

## Exhibition Essentials

### Basic exhibition booth specifications included in the exhibition fee

Regular booth (Size: 3m×3m)  
2,930mm (W)×2,930mm (D)×2,700mm (H)  
Back panel, wing panel, parapet and company name plate  
Booth for food product/ingredient exhibitors (Size: 3m×2m)  
2,930mm (W)×1,930mm (D)×2,700mm (H)  
Back panel, wing panel, parapet and company name plate

### How to apply for the exhibition

Please refer to the attached Exhibition Regulations, fill in the Exhibition Application Form and then send it to the Executive Secretariat (c/o Japan Food Journal Co., Ltd.) by fax or post.

**[Application deadline] Friday, August 18, 2017**

※Applications are accepted on a first come, first served basis. Please note, however, that we will stop accepting applications once the number of approved applications have filled the number of available booths – even if this occurs prior to the official application deadline. So, apply as soon as possible.

### Paying the exhibition fee

Once the application has been received and approved, the secretariat will issue an invoice. The exhibitor is requested to transfer the exhibition fee to the designated bank account by the transfer deadline specified in the invoice (exhibitors are requested to bear all bank transfer fees.)

### Cancellation of your participation

Your participation in the event may be canceled in the following cases:

- If the applicant fails to pay the exhibition fee by the deadline.
- Serious infringement of any items specified in the Exhibition Regulations or the Exhibition Essentials.
- If the organizer considers the applicant to be causing or likely to cause significant trouble to other exhibitors.
- If the organizer considers the applicant's exhibition content to be inappropriate for the purpose of this event.

### Participation in the exhibitor briefing session

In order to make this exhibition meaningful and effective at cultivating and expanding participants' sales channels, the organizer will hold an exhibitor briefing session with respect to the planning and execution of the exhibition as outlined on the right. At the same time, it will offer a workshop for exhibitors. As an exhibitor, you are requested to manage your schedule to allow at least one representative to attend the workshop.

### Booth layout and booth location arrangement

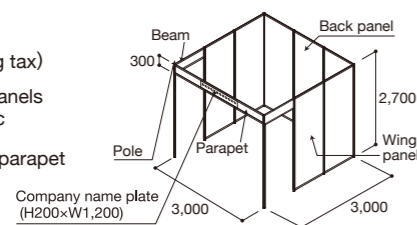
The organizer will determine the overall layout of booths so that the exhibition will have the maximum positive impact for exhibitors. In doing so, the organizer takes into account exhibitors' past activity, the number of booths, the content of each exhibit and the order in which applications were received – all of which will be explained during the exhibitor briefing.

### Exhibition fee system

#### Regular booths

3m×3m(9m<sup>2</sup>) booth  
¥100,000 (excluding tax)

