

1st “JAPAN’S FOOD” EXPORT FAIR

– For Importers & International Buyers –

Post Show Report

Date: October 11 (Wed.) - 13 (Fri.), 2017

Venue: Makuhari Messe, Japan

Organiser: Reed Exhibitions Japan Ltd.

Co-organiser: Japan External Trade Organization (JETRO)

Supporter: Ministry of Agriculture, Forestry and Fisheries



Show Outline

Name	1st “JAPAN FOOD” EXPORT FAIR
Date	October 11(Wed)-13(Fri), 2017 10:00 - 18:00 (last day closed at 17:00)
Venue	Hall 7 and 8 Makuhari Messe, Japan
Organiser	Reed Exhibitions Japan Ltd.
Co-organiser	Japan External Trade Organization (JETRO)
Supporter	Ministry of Agriculture, Forestry and Fisheries
Supported by	Ministry of Economy, Trade and Industry, 50 other groups



Visitors

Number of Visitors

12,836

<Breakdown>

- 2,860 Overseas Buyers
- 2,758 Domestic Wholesalers
- 7,218 Food Makers and others

- <Three Major Principles of the Counting Method>
1. One business card submitted at the on-site registration counter is counted as one visitor.
 2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
 3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures; therefore, this counting method is prohibited.

2,860 Overseas Buyers from 70 Countries, Regions



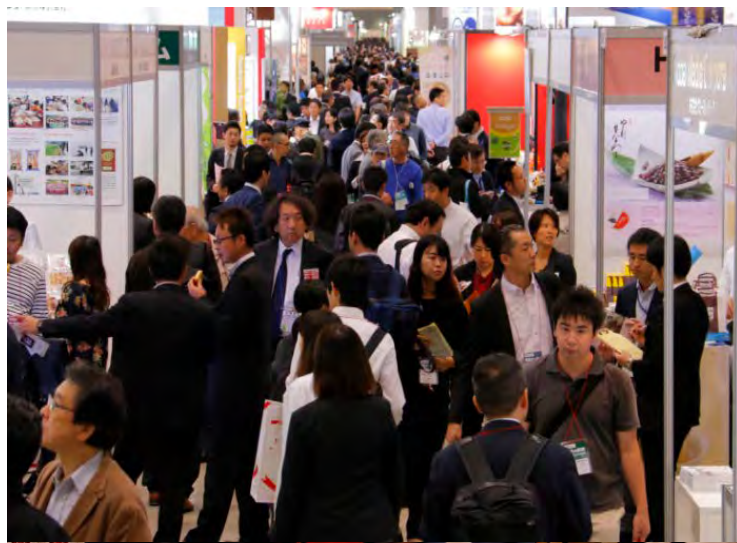
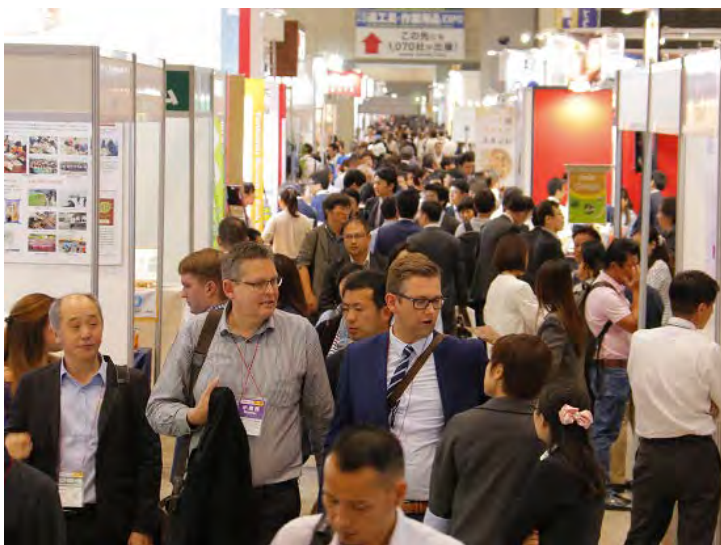
Top 20 Countries of Overseas Buyers

