



JETRO Zone in FOOD EX JAPAN 2016

March 8 (Tue) - 11 (Fri), 2016
Makuhari Messe in Chiba, Japan



JETRO is now inviting applications for participation in the JETRO Zone at FOOD EX Japan 2016 (March 8 - 11, 2016). Exhibitors will have an invaluable opportunity to introduce their products to the Japanese market and connect with prospective business partners.



General information

Date & time: March 8 (Tue) - 11 (Fri), 2016
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. **78,000 visitors** in FOOD EX 2015!

🌐 Approx. **3,000 exhibitors** from **79 countries and regions!!**

Why should you exhibit at JETRO Zone?*

*These services are tentative.

- ✓ Special rate for booth package only for JETRO Zone:

1025 USD (525 USD for LDCs)

*Full participation fee for a booth package in FOOD EX Japan costs approx. **6,000 USD.**

- ✓ 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.
- ✓ Transportation fee of exhibits by exhibitors from Africa and LDC countries participating for the first time is borne by JETRO.



Outcomes of JETRO Zone at FOODEX Japan 2015

- **52 companies from 25 countries** exhibited at JETRO Zone.
- **Approx. 1,500 business talks**
- **Approx. 1,100 contracts** (including prospective deals)
- **Exhibitor satisfaction: 98%** in the top two grades (on a 4-point scale)

Success cases of JETRO Zone

Case 1 : Black pepper (from Madagascar)

This Madagascar Company has participated for the second time since 2011 selling the country's famous vanilla beans. This time, however, Japanese buyers were also interested in the company's high quality black peppers during FOODEX 2015. Japanese spice buyers dropped in at their booth one after another and the exhibitor received sample orders throughout the fair.



Case 2 : Coconut oil (from Sri Lanka)

This first-time exhibitor was popular among Japanese buyers due to the recent coconut oil boom. They already have GMP, HACCP, ISO and halal certification along with experience exporting to other countries. These certifications appealed to many Japanese buyers and they eventually got contracts.



Case 3 : Honey (from Kyrgyzstan)

This company participated in our zone for the second time since last year. Their eye-catcher product is white honey along with other honey goods. Many buyers from upper-end supermarkets visited their booth interested in the fairly rare white honey. Following this fair, they contracted with one buyer and their product will be seen in Japanese high-end shops before long.



How to apply

Be sure to complete and submit the application form before the deadline.
Should you have any questions, please contact your nearest JETRO office:

<http://www.jetro.go.jp/en/events/foodex2016/>

APPLICATION DEADLINE: July 17, 2015