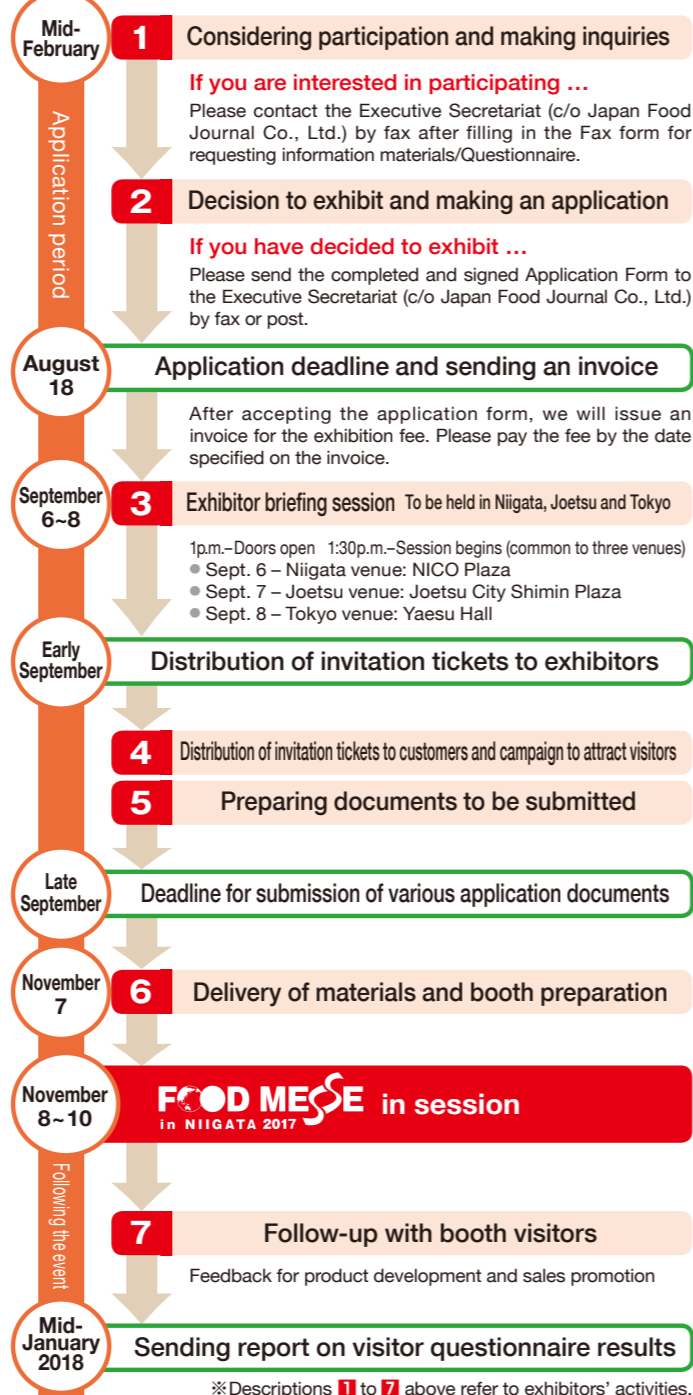
- Booth partitions/system panels
- Items included in the basic booth fee (per booth)
  1. Back panel, wing panel, parapet
  2. Company name plate



■ The Work Execution Secretariat (c/o Shinsen Co., Ltd.) will also respond to requests for decoration of non-regular booths (on a separate price quotation basis).  
■ Single (tandem) booth arrangement in the case of three booths or less. ■ Any items not included in the above should be optional. \*Note: Food product/ingredient exhibitors can also opt for regular booths.

Examples of optional items | ●Table: ¥1,000/unit ●Pipe chair: ¥500/unit ●Fluorescent light (40W): ¥3,500/unit ●100V power supply outlet: ¥9,500/unit (includes primary wiring works charge + fee for 1kW power usage) \*All charges shown here exclude tax. \*Charges shown here are for reference only.

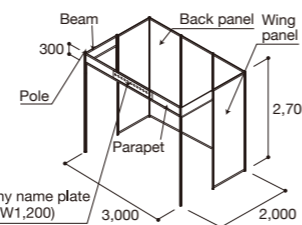
## Official Timeline (Application through Event)



#### Booths for food product / ingredient exhibitors

3m×2m (6m<sup>2</sup>) booth  
¥80,000 (excluding tax)  
\*Fee includes common sink use charge.

- Booth partitions/system panels
- Items included in the basic booth fee (per booth)
  1. Back panel, wing panel, parapet
  2. Company name plate



# The Largest International General Food Trade Fair

on the coast of the sea of Japan in Honshu!

