



JETRO Zone in Foodex Japan 2017

March 7 (Tue) - 10 (Fri), 2017
Makuhari Messe in Chiba, Japan



JETRO is now inviting applications for participation in the JETRO Zone at Foodex Japan 2017 (March 7 - 10, 2017). Exhibitors will have an invaluable opportunity to introduce their products to the Japanese market and connect with prospective business partners.



General information

Date & time: March 7 (Tue) - 10 (Fri), 2017
10:00 - 17:00 (10:00 - 16:30 on the final day)
Venue: Makuhari Messe, Hall 1-9
(2-1 Nakase, Mihama-ku, Chiba-shi 261-0023, Japan)
Exhibits: Food and beverages
URL: <http://www.jma.or.jp/foodex/en/>

- Approx. **77,000 visitors** in Foodex 2016!
- Approx. **3,000 exhibitors** from **78 countries and regions!!**

Why should you exhibit at JETRO Zone?*

*These services are tentative.

- ✓ Special rate for booth package only for JETRO Zone:
1,150 USD (600 USD for LDCs)
- *Full participation fee for a booth package in Foodex Japan costs approx. **6,000 USD.**
- ✓ Shared-basis interpreters for business negotiations will be on hand.
- ✓ Individual consultation by experts on the Japanese food industry will be available.
- ✓ Free access to a kitchen.
- ✓ Transportation fee of exhibits by exhibitors from Africa and LDC countries participating for the first time is borne by JETRO.



Outcome of JETRO Zone at Foodex Japan 2016

- **49 companies from 25 countries** exhibited at JETRO Zone.
- **Approx. 2,700 business talks**
- **Approx. 1,300 contracts** (including prospective deals)
- **Exhibitor satisfaction: 98%** in the top two grades (on a 4-point scale)

Success stories from JETRO Zone

Case 1: Organic vanilla (from Comoros)

This was the first company to participate in our zone from the Union of Comoros. Their vanilla is of exceptionally high quality and many Japanese buyers expressed interest in it during the fair. Prominent buyers already included Ecocert, USDA, Bio and JAS. This track record helped their position during business talks.



Case 2: Super-hot sauce (from Costa Rica)

This second-time exhibitor was popular among not only Japanese buyers but those of other countries thanks to their super-hot sauce. Their sauce was contracted with South African and Canadian buyers by the end of the fair. They also had beneficial business talks with Japanese buyer of high-end shops. Their products might be seen in Japanese market before long.



Case 3: Dried fruit (from Tadjhikistan)

This company participated in our zone for the last two years. Their eye-catching products include large apricots, almonds and raisins. They have been contact with one Japanese trading company since their first participation and this time they received sample orders of 500 kg from Japanese buyers. Additionally, they are now considering setting up a branch in Japan. This is one of the most recent companies to find success in the Japanese food market.



How to apply

Be sure to complete and submit the application form before the deadline.
Should you have any questions, please contact your nearest JETRO office:

<https://www.jetro.go.jp/en/events/foodex2017/>

APPLICATION DEADLINE: July 29, 2016