



## Japan Virtual Trade Mission

Virtual  
September 28 – October 30

Japan is the 4th largest market for U.S. exporters of food and agricultural products, accounting for \$12.9 billion in agricultural exports in 2018. Japan is the 3rd largest world economy behind the United States and China, with a GDP totaling \$4.87 trillion. Japan relies heavily on imported food; the food self-sufficiency rate was 37% in terms of caloric basis and 66% in value basis in 2018. The U.S. represents the largest supplier of food and agricultural products, 26% of the import market share. Being that the U.S. has a substantial food and agricultural impact on the Japanese market and since the population relies on imported food products to feed the population, this poses great opportunities for southern companies. Under the U.S.-Japan Trade Agreement, 90% of U.S. agricultural products are either duty free or receive preferential tariff access. This will open 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
- Market Assessment
- Virtual one-on-one meetings with Japanese buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

### Important Dates:

- Week of September 21<sup>st</sup>: Marketing briefing and market assessment sent to participants
- September 28<sup>th</sup> – October 30<sup>th</sup>: One-on-one virtual meetings with Japanese buyers

**Registration Deadline: September 11, 2020 (No refunds for cancellation after this date)**

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

**Product Description:** Suitable products include: 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

### Activity Manager:

**Mississippi Department of Agriculture and Commerce**

Susan Lawrence  
Marketing Specialist  
(601) 359-1196  
[susan@mdac.ms.gov](mailto:susan@mdac.ms.gov)

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

[www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)



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