

Official Timeline

Application period

Mid-Jun. **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 who consider online participation

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.

Fri., Sep.17 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.

Late Sept. Distribution of invitations to exhibitors

2 Distribution of invitations and campaign to attract visitors

Mon., Oct. 4 3 Participation in the exhibitor briefing session
1p.m.-Doors open 1:30p.m.-Session begins
Venue: Toki Messe (medium-size meeting room 201)

*The session will also be webcast.
Agenda: Explanation of key points regarding Exhibition Essentials and application; Announcement of booth location arrangement; Suggestion 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.

4 Preparing documents to be submitted

Wed., Oct. 13 Deadline for submission of application documents

Tue., Nov. 9 5 Delivery of materials and booth preparation

Wed., Nov. 10 ~ Fri., 12 FOOD MESSE in NIIGATA, 2021 & Sixth-Order Industrialization Fair, Niigata, 2021 in session

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

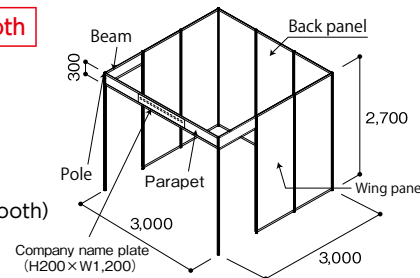
Exhibition fee system

Regular booths

3m×3m (9m) per booth

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

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

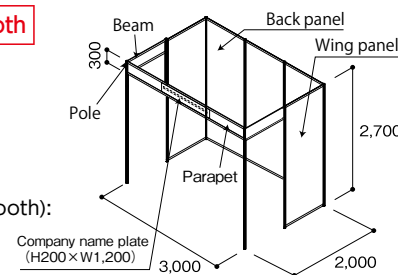


Special booths for food product / ingredient exhibitors

3m×2m (6m) per booth

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

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



- Any items not included in the above should be optional.
- *Please consult us separately when it comes to regular-booth participation by organizations (commercial, industrial and others).
- 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/unit (excl. tax) (¥1,100 incl. tax)
 - Pipe chair: ¥500/unit (excl. tax) (¥550 incl. tax)
 - Fluorescent light (40W): ¥3,500/unit (excl. tax) (¥3,850 incl. tax)
 - 100V power supply outlet: ¥9,500/unit (excl. tax) (¥10,450 incl. tax) (includes primary wiring works charge + fee for 1kW power usage)
- *Charges shown here are for reference only.

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

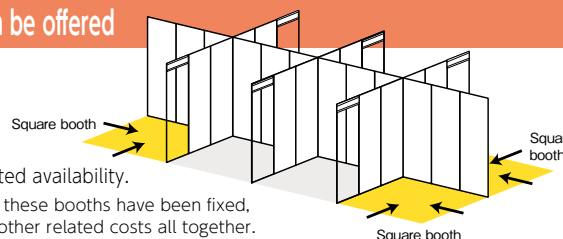
¥20,000 (excl. tax) (¥22,000 incl. tax) *Availability limited

- 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, 2021

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: info@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)

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

FOOD MESSE
in NIIGATA 2021

Exhibition Guide

The 13th FOOD MESSE in NIIGATA, 2021

Period : Wednesday, November 10~Friday, November 12, 2021

Venue : Toki Messe Niigata Convention Center - Exhibition Hall

Concurrent Events

The 8th Sixth-Order Industrialization Fair, Niigata, 2021

The 6th Sixth-Order Industrialization Grand Prize Contest



Application Deadline

**Friday,
September 17, 2021**

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” that extends across-the-board support to food-related industries

Largest in scale on the Japan Sea coast

The 13th FOOD MESSE in NIIGATA, 2021

Toki Messe Niigata Convention Center - Exhibition Hall

Event Outline

- | | |
|--|--|
| <p>Name ● The 13th International Food Trade Fair in Niigata FOOD MESSE in NIIGATA, 2021</p> <p>Concurrent Events ● The 8th Sixth-Order Industrialization Fair, Niigata, 2021
The 6th Sixth-Order Industrialization Grand Prize Contest (hosted by Japan Food Journal Co., Ltd.)</p> <p>Period ● Wednesday, November 10~Friday, November 12, 2021
10 a.m.~5 p.m. (till 4 p.m. on the final day)</p> <p>Venue ● Toki Messe Niigata City Convention Center (Exhibition Hall)</p> <p>Main Theme ● “In Quest of Better Food”</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 ● 450 corporate exhibitors expected / 420 booths</p> <p>Target Number of Visitors ● 11,000</p> |
|--|--|

Targeted Exhibit Categories

Food Products & Ingredients

From agricultural/livestock products to processed food ... Promoting one-of-a-kind, value-added products that buyers seek!

