 - Thursday, Aug 20, 2026
Registration: Sunday, Feb 15 - Friday, Feb 20, 2026 | 11:00 PM
Guam | United States of America

https://www.wusata.org/e/6Z6107W

EVENT DETAILS

Japan Consumer-Oriented Inbound Mission to Guam

August 18-20, 2026

Guam

Designed to open doors to the Japanese market, this inbound trade mission is tailored for Western U.S. suppliers who are new to export or new to Japan and offer craft, value-added products and distinctive regional specialties often purchased as souvenir and tourist gift items. Participants will have the opportunity to connect directly with Japanese boutique retailers, specialty distributors, and tourist-focused buyers actively seeking unique, high-quality products with strong local identity.

Through this mission, suppliers will gain practical insight into the Japanese market, explore international business opportunities, and begin building meaningful supplier–buyer relationships that support long-term export growth.

Benefits of Participation:

- An opportunity to connect with Japanese buyers through targeted B2B meetings and a dedicated product showcase.
- Note: Airfare, lodging and ground transportation not provided for Western U.S. Suppliers.

Itinerary:

- April 15: Japan buyers Guam arrival
- April 16: B2B meetings, product showcase
- April 17: B2B meetings, product showcase
- April 18: Japan buyers Guam departure

Participation Fee: $50

PRODUCT DESCRIPTION

Value-added products and regional or local specialty items popular with tourists and gift buyers, including sauces, cookies, confectioneries, chocolates, and other craft, regionally distinctive offerings.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

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