

Application Deadline October 21, 2011

The 37th International Food and Beverage Exhibition

FOODEX JAPAN 2012 Ufi
Approved
Event

第37回 国際食品・飲料展



USA PAVILION

MARCH 6 - 9, 2012
MAKUHARI MESSE
TOKYO, JAPAN



USDA ENDORSED

Officially Endorsed by the U.S. Department of Agriculture – Washington, DC
and the US Agricultural Trade Office – Tokyo, Japan

USA Pavilion Organized by Imex Management, Inc.
www.ImexManagement.com

Exhibitor Registration File 2012



Invitation from the Embassy of the United States of America Tokyo, Japan

**U.S. DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
TRADE SERVICES STAFF
WASHINGTON, DC**

Ms. Tobitha Jones
Agricultural Marketing Specialist
202.690.1182
202.690.4374 fax
Tobitha.Jones@fas.usda.gov

**U.S. AGRICULTURAL TRADE OFFICE
TOKYO, JAPAN**

Mr. Steve Shnitzler
Director

Ms. Juri Noguchi
Marketing Specialist
Juri.Noguchi@fas.usda.gov

+81/3 3224 5118
+81/3 3582 6429 fax

**TO RESERVE SPACE
CONTACT IMEX MANAGEMENT
U.S. OFFICE**

Ms. Kelly Wheatley
Vice President International Food
and Beverage Shows
KellyW@ImexManagement.com

Mr. Eric Halsten
Director, Exhibit Sales
EricH@ImexManagement.com

4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
704.365.0041
704.365.8426 fax

JAPAN OFFICE

Ms. Momoko Ogawa
c/o Expo International Ltd.
9/F Sankei Building
1-3-1, Kanda Izumicho
Chiyoda-ku
Tokyo 101-0024 Japan
+81/3 5687 3983
+81/3 5687 5437 fax
ogawa@expo.co.jp

DEAR FOOD INDUSTRY EXECUTIVE

On behalf of USDA and the U.S. Agricultural Trade Office (ATO) in Tokyo, I am pleased to invite you to participate in the USA Pavilion at FOOD EX JAPAN 2012, Asia's largest food trade show. This important annual event, scheduled for March 6 - 9, 2012 attracts about 75,000 industry buyers from Japan's \$670 billion food market. FOOD EX is also developing an increasingly regional visitor profile, thus providing an excellent opportunity for promoting your products to other Asian markets.

Japan is the United States' largest overseas market for food and agricultural exports. However, the market is changing rapidly and FOOD EX can help you understand emerging trends while creating new business opportunities and renewing existing relationships. In addition, with over 60 countries/regions participating, no other event in Japan can match FOOD EX as a vehicle for assessing the competition.

The ATO is again working closely with Imex Management to organize the official USA Pavilion at FOOD EX JAPAN 2012, one of the largest and most active at the show with 85 booths and over 100 organizations exhibiting last year.

Don't miss this great opportunity to promote your products at this important show. We look forward to seeing you and assisting you next March at FOOD EX JAPAN 2012.

Sincerely,



Steve Shnitzler
Director
Agricultural Trade Office, Tokyo
U.S. Embassy, Japan



OFFICIALLY ENDORSED BY
THE U.S. DEPARTMENT OF AGRICULTURE'S FAS TRADE SERVICES
STAFF - WASHINGTON, DC AND THE U.S. AGRICULTURAL TRADE
OFFICE - TOKYO, JAPAN

ORGANIZED BY
IMEX MANAGEMENT, INC. - CHARLOTTE, NC

BEST PROSPECTS

Cheese
Sausage
Frozen Vegetables
Berries
Tree Nuts
Wine
Pet Food
Salmon
Functional Foods
Beer
Spirits

EXHIBIT PROFILE

Agricultural Products
Meat
Dairy
Seafood
Prepared Food
Wheat & Noodles
Confectionery & Desserts
Seasonings & Spices
Spreads
Oils
Beverages
Imported Food
Health-oriented Food
Organic & Natural Food
Publications

10 Reasons Why Japan Is Essential For U.S. Agriculture

From report written by Office of Agricultural Affairs and Agriculture Trade Office, U.S. Embassy, Tokyo

1. JAPAN IS THE WORLD'S THIRD LARGEST ECONOMY

Japan, with a population of 127 million, is the world's third largest economy, and boasts a per capita income of \$43,000, only slightly below that of the U.S. at \$47,000.