- Agricultural/livestock/marine products
- Processed food
- Grain
- Confectionery
- Beverages, etc...

Equipment & Implements

Advanced equipment to meet ever-growing needs for enhanced operational efficiency and productivity!

- Food machinery
- Store equipment
- Kitchen equipment
- Cookware, 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
- Cutlery
- Trays/packs
- Packages
- Wrapping
- Labels
- Seals
- Disinfectants/sterilizers
- Masks/gloves, etc...

etc. Others

- Industry-Academia joint research for food development
- Information equipment that supports food industries
- Store & interior construction
- Consultation
- Sales promotion/display
- Publishing, 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

▶ For details, see page 7

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. ...

★“Safety Assured”- COVID-19 preventive measures are complete for both exhibitors and visitors.

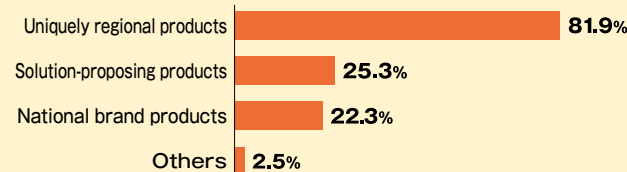
In holding this trade fair, we will make safety of exhibitors, visitors and other people concerned doubly sure based on the governments’ “Basic Policy for COVID-19 Preventive Measures” while also following “Guidelines for Preventing the Spread of COVID-19” proposed by the Japan Exhibition Association as well as related guidelines from Niigata Prefecture and Niigata City.

5 Features of FOOD MESSE in NIIGATA

1 Numerous motivated buyers visit, who seek products with **distinctly regional originalities**.

Food buyers can win consumers’ support and increase added value when they have created a line-up of products that differentiate them from the competition. Unlike huge-scale food trade fairs held in metropolitan areas, FOOD MESSE in NIIGATA has enjoyed a high reputation among many buyers as a superb opportunity for discovering products uniquely rich in regional flavor.

● Products sought by buyers

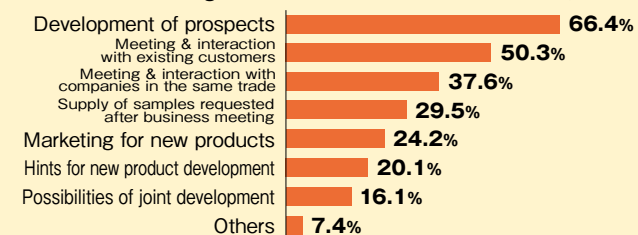


*Based on 2020 visitor questionnaire survey (multiple answers allowed)

2 A good chance to refine your **regional brands** and disseminate them to motivated buyers.

Trade fairs are an ideal opportunity not only for you to sell your finished product but also to polish it into even better one through productive interaction with buyers to meet their needs. FOOD MESSE in NIIGATA is nothing less than such an opportunity as you can obtain valuable feedback from numerous food buyers, which will lead to cultivation of new customers.

● Benefits resulting from FOOD MESSE in NIIGATA, 2020



*Based on 2020 exhibitor questionnaire survey (multiple answers allowed)

3 A powerful venue that attracts **up-to-date information** from every field related to food.

Another great feature of FOOD MESSE in NIIGATA is that it is where the most-up-to-date information gathers from every field related to food, centering around themes such as up-to-date trends, ICT technologies and productivity improvement.



4 Use of **information dissemination online** further enhances the event’s impact as a meeting venue for food trade people.

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. We also deliver exhibitor information on the web to buyers in remote areas to invite them to online business meetings.



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

▶ See pages 8 and 10

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 is considered more accessible than large-scale trade fairs held in metropolitan areas. Various support menus such as seminars on a “delivery” basis are welcomed by less experienced exhibitors as a means of achieving good results.



Where suppliers of distinctly regional products and the latest trends meet buyers who seek products that can differentiate them from the competition.
Don't miss this great chance for your market expansion

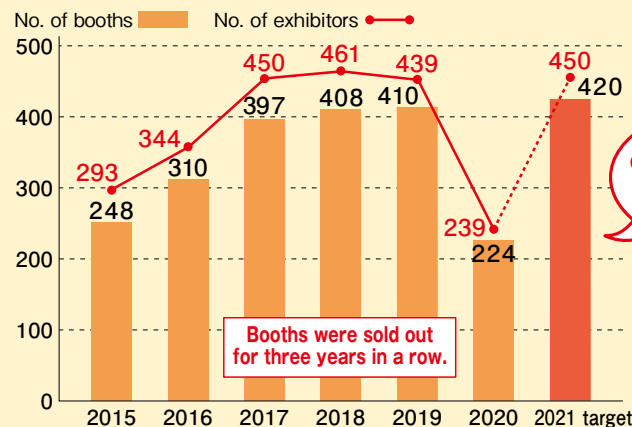
From across Japan to Niigata and vice versa.

