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Japan

Promotion Opportunities

Quarterly

2002

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Report Highlights: This issue begins a new simplified look for this report. Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) over the next several months include a food service showcase for wholesalers in Nagoya on June 20, a regional retail showcase in Sapporo on July 12, a single-buyer showcase with Tokyo Disney on August 21, the Great American Food Show Kansai in Inter-Food Osaka 2002 on September 3-4, a U.S. pavilion at the Toho food service wholesaler show in Fukuoka on September 5, and a regional retail showcase in Fukushima on September 20.

Includes PSD changes: No
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UPCOMING EVENT SCHEDULE 2002

<u>Date</u>	<u>Event</u>	<u>Location</u>
May 26 - June 30	Trend American Fair	Okayama
May 30 - June 30	Hello Green American Fair	Kumamoto
June 20	ATO/Tokyo Multi-Buyer Food Service Showcase	Nagoya
June 25 - July 30	Sanjirushi American Grocery Food Promotion	Kobe
June 28-30	Mycal American Produce Promotion	Osaka
June	Haratoku Imported Food Fair	Shimane
June	Maruman Store American Food Fair	Tokyo
June-August	New American Cuisine Fair at Tiger Sangyo Co., Ltd.	Osaka
July 1-10	Lunchan Bar & Grill American Menu Fair	Tokyo
July 1 - Aug 31	Great American Buffet Fair at the Manhattan Hotel	Chiba
July 4-9	York Benimaru American Fair	Koriyama
July 10-14	Coop Sapporo American Fair	Sapporo
July 12	ATO/Tokyo Regional Multi-Buyer Showcase	Sapporo
July	York Benimaru American Fair	Koriyama
July	Coop Sapporo American Food Fair	Sapporo
July	American Food Presentation to Uokuni Co., Ltd.	Osaka
July - August	American Menu Fair at Naha Terrace Hotel	Okinawa
July/August	American Menu Fair at Nagoya Kanko Hotel	Nagoya
July/August	Meidi-ya Great American Food Fair	Nationwide
August 21	ATO/Tokyo Single-Buyer Food Service Showcase with Tokyo Oriental Land (Tokyo Disney)	Tokyo
August	Marche American Fair	Osaka
August	Tokuoka American Fair	Osaka
August	Daiei American Fair	Fukuoka
August	Mitsukoshi American Fair	Okinawa

August	Marche American Fair	Osaka
August	American Food Presentation to a Chain Restaurant Operator	Osaka
September 3-4	Great American Food Show Kansai in Inter-Food Osaka 2002	Osaka
September 4-6	Supply Side Asia	Yokohama
September 5	ATO/Osaka Pavilion at Toho Food Service Wholesaler Fair	Fukuoka
September 9-11	Health Ingredients Japan 2002	Tokyo
September 18	ATO/Osaka Pavilion at Toho Food Service Wholesaler Fair	Osaka
September 20	ATO/Tokyo Regional Buyer Showcase	Fukushima
September 25	ATO/Osaka Pavilion at Toho Food Service Wholesaler Fair	Nagasaki
September	ATO/Tokyo Single-Buyer Food Service Showcase (Kuze Wholesale Customers)	Tokyo
September	Okinawa Mitsukoshi American Fair	Okinawa
September	Virtual Great American Food Show in G-BOC	Osaka
September	ATO/Osaka Pavilion at Kato Sangyo All Food Wholesaler Fair	Kobe
September	ATO/Osaka Pavilion at Asahi FOODLAND 2002 Wholesaler Show	Kochi
September	California Cuisine Fair at Okura Hotel	Fukuoka
September	Mycal American Fair	Osaka
October 10-14	International Food Fair 2002	Kitakyushu
October	ATO/Osaka Pavilion at Yukiwa End Year Business Wholesaler Fair	Osaka
November	American Cuisine Cooking Seminar	Osaka
November	Southern Cuisine Fair at Hankyu International Hotel	Osaka
March 11-14	Foodex Japan 2003	Chiba (near Tokyo)

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.

Large-Scale Trade Shows			
Date	Event	Location	Contact
9/3-4	ATO/Osaka's Great American Food Show Kansai in Inter-Food Osaka	My Dome, Osaka	MatsumotoM@fas.usda.gov
9/4-6	Supply Side Asia International Trade Show & Conference (health ingredients focus)	Pacifico Convention Center, Yokohama	Mr. Willis Virgo Publishing, Inc. twillis@vpico.com
9/9-11	Health Ingredients Japan 2002 (FAS endorsed show)	Tokyo Big Sight	Mr. Nito CMP Japan Co., Ltd. Fax: 81-3-3669-5830 www.cmpjapan.com
Sept-Feb	Virtual Great American Food Show in G-BOC 2002 (on-line 3-D exhibition offering virtual booths for overseas exhibitors)	Osaka	MatsumotoM@fas.usda.gov
10/10-14	International Food Fair 2002	Kitakyushu	IFF Organizer Fax: 81-93-582-3865 iff@kix.or.jp
3/11-14	Foodex Japan 2003 (the largest international food and beverage exhibition in Asia; FAS endorsed show)	Makuhari Messe, Chiba (near Tokyo)	Japan Management Association - Convention Division Fax: 81-3-3434-8076 www.jma.or.jp/FOODEX/

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:

Business Meetings, Buyer Showcases & Wholesaler Shows: Retail				
Date	Event	Target Companies	Location	Contact
7/12	ATO/Tokyo "Great American Food Team" Regional Buyer Showcase	Regional Companies	Sapporo	HarutaN@fas.usda.gov
9/3-4	ATO/Osaka's Great American Food Show Kansai in Inter-Food Osaka	Regional Companies	Osaka	MatsumotoM@fas.usda.gov
9/20	ATO/Tokyo "American Food Expo" Regional Buyer Showcase	Regional Companies	Fukushima	HarutaN@fas.usda.gov
Sept	ATO/Osaka Pavilion at Asahi FOODLAND 2002 Wholesaler Show	Asahi Food Wholesale Customers	Kochi	MatsumotoM@fas.usda.gov
Sept	ATO/Osaka Pavilion at Kato Sangyo All Food Wholesaler Fair	Kato Sangyo Wholesale Customers	Kobe	MatsumotoM@fas.usda.gov
Oct	ATO/Osaka Pavilion at Yukiwa End Year Business Wholesaler Fair	Yukiwa Wholesale Customers	Osaka	MatsumotoM@fas.usda.gov

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:

American Fairs & Promotions: Retail				
Date	Event	Company	Location	Contact
5/26-6/30	American Fair	Trend	Okayama	MatsumotoM@fas.usda.gov
5/30-6/30	American Fair	Nishibeni Hello Green	Kumamoto	MatsumotoM@fas.usda.gov

6/25-7/30	American Grocery Food Promotion	Sanjirushi	Kobe	MatsumotoM@fas.usda.gov
6/28-30	American Produce Promotion	Mycal	Osaka	MatsumotoM@fas.usda.gov
June	Imported Food Fair	Haratoku	Shimane	MatsumotoM@fas.usda.gov
July	American Food Fair	York Benimaru	Koriyama	HarutaN@fas.usda.gov
July	American Food Fair	Coop Sapporo	Sapporo	HarutaN@fas.usda.gov
July/August	Great American Food Fair	Meidi-ya	Nationwide	HarutaN@fas.usda.gov
August	American Food Fair	Tokuoka	Osaka	MatsumotoM@fas.usda.gov
August	American Food Fair	Daiei	Fukuoka	MatsumotoM@fas.usda.gov
August	American Food Fair	Mitsukoshi	Okinawa	MatsumotoM@fas.usda.gov
August	American Fair	Marche	Osaka	MatsumotoM@fas.usda.gov
September	American Fair	Mycal	Osaka	MatsumotoM@fas.usda.gov
September	American Fair	Mitsukoshi	Okinawa	MatsumotoM@fas.usda.gov

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:

Business Meetings, Buyer Showcases & Wholesaler Shows: Food Service				
Date	Event	Target Companies	Location	Contact
6/20	ATO/Tokyo Great American Regional Cuisine Multi-Buyer Showcase	Regional Food Service Buyers and Chefs	Nagoya	OtsukaM@fas.usda.gov
July	ATO/Osaka American Food Presentation (institutional food service focus)	Uokuni Co., Ltd.	Kobe	HarimaA@fas.usda.gov
8/21	ATO/Tokyo Single-Buyer Showcase	Tokyo Oriental Land (Tokyo Disney)	Tokyo	OtsukaM@fas.usda.gov
Aug	ATO/Osaka American Food Presentation	Regional Chain Restaurant Operators	Osaka	HarimaA@fas.usda.gov
9/5	ATO/Osaka Pavilion at Toho Food Service Wholesaler Fair	Toho Wholesale Customers	Fukuoka	HarimaA@fas.usda.gov
9/18	ATO/Osaka Pavilion at Toho Food Service Wholesaler Fair	Toho Wholesale Customers	Osaka	HarimaA@fas.usda.gov

9/25	ATO/Osaka Pavilion at Toho Food Service Wholesaler Fair	Toho Wholesale Customers	Nagasaki	HarimaA@fas.usda.gov
Sept	ATO/Tokyo Single-Buyer Showcase	Kuze Wholesale Customers (tbd)	Tokyo	OtsukaM@fas.usda.gov
Nov	ATO/Osaka American Cuisine Cooking Seminar	Professional Chefs	Osaka	HarimaA@fas.usda.gov

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
Jun-Aug	New American Cuisine Fair	Tiger Sangyo Co., Ltd. "Lindbergh Café"	Osaka	HarimaA@fas.usda.gov
Jul-Aug	American Menu Fair	Naha Terrace Hotel	Okinawa	HarimaA@fas.usda.gov
7/1-10	American Menu Fair	Lunchan Bar & Grill Aoyama	Tokyo	OtsukaM@fas.usda.gov
7/1-8/31	Great American Buffet Fair	The Manhattan Hotel	Chiba	OtsukaM@fas.usda.gov
Jul/Aug	American Menu Fair	Nagoya Kanko Hotel	Nagoya	OtsukaM@fas.usda.gov
Sept	California Cuisine Fair	Okura Hotel	Fukuoka	HarimaA@fas.usda.gov
Nov	Southern Cuisine Fair	Hankyu International Hotel	Osaka	HarimaA@fas.usda.gov

IV. OTHER PROMOTIONAL ACTIVITIES

Great American Food News: Issue #18, July, 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

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