

JETRO

# JETRO Zone in

The 37th International Food and Beverage Exhibition  
**FOODEX JAPAN 2012** 

## - Rules and Regulations -

JETRO Zone in “FOODEX JAPAN 2011” will provide developing countries with an opportunity to introduce their promising foods to Japan and help enter the Japanese market, with the aim of stimulating the food industry of those developing countries.

Dates: March 6 (Tue) 9 (Fri), 2012  
Time: 10:00 - 17:00 (-16:30 on last day)  
Venue: Makuhari Messe, Chiba, Japan  
Exhibits: Foods and beverages  
Exhibitors: 2,100 companies (expected)  
Visitors: 80,000 (expected)

As of June 2011

# I. General Information

## 1. FOODEX JAPAN 2012

Name: 37<sup>th</sup> International Food and Beverage Exhibition (FOODEX JAPAN 2012)  
Period: March 6 (Tue) 9 (Fri), 2012  
Time: 10:00-17:00 (10:00-16:30 on last day)  
Venue: Makuhari Messe  
(2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture)  
Organizer: Japan Management Association  
3-1-22 Shiba-koen, Minato-ku, Tokyo  
105-8522, Japan  
Tel: +81-3-3434-3453 Fax: +81-3-3434-8076  
Supporters: Ministry of Foreign Affairs  
Ministry of Health, Labour and Welfare  
Ministry of Agriculture, Forestry and Fisheries  
Japan Tourism Agency  
Prefecture of Chiba  
City of Chiba  
Japan External Trade Organization  
Exhibits: Foods and beverages  
Exhibitors: 2,100 companies/3,300 booths (expected)  
\* figures for 2011:  
2,399 companies / 3,217 booths / 27,129 m<sup>2</sup>  
(Overseas exhibitors:  
1,407 companies / 2,047 booths / 18,600m<sup>2</sup>)  
Visitors: 80,000 (expected)  
\* figures for 2011: 74,936  
Admission: JPY5,000 (including tax)  
Official Website: <http://www.jma.or.jp/foodex>

## 2. JETRO Zone in "FOODEX JAPAN 2012"

- (1) About JETRO Zone  
JETRO Zone will be set-up within "FOODEX JAPAN 2012" (hereafter "FOODEX 2012") by JETRO and provide developing 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 space (tentative)  
A total of 66 booths, comprised of:
  - A. 56 booths: for exhibitors
  - B. 10 booths: for common space  
(Information, tasting booths, kitchen, etc.)
- (3) Fees to participate in JETRO Zone  
USD1,025 (USD525 for Least Developed Countries [LDCs]) per booth, including bank transfer charges.  
\* Normal participation fee for a packaged booth stand in FOODEX 2012 is approx. USD7,300. To minimize exhibitors' expenses, JETRO will subsidize the balance (USD6,800 for LDCs and USD6,300 for the others) in addition to other costs as stipulated in Article 3. (2) of the Rules and Regulations.

# II. Rules and Regulations

## 1. Objective

Under the "JETRO support program for promoting foreign participation in trade fairs in Japan", JETRO supports companies from developing countries in participating in specialized trade fairs, so that they can have opportunities to penetrate the Japanese markets and promote export of their products to Japan.

Therefore, all Exhibitors are expected:

- 1) to exhibit only products that are not yet introduced to the Japanese market;  
\* Items that were exported to Japan in the past only on spot basis could be exhibits.
- 2) not to sell products at the fair site;
- 3) to attend the booth for all four days in order to take full advantage of the opportunity; and
- 4) to report business results to JETRO precisely for continuation of its support program

## 2. Terms and Conditions

### for Participation in JETRO Zone

JETRO, at its sole discretion, determines whether a prospective Exhibitor is eligible to participate in JETRO Zone. Companies wishing to participate in JETRO Zone must agree to the following conditions.

- (1) Participating company (hereafter the "Exhibitor") must:
  - A. be a food/beverage manufacturer or exporter;
  - B. be from (i.e., have its registered headquarters in) a developing country listed in the DAC List\*;  
\* 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)
  - C. be from a country who is not organizing a national pavilion in FOODEX;  
If a country organized a national pavilion at FOODEX 2011, companies from that country are not eligible for application for JETRO Zone, except in the case that the country has decided NOT to organize a national pavilion at FOODEX 2012 or in case only Japanese companies (Japanese agents/importer) are exhibiting at the national pavilion.
  - D. not have participated in JETRO Zone more than 3 times since FOODEX 2007.
  - 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 customs clearance;
  - G. not already have sole agency in Japan;  
\*The past record of spot sales to Japan will not inhibit the company from participation in FOODEX 2012.
  - 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.
- (2) Inspection of items:  
JETRO Headquarters in Tokyo and its overseas offices will examine the items, which prospective Exhibitor wishes to exhibit at JETRO Zone, to determine if such items may be imported to Japan and if they have high potential in the Japanese market.
- (3) Category of exhibits:  
Alcohols and beverages  
Sugar, spread, confectionaries  
Seasonings, cooking oils, spices  
Processed / fresh vegetables and fruits  
Nuts, grains  
Seafood  
Others
- Products listed below are not allowed to be exhibited in JETRO Zone because it is impossible or highly difficult to import them to Japan.
- A. Mineral water
  - B. Meat
  - C. Frozen sweets such as ice creams
  - D. Products regulated by the Pharmaceutical Law such as tablets, capsules or other products whose ingredients are classified as medicine by the law concerned.
- (4) Booth allocation  
One booth will be allocated to each Exhibitor.
- (5) Country Organizer:  
A. The "Country Organizer" is the public local organization/body that promotes trade and business of the country and which, in cooperation with JETRO Overseas offices in charge, works as the local liaison and coordination office for the Exhibitors.  
B. Country Organizer calls for Exhibitors and Exhibitors must apply or submit forms through their Country Organizer.  
C. Country Organizer itself must not have any booths in FOODEX other than in JETRO Zone.  
D. Country Organizer itself shall not be selected as an Exhibitor.
- (6) Participation by governments, etc.  
No government, association, industrial organization, etc. will be accepted as an Exhibitor.

### 3. Participation Fee and Costs

- (1) Participation fee  
Participation fees will be determined according to the income level classification of the OECD Development Assistance Committee. (Please see the chart below.)

CATEGORY	PARTICIPATION FEE (per booth)
Upper Middle Income Countries	USD1,025
Lower Middle Income Countries	
Other Low Income Countries	
Least Developed Countries	USD525

\* JETRO applies the latest version of the DAC List in June 2011 ( DAC List of ODA Recipients - Effective for reporting on 2009 and 2010 flows ) for the preparation of JETRO Zone in FOODEX 2012.

\* The participation fee includes bank transfer charges. Please ask your bank to deduct applicable charges from the above amount: you do not need to pay additional charges. Exhibitors are required to submit a remittance advice (RA) to the nearest JETRO office.

- (2) Services covered by JETRO (tentative)  
To minimize exhibitors' expenses, JETRO will subsidize a large part of the preparation fee in addition to the services listed below (A. - I.). "J" is a special service for the exhibitors from African countries.
- A. Exhibit space: packaged booth stand (3m×3m=9m<sup>2</sup>)\* 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  
\* JETRO will issue a "Letter of Guarantee" for only 2 persons per company if necessary.  
\* A receiver of the "Letter of Guarantee" can stay in Japan up to a week in principle. The length of stay can be extended with JETRO's approval in an unavoidable situation.
  - H. Arrangement of Japanese market tour during the fair.
  - I. Participation in the reception organized by the Fair Organizer.
  - J. Only for African companies  
Costs for transportation of exhibits from the place of shipment to Makuhari Messe (at maximum, 40 Kg), insurance, customs duties and taxes.  
\* Exhibitor should pay transportation cost, customs duties and taxes exceeding 40 Kg.  
\* Cost and procedure for insurance will not be

covered by JETRO.

