

# Gourmet Food Trade Mission to Japan

September 9-14, 2007

Sponsored by the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Food Export Association of the Midwest USA

## PARTICIPATION AGREEMENT

Thank you for your interest in Food Export – Midwest’s Gourmet Food Trade Mission to Japan. Below you’ll find the terms and conditions of this activity accompanied by a registration form. To register, simply read the information below and return the completed form to Food Export - Midwest.

### Registration Fee:

Affiliation with Northeast or Midwest Region      \*Non Affiliation with Northeast or Midwest Region  
Before **July 16, 2007** Registration Deadline: \$475      Before **July 16, 2007** Registration Deadline: \$712

\*Out of Region companies will be admitted on a space available basis

### Contact Information:

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web site Address: \_\_\_\_\_

### Participation Terms and Conditions

*Food Export -Midwest agrees to provide:*

1. Import analysis and competitive store check for one product.
2. In-market briefing and educational seminar to include import process for food products.
3. Individual meeting with In-Market Representative to review import analysis.
4. Guided tours of specialty food, gourmet and gift stores, bakeries and restaurants.
5. One-on-one meetings with the importers, distributors, retailers and HRI operators.
6. One table for showcasing/tasting of products to potential customers.
7. National Association for the Specialty Food Trade representative will give a presentation at the showcase.
8. Interpreters during the mission.
9. Cost of shipping products from designated U.S. consolidator to Japan.
10. Inclusion in a Japanese language Trade Mission promotional brochure to be used during the table-top showcase and widely disseminated throughout Tokyo market.
11. Food Export - Midwest is NOT responsible for cost of lodging, transportation to the mission, or the cost of shipment of your products to the mission and any other related expense. Other services desired or negotiated with a third party are not a part of this agreement.

For more information, please contact Lisa Stout of the Wisconsin DATCP, at 608/224-5126 or e-mail [lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov)

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Participating Company agrees to: (please initial each statement)

- Pay registration fee and submit a completed Participation Agreement no later than the Registration Deadline of July 16, 2007. Registration costs for this activity are not reimbursable under the Branded Program. **[No-shows will be billed].**
- Provide an adequate supply of product and promotional materials including company profiles, brochures, etc. for display and sampling. Sale of samples is strictly prohibited.
- Promote only those products manufactured in the US with a minimum of 50 percent US-origin agricultural content, by weight. Food Export - Midwest has the authority to remove any non-US products from the activity.
- Arrange and pay for all travel and shipping costs to mission location.
- Indemnify Food Export – Midwest and the Wisconsin Department of Agriculture, Trade, and Consumer Protection from any financial loss or other claims resulting from participation in this activity.
- Upon completion of this activity, complete an evaluation and provide information regarding increased export sales in this target market or otherwise resulting from this activity.

The information contained on this page will be kept in strict confidence and is collected for statistical purposes only.

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## Company Profile

### 1. Type of Business (check where appropriate):

Manufacturer/Processor    Wholesaler    Agent/Broker    Distributor    Consolidator  
 Producer/Grower    Export Management Company    Other \_\_\_\_\_

2. Products your company produces: \_\_\_\_\_

3. What are your company's annual export sales in Japan? \$ \_\_\_\_\_

4. What are your company's annual worldwide export sales? \$ \_\_\_\_\_

5. Signature \_\_\_\_\_ Date: \_\_\_\_\_

I have read, understand and agree to the conditions stated above.

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**Fax the completed agreement to Food Export - Midwest at (312) 334-9230  
Participation fee should be made payable to Food Export - Midwest (please reference  
G7JGM). Original participation agreement and payment must be received no later than  
July 16, 2007. Send payment and completed participation agreement to:  
Food Export - Midwest, 309 W. Washington, Suite 600, Chicago, IL 60606**

This meeting is open to all persons without regard to race, ethnicity, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Person with disabilities who require alternative means of communication or language interpretation should contact Food Export - Midwest or Food Export USA-Northeast at least 15 days before the meeting.

For more information, please contact Lisa Stout of the Wisconsin DATCP, at 608/224-5126 or e-mail  
lisa.stout@wisconsin.gov