

IFIA JAPAN 2003

T O K Y O , J A P A N

What: Eighth presentation of Asia's largest food, ingredient and additive event and the first annual Healthy Foods Expo

When: June 11-13, 2003

Where: International Exhibition Center
Tokyo, Japan

The Market: Japanese consumers are increasingly interested in eating a well-balanced and healthy diet, and they are looking for specific characteristics in nutritional foods. Consumers consider taste, packaging and safety. American food, beverage and ingredient producers and processors should find incredible market opportunities in Japan as they ride the current nutritional food boom.

Japan is one of the United States' largest trading partners. It also ranks as the world's third-largest market for food additives and ingredients. Total sales to food manufacturers in Japan reached \$246 billion in 1999, with an annual import growth rate of 8 percent.

Best Product Prospects: Antioxidants, acidulates, additives, cereal products, confectionery ingredients, dairy products, dietetic foods, egg products, emulsifiers, enzymes, fats and oils, fibers, food colorings, food supplements, frozen foods, fruits and vegetables, health foods and beverages, hydrocolloids, juices, low-calorie foods, malt extracts, nutraceuticals, organic products, preservatives, proteins, seasonings and spices

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