

OUTBOUND MISSION

2015 JAPAN: OUTBOUND TRADE MISSION TO JAPAN

Monday, Feb 9 - Wednesday, Feb 11, 2015
Registration: Saturday, Nov 1 - Saturday, Dec 13, 2014
Tokyo, Japan | Japan

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:

Outbound Trade Mission to Japan in conjunction with Japan Supermarket Trade Show Tokyo, Japan - February 9-11, 2015

THIS ACTIVITY HAS BEEN BRANDED PROGRAM PRE-APPROVED!

Benefits from participating in the activity: - Meet one-on-one with consumer-oriented buyers - Showcase products at a targeted trade reception - Assess the Supermarket Trade Show for your marketing strategy - Learn about the opportunities and demands of the Japan market

This is a great opportunity for new-to-market companies* to explore the Japan market, and to help companies already exporting to Japan to further expand their reach. This outbound trade mission is coordinated so that participants have the opportunity to tour the Supermarket Trade Show, Japan's largest retail food and beverage show (with an estimated 82,000 visitors and 1,400 exhibitors).

This key market with sophisticated and affluent consumers provides a great opportunity for U.S. food exporters. The nation's aging population inspires special interest in health and functional foods. Japanese consumers have spending power and are willing to pay for premium food products for themselves, their families, and pets. Japan is the largest net importer of food products in the world. For U.S. consumer-oriented foods, Japan is the third largest market. With this need for imported food and demand for U.S. consumer food products, the Japan market continues to offer great opportunities for U.S. exporters.

Don't miss this excellent chance to reach new buyers and see a key trade show in Tokyo, Japan!

Companies will be provided: -Interpreters -Market briefings and market tours -Hotel and ground transportation, arranged and paid by WUSATA for one company representative

Companies will be expected to cover their own airfare costs, meals, and incidental expenses. Lodging, at government per diem rates, and ground transportation are provided for one person per company.

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

Feb. 8: Arrive in Tokyo, Japan Feb. 9: Country market briefing with USDA, and market and/or facility tours Feb. 10: One-on-one meetings with buyers and a product showcase with media Feb. 11: Visit Supermarket Trade Show Feb. 12: Depart for USA (or continue meeting at own arrangement)

***New-to-market companies must be export-ready.**

Note: Limit one representative per company - additional company delegates may participate at their own expense. Please contact WUSATA directly at 360-693-3373 to add more participants



PRODUCT DESCRIPTION

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 Premium Pet Food products.

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA website.

INDUSTRY FOCUS

Food Service Products		Natural/Health	Pet Food and
Products	Retail Products		

