



Japan Inbound Trade Mission

New York City, NY & Richmond, VA
Fancy Food Show - Saturday, June 24th
Richmond, VA - Thursday, June 22nd or Friday, June 23rd

Japan has been consistently labeled as one of the most attractive markets for US food exporters. For example, in 2014, the U.S. exported \$13.9 billion USD worth of agricultural and fish products to Japan. This figure along with the longstanding trade relationship between both nations is a reflection that tastes and consumption habits are changing in Japan; as a result, western specialty food items are becoming more ubiquitous among Japanese consumers. Japanese consumers demand good value and thus are willing to accept higher prices in return. In addition, the Japanese are highly conscious about freshness, nutrition and food safety. This inbound trade mission is a great opportunity to meet one-on-one with specialty food buyers from Japan at the Summer Fancy Food Show in New York or in Richmond, VA.

Registration deadline: April 14th, 2017

No refunds for cancellation after April 14th, 2017

Fee Includes:

- Pre-arranged one-on-one meetings with Japanese buyers
- Travel and accommodations are the responsibility of the company.

Refund Cancellation Date: No refunds for cancellation after April 14th, 2017

Product Description (Suitable products include, but are not limited to): Healthy and organic products, Convenience foods, Value-added products and ingredients, NON-GMO fruit and produce, Health Foods, Prepared meats and meat products, Dairy products, Beverages

Industry Focus: Food service products, Ingredients, Natural/Health, Organic, and Retail food products.

Activity Managers:

Kentucky Department of Agriculture
Jonathan Van Balen, Import/Export Advisor
(502) 782-4132
jonathan.vanbalen@ky.gov

Maryland Department of Agriculture
Theresa Brophy, Director of International Marketing
(410) 841-5880
theresa.brophy@maryland.gov

Virginia Department of Agriculture
Keith Long, International Marketing Director
(804) 371-8990
keith.long@vdacs.virginia.gov



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

504-568-5986
www.susta.org
susta@susta.org