Exhibition Guide



# FOOD MESSE

## in NIIGATA 2017

Period **Wednesday, November 8 ~ Friday, November 10, 2017**  
Venue **Toki Messe Niigata Convention Center (Exhibition Hall)**



Concurrent Events

**Sixth-Order Industrialization Fair, Niigata, 2017**  
**Food from Niigata Export Business Meetings 2017**

Organizer **FOOD MESSE in NIIGATA Executive Council / City of Niigata**  
Managed by **Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee**

Food Messe Search <http://foodmesse.jp>



**FOOD MESSE**  
in NIIGATA 2017

Executive Secretariat (c/o Japan Food Journal Co., Ltd.)  
Japan Food Journal Business Support Headquarters,  
Tokyo Tatemono Bldg. 5F, 1-9-9 Yaesu, Chuo-ku, Tokyo 103-0028  
Phone: +81-(0)3-3271-4816 (Inquiries accepted 9:30a.m.–5:30p.m. on weekdays)  
Fax: +81-(0)3-3271-4818 E-mail: info@foodmesse.jp

Secretariat for Execution of Works (c/o Shinsen Co., Ltd.)  
2-3-23, Kandoji, Chuo-ku, Niigata City 950-0983  
Phone: +81-(0)25-243-6827 Fax: +81-(0)25-241-0768  
(Inquiries accepted 9:30a.m.–6:00p.m. on weekdays)

**Application Deadline**  
**Friday, August 18, 2017**

<http://foodmesse.jp>

# FOOD MESSE in NIIGATA 2017



FOOD MESSE in NIIGATA 2017 is an international trade fair to disseminate information on food attractions from Japan and overseas, centering on Niigata City, which is designated a National Strategic Special Zone (agricultural special zone). Numerous buyers are expected to visit the fair not only from within Niigata Prefecture which is aggressive about discovering superior regional food products and ingredients, but also from the Tokyo metropolitan and adjoining areas as well as overseas. As such, FOOD MESSE in NIIGATA offers coveted business meeting opportunities for expanding your sales channels on the Japan Sea coast of the main island of Japan.

## Event Outline

Name	The Ninth International Food Trade Fair in Niigata FOOD MESSE in NIIGATA 2017
Period	Wednesday, November 8 ~ Friday, November 10, 2017 10a.m.~5p.m.(till 4p.m. on the final day)
Venue	Niigata City Convention Center Toki Messe (Exhibition Hall)
Main Theme	"In Quest of Better Food"
Concurrent Events	Sixth-Order Industrialization Fair, Niigata, 2017; The 3rd Sixth-Order Industrialization Grand Prize; Food from Niigata Export Business Meeting 2017

Organizer	FOOD MESSE in NIIGATA 2017 Executive Council/Niigata City
Managed by	Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee
Event Scale	400 corporate exhibitors expected (previous event : 344)
Target Number of Visitors	10,000 (previous event : 9,277)
Admission	¥3,000/person (tax included) *Admission free for invitation ticket bearers

### Concurrent

## Food from Niigata Export Business Meeting 2017

Japanese food to overseas markets with Niigata as the base

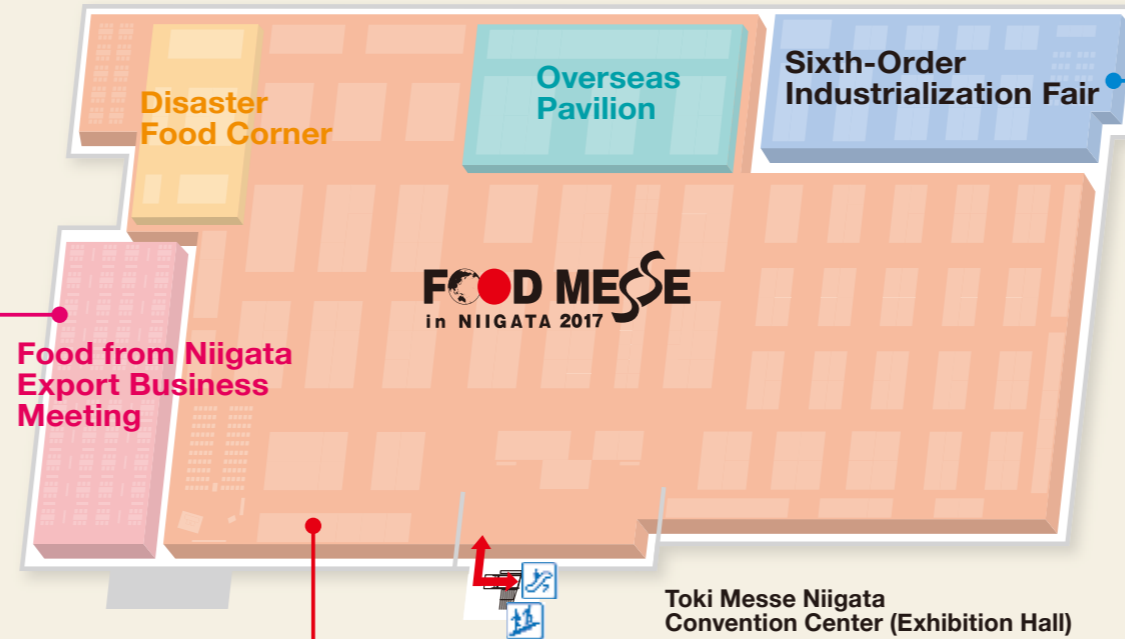
We host a business meeting session with food buyers invited from overseas targeting businesses focused on exporting Japanese food and beverages. By further expanding the number of overseas buyers and countries/regions, we will do our best to arrange business meetings to meet the specific export needs of participating businesses. This session is a golden opportunity for developing business talks with overseas buyers. Don't miss this chance!

