

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary - Public

Date: 4/26/2019

GAIN Report Number: JA9705

Japan

Post: Osaka ATO

Regional Trade Shows - Western Japan

Report Categories:

Promotion Opportunities

Approved By:

Jeff Zimmerman - ATO Osaka Director

Prepared By:

ATO Osaka Staff

Report Highlights:

The Agricultural Trade Office (ATO) Osaka has stewardship of western Japan that covers four regions – Kansai, Chugoku, Shikoku, Kyushu – with nearly 50 million inhabitants generating 35 percent of Japan's GDP. The ATO Osaka assessment of regional trade shows thus far revealed few U.S. products displayed. Those displayed were mainly commodity-focused – U.S. beef and pork products, some seafood, tree nuts/peanuts, fruit/fruit juice – with very limited amounts of consumer-oriented and/or branded U.S. products. These markets offer unique untapped opportunities for U.S. agricultural exports through regional retail supermarket chains, restaurants, and food service institutions.

The Agricultural Trade Office (ATO) Osaka has stewardship of western Japan that covers four regions – Kansai, Chugoku, Shikoku, Kyushu – with nearly 50 million inhabitants generating 35 percent of Japan’s GDP (Figure 1). The Kansai region is the second largest market in Japan and lies in the center of the Japanese archipelago. The region includes major cities – Kyoto, Kobe, Osaka – and is known for its food culture and is considered the culinary trend-setting region for Japan. The city of Fukuoka in the Kyushu region is next largest market in western Japan. These markets offer unique untapped opportunities for U.S. agricultural exports through regional retail supermarket chains, restaurants, and food service institutions (see [GAIN JA8708 – Japan Regional Retail Food](#)).

Figure 1. Western Japan Regions – Demographics

Region	Population (million)	GDP (% of Japan)	Major Cities
Kansai	22.8	15.6	Osaka, Kyoto, Kobe
Chugoku	7.6	5.5	Hiroshima
Shikoku	4	2.7	Matsuyama
Kyushu (incl. Okinawa)	14.6	10.2	Fukuoka, Kagoshima, Naha

Source: Ministry of Economy, Trade and Investment – Japan

ATO Osaka has assessed western Japan agriculture, food, and beverage trade shows – both public and proprietary – to inform to U.S. companies and exporters on potential opportunities in western Japan. Across Japan, trade shows remain the highest impact market entry strategy as Japanese business culture favors this model to discover new products and initiate dialogue with potential partners. Regional trade shows, including proprietary regional distributor shows, attract manager and product category buyers from the regional retail supermarket sector, which accounts for an estimated 65% of total food sales in Japan. These regional shows also attract restaurant managers, food manufacturers, confectionary/bakery, and food service providers. While on a smaller scale, these shows align with U.S. product exporters that already have an in-country importer/broker and seek further penetration of the western Japan market.

The ATO Osaka assessment of regional trade shows thus far revealed few U.S. products displayed. Those displayed were mainly commodity-focused – U.S. beef and pork products, some seafood, tree nuts/peanuts, fruit/fruit juice – with very limited amounts of consumer-oriented and/or branded U.S. products. Public trade shows are more accustomed to foreign country supplier pavilions and can attract importers/brokers and distributors seeking new products to register in their product offerings. Importer and distributors require the U.S. product be registered in-house prior to being considered for participation in their respective proprietary shows. When invited to participate in the proprietary show, it has resulted in the store chain-wide placement of some U.S. products only previously available at a limited amount of stores. A non-exhaustive list of western Japan public and proprietary shows that ATO Osaka has identified follows:

Public Food/Agricultural Trade Shows – Western Japan (See addendum)

Trade Show	Description	Dates/Timeframe	Location
-------------------	--------------------	------------------------	-----------------

Name			
FABEX Kansai	Food, Beverages, confectionary, equipment	October	Osaka
Agro Innovation	Food, Beverages, Processed products, agritech, packaging, wild animal management	June	Fukuoka

