

# Outline of JETRO Zone at FOODEX JAPAN 2017

## I. General information on FOODEX JAPAN 2017

Name:	42 <sup>nd</sup> International Food and Beverage Exhibition (FOODEX Japan 2017)
Organized by:	Japan Management Association and four other associations
Dates:	March 7 (Tue) – 10 (Fri), 2017
Time:	10:00-17:00 (10:00-16:30 on last day)
Venue:	Makuhari Messe (Nippon Convention Center) 2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023 Japan
Exhibits:	Food and beverages
Visitors:	77,000 (expected) / 76,532 (results of FOODEX 2016)

## II. JETRO Zone at FOODEX JAPAN 2017

### 1. Introduction

JETRO Zone will be set-up within “FOODEX JAPAN 2017” (hereafter “FOODEX 2017”) by JETRO and provide emerging countries with an opportunity to introduce to Japan promising foods from their countries and help enter the Japanese market, with the aim of stimulating the food industry of those countries.

### 2. Exhibition scale (TENTATIVE)

A total of 40 booths

- 38 exhibitor booths (size: 3m×3m=9m<sup>2</sup> per booth)

\*one booth for one company, multiple companies are not allowed to share one booth

- 2 JETRO booths (information desks, kitchen for exhibitors, etc.)

### 3. Qualifications for exhibitors

#### 3.1. JETRO Zone exhibitors must:

- (1) Be a food/beverage manufacture or exporter (governments, associations, industrial organizations, etc. shall NOT be accepted as exhibitors);
- (2) Be from (i.e., have headquarters in) an emerging country listed in the latest DAC List\*;
- (3) Be from a country which is not organizing a national pavilion\*\* in FOODEX 2017
- (4) Not have participated in FOODEX JETRO Zone three times or more prior to FOODEX 2017
- (5) Be prepared for international business and seeking business opportunities in the Japanese market;
- (6) Be capable of making the documentation necessary for export/import and customs clearance;
- (7) **Not have any exclusive agent(s) in Japan or continuous business deals with Japanese companies, as of the application date\*\*\*;**
- (8) Not raise a complaint regarding acceptance or rejection in any matter. We at JETRO Headquarters have sole discretion in terms of making decisions on the balance of exhibits, the number of countries, potential for Japanese market and so on.
- (9) Pay all exhibition fees by the date (on “date of transfer” basis) designated by JETRO;
- (10) Have one or more staff member(s) attend the booth until the show close who can perform professional business communications with visitors on behalf of the exhibitor in either English, French, Spanish or Russian (in principle);
- (11) Refrain from selling any exhibits or products during FOODEX 2017;
- (12) Report business results in detail to JETRO and cooperate in JETRO’s questionnaire surveys; and
- (13) Comply with these Rules and Regulations, Japanese laws as well as regulations and other rules stipulated by the FOODEX 2017 organizer.

#### The following are prohibited.

If the companies commit the following acts, their application will **NOT BE ACCEPTED** from the next FOODEX JETRO Zone. Companies which broke these rules in FOODEX 2016 are regarded in the same way.

- Cancellation after notification of receipt of acceptance (after payment of participation fee)
- Not submitting copies of an individual’s passport page as specified by JETRO after the exhibition if the letter of Guarantee is issued by JETRO in order to get the visa.
- Company booth goes unattended for even one day during fair.

- \* Based on the list of official development assistance (ODA) recipients for 2014, 2015 and 2016 flows published and reviewed by the Development Assistance Committee (DAC) of the Organization for Economic Co-operation and Development (OECD).
- \*\* To be judged from the records of until FOODEX 2016. If your country organized a national pavilion at FOODEX 2016 or in the past, companies from the country are not eligible to apply for JETRO Zone, except in the case the country has decided NOT to organize a national pavilion at FOODEX 2017.
- \*\*\* A past record of only spot sales to Japan will not inhibit a company from participating in FOODEX 2016. However, companies which have a continuous deal with any Japanese agency at the present cannot apply.

