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## Japan

### Promotion Opportunities

#### Annual

#### 2001

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**Report Highlights:** Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) over the next three months include the Great American Food Show Kansai 2001 in Osaka October 23-26, followed by a series of cooking seminars in Osaka and Tokyo at the end of October targeting clients of two leading food service wholesalers, a single-buyer food service showcase in Tokyo in December with a leading pub dining chain and various institutional food service companies, and a regional buyer showcase in Nagoya in January targeting area retail and food service companies.

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

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**UPCOMING EVENT SCHEDULE  
2001**

<b><u>Date</u></b>	<b><u>Event</u></b>	<b><u>Location</u></b>
Sept 16 - Oct 31	Kumamoto Castle Hotel Great American Fair	Kumamoto
October 1-31	Tokyo Dome Hotel American Menu Fair	Tokyo
October 1-31	Sapporo Grand Hotel American Menu Fair	Sapporo
October 12-22	Okinawa Mitsukoshi American Fair	Okinawa
Oct 17 - Nov 8	Ralse American Food Shop in Sapporo	Sapporo
October 23-26	Great American Food Show Kansai 2001	Osaka
October 24-25	American "Healthy Gourmet" Cuisine Seminar at Foodex Kansai	Osaka
October 26-31	Meidi-ya Halloween Fair	Tokyo
October 26-31	Daizen Halloween Fair	Asahikawa
October 30	Toho-Sponsored American "Healthy Gourmet" Cooking Seminar	Osaka
Oct 30 - Nov 2	Japan Home Show	Tokyo
November 1	Kuze-Sponsored GARC "Healthy Gourmet" Menu Seminar	Tokyo
November 1-4	NEXT Foods Ishikawa	Kanazawa
November 6-9	CATEREX (Food Catering Show)	Tokyo
November 7-9	AsiaBev	Tokyo
November 22-25	2001 Japan Foodservice Show	Yokohama
November (TBD)	Kyushu Daiei Supermarket American Fair	Kyushu
November (TBD)	Shimonoseki Daimaru American Fair	Yamaguchi
November (TBD)	ANA Hotel Great American Fair	Okinawa
December 1-31	Solaria Nishitetsu Hotel West Coast Cuisine Promotion	Fukuoka
December 13-15	Bio Fach Japan	Tokyo
December 20-26	Keikyu Department Store American Christmas Fair	Yokohama
December 22-24	JAL City Hotel American Night	Hiroshima
December (TBD)	GARC Single-Buyer Food Service Showcase	Tokyo

**2002**

<b><u>Date</u></b>	<b><u>Event</u></b>	<b><u>Location</u></b>
January (TBD)	"GAF Team" Regional Buyer Showcase	Nagoya
March 5-8	Supermarket Trade Show (Japan Self-Service Association)	Tokyo
March 12-15	Foodex Japan 2002	Chiba
March 16-18	Health Care 21	Tokyo
April 17-19	FABEX 2002 (World Food & Beverage Expo) / e-Food 2002	Tokyo
April (TBD)	"American Food Expo" Regional Buyer Showcase	Fukushima
April (TBD)	Kinokuniya American Week	Tokyo
May 15-17	IFIA Japan 2002 (International Food Ingredients & Additives Exhibition)	Tokyo
May (TBD)	Ralse American Food Fair	Sapporo
May (TBD)	Ralse American Lunch Buffet	Sapporo
May (TBD)	Tokyo Store American Fair	Kanazawa
May (TBD)	Maruman Store American Food Fair	Kanto Area
June 4-6	VINEXPO	Tokyo
June (TBD)	Yamanaka American Food Fair	Nagoya
June (TBD)	Yamanaka American Lunch Buffet	Nagoya
June (TBD)	Universe American Lunch Buffet	Hachinohe
June (TBD)	"American Food Expo" Regional Buyer Showcase	Niigata
July (TBD)	Tokyo Store American Lunch Buffet	Kanazawa
July (TBD)	"GAF Team" Regional Buyer Showcase	Sapporo
July/Aug (TBD)	Meidi-ya Great American Food Fair	Nationwide
August (TBD)	Tokuoka American Fair	Osaka
October 10-14	International Food Fair 2002	Kitakyushu

## I. LARGE-SCALE TRADE SHOWS

*The following is a list of upcoming large-scale trade shows in Japan 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.*

