

## 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