

OUTBOUND MISSION

JAPAN OUTBOUND TRADE MISSION & TOKYO GOURMET TRADE SHOW

Monday, Sep 1 - Saturday, Sep 6, 2025
Registration: Monday, Jun 16 - Thursday, Jun 19, 2025
Japan | Japan | East Asia

https://www.wusata.org/e/UF4HRJF

EVENT DETAILS

Japan Outbound Trade Mission & Tokyo Gourmet Trade Show

This trade mission is especially geared towards new-to-market and new-to-export companies with craft value-added products and regional/local specialties that are typically bought as souvenir and tourist-related gift items as part of the Japanese practice of omiyage gift-giving to Japanese importers, distributors, and boutique-level retailers. WUSATA companies will have the opportunity to exhibit at the Tokyo Gourmet Show. The trade mission will also include retail tours/site visits to Tokyo and Shizuoka.

We encourage early registration to secure your spot for this event!

Benefits of Participation:

- -Opportunity to meet with qualified buyers from Japan
- -Participate in retail tours/site visits in Tokyo and Shizuoka.

WUSATA Will Cover:

WUSATA will cover participation at Tokyo Gourmet Show as part of WUSATA booth space, provide one bilingual staff per company, hotel lodging*, and ground transportation* for site visits and retail tours.

*LIMIT: One representative per company (additional company representatives may participate at their own expense)

Itinerary:

August 31: Arrive in Japan

September 1: Shizuoka site visits and group meetings with local trade members

September 2: Tokyo Gourmet Show set-up

September 3: Tokyo Gourmet Show

September 4: Tokyo Gourmet Show

September 5: Tokyo Gourmet Show, breakdown

September 6: Tokyo retail tour

September 7: Depart Japan

Registration Opens: 06/16/2025

Suitable Products:

sauces, cookies, confectionaries, chocolates, craft value-added regional/local specialties

Registration Details:

Deadline: June 19, 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: $250

Passes Available: 8

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