



FOODEX Japan 2020

Tokyo, Japan
March 10 – 13, 2020

The US is the largest foreign supplier of food and agricultural products to Japan (22% of the market share) and Japan in the 4th largest market of US Ag exports, accounting for \$11.9 billion in 2017. Japan is the world's third largest economy, behind the United States and China. The market is continually evolving, with current trends that are focused on functional, healthy, and nutritious foods. Traditional menus and tastes are what guide the Japanese consumer's consumption habits, but other cuisines are impacting the market. Consumers in Japan are accepting of high prices for quality and convenience, but also want good value. Japan is dependent on imported foods, accounting for over 60% of its caloric intake, as they do not produce enough food to sustain their population. Japan is one of the wealthiest countries in the world with the United States as one of its top trading partners. Although traditional menus and tastes are still favored by the Japanese customers, Western and other Asian ethnic cuisines are making a major impact in the market.

Participation Fee:

Corner Booth: \$2,388; **Early Bird Special:** \$2,188 (if you register and pay by October 10, 2019)

In-Line Booth: \$2,221; **Early Bird Special:** \$2,021 (if you register and pay by October 10, 2019)

Fee Includes:

- 9m² booth and standard furniture package
- Interpreter services (please request in advance if needed)
- Exhibitors receive a reimbursement of up to \$1,000 for sample shipping cost to the show (with proper documentation)

Registration Deadline: January 3, 2020 (No refunds for cancellation after December 10, 2019)

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!

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

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