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Japan

Promotion Opportunities Report

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Report Highlights: U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) will be conducting consumer-oriented marketing events in Japan in the upcoming months introducing U.S. food and agricultural exporters to potential Japanese buyers. Key upcoming events include *Foodex 2000*, the largest food and beverage show in Asia, to be held March 7-10 and *Japan Flora 2000*, the premier international gardening and landscaping exhibition, beginning March 18, in addition to a host of other national and regional market retail and foodservice buyer showcases, fairs, and other marketing opportunities.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
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TABLE OF CONTENTS

Upcoming Event Schedule - Year 2000	Page 2 of 8
I. TRADE SHOWS	Page 4 of 8
II. WHOLESALER ACTIVITIES	Page 5 of 8
III. RETAIL ACTIVITIES	Page 6 of 8
IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES	Page 7 of 8
V. OTHER PROMOTIONAL ACTIVITIES	Page 7 of 8
VI. CONTACT INFORMATION	Page 8 of 8

Upcoming Event Schedule - Year 2000

<u>Date</u>	<u>Event</u>	<u>Location</u>
January 31	GMO Seminar (ATO Tokyo)	Tokyo
February 1 - March 31	GARC Buffet Fair (Hotel New Otani Hakata, Hotel Nikko Fukuoka, Hakata ANA Hotel)	Fukuoka
February 9	Toho Wholesaler Show	Kyoto
February 17-18	Asahi Chugoku-Shikoku Foodland 2000	Okayama
February 18	Multi-Buyer Showcase (Yours, Daiwa, Tokyo Store)	Kanazawa
February (TBD)	US Rice Fair (Nippon Restaurant Enterprise)	Kanto
March 1-31	American Food Fair (JUSCO)	National
March 1 - April 30	American Fair (Nishitetsu Solaria Hotel)	Fukuoka
March 7-10	Foodex Japan 2000	Tokyo
March 16	Toho Wholesaler Show	Fukuoka
March 16-18	HEALTH CARE 21	Tokyo
March 18 - September 17	Japan Flora 2000	Awaji Island (Kansai)
March 24-26	2000 Japan Flower & Garden Show	Tokyo
March (TBD)	Asahi FoodEm 2000	Osaka
March (TBD)	Kanakan Wholesaler Show	Kanazawa City
March (TBD)	Buyer Showcase (Seiyo Food Systems)	Tokyo
April 14	Multi-Buyer Showcase (Seiyu SSV, Matsuya, Tsuruya)	Nagano
April (TBD)	Super Daiei American Fair	Kitakyushu
April (TBD)	Food Navi 2000 (Maruto Mizutani)	Nagoya
April 26 - May 1	Tsuruya American Fair	Kumamoto
May 15 - July 15	GARC Menu Fair (Casa Restaurants/Seiyo Food Systems)	National
May 16-18	IFIA Japan 2000	Tokyo
May (TBD)	American Fair (ANA Sheraton Osaka)	Osaka
May (TBD)	Ralse American Fair	Sapporo
May (TBD)	Multi-Buyer Showcase (Hokkaido Cooks Association/Otsuki Shokuzai)	Sapporo

Upcoming Event Schedule (cont.)

<u>Date</u>	<u>Event</u>	<u>Location</u>
June 6-8	VINEXPO	Tokyo
June 16	Regional Multi-Buyer Showcase	Sendai
June (TBD)	Universe American Fair	Aomori
July 18-19	Great American Food Show Kansai 2000	Osaka
July/August (TBD)	Multi-Buyer Showcase (CGC Group)	Tokyo
September (TBD)	Maruichi Sansho Wholesaler Show	Nagano City
October (TBD)	Tokai Wholesaler Show (Nicchu Bussan)	Nagoya

I. TRADE SHOWS

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

Foodex Japan 2000: (Endorsed by FAS) March 7-10, 2000, Chiba, (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, ATO Tokyo will be featuring an American food and wine event as part of this year's U.S. pavilion. The U.S. Pavilion will have approximately 140 booths.

HEALTH CARE 21: March 16-18, 2000, Tokyo International Exhibition Center, Ariake, Tokyo. Featuring organics, primary care foods, as well as health appliances. The show is expected to attract 45,000 visitors from related distribution fields as well as consumers. Contact: HEALTH CARE 21, Fax: 81-3-5296-1010

Japan Flora 2000: March 18 - September 17, 2000 in Awaji Island, Hyogo (Kansai). 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) will participate in this exhibition. No further applications are being accepted, but interested parties may contact the Japan Flora 2000 Japan Committee at Fax (078)393-2055 or Email <jpnflora@po.hyogo-iic.ne.jp>

2000 Japan Flower & Garden Show: March 24-26, 2000 in Tokyo. The 10th annual Japan Flower & Garden Show will ring in the new millennium with its most expansive show ever at Makuhari Messe (Chiba). The Japan Flower & Garden Show is 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. The deadline for exhibitor applications was December 20, 1999. For more details, contact Mr. Yokoyama, Fax: 81-3 3836-6470, Email: yokoyama@gyro.dagg.gr.jp, Homepage: <http://fgshow.dagg.gr.jp>

IFIA Japan 2000 (International Food Ingredients & Additives Exhibition and Conference 2000): May 16-18, 2000, Tokyo International Exhibition Center, Ariake, Tokyo. A sector-specific show in Tokyo, targeting food processors and institutional buyers who seek food ingredients and additives. 19,000 trade visitors are expected. Contact: E.J. Krause & Associates, Inc., Fax: 81-3-3586-7863

