



FOODEX Japan 2019

Japan remains one of the best markets for U.S. exporters of food products with almost \$12 billion worth of agricultural and fish products exported to Japan in 2016. Japan is the fourth largest export market for both agricultural exports from the U.S. in 2015. As Japan relies on imports for much of its food, the US was the leading food supplier with 23.2% of the import market share in 2016.

As Japanese agriculture continues to decline, there will be an increased emphasis on imported food. The Japanese gross domestic product of \$4.884 trillion makes this one of the largest economies in the world. Japanese consumers demand high-quality products, with 14.2% of consumer expenditures going towards retail food, compared to U.S. consumers who spend 6.4%, all while consuming on average 1,000 fewer calories per day.



Activity Managers

Kentucky Department of Agriculture
Jonathan Van Balen
Import/Export Advisor
(502) 782-4132
Jonathan.VanBalén@ky.gov

Maryland Department of Agriculture
Theresa Brophy
Director of International Marketing
(410) 841-5781
Theresa.Brophy@marland.gov

Mississippi Department of Agriculture & Commerce
Susan Head Lawrence
Marketing Specialist
(601) 359-1196
Susan@mdac.ms.gov

Tokyo, Japan March 5-8, 2019

Participation Fee:

Participation Fee: \$2,148
(9m² corner booth space)
Early Bird: \$1,948 if you register and pay by October 5, 2018

Participation Fee: \$2,003
(9m² in-line booth space)
Early Bird: \$1,803 if you register And pay by October 5, 2018

Fee Includes

- 9m² booth and standard furniture package
- Interpreter services
- One-on-one meetings with potential Japanese buyers
- Exhibitors receive a reimbursement of up to \$1,000 for sample shipping cost to the show (with proper documentation)

Registration Deadline

December 5, 2018
(No refunds for cancellation after this date)

Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description

Suitable products consist of food and drink, including but not limited to: Sweets & Snacks, Produce, Seasonings, Organic and Fair-Trade, Processed Seafood, Canned Seafood

50% CostShare

[Apply now](#) for **SUSTA's 50% CostShare** to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

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