

Voluntary Report – Voluntary - Public Distribution

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Report Name: Recommended Food and Beverage Trade Shows in Japan

Country: Japan

Post: Tokyo ATO

Report Category: Agricultural Trade Office Activities

Prepared By: Juri Noguchi

Approved By: Barrett Bumpas

Report Highlights:

Many trade shows in Japan are well-suited for U.S. food and beverage companies, including two USDA-endorsed shows—FOODEX Japan and the Supermarket Trade Show. Japanese buyers prefer to find new food and beverage products at large trade shows or specially targeted trade showcases as opposed to via “cold calls” or requests for introductory meetings with individual companies. These shows allow buyers to view many products at once and provide a platform for U.S. exporters to meet with a large volume of prospective importers, retailers, wholesalers, and distributors. The ATOs in Tokyo and Osaka often organize USA pavilions or offer services to support participating U.S. exhibitors at these shows.

General Information

For U.S. companies seeking buyers or to increase their distribution in Japan or in other regional markets, the Agricultural Trade Offices (ATO) in Tokyo and Osaka recommend participation in USA Pavilions at the USDA-endorsed trade shows. At these shows, the ATOs offer a variety of services including an information booth, business café lounge, food tasting booth, exhibitors' market briefing, and networking reception. Other non-USDA endorsed trade shows are also held throughout the year which may also be suitable for U.S. companies.

Trade shows enable a large volume of quality business-to-business connections that no other platform can replicate. Japan is a unique and intensely competitive market and buyers in the food and beverage industry are inundated with meeting requests. Therefore, they rarely respond to "cold calls" or requests for introductory meetings with individual companies. Instead, they prefer to find new products at large trade shows or specially targeted trade showcases where they can look at many products at once.

I. USDA-ENDORSED TRADE SHOWS

Each year, USDA endorses the trade shows that will provide the best international exposure and marketing opportunities for U.S. companies and producers. FAS works with show organizers and other partners to create a 'USA Pavilion' to showcase the variety of quality of made-in-America products to potential foreign buyers. Two annual USDA-endorsed trade shows are held in Japan—the International Food and Beverage Exhibition (FOODEX Japan) and the Supermarket Trade Show (SMTS).

For more information about international trade shows, visit <https://www.fas.usda.gov/topics/trade-shows>.

FOODEX Japan is the largest food-exclusive trade exhibition in Asia. The show is held in early-March at Makuhari Messe in the Tokyo metropolitan area and is organized by the Japan Management Association (JMA). The 2019 show attracted 80,426 trade visitors. The number of exhibitors was 3,316, including 2,072 overseas exhibitors from 94 countries and regions on a footprint of 4,554 booths. Most of the attending buyers are Japanese; however, nearly 15 percent come from overseas countries including Korea, China, Taiwan, Thailand and other Asian countries.

At this USDA-endorsed trade show, ATO Tokyo manages Japan's largest USA Pavilion with approximately 70 booths every year. The on-site and projected 12-month sales results from the 2019 USA Pavilion were approximately \$25 million. FOODEX JAPAN is well-suited for U.S. food exporters who are looking to break into the Japanese market and the show is generally well received by U.S. companies who have new to market products and target a wide range of buyers including importers, wholesalers, food service and retail sectors.

All U.S. agricultural trade competitors have pavilions at this show. In recent years, countries with pavilions larger than the U.S. area were China, Italy, Spain, Taiwan, and Korea. Other very large

pavilions include France, Turkey, Thailand, and Mexico, which have been growing steadily both in terms of size and quality. On the other hand, Canada and Australia have reduced their presence in recent years.

For information about FOODEX Japan, visit <https://www.jma.or.jp/foodex/en/>.

For information about the USA Pavilion, contact the organizer, IMEX Management, Inc., at tel: 704-365-0041, e-mail: AllisonB@imexmanagement.com.



Supermarket Trade Show attracts key buyers from the supermarket and food retail industries in Japan. This show, held in mid-February at Makuhari Messe, is organized by the National Supermarket Association of Japan, the leading association for supermarkets since 1964 (formerly called the New Supermarket Association of Japan and Japan Self-Service Association). It is well accepted in the industry and has been growing every year. This show is best suited for U.S. companies and Japanese importers who already have an established presence in the market and are ready to expand their presence in the retail sector.