**Great American Food Show Kansai 2001 in FOODEX Kansai:** October 23-26, 2001, INTEX Osaka. This is the 4<sup>th</sup> Great American Food Show Kansai in which ATO/Osaka will construct a U.S. pavilion inside the FOODEX Kansai 2001 Show. Applications are already closed, and 50 American exporters, Japanese importers, agents and cooperators will be participating in the U.S. pavilion. Show organizers expect about 50,000 trade visitors from all food-related industries, mainly from the Kansai region. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**NEXT Foods Ishikawa:** November 1-4, 2001, Ishikawa Convention Center. This large regional public event focuses on both local/traditional and international food culture and products. The organizer, Ishikawa Food Manufacturers' Association, expects about 300,000 consumer and trade visitors from the Hokuriku region and the surrounding area. ATO/Tokyo will organize an "American Kitchen" booth featuring HMR products for use by regional retailers, as well as U.S. food quality and safety information. Various other U.S. food and beverage products will also be exhibited. Contact: Mr. Haruta, ATO/Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov)

**2001 Japan Foodservice Show:** November 22-25, 2001, Pacifico Yokohama Exhibition Hall, Yokohama (near Tokyo). Approximately 100,000 consumer and trade visitors are expected to attend this sector-specific show in Yokohama, the third largest city in Japan. The participation fee is 500,000 yen (approx. \$4,200). Contact: Mr. Hisashi Nakai, Japan Foodservice Association, Fax: 81-3-5403-1070.

**Foodex Japan 2002:** March 12-15, 2002, Makuhari Messe, Chiba (near Tokyo). The 27th 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 attracted more than 93,000 trade visitors in 2001. Large contingents of buyers from other East Asian countries also have been attending the show in recent years. Although the deadline is not until November 30, 2001, ATO recommends early registration. Contact: Japan Management Association/Convention Division, Fax: 81-3-3434-8076, URL: <http://www.jma.or.jp/FOODEX/>

**International Food Fair 2002:** October 10-14, 2002, Kitakyushu. This is the largest food show in Western Japan which is held every other year, including two business-only days and three days open to the public. The last fair included pavilions from 26 countries and attracted over 100,000 people, including more than 18,000 buyers. ATO/Osaka plans to coordinate an American pavilion again this year. Please contact the show organizer for more information. Contact: Fax 81-93-582-3865, e-mail: [iff@kix.or.jp](mailto:iff@kix.or.jp)

<b>Large-Scale Trade Shows</b>			
<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Contact</b>
October 23-26	Great American Food Show Kansai 2001 in FOODEX Kansai	INTEX Osaka	ATO/Osaka
Oct 30 - Nov 2	Japan Home Show	Tokyo Big Sight	ATO/Tokyo
November 1-4	NEXT Foods Ishikawa	Regional Companies	ATO/Tokyo
November 6-9	CATEREX (Food Catering Show)	Tokyo Big Sight	ATO/Tokyo
November 7-9	AsiaBev	Tokyo Big Sight	ATO/Tokyo
November 22-25	2001 Japan Foodservice Show	Pacifico Yokohama	ATO/Tokyo
December 13-15	Bio Fach Japan	Tokyo Big Sight	ATO/Tokyo
March 5-8	Supermarket Trade Show (Japan Self-Service Association)	Tokyo Big Sight	ATO/Tokyo
March 12-15	Foodex Japan 2002	Makuhari Messe, Chiba	ATO/Tokyo
March 16-18	Health Care 21	Tokyo Big Sight	ATO/Tokyo
April 17-19	FABEX 2002 (World Food & Beverage Expo) / e-Food 2002	Tokyo Big Sight	ATO/Tokyo
May 15-17	IFIA Japan 2002 (International Food Ingredients & Additives Exhibition)	Tokyo Big Sight	ATO/Tokyo
June 4-6	VINEXPO	Tokyo Big Sight	ATO/Tokyo
October 10-14	International Food Fair 2002	Kitakyushu	ATO/Osaka

## II. 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:*

**"GAF Team" Regional Buyer Showcases in Nagoya & Sapporo:** January, 2002 in Nagoya and July, 2002 in Sapporo. ATO/Tokyo will hold one-day showcases in Nagoya and Sapporo to introduce U.S. cooperators and agents to select purchasing managers from key regional retail and food service firms. The event will focus on health-oriented food products, including organic and natural foods, as well as supermarket deli promotions using U.S. food ingredients. ATO food safety information will also be presented. Interested U.S. food companies should have their representatives contact Mr. Haruta at ATO/Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov)

**"American Food Expo" Regional Buyer Showcases in Fukushima & Niigata:** April 2002 in Fukushima, and June 2002 in Niigata. ATO/Tokyo will hold one-day buyer showcases in Fukushima and Niigata to provide cooperators and agents an opportunity to introduce a variety of U.S. food products to 200-300 key buyers of regional retail, foodservice and wholesale firms. ATO food safety information and presentations will also be provided. Contact: Mr. Haruta ATO/Tokyo, e-mail: [HarutaN@fas.usda.gov](mailto:HarutaN@fas.usda.gov)

