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Promotion Opportunities

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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 few months include the annual Foodex trade show in Tokyo from March 12-15, Asahi Food and Kato Sangyo wholesaler shows in Osaka and Kobe in mid-March, a Toho food service wholesaler show in Okinawa on April 17, a regional retail buyer showcase in Niigata on April 19, and a food service buyer showcase in Sapporo on April 25.

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

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**UPCOMING EVENT SCHEDULE
2002**

<u>Date</u>	<u>Event</u>	<u>Location</u>
January 22	"GAF Team" Regional Buyer Showcase	Nagoya
February 19-20	ATO Pavilion at Toho Food Service Wholesaler Fair	Fukuoka
March 5-8	Supermarket Trade Show (Japan Self-Service Association)	Tokyo
March 12-15	Foodex Japan 2002	Chiba (Tokyo)
March 13-14	Asahi Food FOODEM 2002 Wholesaler Show	Osaka
March 13-15	Kato Sangyo All Food Wholesaler Fair	Kobe
March 16-18	Health Care 21	Tokyo
March	Wako American Pork Fair	Kanto Area
March	Prince Hotels American Menu Fair	Nationwide
March/April	Mitsui Urban Osaka Bay Tower Hotel American Food Fair	Osaka
March/April	Great American Regional Cuisine Single-Buyer Showcase for Monteroza & Various Institutional Food Service Buyers	Tokyo
April 17	ATO Pavilion at Toho Food Service Wholesaler Fair	Okinawa
April 17-19	FABEX 2002 (World Food & Beverage Expo) / e-Food 2002	Tokyo
April 19	"American Food Expo" Regional Buyer Showcase	Niigata
April 25	Great American Regional Cuisine Multi-Buyer Showcase at Sapporo Spring Food Festival	Sapporo
April	American Food Presentation to Institutional Food Service Companies	Osaka
April	Kinokuniya American Week	Tokyo
April	Fresta American Fair	Hiroshima
April	Tsuruya American Fair	Kumamoto
April	Nikoniko-do American Fair	Kumamoto

May 15-17	IFIA Japan 2002 (International Food Ingredients & Additives Exhibition)	Tokyo
May	American Food Presentation to Chain Restaurants	Osaka
May	Ralse American Food Fair	Sapporo
May	Ralse American Lunch Buffet	Sapporo
May	Tokyo Store American Fair	Kanazawa
May	Maruman Store American Food Fair	Kanto Area
May	Trend American Fair	Okayama
May	Savoy American Fair	Osaka
June 4-6	VINEXPO	Tokyo
June	Yamanaka American Food Fair	Nagoya
June	Universe American Lunch Buffet	Hachinohe
June	Haratoku Imported Food Fair	Shimane
July	Tokyo Store American Lunch Buffet	Kanazawa
July	"Great American Food Team" Regional Buyer Showcase	Sapporo
July	Monterozza American Regional Cuisine Food Fair	Nationwide
July/Aug	Meidi-ya Great American Food Fair	Nationwide
August	Tokuoka American Fair	Osaka
August	Daiei American Fair	Fukuoka
August	Tokuoka American Fair	Osaka
August	Mitsukoshi American Fair	Okinawa
August	Great American Regional Cuisine Multi-Buyer Showcase & Cooking Seminar	Nagoya
September 3-4	Great American Food Show Kansai in Inter-Food Osaka 2002	Osaka
September 4-6	Supply Side Asia	Yokohama

September 9-11	Health Ingredients Japan 2002	Tokyo
September	Kato Sangyo All Food Wholesaler Fair	Kobe
September	"American Food Expo" Regional Buyer Showcase	Fukushima
September	Asahi FOODLAND 2002 Wholesaler Show	Kochi
October 10-14	International Food Fair 2002	Kitakyushu
October	Yukiwa End Year Business Wholesaler Fair	Osaka
Fall	ATO Pavilion at Toho Food Service Wholesaler Fair	Osaka/Kobe Fukuoka

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.

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. Contact: Japan Management Association/Convention Division, Fax: 81-3-3434-8076, URL: <http://www.jma.or.jp/FOODEX/>

IFIA Japan 2002 -The 6th International Food Ingredients & Additives Exhibition and Conference: May 15-17, 2002, Tokyo International Exhibition Center (Tokyo Big Sight), Ariake, Tokyo. Approximately 21,000 trade visitors are expected to attend this sector-specific show in Tokyo targeting food processors and institutional buyers seeking food ingredients and additives. Contact: E.J. Krause & Associates, Inc., Fax: 81-3-5212-6091

