

## PRESS RELEASE

Food Chemicals Newspaper Inc.

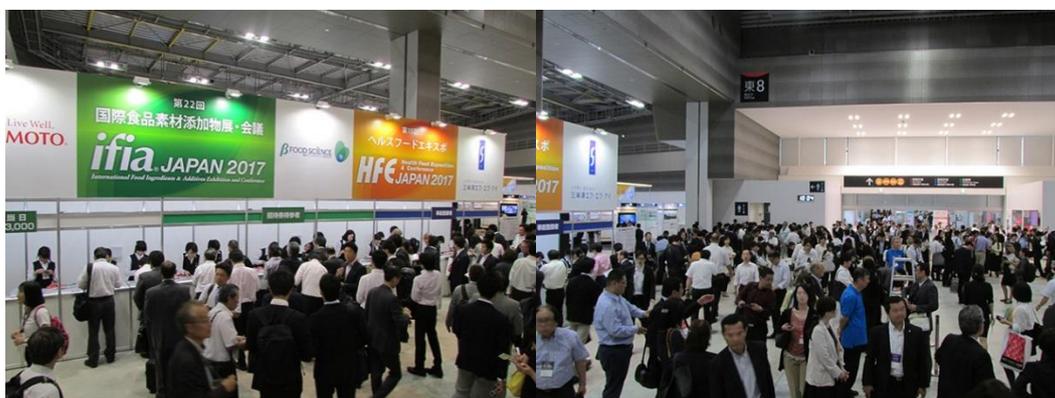
 <p><b>ifia JAPAN 2018</b> The 23th International Food Ingredients &amp; Additives Exhibition and Conference</p>	 <p><b>HFE JAPAN 2018</b> The 16th Health Food Exposition &amp; Conference</p>
2018.5/16 ▶ 18	
Tokyo International Exhibition Center Tokyo Big Sight East Exhibition Hall 1-2/Conference Tower.Tokyo Japan 10:00-17:00	

April 12, 2018

Date: May 16 (Wed.) to 18 (Fri.), 2018

Venue: Tokyo Big Sight (East Hall 1・2 & Conference Tower)

Organizer: Food Chemicals Newspaper, Inc. <http://www.ifiajapan.com>



### **What is ifia JAPAN?** International Food Ingredients & Additives Exhibition & Conference

Join us for the 23rd edition of ifia 2018, Asia's largest event dedicated solely to the food additives and ingredients industries. Due to the sharp rise in price for raw food materials, never before has the demand for additives and alternative ingredients been so high. As a result, interest among buyers is at all-time high.

### **What is HFE JAPAN?** Health Food Exposition & Conference

Now in its 16th edition in 2018, Health Foods Expo is the leading exhibition for manufacturers and suppliers in the health conscious Japanese market. 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.

**ifia/HFE JAPAN 2018 is the Perfect Place to establish New Business Relationships in Japan!**

### **Why ifia/HFE JAPAN?**

ifia/HFE JAPAN is the leading functional food, ingredients and additives event in Japan.

The three day event brings together over 32,000 manufactures and suppliers from all areas of the food industry to explore new opportunities and discover the latest products, techniques, and technology the industry has to offer. ifia/HFE JAPAN creates a strong and reliable platform to launch into the Japanese

market, showcasing your products and services to key decision makers in the industry.

With Japanese consumers now heavily shifting towards functional, healthy and nutritious foods, opportunities for the functional food, ingredients and additives industry are greater than ever. Don't miss the opportunity to be a part of this multi-billion dollar market!

### **Five reasons to exhibit;**

1. Japan's largest event covering food ingredients, additives and the health food sector.
2. Over 32,000 expected buyers from across Japan searching for your products and services.
3. An aggressive audience promotion campaign ensuring you the right audience at the right time.
4. A high-level, three-day educational forum attracting senior-level buyers and decision-makers.
5. Cultivate new business and develop strategic partnerships with Japanese and international companies.

### **Organizer's specialized zone;**

#### Food Safety Science Zone

It is most important that food ingredients, food additives and health food are safe food. Safe food is kept as collateral by protective technique base on science technology and evidence. In addition it is also necessary to upgrade and secure food quality by scientific data. This zone's exhibitors will introduce exhibits to make a commitment food safe such as measurement, equipment, food additives and wisdom specialized.

#### UMAMI & Flavor Trial

The situation providing a meal grows increasingly diverse such as facilities for food service, nursing care site, natural disaster, functional food, low-salt diet and others. In various conditions of food service, UMAMI and Flavor are desired at any time.

#### Export Promotion Support Zone

To make progress export promotion in Japanese food industry, this zone will propose the way to do business overseas. There are also expert advisor from JETRO and others.

