



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 11/15/2000

GAIN Report #JA0524

## Japan

### ATO ACTIVITIES Report

### Promotion Opportunities Report

## 2000

Approved by:

**David C. Miller**

**ATO Tokyo**

Prepared by:

David Miller and Karen Halliburton, ATO Tokyo

Daniel Martinez, ATO Osaka

---

**Report Highlights:** The U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) will be conducting a variety of marketing events throughout Japan in the remainder of 2000 and next year introducing U.S. food and agricultural products to potential Japanese buyers and consumers. Key activities in Eastern Japan include a Ralse Cranberry Fair November 28-29 in Sapporo during the Governor of Massachusetts' visit, a regional retail/food service buyer showcase February 2 in Sapporo, and the annual Foodex Japan show in Tokyo, March 13-16. Key activities in Western Japan include a single-buyer showcase for the Friendly restaurant chain on November 16 and the Asahi Chugoku-Shikoku retail wholesaler show in February.

---

Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Tokyo ATO [JA2], JA

**TABLE OF CONTENTS**

**Upcoming Event Schedule** ..... [2 of 10](#)

**I. TRADE SHOWS** ..... [4 of 10](#)

**II. WHOLESALE ACTIVITIES** ..... [5 of 10](#)

**III. RETAIL ACTIVITIES** ..... [7 of 10](#)

**IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES** ..... [8 of 10](#)

**V. OTHER PROMOTIONAL ACTIVITIES** ..... [10 of 10](#)

**VI. CONTACT INFORMATION** ..... [10 of 10](#)

## Upcoming Event Schedule

### 2000

<u>Date</u>	<u>Event</u>	<u>Location</u>
Nov 1 - May 31	<a href="#">GARC Menu Fair &amp; US Pork Fair</a>	National
November 16	<a href="#">Friendly Single-Buyer Showcase</a>	Osaka
November 23-26	<a href="#">Kinsho Store Healthy Life Fair</a>	Osaka
November 28-29	<a href="#">Ralse Cranberry Fair</a>	Sapporo
December 1-10	<a href="#">Hotel Okura GARC Menu Fair</a>	Niigata
December 1-28	<a href="#">Daiichi Hotel American Christmas Fair</a>	Osaka
Dec 1 - April 27	<a href="#">"Forest Hills" GARC Menu Fair</a>	Nasu Kogen, Tochigi
December 2-3	<a href="#">Trend American Fair</a>	Okayama
December 20-24	<a href="#">Daiei Hyper Mart American Fair</a>	Kanto

### 2001

January 26 - March 4	<a href="#">North America Fair</a>	Fukuoka
February 2	<a href="#">"American Food Expo" Regional Buyer Showcase</a>	Sapporo
February (TBD)	<a href="#">Itochu Foods Wholesaler Show 2001</a>	Nagoya
February (TBD)	<a href="#">Asahi Chugoku-Shikoku Show</a>	Okayama
February - April (TBD)	<a href="#">Toho Food Service Fair 2001</a>	Western Japan
March 13-16	<a href="#">Foodex Japan 2001</a>	Makuhari
March 23-25	<a href="#">2001 Japan Flower &amp; Garden Show</a>	Makuhari
March (TBD)	<a href="#">Asahi FODEM 2001</a>	Osaka
March (TBD)	<a href="#">Kato Sangyo's All Food Fair</a>	Kobe
April 27 - May 6	<a href="#">International Festival UTAGE 2001</a>	Osaka

**Upcoming Event Schedule (cont.)**

<b><u>Date</u></b>	<b><u>Event</u></b>	<b><u>Location</u></b>
April (TBD)	<a href="#"><u>"GARC Grand Menu" Multi-Buyer Showcase</u></a>	Tokyo
April (TBD)	<a href="#"><u>"American Food Expo" Regional Buyer Showcase</u></a>	Nagoya
May 16-18	<a href="#"><u>IFIA Japan 2001</u></a>	Tokyo
Spring (TBD)	<a href="#"><u>Friendly's American Fair</u></a>	Kansai
June (TBD)	<a href="#"><u>GAF Multi-Buyer Business Meeting</u></a>	Asahikawa
July (TBD)	<a href="#"><u>GAF Multi-Buyer Business Meeting</u></a>	Shizuoka
September (TBD)	<a href="#"><u>Asahi FOODLAND 2001</u></a>	Kochi
September (TBD)	<a href="#"><u>Kato Sangyo's All Food Fair</u></a>	Kobe
October 23-26	<a href="#"><u>Great American Food Show Kansai 2001</u></a>	Osaka
October (TBD)	<a href="#"><u>Yukiwa Year-End Business Fair</u></a>	Osaka

