INBOUND MISSION

2019 JAPAN SPECIALTY BEVERAGE INBOUND TRADE MISSION TO NM, CO

Monday, Oct 21 - Friday, Oct 25, 2019
Registration: Wednesday, Mar 27 - Friday, Oct 11, 2019 | 12:00 PM
📍 NM, CO | Japan | East Asia

https://www.wusata.org/e/7JHCFI5

EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

Japan Specialty Beverage Inbound Trade Mission to NM & CO ~ October 21-25, 2019

Japan is the fourth largest export market for U.S exporters of food and agricultural products, resulting in a 25 percent market share. In 2016, Japan's food and beverage market was valued at $770 billion. By understanding current market trends and product regulations, Japan provides great opportunities for U.S. exporters within the specialty beverage market. Japan buyers will be carefully chosen, and tailored to your company's product and exporting needs, taking the guesswork out of finding the right buyer, importer and distributor. You will have the opportunity to connect face to face and discuss how your product will fit in Japan's market. Not only will buyers learn more about your product, but they can advise on distribution channels, consumer preference, labeling and much more.

* This event will be held in conjunction with the WUSATA Europe Specialty Beverage Inbound (please also register to meet with these buyers).

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence and trend information directly from the source

Proposed Itinerary:

Oct 21 - 22 - Santa Fe and Albuquerque, New Mexico

Oct 24 - 25 - Denver, Colorado

PRODUCT DESCRIPTION

Products of Interest: Craft beer, Wine, Spirits, Ciders, Mixers and Beverage Ingredients.

INDUSTRY FOCUS

| Ingredient | Natural/Health | Organic | Retail Products |