**FOOD MESSE
in NIIGATA**
**as viewed
in graphs**

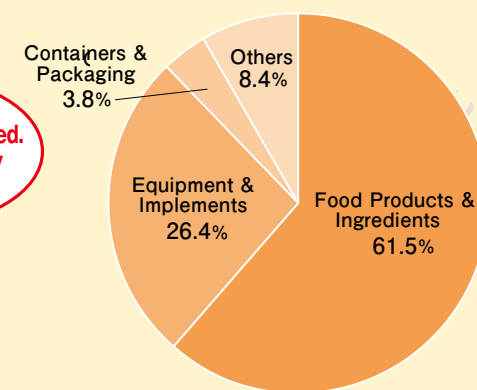
- A number of unique and highly motivated small businesses participate as exhibitors.
- Numerous buyers visit, who seek differentiation and do not stick to lot sizes.
- Many exhibits of equipment adapted to regional food industry characteristics contribute to enhancing regional industrial strength.

1 Maximum number of booths are made available to help get business meetings out of the COVID-19 pandemic.

● Transition of No. of booths and exhibitors

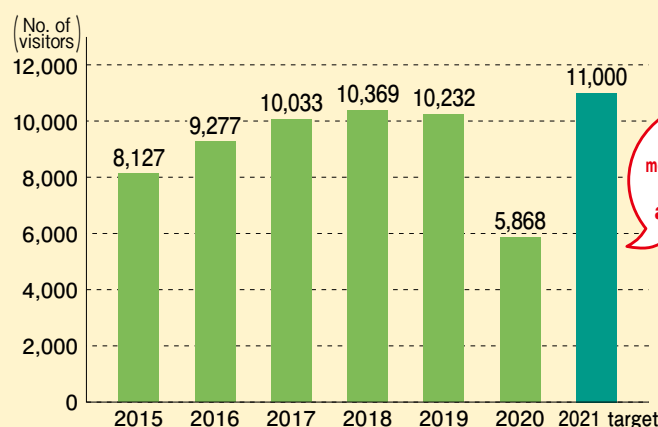


● Breakdown of exhibitors by type of industry (2020)

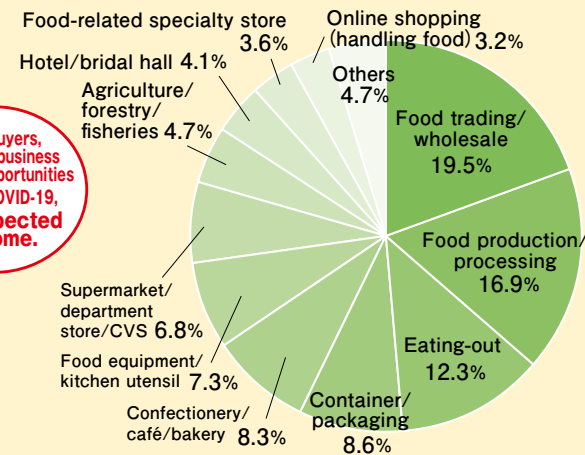


2 A diverse range of visitors that only this international food trade fair could attract.

● Transition of No. of visitors



● Breakdown of visitors by type of industry (2020)



Exhibitor Feedback

As our first participation in this event, it proved productive in that we could identify points to improve our product and could listen to buyers about their future needs. (Food manufacturer)

Despite fewer visitors due to entry restrictions, we found the quality and efficiency of business meetings to be very good. (Producer)

We could participate in this event free of worries thanks to the full measures against COVID-19. (Food manufacturer)

● Exhibitor booths from various parts of Japan (examples)



JA Furano (Hokkaido)

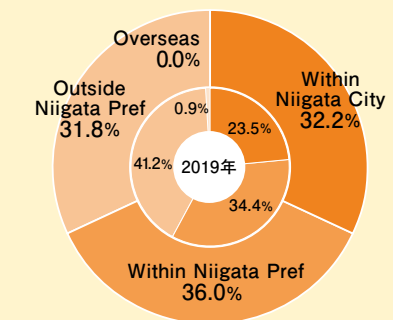
(Photo taken in 2019)

Nanto Co., Ltd. (Okinawa)

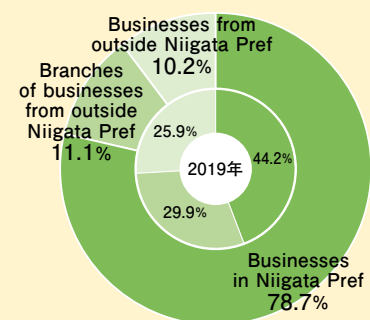
(Photo taken in 2019)

3 A good chance for two-way business between Niigata and nationwide!

● Breakdown of exhibitors by region (2020)



● Breakdown of corporate buyers by region (2020)



Businesses in Niigata Pref.
 Businesses and organizations with head offices in Niigata Pref.