#### "Ryo-Shoku-Tai-Ken" zone

##### <Intestinal Ameliorate Zone>

Gastrointestinal health has drawn increasing attention over the last few years. The Intestinal Amelioration Zone was built on the concept that a healthy body begins with improved intestinal flora, and provided intensive exhibition for probiotics such as lactobacilli, prebiotics including dietary fiber and oligosaccharides, and synbiotic ingredients that combine the two categories. Specialized laboratory analyzers for testing intestinal health was also exhibited in this zone, as were functional ingredients and supplements with promising implications for intestinal health. Our aim was to present a comprehensive picture, and to that end, we even included secondary material such as diluents and flavor masking additives essential to designing the total product.

##### <Total Beauty Corner>

Imaginary cosmetic company "Beppin-Do" will produce beauty supplement having a concept "3 elements plus 1" making beauty from internal such as movement, moisture, relax and the power of blood vessel. To make this concept practical visualization, we offer imaginary Hawaiian's Hula item including Hula dance. This item is comprised in each exhibitor's functional food ingredients designed for beauty, movement, moisture, relaxes and the power of blood vessel.

<Health Sports Ingredients Corner>

Nutrient enhancement and health functional food ingredients are increasing the demand for anti-aging and health trend with exercise. To introduce functional and feature of these ingredients and then to explore the possibility of product composed of these ingredients, this corner will make a presentation the way of self-medication in super-aging society.

### **Seminar;(abr)**

"Nutrition and physiological function of vegetable protein" ~ Meal plan aiming for 100 years old to resolve low nutrition ~

Activities of Japanese Association for Lactoferrin

Alginate; Feel & Smile

Application for Low Carbohydrate Foods by Products of Soybean Flour

Application of vinegar for salt reduction

Bovine lactoferrin ameliorates the development of atopic dermatitis-like skin lesions and the production of IL-17 in splenocytes of NC/Nga mice

Bread development for low-carb conscious people

Current status of chemically modified food starch in Japan

"Development of gluten-free 100% rice flour bread

-Clarification of the batter swelling mechanism and commercialization of a home bakery-

Effect of DHA on Cognitive function

Effect of lactoferrin on energy expenditure enhancement in reprogrammed functional brown adipocytes

Food Defense action of Maruha-Nichiro Group

Food Defense For Large Scale Events

Food development of low carbohydrate using insoluble fiber material

Food safety measures in retail industry

"From energy control to control of Carbohydrates mass.

Creating low carbohydrates foods proposed by Saraya."

Functional foods to prevent cognitive decline: focus on ketogenic diet

Functional Properties and Application of Process Whey Protein "Genesis"

Global modified starch market overview

Health business strategy and low-carb product development of Lawson

Identification of the Cause of Swelling ~ Approach from the Microbial testing ~

Introduction of case examples of vulnerability evaluation toward establishment of food defense plan

compliant with US Food Safety Modernization Act (FSMA)  
Keeping Food safe at the London 2012 Games  
Lactoferrin and the circadian clock and human health  
Lactoferrin possibly ameliorate behavioral and transcriptional alterations induced by maternal separation in male and female rat  
Measures against norovirus by Noroclear Protein , a new material derived from egg  
Measures to prevent foodborne infections as seen from analysis of occurrence causes in the cases  
Off-flavor analysis at a laboratory  
Plasmalogen is expected to prevent decline in cognitive function  
PROFECT series improving volume of baked confectionery  
Protein trend and future opportunities in the US sports nutrition market  
Quality control of bovine lactoferrin  
"Recent knowledge and developments using physical modified starch For beginners and professionals"  
Relationship between nutritionist and additives in food company  
Resistant Starch~Characterization and Application~  
Resistant starch's Functionalities and Applications for the LoCaBo Foods  
Safety of Food Additives  
Significance of plant proteins from a view of health and environmental issue - Making body for longevity -  
Special properties of milk proteins at different stages of life  
Strategy of foreign matter identification for food business operators. - Methodology and Application -  
The world history and the application in Japan of "Ginkgo biloba extract" as an ingredient of cognition function improvement  
Trend of HACCP institutionalization and efforts of the Japan Food Hygiene Association  
Utilization of GABA ( $\gamma$ -aminobutyric acid) in the ultra-aged society and stressful society  
Visualization of salty taste enhancement effect using taste sensor

#### **ifia HFE JAPAN2018 Registration for visitor**

Concerning registration for overseas visitor, please just hand in your business card at registration desk on site. You can enter free of charge. \*visa: It is not available to arrange for visitor.

(1) Is there a conference schedule for IFIA / HFE available in English?

>>> Unfortunately most conferences are not available in English.

(2) Can you arrange the event information booklet in English, if available?

>>> Now we arrange booklet in English. You can check the booklet in English around the middle of April on this website. Please wait for a while.

**For more information, please contact the following;**

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