## I. TRADE SHOWS

*The following is a list of upcoming trade shows in Japan organized by ATO Japan or outside entities, covering both the retail and foodservice sectors. The shows organized by outside entities are listed for informational purposes only, and no endorsement should be implied unless specifically stated. Terms and conditions of participation in these activities are the responsibility of the organizer. Please contact the show organizers directly for further information.*

**North America Fair:** January 26 - March 4, 2001, Asia Pacific Import Mart, Kitakyushu, Fukuoka. ATO Osaka will participate jointly in this product exhibition with a major wholesaler in Kita-Kyushu. The wholesaler will display American food products handled by various importers from throughout Japan. The North American Fair targets both the food industry trade and consumers. ATO Osaka and the wholesaler will organize meeting days to make appointments with major regional retailers.

**Foodex Japan 2001:** March 13-16, 2001, Makuhari Messe, Chiba, near Tokyo. The 26th International Food and Beverage Exhibition will be held at the Makuhari Messe Center on the outskirts of Tokyo. The largest food exhibition in Asia, Foodex has over 2,300 domestic and foreign exhibitors from throughout Japan and 67 other countries, and attracts more than 90,000 trade visitors each year. Large contingents of buyers from other East Asian countries also have been attending the show in recent years. Contact: Japan Management Association-Convention Division, Fax: 81-3-3434-8076, URL: <http://www.jma.or.jp/FOODEX/>

**2001 Japan Flower & Garden Show:** March 23-25, 2001, Makuhari Messe, Chiba, near Tokyo. The 11th annual Japan Flower & Garden Show will ring in the new century with its most expansive exhibition ever at Makuhari Messe. It is the largest flower show in Japan for both professionals and the general public. Exhibits include fresh flowers, cut flowers, gardening supplies, and a variety of flower-related products. Exhibitor applications must be submitted no later than December 20, 2000. For more details, contact Mr. Yokoyama. Fax: 81-3-3836-6470. E-mail: [yokoyama@gyro.dagg.gr.jp](mailto:yokoyama@gyro.dagg.gr.jp) Home Page: <http://fgshow.dagg.gr.jp>

**International Festival Utage 2001:** April 27 - May 6, 2001 (during Golden Week) at INTEX Osaka. Co-sponsored by the Osaka 21st Century Association and the Osaka Restaurant Management Association, this is the largest trade/consumer-oriented food festival in Japan which is held every four years. The last Utage event in 1997 attracted over 740,000 visitors including approximately 100,000 industry contacts. Importers and trade organizations promoting U.S. food products currently being sold in Japan are encouraged to participate. Food products may also be made available for on-site sales. Contact: Executive Committee for the International Festival UTAGE 2001 in Osaka at [info@shokuhaku.gr.jp](mailto:info@shokuhaku.gr.jp) or fax at 81-6-6536-1022.

**IFIA Japan 2001 -The 5th International Food Ingredients & Additives Exhibition and Conference:** May 16-18, 2001, Tokyo International Exhibition Center (Tokyo Big Sight), Ariake, Tokyo. Approximately 22,000 trade visitors are expected to attend this sector-specific show in Tokyo targeting food processors and institutional buyers who seek food ingredients and additives. Contact: E.J. Krause & Associates, Inc., Fax: 81-3-5212-6091

**Great American Food Show Kansai 2001 in FOODEX Kansai:** October 23-26, 2001, INTEX Osaka. ATO Osaka will hold the 4<sup>th</sup> Great American Food Show Kansai at the INTEX Osaka located at the port of Osaka. ATO Osaka will obtain booth space inside the FOODEX Kansai area for a U.S. pavilion and invite key retail and food service contacts in addition to regular FOODEX visitors. FOODEX Kansai is held every other year. This year, show organizers expect 250 domestic and international exhibitors and 600 booths. About 50,000 trade visitors attended the show in 1999.

