

# **ifia**® JAPAN 2008 **HFE** JAPAN 2008



ifia JAPAN 2008 - The 13<sup>th</sup> International Food Ingredients & Additives Exhibition and Conference

HFE JAPAN 2008 - The 6<sup>th</sup> Health Food Expo

## **- Show Report -**

**May 21~23, 2008**

**WEST Hall 1-2, Tokyo Big Sight**

**Organized by:**

**EJK Japan, Ltd.**

**Food Chemicals Newspaper, Inc.**

Official Website : <http://www.ifiajapan.com>



- **Show Name :** ifia JAPAN 2008 – The 13th International Food Ingredients & Additives Exhibition and Conference  
HFE JAPAN 2008 – The 6th Health Food Expo
- **Date :** May 21 - 23, 2008, 10:00 a.m. to 5:00 p.m.
- **Venue :** West Hall 1 & 2 and Conference Tower, Tokyo International Exhibition Center, Ariake (“Tokyo Big Sight”)
- **Organized by :** EJK Japan, Ltd. / Food Chemicals Newspaper, Inc.
- **Authorized by :** The Ministry of Agriculture, Forestry and Fisheries of Japan / The Ministry of Health, Labor and Welfare of Japan / Tokyo Metropolitan Government / JETRO / U.S. Department of Agriculture / Embassy of the United States / Economic Department of the French Embassy in Japan / China Food Additive Association / Korea Foods Industry Association
- **Sponsored by :** Japan Food Additives Association / Japan Flavor and Fragrance Materials Association / Japan Perfumery and Flavoring 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 Food Industry Center / Institute of Food Technologists Japan Section / Association for the Safety of Imported Food, Japan.
- **Supported by :** All Japan Health & Natural Foods Association A Non Profit Organization / All Nippon Spice Association / AOAC International JAPAN Section / Japan Care Food Conference / Japan Convenience Foods Industry Association / Japan Dairy Industry Association / Japan Extract Seasonings Association / Japan Food Cleaners and Hygienic Association / Japan Institute of Baking Technology / Japan Kansui Industry Association / Japan Meal Replacement Association / Japan Noodle Research Center on Sanitation and Manufacturing Technology / Japan Society of Refrigeration and Air Conditioning Engineers / Japan Soft Drink Association / Japan Stevia Association / Japan Sugar Refiners' Association / Japan Vegetable Protein Food Association / Japanese Society of Food Microbiology / Japanese Society of Mycotoxicology / National Food Research Institute / Natural Colours Association / The Alginate Industry Association of Japan / The Institution of Professional Engineers, Japan / The Japan Accreditation Board for Conformity Assessment / The Japanese Institute for Health Food Standards / The Licorice Industrial Association / Tokyo Kenbikyoin Foundation / Tokyo Metropolitan Food Technology Research Center / Umami Manufacturers Association of Japan
- **Event :** International Symposium, Conference and Exhibitors' Presentation
- **No. of Attendees :** Total for 3 days: 32,245
- **No. of Exhibitors :** ifia JAPAN : 348 / HFE JAPAN: 94
- **No. of Booths:** ifia JAPAN : 637 / HFE JAPAN: 132
- **Exhibit Scale :** 6,921m<sup>2</sup> (ifia : 5,733 m<sup>2</sup>/HFE : 1,188 m<sup>2</sup>)
- **Award Winners :**
  - ✿ The BEST EXHIBITOR of ifia/HFE JAPAN 2008: INA FOOD INDUSTRY CO., LTD.
  - ✿ The BEST NEW PRODUCT of ifia JAPAN2008 : Shin-Etsu Chemical Co., Ltd.
  - ✿ The BEST NEW PRODUCT of HFE JAPAN2008 : Nippon Meat Packers, Inc.
  - ✿ The BEST TECHNOLOGY of ifia JAPAN2008 : TAKATA KORYO Co., Ltd.
  - ✿ The BEST TECHNOLOGY of HFE JAPAN2008 : Hayashikane Sangyo Co., Ltd.
  - ✿ The BEST PROMOTION of ifia JAPAN2008 : Nikken Fine Chemicals Co., Ltd.
  - ✿ The BEST PROMOTION of HFE JAPAN2008 : Safe-Tech International Co., Ltd.



Award Winners at the Ceremony held on 21<sup>st</sup> May.

## < Special Zone >

### ● SPECIAL ZONES :

#### **Proposing Better Taste Zone < NEW!! >**

-Exhibiting seasoning products thanks to a great contribution by Japan Extract Seasonings Association.

#### **Fusion of Healthcare and Food Zone < NEW!! >**

-Focusing on the connection between medical and food, and provides with new ideas for future product developments.

#### **High Value-Added OEM Zone < NEW!! >**

-Introducing the latest techniques and systems.  
An ideal place for those who wish to tie up with OEM manufacturers.

#### **Food and Beverage for Beauty Pavilion < NEW!! >**

-Introducing the latest raw materials which will come into fashion in 2009, and current products such as collagen, hyaluronic acid, ceramide.  
The pavilion also exhibits manufacturing techniques featuring beverage products development.

#### **The 7<sup>th</sup> Scientific Food Safety Zone**

-Exhibiting Product, technology, systems and machines related to “Food Safety” and “Quality Control”.

#### **The 5<sup>th</sup> Flavor World**

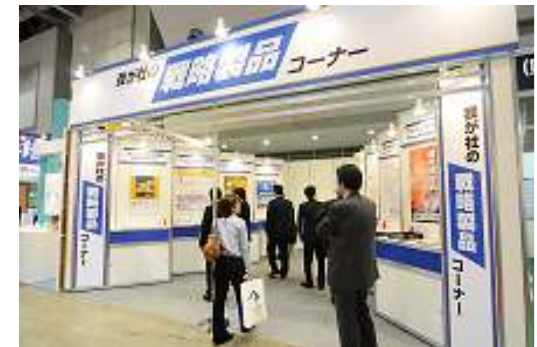
-Showing new products, research results and exhibitors' original manufacturing techniques, and focusing on the safeties and roles of Flavors.

#### **The 2<sup>nd</sup> Nursing Plaza**

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

#### **Panel Corner**

-Introducing new product information, research results, etc. on the panel.



## < Seminar/Presentation Programs >

### ● Seminar - Conference Program / International Symposium < Admission Charged >

#### - May 21<sup>st</sup> (Wed)

- [A] JSoFF Mini Symposium – Healthy Aging and Functional Food Factor < 3 sessions & Panel Discussion >
- [B] Bread-Making Development and Marketing Seminar < 4 sessions >
- [C] The World's Control of Healthy Food < 5 sessions >
- [D] Basic Seminar of the Appeal of Food Ingredients and Additives < 5 sessions >
- [E] Development and Strategy for New Food Ingredients < 3 sessions >

#### - May 22<sup>nd</sup> (Thu)

- [F] The 6<sup>th</sup> Forum for Science for Palatability < 10 sessions >
- [G] International Symposium :  
The World Food Ingredients & Additives Forum < 8 sessions & Panel Discussion >
- [H] Recipe Development for Food Service Industry < 2 sessions >
- [I] Forefront of Food Function and Food Research Development < 4 sessions & Panel Discussion >
- [J] Application of Supplements in Medical Institution < 3 sessions >

#### - May 23<sup>rd</sup> (Fri)

- [K] The 7<sup>th</sup> “Scientific Food Safety” Forum < 9 sessions & Panel Discussion >
- [L] Development of Food & Beverage for Beauty < 3 sessions >
- [M] Countermeasure against Metabolic Syndrome Symposium < 3 sessions >
- [N] Clinical Treatment and Immune Food Seminar
- [O] Marketing and Development of Hit Products < 3 sessions >
- [P] Oral Care Seminar – Approach for FOSHU Product < 5 sessions >

### ● Other Seminar / Exhibitor Presentation < Admission Free >

- Exhibitor Presentations < 172 Sessions given by 71 Exhibitors >
- Presentations by Exhibitors of the 7<sup>th</sup> Scientific Food Safety Zone < 34 sessions >
- Presentations by Exhibitors of the 2<sup>nd</sup> Nursing Plaza < 7 sessions >
- Seminars at HFE JAPAN Session Corner < 10 sessions >
- Seminars at Event Space < 16 sessions >



