

The Largest Food & Beverage Exhibition in Asia

# USA PAVILION

JAPAN



THE 32<sup>ND</sup> INTERNATIONAL  
FOOD & BEVERAGE EXHIBITION  
TOKYO - MAKUHARI MESSE  
**March 13-16, 2007**

Application Deadline October 13, 2006

**USDA ENDORSED**

Officially endorsed by the  
US Department of Agriculture

Organized by IMEX Management, Inc, Charlotte, NC  
Exhibitor Registration File 2007



# FOODEX JAPAN 2007



# SETTING TRENDS for ALL OF ASIA

**EXHIBIT PROFILE**

**Food**

- Agricultural Products
- Bakery Products
- Confectionery
- Dairy Products
- Delicatessen Items
- Frozen Foods
- Fruits & Vegetables
- Grains & Cereals
- Health Foods
- Meat & Poultry Products
- Oils
- Organic & Natural Foods
- Seafoods
- Seasonings, Spices & Condiments
- Snack Items

**Beverages**

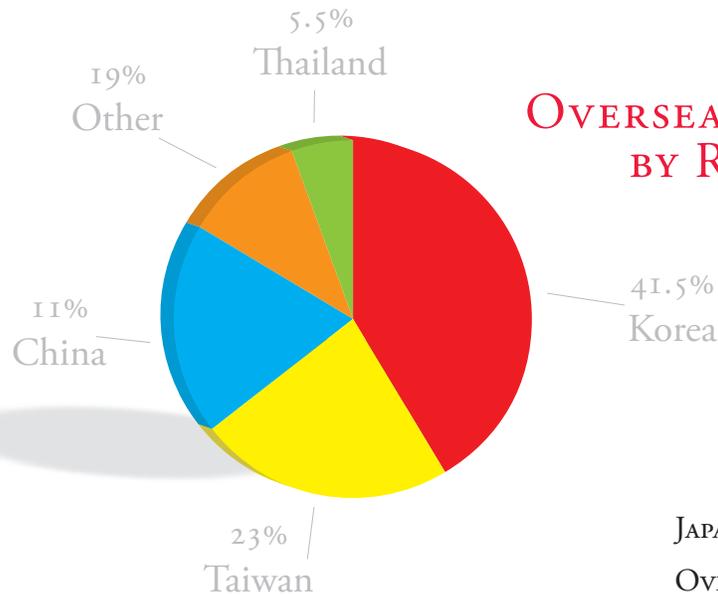
- Beer
- Wine
- Liquors & Spirits
- Coffee
- Teas
- Fruit Juices
- Soft Drinks
- Mineral Water

FOODEX JAPAN is the largest food and beverage tradeshow in Asia. Attracting over 90,000 professionals from the foodservice, trading, retail, hotel and manufacturing industries, FOODEX JAPAN has been a highly successful annual trade event since its debut in 1976 serving not only Japan's \$600 billion food market but many lucrative Asian markets.

Japan is an \$8 billion export market for US food, beverage and seafood products. With a food self-sufficiency rate of only 40%, Japan is one of the most import-dependant markets in the world. As a result, high Japanese demand for foreign food and beverage products remains a constant, regardless of overall market conditions.

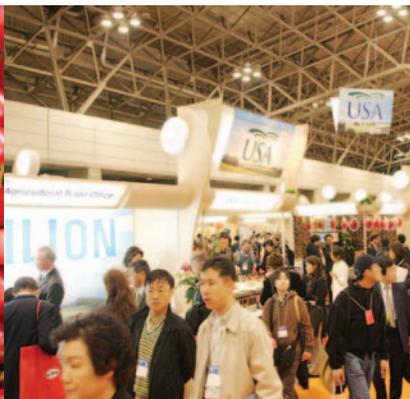
*Asia-wide trends begin in Japan. For foreign companies, entry into the Japanese market is often the first step to expansion across the entire Asia Pacific region.*

