

Invitation to FOODEX JAPAN 2019

Tokyo, Japan

February 28 – March 9, 2019

Apply by **December 14, 2018**

About the Event

Alberta Agriculture and Forestry (AF) invites you to participate in a mission to the FOODEX Japan 2019 tradeshow from February 28 to March 9, 2019. The mission will include exhibitor and walking program options.

FOODEX Exhibitors:

Alberta exporters promoting their products in the Japanese market can join an exhibition program at FOODEX Japan. This will provide an opportunity to showcase your products in shared Alberta booth space within the Canadian pavilion at the tradeshow.

Companies will be able to display their promotional materials and samples to engage directly with buyers from the Japanese retail, foodservice and manufacturing sectors.

Draft **exhibitor program** itinerary (subject to change):

- Thursday, February 28: depart Alberta
- Friday, March 1: arrive in Tokyo
- Saturday, March 2: store tours, outreach meetings (TBC)
- Sunday, March 3: rest day
- Monday, March 4: market overview, trade show setup, networking reception at Embassy of Canada (TBC)
- Tuesday, March 5 to Friday, March 8: exhibit at FOODEX Japan
- Saturday, March 9: return to Alberta

FOODEX Walking Program:

The Alberta walking program at FOODEX Japan include a market briefing, tours of Japanese retail and/or foodservice outlets, as well as walking the FOODEX show floor.

This will provide a cost-effective means of gathering market intelligence and assessing the potential for your product in the Japanese market. This option is best suited to companies who are new to or considering the Japanese market for their products.

Draft **walking program** itinerary (subject to change):

- Thursday, February 28: depart Alberta
- Friday, March 1: arrive in Tokyo
- Saturday, March 2: store tours, outreach meetings (TBC)
- Sunday, March 3: rest day

- Monday, March 4: market overview, networking reception at Embassy of Canada (TBC)
- Tuesday, March 5 to Wednesday, March 6: walk the FOODEX show floor
- Thursday, March 7: return to Alberta

AF is organizing this mission in collaboration with the Alberta Japan Office.

Please note: A visa is not required for Canadian citizens to enter Japan.

Opportunity for Alberta Companies

Japan is a significant importer of agri-food products and is highly reliant on imports to fulfill domestic demand. Japan was Alberta's third largest destination for agriculture and agri-food exports in 2017, with exports totaling \$1.26 billion. There are opportunities in the Japanese market for Alberta agri-food companies, particularly suppliers of innovative, healthy and organic products. With Canada completing the necessary procedures to ratify and implement the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), now is the time for Alberta companies to expand their efforts and presence in Japan and take advantage of the growing market opportunities for agri-food products.

FOODEX Japan runs March 5-9, 2019 and is the largest food and beverage tradeshow in the Asia-Pacific. In 2018, approximately 3,466 exhibitors from 83 countries showcased their products to more than 72,000 visitors. This show is an opportunity to engage with Japanese and international buyers in the trading, food service, manufacturing, retail and other sectors.



Alberta delegation in 2018

Eligibility

To be eligible to participate in this mission, companies should be value-added food suppliers interested in and capable of exporting to Japan.

There is no fee to participate in the program; however, companies are responsible for payment of all their own travel expenses and product shipping costs.

Please note that all exhibiting companies require Commercial General Liability Insurance that includes Products and Completed Operations for a minimum of C\$2 million (*including worldwide coverage*). Walking participants do not need this insurance.

Space is limited. **Application deadline is December 14, 2018**; however, we will assess applications on a first come, first served basis.

Contact:

Albert Eringfeld

Manager – East Asia & Oceania

Alberta Agriculture and Forestry

Tel: 780-415-4814 E-mail: albert.eringfeld@gov.ab.ca