

Official Timeline

Application period

Wed., Jun.15 (Scheduled)

1 Considering participation / Application

If you are interested in participating ...
Please contact the Executive Secretariat (c/o Japan Food Journal Co., Ltd.) by fax after filling in the Fax form for requesting information materials/Questionnaire.

Briefing/seminars for prospective exhibitors
Timeline: 1p.m. - Doors open / 1:30p.m. - Session begins
Venue: Toki Messe (meeting rooms 203&204)
*The session will also be webcast.

If you have decided to exhibit ...
After confirming the attached "Exhibition Regulations," please send the completed and signed Application Form to the Executive Secretariat (c/o Japan Food Journal Co., Ltd.) by post or fax.

Wed., Aug.31 Application deadline

*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.

Tue., Sept.20 (Scheduled)

2 Participation in the exhibitor briefing session
Timeline: 1p.m. - Doors open / 1:30p.m. - Session begins
Venue: Toki Messe (medium-size meeting room 302)
*The session will also be webcast.

Agenda: Explanation of key points regarding Exhibition Essentials and application; Announcement of booth location arrangement; Seminar on effective use of this exhibition.
Each exhibitor is requested to make sure that they adjust their schedule to have at least one representative participate in this session in person or online.

Mid-Sept. Distribution of "Visitor Guide" (invitations) to exhibitors

3 Distributing invitations to customers and campaign to attract visitors

4 Preparing and submitting required documents

Fri., Oct.7 Deadline for submission of application documents

Tue., Nov.8 5 Delivery of materials and booth preparation

Wed., Nov.9 ~ Fri., Nov.11 FOOD MESSE in NIIGATA, 2022 & Sixth-Order Industrialization Fair, Niigata, 2022 in session

*Descriptions 1 to 5 above refer to exhibitors' activities.

Option only for single-booth participants Two-side-open booths (square booths) can be offered

¥20,000 (excl. tax) (¥22,000 incl. tax) ***Availability limited**

- Targets: One-booth (either regular booth or food product/ingredient booth) participants
 - If you apply for this offer, you may be able to use a two-side-open booth (square booth).
 - Please note, however, that we may not be able to meet your expectations because of limited availability.
- *The organizer will determine these booth locations based on the Exhibition Regulations.
*Once all these booths have been fixed, after the event we will send to each exhibitor an invoice for the booth fee, booth construction and other related costs all together.

FOOD MESSE in NIIGATA, 2022

Executive Secretariat(c/o Japan Food Journal Co.,Ltd.)

Japan Food Journal Business Support Headquarters, Yahubara Bldg. 6F, 2-14-4, Hatchobori, Chuo-ku, Tokyo 104-0032
Phone: +81-(0)3-3537-1077 (Inquiries accepted: 9:30 a.m.~5:30p.m. on weekdays)
Fax: +81-(0)3-3537-1088 E-mail: contact@foodmesse.jp <https://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: 9:30 a.m.~6:00 p.m. on weekdays)

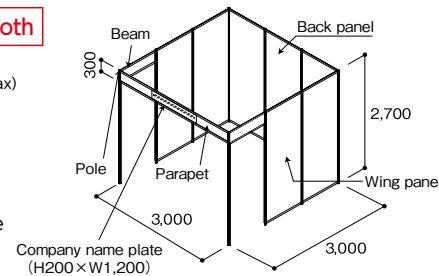
Exhibition fee system

Regular booths

3m×3m(9m) per booth

¥120,000 (excl. tax)
(¥132,000 incl. tax)

- Items included in the booth fee (per booth)
- ① Back panel, wing panel, parapet
- ② Company name plate (1pc.)

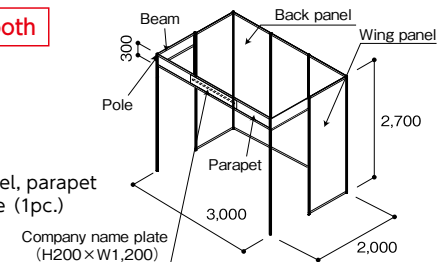


Special booths for food product/ingredient exhibitors

3m×2m(6m) per booth

¥90,000 (excl. tax)
(¥99,000 incl. tax)

- Items included in the booth fee (per booth)
- ① Back panel, wing panel, parapet
- ② Company name plate (1pc.)

