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Report Highlights: Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) this year include: *Foodex Japan 2003*, the largest international food and beverage exhibition in Asia, March 11-14; *IFIA Japan 2003*, the International Food Ingredients & Additives Exhibition and Conference, June 11-13; *Health Ingredients Japan 2003*, October 7-9; *Hoteres & Foodex Kansai 2003*, November 19-21; *Japan Pet Fair 2003*, the largest event in Japan specializing in pet products, March 27-28; "*Months of American Food in Hokkaido*", ATO Tokyo's intensive joint retail and food service campaign in Hokkaido during April-June, 2003; and "*Great American Food Market*", the ATOs' virtual market website has been in operation since January 15 and we are actively recruiting both Japanese importers and 'new-to-market' American suppliers to benefit from this new marketing tool.

Includes PSD changes: No

Includes Trade Matrix: No

Annual Report

Tokyo ATO [JA2], JA

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I. FAS/W ENDORSED 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/Description	Location	Contact/Organizer
3/11-14	Foodex Japan 2003 (the largest international food and beverage exhibition in Asia)	Makuhari Messe, Chiba (near Tokyo)	Japan Management Association - Convention Division Fax: 81-3-3434-8076 http://www.jma.or.jp/FOODEX/
6/11-13	IFIA Japan 2003 (International Food Ingredients & Additives Exhibition and Conference)	Big Sight, Tokyo	E.J. Krause & Associates Fax: 81-3-5212-6091 bamba@ejk-japan.co.jp
10/7-9	Health Ingredients Japan 2003 (2 nd year for U.S. Pavilion at this show with a health ingredients focus)	Big Sight, Tokyo	Mr. Nito CMP Japan Co., Ltd. Fax: 81-3-3669-5830 http://www.cmpjapan.com
11/19-21	Hoteres & Foodex Kansai 2003	INTEX Osaka	Japan Management Association Fax: 81-6-6261-5852 http://www.jma.or.jp

II. OTHER TRADE SHOWS

Large-Scale Trade Shows			
Date	Event/Description	Location	Contact/Organizer
10/21-23	G-BOC (Global Business Opportunities Convention) 2002	Osaka	Osaka Chamber of Commerce
Sep-March, 2003	Virtual "Great American Food Show" in Virtual Business Talks, G-BOC 2002 (ATO Osaka is organizing 5-10 booths in the Virtual Business Talks, at G-BOC 2002. It will provide an on-line (Internet) marketing platform featuring virtual, 3-D exhibition halls whereby any company desiring to conduct food-trade business may freely visit and communicate with potential business partners. You can access it at: http://www.g-boc.com/vbt/e/ Exhibitors information will be included in the 'Leaflet of Exhibitors' that will be distributed to about 20,000 Japanese companies.)		M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
3/21-23	The 13 th Annual Japan Flower & Garden Show 2003 (the largest flower show in Japan for both professionals and the general public exhibiting fresh flowers, cut flowers, gardening supplies, and a variety of flower-related products. Exhibitor applications must be sent no later than Dec. 20.)	Big Sight, Tokyo	Japan Home Garden Association (JGA) Mr. Yokoyama Fax: 81-3836-6470 E-mail: yokoyama@gyro.dagg.gr.jp Web: http://www.kateiengei.or.jp (select English version)
3/27-28	Japan Pet Fair (the largest event in Japan specializing in pet products attracting 160,000 attendees, of which 40,000 to 50,000 are trade contacts. ATO Osaka will organize an information booth.)	Intex Osaka Exhibition Hall	R. Nomura, ATO Osaka E-mail: NomuraR@fas.usda.gov fax: 81-6-6315-5906
	Opportunity to Promote Pet Foods in the Number One Market for U.S. Exports: ATO/Osaka will participate in "Japan Pet Fair 2003" in Osaka, the largest pet related event in Japan which is held every other year. This trade fair had visitation of more than 74,000 trade/industry participants and over 130,000 consumers in 2001. Historically, because this trade show was established for members only, the organizers have not accepted international participation except through Japanese agents. However, ATO/Osaka negotiated its participation with a U.S. trade information booth and will be able to present brochures and related company information from new-to-market U.S. companies who are looking for a business partner in Japan. In addition, participating U.S. companies in the ATO/Osaka booth will benefit from further product exposure with leading pet food wholesalers having close relationships with ATO/Osaka.		
11/19-21	Great American Food Show Kansai in Hoteres & Foodex Kansai (The GAF Show will take place in a pavilion at the Hoteres & Foodex Kansai. Expecting about 45,000 food professionals from all food related industries.)	INTEX Osaka	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov

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/Description	Target Companies	Location	Contact
3/12-13	ATO/Osaka booth at Asahi FOODEM 2003	Asahi wholesale companies	Osaka	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
3/19	ATO/Tokyo-organized "Months of American Food in Hokkaido" theme Promotion Team Business Meeting	Regional retailers, wholesalers, and food service companies	Sapporo, Hokkaido	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
Mar	ATO/Tokyo-organized "GAF" theme Regional Showcase "Sendai U.S. Food Expo"	Regional retailers, wholesalers, and food service companies	Sendai, Miyagi	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
July	ATO/Tokyo-organized "GAF" theme Regional Showcase "Sendai U.S. Food Expo"	Regional retailers, wholesalers, and food service companies	Sendai, Miyagi	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
Sep	ATO/Tokyo-organized "GAF" theme Regional Showcase "Nagano U.S. Food Expo"	Regional retailers, wholesalers, and food service companies	Nagano Prefecture	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov

American Fairs, American Kitchen Fairs, American Lunch Buffets, and other ATO-sponsored in-store retail promotions are an ideal way to expand sales and network with a large number of trade customers and consumers 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/Description	Location	Contact
3/19-5/E	GAF Promotion	Mycal, Osaka	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
3/29-4/6	American Fair	Goto, Wakayama	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
4/4-6	CGC Kansai Fair	CGC Kansai Group	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov

4/19-22	American Fair Months of American Food in Hokkaido Campaign	Ryoyu Supermarket, Hokkaido	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
4/25-28	American Fair Months of American Food in Hokkaido Campaign	Coop Sapporo Supermarket, Hokkaido	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
4/30-5/5	American Fair	Tsuruya Department Store, Kumamoto	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
April	American Fair	Kinokuniya Supermarket, Tokyo	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
April	American Fair	Kyushu Supermarket Daiei, Fukuoka	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
April- May	American Fair	Sanjirushi, Kobe	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
5/23-26	American Fair Months of American Food in Hokkaido Campaign/ American Lunch Buffet	Fukuhara Supermarket, Obihiro, Hokkaido	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
5/30-6/2	American Fair Months of American Food in Hokkaido Campaign	Ralse, Dohoku Ralse Supermarket Sapporo & Asahikawa	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
5/30-6/2	American Lunch Buffet/American Fair	Universe Supermarket, Aomori	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
May	American Fair	Spark Supermarket, Hiroshima	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
May	American Food Fair	Tokyo Store, Kanazawa	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
May	American Food Fair	Maruman Store, Northern Tokyo	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
May	American Fair Months of American Food in Hokkaido Campaign	Cowboy Supermarket, Sapporo, Hokkaido	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
6/18 6/19-22	American Lunch Buffet /American Fair	York Benimaru Supermarket, Fukushima	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
June	American Fair	Mycal, Nationwide	M. Matsumoto, ATO Osaka E-mail: MatsumotoM@fas.usda.gov
July	American Lunch Buffet	Tokyo Store, Kanazawa	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov
Jul/Aug	American Food Fair	Meidi-ya Supermarket, Tokyo	N. Haruta, ATO Tokyo E-mail: HarutaN@fas.usda.gov

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/Description	Target	Location	Contact
Feb-April	ATO/Osaka-organized U.S. Pavilion at Toho Food Service Fair	Toho wholesale customers	Fukuoka	A. Harima, ATO Osaka E-mail: HarimaA@fas.usda.gov
	Comments: Toho Co. Ltd. is a wholesaler that specializes in the restaurant business with over \$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. Toho Co., Ltd. is capable of direct imports. However, U.S. products to be exhibited at the shows should be ready for sales in the Japanese market as the exhibitors will be required to provide samples and follow-up immediately after the shows.			
Aug	ATO/Tokyo-organized Great American Regional Cuisine ("GARC") theme Multi Buyer Showcase	About 150 food service buyers	Nagoya	M. Otsuka, ATO Tokyo E-mail: OtsukaM@fas.usda.gov
	Comments: ATO Tokyo is recruiting a total of 24 Cooperators and Agents to exhibit their most recent U.S. food products in Japan's third largest city.			
Sept	ATO/Tokyo-organized Great American Regional Cuisine ("GARC") theme Single-Buyer Showcase	Buyers from a pub dining chain store operator	Tokyo	M. Otsuka, ATO Tokyo E-mail: OtsukaM@fas.usda.gov
	Comments: Cooperators and Agents will have the opportunity to meet with buyers from a pub dining chain (TBD) to introduce their latest food service products and menu concepts. The showcase is expected to result in an ATO-sponsored "GARC" menu fair at its outlets.			