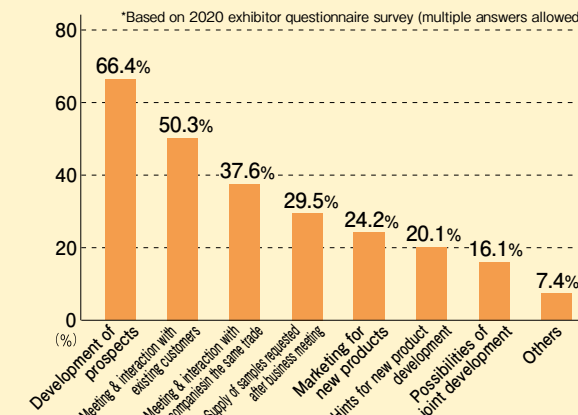
Branches of businesses from outside Niigata Pref.
 Businesses and organizations with head offices outside Niigata Pref.; buyers come to the fair from their branches in Niigata Pref.

Businesses from outside Niigata Pref.
 Businesses and organizations with head offices outside Niigata Pref.; buyers come to the fair from outside Niigata Pref.

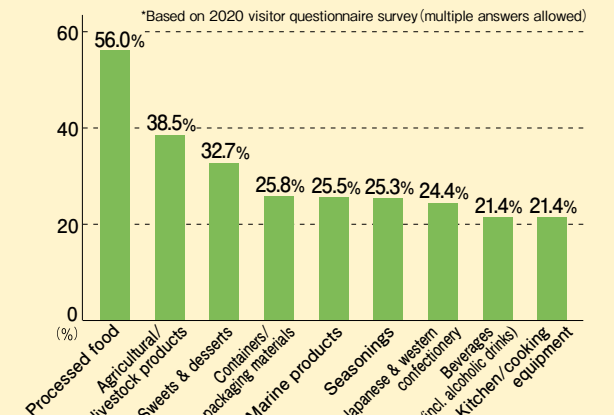
*Visiting buyers were sampled using the Food Industry Almanac, the List of Food Manufacturers and the Guide to Japan's Food and Distribution Industries, which were then analyzed in terms of the number of businesses.

4 Both exhibitors and visiting buyers have clear objectives.

● Exhibitors' benefits by type of achievement

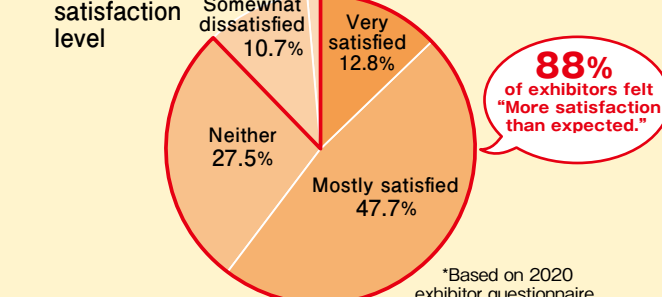


● Exhibit items that interest buyers

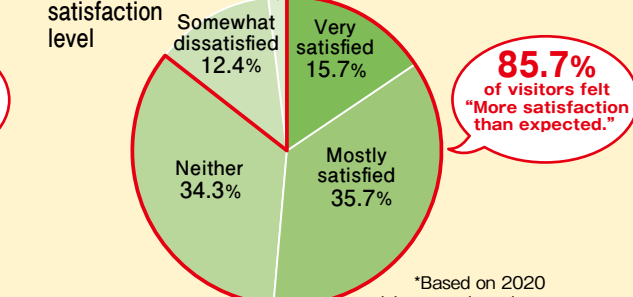


5 "More than expected" accounted for 80% of exhibitor and visitor satisfaction levels!

● Exhibitor satisfaction level



● Visitor satisfaction level



Visitor Feedback

Though I couldn't afford sufficient time, I was able to pinpoint places and things of interest to me thanks to the guide materials that I received beforehand. I felt we would need more food items from Niigata. (Supermarket)

Participation of many exhibitors from outside Niigata Prefecture was good. The well-balanced mix of outside companies wishing to sell to Niigata and those Niigata companies wishing to sell outside the prefecture would benefit the food industry overall. (Food trading/wholesale)

I expect much of this trade fair every year because it allows me to view state-of-the-art machines collectively at once without leaving Niigata. (Food production/processing)