INBOUND MISSION

JAPAN CONSUMER-ORIENTED INBOUND MISSION TO OR & HI

Monday, Oct 6 - Friday, Oct 10, 2025
Registration: Friday, Aug 15 - Tuesday, Sep 30, 2025
Oregon & Hawaii | Japan

https://wusata.avibe-stag.com/e/TX3OW39

EVENT DETAILS

Japan Consumer-Oriented Inbound Trade Mission

With a population of over 123 million and fourth-largest world GDP, Japan remains the fourth-largest export market for U.S. food and agricultural products. The U.S.-Japan Trade Agreement (USJFTA), implemented in January 2020, provides preferential access to top-quality American products, making products even more attractive to the country's importers and distributors. The market demonstrates continued demand for safe, healthy, and high-quality foods. This market represents ideal trade opportunities for companies with shelf-stable products.

This is a great opportunity for especially new-to-market companies to meet with the buyers.

Participants will enjoy the benefit of meeting directly with pre-vetted buyers and importers from Japan.

Benefits of Participation:

- Connect with pre-qualified importers/buyers representing Japan.

- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers.

- Gather current market intelligence, consumer preference, and trend information directly from the source.

- Identify new buyers for your product, or re-connect personally with existing clients.

Itinerary:

10/5: Buyers arrive in Portland, OR Metro Area

10/6-7: Meetings in Portland, OR Metro Area

10/8 Buyers travel to Honolulu, HI

10/9 Meetings in Honolulu, HI

10/10 Meetings in Honolulu, HI

10/11 Buyers depart for Japan

Registration Opens: Friday, August 15, 2025

Suitable Products:

Retail packaged foods & beverages, specialty foods, snack foods, dairy products, novelty/niche food items

Registration Details:

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

Deadline: Tuesday, September 30, 2025

Participation Fee: $30

Passes Available:

10/6-7: Meetings in OR -40

10/9 Meetings in Honolulu, HI - 15

10/10 Meetings Honolulu, HI - 15