

## INBOUND MISSION

# JAPAN INBOUND MISSION TO WINTER FANCYFAIRE AND NEVADA

Saturday, Jan 10 - Wednesday, Jan 14, 2026  
Registration: Monday, Dec 1 - Tuesday, Dec 23, 2025 | 8:00 AM  
📍 San Diego, Las Vegas | United States of America

<https://wusata.avibe-stag.com/e/PE42XWT>



## EVENT DETAILS

### Japan Inbound Mission to Winter FancyFaire and Nevada

January 10-14, 2026

San Diego, CA and Las Vegas, NV

Join WUSATA® for an inbound mission designed to connect U.S. suppliers with six Japanese specialty food buyers through structured meetings in two U.S. locations.

#### Benefits of Participation:

- Meet with six specialty food buyers from Japan in the U.S.. either at Winter FancyFaire in San Diego or in Las Vegas.
- Meetings in San Diego will be held on-site at the San Diego Convention Center before and after Winter FancyFaire show hours.
  - Exhibitors and non-exhibitors may participate in the meetings in San Diego.
  - Exhibiting suppliers who prefer booth-side meetings during show hours may coordinate with the Project Managers.
- Receive product feedback from Japanese buyers and explore what's new in the U.S. specialty food sector during Winter FancyFaire.

#### Itinerary

##### San Diego (January 10-12):

Each registered company may choose one of three available days for 15-minute meetings. Companies interested in extended discussions are encouraged to continue conversations during the show.

- Saturday, January 10 from 8:00 am - 11:00 am or 1:00 pm - 4:00 pm
- Sunday, January 11 from 4:00 pm - 7:00 pm
- Monday, January 12 from 7:00 am - 10:00 am

##### Las Vegas (January 13-14):

Meet with the six Japanese specialty food buyers at your office, with the option to host a site tour to showcase your company's capabilities.

**Participation Fee:** \$50

**Registration Opens:** December 1st

**Registration Deadline:** December 23rd

**Passes Available:**

## PRODUCT DESCRIPTION

**Specialty foods, including but not limited to:** oils; organic; additive-free; sugar-free; frozen/dried/concentrated/powdered/pureed fruits/vegetables; canned seafood, specialty cheeses, honey; beverage mixes; alcoholic and non-alcoholic beverage; bakery products; spices/seasonings; snacks; nuts; sauces; condiments ; jams; pet foods

#### INDUSTRY FOCUS

Consumer Oriented   Organic   Produce   Pet Food and  
Products   Retail Products   Seafood   Specialty Beverage

#### BUYER AUDIENCE

Japan

## ADDITIONAL INFORMATION

#### Venue

San Diego Convention Center, 111 W Harbor Dr, San Diego, California, 92101, United States of America

- **San Diego - January 10 (AM Session): 8**
- **San Diego - January 10 (PM Session): 8**
- **San Diego - January 11: 8**
- **San Diego - January 12: 8**
- **Las Vegas - January 13–14: 10**