## < Number of Attendees >

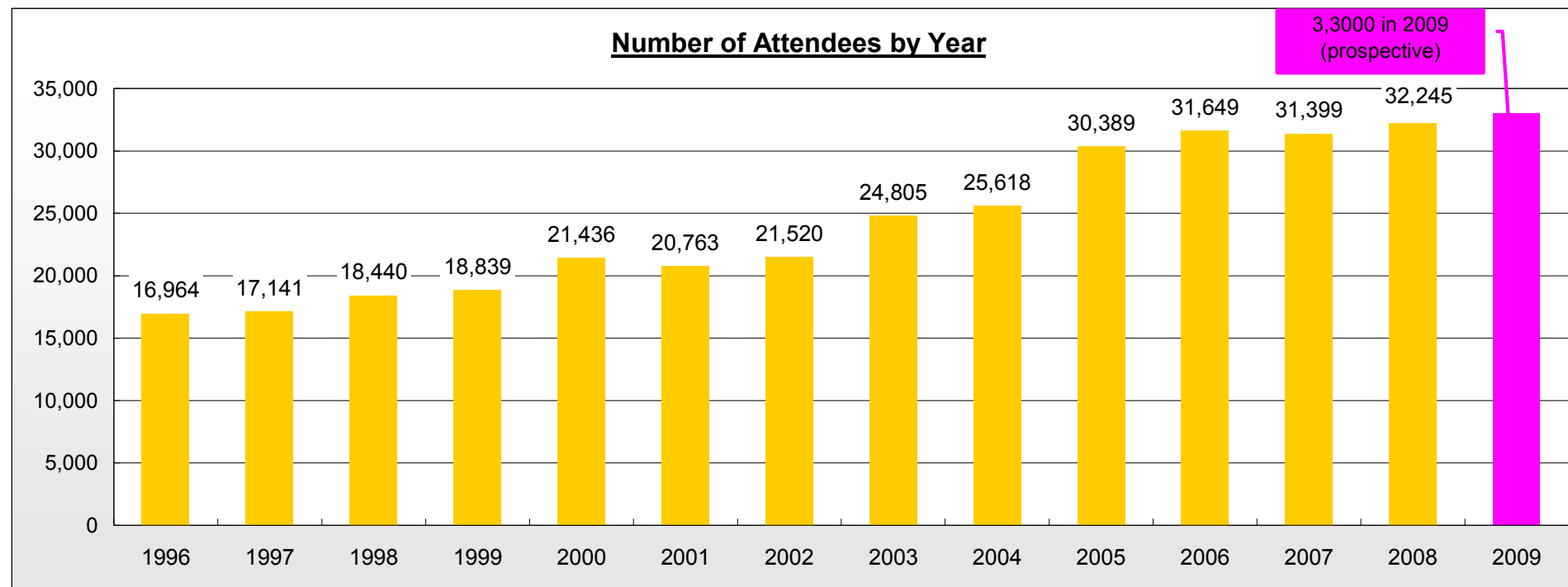
### ●Number of Attendees for ifia/HFE JAPAN 2008

Date	Weather	No. of Attendees in 2008	(No. of Attendees in 2007)
May 21	Fine	10,607	9,568
May 22	Fine	10,929	11,296
May 23	Fine	10,709	10,535
<b>TOTAL</b>		<b>32,245</b>	31,399

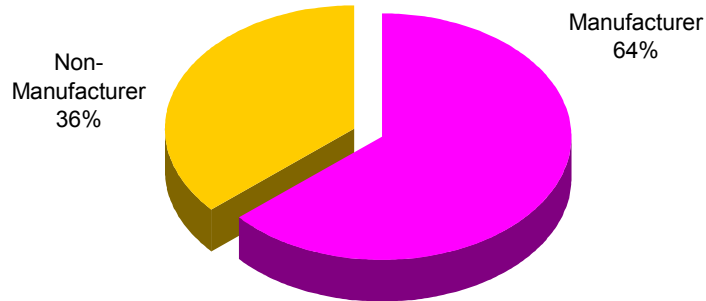
### ●Past Record

※HFE JAPAN has been held since 2003

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Total	16,964	17,141	18,440	18,839	21,436	20,763	21,520	24,805	25,618	30,389	31,649	31,399	32,245

