



Foreign Agricultural Service

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Japan

ATO ACTIVITIES reports

Promotion Opportunities Reports

1999

Approved by:

Terrence Barber

Agricultural Trade Office

Prepared by:

David Miller, ATO Tokyo; Daniel Martinez, ATO Osaka

Report Highlights:

Foodex 2000 application deadline has been extended through the end of November; interested U.S. companies should contact the show organizer right away. ATO Osaka is organizing a Great American Food showcase for July 2000 to introduce U.S. suppliers to the Western Japan market; interested companies should contact ATO Osaka.

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

I. TRADE SHOWS	Page 1 of 7
II. AGENT SHOWCASES	Page 2 of 7
III. WHOLESALE ACTIVITIES	Page 2 of 7
IV. RETAIL PROMOTIONS	Page 3 of 7
V. HOTEL, RESTAURANT & INSTITUTIONAL PROMOTIONS	Page 5 of 7
VI. OTHER PROMOTION ACTIVITIES	Page 6 of 7
VII. LATE BREAKING BUSINESS INQUIRIES	Page 6 of 7

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.

North America Fair in Kitakyushu '99: The show will be held on November 10 - December 5 in the city of Kitakyushu in northern Fukuoka Prefecture. ATO has been coordinating with a local wholesaler to organize a US Pavilion, however it is not yet finalized. Interested parties should contact Mr. Suto or Mr. Arai of Congress Co., Ltd. at Fax (092)716-7143. This show is expected to be attended by 50,000 trade people and consumers.

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, ATO Tokyo will be featuring an American food and wine event as part of next year's coming attractions. For participation information, contact: Japan Management Association-Convention Division (Fax: 81-3-3434-8076). Deadline for application has been extended to November 30, 1999.

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>

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 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

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

2000 Japan Flower & Garden Show: March 24-26, 2000, at Chiba, Tokyo. The 10th annual Japan Flower & Garden Show will ring in the new millennium with its most expansive show ever at Makuhari Messe. The Japan Flower & Garden Show is the largest flower show in Japan for both professionals and the general public, exhibiting fresh flowers, cut flowers and gardening supplies, and a variety of flower-related products.

Exhibitor applications must be sent no later than December 20, 1999. For more details, contact Mr. Yokoyama Fax No. 81-3-3836-6470. Email: yokoyama@gyro.dagg.gr.jp Home Page: <http://fgshow.dagg.gr.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.

Great American Food Show 2000 in Osaka: ATO Osaka is organizing this American food products trade show to help U.S. suppliers increase their exposure to Western Japan's network of wholesalers, retailers, foodservice operators and importers. This is an excellent opportunity for both new-to-market companies as well as for established suppliers to expand their trade relationships. The GAF Show 2000 will be held during late July 2000 in a convention center located in central Osaka. The 1999 GAF show received high accolades from Japanese and American exhibitors. More details will be forthcoming from ATO/Osaka by the end of December 1999.

DATE	LOCATION	CONTACT
March 2000	Sendai, Miyagi	ATO Tokyo
July 2000	Osaka	ATO Osaka

III. WHOLESALE ACTIVITIES

Kanakan Wholesaler Show: March 2000

Maruichi Sansho Wholesaler Show: September 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 American food presence in the show. Like Kanakan, 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 Mr. Haruta at ATO Tokyo.

Toho Wholesaler Show: Feb-Apr., 2000

Toho will hold a series of food service shows in western Japan during the Feb. - Apr. period. ATO Osaka will coordinate an American pavilion and participate in the show. Products for this show should be available in Japan through agents/importers since Toho does not import directly. Have your agent/importer contact Ms. Harima at ATO Osaka.

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 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 direct business discussions. This has proved to be a useful way to open doors to key retail chains in these markets. Because of 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 Retail Promotions: If you have a Japanese agent or importer, this is an ideal way to expand sales and network with a large number of trade customers in the retail market. Participation is free, but stores will make the final decision on products included. Below are the supermarkets or department stores planning promotions in Japan this fall and winter:

GAF PROMOTION TEAMS & AMERICAN FAIRS				
Date	Event	Company	Location	Contact
December 17-20	Christmas Fair	Seifu	Tokyo	Tokyo
December 20-24	American Christmas Fair	Daiei Hyper Market	National	Tokyo
December 17-20	American Christmas Fair	Seifu	Tokyo	Tokyo
January 2000	Joint GAF Promotion Team	Ralse, Coop, etc.	Sapporo	Tokyo
February 2000	Joint GAF Promotion Team	Yours, Daiwa, Tokyo Store, etc.	Kanazawa	Tokyo
April 2000	Joint GAF Promotion Team	SSV, Matsuya, Tsuruya, etc.	Nagano	Tokyo
May 2000	Tsuruya American Fair	Tsuruya Supermarket	Kumamoto	Osaka
April 2000	Super Daiei American Fair	Daiei	Kitakyushu	Osaka

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
November 1-30	GARC Dinner Buffet	ANA Hotel, Tokyo	Akasaka, Tokyo	Tokyo
November 1-30	GARC Menu Fair	Monteroz Co., Leading Pub restaurant chains, "Shirokiya" and 10 others	Nationwide 706 shops	Tokyo
November 29	GARC Restaurant Opening	Fusion restaurant "Cruise Cruise" opens 3rd outlet	Ikebukuro, Tokyo	Tokyo
November 1-30	American Menu Fair (in conjunction with U.S.-Japan Mayors' Conversion)	Righa Royal Hotel	Kita-Kyushu	Osaka
November	New Idea Seminar III: U.S. Foodservice Trends		Osaka	Osaka
November	Contemporary American Cuisine Seminar		Osaka Fukuoka	Osaka
December 13	Konishiki Christmas Dinner Show '99	New Otani Hakata	Fukuoka	Osaka
February 2000	Food Service Wholesaler Shows	Toho Co., Ltd.	Fukuoka	Osaka

VI. OTHER PROMOTION ACTIVITIES

"Great American Food News," Issue #14, December 1999.

"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.

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.

GMO Seminar in Fukuoka: January 20, 2000. In response to concerns among Japanese consumers and the food industry regarding GMO products, FAS Japan held the first GMO Seminar in Osaka strictly for food trade contacts with very positive reactions from about 350 attendees. ATO Osaka will organize another GMO seminar in Fukuoka, the third largest urban center in Japan on January 20, 2000. Food safety specialists from the U.S. Embassy's Office of Agricultural Affairs will speak at the seminar.

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.

VII. LATE BREAKING BUSINESS INQUIRIES

Marukai Corporation is looking for pure/concentrate juice/frozen fig and pomegranate. Interested companies should contact the following.

Mr. Takita
Foodstuff Planning Department
Marukai Corporation
FAX: 06-6443-0744

CONTACT INFORMATION:

Mr. Terrence Barber, Executive Director

ATO TOKYO: Mr. D. Miller, Ms. K. Halliburton, Ms. Ishii,
Ms. Sugiura, Ms. Matsuyoshi

Wholesale/Retail: Mr. Haruta

Foodservice: Mr. Otsuka

Public Relations: Ms. Noguchi

Research: Mr. Dietz

Fax:011-81-3-3582-6429 e-mail: atotokyo@fas.usda.gov

Homepage: www.atojapan.org

ATO OSAKA: Mr. D. Martinez, Ms. Nomura, Ms. Matsuzaki

Wholesale/Retail: Mr. Matsumoto

Foodservice: Ms. Harima

Fax:011-81-6-6315-5906 e-mail: atoosaka@fas.usda.gov

atoosaka@ppp.bekkoame.ne.jp