Business Meetings & Buyer Showcases: Retail				
Date	Event	Company	Location	Contact
January (TBD)	"GAF Team" Regional Buyer Showcase	Regional Companies	Nagoya	ATO/Tokyo
April (TBD)	"American Food Expo" Regional Buyer Showcase	Regional Companies	Fukushima	ATO/Tokyo
June (TBD)	"American Food Expo" Regional Buyer Showcase	Regional Companies	Niigata	ATO/Tokyo
July (TBD)	"GAF Team" Regional Buyer Showcase	Regional Companies	Sapporo	ATO/Tokyo

*American Fairs, American Kitchen Fairs, American Lunch Buffets, 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:*

**Kyushu Daiei Supermarket American Fair:** November, 2001, Fukuoka, Kyushu. Kyushu Daiei Supermarket plans to hold an American Fair at its 20 stores. A variety of U.S. food products that are already commercially available in the Japan market are potential items for this promotion. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**Shimonoseki Daimaru American Fair:** November, 2001, Yamaguchi Prefecture. The city of Pittsburg, California is planning to send a mission to Shimonoseki City, its sister city in Japan, in November. During that time, the Shimonoseki Daimaru will hold a "Welcome American Fair" in their store. A variety of U.S. food products that are already commercially available in the Japan market are potential items for this promotion. Contact: Mr. Matsumoto ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

**Tokuoka American Fair:** August, 2002, Osaka. Tokuoka will hold an American Fair in August at their 13 stores. The exact date will be determined soon. Tokuoka specializes in wines, other alcoholic beverages, soft drinks, snacks and frozen foods. However, they do not handle meat, fish or produce. For more information, contact Mr. Matsumoto, ATO/Osaka, e-mail: [MatsumotoM@fas.usda.gov](mailto:MatsumotoM@fas.usda.gov)

<b>American Fairs &amp; Promotions: Retail</b>				
<b>Date</b>	<b>Event</b>	<b>Company</b>	<b>Location</b>	<b>Contact</b>
Oct 12-22	American Fair	Mitsukoshi	Okinawa	ATO/Osaka
Oct 17 - Nov 8	American Food Shop	Ralse	Sapporo	ATO/Tokyo
Oct 26-31	Halloween Fair	Meidi-ya	Tokyo	ATO/Tokyo
Oct 26-31	Halloween Fair	Daizen	Asahikawa	ATO/Tokyo
Nov (TBD)	Kyushu Daiei American Fair	Kyushu Daiei Supermarkets	Kyushu	ATO/Osaka
Nov (TBD)	Shimonoseki Daimaru American Fair	Shimonoseki Daimaru	Yamaguchi	ATO/Osaka
Dec 20-26	American Christmas Fair	Keikyu Department Store	Yokohama	ATO/Tokyo
April (TBD)	American Week	Kinokuniya	Tokyo	ATO/Tokyo
May (TBD)	American Lunch Buffet	Ralse	Sapporo	ATO/Tokyo
May (TBD)	American Food Fair	Ralse	Sapporo	ATO/Tokyo
May (TBD)	American Food Fair	Tokyo Store	Kanazawa	ATO/Tokyo
May (TBD)	American Food Fair	Maruman Store	Kanto Area	ATO/Tokyo
June (TBD)	American Food Fair	Yamanaka	Nagoya	ATO/Tokyo
June (TBD)	American Lunch Buffet	Yamanaka	Nagoya	ATO/Tokyo



June (TBD)	American Lunch Buffet	Universe	Hachinohe	ATO/Tokyo
July (TBD)	American Lunch Buffet	Tokyo Store	Kanazawa	ATO/Tokyo
July/August	Great American Food Fair	Meidi-ya	Nationwide	ATO/Tokyo

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

*ATO/Tokyo and ATO/Osaka organize 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 "Healthy Gourmet" Cuisine Seminar at Foodex Kansai:** October 24-25, 2001, Osaka. ATO/Osaka plans to hold a seminar on October 25 targeting hotel and restaurant operators attending Foodex Kansai. In conjunction with the Great American Food Show 2001 which will be held within the Foodex Kansai show, ATO/Osaka will bring a guest chef, Mr. Scott Uehlein, Executive chef at the Canyon Ranch Hotel Resort, a well-known spa in Tucson, Arizona, to introduce the concept of health-oriented American gourmet cuisine ("spa cuisine") and the use of American food ingredients. A Great American Food Reception also will be held on October 24 at the Hyatt Regency Osaka, adjacent to the show site. Show exhibitors, as well as Japanese importers handling American food products, are welcome to supply food ingredients to be used for the menu promotion. Contact: Ms. Harima, ATO/Osaka, e-mail:

[HarimaA@fas.usda.gov](mailto:HarimaA@fas.usda.gov)

