



Japan Virtual Trade Mission

Virtual

April 12 – May 31, 2021

Japan is the 4th largest market for U.S. exporters of food and agricultural products. The total Japanese food and beverage market was valued at an estimated \$788 billion in 2019, with the food service sector accounting for \$305 billion. The United States exported \$11.7 billion in agricultural products to Japan in 2019. There are tremendous opportunities for U.S. exporters willing and able to follow Japanese product regulations and keep up with the latest trends in this market. Under the U.S. – Japan Free Trade Agreement nearly 90% of U.S. food and agricultural imports into Japan are either duty free or receive preferential tariff access. Since the population relies on imported food products to feed the population this poses great opportunities for southern companies and opens doors for many SUSTA companies interested in this market.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with buyers.

Participation Fee: \$25

Fee Includes:

- Pre-recorded Market Briefing
- Written Market Assessment
- Interpreter Services (if needed)
- Virtual one-on-one meetings with Japanese buyers (between 6-10pm CST)
- Translation of 2 pages of marketing material from English to Japanese
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Important Dates:

- Week of March 29th: Marketing briefing and market assessment sent to participants
- April 12th – May 31st: One-on-one virtual meetings with Japanese buyers

Registration Deadline: March 12, 2021 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description: Suitable products includes: Grocery and Convenience, Confectionary and Processed Fruit, Pet Food, Tree Nuts, Snack Foods, Breakfast Cereal, Seasonings, Organic and Health/Wellness, Processed Seafood, Canned Seafood, Value-Added Foods (**No alcoholic products or No fresh/frozen/chilled products**)

Activity Manager:

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