INBOUND MISSION

JAPAN CONSUMER-ORIENTED INBOUND MISSION TO GUAM

Wednesday, Jul 10 - Thursday, Jul 11, 2024
Registration: Wednesday, Jun 5 - Wednesday, Jun 12, 2024
Guam | Japan | East Asia

https://www.wusata.org/e/WP2JB9N

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the Guam Economic Development Authority (GEDA) announce participation and registration for the

2024 Japan Inbound Trade Mission to Guam

July 10-11, 2024

The inbound trade mission will feature qualified buyers from Japan interested in securing potential retail and wholesale distribution agreements with WUSATA participants. The mission will be centered around a product showcase for WUSATA participants as part of the Pacific Hotel & Restaurant Expo (PHARE) hosted by the Guam Hotel & Restaurant Association (GHRA) that Japanese buyers would participate in. Further, one-on-one B2B meetings and facility site visits will provide additional opportunities for WUSATA participants to directly engage Japanese buyers and highlight their products.

Benefits of Participation:

- Market Expansion: Engage with pre-qualified buyers from Japan and potentially secure retail and wholesale distribution deals.
- Product Showcase: Highlight your company and products with industry leaders and international buyers through brand visibility as part of the Pacific Hotel & Restaurant Expo (PHARE), one-on-one meetings, and facility site visits.
- Networking Opportunities: Develop new partnerships for potential future collaborations and business ventures.
- Market Insights: Gain valuable insight into consumer trends and preferences in Japan and receive direct feedback about your products from Japanese buyers.

Event Itinerary:

July 10 - Product Showcase / Site Visits / B2B Meetings

July 11 - Product Showcase / Site Visits / B2b Meetings

*Please note that WUSATA participants are required to exhibit as part of the product showcase at PHARE for the full two days.

Registration Deadline: June 12, 2024

Cost of Participation: $50

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan