

# Health Ingredients Japan 2004

October 5-7

at the

Tokyo Big Sight Exhibition Center, Tokyo, Japan



- Are you a U.S. exporter of ingredients targeting the rapidly expanding health, functional, and organic foods industries?
- Are you a U.S. exporter interested in tapping into Japan's vast and continuously growing health ingredients market?
- Do you want to promote your company's products throughout Japan? The leading trade publications, "Food Processing and Ingredients" magazine and the "Health Industry News" are both published by the shows organizer!
- Are you looking to find a partner in Japan to help you further your exporting goals?

## Why choose Japan's market?

- Japan's health foods market continues to outperform the rest of the Japanese economy having averaged 8 percent growth per year over the past five years.
- Because of Japan's rapidly aging population, there is an increased interest in foods that promote a healthier lifestyle.
- The markets for specialty health foods, foods offering specific health benefits, medicinal foods and organic foods are thriving in Japan. The annual value of the Japanese health foods market is estimated at around \$25 billion.
- As more and more Japanese food manufacturers make use of health claims to promote their products, the demand for health ingredients is increasing rapidly.

- High consumer awareness of the benefits of healthy eating in order to maintain health and prevent the onset of lifestyle-related illnesses is the main driving force behind the demand for health ingredients.

### Why choose Health Ingredients Japan?

- Participation in the show provides the exporter with the most effective way of accessing the Japanese health food Industry.
- The exhibition covers all aspects of the market, thus it can satisfy all needs of your company.
- The show combines the business opportunities of the show-floor with a comprehensive program of academic and business seminars addressing different segments of the industry.
- The show will include:
  - A program of exhibitor presentation workshops in which exhibitors can present papers about their products and services to the Japanese market
  - A series of seminars about the trends in the Japanese health and food industries.
- This show is a must-attend event for anyone connected with the development and marketing of new food products, food safety and quality control.
- Health Ingredients Japan exhibition is the ideal platform for foreign companies and their distributors to tap the potential of the vast Japanese health products market.



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