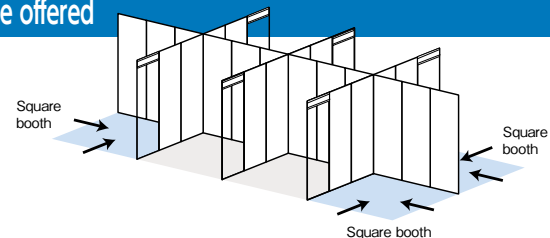


- Any items not included in the above should be optional.
*Use of regular booths by organizations (commercial, industrial and others) is also possible. If interested, please consult us separately.
- The Work Execution Secretariat (c/o Shinsen Co., Ltd.) will also respond to requests for decoration of non-regular booths (on a separate price quotation basis).
- Single (tandem) booth arrangement in the case of three booths or less.

Examples of optional items

- Table: ¥1,000 (excl. tax) (¥1,100 incl. tax per unit)
- Pipe chair: ¥500 (excl. tax) (¥550 incl. tax per unit)
- Fluorescent light (40W): ¥3,500 (excl. tax) (¥3,850 incl. tax per unit)
- 100V power supply outlet: ¥9,500 (excl. tax) (¥10,450 incl. tax per unit) (includes primary wiring works charge + fee for 1kW power usage)

*Charges shown here are for reference only. For details, please refer to the Exhibition Essentials.



Access

- To Toki Messe from expressway ICs
[Nihonkai-Tohoku Expwy] Approx. 20 min. from Kameda IC
[Ban'etsu Expwy] Approx. 30 min. from Niigata-chuo IC
[Hokuriku Expwy] Approx. 30 min. from Niigata-nishi IC
- To Toki Messe from Niigata Station
10 min. by bus #3 (bound for Sado Kisen via Toki Messe)
from JR Niigata Sta. Bandai-guchi Bus Terminal
5 min. by taxi or 20 min. walk from JR Niigata Sta. Bandai-guchi Exit
- To Toki Messe from Niigata Airport
Approx. 20 min. by taxi

Exhibition Guide

The 14th Major International General Food Trade Fair

FOOD MESSE in NIIGATA, 2022

Period : Wednesday, November 9~Friday, November 11, 2022
Venue : Toki Messe Niigata Convention Center - Exhibition Hall

Concurrent Events

The 9th Sixth-Order Industrialization Fair, Niigata, 2022

The 7th Sixth-Order Industrialization Grand Prize Contest
(Hosted by Japan Food Journal Co., Ltd.)

Application Deadline

Wednesday, August 31, 2022

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

<https://foodmesse.jp>



A “Major International General Food Trade Fair” showcasing attractive regional resources and up-to-the-minute information

Largest in scale on the Japan Sea coast

FOOD MESSE in NIIGATA, 2022

Toki Messe Niigata Convention Center-Exhibition Hall

Event Outline

- | | |
|---|--|
| <p>Name ● The 14th International Food Trade Fair in Niigata FOOD MESSE in NIIGATA, 2022</p> <p>Concurrent Events ● The 9th Sixth-Order Industrialization Fair, Niigata, 2022
The 7th Sixth-Order Industrialization Grand Prize Contest (hosted by Japan Food Journal Co., Ltd.)</p> <p>Period ● Wednesday, November 9~Friday, November 11, 2022
10 a.m.~5 p.m. (till 4 p.m. on the final day)</p> <p>Venue ● Toki Messe Niigata Convention Center (Exhibition Hall)</p> | <p>Main Theme ● “In Quest of Better Food”
~Creating new value — inspired by both tradition and the latest in trends~</p> <p>Organizer ● FOOD MESSE in NIIGATA Executive Council / Niigata City</p> <p>Managed by ● Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee</p> <p>Event Scale ● 420 corporate exhibitors expected / 420 booths</p> <p>Target Number of Visitors ● 11,000</p> |
|---|--|

*In holding this exhibition, we ensure the safety of exhibitors, visitors and other people concerned by complying with the government-specified “Basic policy for preventing the spread of COVID-19” and Japan Exhibition Association’s “Guidelines for stopping the spread of COVID-19 in the exhibition industry” as well as related guidelines from Niigata Prefecture and Niigata City offices.

Targeted Exhibit Categories

Food Products & Ingredients

Buyers seek new encounters with agricultural/livestock products and processed food rich in regional flavors, as well as the latest additions of trendy products!

- Agricultural/livestock/marine products that reflect regional climates and traditions
- Processed food products based on traditional methods and using regional resources
- Value-added processed food products made using state-of-the-art manufacturing methods
- Trend-conscious (such as SDGs) processed food products
- Processed food products responding to current consumer needs of the times, such as health, convenience and time-saving, etc...