\*We will separately inform you about this event as soon as event details have been finalized.

[Countries/regions of expected buyers]

- Mongolia
- Thailand
- Korea
- U.S.A.
- Russia
- Hong Kong
- Singapore
- Taiwan

No. of businesses **15** (planned)



\*The site map is an image as of this point.

### Concurrent

## Sixth-Order Industrialization Fair, Niigata, 2017

Bridging powerful buyers seeking unique regional food products/ ingredients and producers addressing sixth-order industrialization.

This event aims to invite food buyers highly interested in so-called sixth-order industrialization products – the main target. The event is also full of unique plans and benefits for producers addressing sixth-order industrialization.

- Individual business meetings on an appointment basis
- Special seminar
- Dispatching planners: Consultation corner



### Total award **¥1.4 million** Sixth-Order Industrialization Grand Prize

We host the Sixth-Order Industrialization Grand Prize competition to honor food producers (exhibitors in the Sixth-Order Industrialization and Food Messe in Niigata) addressing sixth-order industrialization for their superior food products. We encourage participants to make enthusiastic presentations in the final screening. We will present high achievers with the Grand Prize, Niigata City Mayor Award, Japan Food Journal Award and so on after strict examination.

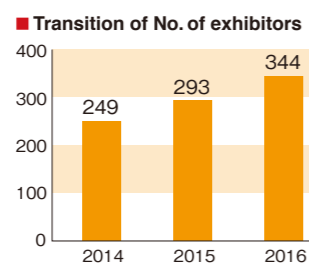


Mr. Yasushi Abe, President of Gran Farm Co., Ltd., shown as the 2nd Sixth-Order Industrialization Grand Prize winner.

# FOOD MESSE in NIIGATA 2017

**Point 1** The largest international general food trade fair on the Sea of Japan coast of Honshu Island.

Ever since the trade fair was established in 2007, it has improved each time it is held. The numbers of exhibitors, booths and visiting buyers have increased steadily. Marking the ninth in the series, this year's event holds high expectations as a business-matching venue in every aspect of food business thanks to synergy between regional food ingredients (centering on those from the Japan Sea coast) and exhibits/demonstrations of packaging materials, equipment and containers, to say nothing of new product trends. This event is also gaining a reputation as a venue for disseminating and gathering information, which will lead to increased business not only in the Japanese but also overseas markets.



**Point 2** Nearly 10,000 buyers come to FOOD MESSE looking for regional high-value-added products.

Regional food products and ingredients with original features that cannot be found in national-brand products are key points of differentiation for businesses engaging in food distribution and wholesale. In other words, these superb small-lot products have a good chance of success. Also notable is the ever-increasing number (up 16% over a year ago) of leading buyers from the Tokyo metropolitan area who are interested in regional food products and ingredients. Furthermore, Japan Food Journal Co. (the event manager) makes the most of its "FABEX" network to mobilize visitors, thereby powerfully supporting business matchings.



