

INBOUND MISSION

JAPAN INBOUND MISSION TO WINTER FANCYFAIRE AND NEVADA

Saturday, Jan 10 - Wednesday, Jan 14, 2026
Registration: Monday, Dec 1 - Tuesday, Dec 23, 2025 | 8:00 AM
San Diego, Las Vegas | United States of America

https://www.wusata.org/e/PE42XWT

EVENT DETAILS

Japan Inbound Mission to Winter FancyFaire and Nevada

January 10-14, 2026

San Diego, CA and Las Vegas, NV

Join WUSATA® for an inbound mission designed to connect U.S. suppliers with six Japanese specialty food buyers through structured meetings in two U.S. locations.

Benefits of Participation:

- Meet with six specialty food buyers from Japan in the U.S.. either at Winter FancyFaire in San Diego or in Las Vegas.
- Meetings in San Diego will be held on-site at the San Diego Convention Center before and after Winter FancyFaire show hours.
    - Exhibitors and non-exhibitors may participate in the meetings in San Diego.
    - Exhibiting suppliers who prefer booth-side meetings during show hours may coordinate with the Project Managers.
- Receive product feedback from Japanese buyers and explore what's new in the U.S. specialty food sector during Winter FancyFaire.

Itinerary

San Diego (January 10-12):

Each registered company may choose one of three available days for 15-minute meetings. Companies interested in extended discussions are encouraged to continue conversations during the show.

- Saturday, January 10 from 8:00 am - 11:00 am or 1:00 pm - 4:00 pm
- Sunday, January 11 from 4:00 pm - 7:00 pm
- Monday, January 12 from 7:00 am - 10:00 am

Las Vegas (January 13-14):

Meet with the six Japanese specialty food buyers at your office, with the option to host a site tour to showcase your company's capabilities.

Participation Fee: $50

Registration Opens: December 1st

Registration Deadline: December 23rd

Passes Available:

- **San Diego - January 10 (AM Session)**: 8
- **San Diego - January 10 (PM Session)**: 8
- **San Diego - January 11**: 8
- **San Diego - January 12**: 8
- **Las Vegas - January 13–14**: 10

PRODUCT DESCRIPTION

Specialty foods, including but not limited to: oils; organic; additive-free; sugar-free; frozen/dried/concentrated/powdered/pureed fruits/vegetables; canned seafood, specialty cheeses, honey; beverage mixes; alcoholic and non-alcoholic beverage; bakery products; spices/seasonings; snacks; nuts; sauces; condiments ; jams; pet foods

INDUSTRY FOCUS

Consumer Oriented | Organic | Produce | Pet Food and Products | Retail Products | Seafood | Specialty | Beverage

BUYER AUDIENCE

Japan

ADDITIONAL INFORMATION

Venue

San Diego Convention Center, 111 W Harbor Dr, San Diego, California, 92101, United States of America

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

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