- \* Cost for sending back exhibits will not be covered by JETRO.

(3) Costs borne by Exhibitor

- A. Travel and accommodation costs for booth attendants
- B. Non-African companies  
Costs for transportation, insurance, customs duties and taxes for exhibits
- C. Costs for storage, installation, removal and disposal of exhibits.
- D. Costs for transfer or sending back the exhibits after the fair.
- E. Rental fees for additional equipment (if any).
  - \* Exhibitors who order additional equipment through JETRO shall make payments to the constructor designated by JETRO in cash in Japanese yen at the fair site.
- F. Any other costs not listed in (2) above

#### 4. Application and Payment of

##### the Participation Fees

(1) Application to participate in JETRO Zone:

To apply for participation in JETRO Zone, applicants must complete **FORM 1 (EXHIBITOR APPLICATION FORM)** and **FORM 2 (EXHIBITOR APPLICATION FORM)** and submit them together with company / products brochure (two copies of them, if they are hard copies) directly or through their Country Organizer to the nearest JETRO office by September 9, 2011 (Japan local time)

(2) Selection of participants:

JETRO will select the companies appropriate for this program from applicants. JETRO reserves the right to refuse an application if the exhibits are deemed to be inappropriate with regard to the basic objectives of the fair.

(3) Payment of the participation fees:

JETRO will send Exhibitor the invoice upon the selection of participants to approve the applicant's participation. Payment must be made by bank transfer only, in US dollars, euros, or sterling pounds to the account of JETRO Tokyo Headquarters by November 25, 2011 (Japan local time).

- \* Participation will be confirmed and the exhibition booth be allotted to the participants with the full payment of participation fees.

(4) Confirmation of participation:

Once the arrival of the participation fee is confirmed, JETRO will send an official notice. On the dispatch of the notice, the contract between JETRO and Exhibitors is deemed to enter into force.

#### 5. Cancellation by Exhibitor

Cancellation of participation shall only be made in writing and with the written consent of JETRO. In such cases, any expenses incurred by Exhibitor shall not be refunded.

#### 6. Termination of Contract

JETRO may, at its sole discretion, terminate Exhibitor's participation at any time, if Exhibitor breaches any article of

these Rules and Regulations. JETRO shall bear no liability whatsoever for any loss, damage or expenses incurred by such Exhibitors as a result of the termination, nor shall JETRO refund participation fees to such Exhibitor.

#### 7. JETRO Zone Booths

(1) The location of JETRO Zone is determined by the "Fair Organizer (Japan Management Association)". JETRO is fully responsible for the construction of the "JETRO Zone" within the Fair site and allocation of booths within the Zone. JETRO reserves the sole right to manage and control JETRO Zone.

(2) JETRO Zone consists of two areas:

- 1) An area for exhibitors and
- 2) an area for common use, which includes JETRO secretariat, business meeting rooms, business centre (PCs with internet and a copy machine equipped), kitchen, reception for visitors, etc.

(3) JETRO will allocate booths in the most efficient and reasonable manner (as determined at its sole discretion) and notify Exhibitors of their booth location through JETRO overseas offices. JETRO will not accept advance requests for booth location, or meet requests for exchanging booths between Exhibitors. Exhibitors are also prohibited from subleasing or transferring the right to use their allocated booth to any third party.

(4) Exhibitors may only use the allocated booth for displaying materials/items. The Fair organizer strictly prohibits displaying exhibits on passageways or elsewhere.

(5) Exhibitors are prohibited from making additional decorations to booths that deform original structure.

(6) JETRO reserves the right to determine how to use unoccupied booths, if any. Exhibitors are not allowed to use any unoccupied space without JETRO's permission.

