

Official Timeline

Application period

1 Considering participation / Application

If you are interested in participating ...
Please contact the Executive Secretariat by e-mail or fax after filling in the Fax form for requesting information materials/Questionnaire.

Briefing/seminars for prospective exhibitors
Timeline: 1 p.m. - Doors open / 1:30 p.m. - Session begins
Venue: Toki Messe Niigata Convention Center (meeting rooms 303 & 304)
*The session will also be webcast.

Free to Attend!

- Features of FOOD MESSE in NIIGATA
- Benefits and expected effects of participation
- Exhibition Essentials and how to exhibit
- Services available for exhibitors
- Preparations to make your participation a success (seminar)

*Please contact the Executive Secretariat for details and application.

If you have decided to exhibit ...
After confirming the attached "Exhibition Regulations," please send the completed and signed Application Form to the Executive Secretariat by e-mail or fax.

Thur., Jun. 22

Thur., 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. So, be quick to apply.

Fri., Sept. 15

2 Participation in the exhibitor briefing session
Timeline: 1 p.m. - Doors open / 1:30 p.m. - Session begins
Venue: Meeting room in Bandajima Bldg. 6th fl.
*The session will also be webcast.

Agenda: Announcement of booth location arrangement; Explanation of key points regarding Exhibition Essentials and application; 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 invitations ("Visitor Guide") to exhibitors

3 Distributing invitations ("Visitor Guide") to customers and campaign to attract visitors

4 Preparing and submitting required documents

Fri., Oct. 6 Deadline for submission of application documents

Tue., Nov. 7

5 Delivery of materials and booth preparation

Wed., Nov. 8 ~ Fri., Nov. 10

FOOD MESSE in NIIGATA, 2023, Sixth-Order Industrialization Fair, Niigata, 2023 & "The Future of Rice from Niigata" Fair, 2023 in session

Fri., Nov. 10

6 Removal and carrying-out

*Descriptions 1 to 6 above refer to exhibitors' activities.

Option only for single-booth participants

Two-side-open booths (square booths) can be offered

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

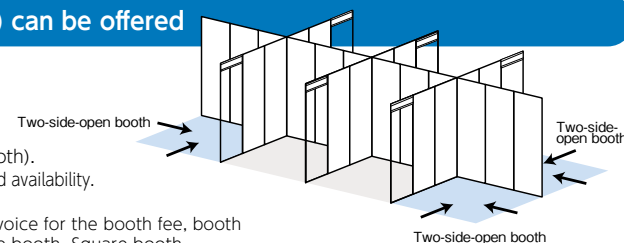
● Targets: One-booth (regular booth, food product/ingredient booth, or "The Future of Rice from Niigata" Fair special booth) participants

■ 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 fully 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. (Booth illustration) Square booth Square booth



Exhibition fee system

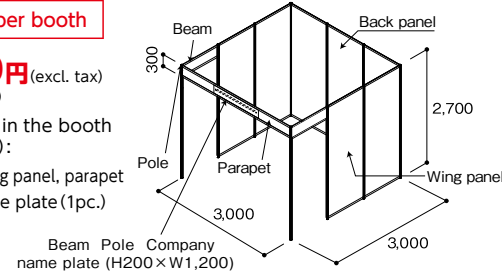
Regular booths

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.)



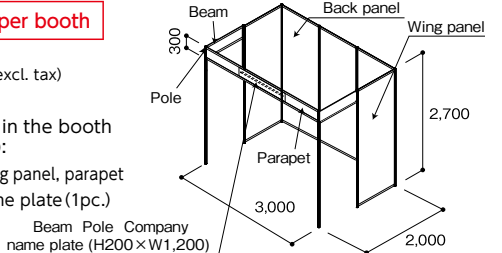
Special booths for food product/ingredient exhibitors

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.)



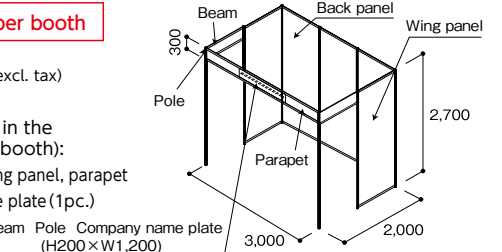
Special booths for "The Future of Rice from Niigata" Fair

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 (available from our rental equipment list).
- The Executive Secretariat will also respond to requests for decoration of non-regular booths.
- Use of regular booths by organizations (commercial, industrial and others) is also possible. If interested, please consult us separately.
- Single (tandem) booth arrangement in the case of three booths or less.

