

Voluntary Report – Voluntary - Public Distribution

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Report Name: ATO Osaka Trade Show Year in Review 2022

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Report Highlights:

This year ATO Osaka organized USA pavilions at three trade shows in Japan. In July, the ATO exhibited for the first time at FOODEX Kansai, the western Japan version of the USDA-endorsed show held in Tokyo every March. In August, the ATO returned to the Japan International Seafood Show for the first time in three years. In September, the ATO marked its fourth consecutive year exhibiting at FABEX Kansai, Western Japan's largest food trade show. Across the three shows, ATO Osaka brought together 13 industry associations and 6 importers showcasing meat, seafood, fruit, vegetables, nuts, cheese, rice, sorghum, spirits, and processed products. Together the shows attracted 50,000 buyers.

FOODEX Kansai

Date: July 27-29, 2022

Venue: INTEX Osaka

FOODEX Japan in Kansai (herein FOODEX Kansai) is the western Japan version of the USDA-endorsed FOODEX Japan trade show held in Tokyo every March. This year, ATO Osaka participated for the first time by hosting a USA pavilion with eight U.S. exhibitors showcasing over 40 unique U.S. products including sweets and snacks, rice, waffle mix, watermelon, onion, nuts, olives, and distilled spirits. The U.S. exhibitors were:

1. American Waffle Company
2. Sweet Street (represented by Nigaki Co. Ltd)
3. National Watermelon Promotion Board
4. Washington State Department of Agriculture
5. Texas Department of Agriculture
6. Distilled Spirits Council of the United States
7. U.S. Rice Federation
8. California Olive Committee

Over three days, the show welcomed 3,546 visitors. One in ten visitors (356) stopped by the USA pavilion to exchange business cards, a critical first step to building a business relationship in Japan. Osaka-Kobe Consul-General Richard Mei Jr. visited on the first day to greet the exhibitors. Next year's show is scheduled for July 12-14, 2023.



Japan Seafood Show

Date: August 24-26, 2022

Venue: Tokyo Big Sight

ATO Osaka hosted a USA pavilion at the Japan International Seafood Show (herein Japan Seafood Show) for the first time in three years. The pavilion featured three U.S. exhibitors highlighting different regional seafood products from the United States.

1. Alaska Seafood Marketing Institute
2. Food Export Northeast and Midwest
3. Western United States Agricultural Trade Association

The show welcomed 18,820 visitors across the three days, up 70 percent from 2021. 215 visitors came to the USA pavilion booth to exchange business cards. Several Japanese retailers expressed interest in holding American seafood fairs at their supermarkets. Next year's show is scheduled for August 23-25, 2023.



FABEX Kansai

Date: September 7-9, 2022

Venue: INTEX Osaka

ATO Osaka hosted a booth at FABEX Kansai 2022 for the fourth consecutive year to exhibit U.S. food products to buyers in western Japan. The ATO-sponsored USA pavilion doubled in size from the previous year to feature 10 exhibitors and over 60 U.S products including olives, potatoes, rice, sorghum, nuts, dairy, fruits, and meat products.

1. USA Rice Federation
2. Potatoes USA
3. California Olives Committee
4. Blue Diamond Almond Grower
5. U.S. Dairy Export Council
6. Food Export Northeast and Midwest
7. Nakano Industry Co., Ltd.
8. Hokusei Products Company, Ltd.
9. Nippon Steel Trading Co., Ltd.
10. Nihon Farm Co., Ltd.

The show welcomed 27,079 visitors, up 12 percent from 2021. Over 460 attendees visited the USA pavilion booth to exchange business cards. Visitors showed interest in a wide variety of products including frozen meal kits, fruit purees, and sorghum. Next year's show is scheduled for October 11-13, 2023.



Other Trade Shows

In addition to the above three shows, ATO Osaka staff visited the following regional shows in Fukuoka and Okinawa to assess their viability for future USA pavilions.

Food Style Fukuoka

Venue: Marine Messe Fukuoka

Dates: November 9-10, 2022

Fukuoka city is a major commercial hub in western Japan and the largest city on the island of Kyushu (population 13 million). Food Style Fukuoka is the region's largest food trade show, attracting 15,541 visitors across two days. ATO Osaka did not host a pavilion this year, however U.S. products were represented by the U.S. Meat Export Federation. Other countries represented included Australia, Canada, South Korea, Mexico, and Thailand. Next year's show is scheduled for November 14-15, 2023.



Food Style Okinawa

Venue: Okinawa Convention Center

Dates: November 29-30, 2022

With population of 1.5 million, Okinawa prefecture is a unique market within Japan with strong cultural and historical ties to the United States. Food Style Okinawa is the only food trade show on the island, attracting 4,211 visitors. ATO Osaka did not host a pavilion this year, however U.S. products were represented by the Florida Department of Citrus. Australia and Canada also had booths showcasing meat products. The dates for next year have not yet been announced.



U.S. exporters interested in exhibiting at any of these shows are encouraged to contact atoosaka@usda.gov for more information.

Attachments:

No Attachments.