

Exhibition Regulations (Excerpt)

*For details, please refer to the attached Exhibition Regulations (full text).

How to apply for the exhibition

After confirming 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 post or fax.

[Application deadline] Friday, August 24, 2018

※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 has 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 by the organizer 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.

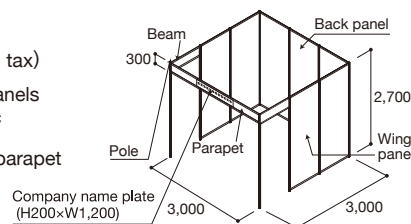
Exhibition fee system

Regular booths

3m×3m(9m²) 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

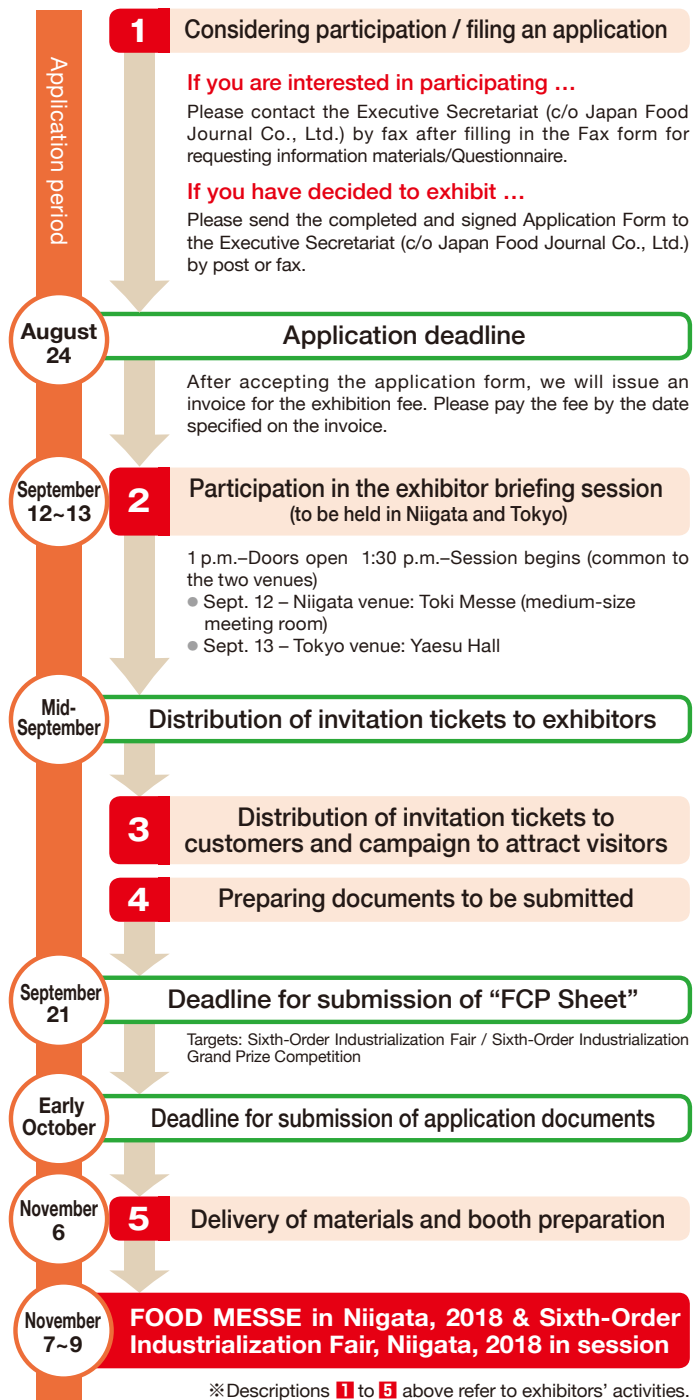


■ The Work Execution Secretariat (c/o Shinsen Co., Ltd.) will also respond to requests for decoration of non-regular booths (on a separate price quotation basis).

■ 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)

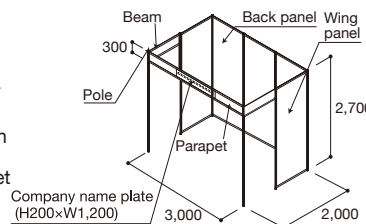


Booths for food product / ingredient exhibitors

3m×2m (6m²) 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



FOOD MESSE
in NIIGATA 2018

<http://foodmesse.jp>

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)25-242-3315 Fax: +81-(0)25-241-0768
(Inquiries accepted 9:30a.m.–6:00p.m. on weekdays)