Municipalities, Commerce & Industry and Other Organizations Can promote their regional brands effectively.

- Food products made by processing local specialties
- Local farm/marine products
- Food products based on local traditions
- Local specialties and crafts such as tableware and kitchen utensils
- Other products related to food, etc... ▶ For details, see page 3

Embassies, Foreign Companies and Importers

Ideal for cultivating markets on the Japan Sea coast, FOOD MESSE is a coveted opportunity to promote your overseas products.

- Agri./forestry/marine products
- Frozen food
- Confectionery
- Seasonings
- Alcoholic beverages, etc...

Equipment & Implements

Exhibitors showcase their own solutions to meet ever-growing customer needs for streamlined operation and for equipment renewal or new installation.

- Food machinery that contributes to automated/labor-saving operation and realizes AI-based operation
- Store equipment that realizes energy-saving, ICT-based operation and robotization
- Kitchen equipment that realizes labor-saving, energy-saving and ICT-based operation
- Cookware and so forth dedicated to business use, etc...

Containers & Packaging / Hygiene Materials

Containers & packaging indispensable to product development are showcased; also featured are hygiene materials coming to the fore under the COVID-19 pandemic.

- Tableware and cutlery characterized by their material, function or design
- Trays/packs characterized by their design, function or material
- Packages and wrapping supplies characterized by their design, eco-friendliness or function
- Seals and labels that realize higher efficiency and resource-saving
- Disinfectants/sterilizers designed for high function and increased efficiency
- Masks/gloves and so forth characterized by their function, material or design, etc...

etc. Information, Services and Others

- Industry-Academia joint research related to food development
- Information equipment that supports food industries
- Store & interior construction
- Consultant services
- Sales promotion/display
- Publishing, etc...

5 Features of FOOD MESSE in NIIGATA

1 From across Japan to Niigata and vice versa ... Expand sales channels with Niigata as your base.

- Niigata City is the only government-designated major city on the Japan Sea coast. As such, it functions as the region’s hub of information exchange and logistics, thereby serving as a strategic location for promoting business with neighboring areas. FOOD MESSE in NIIGATA, therefore, is a coveted opportunity for cultivating markets on the Japan Sea coast as it attracts numerous food-related businesses with business bases within Niigata. At the same time, buyers interested in superb regional products come to this event from the Tokyo Metropolitan Area as well as Niigata’s neighboring areas. This means it is another benefit for you to expand your sales channels far and wide.



2 Disseminating up-to-date trends in every field related to “Food.”

- FOOD MESSE in NIIGATA is a general food trade fair, where the latest information gathers from every field related to “Food.” It is an ideal venue for you to propose your food products and ingredients as well as state-of-the-art equipment, utensils and materials for labor-saving and higher efficiency — those products that reflect vital themes of our new era, such as effective use of regional resources, sustainability, “free-from” food, and organic food.

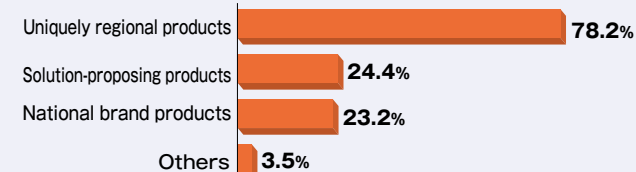


3 Numerous motivated buyers visit, who seek products with distinctly regional originality.

- Food buyers focus on creating a line-up of products that differentiate them from the competition. FOOD MESSE in NIIGATA has enjoyed a high reputation among many buyers as an excellent opportunity for discovering superb yet lesser known regional brands and products. While being a vital opportunity for exhibitors to cultivate new customers, this exhibition also allows them to gather ideas to improve and develop their products.

● Products sought by buyers

*Based on 2021 visitor questionnaire survey (multiple answers allowed)



4 Creation of a new meeting venue for food trade people is made possible by a hybrid-type information exchange that combines actual event staging and online communication.

- In addition to its actual event staging, we support FOOD MESSE in NIIGATA through effective use of online communication for exhibitor briefing and pre-event seminars. In addition to business meetings in person, when it comes to prearranged matching of food businesses for individual meetings, we also arrange online business meetings connecting exhibitors to buyers in remote areas.



*Business meetings going on at a special area in the event site.

