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Promotion Opportunities Report

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Report Highlights: U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) will be conducting a variety of marketing events in Japan in the upcoming months introducing U.S. food and agricultural exporters to potential Japanese buyers and consumers. Key activities in Eastern Japan include a multi-buyer retail/wholesale showcase being planned for September 8 in Yokohama and the Nagoya Food Business Show 2000, one of the largest food service wholesaler shows in Japan's third-largest metropolitan market, to be held September 27-28. Key activities in Western Japan include the Asahi Foodland 2000 wholesaler show in Kochi on the Island of Shikoku on September 7-8 and an American Pavilion at the International Food Fair 2000 in Kitakyushu on October 5-9.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
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Upcoming Event Schedule 2000/2001

<u>Date</u>	<u>Event</u>	<u>Location</u>
Mar 18 - Sept 17	Japan Flora 2000	Awaji Island, Kansai
July 4 - Aug 13	Kawagoe Mine GARC Menu Fair	Kawagoe, Saitama
July 15 - Aug 13	Meidi-ya American Fair	National
July 15 - Sept 17	GARC Menu Fair at Asahi Beer "Zac Zac" Restaurant	Shimizu, Shizuoka
July 22 - Aug 31	American Festival and American Food Fair at Spa Resort Hawaiians	Iwaki, Fukushima
August 1-31	GARC Menu Fair at Gotoken Restaurant	Hakodate, Hokkaido
August 1 - Sept 30	GARC Menu Fair at Hotel Oakland	Hakodate, Hokkaido
September 7	Keikyu American Lunch Buffet	Yokohama
September 7-8	Asahi Foodland 2000	Kochi, Shikoku
September 8	Multi-Buyer Retail/Wholesale Showcase	Yokohama
September 7-12	Keikyu American Fair	Yokohama
September 12-14	Kato Sangyo All Food Fair	Kobe
September 20-22	Health Ingredients Japan 2000	Tokyo
September 27-28	Nagoya Food Business Show 2000	Nagoya
September (TBD)	Maruichi Sansho Wholesaler Show	Nagano City
September (TBD)	Casa GARC Menu Fair (Seiyo Food Systems)	National
October 5-9	International Food Fair 2000	Kitakyushu
October 13-15	Matsuyama International Food Show	Ehime, Shikoku
October 20-21	Foodservice Industry Fair	Tokyo

Upcoming Event Schedule (cont.)

<u>Date</u>	<u>Event</u>	<u>Location</u>
October 25-26	CGC Group Annual Food Products Exhibition	Tokyo
October (TBD)	Yukiwa End Year Business Fair	Osaka
October (TBD)	Meidi-ya Halloween Fair	Tokyo
October (TBD)	Ralse Halloween Fair	Sapporo
October (TBD)	Ishihara Halloween Fair	Nagoya
October (TBD)	Niwa Halloween Fair	Nagoya
February - April, 2001	Toho Food Service Fair 2001	Western Japan
March 13-16, 2001	Foodex Japan 2001	Makuhari
April 27 - May 6, 2001	The International Festival UTAGE 2001	Osaka
May 16-18, 2001	IFIA Japan 2001	Tokyo
Mid May, 2001	Japan America Health Trade Fair	Kobe

I. TRADE SHOWS

The following is a list of upcoming trade shows in Japan organized by ATO Japan or outside entities, 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.

Japan Flora 2000: March 18 - September 17, 2000 in Awaji Island, Hyogo (Kansai). Japan Flora 2000, an international gardening and landscaping exhibition continues through September. It is a good opportunity to display American cut flowers, greenery, and horticultural technology. Exhibitions include tropical plants, domestic and international flower exhibits, and horticultural crops. The Western U.S. Agricultural Trade Association (WUSATA) is participating in this exhibition. Contact: Japan Flora 2000 Japan Committee, Fax (078)393-2055 or email: jpnflora@po.hyogo-iic.ne.jp

Health Ingredients (HI) Japan 2000: September 20-22, 2000, Tokyo International Exhibition Center (Tokyo Big Site), Ariake, Tokyo. HI Japan forms the core of the International Food Design Show, which is an exhibition for food ingredients for health foods, functional foods, nutraceuticals and organic foods. Approximately 38,000 trade visitors are expected. Contact: Miller Freeman Japan Co., Ltd., Fax: 81-3-3669-5830 or T&G Food Ingredient Services Inc. (USA), Fax: 847-635-6801