Examples of rental 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)
- Electric charge: ¥8,800 (incl. tax)/1kw

*Charges shown here are subject to change. Definite amounts will be published on the Exhibition Essentials and other materials to be distributed in the Exhibitor Briefing Session on Fri., Sep. 15.

Exhibition Guide

SINCE 2007
15th
FOODMESSE
in NIIGATA

FOOD MESSE in NIIGATA, 2023

Period: Wednesday, November 8 ~ Friday, November 10, 2023

Venue: Toki Messe Niigata Convention Center [Exhibition Hall]

Concurrent Events

The 10th Sixth-Order Industrialization Fair, Niigata, 2023

The 8th Sixth-Order Industrialization Grand Prize Contest
(Hosted by Japan Food Journal Co., Ltd.)

in commemoration of the 15th FOOD MESSE in NIIGATA

Special Event "The Future of Rice from Niigata" Fair, 2023

Application Deadline

**Thursday,
August 31, 2023**

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 in NIIGATA, 2023
Executive Secretariat
(c/o Japan Food Journal Co., Ltd.)

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

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From across Japan to Niigata and vice versa ... A “Major International General Food Trade Fair” showcasing attractive regional resources and up-to-the-minute information

Event Outline

Name	● The 15th International Food Trade Fair in Niigata FOOD MESSE in NIIGATA, 2023	Main Theme	● “In Quest of Better Food” ~ Creating new value — inspired by both tradition and the latest in trends ~
Concurrent Events	● The 10th Sixth-Order Industrialization Fair, Niigata, 2023 ● The 8th Sixth-Order Industrialization Grand Prize Contest (hosted by Japan Food Journal Co., Ltd.) ● Special Event: “The Future of Rice from Niigata” Fair, 2023	Organizer	● FOOD MESSE in NIIGATA Executive Council / Niigata City
Period	● Wednesday, November 8 ~ Friday, November 10, 2023 10 a.m. ~ 5 p.m. (till 4 p.m. on the final day)	Managed by	● Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee
Venue	● Toki Messe Niigata Convention Center (Exhibition Hall)	Event Scale (planned)	● 430 corporate exhibitors expected / 410 booths
		Target Number of Visitors	● 10,000

6 Features of FOOD MESSE in NIIGATA

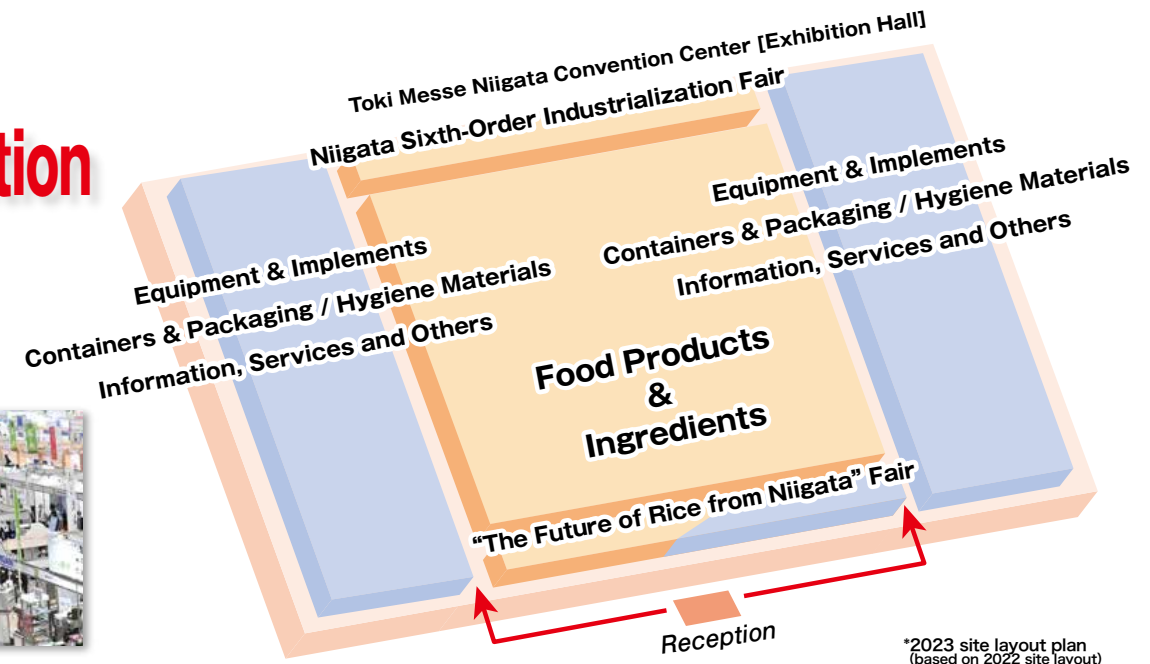
- Expand business opportunities with Niigata as your base.**
 - Niigata City is the only government-designated major city on the Japan Sea coast. As such, it functions as the region’s hub of information exchange and logistics, thereby serving as a strategic location for promoting business with neighboring 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 bases in 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.
- Access one-of-a-kind products and up-to-date information in every “Food”-related field – from food products/ingredients to equipment and containers.**
 - 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.