Great American Food Show Kansai in Inter-Food Osaka 2002: September 3-4, 2002, MyDome, Osaka. This is the 6th Annual Great American Food Show and the first in conjunction with Inter-Food Osaka 2002 managed by the Japan Management Association. Show organizers expect about 10,000 trade visitors from all food-related industries, mainly from the Kansai region. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Health Ingredients Japan 2002: September 9-11, 2002, Big Sight, Tokyo. This show attracts key buyers from food manufacturers in Japan and is the leading showcase for new ingredient ideas. More than 40,000 high quality, professional buyers from food manufacturers, health institutions and other companies related to the food and health ingredients industry visited the Hi show in 2001. Contact: Mr. Nito, CMP Japan Co., Ltd., Fax: 81-3-3669-5830, URL: www.cmpjapan.com

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

Large-Scale Trade Shows			
Date	Event	Location	Contact
March 5-8	Supermarket Trade Show (Japan Self-Service Association)	Tokyo Big Sight	ATO/Tokyo
March 12-15	Foodex Japan 2002	Makuhari Messe, Chiba (near Tokyo)	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
September 3-4	Great American Food Show Kansai in Inter-Food Osaka	My Dome Osaka	ATO/Osaka
September 4-6	Supply Side Asia	Pacifico Convention Center Yokohama	ATO/Tokyo
September 9-11	Health Ingredients Japan	Tokyo Big Sight	ATO/Tokyo
October 10-14	International Food Fair 2002	Kitakyushu	ATO/Osaka

II. RETAIL/WHOLESALE ACTIVITIES

ATO/Tokyo and ATO/Osaka introduce U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, the ATOs organize various business meetings, retail buyer showcases and participation in wholesaler shows throughout Japan, providing invaluable access to key Japanese retail and wholesale 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 events scheduled to date:

"Great American Food Team" Regional Buyer Showcase in Sapporo: July, 2002 in Sapporo. ATO/Tokyo will hold a one-day showcase in 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

"American Food Expo" Regional Buyer Showcases in Fukushima & Niigata: April, 2002 in Niigata and September, 2002 in Fukushima. ATO/Tokyo will hold one-day buyer showcases in Niigata and Fukushima 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

Business Meetings, Buyer Showcases & Wholesaler Shows: Retail				
Date	Event	Company	Location	Contact
March 13-14	Asahi Food FOODEM 2002 Wholesaler Show	Asahi Food	INTEX Osaka	ATO/Osaka
March 13-15	Kato Sangyo All Food Wholesaler Fair	Kato Sangyo	Kobe International Convention Center	ATO/Osaka
April 19	"American Food Expo" Regional Buyer Showcase	Regional Companies	Niigata	ATO/Tokyo
July	"Great American Food Team" Regional Buyer Showcase	Regional Companies	Sapporo	ATO/Tokyo
September	"American Food Expo" Regional Buyer Showcase	Regional Companies	Fukushima	ATO/Tokyo
September	Asahi FOODLAND 2002 Wholesaler Show	Asahi Food	Kochi	ATO/Osaka
September	Kato Sangyo All Food Wholesaler Fair	Kato Sangyo	Kobe	ATO/Osaka
October	Yukiwa End Year Business Wholesaler Fair	Yukiwa	Osaka	ATO/Osaka

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. Below are the ATO-sponsored fairs and promotions in Japan scheduled to date:

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

American Fairs & Promotions: Retail				
Date	Event	Company	Location	Contact
April	American Week	Kinokuniya	Tokyo	ATO/Tokyo
April	American Food Fair	Fresta	Hiroshima	ATO/Osaka
April	American Food Fair	Tsuruya	Kumamoto	ATO/Osaka
April	American Food Fair	Nikoniko-do	Kumamoto	ATO/Osaka
May	American Lunch Buffet	Ralse	Sapporo	ATO/Tokyo
May	American Food Fair	Ralse	Sapporo	ATO/Tokyo
May	American Food Fair	Tokyo Store	Kanazawa	ATO/Tokyo
May	American Food Fair	Maruman Store	Kanto Area	ATO/Tokyo
May	American Food Fair	Trend	Okayama	ATO/Osaka
May	American Food Fair	Savoy	Osaka	ATO/Osaka
June	American Food Fair	Yamanaka	Nagoya	ATO/Tokyo
June	American Lunch Buffet	Universe	Hachinohe	ATO/Tokyo
June	Imported Food Fair	Haratoku	Shimane	ATO/Osaka
July	American Lunch Buffet	Tokyo Store	Kanazawa	ATO/Tokyo
July/August	Great American Food Fair	Meidi-ya	Nationwide	ATO/Tokyo
August	American Food Fair	Tokuoka	Osaka	ATO/Osaka
August	American Food Fair	Daiei (Kyushu)	Fukuoka	ATO/Osaka
August	American Food Fair	Tokuoka	Osaka	ATO/Osaka
August	American Food Fair	Mitsukoshi	Okinawa	ATO/Osaka

