

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Tokyo ATO

### **Trade Show Evaluation Report - IFIA Japan 2010**

**Report Categories:**

Trade Show Evaluation

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**Report Highlights:**

IFIA Japan 2010 (International Food Ingredients & Additives Exhibition and Conference) was held in Tokyo from May 19-21, 2010. The 16-booth U.S. Pavilion organized and operated by ATO Tokyo, featured 12 exhibitors (including 5 cooperators). The three-day show had a record attendance of 33,712 trade visitors. China also had a significant presence at the show. U.S. exhibitors expressed a high degree of satisfaction with the show and the enhanced U.S. Pavilion. On-site sales at the show were \$200,000 and projected 12-month U.S. food export sales resulting from the show are estimated at \$1.55 million.

**General Information:**

Name of Show:	IFIA Japan 2010 (International Food Ingredients & Additives Exhibition and Conference)
Dates:	May 12-21, 2010
City/Country:	Tokyo Big Sight, Tokyo, Japan

**A. STATISTICAL SUMMARY****1) Profile of Visitors:**

<b>Industrial Classification:</b>	
Total Number of Show Visitors	33,712
Estimated Number of Trade Visitors	31,000
Overseas Visitors	1,180

<b>Type of business by sector:</b>	
Manufacturer	62.2%
Non-Manufacturer	37.8%
Estimated Number of Visitors to the U.S. Pavilion	27,000

<b>Breakdown of Manufacturers:</b>	
Health & Nutritional Foods	17.2%
Confectionery/Bakery	13.5%
Medicine/Cosmetics	12.1%
Beverage	12.1%
Meat & Fish products	9.3%
Dairy Products	6.6%
Contractor/Labo. Equipment	4.4%
Delicatessen	3.5%
Frozen Foods	3.4%
Noodles	2.1%
Cold Dessert	2.0%
Natural & Organic Foods	1.9%
Fruits & Vegetable products	1.7%
Others	10.1%

<b>Breakdown of Non-Manufacturers:</b>	
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Trading House/Buyers	46.5%
Retail/Distribution	16.8%
Government/Institution	8.2%
Consultant/Certifying Organization	5.3%
Food Service	2.9%
Laboratory Equipment	2.5%
Students/Others	17.8%

<b>Areas of Interest (multiple answers):</b>	
Functional Ingredients	11.5%
Health Foods	11.4%
Seasonings/Extracts	9.9 %
Flavors/Spices	8.4%
Natural Foods/Organic Foods	8.2%
Emulsifiers/Stabilizers	6.7%
Conditioning Agents	6.2%
Sweeteners	6.0%
Preservatives	5.7%
Analytical/Testing Equipment	5.1%
Contractor/Processing Technology	4.5%
Coloring	4.0%
Dairy ingredients	3.9%
Evidence Assistance Ingredients	3.5%
Nursing Care Food	2.5%
Others	2.1%

## 2) Profile of U.S. Pavilion:

Size (including aisles):	approx. 215 sq.m.
Booths:	16 booths
U.S. Companies/Organizations exhibited:	12
U.S. Companies represented:	approx. 18
ATO Information Booth/Business Lounge:	18 sq.m. (2 booths)

## 3) Show Expenses:

Customs clearance	None
ATO booth attendants	None
Upgrade design/construction of U.S. Pavilion	\$13,477.00
Other	\$40.00
Total ATO Expenses (approx. \$11,020 was covered by Enhancement Fund)	\$13,517.00

#### 4) Exhibitor Expenses:

Participation fees/direct payments	
a. Average cost per firm	\$5,600.00
b. Total for all firms	\$78,400.00
Other expenses	
a. Average cost per firm	\$3,000.00
b. Total for all firms	\$36,000.00
Average exhibitor expenses	
(Aggregate of items 1a + 2a)	\$8,600.00
Total exhibitor expenses	
(Aggregate of items 1b + 2b)	\$114,400.00

#### 5) Product/Sales Information

Number of products test marketed	approx. 115
Products that generated the most buyer interest	Soy milk beverage, frozen blueberries, ginseng tea & extract, honey powder, Tomato powder, yeast extracts, BBQ seasoning, fruit juice, whey protein base formula, soy cake
Total estimated on-site sales	\$200,000.00
Total projected 12-month sales resulting from show	\$1,550,000.00

#### B. FAS FIELD EVALUATION

1) Show Objectives: To provide opportunities for U.S. companies and their agents in Japan to promote the high quality and safety of U.S. food ingredients to the food manufacturing and processing sectors in Japan.

2) The Show's Success in Achieving the Objectives: The U.S. Pavilion had 16 booths, 5-booth increase compared to the 2009 show. U.S. exhibitors reported their on-site sales and projected 12-month sales resulting from the show totaled \$1,750,000. The ATO also maintained a smaller business lounge/information area that was extensively used by exhibitors to conduct meetings and on-site computer access.

Compared to other national pavilions (China and Korea) and many Japanese company exhibitors, the

U.S. presence extended beyond additives and flavorings that covered a broader variety of food ingredients. The ATO served U.S. exhibitors with a well-located, visually appealing and newly designed U.S. Pavilion. Within the U.S. Pavilion, U.S. exhibitors also had access to a full array of FAS on-site services including a small business lounge equipped with beverage service and a lap-top computer with Internet access. In preparation for the show, ATO Tokyo encouraged U.S. exhibitors to take advantage of the healthy foods trend in Japan by highlighting the functional and technical benefits of their products as ingredients.

3) Show Highlights: At this year's show, the ATO operated a reception counter where exhibitors received helpful materials such as copies of the U.S. Pavilion guidebook and ATO brochure. Prior to the show, the ATO also distributed an FAS information kit to all U.S. exhibitors that included the FAS Japan's Food and Agricultural Import Regulations report.

To further support U.S. exhibitors, an ATO staff member was present at the Pavilion's information booth to greet visitors and answer questions. ATO Deputy Director participated in the show's ribbon cutting ceremony. With the increased number of exhibitors and the new design of the pavilion, the U.S. Pavilion conveyed much higher-quality image than other country pavilions.

During the show, the first in a series of Food Safety Seminars sponsored by the California Agricultural Export Council and FAS/Japan's Food Safety Seminars was held in Tokyo. The seminar is part of the GBI funded V5 campaign promoting U.S. fruits and vegetables in Japan. The first speaker Dr. Lori Berger, Executive Director of the California Specialty Crops Council, spoke about Good Agricultural Practices with an emphasis on pest management and the strictly controlled use of agrochemicals in California. Dr. Suguru Sato, Agricultural Specialist in FAS Tokyo, then spoke about the U.S. government's role in food safety. Many Japanese buyers attended the event.

4) Suggestions for Improving FAS/W Management or Show Support: The number of U.S. exhibitors has finally recovered after 2007-2009 shows. For this year's show the ATO supported show organizers' efforts to increase participation by encouraging greater cooperator involvement. The ATO staff will keep working closely with the show organizer to increase the number of U.S. exhibitors.

5) Exhibitor Problems: No major problems were reported.

6) Public Relations: Food Chemical Newspaper, the Health Food Newspaper and Food Life business magazine published information about the U.S. Pavilion and a message from the ATO Director. The media value of these articles is approximately \$1,500.