2. FOOD IS AN IMPORTANT PRIORITY IN THE JAPANESE CULTURE

The importance of food in the Japanese culture is reflected in the enormous size of the Japanese food industry [valued at approximately \$670 billion].

3. DEMAND SHOULD REMAIN STRONG FOR IMPORTED FOOD PRODUCTS

The Japanese food market is highly dependent on imported food to meet the needs of its consumers [importing \$45 billion in agricultural products].

4. THE U.S. IS A CRITICAL PART OF JAPAN'S FOOD SECURITY

Japanese domestic production only provides for 40 percent of Japan's food needs. In the wake of the Great Northeast Earthquake and Tsunami, Japan is even more dependent on outside sources of food and agricultural products.

5. ASIA-WIDE TRENDS BEGIN IN JAPAN

For U.S. companies, entry into the Japanese market is often the first step to expansion to the rest of Asia.

6. JAPAN IS ONE OF THE CLOSEST ALLIES OF THE UNITED STATES

The United States and Japan have a very close economic, diplomatic, and military relationship.

7. JAPAN'S SOCIETY IS EXPERIENCING MAJOR SOCIAL CHANGES

The new [baby boomer] retirees are generally wealthy, having benefited from the post war economic expansion and are having a profound impact on Japanese society.

8. JAPANESE FOOD PREFERENCES ARE BECOMING MORE DIVERSE AND CONSUMERS ARE EARLY ADOPTERS

The internationalization of food in Japan has given the United States an important advantage in the Japanese food market. Japan has been on the cutting edge of developments in the food industry and is likely to remain there in the future.

9. JAPANESE FOOD SHOPPING IS CHANGING DRAMATICALLY

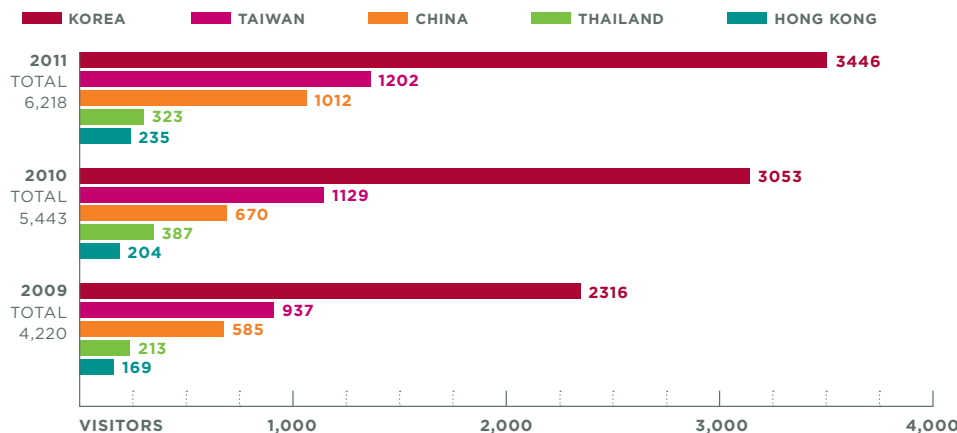
The number of women working as well as the number of single family households are increasing in Japan, with consumer-ready food products becoming more and more popular.

