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Japan

ATO ACTIVITIES

Promotion Opportunities Report

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Report Highlights:

Asahi Foodland - On September 2-3, ATO Osaka will sponsor an American pavilion in a wholesale food show for Asahi Food's customers in Kochi, Shikoku Island. Asahi is one of the top food wholesalers in western Japan, focusing mainly on processed foods.

Maruichi Sansho Wholesaler Event - Located in the '98 Winter Olympics City of Nagano in central Japan, Maruichi Sansho and ATO will sponsor a special U.S. food exhibit featuring a Halloween theme with seasonal decorations. Maruichi Sansho is one of the largest regional wholesalers with more than \$1.3 billion annual food sales, and a customer base of over 5,500 retail, food service and food processing companies.

Foodex Japan 2000 - March 7-10, 2000 near Tokyo. Asia's largest food and beverage show is held yearly at Makuhari Messe on the outskirts of Tokyo. An excellent venue for locating an agent, next year ATO Tokyo will be featuring an American wine event.

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I. TRADE SHOWS

The promotional activities listed below are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the activity organizers directly for further information.

Ehime Pan Pacific Business Fair. September 23-25 in Ehime, Shikoku Island. Organized by Ehime Prefecture, the Pan Pacific Business Fair will display a wide range of household and other products, but there will be a large food section as well. Shima-chaho, a regional food wholesaler, is organizing a food section. Interested exporters with Japanese agents can contact Mr. Onishi, Senior Manager of Shima-chaho (Fax: 81-89-933-9769); new-to-market exporters should contact Mr. Matsumoto of ATO Osaka for an introduction to a local importer.

Hoteres & Foodex Kansai '99. October 5-8 in Osaka. Organized cooperatively by five hotel and food service associations, this show is expected to attract 50,000 top managers from supermarket chains, various food service operations, wholesalers, trading firms and hotels. Displays will include kitchen equipment and tableware, but food and beverages will also be showcased, with intensive exhibit sections planned for wine, organic products and “healthy” foods. The exhibition fee is ¥280,000 (\$2,400). Contact the Secretariat of Hoteres & Foodex Kansai, c/o Japan Management Association (Fax: 81-6-3434-8076).

Matsuyama International Fair. October 29-31 in Matsuyama, Shikoku Island. Similar to the Ehime Pan Pacific Business Fair listed above, the Matsuyama International Fair is organized by Matsuyama City and also covers a wide range of products. The Matsuyama Fair, however, as its name indicates, focuses on international products. In the past about 10 percent of the fair has been devoted to food products. As above, interested parties with Japanese agents can contact Mr. Onishi of Shima-chaho (Fax 81-89-933-9769); those who are new to market can contact Mr. Matsumoto of ATO Osaka.

Beer Summit '99. October 8-10 in Osaka. Beer Summit '98 featured over 100 craft beers from Japan and many other countries. Attendance over two days was above 20,000, indicating the strong level of public interest in the micro beer movement in Western Japan. With this event considered by beer authority and judge Michael Jackson as one of the top three in the world, ATO is interested in participating in the 1999 show as an export platform for the U.S. craft beer industry if there is industry interest. The Institute of Brewing Studies in Colorado, sponsor of the Great American Beer Festival, is also advising the organizers of Beer Summit. Participation conditions for 1998 included a basic booth fee of ¥50,000 (about \$420) for a 1.8 meter booth PLUS a beer “donation” of 50-100 liters of beer, depending on the price at which it is sold (¥200-300 for 200 ml.). Guests buy coupons used to purchase beer from participants. The festival will reimburse participants in cash for 70% of the value of coupons submitted in excess of donation amounts. NOTE: The above conditions make profitable sales unlikely given the number of beers on hand. Participants should view the event as a public relations opportunity, with the added opportunity to make trade contacts. If this is of interest, please contact ATO Osaka.

G-BOC '99. October 1999 in Osaka. Global Business Opportunities Convention is the Osaka

business community's annual international matchmaking exercise. Exhibition which guarantees participants pre-arranged meetings with potential business partners. Foods are among the products presented, and several U.S. participants did reportedly find distributors at G-BOC '97. Application deadline will be early Summer 1999. Contact G-BOC: fax (81-6-944-6409) or e-mail: g-boc@osaka-cci.go.jp.

FOODEX JAPAN 2000. (Endorsed by FAS) March 7 ~ 10, 2000 near Tokyo. Asia's largest food and beverage show is held yearly at Makuhari Messe on the outskirts of Tokyo. This show has more than 1,600 exhibitors from Japan and overseas and attracts nearly 90,000 trade visitors. An excellent venue for locating an agent, next year ATO Tokyo will be featuring an American wine event. For participation information, contact: Japan Management Association-Convention Division (Fax: 81-3-3434-8076).

Japan Flora 2000: March-September 2000 in Awaji Island, Hyogo. Japan Flora 2000, an international gardening and landscaping exhibition, will be a good opportunity to display American cut flowers, greenery, and horticultural technology. Exhibitions will include tropical plants, domestic and international flower exhibits, and horticultural crops. The Western U.S. Agricultural Trade Association (WUSATA) is already planning to participate in this exhibition. Interested parties should contact the Japan Flora 2000 Japan Committee at Fax (078) 393-2055 or Email <jpnflora@po.hyogo-iic.ne.jp>.

II. AGENT SHOWCASES

ATO Japan organizes and sponsors several regional American food showcases annually, featuring a wide range of U.S. food products in medium sized, core regional cities. If you have a Japanese agent or importer, these shows are an ideal way to find new customers throughout Japan.