*Exhibitors in the USA Pavilion at FOODEX JAPAN 2006 reported over \$29 million USD for 6-month projected sales as a result of the show.*



JAPANESE VISITORS: 86,753

OVERSEAS VISITORS: 9,019





# Official IMEX USA Pavilion AT FOODEX JAPAN



## Scheme A 9 sqm

All services & amenities plus

- Enhanced USA pavilion design
- Booth construction with hard partition walls
- Carpeting
- Signage
- Lighting
- Furniture set includes
  - 1 round table
  - 2 chairs
  - 1 demo counter
  - 1 brochure stand
  - 3 shelves
  - 1 trashcan

**¥ 729,750 per booth**  
(including consumption tax)



## Scheme B 9 sqm

All services & amenities plus

- Enhanced USA pavilion design
- Booth construction with hard partition walls
- Carpeting
- Signage
- Lighting

**¥ 687,750 per booth**  
(including consumption tax)



## Showcase Display 3 sqm

All services & amenities plus

- Enhanced USA pavilion design
- 1 m display wall in shared booth
- Carpeting
- Company identification
- Lighting
- Furniture set includes
  - 1 showcase counter
  - 1 barstool
  - 2 shelves
  - 1 trashcan

**¥ 269,500 per display**  
(including consumption tax)

## Raw Space 200 sqm (Min.)

All services & amenities plus

- Exhibit space
- Exhibitor badges

**¥ 47,250 per square meter**  
(including consumption tax)

Participation in the official USDA-endorsed IMEX USA Pavilion at FOODEX JAPAN 2007 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity... your individual booth with a cost-effective, complete service package eliminating language barriers and communication lag time.

### Exclusive Services & Amenities For All USA Pavilion Participants

- Marketing support services from the U.S. Agricultural Trade Office in Tokyo including local promotion of the pavilion to buyers, on-site market briefing and on-going market assistance during the show
- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Tokyo
- Strong USA identification - focal point for international importers and brokers
- One individual entry in official FOODEX JAPAN Show Catalog and USA Pavilion Directory
- Special rates at preferred hotels convenient to exhibition center
- Assistance with equipment, accessories and rental
- Assistance with freight forwarding
- Internet Café Lounge & Business Center (nominal fee will apply)
- Exhibitor manual
- Pre-show information
- Pre-show briefing
- Prime location on show floor
- USDA information booth
- Daily booth cleaning

For More Information Contact

#### Kelly Wheatley

IMEX Management, Inc.  
4525 Park Road, Suite B-103  
Charlotte, NC 28209 USA  
704-365-0041  
704-365-8426 fax  
kellyw@imexmgt.com

**DON'T DELAY!**  
The 2006 USA Pavilion  
was SOLD OUT!

*"FOODEX 2006 was a very effective show for us as a State and for our constituent companies present. The number of quality leads gained at the show averaged 100 per day, and several inquiries are expected to translate into significant new business during the next 12 months. The show is the premier event for the food trade not only in Japan, but throughout East Asia, and I would highly recommend FOODEX to any company looking to establish or expand its strategic reach in the region."*

PATRICK MAYER – Oregon Department of Agriculture

*"The organizers of FOODEX have a keen attention to detail, and provide superior customer service and support to exhibitors. They understand intuitively the needs of exhibitors, and ensure the satisfaction of their clients. We will continue to exhibit at IMEX tradeshow in the future."*

PETER GUYER – Athena Marketing International

*"FOODEX provided a great venue for SunOpta to showcase some of our new product offerings. We had a wide variety of visitors, not only from Japan, but also key markets in SE Asia. The USA Pavilion continues to improve, offering more support for exhibitors, and an updated look that is more professional, shows a nice image of healthy food and is more inviting."*

KATE LEAVITT – SunOpta

*"[FOODEX] was a good exhibition for us. More than 400 inquiries were received. As a result of the show, we believe we can secure over 12 accounts... We attracted desired targeted crowd, supermarket buyers and food service accounts."*

SAL NISHII – LBN Corporation

*"FOODEX was a very productive show in that we were able to meet with many Japanese and Korean customers all under one roof."*

HOBBS WOLCOTT – Organic Ingredients, Inc.