III. 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. Following is a list of upcoming business meetings and buyer showcases:

ATO Pavilion at Toho Food Service Fair: February 19 & 20, 2002, Fukuoka. ATO/Osaka will coordinate an American pavilion in a series of Toho Food Service Fairs that will be held in several cities in western Japan in the Spring and Fall of 2002. The series includes shows in Fukuoka on February

19-20, Okinawa on April 17, and Osaka/Kobe and Fukuoka sometime in the Fall. Toho Co. Ltd. is a wholesaler that specializes in the restaurant business with \$1 billion in annual sales and provides a good opportunity for U.S. food suppliers to expand into the food service industry in western Japan. U.S. products to be exhibited at the shows should be available in the Japanese market through importers. Contact: Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

American Food Presentation to Institutional Food Service Companies: May, Osaka. ATO Osaka is planning to organize an American Food Presentation targeted at Japanese institutional food service companies to introduce a variety of American food products and suggest menu ideas. The presentation will be custom-made for each target audience to suit their needs. ATO Osaka is developing a database of companies that have products suitable for meals served in company cafeterias, bento boxes, schools, hospitals, etc. Companies that have such products should contact Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

American Food Presentation to Chain Restaurants: April, Osaka. ATO Osaka is planning to organize a presentation of American food to introduce a variety of American food products and their uses to targeted chain restaurant operators to suggest menu ideas for a Great American Food Campaign that will be held in their restaurant outlets. Sponsorship for the campaign is welcomed; details for the campaign are still being finalized. Contact Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

Great American Regional Cuisine Single-Buyer Showcase: March/April, 2002, Tokyo. ATO/Tokyo is organizing a single-buyer showcase in Tokyo in late March or early April, 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 this summer. Contact: Mr. Otsuka, ATO/Tokyo, e-mail: OtsukaM@fas.usda.gov

Great American Regional Cuisine Multi-Buyer Showcase at Sapporo Spring Food Festival: April 25, 2002, Sapporo. ATO/Tokyo is organizing a multi-buyer showcase and cooking demonstration in conjunction with the annual spring festival sponsored by the Hokkaido Branch of the Japan Cooks Association and Otsuki Shokuzai, one of the top food service wholesalers in the Hokkaido region. The event is expected to be attended by more than 2,000 buyers from the Hokkaido food service industry. ATO/Tokyo is recruiting a total of 20 cooperators and agents to participate in an American showcase corner at the festival. Contact: Mr. Otsuka, ATO/Tokyo, e-mail: OtsukaM@fas.usda.gov

Business Meetings, Buyer Showcases & Wholesaler Shows: Food Service				
Date	Event	Company	Location	Contact
February 19-20	ATO Pavilion at Toho Food Service Wholesaler Fair	Toho Co., Ltd.	Fukuoka	ATO/Osaka
March	Great American Regional Cuisine Single-Buyer Showcase	Monterozza & Various Institutional Food Service Buyers	Tokyo	ATO/Tokyo
April	American Food Presentation	Chain Restaurants	Osaka	ATO/Osaka
April 17	ATO Pavilion at Toho Food Service Wholesaler Fair	Toho Co., Ltd.	Okinawa	ATO/Osaka
April 25	Great American Regional Cuisine Multi-Buyer Showcase at Sapporo Spring Food Festival	Regional Food Service Buyers & Chefs	Sapporo	ATO/Tokyo
May	American Food Presentation	Institutional Food Service Companies	Osaka	ATO/Osaka
August	Great American Regional Cuisine Multi-Buyer Showcase & Cooking Seminar	Regional Food Service Buyers & Chefs	Nagoya	ATO/Tokyo
Fall	ATO Pavilion at Toho Food Service Wholesaler Fair	Toho Co., Ltd.	Osaka/Kobe/ Fukuoka	ATO/Osaka

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:

American Fairs & Promotions: Food Service				
Date	Event	Company	Location	Contact
March	American Pork Fair	Wako Co., Ltd.	Kanto	ATO/Tokyo
March	American Menu Fair	Prince Hotels Group	National	ATO/Tokyo
March/April	Great American Food Fair	Mitsui Urban Osaka Bay Tower Hotel	Osaka	ATO/Osaka
July	American Regional Cuisine Fair	Monterozza	National	ATO/Tokyo

IV. OTHER PROMOTIONAL ACTIVITIES

Great American Food News: Issue #17, February, 2002 and Issue #18, June, 2002. *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

"What Are GMO Foods" Brochure: ATO Tokyo and the Office of Agricultural Affairs in Tokyo 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

V. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

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

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