OUTBOUND MISSION

2022 JAPAN RETAIL OUTBOUND MISSION TO TOKYO & OSAKA

Wednesday, Nov 30 - Friday, Dec 2, 2022
Registration: Tuesday, Sep 13 - Friday, Oct 7, 2022
Japan | Japan | East Asia

https://www.wusata.org/e/FD29VT0

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 Agricultural Service:

2022 Japan Retail Outbound Mission to Tokyo & Osaka

~ November 30 - December 2, 2022 ~

Japan is a great market for retail food and beverage products from the Western U.S.. After years of travel restrictions, Japanese importers are eager to find new food and beverage products to add to their portfolio.

The Japan Retail Outbound Mission will be a great way to make buyer connections and learn what the market looks like now. The trade mission will start in Tokyo with the New Product Showcase, an annual event organized by ATO Tokyo, on November 30. The event is a mini trade show style as each company showcases their products on the table and the qualified buyers move around the tables. The designated WUSATA section will be decorated with banners and signs to maximize visibility among U.S. suppliers. Since this year's theme is "American BBQ", any products related to BBQ or new products are especially suitable for this event.

On the second day, WUSATA companies will travel to Osaka, the center of Western Japan, and will have an opportunity to learn about the market through retail/facility tours. On the third day, companies will participate in a Mini Showcase event to meet buyers from the Western region followed by a networking event. With the conclusion of the trade mission on December 3, companies return home, arrange business meetings on own, or continue to explore Japan market.

This trade mission will be a great opportunity for new-to-market companies and market expansion companies to establish and reestablish relationships with Japanese buyers by introducing new products.

After October 11, there will be NO visa requirements for entry into Japan! A valid COVID-19 vaccination certificate OR negative test result certificate within 72 hours of the departure is required to enter Japan.

Benefits of Participation:

- Visit Tokyo & Osaka, the two most vital economic cities of Japan.
- Meet potential importers, buyers, distributors in the Japan market.
- Participate in New Product Showcase (mini trade show style event) in Tokyo.
- Learn about Japan market through market briefings and market/facility tours.
- Ground transportation including bullet train one way from Tokyo to Osaka and 4 nights lodging will be covered by WUSATA*.

PRODUCT DESCRIPTION

Suitable Products include: Food and beverage, fresh and processed products for retail sector

INDUSTRY FOCUS

Retail Products

*ONE representative per participating company.

Itinerary:

11/29 Arrive in Tokyo

11/30 ATO Tokyo market briefing and New Product Showcase Event

12/1 Travel to Osaka, Market/Facility Tours

12/2 Mini-Showcase Event, One-on-one meetings, Networking Reception

12/3 Return home or continue meetings on own

Participation Fee: $350.00

Registration Deadline: October 7, 2022

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