▶ See page 2
- Various organizations – from within or outside Niigata Prefecture – are here as collective exhibitors, wishing to expand their sales channels.**
 - In support of sales channel expansion for their regional products, an increasing number of exhibiting municipalities and organizations make a collective presence by coordinating interested local businesses. The previous 2022 event saw 40 organizations (140 businesses) participate, accounting for 35% of all exhibitors. Also notable was the development – from independent participation of commerce/industry organizations to wide-area collaborative participation.

▶ See page 3
- Some 10,000 motivated buyers are expected to visit, not only from Niigata but from across Japan as well.**
 - 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.
- Collaboration among exhibitors often bears fruit in the creation of new ventures.**
 - Not to mention business meetings and information exchange with visiting buyers, FOOD MESSE in NIIGATA has yet another feature: it produces unexpected “by-products” such as business collaboration among exhibitors of the same trade and tie-ups with other industries (food, equipment, containers, information, etc.).
- Diverse support menus are available to help exhibitors achieve good results.**
 - Within the event site FOOD MESSE in NIIGATA we make available to exhibitors individually pre-matched business meetings with buyers, thereby greatly contributing to the success of business. To benefit less experienced exhibitors, there are also support menus such as briefing sessions for prospective exhibitors and seminars on a “delivery” basis.



*Overview of previous year's (2022) trade fair



*2023 site layout plan (based on 2022 site layout)

フードメッセ in にいがた「出展対象」



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, such as health, convenience and time-saving.

Municipalities, Commerce & Industry and Other Organizations

Can promote their regional brands effectively.

- Food products made by processing local specialties
- Local farm/livestock/marine products
- Food products based on local traditions
- Local specialties and crafts such as tableware and kitchen utensils
- Other products related to food

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
- Confectionery
- Seasonings
- Frozen food
- 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-backed 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 specific business use



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.

- Packages and wrapping supplies characterized by their design, eco-friendliness or function
- Trays/packs characterized by their design, function or material
- Tableware and cutlery characterized by their material, function or design
- 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. Information, Services and Others

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

FOOD MESSE in NIIGATA serves as a valuable opportunity for encounters - between suppliers who offer distinctive food products/ingredients and the latest in trend, and buyers who look for differentiated products and state-of-the-art equipment/containers.

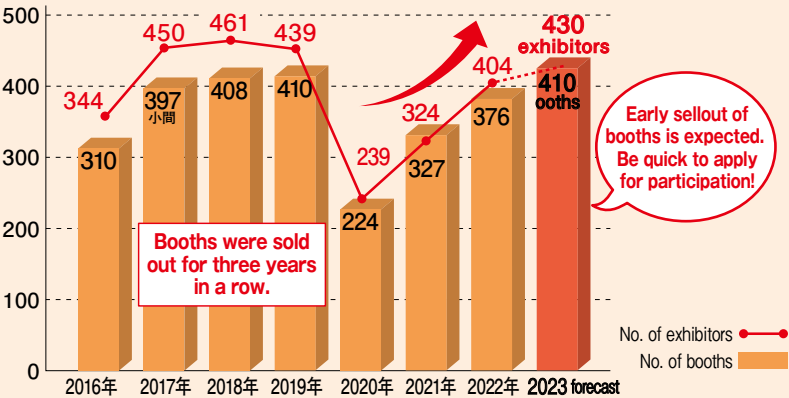
*All the data below are based on actual results of the 2022 event.