10. GANBARO NIPPON - "YOU CAN DO IT, JAPAN"

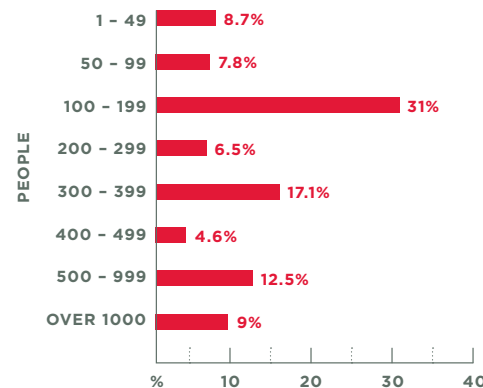
The Great Northeast Japan Earthquake and Tsunami was Japan's greatest disaster in over 100 years, but the resilience and fortitude of the Japanese people has been an inspiration to the world. Japan will recover greater and stronger than ever.

FOODEX JAPAN 2012: the largest food and beverage show in all of Asia, a "staple" for U.S. food exporters

TOP 5 OVERSEAS VISITOR COUNTRIES AT PAST FOODEX JAPAN EDITIONS



HOW MANY VISITED YOUR BOOTH PER DAY ON AVERAGE?



* Survey conducted on March 4, 2011 among 632 Japanese and 427 Overseas exhibitors.

FOODEX JAPAN 2011 EDITION

2,399 Exhibitors
74,936 Visitors
300,000 square feet of exhibit space

USA PAVILION AT FOODEX JAPAN 2011 RESULTS

US\$ 425,000 reported in on-site sales
US\$ 30,912,000 in projected sales

VALUE-ADDED SERVICES AND ON-SITE SUPPORT FOR U.S. EXHIBITORS

- > Exhibitor briefing
- > Internet café
- > "Gateway to American Food" cooking demonstration booth
- > Exhibitor tour of the Japanese section of the show
- > Matchmaking service with buyers of major retail and foodservice groups in Japan



Official USA Pavilion at FOODEX JAPAN 2012

www.ImexManagement.com

Participation in the official USDA-endorsed USA Pavilion at FOODEX JAPAN 2012 offers you the prestige and visibility of exhibiting with other US companies while keeping your own identity — your individual booth with a cost-effective, complete service package eliminating language barriers and communication lag-time.

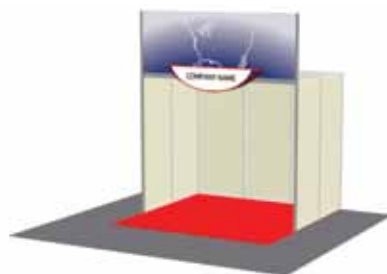
EXCLUSIVE SERVICES & AMENITIES FOR ALL USA PAVILION PARTICIPANTS

- > Professional guidance and total logistical coordination from Imex Management staff in the U.S. and on-site in Tokyo
- > Marketing support services from the U.S. Agricultural Trade Office in Tokyo including local promotion to importers, on-site market briefing and on-going market assistance during the show
- > Assistance with hotel accommodations and shipping
- > One individual entry in official show catalog, website and USA Pavilion directory
- > Strong USA identification – focal point for international importers and brokers
- > Prime location on show floor
- > Pre-show promotion



SCHEME A | 9 SQM

- All services and amenities plus
- > Enhanced USA pavilion design
 - > Booth construction with hard partition walls
 - > Carpeting
 - > Signage
 - > Lighting
 - > Furniture set includes: 1 round table, 2 chairs, 1 demonstration counter, 1 brochure stand, 3 shelves and 1 trash can



SCHEME B | 9 SQM

- All services and amenities plus
- > Enhanced USA Pavilion design
 - > Booth construction with hard partition walls
 - > Carpeting
 - > Signage
 - > Lighting



RAW SPACE | 252 SQM (MINIMUM)

- All services and amenities plus
- > Exhibit space
 - > Exhibitor badges

EARLY REGISTRATION

through October 21, 2011
¥ 687,750 PER BOOTH
 (including consumption tax)

LATE REGISTRATION

after October 21, 2011 if space available
¥ 740,250 PER BOOTH
 (including consumption tax)

EARLY REGISTRATION

through October 21, 2011
¥ 645,750 PER BOOTH
 (including consumption tax)

LATE REGISTRATION

after October 21, 2011 if space available
¥ 698,250 PER BOOTH
 (including consumption tax)

¥ 47,250 PER SQUARE METER

(including consumption tax)

