



Japan Virtual Trade Mission

Virtual
Oct. 1 – Nov. 30, 2022

Japan relies on imports from other countries for the bulk of its food supply. On a caloric basis, Japan's food self-sufficiency rate was 37 percent in 2020 with the remaining 63 percent derived from imported products. The United States is the largest foreign supplier of food and agricultural products to an import-reliant Japan (22 percent of import market share)—the fourth largest market for U.S. agricultural products in 2020 (\$11.7 billion). The aging of Japan's population has also focused attention on healthy and functional foods, especially those with a high protein content. The Japanese market is highly competitive with consumers seeking quality, value, and convenience.

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: \$25.00

Fee Includes:

- Pre-recorded Market Briefing
- Written Market Assessment
- Interpreter Services (if needed)
- Virtual one-on-one meetings with Japanese buyers (between 6-10pm CST)
- Translation of 2 pages of marketing material from English to Japanese
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: September 16, 2022 (No refunds for cancellation after this date)

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

Product Description: Suitable products includes: Grocery and Convenience, Confectionary and Processed Fruit, Tree Nuts, Snack Foods, Breakfast Cereal, Seasonings, Organic and Health/Wellness, Processed Seafood, Canned Seafood, Value-Added Foods (**Excluding Alcoholic Products and Pet Foods. No fresh/frozen/chilled products**)

Activity Manager:

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