



## FOODEX Japan 2018

Chiba, Tokyo, Japan  
March 6-9, 2018

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 2015. Japan remained the number four market for both agricultural exports from the U.S. and the SUSTA region in 2015. Exports from the SUSTA region totaled \$2,548,029,000 in 2016, which is a 14 percent decrease from 2015.

As Japanese agriculture continues to decline, there will be an increased emphasis on imported food. The Japanese gross domestic product of \$4.1 trillion makes this the third largest economy 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.

**Participation Fee:** \$2,100 for Corner or In-Line Booth Space (9 sq. meters)

**Fee Includes:** Furnished booth space, interpreter services and in-country consultation on marketing and importing requirements. Exhibitors receive a reimbursement of up to \$1,000 for sample shipping cost to the show (with proper documentation).

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

**Registration Deadline: December 8<sup>th</sup>, 2017 (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

### Activity Managers:

**Kentucky Department of Agriculture**  
Jonathan Van Balen, Import/Export  
Advisor  
(502) 782-4132  
[Jonathan.VanBalen@ky.gov](mailto:Jonathan.VanBalen@ky.gov)

**Maryland Department of Agriculture**  
Theresa Brophy, Director of Intl Marketing  
(410) 841-5880  
[Theresa.Brophy@maryland.gov](mailto:Theresa.Brophy@maryland.gov)

**Mississippi Dept. of Agriculture & Commerce**  
Susan Head, Marketing Specialist  
(601) 359-1196  
[Susan@mdac.ms.gov](mailto:Susan@mdac.ms.gov)

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139  
[www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

*SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: [program.intake@usda.gov](mailto:program.intake@usda.gov). Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.*