CORNER PREMIUM

¥ 52,500 PER CORNER
 (including consumption tax)

TIMELINE FOR EXHIBITORS

OCTOBER 21, 2011

USA Pavilion Booth Early Registration
 50% deposit deadline

NOVEMBER 14, 2011

Payment balance due

DECEMBER 15, 2011

Exhibitor Manual emailed to exhibitors

JANUARY 13, 2012

FOODEX JAPAN Directory / order forms due

FEBRUARY 10, 2012

Shipping deadline

MARCH 5, 2012

Booth setup

MARCH 6 - 9, 2012

FOODEX JAPAN 2012

APPLY BY OCTOBER 21, 2011

Early registration to exhibit in the USA Pavilion at FOODEX JAPAN 2012 must be made by October 21, 2011 by completing the USA Pavilion Booth Application & Contract Form and returning the executed original with a copy of your wire transfer confirmation to the U.S. or Japan office of Imex Management, Inc. (organizer of the USA Pavilion). Space may not be available after October 21, 2011.

ACT NOW!

Booth allocation will be determined on a first-come, first-served basis according to the order applications and deposits are received by Imex Management, Inc.

Booth Application & Contract Form for USA Pavilion at FOODEX JAPAN 2012 | March 6 - 9, 2012



FIVE STEPS TO APPLY

- 1 Complete and sign the Booth Application & Contract Form
- 2 Read Terms & Conditions on the reverse side and initial
- 3 50% deposit due with Application; 50% balance due November 14, 2011

- 4 Make wire transfer to the following account:

BANK NAME Bank of America Tokyo
Tokyo, Japan

SWIFT CODE BOFAJPJX

ACCOUNT NAME BofA Domestic
Deposit #5687

ACCOUNT # 606495687013

INSTRUCTIONS*: Your Company Name and for further credit to Imex Management JPY account 11632-223

*NOTE – **INSTRUCTIONS** must be included with your wire in order to properly credit your account

- 5 Send original application and wire transfer confirmation to:

IN THE U.S.

Imex Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
704.365.0041
704.365.8426 fax
KellyW@ImexManagement.com
EricH@ImexManagement.com

IN JAPAN

Imex Management, Inc.
Attn: Momoko Ogawa
c/o Expo International Ltd.
9/F Sankei Building
1-3-1, Kanda Izumicho
Chiyoda-ku
Tokyo 101-0024 Japan
+81/3 5687 3983
+81/3 5687 5437 fax
ogawa@expo.co.jp

The company, as described below, hereinafter referred to as “Exhibitor”, applies for participation in the USDA-endorsed USA Pavilion at FOODEX JAPAN 2012, in Tokyo, Japan organized by Imex Management, Inc. hereinafter referred to as “Management”.

EXHIBITOR COMPANY _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____ Website _____

PERSON RESPONSIBLE FOR EXHIBIT PLANNING _____ Email _____

PRODUCTS TO BE EXHIBITED *Including brand names* _____

EXHIBIT SPACE REQUESTED *All booths include the services and amenities specified in the USA Pavilion Exhibitor Registration File 2012. Prices are inclusive of all taxes and fees*

EARLY REGISTRATION (THROUGH OCTOBER 21, 2011)

A total of _____ Scheme A 9SQM Booth(s) @ ¥ 687,750 = ¥ _____

A total of _____ Scheme B 9SQM Booth(s) @ ¥ 645,750 = ¥ _____

RAW SPACE (252 SQM MINIMUM)

Raw Space _____ SQM @ ¥ 47,250 = ¥ _____

CORNER PREMIUM

A total of _____ corners @ ¥ 52,500 = ¥ _____

CO-EXHIBITOR FEE _____ @ ¥ 52,500 = ¥ _____

LATE REGISTRATION (AFTER OCTOBER 21, 2011 IF SPACE AVAILABLE)

A total of _____ Scheme A 9SQM Booth(s) @ ¥ 740,250 = ¥ _____

A total of _____ Scheme B 9SQM Booth(s) @ ¥ 698,250 = ¥ _____

TOTAL COST = ¥ _____

DEPOSIT DUE WITH APPLICATION 50% of total = ¥ _____

PAYMENT TERMS: 50% DEPOSIT DUE WITH APPLICATION; 50% BALANCE DUE NOVEMBER 14, 2011.

