

TRADE SHOW

2012 JAPAN: SPECIALTY COFFEE ASSOCIATION TRADE SHOW

Wednesday, Sep 26 - Friday, Sep 28, 2012
Registration: Tuesday, May 29 - Tuesday, Jul 3, 2012
Tokyo Big Sight - West Hall 4 | 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:

- **Specialty Coffee Association of Japan Trade Show; September 26 - 28, 2012.**

The Specialty Coffee Association of Japan (SCAJ) Trade Show is the largest coffee exhibition in Japan, attracting over 20,000 potential buyers from food service, café, hotel, and restaurant sectors. The SCAJ celebrates its 10th anniversary this year. In 2011, sales of coffee and tea products to Japan, from the western United States, reached \$64 million, an increase of 22% from 2010. Japan ranks second in worldwide imports of Western U.S. coffee and tea products, and is growing at a faster rate than Canada, the current leader of Coffee Imports from WUSATA® states. Benefits from participating in the activity:

- Promote, sample, and sell your products at the SCAJ Trade Show
- SCAJ attracts approximately 20,000 potential buyers
- Participate in one-on-one meetings with qualified buyers.



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.

INDUSTRY FOCUS

Food Service Products

Retail Products