INBOUND MISSION

2022 JAPAN FOOD INGREDIENTS INBOUND TRADE MISSION TO ID/OR

Monday, Jul 18 - Friday, Jul 22, 2022
Registration: Monday, Jun 13 - Friday, Jul 8, 2022
ID/OR | Japan | East Asia

https://www.wusata.org/e/2022JapanFoodIngredientsInboundTradeMissiontoIDOR

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 Japan Food Ingredients Inbound Trade Mission to ID/OR

July 18 - 22, 2022

One on one and group business meetings with buyers from Japan will be held in Idaho and Oregon. Additional opportunities will be available for participants to host tours at their farms and facilities. This is the first WUSATA opportunity in 2.5 years to connect with Japanese buyers in person, a crucial part of forming business relationships. American products are seen as reliable to Japanese buyers and attractive to Japanese consumers.

Benefits of Participation:

- Meet buyers from Japan in person without leaving Idaho or Oregon.
- Gather current market intelligence, consumer preferences, and trend information about a $216 billion food processing industry.
- Practice selling your product and learn about its feasibility and fit in the marketplace.

Itinerary:

July 18 & 19 - Meetings in Boise area, Idaho

July 21 & 22 - Meetings in Portland area, Oregon

Participation Fee: $25.00

Registration Deadline: July 8, 2022

PRODUCT DESCRIPTION

Suitable Products include: Seafood, dairy, processed meat, frozen fruits & vegetables, fresh produce, dried fruits, nuts, beans, olive oil, grape seed oil, liquors, beverages, potato products, organic ingredients for healthy foods & beverages, flours, grains

INDUSTRY FOCUS

Food Service Products **Ingredient** **Organic** **Seafood** **Specialty Beverage**