EXHIBITORS

The previous (2022) event attracted 404 exhibitors from 37 prefectures.

1 Transition of No. of exhibitors and booths

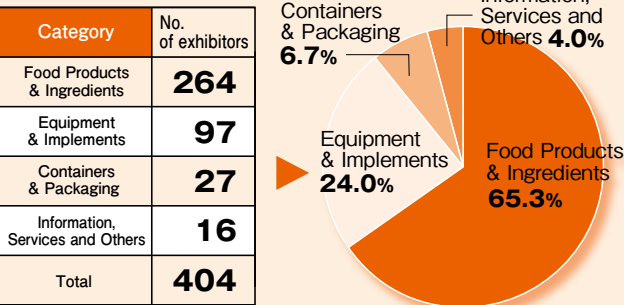
As Japan moved out of the 2020 and 2021 COVID-19 pandemic, we could see an uptrend in numbers of exhibitors and booths. For this year's (2023) event, we have secured 410 booths, the largest ever in scale.



*Note: For the 2020 and 2021 events, greater spaces were left between booths as a measure to prevent the spread of COVID-19.

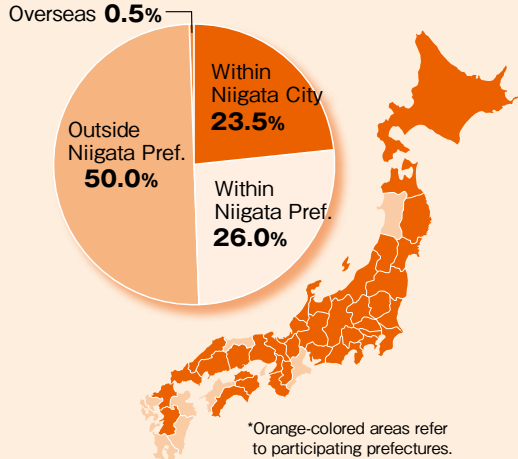
3 Breakdown of exhibitors by type of industry

Exhibitors from the Food Products & Ingredients category accounted for nearly two-thirds of the total.



2 Breakdown of exhibitors by region

The ratio of exhibitors from within and those outside Niigata Prefecture were almost equal. Those from outside Niigata Prefecture mainly came from neighboring prefectures and the Kanto region.



(Exhibitor Feedback)

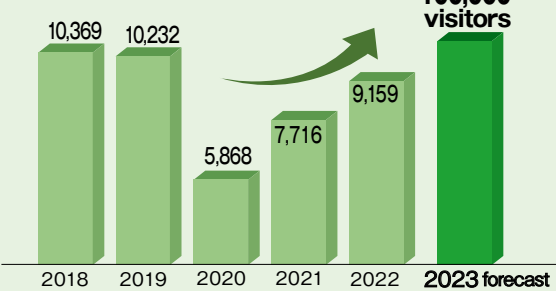
- Regional buyers, whom we can rarely meet in Tokyo, came to our booth. We could explain about our products while having them sample them, which was good. (Food manufacturer, Tokyo)
- We could meet targeted prospects such as cafés, bakeries and hotels. It was good because market development had been our longtime challenge. (Food manufacturer, Niigata Pref.)
- Business meetings with buyers in person, with whom setting an appointment is usually difficult, was possible. I really felt the merit of actual trade fair staging. (Producer, Niigata Pref.)
- It was a general food trade fair held in a regional area in which we participated for the first time. True to expectations, we could see a good number of local retailers and volume sellers. It is likely we may be able to develop business. (Food manufacturer, Yamanashi Pref.)
- We interacted with people from various industries this year again, which proved to be very informative and beneficial. (Food machinery maker, Tokyo)

VISITORS

Numerous buyers came, not only from within Niigata but from nationwide, seeking new encounters and business transactions.

1 Transition of No. of visitors

As with the case of exhibitors, Japan has moved out of the COVID-19 pandemic. Accordingly, we expect an all-time-high of over 10,000 in the number of visitors for the 2023 event.



*Note: For the 2020 and 2021 events, the number of visitors was restricted as a measure to prevent the spread of COVID-19.

2 Breakdown of visitors by region

The event attracted numerous visitors from many areas centering on Niigata Prefecture and neighboring prefectures as well as the Kanto region.

