

# PORTLAND A&O AND DESIGNER TRADE MISSION to JAPAN

## APRIL 18-24, 2015

You are cordially invited to join the Portland Development Commission (PDC) on a trade mission to Japan from April 18-24, 2015. The trade mission is part of Portland's efforts to expand its exports through the promotion of regional athletic and outdoor (A&O) brands, designers, and makers. Participating firms will meet with potential distributors, buyers and media partners to promote their products while representing the A&O/maker scene of Portland.

### BACKGROUND

*Japan is the third largest economy in the world, the most Westernized Asian country and the closest ally of the U.S. In recent months, Portland has been the darling of Japanese*

*media, from [Elle Japon](#), a fashion magazine (with a 100-page Portland-focused insert) to the recently published guidebook, "[True Portland – Unofficial Guide to Creative People](#)," to a documentary by national Japanese broadcaster NHK featuring Portland as a benchmark among the world's cities for sustainable urban lifestyle.*

*The events planned for the April mission will provide a forum to present your brand stories, share ideas, knowledge, and experience of Portland's A&O/designer scene as well as a foundation for potential collaboration and partnership.*

### PURPOSE:

- Network and build relationships with potential distributors and buyers
- Highlight the unique products and expertise of your company to create business opportunities in Japan
- Learn the latest trends
- Enhance Portland's reputation as an A&O/designer hub
- Deepen the relationship between Japan and Oregon

**APPLICATIONS MUST BE COMPLETED BY  
JANUARY 23, 2015 TO BE CONSIDERED FOR THIS  
TRADE MISSION**

[Export Promotion Program](#) grants from Business Oregon are available for partial reimbursement of the costs for the mission, and PDC staff can assist with applications.

### For further details contact:

Sue Bal  
503-823-3308 or [bals@pdc.us](mailto:bals@pdc.us)

Mitsu Yamazaki  
503-823-9095 or [yamazakim@pdc.us](mailto:yamazakim@pdc.us)

### POPOP PDX JAPAN

**A product expo, brand presentation and networking opportunities with select buyers, distributors and media in Japan.**

**Dates: 4/18/15-4/24/15 in Tokyo**

**To Apply, visit: <http://bit.ly/1suKVTc>**

**PDC** | PORTLAND  
DEVELOPMENT  
COMMISSION  
[www.pdc.us](http://www.pdc.us)



**WE'RE BIG IN JAPAN!**

Portland is enjoying a cultural and economic moment in Japanese media, with a flurry of print, broadcast, and digital coverage that's appeared in the past several months. With the recent [A&O/Maker Japanese trade mission](#) and an overall strategy to build exports and advance our green expertise internationally through the [We Build Green Cities campaign](#), PDC is poised to make the most of Japanese interest in all things Portland.



**RECENT PUBLICATIONS**

- [Popeye](#), featuring a Portland City Guide
- *Nikkei Business Magazine*, article on Portland lifestyle and businesses (Aug. 2014)
- [True Portland Guidebook](#), produced with Teruo Kurosaki in cooperation with Travel Portland

**WHO SHOULD PARTICIPATE?**

- Athletic, outdoor, footwear, apparel, and maker/designer brands
- Makers of locally/regionally crafted goods (Leather, bikes, bike accessories, bags, knives, jewelry, etc.)
- Companies who:
  - Have taken the [export ready quiz](#)
  - Have an interest in the Japanese market
  - Have existing Japanese customers/clients

**PARTICIPATION LEVELS AND FEE:**

Depending on how much of your expenses are reimbursable through the EPP grant and if you choose Full or Distributor participation, you can expect to pay between \$3,000-\$5,000 (includes travel + accommodations).

<p><b>FULL PARTICIPATION</b> (1 week):</p> <ul style="list-style-type: none"> <li>• Portland brand participation + media coverage</li> <li>• 1:1 meetings with retailers/distributors</li> <li>• Opportunity to exhibit at Tokyo expo</li> <li>• Translation services in Japan</li> <li>• Logistical support</li> </ul>	<p><b>DISTRIBUTOR PARTICIPATION</b> (2-3 days, for companies that already have local distributor/partner in Japan):</p> <ul style="list-style-type: none"> <li>• Portland brand participation + media coverage</li> <li>• Table space at expo</li> <li>• Logistical support</li> </ul>
---	--

**PROSPECTIVE JAPANESE BUSINESS PARTNERS:** Marubeni Corporation, Itochu Corporation, Sojitz, Ajinomoto, XEBIO Buyers, Victoria Buyers, A&F Co., LTD