## Organic Pavilion

The IMEX USA Pavilion at FOODEX 2007 will feature a special **"Organic Pavilion"** sponsored by the Organic Trade Association (OTA) to group U.S. food and beverage companies exhibiting U.S. certified organic products in one area.

Participants sign up as usual for their booth space, and the OTA will sponsor **"natural"** green carpeting and organic logos in each booth. Organic company booths will be grouped together to present a unified look. OTA will also host an organic market briefing and organic US market update seminar at FOODEX.

**"Only USDA certified organic products are permitted in the Organic Pavilion."**



**USA • BIO  
ORGANIC™**

*From the*  
**Embassy of the United States of America**  
TOKYO, JAPAN

**OTHER CONTACTS**



**UNITED STATES DEPARTMENT  
OF AGRICULTURE FOREIGN  
AGRICULTURAL SERVICE  
OVERSEAS TRADE  
SUPPORT GROUP**

**Ms. Shani Zebooker**  
Agricultural Marketing Specialist

Washington, DC USA  
Tel 202-720-2075  
Fax 202-690-4374  
Email shani.zebooker@usda.gov



**U.S. AGRICULTURAL TRADE  
OFFICE - TOKYO**

**Mr. Mark Dries**  
Director

**Ms. Juri Noguchi**  
PR & Tradeshow Specialist

Tokyo, Japan  
Tel +81/3 3505 6050  
Fax +81/3 3582 6429  
Email atotokyo@usda.gov  
Web www.atojapan.org

Dear Food Industry Executive:

On behalf of USDA and the U.S. Agricultural Trade Office in Tokyo, I am pleased to invite your participation in the IMEX USA Pavilion at FOODEX JAPAN 2007, Asia's largest food trade-show. This important event, scheduled for March 13-16, 2007, annually attracts over 90,000 visitors as the premier event in Japan for meeting with industry buyers servicing Japan's \$600 billion food market. FOODEX is also attracting an increasingly regional visitor profile, thus providing an excellent opportunity for promoting your products to other Asian markets too.

*Japan is the United States' largest overseas market for food and agricultural exports.* However, the market is changing rapidly and FOODEX can help you understand emerging trends while creating new business opportunities and renewing existing relations. In addition, with over 75 countries participating, no other event in Japan can match FOODEX as a vehicle for assessing the competition. For new-to-market firms and products in particular, exhibiting at FOODEX may be your most cost effective option for getting started in Japan.

The U.S. Agricultural Trade Office in Tokyo is again working closely with IMEX Management to organize an officially endorsed USA Pavilion at FOODEX JAPAN 2007. *With 114 booths and nearly 140 organizations exhibiting last year, our attractive pavilion is one of the largest and most active at the show.* The event offers excellent prospects across the range of U.S. food and beverages, including categories sometimes overlooked such as fresh produce, seafood, frozen foods, and wine. It also features a full array of value-added services and on-site support to help you promote your products and conduct business. Please contact IMEX directly to reserve your booth now.

Don't miss this great opportunity to promote your products to the world's second largest food market and beyond. We look forward to seeing you and assisting your efforts next March at FOODEX JAPAN 2007.

Sincerely,

Mark Dries  
Director  
Agricultural Trade Office, Tokyo  
U.S. Embassy, Japan

**TO RESERVE SPACE**



**US OFFICE  
IMEX MANAGEMENT, INC.**

**Ms. Kelly Wheatley**  
Vice President  
Int'l Food/Beverage Shows  
  
4525 Park Road, B-103  
Charlotte, NC 28209 USA  
Tel: 704-365-0041  
Fax: 704-365-8426  
Email: kellyw@imexmgt.com

**JAPAN OFFICE  
IMEX MANAGEMENT, INC.**

**Ms. Akiko WATANABE**  
c/o Expo International Ltd.  
9/F Sankei Building  
1-3-1, Kanda Izumicho  
Chiyoda-ku  
Tokyo 101-0024 JAPAN  
Tel: +81/3 5687 3983  
Fax: +81/3 5687 5437  
Email: akiko@expo.co.jp