1st	China	11th	Brazil	<u>Others</u>	Kuwait	Chile	Belgium
2nd	South Korea	12th	United Kingdom	Ireland	Kenya	Dominican Republic	Poland
3rd	Taiwan	13th	Indonesia	Argentina	Colombia	Turkey	Bolivia
4th	Hong Kong	14th	Australia	Israel	Saipan	New Zealand	Portugal
5th	Thailand	15th	UAE	Italy	Saudi Arabia	Nepal	Macao
6th	Malaysia	16th	Canada	Iran	Georgia	Norway	Myanmar
7th	United States	17th	The Netherlands	Uzbekistan	Switzerland	Bahrain	Mexico
8th	Singapore	18th	Germany	Ecuador	Sweden	Paraguay	Mongolia
9th	Vietnam	19th	India	Egypt	Spain	Hungary	Lithuania
10th	Philippines	20th	France	Austria	Sri Lanka	Finland	Romania
				Qatar	Slovakia	Puerto Rico	Lebanon
				Cambodia	Serbia	Brunei	Russia
				Guam	Czech Republic	Peru	South Africa

What is “JAPAN'S FOOD” EXPORT FAIR?

“JAPAN’S FOOD” EXPORT FAIR covers the Japanese food/beverage for importers and international buyers. It is supported by the Japanese government, Ministry of Agriculture, Forestry and Fisheries(MAFF), as an ideal platform to purchase Japan’s food. Also, the expert of exporting Japanese products to overseas, Japan External Trade Organization (JETRO) is the co-organiser of the show to support on-site business between overseas visitors and Japanese exhibitors.

At its first year, 304 companies exhibited and 2,860 buyers/importers from 71 countries visited the show. “JAPAN’S FOOD” EXPORT FAIR continues to contribute to the achievement of JPY 1 trillion in exports of agricultural, forestry and fishery products by 2019, set by the MAFF.



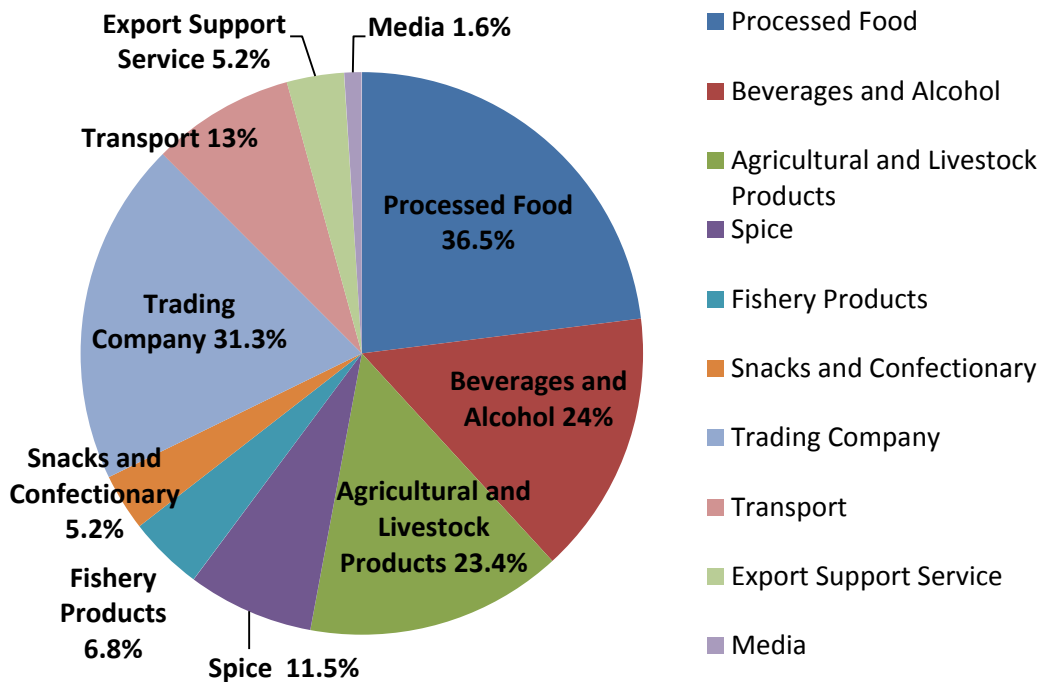
Exhibitors

Number of Exhibitors

304 Exhibitors

<Breakdown>

- | | | | |
|--------------------------------|-----|-----------------------------|----|
| • Food manufacturer, producers | 197 | • Transport service company | 25 |
| • Municipality, Support Groups | 11 | • Export Service Support | 8 |
| • Export Trading Company | 60 | • Media | 3 |