#### 8. Handling of Exhibits

(1) Transport of exhibits:

- A. Exhibitors must arrange shipment of exhibits with a freight forwarder.
- B. Exhibitors must submit **FORM 3 (SHIPPING INFORMATION SHEET)** to JETRO through their Country Organizer by November 11, 2011 (Japan local time)
- C. Exhibitors are required to plan to ship out exhibits and decoration materials so that they arrive at the airport/port in Japan approximately by the following dates and keep in close contact with the freight forwarder since import customs clearance often takes a long time in Japan.

Shipment by Air/ Sea:

4 weeks before the opening of the Fair  
Arrival Deadline : 1<sup>st</sup> (Wed) Feb, 2012

- \* The official arrival deadlines of exhibits designated by the Fair Organizer will be specified in Overseas Exhibitor Manual, which will be delivered to Exhibitors later. Exhibitors are to comply with the deadlines to avoid late arrival of exhibits and surcharges.

D. Exhibitor may send a small quantity of articles through courier or bring them as hand-carried baggage. However, such articles should be exhibited only and should not be served for tasting to the visitors. Giving away samples is not

permitted either.

In addition, Exhibitor must be aware that, when importing exhibits through courier or as hand-carried baggage, import customs formalities are complicated and time consuming.

Therefore, it is better not to use these shipment methods, however if Exhibitor chooses this method for all these disadvantages, Exhibitor is responsible for all necessary import customs formalities and payments, including payment of duties. JETRO will not take any responsibilities for late arrival of exhibits and surcharges, such as duties and costs for emergency customs clearance and special delivery, imposed on exhibits shipped in such ways.

- E. Exhibitors must prepare an appropriate amount/number of exhibits for one booth. (Size of exhibition space will be notified to the exhibitors on a later date)
- (2) Move-in of Exhibits:
    - A. Carrying-in, installation and decoration of exhibits are allowed only on the day before the opening of the Fair (all works must be completed by the end of the day). Detailed schedule and information will be notified to Exhibitors on a later date.
    - B. Exhibitor must arrive at the Fair site before its exhibits are moved in.
    - C. Exhibitor is fully responsible for costs of international and domestic transportation, insurance, customs duties and taxes relating to exhibits.
    - D. Waste packing materials, such as empty crates, cardboard boxes, and others shall be moved out or properly disposed by Exhibitors at their own expense and responsibility.
  - (3) During the Fair:
    - A. Due to security reasons, move-in/out of exhibits is not allowed during the Fair.
    - B. Exhibitor is responsible for maintaining its own booth during the Fair. Also Exhibitor is required to keep its exhibits under its observation during the Fair.
  - (4) Tasting/Distribution of exhibits to visitors:
    - A. If Exhibitor plans to have visitors taste exhibits or distribute them, it is necessary to submit an appropriate notification form for importation of foods and exhibits must pass inspections requested by Ministry of Health, Labour and Welfare of Japan.
    - B. Exhibitor is asked to submit FORM 4 (FOODEX HANDLING NOTIFICATION) directly or through its Country Organizer to JETRO by November 11, 2011 (Japan local time).
    - C. Exhibitor is not allowed to serve for tasting his/her exhibits imported 1) as hand-carried baggage, 2) through courier or 3) using declaration "Display Only".
  - (5) Removal/Disposal of exhibits:
    - A. No Exhibitor is allowed to start removing exhibits before the official closing of the Fair. However, JETRO may admit an early removal of exhibits as a special treatment, in the case that JETRO considers it impossible for Exhibitor to remove all the exhibits within the allowed time.
    - B. Exhibitor is also fully responsible for bringing its exhibits out of the Fair site after the closing of the Fair. Exhibitor is required to make plans on how to treat its exhibits after the Fair and make appropriate arrangements with its forwarder or other agents.

