



ATO Japan Product Showcase

Tokyo, Japan
October 23-24, 2023

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

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before August 1, 2023)

Fee Includes:

- Market Briefing & Tour
- One-on-one Meetings
- Interpreter services (please request in advance if needed)
- Reimbursement of up to \$500 for sample shipping cost to the show (with proper documentation)
- Reimbursement of airfare or lodging within the federal per diem rate for one company representative with submittal of required supporting documentation

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

Registration Deadline: August 23, 2023 (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:

Kentucky Dept. of Agriculture

Jonathan Van Balen
Import/Export Advisor
(502) 782-4132

Jonathan.VanBalen@ky.gov

Mississippi Dept. of Ag. & Commerce

Susan Head Lawrence
Marketing Specialist
(601) 359-1196

Susan@mdac.ms.gov

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

www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

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.

