

TRADE SHOW OPPORTUNITY

IFIA JAPAN 2 0 0 4

T O K Y O , J A P A N

What: International Food Ingredients & Additives Exhibition, a food and beverage ingredient trade event

When: May 26-28, 2004

Where: International Exhibition Center
Tokyo, Japan

The Market: Japanese consumers are increasingly interested in eating well-balanced, healthful diets, and they carefully consider specific characteristics in nutritional foods, such as taste, packaging and safety. U.S. food, beverage and ingredient producers and processors should find new market opportunities in Japan's current nutritional food boom. Japan is one of the United States' largest trading partners, and ranks as the world's third largest market for food additives and ingredients.

Best Products: Foods, beverages and ingredients with healthful attributes

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