10TH ANNIV. FOOD MESSE
in NIIGATA
The 10th FOOD MESSE in Niigata, 2018

Exhibition Guide

FOOD MESSE
in NIIGATA, 2018

The 4th Sixth-Order Industrialization Grand Prize Competition

The 5th Sixth-Order Industrialization Fair, Niigata, 2018

Application Deadline | Friday, August 24, 2018 |

Period Wednesday, November 7 ~ Friday, November 9, 2018

Venue Toki Messe Niigata Convention Center (Exhibition Hall / Main Hall)

Organizer FOOD MESSE in NIIGATA 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

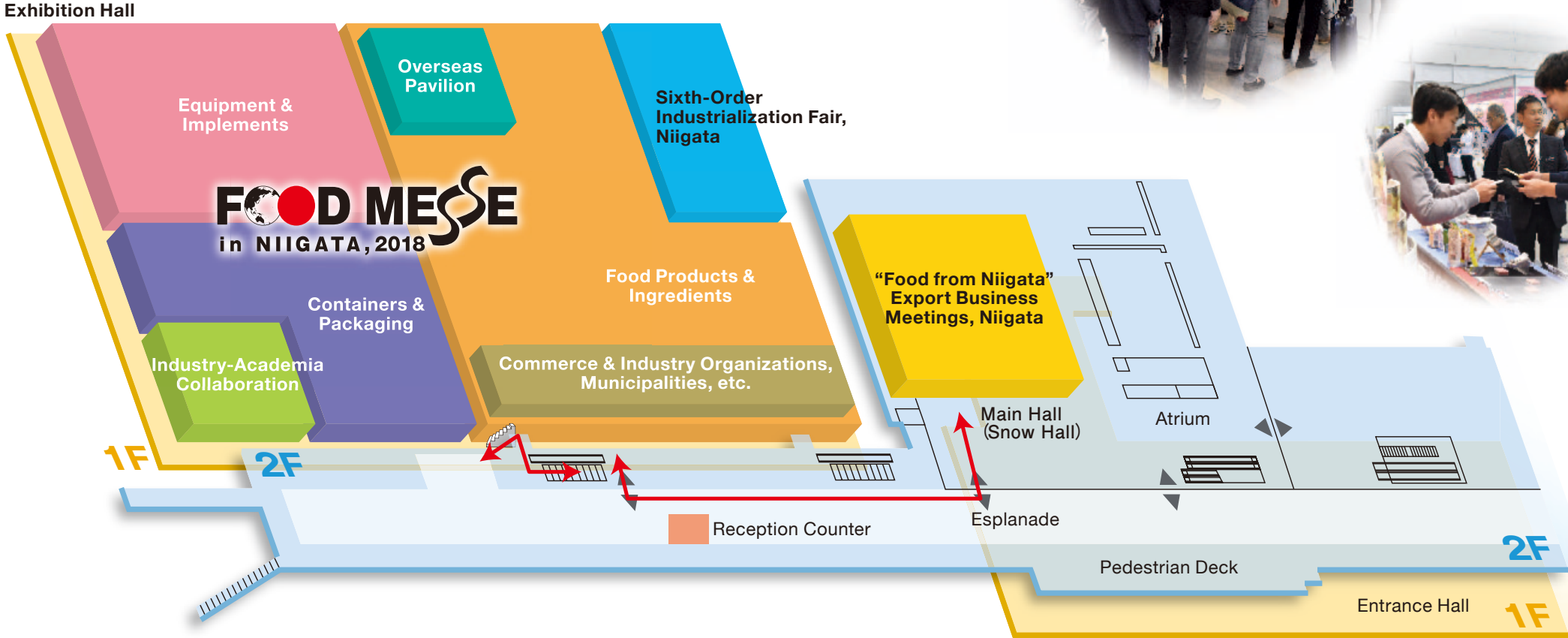
Food Messe Search <http://foodmesse.jp>



The Largest Ever International General Food Trade Fair!

500 corporate exhibitors will attract 11,000 visitors!!

Name	▶ The 10th International Food Trade Fair in Niigata FOOD MESSE in Niigata, 2018
Concurrent Events	▶ The 5th Sixth-Order Industrialization Fair, Niigata, 2018; The 4th Sixth-Order Industrialization Grand Prize Competition; The 4th “Food from Niigata” Export Business Meetings, 2018
Period	▶ Wednesday, November 7–Friday, November 9, 2018 10a.m.–5p.m.(till 4p.m. on the final day)
Venue	▶ Niigata City Convention Center Toki Messe (Exhibition Hall / Main Hall)
MainTheme	▶ “In Quest of Better Food”
Organizer	▶ FOOD MESSE in Niigata 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	▶ 500 corporate exhibitors expected (previous event : 450)
Target Number of Visitors	▶ 11,000 (previous event : 10,033)
Admission	▶ ¥3,000/person (tax included) *Admission free for invitation ticket bearers



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

Keywords: “Originality”, “Added Value”, “Local Colors”



Equipment & Implements

A variety of state-of-the-art kitchen equipment featured

Food manufacturers and processors account for a high percentage of visitors to Food Messe in Niigata. As such, it is now widely recognized as a valuable venue for makers to exhibit and demonstrate their state-of-the-art equipment, providing users in and around the Niigata region with an ideal opportunity for exposure to the latest trends and information. In fact, there have been a number of reports of makers who successfully delivered large-scale equipment. This is why this event is coming to the fore as a major factor contributing to increased productivity on the part of users, and is expanding in scale year by year.