We the undersigned exhibiting company, hereby apply and agree to comply by the Terms & Conditions printed on the reverse side of this application. Enclosed is our confirmation of our deposit by wire transfer for _____, covering the exhibit space as indicated above. The person(s) signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Booth Application & Contract Form.

Signature _____ Title _____ Type or Print Name _____ Date _____

Terms & Conditions for USA Pavilion at FOODEX JAPAN 2012

Upon acceptance of your completed Booth Application & Contract Form and booth deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Imex Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions.

Please keep a copy for your records.

1. THE FOLLOWING CONDITIONS as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Booth Application and Contract Form" as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and everyone thereof.

2. IMEX MANAGEMENT, INC., hereinafter referred to as Management, under-takes within the framework of the offer submitted to carry out the project described in the USA Pavilion at at FOODEX JAPAN 2012 Exhibitor Registration File, on the condition that the requisite number of Exhibitors apply.

3. NOTICE ON PRODUCT ORIGIN: All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

4. SPACE ASSIGNMENTS: Exhibit space assignments within the pavilion are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the USA Pavilion are subject to change at the sole discretion of the show organizers. The floor plan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floorplan are for pavilion use only. Exhibit space numbers will be assigned to the Pavilion by the show organizers at a later date.

5. EXHIBITOR AGREES to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.

6. SHARING OF BOOTH: Exhibitor agrees to share the assigned booth with no more than one other exhibitor. Management will authorize no more than two companies to be listed on the fascia board and will permit no more than two companies to be represented in the booth. An additional ¥ 52,500 booth sharing fee will be charged per booth to cover administrative charges.

7. LIABILITY: The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others.

The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.

8. PAYMENT SCHEDULE: The payment schedule is as follows: 50% deposit with submission of Booth Application and Contract Form, 50% balance due by date specified overleaf on Booth Application and Contract Form. Management has the right to replace any exhibitor who has not paid its space 90 days before the show. The cancellation policy listed below will apply in that case.

9. CANCELLATIONS: In the event of Management agreeing to any request for release from the contract, Exhibitor will be liable for all or part of the exhibit space cost stated overleaf in the Booth Application and Contract Form on the following scale:
Cancellation 271 days or more before the show: 25% of cost
Cancellation between 270 and 121 days before the show: 50% of cost
Cancellation 120 days or less before the show: full cost

This scale will apply only from the date Management receives written notice by letter, email or fax. These cancellation fees are considered to be liquidated

damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.

10. FORCE MAJEURE: In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is here with expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.

REGISTRATION FEES

SCHEME A | 9 SQM

EARLY REGISTRATION
through October 21, 2011
¥ 687,750 PER BOOTH
(including consumption tax)

LATE REGISTRATION
after October 21, 2011 if space available
¥ 740,250 PER BOOTH
(including consumption tax)

SCHEME B | 9 SQM

EARLY REGISTRATION
through October 21, 2011
¥ 645,750 PER BOOTH
(including consumption tax)

LATE REGISTRATION
after October 21, 2011 if space available
¥ 698,250 PER BOOTH
(including consumption tax)

RAW SPACE | 252 SQM (MINIMUM)
¥ 47,250 PER SQUARE METER
(including consumption tax)

CORNER PREMIUM
¥ 52,500 PER CORNER
(including consumption tax)

SPACE ALLOCATION

The booth allocation will be determined by the USA Pavilion organizers on a first-come, first-served basis according to the order applications and deposits are received by Imex Management, Inc.