DATE	LOCATION	CONTACT
July 22-23, 1999	Osaka	ATO Osaka
November 1999	Shizuoka City	ATO Tokyo

III. WHOLESALE ACTIVITIES

Asahi Foodland: On September 2-3, ATO Osaka will sponsor an American pavilion in a wholesale food show for Asahi Food's customers in Kochi, Shikoku Island. Asahi is one of the top food wholesalers in western Japan, focusing mainly on processed foods. We will try to keep participation fees as low as possible. Have your Japanese agent contact Mr. Matsumoto at ATO Osaka.

Kato Sangyo Wholesaler Show: Also in September, Asahi's major rival will hold a food show of its own, in Hyogo (near Osaka). ATO will not have a pavilion, but is working with Kato's import division to introduce new products (again, mainly processed products). If you're interested, contact Mr. Matsumoto at ATO Osaka, and we will introduce you to Kato (who will decide exactly which products they will display).

Maruichi Sansho Wholesaler Event: Another September event, located in the '98 Winter Olympics City of Nagano in central Japan. Maruichi and ATO will sponsor a special U.S. food exhibit featuring Halloween theme with seasonal decorations. The exhibit will feature family and kids party foods using U.S. meat, chicken, seafood as well as U.S. confections. Maruichi Sansho is one of the largest regional wholesalers with more than \$1.3 billion annual food sales, with a customer base of over 5,500 retail, food service and food processing companies. Have your agent contact Mr. Haruta at ATO Tokyo.

Yukiwa Wholesaler Show: In October, Yukiwa will also hold a frozen foods show in Osaka for its customers, and ATO will coordinate an American pavilion. Products for this show must be available in Japan, since Yukiwa does not import directly. Fees will be about \$625 for ½ booth. Have your agent contact Mr. Matsumoto at ATO Osaka.

IV. RETAIL PROMOTIONS

ATO Japan works to introduce U.S. Cooperators and U.S. companies and their Japanese agents to supermarket chains and wholesalers based in the major regional markets of Japan. Sometimes, in addition to supporting American Fair promotions in regional stores, ATO leads a team of Cooperators and U.S. company agents to the company's headquarters, in advance of the show. There, each Cooperator or agent receives introductions to buyers for their products and has an opportunity to hold business discussions. This has proved to be a useful way to open doors to key retail chains in these markets. Because of the customs clearance and short lead time, it is usually necessary for a U.S. company to have a representative or agent in the Japanese market to be able to participate in these activities.

GAF PROMOTION TEAMS & AMERICAN FAIRS				
Date	Event	Company	Location	Contact
August	Fair	Meidi-ya	Tokyo/Nationwide	Tokyo
October	American Lunch*	Universe	Aomori	Tokyo
November 11-15	Fair	Izumiya Dept. Store	Kita-Kyushu	Osaka

* The American Lunch Promotion is a special consumer promotion offering high quality American menu dishes prepared with U.S. food ingredients to several hundred consumers who are selected by key ATO retail contacts sponsoring Great American Food Fairs.

V. HOTEL, RESTAURANT & INSTITUTIONAL PROMOTIONS

In addition to sponsoring American Fairs at cooperating restaurants and hotels, ATO Japan organizes teams of U.S. Cooperators and agents to meet with key buyers from each targeted food service company, such as hotel restaurants, family-style chain restaurants, and food service wholesalers.

FOOD SERVICE ACTIVITIES				
Date	Event	Company	Location	Contact
July	GARC Menu Fair	Sheraton Grande Tokyo Bay	Tokyo	Tokyo
August	Business Meeting	Monteroz Co., Ltd.	Nationwide	Tokyo
October	Country Gold Menu Fair	Kumamoto Castle Hotel	Kumamoto	Osaka
November	Menu Fair (in conjunction with U.S.-Japan Mayors' Convention)	Righa Royal Hotel	Kita-Kyushu	Osaka
November	New Idea Seminar III: U.S. Foodservice Trends		Osaka	Osaka
Autumn	Menu Fairs	Royal bakery restaurants (6 outlets)	Fukuoka	Osaka

VI. OTHER PROMOTION ACTIVITIES

July/'99 "Great American Food News," Issue #13

"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 5,000 individuals on a customized mailing list. In addition, approximately 5,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO regional food promotional activities, and seminars.

Country Gold Kyushu Promotion: October 17, 1999, in Kumamoto, Kyushu Island. Last year's 10th annual Country Gold Festival again brought top name U.S. Country music artists to a concert in Kyushu attended by over 12,000 fans with strong interest in American culture. U.S. entities with a presence in Japan are encouraged to explore the potential of promoting their products at this festival in 1999. For details, contact: Mr. M. Takatsuji, Country Gold, fax: 81-96-359-4604.

GAF Corner in New Import Store: On April 21, a new store for imported foods opened at the Asian Trade Center in Osaka. ATO is working with the retailer on a Great American Foods corner in the store. Right now, the GAF Corner is limited to processed products already in the market, but in the future we hope to expand the opportunity to include new products looking for a test market. Have your agent contact Mr. Matsumoto at ATO Osaka.

Japan Distributor Development Service: Many of the above trade opportunities are best accessed through a local Japanese representative. The Japan Distributor Development Service (JDDS) is now in place to help U.S. exporters of value-added foods find an import agent, as well as answer product-specific market research questions. A former senior executive from the Japanese food industry is under contract to the State Regional Trade Groups (SRTGs) to work on behalf of individual US companies. The JDDS is funded by these associations in partnership

with FAS, and the cost to participating companies is nominal. Once located, your Japanese representative could then work with the ATOs in promotional activities requiring a local presence. For more details on JDDS, please contact your appropriate SRTG.

CONTACT INFORMATION:

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