



## IFIA JAPAN 2005

10<sup>th</sup> International Food Ingredients & Additives Exhibition

- What:** Tenth Anniversary of Asia's largest food and ingredients and additives event and the first annual health foods expo
- When:** April 26–28, 2005
- Where:** Tokyo, Japan International Exhibition Center
- The Market:** Japanese consumers are increasingly interested in eating a well-balanced and healthy diet, and they are looking for specific characteristics in nutritional foods. In selecting health foods, consumers consider taste, packaging, and safety. American food, beverage, and food ingredient producers and processors should find incredible new market opportunities in Japan as they ride the current nutritional food boom.

Japan is America's largest overseas trading partner and ranks as the third largest market in the world for food additives and ingredients. Total sales to food manufacturers in Japan reached \$20.1 billion in 2003 with an annual import growth rate of 8 percent.

- Prospects:** antioxidants, acidulants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, emulsifiers, enzymes, fats & oils, fibers, food coloring, food safety equipment, foodtesting equipment, food supplements, frozen foods, fruits and vegetables, healthy foods and beverages, hydrocolloids, juices, lo-cal foods, laboratory equipment, malt extracts, nutraceuticals, organic products, preservatives, proteins, sanitation materials, seasonings, and spices.

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