**Special exhibit** What you can do now to prepare for the unexpected

## The 2nd Disaster Food Corner

With cooperation from the Japan Disaster Society

In 2016, Food Messe tied up with The Japan Disaster Food Society to create the Disaster Food Corner for the first time in Japan. Under the theme of "What you can do now to prepare for the unexpected," from Niigata we will promote and disseminate what's new in disaster food. This corner plans to cultivate new sales channels by making the "rolling stock" concept better known to visitors. The idea is that people keep a constant stock of disaster food fresh by consuming older items in their daily lives and replacing them with fresher items.



Promoting attractive food-related products from participating overseas countries / regions!

## Overseas Pavilion

Overseas food ingredients brought to Niigata evolve Food Messe into a truly international trade fair.

We will set up the special Overseas Pavilion booth to expand sales channels for overseas products, targeting buyers from Niigata and other Japan Sea coast areas. Compared with the Tokyo metropolitan area and Kansai region, markets on the Japan Sea coast have been less accessible for overseas food producers. The Overseas Pavilion will prove to be a valuable opportunity for them to penetrate these markets.

Participating countries/regions in 2016

- U.K.
- Italy
- Australia
- Spain
- China
- Belgium



**39** companies in total

\*Details of the Sixth-Order Industrialization Fair and Disaster Food Corner will be available with a separate brochure. For inquiries, please contact the Executive Secretariat (c/o Japan Food Journal Co., Ltd.).

This event has been held eight times to date and has grown into an international general food trade fair indispensable to markets on the Japan Sea coast. Countless business match-ups have been arranged among exhibitors as well.

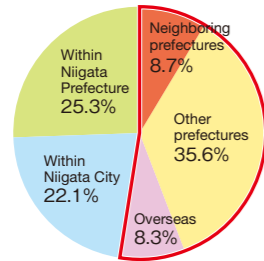
A huge number of buyers from Niigata and all over Japan need your products or services. Don't miss this valuable opportunity to expand your marketing channels.

## Exhibitor Advantages

### 1 A coveted opportunity to approach the Japan Sea coast

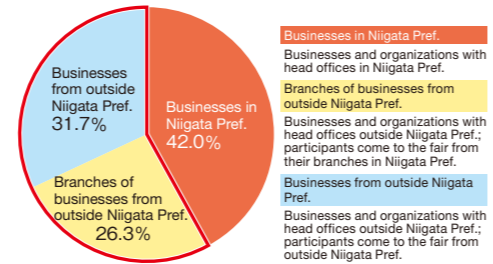
Numerous exhibitors from around Japan

[Ratio of Exhibitors by Region] (Results for 2016)



### 2 Visitors from within Niigata Pref. and across Japan

Foothold for developing Japan Sea Coast marketing channels

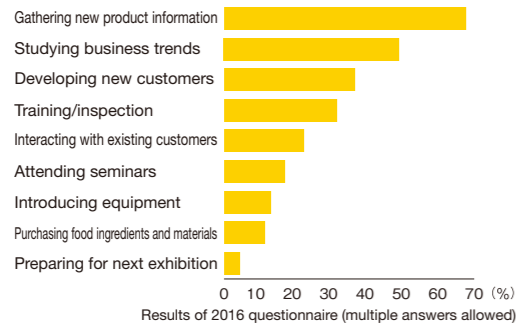


\*Visiting buyers were sampled using the Food Industry Almanac, the List of Food Manufacturers and the Guide to Japan's Food and Distribution Industries, which were then analyzed in terms of the number of businesses.