INITIALS: _____

Join the growing number of market leaders participating in the USA Pavilion at FOODEX JAPAN

“With the help of Imex Management we were able to construct a very attractive four-booth area well attended by many potential customers. We exhibited products from a number of US companies including Turkey Hill Ice Cream, Hatfield Quality Deli Products, Johnsonville Sausage, Junior’s Cheesecakes and Asher’s Chocolates. We were able to collect orders for well over \$150,000 and are working on more.” Ron Davis, President, Bell Export Foods Group



“It was really a good show for us. Last year we shipped our seedless watermelons to several chain stores; many of these customers came by to meet us along with others who saw our product in the competitors’ stores. We also had interest from some chain store representatives from Taiwan. Next year we want three booths.” Dan Van Groningen, Van Groningen & Sons, Inc.

2010 & 2011 USA PAVILION EXHIBITORS AT FOODEX JAPAN

Agri-West International, Inc.
Allied International Corporation
American Peanut Council
American Trading International, Inc.
Ames International Inc.
BCGA Concept Corp
Before and After Candy, LLC
Bell Export Foods Group
Carmi Flavor & Fragrance
CFC Japan Co., Ltd.
Cherry Marketing Institute
CK International Ltd.
Conscious Lifestyler
Creative Food Ingredients
Dakota Growers Pasta Co.
Dakota Prairie Organic Flour Co.
DeltaTRAK, Inc.
DEPT Planning
Distinctive Foods

East-West Development, Inc.
Family Time Snacks/Great Lakes Packaging
Farmers Organic Foods International
Food Export Association of the Midwest USA
Food Export USA - Northeast
Good Life Foods, Inc.
Graceland Fruit, Inc.
Green Rabbit, LLC / MimicCreme
Green Valley Pecan Company, The
Hawaii Papaya Industry Association
Hawaiian Host Japan, Inc.
Hillside Candy
Himalya International/Global Reliance
Home Style Foods
Illinois Department of Agriculture
International American Supermarkets Corp.
Intertribal Agricultural Council
Iweb Grocer International Inc./MagicTime Int'l
J & J Snack Foods Corp.

Japan Green Tea Co., Ltd.
La Tapatia Tortilleria, Inc.
Lundberg Family Farms
Magic Seasoning Blends
Marky’s Caviar
Michigan Department of Agriculture
MIE Project Co. Ltd.
Mission Foods
Mitsui Foods, Co., Ltd.
Narange Co. Ltd.
NASFT
National Beef
National Watermelon Promotion Board
Nature’s Flavors
Nature’s Sungrown Foods, Inc.
North Dakota Trade Office
Northwest Cherry Growers
One World Sales & Marketing
Oregon Department of Agriculture

Oregon Fruit Products Co.
Persian Palace Co. Ltd.
PGP International
Pinetree BH Inc / Nature’s One Inc.
Ricos Products Co., Inc.
Sakai Foods America Inc
Sea Watch International, Ltd.
Seattle Espresso Co., Ltd.
Shintoa Corporation
SIG International
Smart Beverage Corp.
Southern United States Trade Association (SUSTA)
Sugardale Foods / Fresh Mark
Sunnyland USA, Inc
Tanto Corporation
TMI Trading Corp
Tyson Foods, Inc.
Tyson International Service Center, Inc. Asia
US Brands International, Inc.

US Grains Council
US Highbush Blueberry Council
US Meat Export Federation
US Soy
USA National Peanut Board
USA Poultry & Egg Export Council
Valley Fig Growers
Van Groningen & Sons Inc
WillCrest Foods
World Scope Corporation
World Trading Ltd.
Wyman’s
Yoshida Foods International LP

