



JETRO Zone in FOODEX JAPAN

A gateway to the Japanese food market!

FOODEX JAPAN 2012

Date: March 6(Tue) to March 9(Fri), 2012 Venue: Makuhari Messe, Japan



JETRO is now inviting applications for participation in the JETRO Zone at “FOODEX JAPAN 2012” (March 6th – 9th, 2012). Exhibitors will have an invaluable opportunity to introduce their products to the Japanese market and connect with prospective business partners. This program aims to support the food industry of developing countries, giving chance to companies that have not yet gained access to the Japanese Market.

General Information on “FOODEX JAPAN 2012”

Date & Time: March 6th (Tue) - 9th (Fri), 2012

10:00 - 17:00 (10:00 - 16:30 on the last day)

Venue: Makuhari Messe, Hall 1-8

(2-1 Nakase, Mihama-ku, Chiba-shi 261-0023, JAPAN)

Exhibits: Food and beverages

URL: www.jma.or.jp/foodex/

- Approx. **75,000 visitors** in FOODEX 2011!
- Over 2,500 exhibitors from 63 countries and regions!

ONE OF THE
LARGEST
FOOD EXHIBITIONS
in ASIA !!



Why exhibit at JETRO Zone?

- ✓ Advantageous rate of packaged booth only for JETRO Zone:

USD1,025 (USD525 for LDCs) including bank transfer fee

* The full participation fee for a packaged booth (3m × 3m) in FOODEX Japan costs approx. **USD7,300.**

- ✓ Packaged booth includes basic equipment and decorations.
- ✓ Transportation fee of exhibits is borne by JETRO. (special support for exhibitors from Africa)
- ✓ Shared-basis **interpreters** for business negotiations will be prepared.
- ✓ Individual **consultation by experts** of Japanese food industry will be available.
- ✓ Free access to the **business center and kitchen.**
- ✓ **Promotion** of JETRO Zone to buyers will be done by JETRO.

Show Results of JETRO Zone at “FOODEX JAPAN 2011”

- ☀ **52 companies from 22 countries** exhibited at JETRO Zone.
- ☀ **2,314 business negotiations**
- ☀ **1,057 contracts** (including prospective ones) which worth **USD6,235,700**
- ☀ **Exhibitor satisfaction: 100%** of top two grades (on a 4-point scale)

Success Cases of JETRO Zone

Case 1.



Cashew nuts
(raw, without shell,
sorted by size)

The cashew nuts has excellent traceability by numbering each carton. Soon after the exhibition, this Kenyan company signed contract with two Japanese nuts importers. The nuts will be consumed as snacks or condiment for curry.

Case 2.



Sugar cubes
(brown sugar,
rough cut cubes)

Made from sugar canes grown in the rich nature of Mauritius. Additives / artificial color free.

Now sold in chain stores and an on-line shop for high-end food items.

Case 3.



Rum
(agricole rum)

A Japanese alcohol retail shop is doing trial consignment selling of 3 types of rum from Mauritian brewery. Now sold in chain stores and an on-line shop. This is the first import of Mauritian agricole rum to Japan.

... and more!

Japanese food buyers are interested in Africa, Asia, Central & South America, Middle East and Oceania as a production area, rich in well-known / as-yet-unknown quality natural food.

Those areas are also attracting attention as an alternative production area for raw materials and semi-processed products such as dried fruits, spices, herbs and various items!

How to apply to participate in JETRO Zone at “FOODEX JAPAN 2012”

Please submit the application form to your nearest JETRO office before the deadline.
You will be able to get the information on the application on the JETRO's website:

<http://www.jetro.go.jp/en/foodex2012>

DEADLINE OF APPLICATION : September 9th, 2011

Contact

Please contact your nearest JETRO office

<http://www.jetro.go.jp/en/jetro/worldwide/>