



Tokyo, Japan
March 8 – 11, 2022

FOODEX Japan 2022

Japan is the 4th largest market for U.S. exporters of food and agricultural products, accounting for \$11.7 billion in agricultural products in 2019. In that same year, the U.S. was the leading agricultural product supplier with a 24% import market share. Japan's GDP totaled US\$4.97 trillion, making it the world's 3rd largest economy, following the U.S. and China. While Japanese consumers tend to accept higher prices for quality and convenience, they also seek value. In general, Japanese consumers are highly health conscious. Anything perceived as providing benefits for health and beauty has a stronger appeal and a greater chance of becoming popular. Healthy food trends from the U.S. also have influence, with special diets and trendy "superfoods" often becoming popular in the Japanese market as well. There are tremendous opportunities for U.S. exporters willing and able to follow the strict Japanese product regulations and keep up with the latest trends in this market. Under the U.S. – Japan Free Trade Agreement, nearly 90 percent of U.S. food and agricultural imports into Japan are either duty-free or receive preferential tariff access. This presents great opportunities for southern U.S. companies interested in this market.

Participation Fee:

Corner Booth: \$2,500; **Early Bird Special:** \$2,300 (if you register and pay by October 8, 2021)
In-Line Booth: \$2,325; **Early Bird Special:** \$2,125 (if you register and pay by October 8, 2021)

Fee Includes:

- 9m² booth and standard furniture package
- Market briefing
- Interpreter services (please request in advance if needed)
- Reimbursement of up to \$1,000 for sample shipping cost to the show (with proper documentation)

Registration Deadline: December 31, 2021 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 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 Fair-Trade, Processed Seafood, Canned Seafood

Activity Managers:

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.