OUTBOUND MISSION

2024 OUTBOUND TRADE MISSION TO JAPAN

Monday, Sep 16 - Friday, Sep 20, 2024
Registration: Tuesday, May 28 - Wednesday, Jul 10, 2024
Tokyo | Japan | East Asia

https://www.wusata.org/e/KHV213X

EVENT DETAILS

2024 Outbound Trade Mission to Japan

With a population exceeding 123 million and boasting the fourth-largest GDP globally, Japan maintains its position as the fourth-largest export market for U.S. food and agricultural products as of 2022. Facilitated by the U.S.-Japan Trade Agreement (USJFTA) enacted in January 2020, this agreement offers preferential access to premium American goods, rendering them particularly appealing to Japanese importers and distributors. Japan's reliance on food imports, stemming from its limited domestic resources, coupled with its advanced and innovative food industries, underscores its receptivity to emerging Western food trends and products. Notably, the market consistently demonstrates sustained demand for safe, wholesome, and high-caliber foods.

This presents an exceptional opportunity for both companies entering the market for the first time and those seeking to broaden their presence. Seize this advantageous occasion to establish connections with new buyers in Japan!

Why Participate:

- **Meet one-on-one with Japanese buyers**: This offers a great opportunity to understand their specific needs and preferences, as well as to showcase the quality of U.S. products.
- **Participate in ATO Product Showcase event and meet many food/beverage industry professionals**: Providing valuable networking opportunities and insights into the food and beverage industry.
- **Learn about importer/buyer needs and consumer preferences:** Crucial for tailoring your products and marketing strategies effectively in the Japanese market.
- **Participate in market briefings, facility tours, and retail tours:** Providing invaluable context and firsthand experience to help you navigate and succeed in this market.

Benefits:

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

Itinerary:

- **September 16** - WUSATA companies arrive to Tokyo, Japan
- **September 17** – Retail and market tours
- **September 18** – ATO market briefing and ATO Product Showcase
- **September 19** – Travel from Tokyo to Osaka and market tours
- **September 20** – ATO market briefing and One-on-one business meetings

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

- **September 21** – Back to USA or continue travel on own

Registration Opens: May 28, 2024

Suitable Products: Food and beverage products for retail and food service market in Japan.

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.

Registration Details:

Deadline: July 10, 2024

Participation Fee: $400

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