

# Optimize Your Tradeshow Experience at Foodex Japan

## Foodex Japan Food Show PLUS!<sup>SM</sup>

Tokyo, Japan

March 13-17, 2007

### Discover Your Products' Sales Potential in Japan's Import-Dependent Market

Japan is one of the world's most import-dependent markets and currently imports 60% of its total food supply (worth US \$44 billion). The Japanese retail market is the second largest in the world. Its food market is reported to be as much as \$430 billion. In addition to the large size of the food import market, Japan's food service sector is worth \$225 billion and accounts for nearly 39% of Japanese consumer food sales. With ever diversifying tastes and an emphasis on foreign cuisine, imported products are in constant demand.

### Broaden Your Perspectives with Food Show PLUS!<sup>SM</sup>

This cost-effective tradeshow enhancement service will provide you with the tools you need to be a more prepared and effective exhibitor. The services offered at the show include the following:

- Competitive products survey
- Translation of up to two pages of your company's profile into Japanese
- Access to Japanese interpreters during show hours
- Invitation and introductions of pre-qualified buyers to your booth
- Guided retail tours with an informational seminar about the Japanese Food Industry including new trends
- Complete background checks for your top three leads, assistance with follow-up letters in Japanese, and forwarding of samples

### Prepare for Your Meetings in Advance

Call the Food Export Helpline for assistance with export pricing, quotations and other basics that you will need for a successful meeting. Contact Brandon Davis at 312.334.9200 to take advantage of this no-cost service and to sign up for Export Essentials Online. Export Essentials Online is the program designed to help you learn more about the complex steps of exporting and how to integrate all the elements of the export transaction.

## For More Information

**Early Registration:** December 19, 2006, for \$200 – a savings of 33%.

**Final Registration Deadline:** January 16, 2007, for \$300.

**Fax this back to Food Export – Midwest at 312.334.9230. (Note: This is not a registration form.)**

COMPANY

NAME

TITLE

STREET ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

PRODUCTS

Check this box if you no longer want to receive faxes or e-mails from Food Export Association of the Midwest USA and Food Export USA – Northeast. Please tell us why and provide your company name and fax number

\_\_\_\_\_. Fax this form back to 312.334.9230. If you would like to hear about future Food Export Association of the Midwest USA and Food Export USA – Northeast promotions via e-mail, please provide your e-mail address \_\_\_\_\_.

Check this box if you'd like to receive export assistance to prepare for your meetings.

### Foodex Japan Show Facts

Foodex Japan is a food and beverage trade show that attracts over 2400 exhibitors from over 70 countries/regions and more than 90,000 attendees from Japan and abroad. Foodex Japan offers U.S. exhibitors and attendees an unrivaled opportunity to access the Japanese food and beverage markets. Foodex Japan is known as a place for active dealings and real business transactions. **Products of interest include; Breads and Cereals, Confectionery, Dairy Products, Delicatessen, Dietetic Products, Eggs and Poultry, Frozen Food Products, Fruits and Vegetables, Herbs and Spices, Ingredients, Meat and Meat Products, Oils, Organic Products, Seafood, Seasonings and Condiments, and Beverages.**

### A Convenient Way to Off-Set Expenses

Companies will be responsible for exhibiting fees, freight, travel etc. These **expenses may qualify for cost-share funding through the Branded Program reimbursement** for qualified participants! To be eligible, you must first apply and be approved. Register early! Visit [www.brandedprogram.org](http://www.brandedprogram.org) to pre-qualify today.

### About Food Export Association of the Midwest USA and Food Export USA – Northeast

Food Export Association of the Midwest USA and Food Export USA – Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



**Food Export Association of the Midwest USA**  
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### Co-Sponsored By:



**The Western U.S.A. Trade Association**  
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