OUTBOUND MISSION

JAPAN OUTBOUND TRADE MISSION & TOKYO GOURMET TRADE SHOW

Monday, Sep 1 - Saturday, Sep 6, 2025
Registration: Monday, Jun 16 - Thursday, Jun 19, 2025
Japan | Japan | East Asia

https://wusata.avibe-stag.com/e/UF4HRJF

EVENT DETAILS

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

Japan Outbound Trade Mission & Tokyo Gourmet Trade Show

This trade mission is especially geared towards new-to-market and new-to-export companies with craft value-added products and regional/local specialties that are typically bought as souvenir and tourist-related gift items as part of the Japanese practice of omiyage gift-giving to Japanese importers, distributors, and boutique-level retailers. WUSATA companies will have the opportunity to exhibit at the Tokyo Gourmet Show. The trade mission will also include retail tours/site visits to Tokyo and Shizuoka.

We encourage early registration to secure your spot for this event!

Benefits of Participation:

- -Opportunity to meet with qualified buyers from Japan
- -Participate in retail tours/site visits in Tokyo and Shizuoka.

WUSATA Will Cover:

WUSATA will cover participation at Tokyo Gourmet Show as part of WUSATA booth space, provide one bilingual staff per company, hotel lodging*, and ground transportation* for site visits and retail tours.

*LIMIT: One representative per company (additional company representatives may participate at their own expense)

Itinerary:

August 31: Arrive in Japan

September 1: Shizuoka site visits and group meetings with local trade members

September 2: Tokyo Gourmet Show set-up

September 3: Tokyo Gourmet Show

September 4: Tokyo Gourmet Show

September 5: Tokyo Gourmet Show, breakdown

September 6: Tokyo retail tour

September 7: Depart Japan

Registration Opens: 06/16/2025

Suitable Products:

sauces, cookies, confectionaries, chocolates, craft value-added regional/local specialties

Registration Details:

Deadline: June 19, 2025

Participation Fee: $250

Passes Available: 8