

INBOUND MISSION

2019 JAPAN INBOUND TRADE MISSION TO INTERNATIONAL BAKING INDUSTRY EXPO (IBIE)

Sunday, Sep 8 - Tuesday, Sep 10, 2019
Registration: Thursday, May 23 - Friday, Aug 16, 2019 | 12:00 PM
NV | Japan | East Asia

<https://wusata2.avibe-stag.com/e/2YE9QS5>



EVENT DETAILS

The Western United States 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:

Japan Inbound Trade Mission to International Baking Industry Expo (IBIE)

Held only every three years, the International Baking Industry Expo (IBIE) is the most comprehensive baking industry event in the Western hemisphere and is an excellent opportunity for companies in the Western US to engage with industry professionals from all over the world. Companies will be able to meet with six pre-qualified buyers from Japan's baking industry for one-on-one meetings. This opportunity is open to companies that are exhibiting at IBIE, attending IBIE, or just want to participate in the individual meetings in Las Vegas.

Japan remains one of the most important and stable global markets for U.S. agricultural products, especially high-value goods. Japan is the fourth-largest agricultural export market for the U.S. and enjoys a 25-percent share of imported food and agriculture products to the country. It is an import-dependent country with a growing taste for Western foods and flavors. Japanese consumers have high disposable incomes and appreciate the quality and safety of U.S. food products. With projected growth in both GDP and retail food and beverage sales, as well as being a very popular market for bakery products, the future is bright for U.S. exports to Japan.

Benefits of Participation:

- Connect with pre-qualified buyers representing Japan's baking industry
- Evaluate how your product fits in to the marketplace by personally engaging with buyers
- Gather current market intelligence, consumer preference, and trend information
- Identify new buyers for your product or re-connect with existing clients
- Participate in one-on-one meetings with buyers, whether exhibiting at the show or not

Schedule:

September 8-10: Meetings, Las Vegas, NV

Registration Deadline: August 16, 2019

Cost: \$25 per company

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Frozen, dried, powdered, and other processed fruit and vegetables; nuts; dehydrated or frozen potatoes; ready to cook products; flours; grains; breadings; cheese, cheese powder, butter, cream and other dairy products; flavorings; sauces; honey; jams and jellies; syrups; desserts; gluten-free products; and other baking-related products.

INDUSTRY FOCUS

Retail Products

Registration Deadline: August 16, 2019