



International Agribusiness Center

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Virtual Agricultural Trade Mission to Japan

International travel is restricted due to the ongoing worldwide pandemic, but international trade between Japan and Wisconsin does not need to stop.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) will host a virtual on-line only program to connect Wisconsin agricultural businesses with potential customers in Japan. The activity will focus on 1:1 meetings that will take place on Zoom Virtual Conferencing app. Agricultural companies interested in building and expanding business in Japan, are invited to participate.

Japan is the 4th largest US export market for agricultural products with US\$12.9 billion in exports in 2019. Wisconsin's top agricultural exports to Japan include dairy genetics, dairy products, meat, meat byproducts and prepared vegetables. Under the U.S. – Japan Free Trade Agreement (effective January 1, 2020) nearly 90 percent of U.S. food and agricultural imports into Japan are either duty-free or receive preferential tariff access.

The virtual trade mission, scheduled between December 1st to 11th, 2020, will connect Wisconsin exporters with potential partners and customers in Japan virtually, in front of your computer without the cost of travel and traveling time. As with other DATCP led trade missions, a market briefing will be presented to all the participants. A local trade representative will conduct the search for your potential customers to best fit your business profile and requirement of potential partners. In addition, translation services will be provided during the virtual meetings.

WHO SHOULD ATTEND: Livestock, livestock genetics companies, feed and feed ingredient companies, farm supplies, ginseng, agricultural equipment companies, cheese, agricultural trade service companies, agricultural associations and organizations.

HIGHLIGHTS:

- Market briefings
- Introductions to buyers and prospective partners/distributors
- Translator services provided



PROPOSED SCHEDULE: December 1 to 11, 2020

PARTICIPATION FEE: \$300 each participating company

APPLICATION DEADLINE: November 6th, 2020

To apply, contact: Jennifer Lu / jennifer.lu@wisconsin.gov / 608-224-5102

New Reports

DATCP Weekly Country Reports: DATCP has been authoring several weekly reports on global market activities since the onset of the COVID-19 pandemic. To view these, visit,

https://datcp.wi.gov/Pages/Growing_WI/InternationalAgribusiness.aspx

Food Export Country Profiles: Access in-depth research and data to gain market intelligence on specific countries to determine if the market is the right fit for your products. Visit, <https://foodexport.org/get-started/country-market-profiles/>

Upcoming Events

Food Export Events:

View up to date information about Food Export events that have been impacted by Covid19. If a show or mission is not on the list, it's taking place as scheduled.

<https://www.foodexport.org/who-we-are/communications/covid-19-resources>

Interzum Cologne 2021:

Dates/Location: May 4-7, 2021

Cost: \$500 for a shared booth space

Deadline: December 30, 2020

Interzum is the world's leading trade fair for furniture production and design. Every two years the most innovative products, new technological developments and state-of-the-art materials are showcased at this world class industry event. Furniture manufacturers, interior designers, architects, products developers, consultants around the world all gather in Cologne, Germany to seek the latest trends. Wisconsin forestry businesses are encouraged to take advantage of this state-sponsored event to meet and network in front of large potential international buyers.

Contact: Jennifer Lu at (608) 224-5102 or email: jennifer.lu@wi.gov



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