

INBOUND MISSION

2018 JAPAN FOODSERVICE INBOUND TRADE MISSION TO ID, OR

Monday, Sep 24 - Friday, Sep 28, 2018
Registration: Wednesday, Jun 27 - Wednesday, Sep 19, 2018
Boise, ID and Portland, OR

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 Foodservice Inbound Buying Mission: September 24 – 25, 2018 in **Boise, ID**. September 27 – 28, 2018 in **Portland, OR**.

Please note: This inbound mission is being held in conjunction with inbound groups from Taiwan and Southeast Asia. Companies interested in meetings in Boise should register for all three groups (Taiwan, Japan, and Southeast Asia). Companies interested in meetings in Portland should register for the Taiwan group and Japan group.

JAPAN: In 2017, the U.S. exported \$11.9 billion in agricultural products to Japan, ranking it the 4th largest agricultural export market in the region. According to reports from the Japan Agricultural Trade Office (ATO), key opportunities exist for functional and healthy food options, as well as clean label food products. Popular food products include on-trend food and beverage products, convenience foods, premium ingredients for processing and foodservice sector, healthy snacks, craft beverages, and specialty foods.

SOUTHEAST ASIA: Southeast Asia is home for more than 640 million people living in Indonesia, Vietnam, Malaysia, Thailand, the Philippines, and other neighboring countries. In 2017, the U.S. exported over \$11.5 billion in agricultural products to the top markets in Southeast Asia. According to reports from regional Agricultural Trade Offices (ATO), key opportunities exist for high-quality consumer-oriented products, fresh produce, frozen products, ingredients, healthy foods, and beverages.

TAIWAN: In 2017, the U.S. exported over \$3.3 billion in agricultural products to Taiwan, ranking it the 8th largest agricultural export market. According to reports from the Taiwan Agricultural Trade Office (ATO), key opportunities exist for high-value consumer-oriented products. In addition, beef, fresh produce, tree nuts, cheese, and pet food continue to see market growth. Food products that are appealing to buyers also include items that offer convenience (ready-to-eat), uniqueness (specialty products), and are functional (meet health, weight, dietary needs).

Event Benefits:

- Meet one-on-one with pre-qualified buyers from Taiwan, Japan, and SE Asia
- Feature your products and learn about regional preferences

Participation Fee: \$10 per company, per market group



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: healthy snacks, functional foods, fruits & vegetables (fresh & frozen), specialty foods, ingredients, coffee, natural and organic products, frozen foods, sauces and dressings, beverages, prepared foods, nuts, spices, and other related packaged and branded products.

Registration Deadline: September 19, 2018