



The 32nd International Food and Beverage Exhibition
FOODEX JAPAN 2007
国際食品・飲料展

アジア・環太平洋地域最大の食品・飲料トレードショー

March 13 (Tue.) – 16 (Fri.) 2007
 Makuhari Messe (Halls 1-8)

- 2,400+ Exhibitors from 70+ Countries / Regions •
- 95,000+ Professional Visitors •
- 27,000sqm+ Exhibit Space •

FOODEX JAPAN 2007

The Michigan Department of Agriculture will sponsor a Michigan stand within the U.S. Pavilion at FOODEX Japan 2007. The show will be held March 13-16, 2007, at Nippon Convention Center (Makuhari Messe) in Tokyo. FOODEX is the largest food and beverage show in Asia, which serves 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. Japan is an \$8 billion export market for U.S. food, beverage, and seafood products. With a food self-sufficiency rate of only 40%, Japan is one of the most import-dependent 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.

FOODEX attracts over 90,000 food industry professionals from the foodservice, trading, retail, hotel and manufacturing industries. At FOODEX 2006, 2,475 exhibitors from 79 countries demonstrated their products and services. The USA Pavilion is one of the largest country pavilions at the show. In 2006, a record number 114 U.S. companies exhibited in the sold out USA Pavilion.

Japan is the United States' largest market for food and agricultural exports. With a population of over 127 million and a per capita income of over \$25,000, Japanese consumers have purchasing power comparable to that of buyers in the United States.

BEST MARKET PROSPECTS

| | | |
|---------------------------------|------------------------------|-----------------------------------|
| Oil Seeds | Beef | Natural Cheese |
| Vegetables | Snack Foods (excluding nuts) | High Quality Natural Fruit Juices |
| Fruit | Tree Nuts | Wine |
| Pet Food | Cakes, Waffles, & Pies | Dairy Products |
| Non-Alcoholic Beverage Products | Functional Foods | Food Preparation Products |



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TOKYO-JAPAN
MARCH 13-16, 2007



In addition to the above best market prospects, opportunities continue to grow in the health, nutrition, and organic food products and ingredients segments. Processed convenience food and beverages of premium quality are also promising.

MDA has reserved booth spaces in the USDA/Foreign Agricultural Service (FAS) - endorsed U.S. Pavilion. The Michigan Department of Agriculture will pay 50% of the booth cost for you. Your cost to exhibit is \$1200 for a fully furnished 3 square meter showcase display. The showcase package includes the following:

- ★ One barstool and access to tables and chairs
- ★ Showcase counter with storage
 - ★ Brochure stand
 - ★ Two shelves
- ★ Wastebasket/garbage collection
 - ★ Lighting
 - ★ Company signage
 - ★ Carpeting
- ★ 1 m display wall in shared booth
- ★ Daily booth cleaning
- ★ Labor charge for booth construction
- ★ One entry in the official Foodex Japan show catalog & USA Pavilion Directory
- ★ Special rates at preferred hotels convenient to exhibition center
- ★ Assistance with logistical coordination and freight forwarding
- ★ Internet café lounge & business center

To take full advantage of your participation at FODEX, the Food Export Association of the Midwest (formerly MIATCO) is offering Food Show Plus! services at the show. For \$200, your company will gain the following:

- ★ Company profiles translated into Japanese
- ★ Interpreter at your company's booth
- ★ Feedback about your product before or after the show, including a customized shelf survey of similar/like products in the Japanese market
- ★ Retail tours

Interested companies should contact Jamie Zmitko-Somers at Tel:517/241-3628;E-Mail: zmitkoj@michigan.gov. A participation form will be sent upon request. Participation forms and fees must be received by November 30, 2006.

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international trade shows. 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, set-up, rental and freight expenses through the Branded Program. The Branded Program supports the promotion of branded and private label food and agricultural products overseas and is sponsored by the Foreign Ag Service of the United States Department of Agriculture (USDA). Contact Jamie for further details.

