

## INBOUND MISSION

# 2015 JAPAN: INBOUND TRADE MISSION TO PMA

Saturday, Oct 24 - Sunday, Oct 25, 2015  
Registration: Monday, May 4 - Thursday, Oct 15, 2015  
Atlanta, Georgia | United States of America | Asia - (inactive)

## 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, brought to you by the USDA's Foreign Agricultural Service:

### Inbound Trade Mission to Produce Marketing Association (PMA) Trade Show

Atlanta, Georgia: October 24-25

#### Benefits from participating in the activity include:

- Meet one-on-one with pre-screened buyers from Japan - Highlight your products and learn more about buyers' needs and preferences - Options to meet buyers at your booth or in our meeting room

This is a great opportunity to introduce your products to buyers from the fourth largest export market in the world. In 2014, U.S. food and agriculture product exports to Japan reached \$13.4 billion, up almost 8 percent from the previous year.

This WUSATA inbound trade mission will host a delegation of buyers during the PMA Fresh Summit Expo in Atlanta, Georgia. Meetings are available Saturday morning in our conference room or your booth on Sunday.

Your company does not need to be an exhibitor to participate in this mission.



## PRODUCT DESCRIPTION

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.

Suitable products include, but are not limited to: Fresh and processed vegetables, beverages, wine, confectionary, condiments, seafood and cooking oil, and more.

### INDUSTRY FOCUS

Produce

Retail Products