5 Diverse support menus are available to help small businesses achieve good results through trade fair participation.

- Sales channel expansion is a common challenge for small businesses, but costs for participation in trade fairs are often too great a burden. In terms of participation costs, FOOD MESSE in NIIGATA pleases small businesses and various organizations because it is considered more accessible than other large-scale trade fairs. Various support menus such as seminars on a “delivery” basis are welcomed by less experienced exhibitors as a means of achieving good results.



From across Japan to Niigata, and from Niigata to across Japan ...

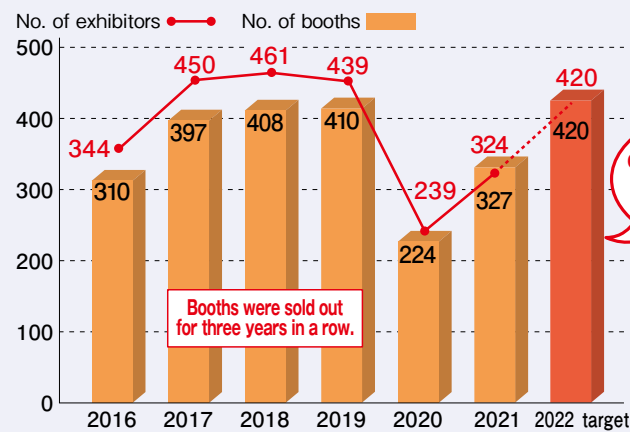
A truly valuable chance of sales channel expansion, with Niigata as the starting point!!

FOOD MESSE in NIIGATA as viewed in graphs

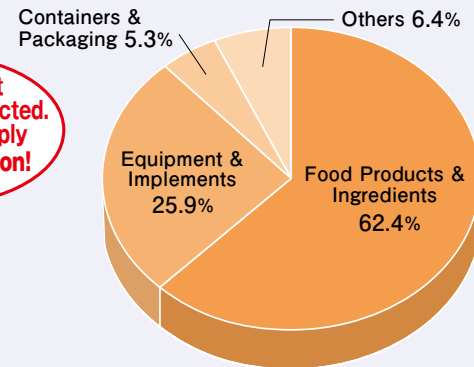
- A number of unique and highly motivated small businesses participate as exhibitors.
- Meet an increasing number of value-added exhibits in tune with the needs of a new era.
- Numerous buyers visit, who seek differentiation and do not stick to lot sizes.
- Combined with effective demonstrations, equipment/utensils on exhibit geared for higher efficiency and greater added value raise expectations of business meetings with visitors who plan equipment replacement.

1 As many as 420 booths, the largest ever in scale, are made available to help get business meetings out of the COVID-19 pandemic.

● Transition of No. of booths and exhibitors



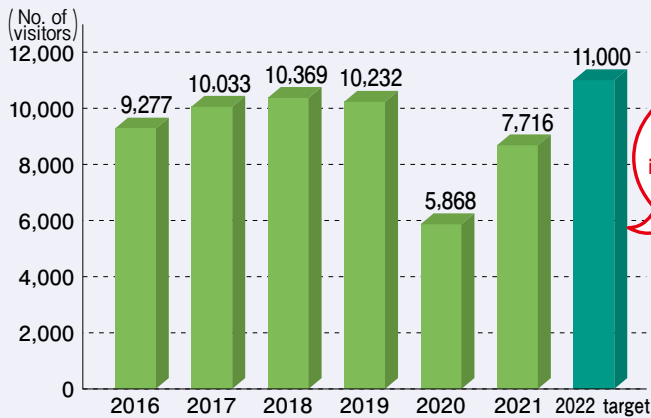
● Breakdown of exhibitors by type of industry (2021)



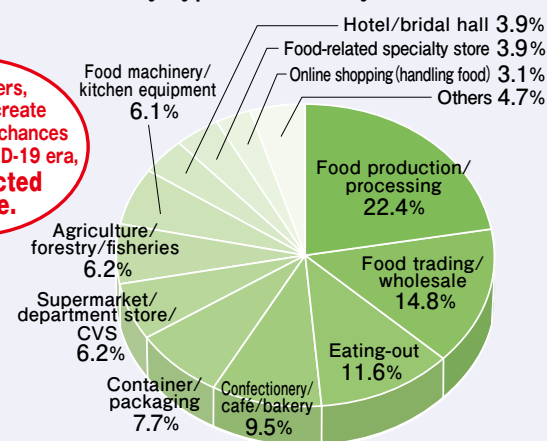
Early sellout of booths is expected. Be quick to apply for participation!