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/Description	Location	Contact
3/19	Toho Foodservice Fair	Kobe	A. Harima, ATO Osaka E-mail: HarimaA@fas.usda.gov
4/21-5/31	American Cuisine Fair	Nishitetsu Grand Hotel	A. Harima, ATO Osaka E-mail: HarimaA@fas.usda.gov
May	American Fair Months of American Food in Hokkaido Campaign	Sapporo Grand Park Hotel	M. Otsuka, ATO Tokyo E-mail: OtsukaM@fas.usda.gov
May/June	American Fair Months of American Food in Hokkaido Campaign	Hakodate Cooks Association	M. Otsuka, ATO Tokyo E-mail: OtsukaM@fas.usda.gov
May/June	American Fair Months of American Food in Hokkaido Campaign	Otsuki Shokuzai C&C, Hakodate, Sapporo	M. Otsuka, ATO Tokyo E-mail: OtsukaM@fas.usda.gov
May/June	American Fair Months of American Food in Hokkaido Campaign	Sapporo ANA Hotel	M. Otsuka, ATO Tokyo E-mail: OtsukaM@fas.usda.gov
Jul/Aug	American Cuisine Fair	Shin-Kobe Oriental Hotel	A. Harima, ATO Osaka E-mail: HarimaA@fas.usda.gov
Summer 2003	American Food Promotion	Friendly western-style family chain restaurant (60 outlets)	A. Harima, ATO Osaka E-mail: HarimaA@fas.usda.gov

III. OTHER PROMOTIONAL ACTIVITIES

"Months of American Food in Hokkaido" Campaign: In order to increase the number of US food promotions in the Hokkaido region and to generate strong awareness of the quality and variety US food products among the trade, consumers and media in the region, this spring, ATO Tokyo will launch a large-scale and intensive joint regional retail and foodservice campaign of US food promotions during the period of April-June, 2003. Any Japan cooperators, importers or agents interested in the promotion should contact N. Haruta, ATO Tokyo. E-mail: HarutaN@fas.usda.gov

US Trade Mission and Plant Trials in Japan: The Food Export USA Northeast Nursery Export and The Southern United States Trade Association (SUSTA) is organizing a nursery trade mission to Japan next year in September 2003. The trip is designed to educate potential exporters about the market and sales opportunities in the Japanese nursery market. Participants will visit nursery production districts of several regions throughout the country and be able to educate potential importers about the quality and diversity of products available from the United States. For more information, U.S. nursery industry professionals should contact: Ms. Bonita Oehlke, Massachusetts Department of Food and Agriculture, Tel: 617-626-1753, Fax: 617-626-1850; or Ms. Jane Storrs, State of Maryland, Department of Agriculture, Tel: 410-841-5770, Fax: 410-841-5987.

Sumitomo Forestry Landscape and ATO/Osaka Nursery Presentation: ATO Osaka and Sumitomo Forestry Landscape will hold a presentation in May, 2003 to introduce selected U.S. plants which should do well in the Japanese climate. Approximately 60 customers of Sumitomo Forestry Landscape are expected to be in attendance. For more information, please contact R. Nomura, ATO Osaka, e-mail: NomuraR@fas.usda.gov.

Virtual "Great American Food Market" for Japanese Buyers: ATO Osaka has successfully launched a new business-to-business web site where Japanese buyers are able to search and browse for American food products already commercially available in Japan and get information useful for promoting American food products. While the site will mainly be in Japanese, both English and Japanese can be used for browsing and searching for products. ATO Osaka is currently recruiting Japanese agents and importers who handle American food products to participate in the site. ATO Osaka is also actively recruiting American suppliers who are looking for importers and agents in Japan to participate in the "new-to-market" category on the web site. ATO Tokyo is actively supporting and assisting in the website development and recruitment effort. The site has been up since January 15. By the end of February, the website has registered over 40,000 hits from the Japan food trade industry. Anyone who is interested in participating should contact HarimaA@fas.usda.gov or Step Two Limited at step2@jb3.so-net.ne.jp.

Great American Food News: Issue #19, March, 2003. *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 J. 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 J. Noguchi, ATO Tokyo, e-mail: NoguchiJ@fas.usda.gov

Food Safety Handbook: ATO Tokyo published the 2nd revised edition of our Food Safety Handbook which is designed to promote the safety of U.S. food products by educating the Japanese food retailers, wholesalers, food service people and ultimately consumers. The handbook is a good source of information about the U.S. food safety system and the safety of U.S. food products. For more information, contact J. Noguchi, ATO Tokyo, e-mail: NoguchiJ@fas.usda.gov

IV. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

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

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