**FOODEX JAPAN ORGANIZER  
JAPAN MANAGEMENT ASSOCIATION**



**Mr. Toru HASHIMOTO**  
3-1-22, Shiba-koen, Minato-ku  
Tokyo 105-8522 JAPAN  
Tel: +81/3 3434 0998  
Fax: +81/3 3434 8076  
Email: tohru\_hashimoto@jma.or.jp

# Additional Assistance for USA Pavilion Participants

Made available through the state regional trade groups

## BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. By exhibiting in the USA Pavilion, eligible companies can receive **up to 50% cost reimbursement for a variety of expenses**, including exhibiting fees, international travel costs, set-up rental and freight.

## FOOD SHOW PLUS! SERVICES

Exhibitors at FOODEX can register to participate in Food Show Plus! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition.

### Mid-America International Agri-Trade Council (MIATCO)

312-334-9200  
312-334-9230 fax  
www.miatco.org

**Michelle Rogowski**  
Branded Program Manager  
mrogowsk@miatco.org

**Teresa Miller**  
Generic Program Manager  
tmiller@miatco.org

For More Information  
on the Branded Program  
or Food Show Plus! at  
FOODEX...

...contact your state regional trade group.

### Food Export USA - Northeast

215-829-9111  
215-829-9777 fax  
www.foodexportusa.org

**Doug Resh**  
Branded Program Manager  
dresh@foodexportusa.org

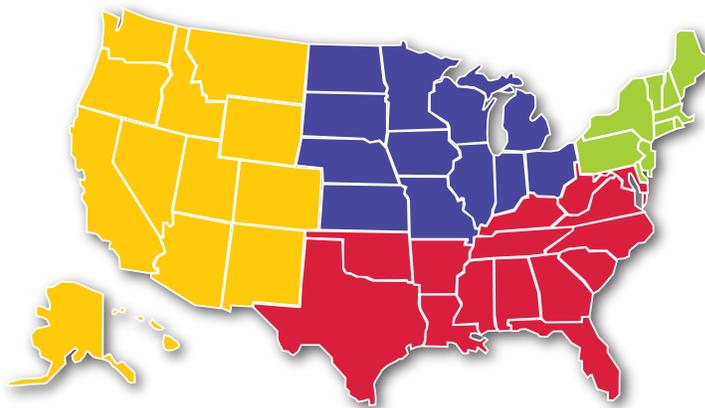
**Joy Canono**  
Generic Program Manager  
jcanano@foodexportusa.org

### Western US Agricultural Trade Association (WUSATA)

360-693-3373  
360-693-3464 fax  
www.wusata.org

**Alexa Hamilton**  
Branded Program Manager  
alexa@wusata.org

**Janet Kenefsky**  
Generic Program Manager  
janet@wusata.org



### Southern US Trade Association (SUSTA)

504-568-5986  
504-568-6010 fax  
www.susta.org

**Deneen Wiltz**  
Branded Program Manager  
deneen@susta.org

**Bernadette Wiltz**  
Generic Program Director  
bernadette@susta.org

# FOODEX JAPAN 2007



The USA Pavilion At FOODEX JAPAN  
Is Organized By IMEX Management, Inc.

4525 Park Road, Suite B-103  
Charlotte, NC 28209 USA

704-365-0041  
704-365-8426 fax

Contact  
Kelly Wheatley  
kellyw@imexmgt.com

www.imexmgt.com



March 28-30, 2007  
Montréal,  
Canada  
4th Edition



May 10-12, 2007  
Shanghai,  
China  
8th Edition



August 28-31, 2007  
Buenos Aires,  
Argentina  
6th Edition



October 19-23, 2008  
Paris,  
France  
23rd Edition