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