

## INBOUND MISSION

# 2017 JAPAN INBOUND TRADE MISSION TO NATURAL PRODUCTS EXPO WEST

Thursday, Mar 9 - Sunday, Mar 12, 2017

Registration: Tuesday, Nov 15, 2016 - Tuesday, Feb 7, 2017

📍 Anaheim, CA

## EVENT DETAILS

### Inbound Missions to 2017 Natural Products Expo West Trade Show

#### Europe, Japan, Middle East, Taiwan and SE Asia.

March 9 - 12, 2017 | Anaheim, CA

Natural Products Expo West continues to be the leading domestic trade show in the natural, organic and healthy products industry.

The Western Departments of Agriculture in conjunction with WUSATA are pleased to announce **FIVE** separate inbound buying missions for companies exhibiting and walking the 2017 Natural Products Expo West trade show. With this unique opportunity, we are taking the guesswork and chance out of the equation by directly bringing in these buying teams, so that they can sit down and meet with you.

### WHAT YOU CAN REGISTER FOR:

#### One-on-one meetings:

Custom one-to-one appointments with pre-qualified buyers from **FIVE** international markets with meetings lasting 20-30 minutes each. These meetings will be held each morning before the show opens and during show hours. Companies do not have to exhibit to participate in meetings (non-exhibitors will be provided a badge for trade show entry). **DUE TO HIGH DEMAND**, and to allow more companies the opportunity to participate in this multi-market Expo West event, we ask that you register for no more than 3 markets of the 5 available one-on-one meeting options. (If you wish to attend additional meetings you will have the ability to "waitlist" your company for those activities at the time of registration. WUSATA highly recommends you prioritize your selections.)

#### Product Showcase:

The WUSATA Product Showcase is a stand-alone activity. The WUSATA Product Showcase is a great in-person opportunity to meet with up to 25 foreign buyers in a mini-trade show format, prior to the Natural Products Expo West Show. WUSATA's product showcase will be held on Thursday morning, March 9th from 10 a.m. to 12 Noon at the Anaheim Convention Center in WUSATA's conference room. Participating companies will display products and meet with foreign buyers in a mini-trade show format providing the opportunity to connect for future business. Participating buyers include importers and retailers from Europe, Japan, the Middle East, Taiwan and Southeast Asia (Participation in the Showcase does not guarantee meetings with all participating buyers or markets.) **If you elect to be part of the WUSATA Product Showcase you WILL NOT be able to participate in the one-on-one meetings.**

**Cost:** The one-on-one meetings are a "per company" fee of \$50.00 for each market registration ~ The Product Showcase is \$200.00 "per company".

**Registration:** There is limited amount of space available for this enormously popular event so please sign up promptly to reserve your spot.



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Consumer ready products, gluten free, organic, snack foods, functional foods, health foods, and soft beverages.

## INDUSTRY FOCUS

Natural/Health

Organic

