

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Public

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Japan

Post: Tokyo ATO

ATO Business Website and Smartphone Access

Report Categories:

Agricultural Trade Office Activities

CSSF Activity Report

Market Promotion/Competition

Promotion Opportunities

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Report Highlights:

ATO Japan's business website, us-ato.jp, promotes U.S. agriculture in Japan and is a link between U.S. and Japanese businesses. This is a review of 2012 activities and a review of its new Smartphone application for Smartphone users that are increasing Japan.

General Information:

Background



ATO Japan's business website, us-ato.jp, has been offering U.S. exporters stories and news about Japanese food trends and access to Japanese food business information that would be difficult to find in the United States. Us-ato.jp highlights cooperator marketing and promotional activities. Japanese businesses receive information about U.S. food trends and tips to market U.S. agricultural products. One feature that would improve the exposure of U.S. products in Japan and provide accessible information by the Japanese was to develop and add web pages to us-ato.jp that introduced U.S. agricultural products.

Purpose

Promote U.S. agriculture in Japan by linking U.S. and Japanese businesses and to develop Smartphone application for Smartphone users to expand us-ato.jp accesses.

Results

PDIC, the vendor who programs and manages us-ato.jp, developed a Smartphone program to take advantage of the growing Smartphone culture in Japan. Japan has always been well ahead of the U.S. with mobile phone technology, but smartphone adoption has lagged. Now with the growth of the iPhone and the introduction of Android based devices, smartphone users are increasing in Japan, especially in the business sector. We wanted to make sure that the site was available to this growing Smartphone population and increase total accesses to the site. The Smartphone page is shown at the end of this report.

The total access numbers to us-ato.jp is an average of 14,500/month between October 2011 and August 2012. In September 2012, the access number went up to 19,779 due to interest in an ATO initiative called Taste of America. October 2012 showed another up-tick to 24,742, which was the highest recorded access number for us-ato.jp since its inception. This was attributed to an additional 1,000 hits from Smartphone users and an additional 4,000 who visited the site for various reasons such as Taste of America.

One of us-ato.jp's functions is to receive U.S. product inquiries. These inquiries are then linked to the Trade Lead System.

The additional feature that was reported in 2011, “Recommended American Foods” has continued to bring newcomers as well:



US-ATO.jp Highlights:

US-ATO.jp strives to be a resource for business by keeping companies informed of the latest news. In the past year, US-ATO.jp has featured articles on corn noodles, sorghum, press releases for U.S. soybeans, corn, Alaska seafood, Blue Diamond, six Japan Food Trend reports and several reports on wine, Florida grapefruit, new products such as Vermints (a natural breath freshener and ATO sponsored food shows such as Foodex, Supermarket Trade Show, IFIA, and the Health Ingredients show.

Summary:

Us-ato.jp’s function to connect U.S. exporters and Japanese importers has been achieved through the inquiry page and Trade Leads System. In all, 25 trade leads have been processed through the site. ATO has also been successful to provide the U.S. agricultural exporter community with information and trends of Japan for potential exporters. At the same time, Japanese importers have been provided U.S. product information and trends in the United States that offer them marketing ideas and access to new

products.

ATO spent \$40,000 on US-ATO.jp in FY 2012, plus an additional one-time \$10,000 enhancement for the smartphone feature. Post plans on maintaining the site but reduce yearly cost to \$20,000-\$25,000 per year.

このサイトはスマートフォン向けに一部対応しています。

アメリカ大使館農産物貿易事務所
U.S. Agricultural Trade Office Japan



Recommended American Foods

SNAP スーパーキャンディー「SNAP」
ヘルシーとキャンディーを融合した新感覚の栄養機能食品。

What's New!

- 2012.11.29 **INFO**
プロのための料理コンテスト「第1回 ユナイテッド・テイスト・オブ・アメリカ〜選化するアメリカ料理〜」を開催！
- 2012.11.27
日本企業バイヤー向け「Better for You Foods」フード・ショーケースも 開催とは？を「ホテル インターコンチネンタル東京ベイ」にて開催！

Event Information

新鮮な食材を使ったアメリカ料理が堪能できる
都内100店舗のレストラン

- 港区
- 千代田区
- 渋谷区
- 中央区
- その他

Taste of America 2012公式サイト

New Trend Food

- スーパーキャンディー「SNAP」
ヘルシーとキャンディーが融合した新感覚の栄養機能食品。サブよりお手軽でお菓子よりもヘルシーな「スーパーキャンディー」です。
- Clear Alaskan Glacia Water
～水筒がグッスリよみがえる～
エグゼクティブ水筒から採水した不純物の少ない湧らかな天然水です。
- バレイザネット「ザウロ」・ワイン
カリフォルニアでも最高級のザウロから作られ、グアバ、クランベリー、タンジェリンなどの様々なフレーバーを楽しめます。

Menu

- 米国食品ベストセレクション
- イベント情報
- 食彩カレンダー
- 最新アメリカトレンド
- アメリカ農産物貿易事務所とは？

米国食品のお問合せはこちら

お問合せフォーム

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高品質、優待価格

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