## II. WHOLESALER ACTIVITIES

*The following is a list of upcoming wholesale shows organized by Japanese wholesalers serving both the retail and foodservice sectors:*

**Asahi Chugoku-Shikoku Show:** February, 2001 at Okayama Convention Center, Okayama. This show is held by Asahi Food Chugoku-Shikoku Branch. About 300 Japanese manufacturers and trading companies are expected to participate. Frozen, chilled and dry grocery foods, excluding perishable meat, fish and produce, will be displayed. About 3,000 trade people, mainly from the retail industry in the Chugoku and Shikoku regions, are expected to attend the show. Products for exhibition should be already available in Japan for quick business inquiries.

Contact: Mr. Matsumoto, ATO Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**Itochu Foods Wholesaler Show 2001:** February, 2001, Nagoya. ATO Tokyo will organize a U.S. Food Pavilion featuring a variety of U.S. food and beverage products and the latest U.S. food safety information. Japanese agents/importers representing U.S. suppliers are being recruited to participate in the show. Itochu Foods Co., Ltd. is a wholesaler specializing in the retail/foodservice business with annual sales of over \$4.5 billion. Interested U.S. food companies should have their agents/importers contact Mr. Haruta, ATO Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov)

**Toho Food Service Fair 2001:** February - April, 2001 in three cities in Western Japan. ATO Osaka will participate in a series of food service fairs that will be organized by Toho Co.,Ltd., coordinating companies who handle American food and beverage products. Toho Co., Ltd. is a wholesaler specializing in the restaurant business with annual sales over \$1.2 billion and some capability for direct import. Toho Co., Ltd. will conduct a series of food service fairs in 8 - 10 cities throughout Japan next year and invite their customers to view and sample a variety of products they handle. ATO Osaka plans to participate in three of the fairs including Osaka and Fukuoka. Contact: Ms. Harima, ATO/Osaka, e-mail: [HarimaA@fas.usda.gov](mailto:HarimaA@fas.usda.gov)

**Asahi FOODEM 2001:** March, 2001, at INTEX Osaka, Osaka. FOODEM 2001 will be held by Asahi Food's Kinki Branch. About 300 Japanese manufacturers and trading companies are expected to participate. Frozen, chilled and dry grocery products, excluding perishable meat, fish and produce, will be displayed. About 5,000 trade people mainly from the Kansai retail industry are expected to attend the show. Products for exhibition should be already available in Japan for quick business inquiries. Contact: Mr. Matsumoto, ATO Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**Kato Sangyo's All Food Fair:** This show is held twice a year, once in March and again in September at the Kobe Convention Center, Hyogo. About 300 Japanese manufacturers and trading companies will participate. Kato Sangyo expects about 7,000 trade people from throughout Japan to attend. ATO Osaka works closely with Kato Sangyo's Trade Department and has introduced several US food products which have been featured in their show. Products should initially be introduced to the Trade Department who will decide which of the most marketable products will be displayed at the show. New American products are welcome. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**Asahi FOODLAND 2001:** September, 2001, Kochi Convention Center, Kochi, Shikoku. This show is organized by Asahi Food Corporation's headquarters in Kochi, Shikoku. About 350 Japanese manufacturers and trading companies are expected to participate. All kinds of food products, except produce, will be displayed. About 5,000 trade people mainly from the retail industry in Chuugoku and Shikoku are expected to attend the show. Products for exhibition should be already available in Japan for quick business inquiries. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**Yukiwa Year-End Business Fair:** October 2001, Osaka. Yukiwa, one of the largest wholesalers in the frozen food area, will hold this show for its retail and food service contacts. This is the busiest food show in Kansai. Products are restricted to the frozen food category. Products exhibited in this show should already be available in Japan. Interested US companies should have their Japanese agents/importers contact Mr. Matsumoto, ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