Containers & Packaging

Take advantage of food industry-focused effective proposals.

This section targets exhibits from all food-related fields – from production through to consumption – such as deli food, lunch box containers, labels and gift-wrapping materials as well as food ingredients, tableware and cutlery. Exhibitors can expect collaboration not only with visiting buyers but also other exhibitors with booths in the Food Products & Ingredients section.



Disseminating attractive food-related products from overseas!

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 for foreign exhibitors to expand sales channels for their products, targeting buyers from Niigata and other Japan Sea coast areas. It is a coveted venue because they have had limited opportunities to approach Japan Sea coast markets than those in the Tokyo and Kansai regions.

Previous participants

- Australia
- Belgium
- Italy
- Spain

(In alphabetical order)





Many buyers visit with clear objectives, seeking products full of “Local Colors”, “Primary Products” and so forth!

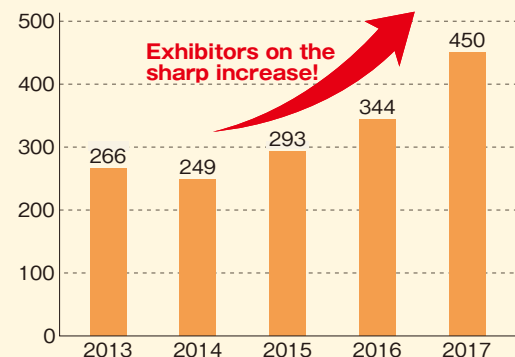
Features of FOOD MESSE

- Unique and highly motivated smaller businesses participate as exhibitors.
- Many buyers visit, seeking differentiation but not sticking to lot sizes.
- Kitchen equipment adapted to regional characteristics are on exhibit, contributing to enhancing regional industrial strength.
- Full support is available from Japan Food Journal Co., Ltd.

Point 1

Ever-increasing number of exhibitors!

◎ Transition of No. of exhibitors



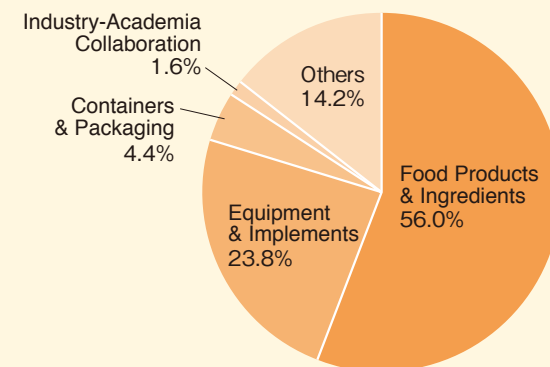
Exhibitors' Voices

We were able to enter into a business talk with an unexpectedly major buyer.

Interactions not only with visitors but also other exhibitors inspired us with ideas for new product development.

Enabling diverse business matchings!

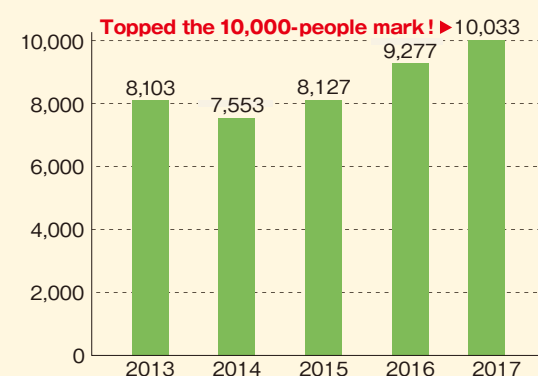
◎ Breakdown of exhibitors by type of industry (2017)



Point 2

A diverse range of visitors that only this international food trade fair could attract.

◎ Transition of No. of visitors



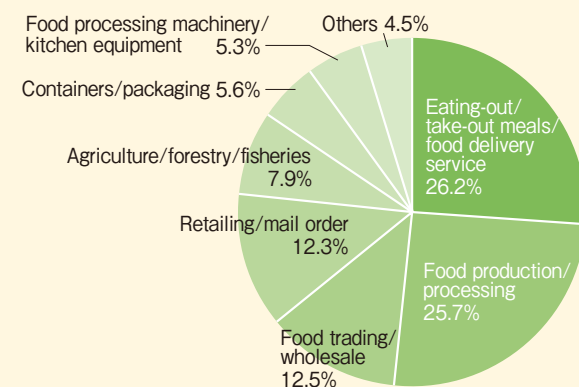
Visitors' Voices

There were many exhibits that we could hardly find in the Tokyo metropolitan area, which made our visit truly worthwhile.