At SMTS, ATO Tokyo manages its second largest USA Pavilion, with approximately 28 booths every year. The 2019 show attracted 88,412 visitors. The total number of exhibitors was 2,176 including almost 150 from 20 overseas countries. Although, the 2020 show saw a drop in attendees (around 10

percent) due to the COVID-19 (novel coronavirus) outbreak, U.S. exhibitors reported strong on-site and projected 12-month sales results at nearly \$17 million, up considerably from the year before.

Competitors with a presence at the show include Korea, Poland, Thailand, Australia, Belgium, Canada, Spain, France, New Zealand, and the Netherlands.

For more information about SMTS, visit <http://www.smts.jp/en/>. (2021 show: February 17-19, 2021, Makuhari Messe, Chiba)

For more information about the USA Pavilion, contact the organizer, Space Media Japan Co., Ltd., Fax: 81-3-3512-5680, e-mail: super@smj.co.jp

II. OTHER TRADE SHOWS

In addition to the USDA-endorsed trade shows, the ATOs often organize 'mini-pavilions' at the Patisserie & Bakery Show, the International Seafood Expo, and FABEX Kansai. Other trade shows are also recommended for some specific product types, though without an ATO pavilion or booth.

The International Seafood Expo (late August*, Tokyo Big Sight) is the largest seafood trade show in Japan. The show is suitable for introducing seafood to Japan and other Asian countries. The ATO often organizes a USA mini-pavilion. Nearly 34,000 visitors attended the 2019 show; 31 percent were importers, wholesalers, or distributors, 13 percent from food processing, manufacturing, or catering, 14 percent from retail or mail-order businesses, and 8 percent from the food service industry. Many countries exhibit at this international show, including Ireland, India, the United Kingdom (including Scotland), Indonesia, Korea, China, and Malaysia.

For more information from the organizer, contact Exhibition Technologies, Inc.: email: sf@exhibitiontech.com.

For more information on the show, visit <https://seafood-show.com/japan/>.

*To avoid a conflict with the Tokyo 2020 Olympic and Paralympic Games, the 2020 show is scheduled for September 30-October 2.

Patisserie & Bakery Japan (mid-July, Tokyo Big Sight) is the only show in Japan that specifically targets buyers of ingredients for the bakery and confectionary industries. The ATO often coordinates with U.S. organizations and Japanese importers to create a USA mini-pavilion space. This show is suitable for Japanese importers promoting nuts, dry fruits, and other ingredients for the baking sector. The target audience includes bakeries, retailers, and food service providers. The total size of the show was 74 exhibitors in 164 booths and just over 24,000 visitors. Canada usually exhibits at the show

For more information from the organizer, contact EJK Japan, Co., Ltd.: Fax: 81-3-6459-0445, e-mail: h_takahashi@ejk-japan.co.jp.

For more information on the show, visit www.bakery-expo.com.

FABEX or the World Food and Beverage Great Expo and Expo and Dessert Sweets, & Bakery Festival (mid-April in Tokyo, late-October in Osaka) is one of the largest trade shows in Japan, showcasing food ingredients, food products, equipment, and containers and packaging materials. These shows prominently feature the rapidly growing home-meal replacement and foodservice industries in Japan. ATO Osaka managed a USA Pavilion with eight exhibitors at FABEX Kansai (Osaka) in 2019.

FABEX Kansai attracts around 400 exhibitors and 40,000 visitors each year, while the Tokyo show is approximately double in size and traffic. ATO Tokyo does not organize a pavilion at the Tokyo show due to the close occurrence with FOODEX and SMTS. Co-located exhibitions include Food & Drink OEM Marching Expo, Premium Food Show, Wine & Gourmet, Noodle Industry Fair, and Japan Meat Industry Fair.

For more information from the organizer, contact FABEX at fabex@nissyoku.co.jp.

For more information on the shows, visit <http://www.fabex.jp/en/index.html>.

Health Ingredients Japan (mid-November, Tokyo Big Sight) is the core event of the International Food Design Show and is the leading exhibition of food ingredients for health foods, functional foods, nutraceuticals, and organic foods. The ATO does not organize a pavilion. This show attracts professional buyers from food manufacturers, health institutions, and other companies related to the food and health ingredients industry. In 2019, almost 40,000 visitors attended, including many from China, Taiwan, Korea, and India.

For more information from the organizer, contact Yosuke Horikawa, UBM Japan, Email yosuke.horikawa@informa.com.