Proprietary Food Distributor/Importer Trade Shows – Wester Japan

Group Name	Description	Dates/Timeframe	Location
All Japan Supermarkets Assoc.	All grocery store product categories	February	Kyoto
Kato Sangyou	All grocery store product categories	March	Kobe
Kanakam	All grocery store product categories	Kanazawa	February / September
Toho (Cash & Carry)	Wholesale/Price club product sizing and categories	February through October	Multiple cities <ul style="list-style-type: none"> • Fukuoka • Osaka • Kumamoto • Kobe • Okayama • Okinawa • Oita • Kita-kyushu • Kurume



FABEX Kansai

(The World Food And Beverage Great EXpo in Kansai)

Expand your U.S. product sales in Kansai region: nearly 23 million people. The region consists of six prefectures: Osaka, Hyogo, Kyoto, Nara, Shiga and Wakayama.

FABEX 2019 www.fabex.jp/kansai

WHO: U.S. Companies/products with existing Japanese importer/broker (minimal English usage at show).

WHEN: October 16 to 18, 2019 (Wednesday to Friday)

WHERE: Intex Osaka (1 Chome-5-102 Nankokita, Suminoe Ward, Osaka, Osaka, Japan)

BOOTH COST: US\$3,000 (3^mx3^m)

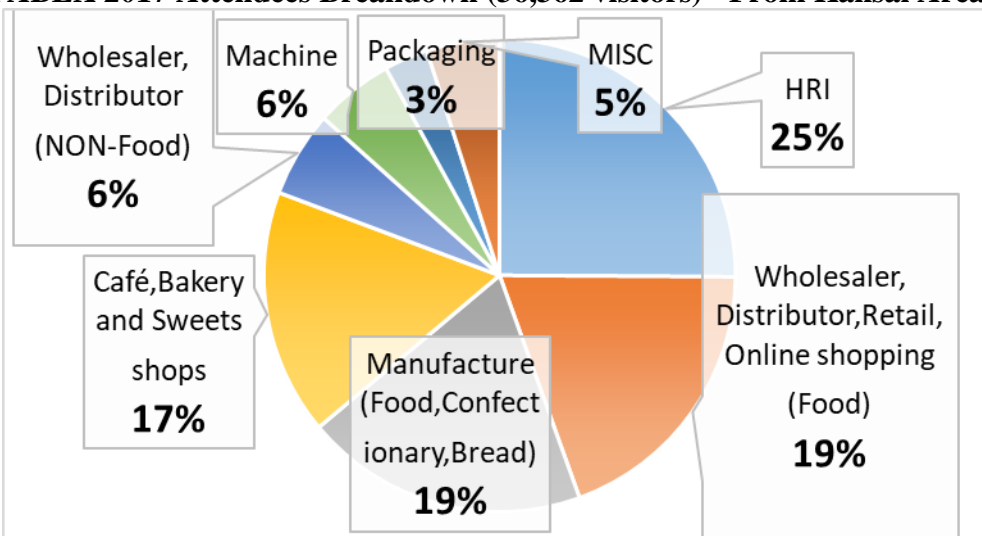
DEADLINE: Application due: June 28, 2019

FABEX 2018:

Attendees: 38,915 (7% increase over 2017) mostly from Kansai Area – **regional expansion opportunity.**

Business matching services with 39 companies from HRI sectors – **excellent access to decision-makers**

FABEX 2017 Attendees Breakdown (36,362 visitors) - From Kansai Area: 83%



Feedback from FABEX U.S. Product Exhibitors in 2018:

U.S. Meat Export Federation (USMEF)

- Tasting samples distributed 1,378
- 1094 questionnaires answered.
- 98% responded Excellent and good.
- 94% replied delicious and good.
- 6 companies participated USMEF booth, and would do it again.
- Overall impression was positive.

U.S. Baking Company's product, 1st time exhibitor

- Tasting sample distributed 5,000
- Received about 100 business cards
- Acquired about 600 new business contacts.
- **Over 30 business deals after the show.**

For more information, please contact ATO Osaka (atoosaka@fas.usda.gov)