

INBOUND MISSION

2013 JAPAN: FOOD SERVICE INBOUND MISSION

Monday, Nov 4 - Friday, Nov 8, 2013
Registration: Monday, Jun 10 - Tuesday, Oct 22, 2013
Colorado, Hawaii | United States of America

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: **Japan Food Service Inbound Mission: November 4 - 8, 2013** Benefits of Participating in this activity: • Meet on-on-one with pre-qualified buyers from Japan seeking a full range of products for the food service industry • Promote food service products to buyers seeking to fulfill the increasing demand for innovative and unique food service products • Learn the needs and preferences of the importers and distributors • Promote your products to a market that has consistently ranked #3 for U.S. agricultural exports ***REGISTER EARLY:** This will be a popular event* This will be an excellent opportunity for companies to participate in the growing Japan food service trade. Inbound missions offer a unique opportunity for companies to meet buyers, and learn about current demands. For current and new to export companies, Japan offers significant export potential. Japan is the second largest market for fruits, nuts, vegetables, beverages, baking items, and fish and seafood. The Japanese food service market increasingly offers international cuisine, as dining out is an important part of the Japanese culture. Because of lower costs, and fewer special packaging requirements, the food service sector is receptive to imported food products, and the food service industry often incorporates new food concepts from abroad in their offerings. **MEETING SCHEDULE:**

- Denver, CO November 4th - 5th
- Honolulu, HI November 7th - 8th



PRODUCT DESCRIPTION

Suitable products include but are not limited to:

Flavorings, Gluten-free, Soft Drinks, Wine, Beer and Spirits, Drink Mixes, Coffee, Dried fruits, Sauces, Snacks, Healthy & Natural foods, and processed foods for food service.

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Seafood