For more information on the show, visit www.hijapan.info/en/.

The International Food Ingredients & Additives Exhibition and Conference, or IFIA Japan, (April/May, Tokyo Big Sight) is one of the largest shows of its kind in Japan, showcasing food ingredients, additives, equipment, and supplies from companies all over the world. This sector-specific show targets food processors and institutional buyers (business only visitors). The number of exhibitors is almost 450 at 740 booths, attracting about 37,000 visitors. This show also includes the co-organized Health Food Exposition & Conference (HFE) show.

For more information from the organizer, contact Food Chemicals Newspaper Inc.: Phone: 81-3-32368-7520, <https://www.ifiajapan.com/en/contact>.

For more information on the show, visit <https://www.ifiajapan.com/en>.

The Gourmet and Dining Style Show/Tokyo International Gift Show (twice annually, Fall and Spring, Tokyo Big Sight) is the largest gift and lifestyle trade show in Japan, showcasing a variety of gift items

including foods at the “Gourmet and Dining Style Show” under the umbrella of the Tokyo International Gift Show. The ATO does not have a pavilion at these shows. In 2019, there were 290 booths at the Spring Show (24,385 visitors) and 206 booths at the Fall Show (31,992 visitors). The target audiences are retailers, food service providers, wholesalers, importers, and manufacturers.

For more information from the organizer, contact Business Guide Sha, n-haga@gourmetdiningstyleshow.com.

For more information on the show, visit <https://www.gourmetdiningstyleshow.com/english/27gds/>.

IFEX Tokyo or the Int’l Flowers & Plants Expo (late-January, Makuhari Messe) is Japan’s leading trade show for flowers and plants. The ATO does not have a pavilion at this show. IFEX attracts nearly 50,000 visitors from the flower, plant, and gift or interior industries, including retailers, wholesalers, importers, flower auction buyers, growers or nurseries, hotels, etc.

For more information from the organizer, contact Reed Exhibitions Japan Ltd., lifestyle-eng@reedexpo.co.jp, or Reed Exhibitions International Sales Group, giftex-usa@reedexpo.co.jp.

For more information on the show, visit <https://www.lifestyle-expo-spring.jp/en-gb/about/ifex.html>.

III. WESTERN JAPAN TRADE SHOWS

In 2019, ATO Osaka published a GAIN report on trade shows in Western Japan. ATO Osaka’s assessment of regional trade shows revealed few U.S. products displayed. Those displayed were mainly commodity-focused – U.S. beef and pork products, some seafood, tree nuts/peanuts, fruit/fruit juice – with very limited amounts of consumer-oriented and/or branded U.S. products. These markets offer unique untapped opportunities for U.S. agricultural exports through regional retail supermarket chains, restaurants, and food service institutions. For more information, read the full GAIN report: [JA9705](#).

IV. KEY CONTACTS

USDA Japan frequently updates reports, which can be found by searching the [FAS Japan Reports website](#).

ATO Tokyo

U.S. Embassy

1-10-5, Akasaka, Minato-ku

Tokyo 107-8420

Tel: 81-3-3224-5115

Fax: 81-3-3582-6429

E-mail address: atotokyo@usda.gov

ATO Osaka

American Consulate General
2-11-5, Nishi Tenma, Kita-ku, Osaka City
Osaka 530-8543
Tel: 81-6-6315-5904
Fax: 81-6-6315-5906
E-mail address: atoosaka@usda.gov

USDA Japan Webpages

<http://www.usdajapan.org/> (FAS Japan, English)
<https://twitter.com/usdajapan> (FAS Japan, English)

Cooperators and SRTG Contacts

Industry organizations and State Regional Trade Groups work closely with USDA to help food and agricultural companies advance their exporting goals. To learn more about these groups, and which ones may be working in Japan, please see:

<http://www.usdajapan.org/tradeservice/cooperators-industry-partner-groups/>

USDA Reports

Secondly, FAS publishes a variety of reports, which can help exporters prepare for entering the Japanese market such as the Exporter Guide, Food and Agricultural Import Regulations (FAIRS), and the Retail Guide. Links to most recent versions of these reports can be found here:

<https://www.fas.usda.gov/regions/japan>. These and many other reports are also available on our website at [Global Agricultural Information Network \(GAIN\)](#).

Attachments:

No Attachments.