OPTIMIZE
YOUR PARTICIPATION

Additional Assistance for USA Pavilion Participants

Made available through the state regional trade groups

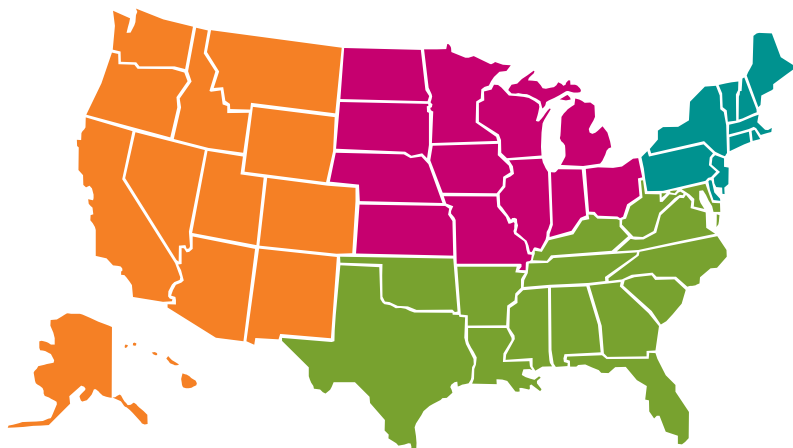
BRANDED PROGRAM

Your company may be eligible to receive 50% reimbursement on marketing expenses through the USDA-funded Branded Program. This financial support helps offset the costs of exhibiting at international trade shows including: international travel, booth fees and displays, freight costs to shows, plus help with packaging changes to meet market specifications for your new sales and distribution.

GENERIC PROGRAM

U.S. exhibitors at FOOD EX JAPAN may also benefit from additional marketing and logistical assistance through the Generic Program. The list of services offered is customized for each show and by each SRTG but may include: pre-show product research; translation of sales materials; furnished booth space and signage; interpreters assistance; shipping assistance; pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition. Not all SRTGs offer all these specific services. Please contact us or your particular SRTG to determine what programs and services are available to your company.

FOR MORE INFORMATION ON THE BRANDED PROGRAM AND GENERIC PROGRAMS AT FOOD EX JAPAN 2012, CONTACT YOUR STATE REGIONAL TRADE GROUP.



WESTERN U.S. AGRICULTURAL TRADE ASSOCIATION (WUSATA)
360.693.3373
360.693.3464 fax
www.wusata.org

ANN BUCZKOWSKI
Branded Program Manager
ann@wusata.org

JANET KENEFSKY
International Marketing Director,
Generic Program
janet@wusata.org

FOOD EXPORT ASSOCIATION OF THE MIDWEST USA
312.334.9200
312.334.9230 fax
www.foodexport.org

JOE YOTTI
Branded Program Manager
jjyotti@foodexport.org

TERESA MILLER
International Marketing Program Manager
tmiller@foodexport.org

SOUTHERN U.S. TRADE ASSOCIATION (SUSTA)
504.568.5986
504.568.6010 fax
www.susta.org

DENEEN WILTZ
Branded Program Director
deneen@susta.org

BERNADETTE WILTZ
Deputy Director & International
Marketing Director, Generic Program
bernadette@susta.org

FOOD EXPORT USA - NORTHEAST
215.829.9111
215.829.9777 fax
www.foodexportusa.org

ANTONIYA GOSPODINOVA
Branded Program Manager
agospodinova@foodexport.org

JOY CANONO
International Marketing Program Manager
jcanono@foodexport.org

FOODEX JAPAN 2012
37TH EDITION

The 37th International Food and Beverage Exhibition
FOODEX JAPAN 2012
第37回 国際食品・飲料展

THE USA PAVILION AT FOOD EX JAPAN 2012
IS ORGANIZED BY IMEX MANAGEMENT, INC.



4525 Park Road, Suite B-103
Charlotte, NC 28209
704.365.0041
704.365.8426 fax

KELLY WHEATLEY
KellyW@ImexManagement.com
ERIC HALSTEN
EricH@ImexManagement.com



APRIL 21 - 22, 2012
San Juan, Puerto Rico
17th edition



MAY 9 - 11, 2012
Montreal, Canada
9th edition*



MAY 9 - 11, 2012
Shanghai, China
13th edition*



JUNE 25 - 28, 2012
Sao Paulo, Brazil
Premier edition



SEPTEMBER 10 - 13, 2012
Melbourne, Australia
28th edition*



OCTOBER 21 - 25, 2012
Paris, France
25th edition*



NOVEMBER 26 - 28, 2012
Abu Dhabi, UAE
3rd edition



MARCH 17 - 20, 2013
London, England
18th edition*

*USDA Endorsed