### 3 Visitors arrive with clear objectives

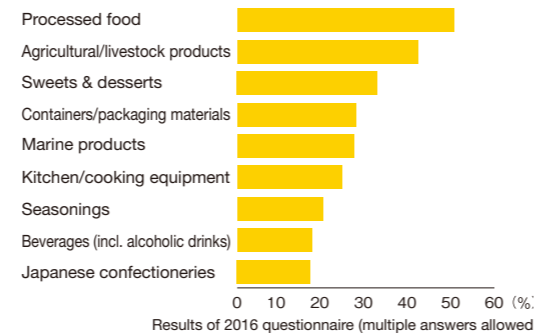
B-to-B meetings for concrete results

[Purposes for Attending]



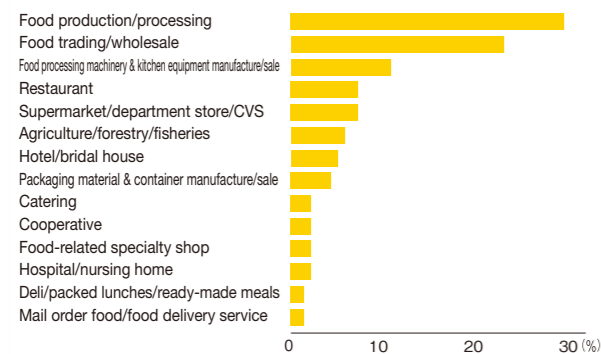
### 4 Exhibit items that interest visitors

Searching new trends in food



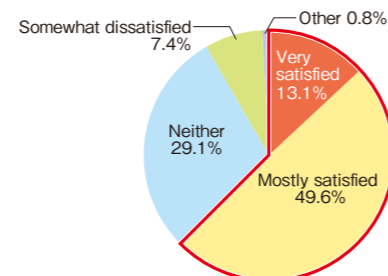
### 5 Many visitors from every industry sector

Serving as a market research venue



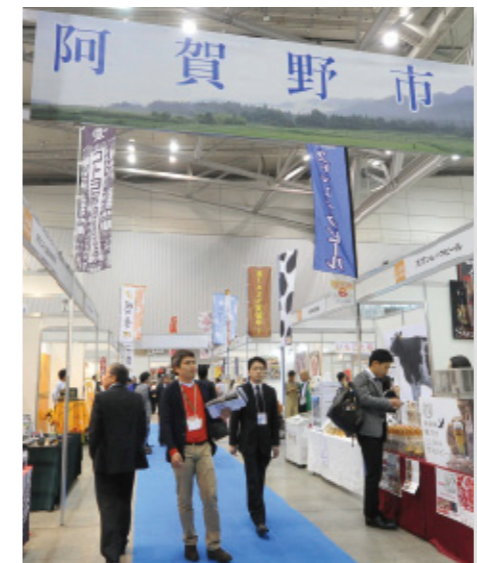
### 6 63% of visiting buyers were "Satisfied"