We were impressed with a Niigata-like wide range of exhibits, from marine products to processed food.

A chance to meet some 10,000 potential customers!

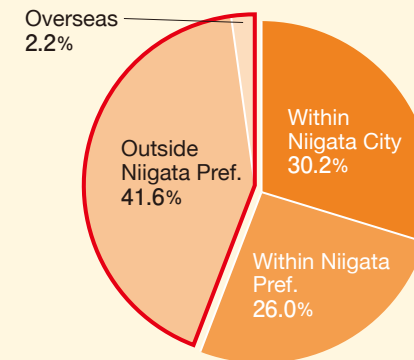
◎ Breakdown of visitors by type of industry (2017)



Point 3

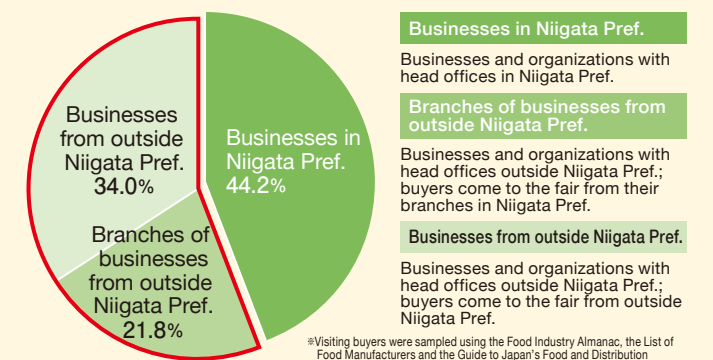
The event scale has expanded nationwide in terms of exhibitors and visitors.

◎ Breakdown of exhibitors by region (2017)



Expand your sales channels not only within Niigata Pref. but also to neighboring prefecture and even the Tokyo metropolitan area!!

◎ Breakdown of corporate buyers by region (2017)

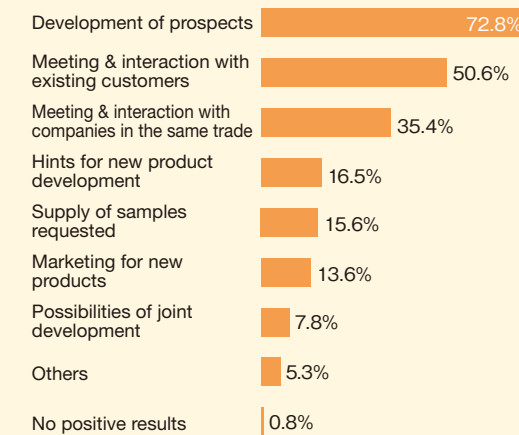


*Visiting buyers were sampled using the Food Industry Almanac, the List of Food Manufacturers and the Guide to Japan's Food and Distribution Industries, which were then analyzed in terms of the number of businesses.

Point 4

B-to-B meetings for concrete results

◎ Exhibitors' benefits by type of achievement



**Based on results of 2017 questionnaire survey of exhibitors in 2017 (multiple answers allowed)

Offering meeting opportunities with visiting buyers with clear objectives.

◎ Exhibit items that interest buyers



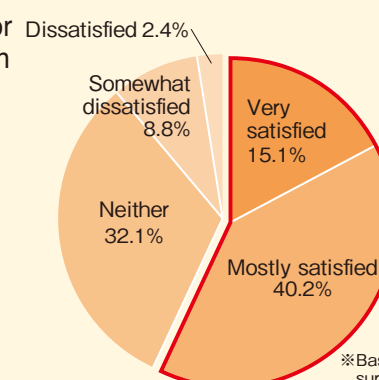
**Based on results of 2017 questionnaire survey of visitors in 2017 (multiple answers allowed)

特微 5

Both exhibitors and visitors were “Satisfied”

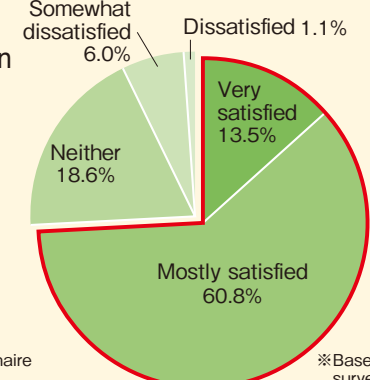
We will enhance the quality of Food Messe even further!

◎ Exhibitor satisfaction level



**Based on 2017 questionnaire survey of exhibitors

◎ Visitor satisfaction level



**Based on 2017 questionnaire survey of visitors