INBOUND MISSION

2024 JAPAN FOOD SERVICE INBOUND TRADE MISSION

Monday, Jul 15 - Saturday, Jul 20, 2024
Registration: Monday, May 13 - Sunday, Jun 30, 2024
ID & OR | United States of America | East Asia

https://www.wusata.org/e/373HERB

EVENT DETAILS

Join Us for the 2024 Japan Food Service Inbound Trade Mission to Idaho and Oregon!

The Western U.S. Agricultural Trade Association (WUSATA®) together with the Idaho Department of Agriculture and the Oregon Department of Agriculture invite you to this exciting inbound trade mission. This not-to-be-missed event runs from **July 15th to July 20th, 2024**, and promises a plethora of opportunities for direct engagement with key buyers from Japan, right in the heart of the Pacific Northwest.

Event Highlights:

- **Personalized Business Meetings:** Engage in one-on-one and group discussions with esteemed Japanese buyers across multiple venues in Idaho and Oregon.
- **Exclusive Farm and Facility Tours:** Showcase your operations first-hand as you host tours at your agricultural and processing facilities.
- **Chef Demonstration Event:** In a special session in Portland, collaborate with a renowned Japanese chef to feature your products in a curated tasting menu for our guests.

Why Participate?

- Connect personally with five top-tier buyers from Japan without leaving your state.
- Acquire valuable insights into consumer trends and preferences in Japan, the 5th largest market for U.S. food and agricultural exports.
- Present your products and receive direct feedback on market fit and opportunities.

Event Itinerary:

- Business meetings in Idaho: July 15-16
- Business meetings in Oregon: July 18-19
- Chef Demonstration in Portland: July 20

Product Showcase:

Ideal product categories for this mission include Fresh and Frozen Fruits and Vegetables, Dried and Canned Goods, Specialty Foods, Confectionaries, Bakery Items, Jams, Sauces, Seasonings, Certified Organic and Natural Products, Snack Foods, Beverage Mixes, and more.

Registration Details:
Deadlines:

- **June 17:** For participation in meetings and chef demonstration
- **June 30:** For participation in meetings only

Special Note: Registrants by June 17 will have the exclusive opportunity to participate in the Chef Demonstration.

INDUSTRY FOCUS

Food Service Products | Ingredient

BUYER AUDIENCE

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

Ensure your products are part of this unique showcase; detailed shipping instructions will be provided in June.

Don't miss this opportunity to expand your reach in one of the most lucrative markets. Register today and be part of shaping the future of food service!

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