

INBOUND MISSION

2018 JAPAN CONSUMER ORIENTED INBOUND TRADE MISSION TO WA, CA

Monday, Aug 27 - Thursday, Aug 30, 2018
Registration: Thursday, Apr 12 - Wednesday, Aug 15, 2018
Seattle, WA / San Francisco, Oakland & Los Angeles, CA

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.

Japan Consumer Oriented Inbound Trade Mission to Washington and California ~ August 27-30, 2018

This event will be held in conjunction with WUSATA's Korea Consumer Oriented Inbound Trade Mission (please also register to meet with these buyers - same day - same location). More than 10 buyers from Japan and Korea will travel to Washington and California to meet with WUSATA companies. Event participants may either join our one-on-one business meetings or have the opportunity to host the buyer delegation at their production facility.

Japan continues to be one of the world's largest economies and one of the most important export markets for US agriculture. U.S. exports of consumer oriented food products were valued at more than \$6.3 billion in 2017, a 11 percent increase over the previous year.

Japanese consumers are consistently looking for new and innovative food products, something that the WUSATA region can easily offer.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers
- Showcase your products and learn about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source

Proposed Itinerary:

August 27 - Seattle, WA

August 28 - Seattle, WA

August 29 - San Francisco/Oakland CA

August 30 - Los Angeles, CA

Participation Fee: \$25.00 per company



PRODUCT DESCRIPTION

Suitable Products include but not limited to: Consumer Oriented Retail Food Products: sauces; snack foods; condiments; specialty food products; health & natural food products; retail dried fruits/nuts.

INDUSTRY FOCUS

Retail Products