



Foreign Agricultural Service

**GAIN Report**

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## Japan

## Promotion Opportunities

## Annual

## 2002

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**Report Highlights:** Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) thru the end of this year and into next year include: American Holiday Menu Cooking Seminars in Osaka and Fukuoka, November 6 and 12; a Christmas Theme American Fair in Yokohama, December 20 - 26; a Single Buyer Showcase with a major pub-dining chain in Tokyo on November 15; Foodex Japan 2003 in Tokyo, March 11 - 14; a Regional Multi-buyer Showcase in Sendai, Miyagi, March 2003; Japan Pet Fair in Osaka, March 27-28; and the Japan Flower and Garden Show 2003 in Tokyo, March 21 - 23.

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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
10/9-11	Health Ingredients Japan 2002 (health ingredients focus)	Big Sight, Tokyo	Mr. Nito CMP Japan Co., Ltd. Fax: 81-3-3669-5830 <a href="http://www.cmpjapan.com">http://www.cmpjapan.com</a>
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 <a href="http://www.jma.or.jp/FOODEX/">http://www.jma.or.jp/FOODEX/</a>
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 <a href="mailto:bamba@ejk-japan.co.jp">bamba@ejk-japan.co.jp</a>

## II. OTHER TRADE SHOWS

Large-Scale Trade Shows			
Date	Event/Description	Location	Contact/Organizer
10/10-14	International Food Fair 2002	Kitakyushu	IFF Organizer Fax: 81-93-582-3865 E-mail: <a href="mailto:iff@kix.or.jp">iff@kix.or.jp</a>
10/16-17	Food Service Industry Fair (for Japanese Agents Participation only)	Ikebukuro, Tokyo	Japan Food Service Distribution Association Fax: 81-3-3295-9169
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: <a href="http://www.g-boc.com/vbt/e/">http://www.g-boc.com/vbt/e/</a> 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: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
11/1-3	Shimizu Port FAZ Fair (A regional food show organized to showcase and sell imported food products and U.S. food products directly to the regional food traders and local consumers. The event is also an opportunity to provide U.S. food safety message to the region. ATO Tokyo plans to organize a booth.)	Shimizu, Shizuoka	Shizuoka International Business Association Fax: 81-54-251-1918
12/5-7	BioFach Japan 2002 (An International Organic Trade Fair, taking place for the second time in Japan. Total of 184 exhibitors from 22 countries participated in 2001, and about 14,000 visitors attended the show.)	Big Sight, Tokyo	Nihon Keizai Shimbun (for domestic exhibitors) <a href="http://www.nikkei.co.jp/events/shizen">http://www.nikkei.co.jp/events/shizen</a> Nurnberg Global Fairs GmbH (for international exhibitors) <a href="http://www.nuernbergglobalfairs.com">http://www.nuernbergglobalfairs.com</a>
3/21-23	The 13 <sup>th</sup> 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: <a href="mailto:yokoyama@gyro.dagg.gr.jp">yokoyama@gyro.dagg.gr.jp</a> Web: <a href="http://www.kateiengei.or.jp">http://www.kateiengei.or.jp</a> (select English version)

3/27-28	<b>Japan Pet Fair</b> (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 and pet food makers who are interested in exhibiting the catalogue at ATO's booth, please contact Ms. Nomura by December 10, 2002.)	Intex Osaka Exhibition Hall	R. Nomura, ATO Osaka E-mail: <a href="mailto:NomuraR@fas.usda.gov">NomuraR@fas.usda.gov</a> fax: 81-6-6315-5906
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## 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
10/16-17	ATO/Osaka booth at Yukiwa (wholesaler) "Solution Fair"	Regional Yukiwa wholesale customers	Osaka	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
Feb	ATO/Tokyo-organized Great American Food ("GAF") theme Promotion Team Business Meeting	Regional retailers and wholesalers	Kanazawa, Ishikawa	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
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: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
July	ATO/Tokyo-organized "GAF" theme Promotion Team Business Meeting	Regional retailers	Akita Prefecture	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
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: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>

*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
9/26-10/2	World Wine Fair	Kintetsu Dept. Store, Osaka	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
9/27-29	Thanksgiving Fair	Mycal Supermarket, Osaka	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
10/13-14	Osaka Prefecture California Festival	Doguya-suji, Osaka	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
10/15-21	American Fair	Mitsukoshi Department Store, Okinawa	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
10/29-11/4	Halloween theme American Fair	Meidi-ya Supermarket, Tokyo	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
11/29-12/8	Christmas Fair	AEON (former JUSCO) outlets in Tokyo and Nationwide	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
Nov	American Fair	Daiei Supermarket, Fukuoka Kyushu	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
Nov-Dec	American Fair	Sanjirushi Supermarket, Kobe	M. Matsumoto, ATO Osaka E-mail: <a href="mailto:MatsumotoM@fas.usda.gov">MatsumotoM@fas.usda.gov</a>
12/20-26	Christmas theme American Fair	Keikyu Supermarket, Yokohama	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
April	American Fair	Kinokuniya Supermarket, Tokyo	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
April	American Fair	Coop Sapporo Supermarket, Hokkaido	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
May	American Lunch Buffet/American Food Fair	Ralse Supermarket, Sapporo, Hokkaido	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
May	American Food Fair	Tokyo Store, Kanazawa	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
May	American Food Fair	Maruman Store, Northern Tokyo	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
June	American Lunch Buffet/American Fair	Universe Supermarket, Aomori	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
June	American Lunch Buffet/American Fair	York Benimaru Supermarket, Fukushima	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
July	American Lunch Buffet	Tokyo Store, Kanazawa	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>
Jul/Aug	American Food Fair	Meidi-ya Supermarket, Tokyo	N. Haruta, ATO Tokyo E-mail: <a href="mailto:HarutaN@fas.usda.gov">HarutaN@fas.usda.gov</a>

