

Outbound Trade Mission to Japan February 9-11, 2015 Tokyo, Japan

Event Benefits:

- Meet one-on-one with pre-qualified consumer-oriented buyers
- Showcase products at a targeted trade reception
- Assess the Supermarket Trade Show for marketing strategy

WUSATA and the 13 Western U.S. Member States announce participation and registration for the following activity description:

Interested in Japan? See the market firsthand with arranged buyer meetings, a trade show visit and more with WUSATA's Outbound Trade Mission!

Coordinated with the Supermarket Trade Show, this event is something you won't want to miss. The market of Japan is the largest net importer of food products in the world, and the third largest market for the U.S. Japan offers great opportunities for U.S. agribusinesses as consumers are willing to pay for premium food products for themselves, their families, and pets.

Limit one representative per company- additional company delegates may participate at their own expense.

Products of Interest*:

Suitable products include but are not limited to: Meat, seafood, fresh and frozen fruits and vegetables, baking mixes, food preparations, nuts, confections, sauces and spices, wine and beer, other consumer-oriented products, and premium pet food.

**Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Registration Deadline:

December 12, 2014

Participation Fee:

\$250 per company

Managing States:

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To Register:

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