



Voluntary Report - public distribution

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GAIN Report #JA9509

Japan

ATO ACTIVITIES reports

Final Show Report - FOODEX Japan '99 1999

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Report Highlights: Final show statistics are provided and a brief summary of notable recent developments which can be attributed to Foodex '99.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo[JA1], JA

FINAL SHOW REPORT

Name of Show: FOODEX Japan '99

Dates: March 9-12, 1999

City/Country: Makuhari Messe, Chiba, Japan

SUMMARY - See GAINS Report JA #9505 for general background and details of Foodex '99. Since the closing of the show, and as a result of introductions and interaction at the show site, the following developments have been reported to ATO/Tokyo:

- 1) The Hotel Inter-Continental Tokyo Bay, whose chef featured Great American Regional Cuisine (GARC) and deli-style menus at the ATO event booth over the four days of Foodex '99, has renovated its "Blue Veranda Restaurant" to introduce a dinner buffet menu under the appellation "Great American Regional Cuisine" including a deli-style menu which incorporates a number of the GARC and deli-style menus that ATO featured at the Foodex '99 show site.
- 2) One of Japan's major restaurant chains with over 400 restaurants is planning to feature California strawberries on its system-wide salad menu as a result of ATO's introduction to the California Strawberry Commission at Foodex '99.
- 3) A major American chain restaurant which is just now entering the Japanese market and as a result of information provided and introductions made at Foodex '99 is working with ATO/Tokyo and Japan-based Cooperators to line up supply relationships and cooperate on menu promotions at their restaurants.
- 4) A major U.S. airline company has indicated it is planning to feature the GARC theme on its in-flight menu.

STATISTICAL SUMMARY

Profile of Visitors:

Total Number of Show Visitors	86,216
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Estimated Number of Trade Visitors	78,981
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Type of business by sector:

Wholesale/Import	20,020 (23.2%)
Food Service	19,957 (23.1%)
Food Processor	17,272 (20.0%)
Retail	12,548 (14.6%)
Hotel	5,445 (6.3%)
Other (Press, etc.)	4,280 (5.0%)
Overseas Visitors	3,739 (4.4%)
Government/Association	2,955 (3.4%)

Estimated Number of Visitors to the U.S. Pavilion	65,000
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Purpose in visiting Foodex Japan '99 is to:

gather information on the latest international food & beverage trend	55.4%
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identify marketable products	38.5%
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look for food materials for creating new menu items	36.1%
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purchase products	34.3%
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gather information for developing new business	11.2%
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search for new suppliers	10.9%
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maintain relationship with current suppliers	10.3%
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Exhibitor Summary:

Number of Firms in U.S. Pavilion	190 companies(135 exhibitors/151 booths)
Parties Submitting Questionnaires	72 exhibitors(53%)
Number of Serious Contacts	1,286
Estimated On-site Sales(agreement)	\$360,000.00
Expected sales increase during the next 12 months due to follow-up after Foodex '99	\$87,835,000.00

Number of Products Test Marketed at Foodex approx. 1,000

Average Ratings for the services that were provided by FAS or show organizer: (Maximum rating: 10)

The consolidation services and shipping instructions	5.6
The usefulness of the market information provided by FAS	5.6*
The pre-show briefing and information packets distributed at the show	5.8*
The FAS staff attitude, including courtesy and efficiency	7.0*
The show's effectiveness in meeting your exhibiting goals	6.5
The quality of the visitors who attended the show	6.0**
Would you participate in this show again?	7.5

*Exhibitors who did not attend the briefing, mostly Japanese agents and individuals in group participation booths, tend to give low scores to these questions.

**There were several comments that there were too many consumers at a show which is supposed to be restricted to business only.

Profile of U.S. Pavilion:

Size	2,800 sq.m.	
Booths		151 booths
Companies/organizations exhibited		190
Size of Business Lounge		Approx. 100 sq.m.

Show Expenses:

U.S. Pavilion	
Space rental/Design/Construction	\$0.00
Additional design/construction, rental of furniture/equipment, temporary staff, and other miscellaneous cost for Business Support Center, "American Lunch Time Deli" booth, ATO temporary office and reception counter	\$45,099.00
"American Lunch Time Deli" cooking demonstration (2 Chefs/ Staff/Management/PR/Equipment/Food/ Insurance:	\$12,422.00
Public Relations	\$ 0.00
Temporary assistant for Foodex	\$2,206.00
Opening ceremony and exhibitor briefing	\$2,974.00
Total Expenses	\$62,701.00

Exhibitor Expenses:	Package (Average)
Participation Fee	\$5,338.00
Shipping	\$530/50kg (dry) \$600/50kg (chilled or frozen)
Customs Clearance/Storage	\$353.00 (value under Y200,000 and one item) \$945.00 (value over Y200,000 and 5 items and 2m3)
Travel and Lodging	\$2,000.00/person

Number of Exhibitors:

Domestic Exhibitors	553
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Overseas Exhibitors	1,675
Total	2,228

International Pavilion Organizers:

Argentina	Australia	Austria
Belgium	Bolivia	Brazil
Brunei	Bulgaria	Canada
Chile	China	Colombia
Costa Rica	Croatia	Denmark
Ecuador	Egypt	Fiji
France	Germany	Greece
Guatemala	Hong Kong	India
Indonesia	Italy	Korea
Malaysia	Mexico	Morocco
Netherlands	New Zealand	Nicaragua
Panama	Peru	Philippines
Poland	Portugal	Singapore
Slovenia	Spain	Sri Lanka
Taiwan	Thailand	Tunisia
Turkey	United Kingdom	
Uruguay	U.S.A.	Venezuela
Vietnam		