OUTBOUND MISSION

JAPAN OUTBOUND MISSION TO TOKYO & FUKUOKA

Saturday, Jul 25 - Friday, Jul 31, 2026
Registration: Monday, Mar 30 - Friday, Apr 24, 2026 | 2:00 AM
Tokyo and Fukuoka, Japan | Japan | East Asia

https://www.wusata.org/e/FK14JYT

EVENT DETAILS

Japan Outbound Trade Mission

Tokyo & Fukuoka, Japan

July 25-31, 2026

Japan is a leading market for U.S. food and agricultural exports, with a population of over 123 million and the world's fourth-largest economy. Since the U.S.-Japan Trade Agreement took effect in January 2020, high-quality American products have become even more competitive in a market where consumers continue to value safe, healthy, and premium-quality foods.

This Outbound Trade Mission will give Western U.S. food and beverage companies the opportunity to meet buyers in Japan's largest metro area and visit Fukuoka for insight into the food and beverage ecosystem on Kyushu. Participants will gain valuable exposure to food culture, distribution, and market opportunities across two distinct regions of Japan.

Benefits of Participation:

- Meet one-on-one with Japanese buyers seeking U.S. products
- Gain insight into regional market opportunities through the Fukuoka stop
- Participate in market briefings, facility tours, and retail tours
- Receive interpreter support
- Take part in a USDA market briefing and guided market tours
- Hotel accommodations arranged by WUSATA and provided for one company representative
- Ground transportation between cities, including train travel, arranged by WUSATA for one company representative
- Receive information to support product sample shipment

Companies are responsible for international airfare, meals and incidental expenses, and product sample shipment costs and arrangements.

Proposed Itinerary:

- July 25 – Arrive in Tokyo, Japan
- July 26 – Market tours
- July 27 – Market briefing, one-on-one meetings with buyers, networking reception
- July 28 – Travel from Tokyo to Fukuoka
- July 29 – Business meetings in Fukuoka
- July 30 – Market tours
- July 31 – Return to U.S.

Registration Window: March 30 - April 24, 2026

Participation Fee: $600

Passes Available: 12

PRODUCT DESCRIPTION

Food and beverage products for food service and retail market in Japan. This is an especially good opportunity to expand your reach in the food service sector.

Suitable products include, but are not limited to: Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Healthy foods, Specialty foods, Coffee, Tea, Wine, Beer, Craft Cider, Non-alcoholic beverages and other food & beverage products.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products**

BUYER AUDIENCE

Japan