WEBINARS

WEBINAR: CHALLENGES AND OPPORTUNITIES OF WESTERN U.S. FOOD INGREDIENTS IN THE JAPANESE MARKET

Thursday, Jul 14, 2022 | 4:30 PM - 5:30 PM
Registration: Monday, Jul 11 - Wednesday, Jul 13, 2022
Zoom | Japan | East Asia

https://www.wusata.org/e/FT18U9L

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 Webinar: Challenges and Opportunities of Western U.S. Food Ingredients in the Japanese Market

July 14, 2022 ~ 4:30 - 5:30 pm PDT

Join us for an informative webinar featuring our WUSATA Japan in-country representative and guests from the Tokyo Agricultural Trade Office! We will be discussing the challenges and opportunities of Western U.S. food ingredients in the Japanese market.

Agenda:

Japanese Food Processing Market Overview by ATO Tokyo

- Highlighting the recent GAIN report on Japanese Food Processing Ingredients

Challenges & Opportunities of Western US food ingredients in the Japanese market by WUSATA Japan In-country rep

- Overview of food trade between the WUSATA region and Japan
- Current top commodities by volume and value
- Traditional and new/potential destinations in Japan for agricultural ingredients
- How are food ingredient purchasing decision typically made and maintained in Japan (Procurement, Marketing/Sales, Quality Control, Documentation and Information Disclosure)?
- How to build the supply chain jointly with your importer
- Tips to initiate and promote new business with Japanese customers

Sign up today and secure your spot! **ZOOM link will be sent out the morning of the webinar**

Registration Deadline: July 14, 2022 by 12 pm PDT

PRODUCT DESCRIPTION

Food Ingredients

INDUSTRY FOCUS

Ingredient