**Toho-Sponsored American "Healthy Gourmet" Cooking Seminar:** October 30, 2001, Osaka. ATO/Osaka plans to hold a cooking seminar with Toho Co., Ltd., a wholesaler specializing in the restaurant industry, to introduce health-oriented American gourmet cuisine ("spa cuisine") using a variety of American food ingredients to professional chefs in the Kansai area. ATO/Osaka has arranged for Executive Chef Uehlein (see description above) to introduce 4-5 health and nutrition-oriented recipes using a variety of U.S. food products. Contact: Ms. Harima, ATO/Osaka, e-mail: [HarimaA@fas.usda.gov](mailto:HarimaA@fas.usda.gov)

**Kuze-Sponsored GARC "Healthy Gourmet" Menu Seminar:** November 1, 2001, Tokyo. In cooperation with Kuze Co., Ltd, one of the top food service wholesalers in the Kanto region, ATO/Tokyo also is organizing a chef seminar and cooking demonstration featuring Executive Chef Uehlein (see description above) to introduce health-oriented American food ingredients and cuisine to roughly 25 buyers from leading Japanese institutional food service companies. Contact: Mr. Otsuka, ATO/Tokyo, e-mail: [OtsukaM@fas.usda.gov](mailto:OtsukaM@fas.usda.gov)

**GARC Single-Buyer Showcase:** December, 2001, Tokyo. ATO/Tokyo is organizing a single-buyer showcase in Tokyo in December, in which cooperators and agents will have the opportunity to meet with buyers from Monteroza, a leading pub dining chain, as well as a select group of leading institutional food service companies to introduce their latest food service products and menu concepts. The showcase is expected to result in an ATO-sponsored Great

American Regional Cuisine menu fair at Monteroza's outlets nationwide next spring. Contact: Mr. Otsuka, ATO/Tokyo, e-mail: [OtsukaM@fas.usda.gov](mailto:OtsukaM@fas.usda.gov)

<b>Business Meetings &amp; Buyer Showcases: Food Service</b>				
<b>Date</b>	<b>Event</b>	<b>Company</b>	<b>Location</b>	<b>Contact</b>
Oct 24-25	American "Healthy Gourmet" Cuisine Seminar	Various Regional Companies	Osaka	ATO/Osaka
October 30	Toho-Sponsored American "Healthy Gourmet" Cooking Seminar	Various Regional Companies	Osaka	ATO/Osaka
November 1	Kuze-Sponsored GARC "Healthy Gourmet" Menu Seminar	Kuze; Various Institutional Food Service Companies	Tokyo	ATO/Tokyo
December (TBD)	GARC Single-Buyer Showcase	Monteroza; Various Institutional Food Service Companies	Tokyo	ATO/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>
Sept 16 - Oct 31	Great American Fair	Kumamoto Castle Hotel's Café Restaurant "Parco"	Kumamoto	ATO/Osaka
October 1-31	American Regional Cuisine Menu Fair	Tokyo Dome Hotel	Tokyo	ATO/Tokyo
October 1-31	American Regional Cuisine Menu Fair	Sapporo Grand Hotel	Sapporo	ATO/Tokyo
November (TBD)	Great American Fair	ANA Hotel's Café Restaurant	Ishigaki Island, Okinawa	ATO/Osaka
December 1-31	West Coast Cuisine Promotion	Solaria Nishitetsu Hotel	Fukuoka	ATO/Osaka
December 22-24	American Night	JAL City Hotel	Hiroshima	ATO/Osaka

## **V. OTHER PROMOTIONAL ACTIVITIES**

**Great American Food News:** Issue #17, December, 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. For more information, contact Ms. Noguchi, ATO Tokyo, e-mail: [NoguchiJ@fas.usda.gov](mailto:NoguchiJ@fas.usda.gov)

**"What Are GMO Foods" Brochure:** ATO Tokyo and the Office of Agricultural Affairs have developed an easy-to-understand Japanese language brochure to educate Japanese consumers about the safety of GMO food products. Working in cooperation with the International Life Sciences Institute, the brochure has been disseminated to Japanese supermarket retailers and the broader food industry as a means of increasing their customers' awareness on the subject. It is also available to consumers and the trade at all ATO-sponsored promotional events. Any Japan cooperators, importers or agents interested in obtaining copies of the brochure should contact Ms. Noguchi, ATO Tokyo, e-mail: [NoguchiJ@fas.usda.gov](mailto:NoguchiJ@fas.usda.gov)

## VI. CONTACT INFORMATION

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

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

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**ATO Osaka:** Daniel Martinez, Director  
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E-mail: [atoosaka@fas.usda.gov](mailto:atoosaka@fas.usda.gov)