

OUTBOUND MISSION

2013 JAPAN: OUTBOUND MISSION TO WESTERN JAPAN

Wednesday, Oct 2 - Saturday, Oct 5, 2013
Registration: Wednesday, May 8 - Friday, Jun 21, 2013
Osaka, Japan | Japan

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: **Outbound Mission to Western Japan: Osaka, Japan - October 2-5, 2013**
Benefits from participating in the activity:

- Meet one-on-one with hotel, restaurant, institutional (HRI) and/or consumer oriented product buyers serving Osaka and surrounding western Japan (Kansai) area
- Showcase products at a targeted trade reception
- Learn about the opportunities and demands of the western Japan market first hand
- **Opportunity to maximize travel expenses by participating in the WUSATA Trade Mission to Seoul, Korea (September 29-October 2).** For more information about this option, please visit the below "Download More Information" area for the registration link.

This is a great opportunity for new to market companies to explore the western Japan market, and for companies exporting to Japan to further expand their reach. With its population well over 20 million, the Kansai region of Japan represents a huge food market, offering a tremendous business opportunity to U.S. food exporters.

Historically, Osaka was the political and commercial center of Japan, and has maintained its influence even after the capitol was relocated to Tokyo in the early 1600s. The region is well known for its distinctive food culture, which is unique from Tokyo and other parts of Japan. As such, targeted efforts are needed to connect with buyers in the Kansai market. Don't miss this excellent chance to reach new buyers in western Japan! Companies will be provided:

-Custom one-on-one appointments with prequalified buyers
-Interpreters -Hotel and ground transportation will be arranged and paid by WUSATA for one company representative *LIMIT: One person per company, additional staff welcome at own expense
-Market briefings and market tours Planning for the week's itinerary is now underway. Following is a draft schedule for scheduling purposes: Day 1: Arrive in Osaka Day 2: Country market briefing with USDA, market/facility tours Day 3: One on One meetings with buyers, trade reception Day 4: Program concludes **IMPORTANT**

NOTE: This registration is for the Japan portion only.
WUSATA encourages your company to also participate in the Trade Mission to Seoul, Korea (September 29 - October 2, 2013). Separate registration is required. Please visit the below "Download More Information" area for registration links to the Trade Mission to Seoul, Korea. *New to the market companies must be export ready.



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: Meat, Seafood, Fresh and Frozen Fruits & Vegetables, Baking Mixes, Food Preparations, Sauces and Spices, Wine and Beer, Other Foodservice/Consumer Oriented Items

INDUSTRY FOCUS

Food Service Products	Natural/Health	Produce	Retail
Products	Seafood		