### III. RETAIL ACTIVITIES

*ATO Japan introduces U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, ATO organizes various business meetings and buyer showcases throughout Japan,*

providing invaluable access to key Japanese retail players. Each U.S. participant receives introductions to buyers for their specific products and has an opportunity to hold direct business discussions. Because of customs clearance and short lead time, it is usually necessary for a U.S. company to have a representative or agent in Japan to be able to participate in these activities. The following is a list of business meetings and buyer showcases scheduled to date:

**"American Food Expo" Regional Buyer Showcases in Sapporo & Nagoya:** In order to expand sales of US food products in Japan's regional markets, ATO Tokyo will hold buyer showcases in the regional metropolitan areas of Sapporo and Nagoya in February and April (see schedule below). These one-day, low participation cost events will primarily target medium-sized supermarket retailers, but will also provide opportunities for cooperators and agents to develop new food service contacts in these two important regions. Interested U.S. food companies should have their agents/importers contact Mr. Haruta, ATO Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov)

**GAF Business Meetings in Asahikawa & Shizuoka:** ATO Tokyo will hold one-day business meetings in Asahikawa and Shizuoka in June and July (see schedule below) to introduce cooperators and agents to select purchasing managers from several key regional retail and food service firms. The venue will be a hotel reception room or local conference facility where the retailer/foodservice company's team will be introduced to each member of the ATO cooperator/agent team via a series of individual meetings scheduled throughout the day. ATO food safety information and presentations will also be provided. Interested U.S. food companies should have their representatives contact Mr. Haruta, ATO Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov).

<b>GAF Business Meetings &amp; Buyer Showcases: Retail</b>				
<b>Date</b>	<b>Event</b>	<b>Company</b>	<b>Location</b>	<b>Contact</b>
Feb 2	"American Food Expo" Regional Buyer Showcase	Regional Companies	Sapporo	Tokyo
April (TBD)	"American Food Expo" Regional Buyer Showcase	Regional Companies	Nagoya	Tokyo
June (TBD)	GAF Multi-Buyer Business Meeting	Regional Companies	Asahikawa	Tokyo
July (TBD)	GAF Multi-Buyer Business Meeting	Regional Companies	Shizuoka	Tokyo

American fairs and other ATO-sponsored retail promotions are an ideal way to expand sales and network with a large number of trade customers in the retail market, if you have a Japanese agent or importer. Participation is free, but retailers will make the final decision on products included in the promotion. Below are the ATO-sponsored fairs and promotions in Japan scheduled to date:

<b>American Fairs &amp; Promotions: Retail</b>				
<b>Date</b>	<b>Event</b>	<b>Company</b>	<b>Location</b>	<b>Contact</b>
Nov 23-26	Healthy Life Fair	Kinsho Store	Osaka	Osaka
Nov 28-29	Ralse Cranberry Fair	Ralse	Sapporo	Tokyo
Dec 2-3	American Fair	Trend	Okayama	Osaka
Dec 20-24	American Fair	Daiei Hyper Mart	Kanto	Tokyo

#### **IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES**

ATO Japan organizes teams of U.S. Cooperators and agents to meet with key buyers from targeted food service companies, such as hotel restaurants, family-style chain restaurants, and food service wholesalers. The following is a list of upcoming business meetings and buyer showcases:

**"American Food Expo" Regional Buyer Showcases in Sapporo & Nagoya:** In order to expand sales of US food products in Japan's regional markets, ATO Tokyo will hold buyer showcases in the regional metropolitan areas of Sapporo and Nagoya in February and April (see schedule below). These one-day, low participation cost events will primarily target medium-sized supermarket retailers, but will also provide opportunities for cooperators and agents to develop new food service contacts in these two important regions. Interested U.S. food companies should have their agents/importers contact Mr. Haruta, ATO Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov)

