

OUTBOUND MISSION

2018 JAPAN OUTBOUND TRADE MISSION TO TOKYO AND OSAKA

Monday, Jun 11 - Friday, Jun 15, 2018
Registration: Thursday, Mar 1 - Tuesday, Apr 10, 2018
Tokyo, Osaka | Japan | 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, which is brought to you by the USDA's Foreign Agricultural Service:

Outbound Mission to Tokyo and Osaka, Japan ~ June 11-15, 2018. It is timed to coincide with the Agricultural Trade Office's Product Showcase on June 12th.

In addition, the mission will take place concurrently with the WUSATA Board of Directors/Commissioners of Agriculture Mission in Japan. The impact of this joint mission will result in higher level meetings for participating companies. Many activities will also be held jointly for Directors and companies, including market briefings, trade receptions, facility tours and other events.

This is a great opportunity for new to market companies to explore the Japanese market, and for companies already exporting to Japan to further expand their reach. This outbound trade mission will include opportunities for companies to meet with approximately 100 potential buyers in the tabletop show format of the Agricultural Trade Office's Product Showcase, as well as individual meetings in Osaka where unique food culture has established. This trade mission will also provide the opportunity for companies to learn more about the market opportunities and expectations with a market briefing and tours of a food processor and retailers.

This key market, with sophisticated and affluent consumers, provides a great opportunity for US food exporters. Japan is the largest net importer of food products in the world. With the need for imported food and demand for US consumer food products, this market continues to offer great opportunities for US exporters.

Don't miss this excellent chance to expand your market in Japan's two largest cities, Tokyo, capital of Japan, and Osaka, capital of Food!

Benefits from participating in the activity:

- Participate in the WUSATA section of the Agricultural Trade Office's Product Showcase
- Meet one-on-one with consumer oriented product buyers in the Japanese market
- Showcase products at custom meetings, and a targeted trade reception
- Learn first hand about the opportunities and demands of the Japanese market
- Meet with buyers and see the market in two different cities
- Held in conjunction with WUSATA Board of Directors Mission

Companies will be provided:



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Meat, Seafood, Fresh & Frozen Fruits and Vegetables, Baking Mixes, Food Preparations, Nuts, Confections, Sauces and Spices, Wine and Beer, Healthy foods, Specialty foods, and other Consumer Oriented Items.

INDUSTRY FOCUS

Food Service Products

Retail Products

- Custom one-on-one appointments with pre-qualified buyers
- Interpreters
- Market briefings and market tours
- Hotel and ground transportation will be arranged and paid by WUSATA for one company representative.

*LIMIT: One representative per company – additional company delegates may participate at their own expense. Please contact your Project Managers directly to possibly add more participants.

Participation fee: \$450 per company

**Planning for the week's itinerary is now underway.
Following is a draft schedule for planning purposes:**

- Saturday, June 9th– Depart US
- Sunday, June 10th– Arrive in Tokyo
- Monday, June 11th– Market Tour
- Tuesday, June 12th– ATO Briefing, **ATO Product Showcase**, WUSATA reception
- Wednesday, June 13th– Travel Day - Bullet train to Osaka & market visits
- Thursday, June 14th– One-on-One meetings
- Friday, June 15th– Return to US or continue with meetings on your own

Registration Deadline: April 10, 2018