VINEXPO (The International Wine and Spirits Exhibition for the Asia-Pacific Region): June 6-8, 2000, Tokyo International Exhibition Center, Ariake, Tokyo. The leading wine and spirits exhibition in the Asia-Pacific region, more than 1000 exhibitors from producing regions all over the world will come to meet importers and distributors from the 25 countries of the Asia-Pacific region. 12,000 trade visitors and 450 journalists are expected to attend. Contact: V&S, Fax: 33(France)-5 56 56 00 00

Great American Food Show Kansai 2000: July 18-19, 2000. ATO/Osaka will hold the Great American Food Show Kansai 2000 on July 18-19 in a convention center located in central Osaka. ATO/Osaka is expecting about 70 exhibitors and 1,200 trade people from all food related companies in Kansai. The 1999 GAF Show received high accolades from American and Japanese exhibitors. Interested U.S. food companies please contact

the State Regional Trade Group in your region or ATO Osaka (attn: Mr. Matsumoto).

II. WHOLESALE ACTIVITIES

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

Toho Wholesaler Show: February 9 in Kyoto & March 16, 2000 in Fukuoka. Toho will hold a series of food service shows in Western Japan during the February-April period. ATO Osaka will coordinate an American pavilion and participate in the show in Kyoto and Fukuoka. Products for this show should be currently available or become available soon in Japan through agents/importers since visitors to the show would request samples to Toho by small quantity for a trial after the show. Booth space in Kyoto is already full but Fukuoka is still available. Have your agent/importer contact ATO Osaka (attn: Ms. Harima).

Asahi Chugoku-Shikoku Foodland 2000: February 17-18, 2000. Asahi Food Chugoku Shikoku Region Office will hold Foodland 2000 on February 17-18 in Okayama mainly for retailers in the Chugoku and Shikoku region. ATO/Osaka is coordinating participation of Japanese importers and agents. ATO/Osaka will introduce the participants for the interested U.S. food companies.

Asahi FoodEm 2000: March, 2000. Asahi Foods will hold Food Emporium (FoodEm) 2000 next March in Osaka mainly for retailers in the Kansai region. ATO/Osaka will coordinate U.S. supplier and/or their Japanese agents' participation in the show. Products exhibited in this show should be already available in Japan through U.S. supplier agents/importers. Interested U.S. food companies should have their agent/importer contact ATO Osaka (attn: Mr. Matsumoto).

Kanakan Wholesaler Show: March 2000. Kanakan, a major wholesaler in Kanazawa City regularly holds a large scale private food trade show inviting more than 2000 local food buyers from the Hokuriku area. ATO Tokyo continues to coordinate the American food presence in the show. Have your agent/importer contact ATO Tokyo (attn: Mr. Haruta).

Maruichi Sansho Wholesaler Show: September 2000. Maruichi Sansho in Nagano City sponsors a large scale food trade show covering the mid-Japan area inviting 3000 local food buyers; ATO Tokyo has coordinated U.S. participation in this show as well. Products for these shows should be available in Japan through agents and importers. Have your agent/importer contact ATO Tokyo (attn: Mr. Haruta).

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
February 18	Multi-Buyer Showcase	Yours, Daiwa, Tokyo Store, etc.	Kanazawa	Tokyo
April 14	Multi-Buyer Showcase	Seiyu SSV, Matsuya, Tsuruya, etc	Nagano	Tokyo
June 16	Multi-Buyer Showcase	Regional Companies	Sendai	
July/August	Multi-Buyer Showcase	CGC Group	National	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
March 1-31	American Food Fair	JUSCO	National	Tokyo
April	Super Daiei American Fair	Daiei	Kitakyushu	Osaka
April	Food Navi 2000	Maruto Mizutani	Nagoya	Tokyo
Apr 26 - May 1	Tsuruya American Fair	Tsuruya Supermarket	Kumamoto	Osaka
May	American Fair	ANA Sheraton Osaka	Osaka	Osaka
May	Ralse American Fair	Ralse	Sapporo	Tokyo
June	Universe American Fair	Universe	Aomori	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. The following is a list of upcoming business meetings and buyer showcases:

GAF Business Meetings & Buyer Showcases				
Date	Event	Company	Location	Contact
March	Buyer Showcase	Seiyo Food Systems	Tokyo	National
May	Multi-Buyer Showcase	Hokkaido Cooks Association and Otsuki Shokuzai (Food Service Wholesaler)	Sapporo	Tokyo

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 upcoming events:

American Fairs & Promotions				
Date	Event	Company	Location	Contact
February	US Rice Fair	Nippon Restaurant Enterprise	Kanto	Tokyo
Feb 1 - Mar 31	GARC Buffet Fair	Hotel New Otani Hakata Hotel Nikko Fukuoka Hakata ANA Hotel	Fukuoka	Osaka
Mar 1 - Apr 30	American Fair	Nishitetsu Solaria Hotel	Fukuoka	Osaka
May 15 - July 15	GARC Menu Fair	Seiyo Food Systems	National	Tokyo
October	Tokai Wholesaler Show	Nicchu Bussan	Nagoya	Tokyo

V. OTHER PROMOTIONAL ACTIVITIES

GMO Seminar in Tokyo: January 31, 2000, following up on the ATO Japan sponsored GMO seminars held in Osaka in October and most recently in Fukuoka on January 20, ATO Tokyo will hold another GMO seminar in Tokyo on January 31 for approximately 140 food trade contacts. Food safety specialists from the U.S. Embassy's Office of Agricultural Affairs will speak at the seminar.

Great American Food News, Issue #14, February 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 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 promotion activities, and seminars.

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 designed 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 can subsequently work with the ATOs in promotional activities requiring a local presence. For more details on JDDS, please contact your local SRTG.

VI. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

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