**"GARC Grand Menu" Multi-Buyer Showcase:** "Great American Regional Cuisine (GARC) Grand Menu" Multi-Buyer Showcase: April, 2001, Tokyo. As the largest ATO-sponsored food service event of the year, ATO Tokyo is planning to host a large-scale multi-buyer showcase in Tokyo. The first time this style event was held two years ago at the Inter-Continental Hotel it attracted roughly 400 visitors primarily from Tokyo-based national and regional chain restaurants, pubs and hotel restaurants, as well as from several national and regional supermarket chains. Similarly, this coming year's showcase is sure to provide exposure to new business contacts and meeting opportunities for interested cooperators and agents. Contact: Mr. Otsuka, ATO Tokyo, e-mail: [OtsukaM@fas.usda.gov](mailto:OtsukaM@fas.usda.gov)

**Friendly's American Fair:** Spring, 2001 at 62 *Friendly* restaurant outlets in the Kansai Region. ATO Osaka is planning to tie up with *Friendly Co., Ltd.*, a Kansai area restaurant chain, to hold an American Menu Fair in their 62 Western-style family outlets. ATO Osaka is recruiting importers of American food ingredients and FAS Cooperators to introduce food products and participate in promoting the fair. A custom-made ingredient and menu presentation targeting *Friendly's* management will be conducted on November 16, 2000 at their headquarters. Participation by importers and agents of U.S. suppliers/food manufacturers is encouraged. *Friendly* is also currently looking for a food

processor capable of manufacturing frozen pilaf in the United States. Contact: Ms. Harima, ATO/Osaka, e-mail: [HarimaA@fas.usda.gov](mailto:HarimaA@fas.usda.gov)

<b>GAF Business Meetings &amp; Buyer Showcases: Food Service</b>				
<b>Date</b>	<b>Event</b>	<b>Company</b>	<b>Location</b>	<b>Contact</b>
Nov 16	Single-Buyer Menu Showcase	Friendly Co., Ltd.	Osaka	Osaka
Feb 2	"American Food Expo" Regional Buyer Showcase	Regional Companies	Sapporo	Tokyo
April (TBD)	"American Food Expo" Regional Buyer Showcase	Regional Companies	Nagoya	Tokyo
April (TBD)	"GARC Grand Menu" Multi-Buyer Showcase	Regional Companies	Tokyo	Tokyo

*In addition, ATO Japan sponsors American fairs and other food service promotions at cooperating restaurants, hotels and institutional settings. The following is a list of current and upcoming events:*

<b>American Fairs &amp; Promotions: Food Service</b>				
<b>Date</b>	<b>Event</b>	<b>Company</b>	<b>Location</b>	<b>Contact</b>
Nov 1 - May 31	GARC Menu Fair & US Pork Fair	Wako Co., Ltd.	100 Outlets Nationwide	Tokyo
Dec 1-10	GARC Menu Fair	Hotel Okura Niigata	Niigata	Tokyo
Dec 1-28	American Christmas Fair	Daiichi Hotel	Osaka	Osaka
Dec 1 - Apr 27	GARC Menu Fair "Forest Hills"	Tokyo Tatemono Resort Co., Ltd.	Nasu Kogen, Tochigi	Tokyo
Spring 2001	Friendly's American Fair	Friendly Co., Ltd.	Kansai	Osaka

## **V. OTHER PROMOTIONAL ACTIVITIES**

***Great American Food News (Issue #15, January 2001):*** *Great American Food News*, the only FAS/Japan publication written in Japanese, targets a wide Japanese audience with a positive message

about the safety, healthiness, and rich variety of U.S. food products. Each issue is disseminated to more than 4,500 government, media, and trade contacts. In addition, approximately 5,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO food promotion activities, and seminars.

## VI. CONTACT INFORMATION

### U.S. Agricultural Trade Offices, Japan

<http://www.atojapan.org/>

**ATO Tokyo:** David Miller, Director  
Karen Halliburton, Deputy Director  
Fax: 011-81-3-3582-6429  
E-mail: [atotokyo@fas.usda.gov](mailto:atotokyo@fas.usda.gov)

**ATO Osaka:** Daniel Martinez, Director  
Fax: 011-81-6-6315-5906  
E-mail: [atoosaka@fas.usda.gov](mailto:atoosaka@fas.usda.gov)