Business Meetings

Number of Business Meetings

※Based on the Survey for Overseas Buyers (Estimated)

18,000 Meetings

Trading Amount

※Based on the Survey for Overseas Buyers(Estimated)

JPY 13.1 Billion

Products Oversea Buyers Purchased

(excerpt)※Based on the Survey for Overseas Buyers

- Snacks
- Beverages/Alcohol
- Fishery products
- Processed Food
- Fruits



Comments from Overseas Buyers (excerpts)

The U.S. / Import and Commerce Distributor

We had such fruitful business negotiations, much more than expected. We have already ordered JPY 6.3 million worth of products. And we are going to work even harder towards closing of the deal. Our orders are expected to reach up to JPY 1.1 billion. From our perspective, the exhibit was an absolute success for the first of its kind.

The U.K. / Retailer

We had business negotiations with more than 30 corporations over the days. We have been given a wonderful business talk with an exhibitor of Japanese wagyu beef producer.

The U.S. / Import and Commerce

Even though we found some products such as wine, Japanese rice wine, and snacks, that we wanted to import, we were unable to proceed in negotiations as necessary FOB prices were not set. Also, labels on product packaging were written only in Japanese.

China/ Import and Commerce

Since this is an exhibit exclusively for export trade, I would like to request pricing of all the products for exports. If the cost up to delivery of products is clear, we'll be able to sign off contracts at the venue. Also, we'd like a little more space at the negotiation booth.

Hong Kong / Restaurant

This show had very good selection of food exhibitors. Many included ones that I wouldn't have been able to meet in Hong Kong. We look forward to participating in next year's show.

France /Import and Commerce Distributor

We were able to find a lot of new business opportunities. We managed to sign off JPY 100 million contract with a company trading mainly spices. We are going to order JPY 40 million more of products. We hope there will be more exhibitors next year.

Malaysia / Import and Commerce

Expecting to sign off JPY 600 million contract. 80% of food commodity, and 20% of beverages. It was a bit disappointing that the number of beverage exhibits was small. We hope to come back next year and hope to see some more beverage makers next time.

Uzbekistan / Import and Commerce

We wished to have several contracts with exhibitors, but we couldn't close the deal at the venue. We're expecting to order JPY 68 million worth of products. We hope to see more exhibitors with tasting and samples.

The Netherlands / Import and Commerce

Expecting to order JPY 31 million. As some of the exhibitors lacked in business English skills, it made it difficult to proceed with negotiations. Also, given some of exhibitors lacked in practical knowledge in terms of exports, we'd recommend the organizer to give exhibitors advice on exports in advance.

United Kingdom / Import and Retailer

I have participated in many exhibitions and this show had the most English information at the booths. I have never seen an exhibition put in so much effort on foreign language guide. Many exhibitors caught my eyes as I wanted to put in the order immediately.

Comments from Exhibitors (excerpts)

Kibun Food Inc. <Products : Boiled fish paste, fish dumplings>

The worries over short of experience in appearing in such exhibitions have been proved to be totally unnecessary. With so much enthusiasm from a lot of buyers wanting to purchase our products as soon as possible, we had no time to rest but continued our talk with 120 buyers from 20 countries. As this has been what it felt as a huge business opportunity, we'd like to increase the number of booths with more detailed planning at the next exhibition.

Matsuda Food Products Inc. <Products: Fried Inari, Sushi roller>

It has been applauded by the international buyers for our "typical Japanese" products. Given the buyers at this exhibition is all interested and serious about Japanese food commodity, chances for signing off contract are high. We managed to have talks with buyers from 10 countries including the U.S. and China for 300 business negotiations.

S&B Foods Inc. <Products : Curry sauce mix, wasabi paste>

Buyers showed great enthusiasm towards purchasing our products, which made us believe great standard of excellent buyers at the exhibit. We managed to go ahead with business negotiations with 55 corporations and made connections with business partners across 20 countries including Taiwan, Korea, and Brazil etc.

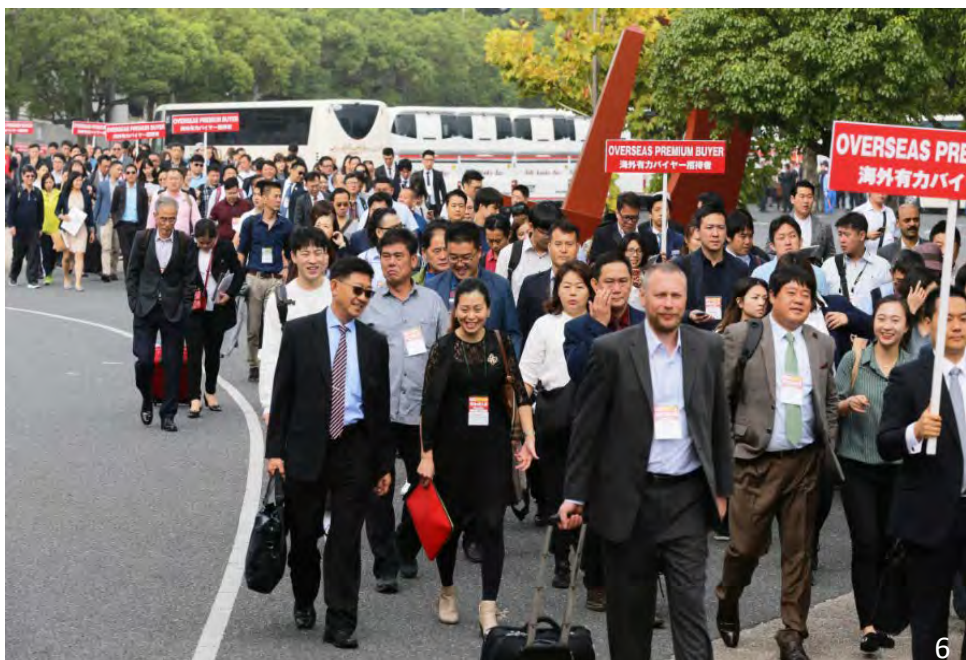
Opening Ceremony

Top 46 Delegates
Participated in the Ribbon
Cutting Ceremony



Overseas Premium Buyer

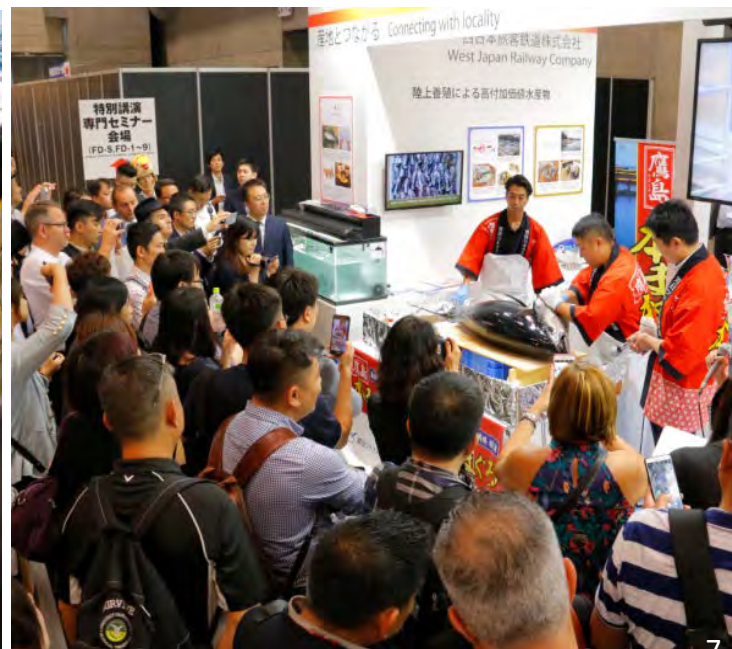
Overseas Buyers
arriving at the Venue





Exhibition

Many Business Meetings held at Booth





VIP Networking Party

735 Exhibitors and Overseas Premium Buyers participated



Events

- Taste of Japan Lunch
- Conference



Book your Calendar for the next edition!

2nd

“JAPAN’S FOOD” EXPORT FAIR

– For Importers & International Buyers –

October 10-12, 2018 / Makuhari Messe, Japan



Forecast figures:

Number of Exhibitors: 600 Number of Visitors: 4,000

Concurrent Shows

IFEX 2018 **GARDEX** 2018 **AGRI WORLD** 2018 **TOOL JAPAN** 2018

CONTACT:

Organiser: Reed Exhibitions Japan Ltd.

“JAPAN’S FOOD” EXPORT FAIR Show Management

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