INBOUND MISSION

JAPAN CONSUMER-ORIENTED INBOUND MISSION TO OR & HI

Monday, Oct 6 - Friday, Oct 10, 2025
Registration: Friday, Aug 15 - Tuesday, Sep 30, 2025
Oregon & Hawaii | Japan

https://www.wusata.org/e/TX3OW39

EVENT DETAILS

Japan Consumer-Oriented Inbound Trade Mission

With a population of over 123 million and fourth-largest world GDP, Japan remains the fourth-largest export market for U.S. food and agricultural products. The U.S.-Japan Trade Agreement (USJFTA), implemented in January 2020, provides preferential access to top-quality American products, making products even more attractive to the country's importers and distributors. The market demonstrates continued demand for safe, healthy, and high-quality foods. This market represents ideal trade opportunities for companies with shelf-stable products.

This is a great opportunity for especially new-to-market companies to meet with the buyers.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Japan.

Benefits of Participation:

- Connect with pre-qualified importers/buyers representing Japan.

- 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.

Itinerary:

10/5: Buyers arrive in Portland, OR Metro Area

10/6-7: Meetings in Portland, OR Metro Area

10/8 Buyers travel to Honolulu, HI

10/9 Meetings in Honolulu, HI

10/10 Meetings in Honolulu, HI

10/11 Buyers depart for Japan

Registration Opens: Friday, August 15, 2025

Suitable Products:

Retail packaged foods & beverages, specialty foods, snack foods, dairy products, novelty/niche food items

Registration Details:

Deadline: Tuesday, September 30, 2025

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

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

Participation Fee: $30

Passes Available:

10/6-7: Meetings in OR -40

10/9 Meetings in Honolulu, HI - 15

10/10 Meetings Honolulu, HI - 15

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