International Food Fair 2000: October 5-9, 2000, West Japan General Exhibition Center Annex, Kitakyushu. ATO Osaka will coordinate an American Pavilion to participate in this exhibition which is held every other year in Kitakyushu to attract both businesses and consumers in the Kyushu area. Following two business exclusive days, the exhibition will be opened to the public. Over 90,000 people (including 18,000 business people) attended the show in 1998. Contact: Nishi Nippon International Trade Fair Commission. Email: iff@kix.or.jp Fax: 011-81-93-582-3865

Matsuyama International Food Show: October 13-15, 2000 at Ehime Convention Center. This retail event is organized by the Matsuyama City Government. The importers of U.S. foods and beverages may contact ATO/Osaka for information regarding the arrangement of trial sales of their products in this show. The Shima Chaho wholesale company will be participating on behalf of ATO/Osaka. Products for exhibition should already be available in Japan. Contact: Mr. Matsumoto, ATO/Osaka, FAX (82-6) 6315-5906, E-MAIL MatsumotoM@fas.usda.gov

Foodservice Industry Fair 2000: October 20-21, 2000, in Tokyo. A sector-specific show targeting food service industry buyers. The show's more than 200 exhibitors, mainly domestic food processors and suppliers, is expected to attract more than 13,000 visitors over a two-day period. This show is recommended for Japanese agents. Contact: Japan Food Services Distribution Association (Fax: 81-3-3295-9169).

Foodex Japan 2001: March 13-16, 2001, Makuhari Messe, Chiba. The 26th International Food and Beverage Exhibition will be held at the Makuhari Messe Center on the outskirts of Tokyo. The largest food exhibition in Asia, Foodex has more than 2,370 domestic and foreign exhibitors from throughout Japan and 67 other countries, and attracts more than 90,000 trade visitors each year. Large contingents of buyers from other East Asian countries also have been attending the show in recent years. Contact: Japan Management Association-Convention Division, Fax: 81-3-3434-8076

International Festival Utage 2001: April 27 - May 6, 2001 (during Golden Week, a 10 day holiday period in Japan) at INTEX Osaka. Co-sponsored by the Osaka 21st Century Association and the Osaka Restaurant Management Association. Held every four years, this is the largest consumer-oriented food festival in Japan. The last Utage event in 1997 attracted over 740,000 visitors including approximately 100,000 industry contacts. Since the food products exhibited should also be available for sale at the show site, importers and organizations who already handle U.S. products in Japan are encouraged to participate. Contact: Executive Committee for the International Festival UTAGE 2001 in Osaka at info@shokuhaku.gr.jp or fax at 011-816-6536-1022.

IFIA Japan 2001 (The 5th International Food Ingredients & Additives Exhibition and Conference 2001): May 16-18, 2001, Tokyo International Exhibition Center (Tokyo Big Sight), Ariake, Tokyo. A sector-specific show in Tokyo targeting food processors and institutional buyers who seek food ingredients and additives. Approximately 22,000 trade visitors are expected. Contact: E.J. Krause & Associates, Inc., Fax: 81-3-5212-6091

Japan America Health Trade Fair: Mid May, 2001, Kobe International Convention Center, Kobe, Hyogo. This first-time ever show in Japan will focus on exhibiting healthy foods, equipment and other special care products and supplements targeting school age children and the special nutritional needs for elderly consumers. The show is expected to attract trade visitors from related industry and distribution fields. Contact: Health Science Research Association, Fax: 81-75-672-1248

II. WHOLESALE ACTIVITIES

The following is a list of upcoming wholesale shows organized by Japanese wholesalers serving both the retail and foodservice sectors:

Asahi Foodland 2000: Sept. 7-8, 2000 in the Kochi Convention Center, Kochi, Shikoku. 300 Japanese manufacturers and trading companies are expected to participate in Asahi Wholesaler's food product show at their headquarters. Asahi management expects about 5,000 food buyers from throughout Japan to attend. Products for exhibition should already be available in Japan. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Kato Sangyo's All Food Fair: September 12-14, 2000 at the Kobe Convention Center. About 300 Japanese manufacturers and trading companies will participate. Kato Sangyo expects about 7000 trade people from throughout Japan. ATO/O works with Kato Sangyo's Trade Department and has introduced several US food products which have been featured in their product fairs.

