

OUTBOUND MISSION

2019 JAPAN OUTBOUND TRADE MISSION TO TOKYO AND OSAKA

Tuesday, Jun 4 - Friday, Jun 7, 2019

Registration: Wednesday, Feb 6 - Monday, Apr 1, 2019 | 12:00 PM

📍 Japan | Japan | East Asia

<https://www.wusata.org/e/IYGC7IJ>

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:

Outbound Trade Mission to Tokyo, Japan with activities on June 4-7, 2019. It is timed to coincide with the Agricultural Trade Office's Product Showcase on June 5.

This is a great opportunity for new to market companies to explore the Japanese market, and for companies already exporting to Japan, to further expand their reach. This outbound trade mission will include opportunities for companies to meet with about 100 potential buyers in the tabletop show format of the Agricultural Trade Office's Product Showcase and individual meetings in Osaka where unique food culture has established. This trade mission will also provide the opportunity for companies to learn more about the market opportunities and expectations with a market briefing and tours of a food processor and retailers. By meeting buyers and learning about the market in two of Japan's major cities, participants will come away with a greater understanding of the differences in cuisine and preferences between these two cities.

This key market with sophisticated and affluent consumers provides a great opportunity for U.S. food exporters. Japan is the largest net importer of food products in the world. Japan is also an increasingly popular tourist destination hosting over 31 million guests last year. The number of tourists is expected to spike in 2020 as Japan hosts the Summer Olympics. With this need for imported food and greater demand for a variety of food, this market continues to offer great opportunities for U.S. exporters.

Don't miss this excellent chance to reach new buyers in these major cities of Japan!

Benefits of Participation:

- Participate in the WUSATA section of the Agricultural Trade Office's Product Showcase in Tokyo.
- Meet one-on-one with product buyers in the Japanese market
- Showcase products at meetings and a targeted trade reception
- Learn first-hand about opportunities and demands of the Japanese market

Companies will be provided:

- One-on-one appointments with pre-qualified buyers
- Interpreters
- Market briefings and tours
- Hotel accommodations (5 nights)*
- Ground transportation arranged and paid*

*LIMIT: One representative per company – additional company delegates may participate at their own expense.



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Beverages, and other Consumer Oriented Items.

INDUSTRY FOCUS

Food Service Products

Retail Products

Participation Fee: \$500

Registration Deadline: April 1, 2019

Planning for the week's itinerary is now underway. Following is a draft schedule for planning purposes:

Preliminary Trade Mission Itinerary

June 3 - Companies arrive in Tokyo and check into hotel

June 4 - Market Tours

June 5 - ATO Market Briefing and Product Showcase

June 6 - Travel to Osaka, one-on-one meetings, and reception

June 7 - Split into 2 tracks

1) Osaka: market tours, time for follow up meetings, group regional cuisine dinner, stay night in Osaka

2) Tokyo: Travel to Tokyo, time for follow up meetings, optional group dinner, stay night in Tokyo

June 8 - Trade mission concludes and companies return home or continue on own