



## JOIN THE DANISH PAVILION AT FOOD EX JAPAN 2021

9-12 MARCH 2021 @ Makuhari Messe in Tokyo Japan

**Registration deadline: 4 September 2020**

With more than 72.000 visitors during the four exhibition days FOOD EX JAPAN is one of the two largest exhibitions for food and beverages in Asia. It is the main event for imported food and beverages in the northern part of Asia.

By joining the Danish Pavilion at FOOD EX JAPAN you get the best platform for positioning your products to high end buyers and food professionals from Japan and from the region; South Korea, Taiwan and China who looks at Japan for trends within the food and beverages sector.

The pavilion is organized by The Confederation of Danish Industry together with Bio aus Dänemark and with The Danish Agriculture & Food Council as co-organizers.

### MARKET FACTS

Japan imports 60 per cent of their food and agricultural products making the country the third largest importer in the world. The Japanese market for food is a lucrative high-end market with a value of approximately 2,574 billion DKK. At the same time, Japan has a very low food self-sufficiency of only 39 per cent, and is therefore critically dependent on imports.

There are three key factors affecting food exports to Japan. Japanese consumers in general are very curious in relation to imported products and see them as being of a high quality. Furthermore, the strong Yen exchange rate has boosted food import from foreign countries to Japan and helped increasing the attractiveness of foreign food products. Japanese consumers are renowned for their demand for high quality food and for a high level of food safety for imported products. The Danish level of food safety and quality gives food products from Denmark an advantage on the Japanese market.

The Danish Pavilion at FOOD EX is the best platform for your company to start up new business or maintain existing customers in Japan and its neighbouring countries.

Being part of a joint pavilion is an effective and cost efficient way for your company to attract potential customers. Furthermore, it will offer networking possibilities and an opportunity to exchange knowledge with exhibitors with similar interests in Asia.

The Danish Pavilion will be built with a distinct Danish identity. All walls will feature wall-to-wall prints of product photos and your company logo printed on the front—all included in your price.

### YOU WILL GET

- A turnkey solution for your company with a walk-on booth fully equipped with counters, chairs, tables, lightning and wall-to-wall prints and access to a shared storage room with fridge and coffee.
- Coordination of services provided by the exhibition organizers, including exhibition catalogue
- Coordination of joint freight and customs clearance
- Coordination of flight and hotel reservations
- DI and Bio aus Dänemark will provide assistance in all aspects related to your participation, both before as well as during the expo.

### PRICES

6 sqm:	13.350 DKK (only SME's / shared area)
9 sqm:	20.025 DKK
12 sqm:	36.450 DKK
15 sqm:	50.650 DKK
18 sqm:	79.050 DKK
21 sqm:	100.350 DKK



Confederation of Danish Industry



Danish Agriculture  
& Food Council



MINISTRY OF  
FOREIGN AFFAIRS  
OF DENMARK  
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## WHO SHOULD JOIN?

FOODEX JAPAN 2021 is the best platform for any company within the below sectors who wants to strengthen their market profile or explore business opportunities in Japan:

- Beef meat
- Beer
- Beverages – alcoholic and non-alcoholic
- Breads
- Cereals
- Coffee, tea, fruit juice, mineral water and soft drinks.
- Confectionery
- Dairy products
- Delicatessen
- Dietetic products
- Eggs and egg products
- Food oils
- Food service
- Frozen food
- Fruits and vegetables
- Gourmet
- Herbs and spices
- Ingredients
- Meat and meat products

## FOODEX FACTS

- 45th International Food & Beverages Exhibition in Japan
- 73,000 buyers from food service, distribution, and trading companies
- 3,400 exhibitors from more than 80 Countries & Regions
- 2019 Show report:  
<https://www.jma.or.jp/foodex/en/report/index.html>

Read more: about FOOD EX 2021

<https://www.jma.or.jp/foodex/en/>

## TENTATIVE PROGRAMME

### 8 MARCH 2021

**Arrival Tokyo** - Visit to the Danish Pavilion for those who are interested in visiting and preparing their booth the day before the opening.

### 9 MARCH 2021

**Opening day** - Exhibiting at FOOD EX JAPAN 2021 - Exhibiting hours 10.00-17.00. Exhibitors access to the exhibition from 09.00.

**Optional:** Networking Dinner [*financed by The Confederation of Danish Industry*]

### 10-12 MARCH 2021

**Exhibiting at FOOD EX JAPAN 2021** - Exhibiting hours 10.00-17.00 / last day at 16.30. Exhibitors access to the exhibition from 09.00.



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All prices excl. vat and including funding from the Danish Trade Council. All booths include basic furniture and prints on all walls and logo on desks as well as access to shared storage facilities.

## HOTEL AND TRAVEL INFORMATION

After the registration deadline, the organizers will send out a travel proposal and suggest an exhibitor hotel. Please feel free to organize your own travel and accommodation.

## HOW TO REGISTER

Please register by clicking 'REGISTER HERE' to follow the link to the online registration form.

Deadline for binding registration is **4 September 2020**

Registration is in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry (DI). [Download here.](#)

[REGISTER HERE](#)

## THE FINE PRINT

The price is based on an expected 75 per cent funding from the Danish Trade Council and a minimum of five companies signing up. Due to new rules a company can maximum receive DKK 75,000 in support from the Trade Council.

Registration cannot be made dependent on location on the Danish area.

The location of each company will be chosen by lottery, but size of the area and competition situation between exhibitors will be considered. You are guaranteed not to be next to a competing company selling the same kind of products.

The **registration is binding** and in accordance with the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry (DI). [Download here.](#)

## CONTACT



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