

OUTBOUND MISSION

2017 JAPAN OUTBOUND TRADE MISSION

Monday, Jun 26 - Friday, Jun 30, 2017

Registration: Monday, Feb 27 - Friday, Apr 14, 2017

📍 Nagoya and Tokyo, Japan | Japan | Asia - (inactive)

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:

Outbound Trade Mission to Nagoya and Tokyo, Japan: June 26-30, 2017

This activity is timed to coincide with the Agricultural Trade Office's Product Showcase on June 29th

This is a great opportunity for new to market companies to explore the Japan market, and for companies already exporting to Japan, to further expand their reach. This outbound trade mission will include opportunities for companies to meet with potential buyers in the tabletop show format of the Agricultural Trade Office's Product Showcase and in individual meetings arranged by WUSATA. This trade mission will also provide the opportunity for companies to learn more about the market opportunities and expectations with a market briefing and tours of a food processor and lab.

This key market with sophisticated and affluent consumers provides a great opportunity for US food exporters. Japan is the largest net importer of food products in the world. With this need for imported food and demand for US consumer food products, this market continues to offer great opportunities for US exporters.

Benefits from participating in the activity:

- Participate in the WUSATA section of the Agricultural Trade Office's Product Showcase
- Meet one-on-one with consumer oriented product buyers in the Japanese market
- Showcase products at custom meetings, and a targeted trade reception
- Learn first hand about the opportunities and demands of the Japanese market
- Meet with buyers and see the market in two different cities

Tentative Itinerary:

Planning for the week's itinerary is now underway. Following is a draft schedule for planning purposes.

June 26: Arrive in Nagoya, Japan

June 27: Market overview, one-on-one meetings, and product showcase reception with buyers

June 28: Travel from Nagoya to Tokyo, and Tokyo market tour

June 29: Market briefing with USDA, one-on-one meetings and joint Product Showcase with USDA

June 30: Depart for USA (or continue meeting at own arrangement)

Companies will be provided:

- Custom one-on-one appointments with pre-qualified buyers
- Interpreters



PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Wine and Beer, and other Consumer Oriented Items.

INDUSTRY FOCUS

Food Service Products

Retail Products

- Market briefings and market tours
- Hotel and ground transportation arranged and paid by WUSATA

LIMIT: One representative per company - additional company delegates may participate at their own expense

New to the market companies should be export ready. Companies will be expected to cover their own airfare costs, meals, and incidental expenses.