

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** ATO Osaka supported FABEX Kansai trade show in western Japan

**Country:** Japan

**Post:** Osaka ATO

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**Report Highlights:**

The Agricultural Trade Office (ATO) Osaka supported U.S. exhibitors at the FABEX Kansai regional public trade show for the second consecutive time in 2020. FABEX Kansai is a successful regional trade show attracting 400 exhibitors and nearly 40,000 attendees from predominately western Japan. The 9th annual edition of FABEX Kansai is scheduled for October 13-15, 2021. FABEX Kansai is well-positioned for U.S. exporters already in the market and seeking to expand or further penetrate opportunities in western Japan. ATO Osaka has stewardship of western Japan that covers four regions – Kansai, Chugoku, Shikoku, Kyushu – with nearly 50 million inhabitants generating 35 percent of Japan’s GDP. This report highlights the results of the ATO supported American booth at FABEX Kansai 2020 and invites U.S. companies to participate in future show editions.

## **FABEX Kansai – ATO supported trade show in western Japan**

The Agricultural Trade Office (ATO) Osaka has stewardship of western Japan that covers four regions – Kansai, Chugoku, Shikoku, Kyushu – with nearly 50 million inhabitants generating 35 percent of Japan’s GDP (Figure 1). The Kansai region is the second largest market in Japan with over 22 million people (16% of Japan’s population) generating an annual GDP of US\$780 billion. ATO Osaka continues to assess the western Japan regional public and proprietary trade shows to inform U.S. companies on promotion opportunities (refer to [GAIN report](#)).

Figure 1: Western Japan Regions – Demographics

<b>Region</b>	<b>Population (million)</b>	<b>GDP (% of Japan)</b>	<b>Major Cities</b>
Kansai	22.8	15.6	Osaka, Kyoto, Kobe
Chugoku	7.6	5.5	Hiroshima
Shikoku	4	2.7	Matsuyama
Kyushu (incl. Okinawa)	14.6	10.2	Fukuoka, Kagoshima, Naha

Source: Ministry of Economy, Trade and Investment – Japan

FABEX Kansai currently provides U.S. exhibitors the largest platform as a regional trade for further penetration of western Japan’s sizable and significant market opportunity. As such, it complements the two annual USDA-endorsed international trade shows – FoodEx and Supermarket Trade Show – based in Tokyo among other trade shows (refer to [GAIN report](#)). Across Japan, trade shows remain the highest impact market entry strategy for U.S. companies. Japanese business culture favors this model to discover new products and initiate dialogue with potential partners. The January 1, 2020 implementation of the U.S. – Japan Trade Agreement (USJTA) provides improved tariff and trade terms for most U.S. products exported to Japan ([USDA Japan’s USJTA page](#)).

## **American Booth – FABEX Kansai 2020 show edition**

ATO Osaka supported a U.S. products booth at FABEX Kansai in 2020 for the second consecutive year. FABEX Kansai is a successful regional trade show attracting 400 exhibitors and nearly 40,000 attendees from predominately western Japan. The ATO Osaka sponsored booth hosted three companies and three cooperator associations that showcased 42 U.S. products – seasoning, sweets, potatoes, rice, meat products – during the three-day show. ATO Osaka purposefully arranged the American booth to be adjacent to the Hawaii Government pavilion in order to create a synergy and an elevated U.S. presence. The adjoining of U.S. exhibitors proved to attract more attendees to the expanded USA pavilion. USMEF has participated in FABEX Kansai for several years to create and maintain Japanese partner relationships in western Japan but unfortunately were not able to commit to exhibit this year due the COVID-19 pandemic. The pandemic restrictions on travel resulted in the total number of attendees reaching 24,023 representing 60% in comparison to the previous year. The ATO Osaka supported American booth resulted in estimated 12-month sales of \$75,000 across the six exhibitors. ATO Osaka secured newspaper coverage of the American booth and adjacent Hawaii Government pavilion featuring the visit by the U.S. Consul General of Osaka-Kobe.

## **FABEX Kansai trade show well-positioned for future market opportunities**

FABEX Kansai is well-positioned for U.S. exporters already in the market and seeking to expand or further penetrate opportunities in western Japan. The show provides western Japan regional importers/distributors and hotel/restaurant buyers to opportunity to consider U.S. products that

are favorable with Japanese consumers and growing number of foreign visitors to Japan. Interest remains high for the World Expo Osaka 2025. After the World Expo Osaka 2025, an Integrated Resort (IR) is in development with casino, high-end hotels, conference halls and restaurants. In addition, diverse U.S. products are being considered by hotels, restaurants, and the anticipated opening of a large integrated resort.

The FABEX Kansai trade show occurs annually in the fall with the 9th edition scheduled for October 13-15, 2021. ATO Osaka invites U.S. companies to participate in future editions and coordinate with their respective State Regional Trading Group (SRTG) for eligible reimbursements. **Please find attached a FABEX Kansai Fact Sheet for further information.**

### **ATO Osaka supported American Booth at 2020 FABEX Kansai trade show**



ATO Osaka supported American Booth U.S. Exhibitor (Including Hawaii Government Exhibitors)



U.S. Consul General to Osaka-Kobe highlights U.S. products for media interview!

### **Attachments:**

[FABEX Kansai 2021 Trade Show Fact Sheet.docx](#)