Proof of a high rate of success in contract conclusions



## Exhibition Classification

<b>Food products ingredients</b> 	<b>Exhibition Targets</b> ●Perishable food ●Processed food ●Regional specialties ●Business-use food products/ingredients ●Deli/packed lunch ●Cooked food ●Seasonings/spices ●Health food ●Japanese-/Western-style confectioneries ●Bakery/confectionery ingredients & materials ●Soft drinks ●Alcoholic beverages ●Nursing-/medical-care food ●Emergency food ●Overseas food importers, etc.	<b>Target Visitors</b> ●Supermarkets ●Department stores ●Convenience stores ●Drugstores ●Specialty shops/retailers ●Mail order businesses ●Restaurants ●Hotels/bridal houses ●Ready-made meal suppliers ●Japanese-/Western-style confectionery shops ●Cafés/bakery shops ●Catering services ●Trading firms/wholesalers ●Food makers, etc.
<b>Equipment implements</b> 	<b>Exhibition Targets</b> ●Food production/processing machinery ●Packaging equipment/systems ●Inspection, analysis, measuring equipment ●Kitchen facilities/equipment ●Confectionery/bakery equipment ●Shop facilities ●Shop equipment ●Catering facilities ●Sanitary equipment ●Sanitary materials, etc.	<b>Target Visitors</b> ●Food makers ●Food processors ●Food processing plants/central kitchens ●Ready-made meal suppliers/vendors ●Restaurants ●Catering services ●Supermarkets ●Food producers ●Japanese-/Western-style confectionery shops ●Cafés/bakery shops ●Hotels/bridal houses ●Medical-/nursing-care facilities ●Specialty shops ●Trading firms/wholesalers, etc.
<b>Containers packaging</b> 	<b>Exhibition Targets</b> ●Food packaging equipment ●Food packaging materials ●Plastic containers ●Paper containers ●Labels ●Packages ●Ceramics/lacquerware/glass tableware ●Cutlery ●Table cloth, etc.	<b>Target Visitors</b> ●Food makers ●Food processors ●Restaurants ●Ready-made meal suppliers ●Catering services ●Hotels/bridal houses ●Supermarkets ●Department stores ●Japanese-/Western-style confectionery shops ●Specialty shops/retailers ●Cafés/bakery shops, etc.
<b>Industry-academia collaboration &amp; others</b> 	<b>Exhibition Targets</b> ●Universities ●Vocational schools ●Groups ●Organizations ●Shop design ●Shop furniture ●Promotional displays ●Customer management systems ●Novelty/sales promotional goods ●Franchise businesses ●Consulting services, etc.	<b>Target Visitors</b> ●Food makers ●Food processors ●Restaurants ●Ready-made meal suppliers ●Catering services ●Trading firms/wholesalers ●Supermarkets ●Department stores ●Specialty shops/retailers ●Hotels/bridal houses ●Japanese-/Western-style confectionery shops ●Cafés/bakery shops ●Mail order businesses, etc.



Participation by chambers of commerce and industry and local governments has been established. This means superb regional products that were formerly less well-known have now come to the fore.

Instances of collective participation under the name of chambers of commerce and industry or local governments are increasing sharply, supporting smaller businesses that otherwise find it difficult to expand their sales channels independently. They are making effective use of FOOD MESSE as an opportunity for both sales channel expansion and regional revitalization. By attending an exhibitor briefing and seminars, their participation has produced significant results to date.



- Organizational exhibitors in 2015 / 2016**
- Agano "Food" Business Matching Council ● Akiba-ku "Ichioshi" Council ● Arai Commerce & Industry (Myoko Brand Development Study Group) ● Arai Commerce & Industry ● Itoigawa Commerce & Industry ● Itoigawa "Nariwai" Network ● Cross-Industrial Collaborative "Imo-sienne" Project Council ● Ogata Chamber of Commerce & Industry ● Ojiza City ● Kajigawa Chamber of Commerce & Industry ● Konan-ku Specialty Food Development Council ● Sado United Chambers of Commerce & Industry (Kanai CCI) ● Shibata Area Agriculture Promotional Council ● Naka/Higashi-Kambara Area Agriculture Promotional Council ● Tsubame Chamber of Commerce & Industry ● Nakajo Town Chamber of Commerce & Industry ● Nagano Prefecture "Oishii Shinshu Food (Climate)" ● Nagano-ken Kijimadaira Village Sixth-Order Industry Promotional Council ● Niigata City Kita-ku Specialties Study Council ● Niigata City Office Disability Welfare Division ● Niigata City Minami-ku Cross-Industrial Collaborative "Gatchiri" Project ● Niigata City Chamber of Commerce & Industry ● Western Niigata Area Agriculture Promotional Council ● Niigata Area Agriculture Promotional Council ● Nishikan-ku Industry & Tourism Division ● New Hamanako Agri-Forum Executive Committee ● Noh Chamber of Commerce & Industry ● Higashi-ku Rekishi Roman Project Executive Committee ● Fukushima Prefecture ● Maki Chamber of Commerce & Industry ● Minami-Uonuma City ● Minami-Uonuma City ● Yamagata Food Industry Cluster Council ● Yokogoshi Chamber of Commerce & Industry