

## OUTBOUND MISSION

# 2016 JAPAN OUTBOUND TRADE MISSION

Tuesday, Jun 7 - Saturday, Jun 11, 2016

Registration: Monday, Mar 7 - Monday, May 2, 2016

📍 Tokyo | Japan | Asia - (inactive)

## EVENT DETAILS

Outbound Mission to Tokyo, Japan with activities on June 8-10, 2016, **timed to coincide with the Agricultural Trade Office's Product Showcase on June 8 th.**

Benefits from participating in the activity:

- **This is a FundMatch reimbursement eligible event**
- Participate in the WUSATA section of the Agricultural Trade Office's Product Showcase
- Meet one-on-one with consumer oriented product buyers in the Japanese market
- Showcase products at custom meetings, and a targeted trade reception
- Learn first hand about the opportunities and demands of the Japanese market

This is a great opportunity for new to market companies to explore the Japanese market, and for companies already exporting to Japan, to expand their reach. This outbound trade mission will include opportunities for companies to meet with potential buyers in a tabletop show format at the Agricultural Trade Office's Product Showcase and in individual meetings arranged by WUSATA. 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 a lab.

This key market with sophisticated and affluent consumers provides a great opportunity for US food exporters. Japan is the largest net importer of food products in the world. With this need for imported food and demand for US consumer food products, this market continues to offer great opportunities for US exporters.

Don't miss this excellent chance to reach new buyers and see this key trade show in Tokyo, Japan!

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

- Jun. 7: Arrive in Tokyo, Japan
- Jun. 8: Country market briefing with USDA and joint Product Showcase with USDA
- Jun. 9: Market tours, including visits to food processor and lab
- Jun. 10: One-on-one meetings with buyers
- Jun. 11: Depart for USA (or continue meeting at own arrangement)

Companies will be provided:

- Custom one-on-one appointments with pre-qualified buyers
- Interpreters
- Market briefings and market tours
- Hotel and ground transportation arranged and paid by WUSATA for one company representative

New to the market companies should be export ready. Companies will be expected to cover their own airfare costs, meals, and incidental expenses.



## PRODUCT DESCRIPTION

Food and beverage products for retail and food service market in Japan. This is an especially good opportunity to introduce new products to the market.

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

## INDUSTRY FOCUS

Food Service Products

Retail Products

Lodging provided at government per diem rates. Limit one representative per company – additional company delegates may participate at their own expense.