

ifia JAPAN

2008

& Healthy Foods Expo

May 21-May 23

Tokyo International Exhibition Center

Tokyo, Japan

**Asia's
largest food ingredients and
additives event**

Organized by:



**E. J. KRAUSE &
ASSOCIATES, INC.**

EJK Japan, Ltd.

Food Chemicals Newspaper, Inc.

Authorized by (Provisional):

The Ministry of Agriculture, Forestry and Fisheries of Japan

The Ministry of Health, Labor and Welfare of Japan

U.S. Department of Agriculture, Embassy of the United States

The Austrade Tokyo Office of Australian Embassy

The Royal Embassy of Belgium - Wallonia Foreign Trade and Investment Agency (AWEX)

China Food Additive Association

Taipei World Trade Center

Korea Foods Industry Association

Tokyo Metropolitan Government

JETRO

Sponsored by (Provisional):

Japan Food Additives Association

Japan Flavor and Fragrance Materials Association

Japan Confectionery and Innovative Food Ingredients Research Center

Japan Health and Nutrition Food Association

Japan Food Research Laboratories

Japanese Society of Food Chemistry

Japan Food Hygiene Association

Japan Association of Food Industry Center

IFT Japan Section

Association for the safety of Imported Food, Japan

Food Marketing Research & Information Center

Supported by (Provisional):

The Japanese Institute for Health Food Standards

Umami Manufacturers Association of Japan

Japan Sugar Refiners' Association

Japan Vegetable Protein Food Association

Japan Licorice Industry Association

Japan Meal Replacement Association

The Food Microbiology Society of Japan

Japan Stevia Association

All Nippon Spice Association

Japan Dairy Industry Association

Tokyo Metropolitan Food Technology Research Center

Natural Colours Association

Japan Food Service Association

Japan Noodle Research Center on Sanitation and

Manufacturing Technology

Japan Self-Service Association

All Japan Health & Natural Foods Association

AOAC International Japan Section

The Japan Accreditation Board for Conformity

Assessment

Japan Institute of Baking Technology

www.ejkrause.com/ifiajapan

ifia JAPAN

Join us at **ifia JAPAN 2008**, Asia's largest food ingredients and additives event. Each year, **ifia JAPAN** increases in size making this year's edition the largest yet. More than 31,000 buyers from all over the world were in attendance at the last event, making it the largest event dedicated solely to the food additives and ingredients industries.

Japan is one of the three largest markets in the world for food ingredients and additives, making this a must-attend event for manufacturers, suppliers and distributors who are serious about meeting new buyers and penetrating new



markets. Renowned for its ability to bring together participants from around the world, **ifia JAPAN** is guaranteed to make new business.

Government organizations from the United States, China, Belgium, Korea, and many others recognize the importance of the event and lend their support and participation. Industry groups like the Japan Food Additives Association and the Institute for Food Technologists lend their support because they know how important this market is to the success of its members' business.

More than 100 international manufacturers participated in 2007. **Come find out what they already know...** that **ifia JAPAN** is the best place to introduce new products, meet new buyers, establish new business territories and make new sales!

Buyers return to **ifia JAPAN** each year to see the latest innovations, global competition and industry advancements. From corporate management to research and development, **ifia JAPAN** delivers the buyers you need to see.

Participation in **ifia JAPAN** is a great way to learn more about the market. Our world-class workshops and educational forums feature recognized industry authorities from around the globe. These educators bring **ifia JAPAN** their unique experiences, studies and theories, and inspire a mutual respect for industry peers who want to learn.

Get involved in one of the industry's fastest growing markets. Sign up for **ifia JAPAN** today!

Special Zones

The 7th Scientific Food Safety Zone

Technology, systems and machines that are related to "Scientific Food Safety"

The 5th Flavor World

Focusing on the safety and roles of Flavors

The 2nd Nursing Plaza

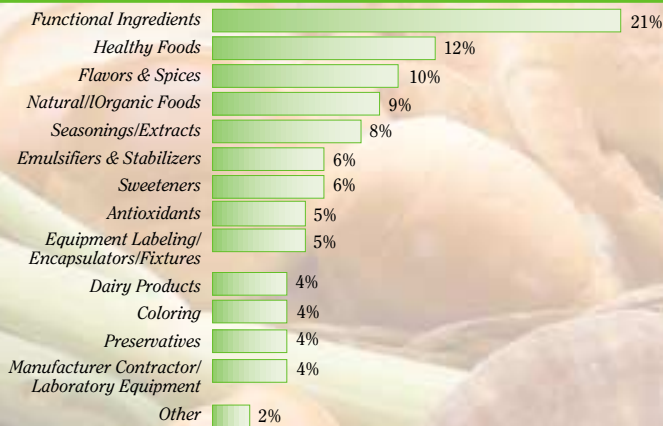
Focusing on basic ingredients of liquid food, nursing-care food and universal design food

Products to be Displayed:

Antioxidants	Food Coloring	Meal Substitutes
Acidulants	Food Safety & Testing Equipment	Nutraceuticals
Additives	Food Supplements	Organic Products
Cereal Products	Frozen Foods	Preservatives
Confectionary Ingredients	Fruits & Vegetables	Proteins
Dairy Products	Healthy Foods & Beverages	Sanitation Materials
Dietetic Foods	Hydrocolloids	Seasonings & Spices
Egg Products	Juices	Starches
Emulsifiers	Low-Cal Foods	Sweeteners
Enzymes	Laboratory Equipment	Teas & Herbs
Fats & Oils	Malt Extracts	Vitamins & Supplements
Fibers	Meat & Fish Products	Yeasts

The following are audited statistics from ifia JAPAN 2007:

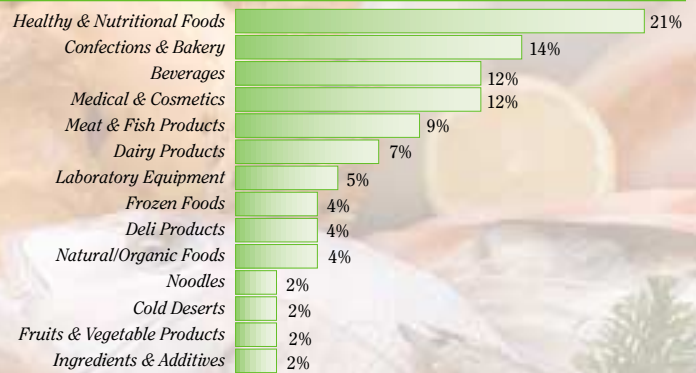
Area of Interest:



Job Function:



Main Activity:



Number of Exhibitors:

ifia JAPAN 2007 : 366 (91 overseas exhibitors included)

HFE JAPAN 2007 : 98 (4 overseas exhibitors included)

Overseas exhibitors for 2007 were from USA, UK, Belgium, France, The Netherlands, Germany, China, Hong Kong, Taiwan, Korea, Indonesia, Brazil

Exhibit scale:

ifia JAPAN 2007 : 634 booths (5,706 sqm)

HFE JAPAN 2007 : 134 booths (1,206 sqm)

Healthy Foods Expo

Now in its 6th year, **Healthy Foods Expo** is a leading venue for manufacturers and suppliers in the health conscious Japanese market. Never before has the demand for healthy food products and additives and alternative ingredients been so high. This trend is exploding across the globe. The Asian market, home to a vast amount of natural and alternative sources, is a leader in that trend. As a result, interest among buyers is at an all time high.

- More than two thirds of all consumers now purchase natural products.
- More than two thirds of all consumers take vitamins or supplements.
- Nearly two thirds of all consumers buy organic foods and produce.
- More than one half of all consumers purchase functional foods and beverages.

Increased focus on the benefits of healthy diets, balanced meals and other nutritional means will continue to play a major role in the consumer selection process. The Japanese market for such goods is over US\$10billion.

To capture the audience, **Healthy Foods Expo** brings industry buyers from across all industries. Exhibitor participation continues to increase, a strong indication that the health boom is alive and well in Japan.

Products to be Displayed at HFE

- ☪ Healthy Foods
- ☪ Ingredients
- ☪ Natural Foods
- ☪ Supplements
- ☪ Organic Foods
- ☪ Nutraceuticals
- ☪ Fine and Specialty Foods
- ☪ Dietetic Foods
- ☪ Functional Foods



Special Zones NEW

Fusion of Healthcare and Food
Focusing on food ingredients and technologies that prevent diseases with daily food intake

High Value-added OEM Zone
Introducing original equipment manufacturing

Food and Beverage for Beauty Pavilion
Introducing food ingredients and technologies to develop "Beauty" product

ifia JAPAN 2008

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YES, please reserve our space at ifia JAPAN 2008. Our space requirements are indicated below.

Option #1: Package Space

Package Space is available in 3m X 3m units at USD \$5,040. Multiple units are available.

Package Space includes:

- | | |
|--|---|
| <input type="checkbox"/> exhibit space | <input type="checkbox"/> two fluorescent lights |
| <input type="checkbox"/> hard wall shell stand | <input type="checkbox"/> one wastepaper basket |
| <input type="checkbox"/> sign panel | <input type="checkbox"/> one electrical outlet |
| <input type="checkbox"/> booth carpet | <input type="checkbox"/> (100V/800W) |
| <input type="checkbox"/> two chairs | <input type="checkbox"/> booth cleaning |
| <input type="checkbox"/> one information counter | |

We will require _____ package space unit(s)

Option #2: Raw Space

Raw Space may be purchased at a fee of USD \$407 per sqm. A minimum of 27sqm is required.

We will require _____ sqm of raw space

- Yes**, I am interested in advertising in the Official Program Guide
- Yes**, I am interested in Sponsorship Opportunities

Contact Information

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Country _____

Telephone _____

Fax _____

Email _____

List all products you will exhibit:

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