OUTBOUND MISSION

2023 JAPAN OUTBOUND MISSION TO TOKYO

Saturday, Oct 21 - Wednesday, Oct 25, 2023
Registration: Tuesday, Jul 18 - Tuesday, Aug 15, 2023
Tokyo, Japan | Japan | East Asia

https://www.wusata.org/e/ZQ5KZZX

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2023 Outbound Trade Mission to Tokyo, Japan

October 21- 25, 2023

This food and beverage focused trade mission to Japan provides an exceptional opportunity to introduce new products and expand sales within the market.

Benefits of Participation:

- Meet one-on-one with Japanese buyers looking for high-quality U.S. products.
- Participate in ATO Product Showcase event and meet many food/beverage industry professionals.
- Learn about importer/buyer needs and consumer preferences.
- Participate in market briefings, facility tours, and retail tours.
- An opportunity to have a Japanese video created for future marketing use and to be promoted during the event

Support for connecting from Korea outbound trade mission Companies will be provided:

- Interpreters
- Market briefing by USDA and market tours

Hotel and ground transportation will be arranged and paid by WUSATA for one company representative *LIMIT: One representative per company – additional company delegates may participate at their own expense.

Companies will provide their own:

- International airfare
- Meals and incidentals
- Instructions on product sample shipment

Itinerary:

October 21 - WUSATA companies arrive to Tokyo, Japan

October 22 – Retail and market tours

October 23 – ATO market briefing and business site tours

October 24 - One-on-one meetings and ATO Product Showcase

October 25 - Companies return to the U.S

With a separate registration, companies can also explore the Korea market by joining the Korea Outbound Mission from October 18 to 21. For those who register for both missions, the flight from Seoul to Tokyo will be arranged and

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Dairy Products, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Healthy foods, Specialty foods, Coffee, Tea, Wine, Beer, Craft Cider, Non-alcoholic beverages and other Consumer Oriented Items.

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

covered by WUSATA for one representative per company.

Participation Fee: $500.00

Registration Deadline: August 15th, 2023

For any information please reach out to the Project Managers:

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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