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

● Transition of No. of visitors



● Breakdown of visitors by type of industry (2021)



Many buyers, wishing to create new business chances in the post-COVID-19 era, are expected to come.

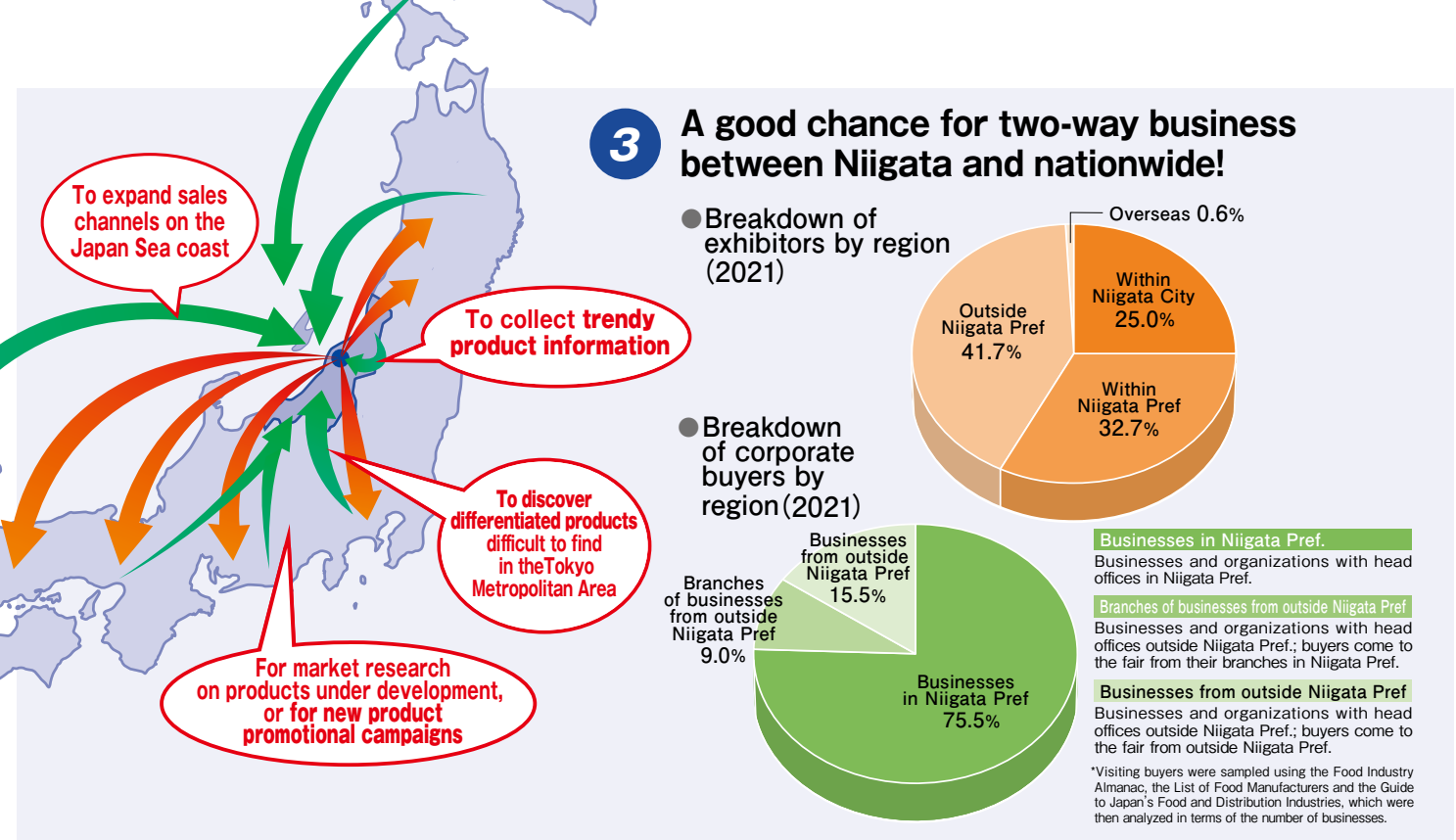
Exhibitor Feedback

The business meeting with prospects in person proved to be valuable for developing new transactions. (Producer)

Visitors' spot-on advice about our products gave us a lot of ideas for new product development. (Food manufacturer)

Interaction with buyers opened our eyes to what consumers really found appealing in our products, which we were not aware of previously. Overall, such meetings were very productive, which, I was convinced, would lead to new business. (Producer)