## 9. General Obligation and Rules at Fair Site

- (1) Reports and Follow-up questionnaire:

Exhibitor is required to complete and submit the questionnaires which will be delivered to each Exhibitor during the Fair, to report details of business results. Exhibitor also has the responsibility to cooperate in the implementation of JETRO's follow-up questionnaires after the Fair. The information will be used solely for JETRO's report purposes and improvement of activities (no information regarding individual company or person will be disclosed to any third party).
- (2) Prohibition of spot sales:

Spot sales are strictly prohibited during the Fair, as the Fair is aimed at on-site business talks. Breach of this rule may result in immediate termination of the Exhibitor's participation in JETRO Zone and the Fair.
- (3) Distribution of samples:

Samples, souvenirs, printed matter of any kind, or other promotional materials distributed during the Fair must clear customs prior to the Fair. Distribution of such promotional materials can only be conducted by Exhibitor in the allocated booth.
- (4) Information on hotels and forwarders:

JETRO provides Exhibitors with information on hotels and forwarders recommended by the Fair Organizer. Exhibitor is asked to contact them directly, on its own responsibility, not through JETRO.
- (5) The Fire Prevention Law and treatment of dangerous objects:

Under the Fire Prevention Law of Japan, the use of fire and dangerous objects, including the following examples, is strictly prohibited within the Fair site.

  - e.g.) A. Lighting Candles
  - B. Hanging textiles from the ceiling
  - C. Smoking outside the designated area
- (6) Restriction of demonstrations and other activities:

JETRO may restrict or require Exhibitor to take preventive measures against any demonstration and other activities, which JETRO considers dangerous and/or hazardous, causing excessive noise, floor vibration, heat, air contamination, and/or cause safety issues within the Fair site, or against which complaints from neighboring Exhibitors arise. Expenses related to the said preventive measures shall be borne by Exhibitor.
- (7) Photography:

Taking photographs within the Fair site by unauthorized personnel is prohibited. Exhibitor is only allowed to take photographs of its own booth. JETRO may take photographs of exhibits for JETRO's own report purposes.
- (8) General security measures:

JETRO will be responsible for protection and maintenance of JETRO Zone as a whole. JETRO shall take no responsibility for the protection and maintenance of the exhibits and related materials displayed inside Exhibitor's booth. Management of exhibits and related materials should be the sole responsibility of Exhibitor. Exhibitor shall obtain necessary insurance for Exhibitor's property. JETRO shall not be responsible for any damages to or loss of Exhibitor's property under any circumstances.
- (9) Accidents:

In case of an accident in JETRO Zone, JETRO staff must be notified immediately of such accident. Exhibitors

must follow JETRO's instructions.

(10) Damages to Fair site facilities:

If Exhibitor damages the wall panels, floor, wall columns or other equipment of the Fair site, Exhibitor must repair the damage to the original state at Exhibitor's own expense.

## 10. JETRO'S Immunity from responsibility

JETRO shall bear no liability for any loss or damage incurred by the cases listed below, nor refund participation fees.

- A. Exhibitors cannot go through customs formalities by the opening day of the fair, due to circumstances including, but not limited to, the delay of preparation for the fair or by the imperfection of the application form submitted to JETRO.
- B. Exhibitors cannot enter Japan by a delay of issuing visa.
- C. Exhibitors do not get enough business talks or the results that they expected, and their participation to JETRO Zone does not pay off.

## 11. Cancellation of the Fair

The Organizer may change the exhibition period or cancel the Exhibition, thereby dissolve this Contract, due to force majeure or any other unforeseen or uncontrollable circumstances.

Under such circumstances, the money for participation fee paid by the Exhibitor may be refundable after deduction of expenses incurred by JETRO is made, at the sole discretion of JETRO. The Organizer and JETRO shall not be responsible for any loss, damage and expenses incurred by the Exhibitor.

## 12. Interpretation and Enforcement of the Rules and Regulations

JETRO shall have full responsibility in the interpretation and enforcement of these Rules and Regulations and reserves the right to make changes or additions, as JETRO deems necessary for the proper operation of JETRO Zone.

## 13. Observance of Japanese Laws and the Rules and Regulations

In order to assure a successful trade fair, it is essential that Exhibitors observe Japanese laws as well as these Rules & Regulations. Any disputes related to the Fair shall be governed by Japanese law and adjudicated in Tokyo District Court.

Concluded.