

## TRADE SHOW

# 2016 JAPAN: SUPERMARKET TRADE SHOW

Wednesday, Feb 10 - Friday, Feb 12, 2016  
Registration: Thursday, Jul 9 - Saturday, Nov 14, 2015  
Tokyo, Japan | Japan | Asia - (inactive)

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agriculture Service (FAS): :

### Japan Supermarket Trade Show; February 10-12, 2016

Benefits of participating: - Showcase products at Japan's largest food & beverage show - Expand your sales in WUSATA's 2nd largest export market - Discounted rate for a fully furnished booth in the USA Pavilion

Supermarket Trade Show is the largest food and beverage trade show in Japan, targeting the retail and distribution industry. In 2015, the show drew over 84,000 visitors over a three day period. Supermarket Trade Show 2016, celebrating its 50th anniversary, will be held together with four other food related exhibitions under the united name "Food Trade in Japan 2016", expanding its space, and making it the one-stop solution to reach Japanese food market.

This is a great opportunity for companies who have entered into the Japan market to expand their business with new and existing retailers, distributors, and industry buyers!

The WUSATA show package for Supermarket Trade Show includes:

- Standard 9sqm booth at a discounted rate - On-site assistance, and set-up assistance - Interpreter services upon request - One-on-one buyer meetings upon request



## PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Suitable products include, but are not limited to: Retail Products, Foodservice Products, Natural & Healthy foods, Specialty foods, Sauces and Condiments, Snacks, Nuts, Fresh and Processed Produce, Beverages and more.

## INDUSTRY FOCUS

| Food Service Products | Natural/Health | Retail |
|-----------------------|----------------|--------|
| Products              |                |        |