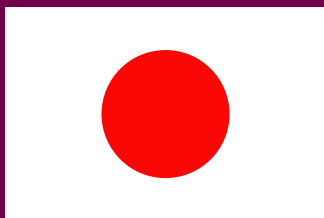


# GLOBAL TRADE MISSION:

# JAPAN

NOVEMBER 6-14, 2026



## LEARN MORE

If you have questions about this program, please contact:

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## EXPLORE OPPORTUNITIES FOR EXPORTING TO THE WORLD'S FOURTH-LARGEST ECONOMY

The Wisconsin Economic Development Corporation is organizing a global trade mission to Japan to help Wisconsin companies connect with export partners in the market. Given the size and importance of the market, companies across many different sectors are encouraged to consider participating in this program, provided they have previous experience with exporting.

Program participants will be scheduled for customized one-on-one meetings in Tokyo with potential partners chosen specifically based on alignment with the Wisconsin company's business needs and objectives. Each program participant will also receive market intelligence specific to their company and industry, detailing considerations to bear in mind when introducing the company's product or service into the market. WEDC has eyes and ears on the ground in Japan in the form of authorized trade representatives—thus making it easier for Wisconsin companies to find local partners they can trust and taking some of the guesswork out of launching in a new market. Traveling as part of the Wisconsin delegation also provides the opportunity for peer-to-peer networking and sharing of experiences and business connections among participants. In addition, the program will include training on Japanese business culture and etiquette.

**Cost:** \$2,500 for a Wisconsin exporter of goods or services from a small business with revenue under \$50 million and \$2,000 for an additional participant from the same company (or \$700 if sharing a hotel room); \$3,500 for other Wisconsin exporters of goods or services and \$3,000 for an additional participant from the same company (or \$700 if sharing a hotel room)

This subsidized cost includes the following personalized services for participating companies:

- Market research and customized one-on-one appointments with potential customers, agents, distributors, and other market intermediaries
- Market assessment to help your company devise a strategy for entering the Japanese market, created just for you by Wisconsin's authorized trade representatives in Japan
- Networking opportunities with government officials, business organizations, and industry leaders
- Hotel accommodations for the duration of the program
- Some group meals
- Transportation to business meetings
- Interpreters as needed

The registration deadline for this program is **September 7, 2026**.

For more details and registration information, visit [wedc.org/japan27](https://wedc.org/japan27)