



**REPORT ON APEDA's PARTICIPATION IN
FOODEX JAPAN 2013, TOKYO, JAPAN
FROM 5-8 MARCH, 2013**



**Agricultural and Processed Food Products
Export Development Authority (APEDA)
Ministry of Commerce & Industry
Govt. of India**

FOODEX Japan is one of the largest food fairs in the world. It ranks among Asia's largest trade shows centered on food and beverage industry. It encompasses products, technologies, and services that span the full spectrum of food manufacturing and processing, from raw materials processing to distribution. FOODEX JAPAN exhibits a comprehensive range of food products, food manufacturing and processing. The presence of exhibitors and visitors from diverse sectors yields abundant opportunities to explore possibilities for mutually beneficial cooperation. This year, Foodex drew approximately 70,000 attendees from across the Japan and around the world.

The event provides an excellent platform to Indian companies to promote food products from India not only in the Japan market but also other parts of the world as buyers from all over the world visit the show.

Considering the importance of the event, APEDA participated in Foodex Japan 2013 held at Makuhari Messe, Tokyo, Japan from 5th to 8th March, 2013. APEDA Pavilion measuring 72 sq. mtr. area was esthetically designed and was appreciated. Ten member exporters of APEDA individually participated in the show. The food products such as dehydrated vegetables, organic traditional tea, honey, ready to eat curry, mango pulp & juices, snacks, coconut water, wine, beer and spices were displayed by the participating companies during the show. M/s. G.D. Foods (Tops) & M/s. Bikano who could not participate personally in the show but sent their samples which were also displayed during the show.

APEDA Pavilion was visited by Hon'ble Ambassador - Ms. Deepa Gopalan Wadhwa, Minister (Economic & Commercial) - Mr. Arun Goyal and First Secretary (Commercial) - Mr. Tapan Kumar Datta from Indian Embassy in Japan. They appreciated APEDA Pavilion and met individual participating exporters for encouragement and gave their valuable inputs for enhancing visibility of Indian products in this quality conscious market.

GLIMPSES OF INDIA PAVILION AT FOODEX JAPAN 2013



The Show was organized by Shri Sunil Kumar, Secretary, APEDA and Shri Anurag Sharma, Section Officer, Ministry of Commerce & Industry, Govt. of India.

VISITORS:

A large variety of visitors from various parts of Japan and other countries visited APEDA pavilion and had interaction with participant exporters.

PARTICIPATION:

Leading exporters especially into Alcoholic Beverages, Organic and Processed food exporting companies participated at the India Pavilion. The following exporting companies were present at the India Pavilion during the show:

The following exporters have participated in the show:

S.No.	Name of Exporter	Product Displayed
1.	Brbee Products Pvt. Ltd.	Honey
2.	Fratelli Wines Pvt. Ltd.	Wine
3.	Shree Mahalaxmi Agro Farms Pvt. Ltd.	Mango pulp
4.	Ambika Health Care	Ready to eat curry, mango juice & snacks
5.	Aricha Trading Co. Ltd.	Organic Spices & fruit powder
6.	Grover Vineyards Limited	Wines & beer
7.	Miracle Tea & Spices Co.	Organic Assam Tea
8.	Maharaja Dehydration Pvt. Ltd.,	Dehydrated vegetables
9.	Link Export,	Tea
10.	Holista Tranzworld Ltd.	Coconut water and spices



(Hon'ble Ambassador - Ms. Deepa Gopalan Wadhwa at APEDA Pavilion)



(Minister (Economic & Commercial), Mr. Arun Goyal and his wife at APEDA Pavilion)



First Secretary (Commercial) – Mr. Tapan Kumar Datta from Indian Embassy in Japan

CONSISTENT SIGNAGE AND GRAPHICS:

While designing and executing the India pavilion, one of the key considerations was the uniformity in the color schemes and graphical mixes used for different booths inside the pavilion. A good appreciation was received by the visitors as it helped for Indian food products to locate APEDA Pavilion.

ENQUIRIES GENERATED AND SUCCESS WERE ACHIEVED:

Serious and potential enquiries were generated by the individual exporters out of the show. These enquiries covered a wide range of activities including, importers, large and small retailers, food stores, consultants, etc.

OUTCOME/ SUGGESTIONS:

- Foodex Japan exhibition was an international platform provided to member exporters to showcase array of quality food products.
- Participants had an opportunity to increase their business by making new contacts through this exhibition.
- APEDA played an important role in showcasing India's growing strength of traditional and processed food products.
- Wet Sampling of more products needs to be done.
- Product brand focus in convenient retail packs needs to be promoted and encouraged in such events to attract of quality conscious valued consumers.
- Regular participation in the show.
- Larger area of the Pavilion to enhance the visibility of India's participation in this important show.

A list of enquiries that were generated at the main activity area for trade is attached as Annexure 'A'.