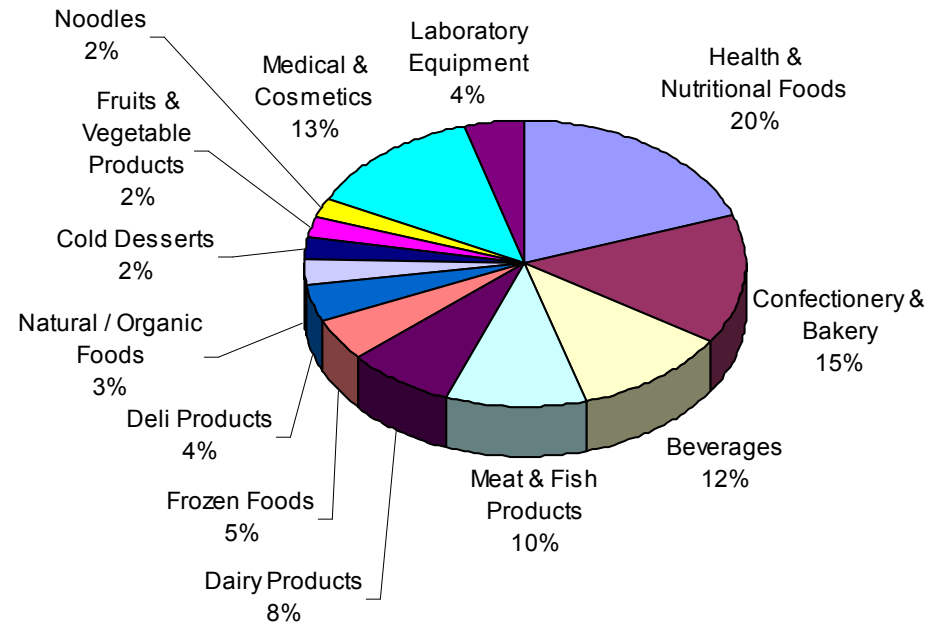


● Main Activity

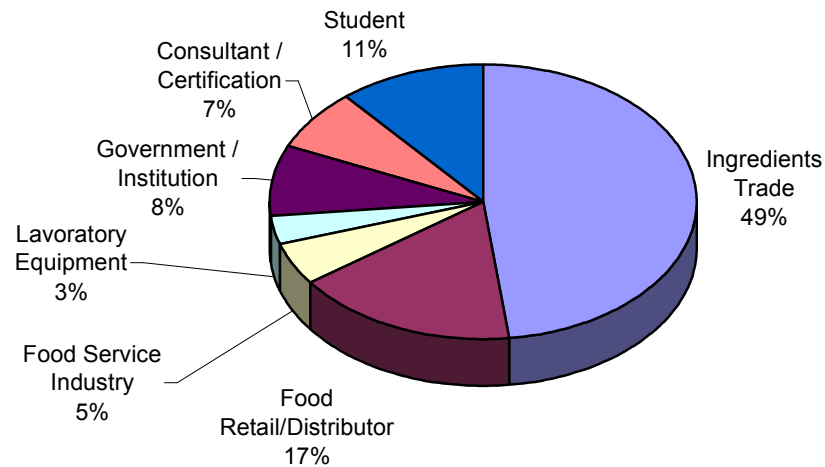


● Breakdown of Food Related Manufacturers

N = 16,809



● Breakdown of Non-Manufacturers

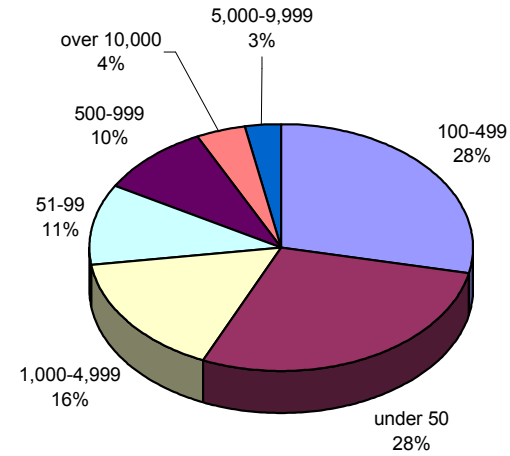


## < Attendees Analysis >

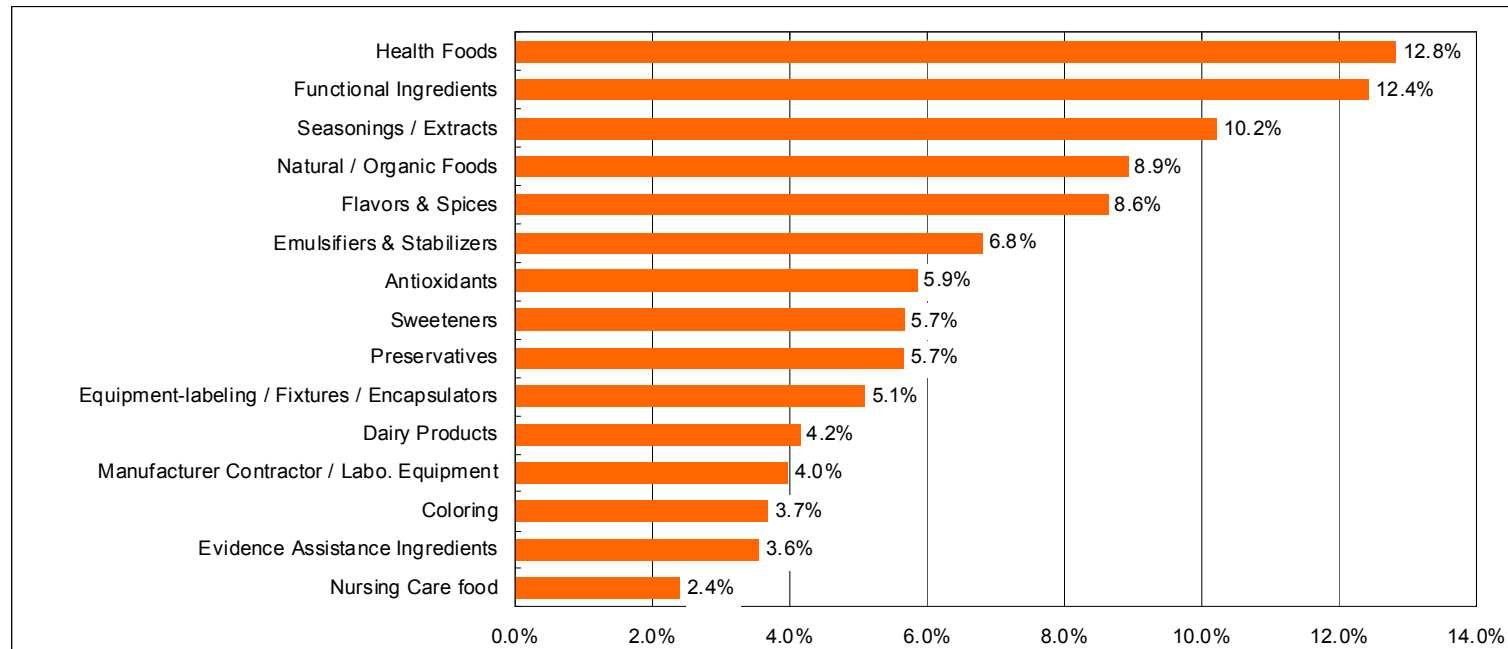
### ● Job Function



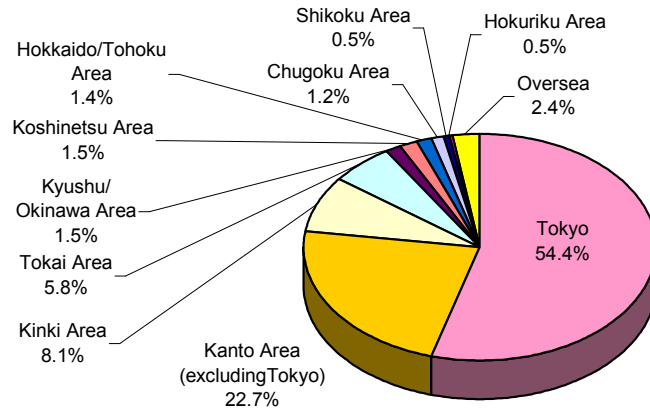
### ● Number of Employee



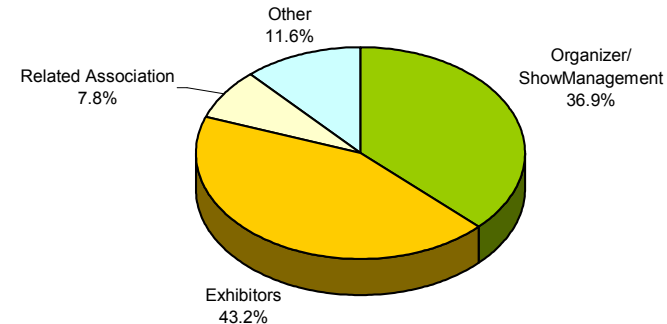
### ● Area of Interest



● Breakdown by Area



● How to get Admission ticket



## ifia JAPAN2009 / HFE JAPAN2009

Wed. 20<sup>th</sup> May – Fri. 22<sup>rd</sup> May, 2009 at West Hall 1 • 2, TOKYO BIGSIGHT

For More Details :

Ms. Aiko Azuma / Ms. Aya Horio at [ifia-info@ejk-japan.co.jp](mailto:ifia-info@ejk-japan.co.jp)

ifia/HFE JAPAN Show Management

4-9-17, Akasaka, Minato-ku, Tokyo 107-0052 Japan

TEL:+81-3-5772-1321 FAX:+81-3-5772-1324