



## ATO Tokyo New Product Showcase & Japan Outbound Trade Mission

Tokyo & Osaka, Japan  
September 15-21, 2024

Japan relies on imports from other countries for the bulk of its food supply. The United States is the largest foreign supplier of food and agricultural products to an import-reliant Japan (22 percent of import market share). There is a wide variety of consumer preferences in Japan. In general, Japanese consumers place a high importance on food safety and quality. Healthy and functional foods are gaining popularity especially during the COVID outbreak. Japanese consumers prefer products with simple ingredient lists and minimal food additives.

This activity will include a product showcase (mini trade show) in Tokyo of U.S. products organized by the USDA's Agricultural Trade Office (ATO) in Tokyo, Japan, as well as arranged one-on-one meetings, a marketing briefing and retail tour. A visit to Osaka, Japan, later in the week will include arranged one-on-one meetings and a retail tour.

**Participation Fee: \$600; Early Bird Special: \$400** (if you register and pay before July 1, 2024)

### Fee Includes:

- Market Briefing (Tokyo) & Retail Tours (Tokyo & Osaka)
- One-on-one meetings
- Interpreter services (please request in advance if needed)
- Reimbursement of up to \$500 for sample shipping cost for the activity (with proper documentation)
- Reimbursement of airfare **or** lodging within the federal per diem rate for one company representative with submittal of required supporting documentation
- Domestic flights from Tokyo to Osaka

**\*Please note that companies must participate in all activities for the duration of the mission in order to be reimbursed.**

**Registration Deadline: July 15, 2024 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals, and incidentals), promotional giveaway items, point of sale materials and more!

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

**Product Description** (suitable products consist of food and drink, including but not limited to): Sweets & Snacks, Produce, Seasonings, Organic and Health/Wellness, Processed Seafood, Canned Seafood, Value-Added Foods

### Activity Managers:

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