INBOUND MISSION

2024 JAPAN CONSUMER ORIENTED INBOUND BUYERS MISSION

Monday, Mar 25 - Friday, Mar 29, 2024
Registration: Wednesday, Feb 7 - Tuesday, Mar 26, 2024
Las Vegas, NV / Sacramento, CA / Oakland, CA / Los Angeles, CA | Japan | East Asia

https://www.wusata.org/e/EUP1VLZ

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

Japan Consumer Oriented Inbound Buyers Meetings

March 25-29, 2024

Las Vegas, NV / Sacramento, Oakland, Los Angeles, CA

Japan is a highly developed nation with a strong middle class and growing health - sensitive population. Its consumers are increasingly looking for ready-to-cook and ready-to-eat options. Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Japan.

Please note that participation is limited to one meeting session. Since this event is held in conjunction with another inbound delegation, buyers from both delegations will present during the session. **When registering for both inbound activities, be sure to select the same meeting time for each activity.**

Itinerary:

March 25th - Las Vegas - Tabletop Buyers Meetings
March 26th - Las Vegas - Tabletop Buyers Meetings
March 27th - Sacramento - Tabletop Buyers Meetings
March 28th - San Francisco / Oakland - Tabletop Buyers Meetings
March 29th - Los Angeles - Tabletop Buyers Meetings

Benefits of Participation:

- Connect with pre-qualified importers / buyers representing Southeast Asia
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or re-connect personally with existing clients

Participation Fee: $25

Registration Deadline: March 26th, 2024

PRODUCT DESCRIPTION

Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried
Fruit / Nut, Frozen Foods (berries), Beverages, and Wine

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Retail Products** **Specialty Beverage**

BUYER AUDIENCE

Japan