**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:

<b>Business Meetings, Buyer Showcases &amp; Wholesaler Shows: Food Service</b>				
<b>Date</b>	<b>Event/Description</b>	<b>Target</b>	<b>Location</b>	<b>Contact</b>
11/6, 12	ATO/Osaka-organized American Holiday Menu Cooking Seminar	Professional Chefs in Osaka and Fukuoka	Osaka (Nov 6) Fukuoka (Nov 12)	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>
	Comments: Variety of American food ingredients and holiday menu ideas featuring Chef Michael Foley, owner chef at the Printer's Row in Chicago, will be introduced.			
11/15	ATO/Tokyo-organized Great American Regional Cuisine ("GARC") theme Single-Buyer Showcase	Buyers from the leading pub dining chain store operator, Monteroza	Tokyo	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
	Comments: Cooperators and Agents will have the opportunity to meet with buyers from Monteroza to introduce their latest food service products and menu concepts. The showcase is expected to result in an ATO-sponsored "GARC" menu fair at Monteroza's outlets nationwide next spring.			
Feb 2003	ATO/Tokyo-organized Multi-Buyer Showcase and "GARC" theme Cooking Demonstration	Over 150 buyers in the Hakodate, southern Hokkaido area	Hakodate	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
	Comments: This show is in cooperation with Hokkaido's top food service wholesaler, Otsuki Shokuzai Co., Ltd., and the Japan Cooks Association, Hokkaido Branch. ATO Tokyo is recruiting a total of 24 Cooperators and Agents to exhibit their most recent U.S. food products.			
Feb-April	ATO/Osaka-organized U.S. Pavilion at Toho Food Service Fair	Toho wholesale customers	Fukuoka	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>
	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.			
May	ATO/Tokyo-organized "GARC" Grand Menu, Large-Scale Multi-Buyer Showcase	About 400 buyers and menu planning executives, primarily from Tokyo-based food service companies, several national and regional supermarket chains	Tokyo	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>

	Comments: This showcase is sure to provide exposure to new business contacts and meeting opportunities for interested Cooperators and Agents.			
Aug	ATO/Tokyo-organized "GARC" Multi Buyer Showcase	About 150 food service buyers	Nagoya	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
	Comments: ATO Tokyo is recruiting a total of 24 Cooperators and Agents to exhibit their most recent U.S. food products.			

*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
10/1-31	American Fair	Numazu Tokyo Hotel, Shizuoka	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
10/1-11/10	American Menu Fair	Highway Restaurants in Sano, Ashigara, and Otsu operated by Mitsui Kanko Kaihatsu	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
11/2	Dietitians and Nutritionists Conference	Osaka	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>
11/8-24	Contemporary American Cuisine Fair	Hotel Okura, Fukuoka	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>
11/14-12/12	San Diego Marriott Fair	Marriott Associa Hotel, Nagoya	M. Otsuka, ATO Tokyo E-mail: <a href="mailto:OtsukaM@fas.usda.gov">OtsukaM@fas.usda.gov</a>
Nov	Southern Cuisine Fair	Hankyu International Hotel, Osaka	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>
12/1-31	California Cuisine Fair	Solaria Nishitetsu Hotel, Fukuoka	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>
Dec	American Fair	ANA Hotel, Ishigaki, Okinawa	A. Harima, ATO Osaka E-mail: <a href="mailto:HarimaA@fas.usda.gov">HarimaA@fas.usda.gov</a>



### III. OTHER PROMOTIONAL ACTIVITIES

**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 November, 2002 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](mailto:NomuraR@fas.usda.gov).

**Virtual "Great American Food Market" for Japanese Buyers:** ATO Osaka is in the process of developing a web site where Japanese buyers will be able to search and browse for American food products 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/importers who handle American food products to participate in the site. ATO is also planning to recruit American suppliers who are looking for importers and agents in Japan to participate in a "new-to-market" category on the web site. Anyone who is interested in participating in the web site should contact [HarimaA@fas.usda.gov](mailto:HarimaA@fas.usda.gov) or Step Two Limited at [step2@jb3.so-net.ne.jp](mailto:step2@jb3.so-net.ne.jp).

**Great American Food News:** Issue #19, December, 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 J. Noguchi, ATO Tokyo, e-mail: [NoguchiJ@fas.usda.gov](mailto: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](mailto:NoguchiJ@fas.usda.gov)

## **IV. CONTACT INFORMATION**

### **U.S. Agricultural Trade Offices, Japan**

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

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