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Date: 1/11/2012

GAIN Report Number: JA2501

Japan

Post: Tokyo ATO

ATO Tokyo Video Promotion for Trade Shows in Japan

Report Categories:

Market Promotion/ Competition

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Report Highlights:

After Eastern Japan's Triple Disaster in March 2011, recruitment for trade shows in Japan slowed down due to fears about safety and lack of information on the Japanese market. However, ATO Tokyo increased its efforts to inform business people in the U.S. that the situation in Tokyo is safe, people are living their lives as normal and the Japanese market is open for business. One of the examples of our efforts is the recruitment video for the FOODEX Japan 2012.

General Information:

ATO Tokyo Video Promotion for Trade Shows in Japan

The Agricultural Trade Office in Tokyo co-organizes and hosts the U.S. Pavilion at FOODEX JAPAN, the largest trade-only show in Asia, held every March in Tokyo. The 2012 U.S. Pavilion will have approximately 80 booths with 70 exhibitors. After the Eastern Japan's Triple Disaster in March 2011, recruitment for trade shows in Japan slowed down due to fears about safety and the lack of information on the Japanese market. However, ATO Tokyo increased its efforts to inform U.S. exporters that the situation in Tokyo is safe, people are living their lives as normal, and the Japanese market is open for business. One of the examples of our efforts is the recruitment video for the FOODEX Japan 2012. <http://www3.jma.or.jp/foodex/en/>

The script is as follows:

Quote

- I would like to take a moment to express my sincerest condolences to the victims of the March 11 Great East Japan Earthquake and to their families. I am confident, though, that everyone affected by the triple disaster of the earthquake, tsunami and Fukushima Daiichi nuclear plant will be able to rebuild their lives and communities.
- You have all seen the devastation caused by the March 11 earthquake and tsunami in Northeast Japan.
- I, personally, have travelled to the area and the destruction has to be seen to be believed. But, what made an even bigger impression on me was the resilience of the people.
- They are eager to rebuild their lives and communities.
- And so is Japan!
- Immediately following the quake, life went on. In Tokyo, where I live, people still went out to eat, shopped, and carried on with their daily lives.
- My wife and I still did the things families do: visited museums, went to the park, shopping, etc.
- The US Ag Trade Office at the US Embassy stayed open to serve the U.S. agricultural export community.
- Today, things are almost completely back to normal. Stores are open, people are out enjoying themselves.
- With a population of 127 million, Japan is the world's third largest economy, and boasts a per capita income of \$43,000, only slightly below that of the U.S. at \$47,000.
- And while the earthquake and its aftermath will slow growth for the coming year, Japan has one of the world's largest food and beverage markets in the world, valued at about \$700 billion dollars
- The Great East Japan Earthquake and Tsunami was Japan's greatest disaster in over 100 years, but the resilience and fortitude of the Japanese people has been an inspiration to the world. Japan will

recover greater and stronger than ever.

- In the words of Ambassador John Roos - Japan is open for business .
- Please come and visit – and I look forward to seeing you at next year’s Foodex Show, March 6-9, 2012.

Unquote

Due to exporters’ concerns and the expensive participation fee with the current yen to dollar exchange rate, ATO lost about 24 booths from the 2011 FOODEX exhibitor list. However, through efforts such as the video, letters to key U.S. exporters from the ATO, and continuous promotional efforts by the show organizer, the 2012 pavilion will fill almost the same number of booths. ATO also made another video with the similar message for the Supermarket Trade Show, February 1-3, to play at the show site.