



March 3 (Tue) – 6 (Fri), 2015

Makuhari Messe, Japan

JETRO is now inviting applications for participation in the JETRO Zone at Foodex Japan 2015 (March 3 - 6, 2015). 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 companies that have not yet gained access to the Japanese market a chance to do so.

General information

Date & time: March 3 (Tue) – 6 (Fri), 2015
 10:00 - 17:00 (10:00 - 16:30 on final day)
 Venue: Makuhari Messe, Hall 1-8
 (2-1 Nakase, Mihama-ku, Chiba-shi 261-0023, Japan)
 Exhibits: Food and beverages
 URL: <http://www.jma.or.jp/foodex/>

- 🌐 **Approx. 76,000 visitors** in Foodex 2014!
- 🌐 **Approx. 2,800 exhibitors from 78 countries and regions!**

ONE OF THE
LARGEST
 FOOD EXHIBITIONS
 IN ASIA !!



Why exhibit at JETRO Zone?*

- ✓ Special rate for booth package only for JETRO Zone:
1,025 USD (525 USD for LDCs) including bank transfer fee
 (The full participation fee for a booth package [3m × 3m] in Foodex Japan costs approx. **6,400 USD.**)
- ✓ Transportation fee of exhibits by African firms is borne by JETRO.
- ✓ Shared-basis **interpreters** for business negotiations will be prepared.
- ✓ Individual **consultation by experts** on the Japanese food industry will be available.
- ✓ Free access to the **kitchen**.
- ✓ **Promotion** of JETRO Zone to buyers will be done by JETRO.

*These services are subject to change.

A gateway to the Japanese food market!

Results of JETRO Zone at Foodex Japan 2014

- ☀ **55 companies from 29 countries** exhibited at JETRO Zone.
- ☀ **Approx. 2,600 business talks**
- ☀ **Approx. 1,000 contracts** (including prospective deals)
- ☀ **Exhibitor satisfaction: 100%** in the top two grades (on a 4-point scale)

Success cases from JETRO Zone

Case 1.



Wine
(from Bosnia and Herzegovina)

Wineries from Bosnia and Herzegovina made contracts with Japanese buyers! Exhibitors said the following: "Foodex is necessary. We can continue communicating with potential customers and get new information."
"This fair became an important opportunity and triggered the spread of popularity of Bosnia and Herzegovina's wine in Japan."

Case 2.



Vanilla beans
(from Uganda)

This Ugandan company continued to exhibit at Foodex as much as they could and finally made a deal with a Japanese importer who now has the exclusive right to import their product to Japan.
Multiple participation will help increase your company's recognition in the Japanese market and makes your dedication visible.

Case 3.



Quinoa
(from Bolivia)

Quinoa is similar to spinach and grows in high-altitude areas. NASA and FAO, a United Nations agency, have pinned hopes on this material as a high nutrition food for the 21st century.
Given this situation, many Japanese buyers are also interested in the grain. This fair has helped put it in the spotlight of the Japanese food market!

... and more!

Japanese food buyers are interested in Africa, Asia, Central and South America, Europe and CIS, the Middle East and Oceania as production areas rich in high-quality natural food.

These regions are also attracting attention in alternative production for raw materials and semi-processed products such as dried fruit, spices, herbs and various other items!

How to apply to participate in JETRO Zone at "Foodex Japan 2015"

Please ask your nearest JETRO office and submit the application form before the deadline. You can find information on applying at JETRO's website:

<http://www.jetro.go.jp/en/events/foodex2015/>

APPLICATION DEADLINE: September 2014

Contact

Please contact your nearest JETRO office

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

JETRO