

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Japan

**Post:** Tokyo ATO

### **Trade Show Evaluation Report - FOODMESSE in Niigata 2013**

**Report Categories:**

CSSF Activity Report

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**Report Highlights:**

FoodMesse in Niigata is the largest food trade show in northeastern Japan, attracting over 8,100 local visitors. ATO Japan managed a pavilion for the third straight year which included the Florida State Department of Citrus as well as three importers representing snack/confectionery, cheese, and water. USA Pavilion exhibitors reported projected sales of over \$60,000.

**General Information:**

Name of Show:	FOODMESSE in Niigata 2013
Dates:	
City/Country:	Toki Messe (Niigata Convention Center), Niigata, Japan

**A. STATISTICAL SUMMARY**

( )=2012

1) Profile of Visitors:

Total Number of FOODMESSE in Niigata Visitors	8,103 (7,209)
Estimated Number of Trade Visitors	5,100 (5,100)
Estimated Number of Visitors to the U.S. booths	1,200 (1,000)

2) Profile of U.S. Pavilion:

Size	
Booths	6 booths (6 booths)
Companies/organizations exhibited (including ATO)	4 (5)
ATO Information Booth & Lounge	18 sq. m. (9 sq. m.)

3) Number of Country Pavilions (booths) at the show:

3 countries:	Australia, Brazil and USA
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4) Show Expenses:

Upgrade Design/Construction of U.S. Pavilion	\$3,000.00 (FY13 CSSF)
Public Relations	\$0.00
Catalog	
Receptions/Seminars	
Customs Clearance	n/a
ATO booth attendants	None

ATO Travel	\$1,423.00 (FY14 GA)
Other (mineral water, booth cleaning)	\$0
Total ATO Expenses	\$4,423.00

5) Exhibitor Expenses:

1. Participation fees/direct payments	
a. Average cost per firm	\$400.00
b. Total for all firms	\$1,600.00
2. Other expenses	
a. Average cost per firm	\$2,000.00
b. Total for all firms	\$8,000.00
Total exhibitor expenses (aggregate of items 1b + 2b)	\$9,600.00

6) Product/Sales Information

Number of products test marketed	12
Number of serious new contacts	25
Products that generated the most buyer interest	chocolate, pork jerky, candy, cheese, Hawaiian water, fresh squeezed grapefruit juice
On-site sales at the show	\$0
Total projected 12-month sales resulting from show	\$60,000

B. FAS FIELD EVALUATION

1) Show Objectives: FOODMESSE in Niigata, organized by Niigata City, provides an excellent venue for ATO Cooperator, U.S. food companies and their Japanese agents interested in promoting their products to the retail sector buyers in Niigata and other Northeastern Japan areas (Hokuriku and Tohoku Regions). The show is particularly well suited for introducing consumer oriented products to local supermarket buyers.

2) Show's Success in Achieving the Objectives: The projected 12-month sales resulting from the show are \$60,000.

3) Show Highlights:

Niigata is an agricultural production state as well as a gourmet center that has branded itself as the epicenter of

Koshihikari rice, rice crackers, sake, seafood, sweets & confectioneries. There are a cluster of culinary schools, such as Apron, Niigata Cooking Technical School and International Culinary and Patisserie to educate young future chefs. All the schools include a visit to the show as part of their curriculum.

Some of the products exhibited by Japanese companies are listed below.

Pork, chicken, fish cakes, rice flour products, seasonings, soy sauce, fruits, vegetables, miso, juices, sake, beer, wine and confectionery.

International exhibitors included countries such as Australia, Brazil, and the United States. Our pavilion contained four exhibitors and their products, including SwissMiss, Hershey's, Planter's, Tengu, Menehune water, Florida grapefruit, and a variety of natural cheeses. Florida Department of Citrus displayed grapefruit and a juicer machine in cooperation with a Japanese juicer machinery company in Nagano Prefecture. The fresh aroma of grapefruit juice attracted visitors at the show.

Visitors:

The first two days were open to the agricultural trade industry that included supermarkets, hotels, restaurants and culinary schools, including Suzukiya Market (supermarket), Isetan Niigata, (department store), Harashin (supermarket), AEON Retail (supermarket), APRON (culinary school), Smoke Co., Ltd. (restaurant), Niigata Beer, Niigata Union Agricultural (regional agricultural coop), Uoroku (supermarket), Bandai Silver Hotel to name a few.

Special Characteristics:

Two leading Niigata companies congregated with long term business partners and created their own pavilion. Suzuki Coffee featured coffee, teas, and confectioneries. Waramori, a renowned company that was established in 1855, gathered over 20 business partners to create their well attended pavilion.

Location:

The USA pavilion was strategically positioned in the center of the entire show and on the main aisle of the floor. It was located between the above mentioned Suzuki Coffee and Watamori, the two largest and attractive pavilions. This created a flow into the main aisle leading visitors to the USA pavilion where they were entertained with a variety of American products.

Niigata Toki Messe was built in 1999 to facilitate cultural and business events to attract consumers and businesses to Niigata and northern regions. It is located close to Niigata port, and linked with Japan Airline's Nikko Hotel, and is only a 10 minute taxi ride or 15 minute hotel shuttle ride from Niigata Train station. Parking spaces are ample for visitors from neighboring prefectures (states).

Niigata is located approximately 350 km north of Tokyo, about a two hour Shinkansen ride from Tokyo. Taxi is the most efficient mode of transportation in downtown Niigata city.

4) Suggestions for Improving Future Shows:

It was the third year for the USA Pavilion. We seriously evaluated last two years' show and discussed with the USA Pavilion exhibitors our future participation to this show. All of this year's USA Pavilion exhibitors including two new exhibitors agreed the show very useful to expand their business opportunities in Niigata prefecture, however they suggested that ATO create a similar event in a different city. Last year, we discussed with the show organizer about inviting more retail and food service buyers from other areas from the Hokuriku and Tohoku Regions. We found some improvement in the increased number of visitors. We will closely evaluate this show, and at the same time we look for opportunities in the different cities in Japan.

5) Public Relations: 11 Local TVs, 1 local radio, 5 local newspapers and 5 food industry newspapers came to feature the show.