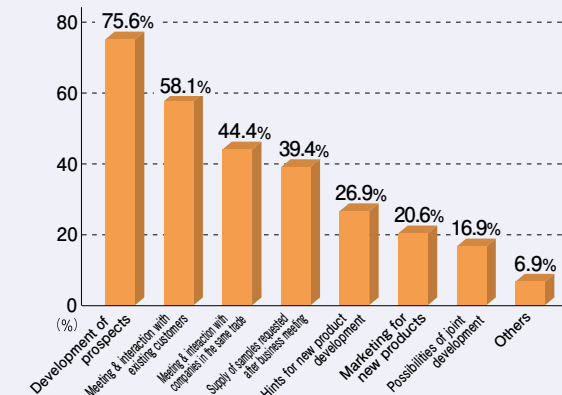
This year was our first participation in this event, where we could learn trends of other exhibitors and tips for an effective business meeting. For the next year's event, we will be much better prepared so that we can approach customers more effectively. (Organization)



4 Both exhibitors and visiting buyers have clear objectives

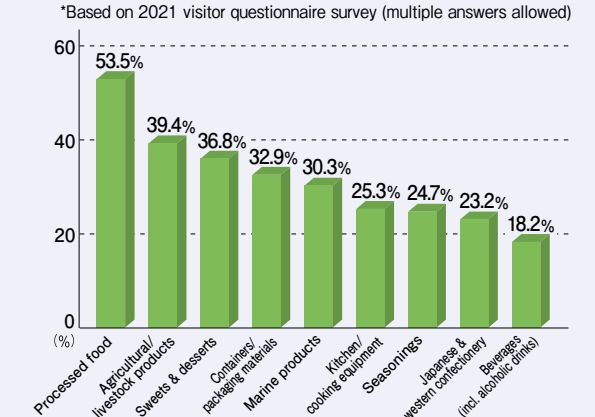
● Exhibitors' benefits by type of achievement

*Based on 2021 exhibitor questionnaire survey (multiple answers allowed)



● Exhibit items that interest buyers

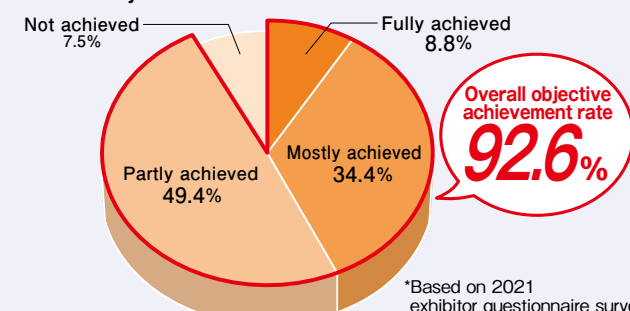
*Based on 2021 visitor questionnaire survey (multiple answers allowed)



5 An overwhelming proportion of exhibitors and visitors reported that their satisfaction levels were "More than expected."

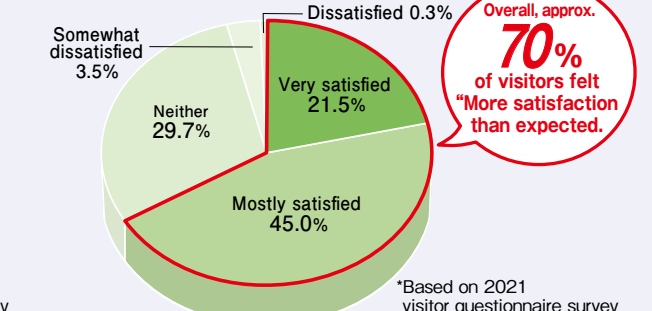
● Exhibitor's objective achievement rate

*Based on 2021 exhibitor questionnaire survey



● Visitor satisfaction level

*Based on 2021 visitor questionnaire survey



Visitor Feedback

I knew online interaction would be convenient. But, to achieve good results, I recognized anew that it's much better to see products with my own eyes and interact with producers in person. (Eating-out business)

This exhibition was really valuable as we were actually able to sample food even during the COVID-19 pandemic. (Civil service, organization)

The number of exhibitors appeared less than the usual year probably due to the COVID-19 pandemic. Conversely, we could feel and receive exhibitors' enthusiastic messages striving to overcome such difficulties. (Online shopping)

This year's business meetings were very active and productive. In order for this event to thrive even more, we'd like the organizer to provide exhibitors with easy access to seminars on the ABC of effective use of business meetings. (Food trading/wholesale)