Should Kato Sangyo select your product, it will be exhibited in their import food corner. Products for exhibition should already be available in Japan. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Yukiwa Year-End Business Fair: October (TBD), 2000 in Osaka. Yukiwa will hold its *End Year Business Fair* in October in Osaka for its retail and food service contacts. Products are restricted to the frozen food category. ATO/Osaka will recruit and coordinate U.S. suppliers' Japanese agents/importers to participate in the show. Products exhibited in this show should already be available in Japan. Interested U.S. food companies should have their agents/importers contact Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Toho Food Service Fair 2001: February - April, 2001 Western Japan. ATO Osaka will organize a U.S. Pavilion to participate in a series of Toho Food Service Fairs to be held in several cities in Western Japan. Japanese agents/importers representing U.S. suppliers are being recruited to participate in the show. Toho Co., Ltd. is a wholesaler specializing in the restaurant business with annual sales of over \$1.2 billion and some capability for direct import. Interested U.S. food companies should have their agents/importers contact Ms. Harima, ATO/Osaka.

III. RETAIL ACTIVITIES

ATO Japan introduces U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, ATO organizes various business meetings and buyer showcases throughout Japan, providing invaluable access to key Japanese retail 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 business meetings and buyer showcases scheduled so far this year:

GAF Business Meetings & Buyer Showcases				
Date	Event	Company	Location	Contact
Sept 9	Yokohama Multi-Buyer Showcase	Regional Companies	Yokohama	Tokyo
Oct 25-26	CGC Group Annual Food Products Exhibition	Regional Companies	Tokyo	Tokyo

American fairs and other ATO-sponsored retail promotions are an ideal way to expand sales and network with a large number of trade customers in the retail market, if you have a Japanese agent or importer. Participation is free, but retailers will make the final decision on products included in the promotion. Below are the ATO-sponsored fairs and promotions in Japan scheduled so far this year:

American Fairs & Promotions				
Date	Event	Company	Location	Contact
Jul 15 - Aug 13	Meidi-ya American Fair	Meidi-ya	National	Tokyo
Sept 7-12	Keikyu American Fair	Keikyu	Yokohama	Tokyo
Oct (TBD)	Meidi-ya Halloween Fair	Meidi-ya	Tokyo	Tokyo
Oct (TBD)	Ralse Halloween Fair	Ralse	Sapporo	Tokyo
Oct (TBD)	Ishihara Halloween Fair	Ishihara Foods	Nagoya	Tokyo
Oct (TBD)	Niwa Halloween Fair	Niwa Foods	Nagoya	Tokyo

IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES

ATO Japan organizes 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. Upcoming business meetings and buyer showcases will be announced at a later date. 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				
Date	Event	Company	Location	Contact
Jul 4 - Aug 13	GARC Menu Fair (featuring US pork & tomatoes)	Kawagoe Mine Shopping Complex	Kawagoe, Saitama	Tokyo
Jul 15 - Sept 17	GARC Menu Fair	Asahi Beer "Zac Zac" Restaurant	Shimizu, Shizuoka	Tokyo
Jul 22 - Aug 31	American Festival and American Food Fair	Spa Resort Hawaiians	Iwaki, Fukushima	Tokyo
Aug 1-31	GARC Menu Fair	Gotoken Restaurants	Hakodate, Hokkaido	Tokyo

Aug 1 - Sept 30	GARC Menu Fair	Hotel Oakland	Hakodate, Hokkaido	Tokyo
Sept 27-28	Nagoya Food Business Show 2000	Nicchu Bussan	Nagoya	Tokyo
Sept (TBD)	Casa GARC Menu Fair	Seiyo Food Systems	National	Tokyo

V. OTHER PROMOTIONAL ACTIVITIES

Great American Food News (Issue #15, December 2000): *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.

VI. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

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

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