Annexure - 'A'

Trade enquiries received during the Show:

S.No.	Name & Address	Area of Interest
1.	Mr. Lee in hak, M/s. Dongyang Plus Tel : 043- 642-2000 Fax : 043-642-8833 E-mail : hanwoo_lee@haver.com ; www.dongyangmeat.com	Indian Products
2.	Ms. Shoko Ooshiro M/s. Dining Bar Mijinko Café Tel/Fax : 0467-81-3253.	Looking for new food products.
3.	Mr. Philip Suh Manager M/s. Bukang Provisions Co. Ltd., 783-18, GamCheon Dong, SaHa Gu, Busan, Korea Tel : +82-51-315-5012 Fax : +82-51-322-6844 Mobile : 82-10-3814-5142 E-mail : bkpro@bkmarine.net / Cherrych2@naver.com ;	Jam (all items), Pickles, tomato ketchup, chilli sauce, corn flakes,
4.	M/s. Tomoyuki Koide (Indian Restaurant Indotei) Telefax : +81-3-5521-0005	Food products (especially vermicelli)
5.	Mr. Takashi Nakatsu President and CEO M/s. HYOBEI Co. Ltd., 4-2-7, Misaki Honmachi Hyogo-Ku Kobe-City Hyogo 652-0852, Japan Tel : +81-78-652-6336 Fax : +81-78-652-6339 E-mail : nakatsu@hyobei.co.jp www.hyobei.co.jp	Looking for new taste not in Japan.
6.	Mr. Hiroyuki Takeda Food Coordinator, Dietary Life Adviser, M/s. RH Traveler Corp. 1-10, Kojimachi Chiyoda-ku,	Biscuits, confectionery from India through distribute in Japan.

	<p>Tokyo 102-0083, Japan Tel : +81-3234-4160 Fax : +81-3288-5788 E-mail : takeda.hir@rhtraveler.co.jp www.rhtraveler.co.jp</p>	
7.	<p>Mr. Romeo Carlo Lopez VP for Operation Tel : 632-643-9156 Telefax : +632-628-0372 Mobile : +63-9175794428 Email : romeocarlo_lopez@yahoo.com; www.juanrepublikfoods.com</p>	<p>Frozen fruit cuts, frozen fruit puree, ready to drink, ready to mix drinks, sweet preserves.</p>
8.	<p>Mr. Pillai President M/s. TMVS Foods The Indian Supermarket 134-0088, Tokyo, Edogawa-ku, Nishikasai, 5-8-5-108, Japan Telefax : +81-3-6808-6011 Mobile : 090-6484-9409 E-mail : tmvsfoods@yahoo.com; www.tmvsfoods.jp</p>	<p>Coco magic sample needed.</p>
9.	<p>Mr. Taizo Masuda President M/s. Sitar Ltd., 1-106-16 Kemigawa-cho-Hanamigawa-ku, Chiba-city 262-0023, Japan Tel : +81-43-272-7050 Fax : +81-43-272-7075 E-mail : info2@sitar.co.jp; www.e-sitar.jp</p>	<p>Distributor of Pawas canning, Vijay Alphonso Mango, Distributor of Malghat Hunting Honey, Darjeeling/Assam tea etc.,</p>
10.	<p>Mr. Keiji Nakada Manager - Tokyo Branch M/s. Sugawara Seimai Industry Co. Ltd., 3-9-18, Syakujii-Cho, Nerima-ku Tokyo 177 0041, Japan Tel : +81-3-3904-3621, Fax : +81-3-3904-3623 Mobile : 090-4746-0781</p>	<p>Basmati Rice</p>
11.	<p>Mr. Takayuki Yoshioka President M/s. Shimpoh Foods Co. Ltd., No.1-2-20, Ohmori Honcho Ohtaku, Tokyo, Japan Tel : +81-3-5763-2411 Fax : +81-3-5763-2420 E-mail : yoshioka@shinpoh.com;</p>	<p>Indian products.</p>

	www.shinpoh.com	
12.	<p>Mr. Fumiaki Ohnuma CEO M/s. Yokohama Trading Co. Ltd., 5-319-10, Nakamura-Cho, Minami-ku, Yokohama City, Kanagawa-PRF, Japan Tel : 045-260-5912, Fax : 045-260-5916 Mobile : 090-8961-4054 E-mail : info@yokotore.co.jp, www.rakuten.co.jp/sabroso/</p>	Special foods (merchandise & raw material)
13.	<p>Mr. Hidetaka Kanno Managing Director, CEO M/s. EMC Co. Ltd., Matsuoka-Kudan Building 409, 2-2-8 Chiyoda-ku, Kudan Minami, Tokyo 102-0074, Japan Tel : +81-70-6528-8745 Mobile : +81-90-5785-8754 E-mail : kanno@emc-consultation.com;</p>	Technology transfer for food centre/Consultant