

Outline of JETRO Zone at FOOD EX JAPAN 2012 (Tentative)

I. General Information on FOOD EX JAPAN 2012

Name: 37th International Food and Beverage Exhibition (FOODEX Japan 2012)
(<http://www3.jma.or.jp/foodex/en/index.html>)

Organized by: Japan Management Association

Dates: March 6th (Tue) 9th (Fri), 2012

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

Venue: Makuhari Messe (Nippon Convention Center) Halls 1-8
2-1, Nakase, Mihama-ku, Chiba-city, 261-0023 Japan

Exhibits: Food and beverages

Exhibitors: 2,100 companies using 3,300 booths (29,000 sq.m.) (expected)
As for FOOD EX2011, 2,399 companies using 3,217 booth
(Overseas:1,407 companies, using 2,047 booths.)

Visitors: 80,000 (expected) / 74,936 (result of FOOD EX 2011)

II. JETRO Zone at FOOD EX JAPAN 2011

<Introduction>

JETRO Zone at FOOD EX Japan 2012 aims to offer firms from developing countries an opportunity to introduce their products with potential in the Japanese market, which will lead to the development of food industry in these countries.

<Exhibition Scale>

A total of 66 booths

- 56 Exhibitor booths (size: 3m×3m=9m² per booth), of which about 34 booths are to be used for African companies.
- 10 JETRO booths (information desks, kitchen for exhibitors, tasting booth, etc.)
- Business center for JETRO Zone s exhibitors will be installed other than these 66 booths.

<Qualifications for Exhibitors>

1. JETRO Zone exhibitors must:

- A. be a food/beverage manufacturer or exporter;
- B. be from (i.e., have its headquarters in) a developing country listed in the DAC List*;
- C. be from a country which is not organizing national pavilion** in FOOD EX;

- D. not have participated in FOODEX more than 3 times since FOODEX 2006.
 - E. be prepared for international business and seeking business opportunities in the Japanese market;
 - F. be capable of making the documentation necessary for export/import and custom clearance;
 - G. not already have sole agency in Japan***;
 - H. exhibit products only in JETRO Zone;
 - I. exhibit only products of its own (to exhibit other companies' products is prohibited)
 - J. pay all exhibition fees by the date (on "date of transfer" basis) designated by JETRO;
 - K. delegate at least one person to attend the booth at all times; he or she must possess adequate knowledge of the exhibits, be able to communicate in Japanese, English, French or Spanish through an interpreter, and be available at the booth for business discussions and inquiries throughout the fair period;
 - L. prepare and furnish the booth with products and samples, catalogues and business cards for distribution at the fair;
 - M. refrain from engaging in spot sales of exhibits or products at FOODEX 2012;
 - N. report business results in detail to JETRO and cooperate in JETRO's questionnaire surveys; and
 - O. comply with these Rules and Regulations, Japanese laws as well as regulations, and other rules stipulated by the FOODEX 2012 organizer.
- * List of official development assistance (ODA) recipients published and reviewed by the Development Assistance Committee (DAC) of the Organization for Economic Co-operation and Development (OECD). We will apply the DAC list of June 14th until FOODEX 2012, even if it may be revised.
- ** To be judged from the record of FOODEX 2011. If a country organized national pavilion at FOODEX 2011, companies from the country are not eligible to apply for JETRO Zone, except in case the country has decided NOT to organize national pavilion at FOODEX 2012 and in case only Japanese companies (Japanese agent/importer of the African companies) are exhibiting at the national pavilion.
- ***The past record of spot sales to Japan will not inhibit the company from participation in FOODEX 2012.

2. Exhibits

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

Category of Exhibits

- 1) drinks
- 2) sugar, spread, confectionery
- 3) seasonings, cooking oil, spices
- 4) processed / fresh vegetables and fruits
- 5) nuts, grains
- 6) seafood
- 7) others

The following items SHOULD NOT be exhibited in JETRO Zone, 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) Products regulated by Japanese Pharmaceutical Law, such as tablets, capsules or other products whose ingredients are classified as medicine by the law.

3. Participation by governments, etc.

No government, association, industrial organization, etc. will be accepted as an exhibitor in principle.

<Participation Fee and Costs>

1. Exhibitor participation fee (including bank transfer charges)

(classified by income level according to the DAC List of June 14th)

CATEGORY	FEE
Upper Middle Income Countries and Territories	USD1,025
Lower Middle Income Countries and Territories	
Other Low Income Countries	
Least Developed Countries (LDCs)	USD525

*Normal exhibition fee for a packaged booth stand in Foodex costs approx. USD7,300.

2. Services provided by JETRO include (tentative):

A. Packaged booth stand (3m×3m=9m²) with basic equipment and decorations.

*Power outlets and internet LAN are included.

B. Shared-basis interpreters for business negotiation

*1 English/Spanish/French interpreter per 2 booths (tentative).

- C. Individual consultation with experts in Japan's food industry (tentative).
- D. Access to the kitchen and the business center (PC with internet connection available) for JETRO exhibitors.
- E. Public relations activities for JETRO Zone.
- F. Publication of Exhibitors' directory that introduces exhibitors and exhibits within JETRO zone and distribution to the potential buyers and visitors to the exhibition.
- G. Issuance of necessary documents for visa applications.
- H. Arrangement of Japanese market tour during the fair.
- I. Participation in the reception organized by the Fair Organizer.

The following service is applied to only African company.*

- J. Transportation cost for exhibits (at maximum, 40 Kg)** to the exhibition site, duties and taxes.

* This program has a special measure as a follow-up of TICAD . Therefore, service "J" is provided only to African countries.

** Exhibitor should pay all the transportation cost to the exhibition hall (Makuhari-messe), duties and taxes for the exhibits exceeding 40 Kg .

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 (for companies of the country except Africa)
- E. Any other costs not covered by the participation fee.