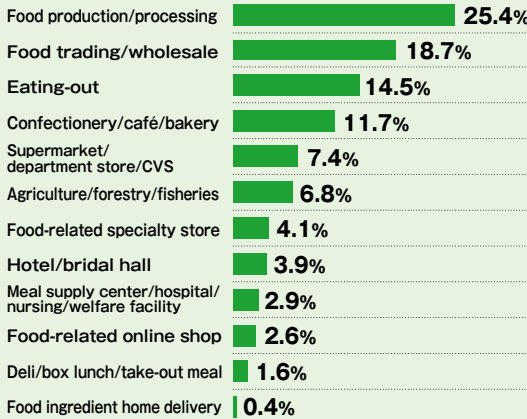
Note: In the aftermath of COVID-19, the number of visitors from outside Niigata Pref. was relatively fewer than in the average year.

Niigata Pref.	76.8%	—
Hokkaido-Tohoku region	3.0%	Hokkaido, Miyagi, Yamagata, Fukushima
Kanto region	11.8%	Gunma, Tochigi, Saitama, Tokyo, Chiba, Kanagawa
Ko-Shin-Etsu region	3.5%	Yamanashi, Nagano, Toyama, Ishikawa, Fukui
Tokai region	1.4%	Shizuoka, Gifu, Aichi, Mie
Kinki region	2.7%	Nara, Wakayama, Kyoto, Osaka, Hyogo
Chugoku-Shikoku region	0.5%	Hiroshima, Okayama, Yamaguchi, Kagawa, Tokushima, Ehime, Kochi
Kyushu region	0.3%	Fukuoka, Kagoshima

*Some of the above data were compiled according to company headquarters addresses.

3 Breakdown of visitors by type of industry

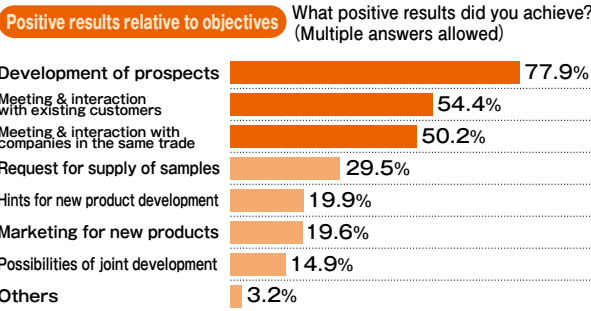
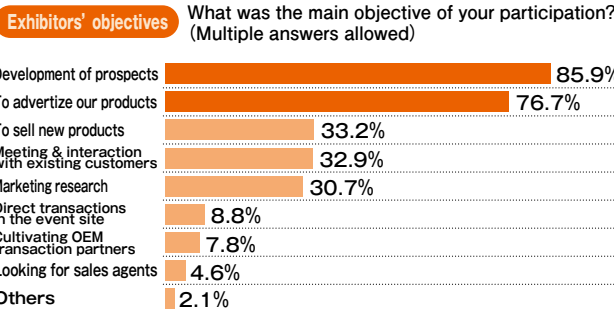
Worthy of the title "general trade fair," the event attracted visitors from a diverse range of industries.



(Visitor Feedback)

- Our purchase options have expanded significantly thanks to increased participation of collective exhibitors from Hokkaido, Nagano, Yamanashi and Kochi, not to mention commerce/industry organizations from within Niigata Pref. (Food delivery service, Tokyo)
- In terms of the number of visitors for this year, I could see steady recovery of former momentum, raising our hopes for the success of the next year's event. (Food manufacturer, Nagano Pref.)
- FOOD MESSE was a good opportunity for us as we could listen to producers first hand. While we could see an increasing number of intriguing products from outside Niigata Pref., we'd like to see more and more such products. (Restaurant, Niigata Pref.)
- Whether coming from within or outside Niigata Pref., each exhibitor showcased its distinctly attractive exhibits. In the future, it would be better if we could see more exhibits relating to materials and ingredients. (Food manufacturer, Niigata Pref.)
- As a food-related trade fair, FOOD MESSE in NIIGATA has become a truly valuable opportunity for us. (Western confectionery/café/bakery, Niigata Pref.)

From the previous (2022) exhibitor questionnaire survey



From the previous (2022) visitor questionnaire survey