### 3.2. Exhibits

Exhibits must pass a screening by JETRO Headquarters or your nearest JETRO offices to confirm that items are not restricted/prohibited from entry into Japan under Japanese laws (Food Sanitation Act, Pharmaceutical Affairs Law, etc.), and that they have strong potential for success in the Japanese market.

#### Category of exhibits which could be tasted

- 1) Beverages (not fresh ones)
- 2) Spread, confectionery
- 3) Seasonings, cooking oil, spices
- 4) Processed/fresh vegetables and fruits
- 5) Nuts, grains
- 6) Seafood

The following items are NOT ALLOWED to be exhibited in JETRO Zone except as “display only”, as their import to Japan is either prohibited or very difficult.

- 1) Mineral water
- 2) Meat
- 3) Frozen sweets such as ice cream or sorbet
- 4) Dairy products
- 5) All liquid type beverages like fruit juice, sports drinks, liquid coffee drinks, tea drinks, carbonated drinks, etc.  
However, alcohol or solid type beverages like coffee beans and tea leaves can be exhibited.
- 6) Products regulated by Japanese Pharmaceutical Affairs Law, such as tablets, capsules or other products whose ingredients are classified as medicine by the law.
- 7) Sugar
- 8) Rock salt

## 4. Participation fee and costs

### 4.1. Exhibitor participation fee (including bank transfer fees)

(Classified by income level according to the DAC List)

Category	Fee
Upper middle income countries and territories	1,150 USD
Lower middle income countries and territories	
Other low income countries	
Least developed countries (LDCs)	600 USD

\*Normal exhibition fee for a packaged booth stand in FOODEX costs approx. 6,000 USD.

\*If the payment cannot be confirmed by the deadline, your participation will be canceled.

### 4.2. Services provided by JETRO (TENTATIVE):

- A. Packaged booth stand (3m×3m=9m<sup>2</sup>) with basic equipment and decorations
- B. Shared-basis interpreters for business negotiation
  - 1 English/Spanish/French/Russian interpreter for every two booths

- C. Individual consultation with experts in Japan's food industry
- D. Access to the kitchen for JETRO exhibitors
  
- E. Advertisement of JETRO exhibitors  
\*Example: publication of exhibitors' directory and uploading your information on the website
- F. Issue of necessary documents for visa applications
- G. Participation in FOODEX JAPAN or the fair organizer's reception

<Services only applicable for exhibitors from Africa and LDC countries participating for the first time >

- H. Transportation cost for exhibits (maximum 40 kg in actual weight or within 0.25m<sup>3</sup> in volume) to the exhibition site, duties and taxes.
  - If the exhibits exceeds the maximum above, exhibitor should bear its transportation cost.
  - Exhibitor is responsible for all procedures and fees on insurance.
  - The Exhibitor should pay transportation costs, customs duties and taxes exceeding the maximum above or in sending cargo by courier services.
- L. If it becomes clear there is a possibility that Quarantine may order an examination of the transported exhibits, JETRO shall handle those exhibits as "display only" unless exhibitors don't pass the customs clearance test in a Japanese-designated foreign examination institution at the Exhibitor's expense.  
-See Section 1 of the list in the link below:  
<http://www.mhlw.go.jp/english/topics/importedfoods/1-10.html>

#### 4.3. Exhibitors' own expenses include:

- A. Travel and accommodation for booth attendants
- B. Costs for storage, installation, removal and disposal of exhibits
- C. Cost and procedures for insurance
- D. Transportation cost to the exhibition hall (Makuhari-messe), duties and taxes  
\*Except for exhibitors from Africa and LDC countries participating for the first time
- E. Any other costs not covered by the participation fee.

## 5. Letter of Guarantee by JETRO

JETRO will issue a "Letter of Guarantee" for **only 2 persons** per company in principal.  
A receiver of the "Letter of Guarantee" can stay in Japan **up to a week** in principle.