

Japan FOODEX 2009

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March 3 - 6, 2009

JOIN US!

Pennsylvania's Center for Trade Development is pleased to offer Pennsylvania companies an opportunity to participate in Japan's FOODEX 2009!

Pennsylvania will have several booths in the US Pavilion where your samples will be shown. There are two options to participate in the FOODEX 2009 show:

> **Option 1 - \$450/company**

Travel to Japan and participate in person at the FOODEX 2009 show. You will receive space to display your products at the booth, posters and other marketing material will be created for the booth on your behalf, and our trade representative in Japan will create a customized itinerary of meetings for you as well as assist you with all logistics. A post show report will also be provided.

> **Option 2 - \$150/company**

Send only your samples and catalogs to Japan. Our trade representative in Japan, on your behalf, will screen business visitors; field inquiries; gather leads; meet one-on-one with interested agents, distributors, and buyers; and assess the show for your product.

A completed application, participation agreement, introductory letter, brochures and samples are required for BOTH options.

Participation agreement, check, application, introductory letter, brochures and samples must be received by January 19, 2009. Space is limited!

Don't miss this important opportunity to participate in this show.

WHY THIS MARKET?

FOODEX Japan 2008 had over 96,000 visitors and close to 2,500 exhibitors from 65 countries. The show predominantly targets the lucrative food market in Japan but at least 5% of the visitors are expected to come from countries like Korea, Taiwan and China.

At least 60% of Japan's food is imported because of their inability to produce the food they need for the number of people living in Japan. The US is the number one exporter to Japan.

The Japanese tastes have expanded to include more and more foreign flavors such as Russian Vodka, California cherries, and Pennsylvania chocolates. Health foods and drinks are experiencing tremendous growth in Japan as the aging population becomes more and more health conscious. Also very important to the Japanese consumer is food safety.

Many new labeling and other standards have or are coming into law in Japan. Our representative in Japan can assist you to both prepare for the show and to help you understand the market.

For more information, visit: www.jma.or.jp/foodex/

CONTACT

For additional information, contact:

Janet Kolokithas

Center for Trade Development

Phone: 717.346.0178

E-mail: jkolokitha@state.pa.us

newPA.com/trade

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PARTICIPATION AGREEMENT

Attention: Janet Kolokithas | Fax: 717.772.5106

To be fully registered your Participation Agreement, Application, Introductory Letter and Samples must be received NO LATER than **January 19, 2009**.

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with completed and signed Participation Agreement, Introductory Letter, and the Application to:

Pennsylvania Department of Community and Economic Development
Office of International Business Development / Attn: Janet Kolokithas
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, Pennsylvania 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
E-MAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand and agree to the following terms necessary to be a participating company in Pennsylvania's program at FOOD EX 2009:

- > Only Pennsylvania commodities and/or value-added products will be promoted at this event as part of the participating company's portfolio.
- > No foreign produced items will be promoted as part of the participating company's portfolio, except items from foreign countries that have been processed or value-added in Pennsylvania.
- > The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- > All participating companies must provide information on the results attained through participation in FOOD EX 2009 to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of participating in FOOD EX 2009.

Authorized Representative (print)

Signature

Title

Date

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APPLICATION

Fax/e-mail this completed **APPLICATION, PARTICIPATION AGREEMENT**, and an **INTRODUCTORY LETTER** to Janet Kolokithas at 717-772-5106 (FAX) or jkolokitha@state.pa.us (E-MAIL).

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
COMPANY CONTACT:	TITLE:	
TELEPHONE:	FAX:	
E-MAIL:	WEBSITE:	

What type of products / services does your company offer? _____

Who are the end users or buyers of your products / services? _____

Have you done business in Japan? Yes No *Please specify:* _____

What specific assistance do you require? *(All companies participating in person will also have meetings scheduled per their specific request, to be addressed through our work order system)*

- | | |
|--|--|
| <input type="checkbox"/> An evaluation of the show for your future participation | <input type="checkbox"/> Feedback from participants on your product's suitability for the market |
| <input type="checkbox"/> An assessment of your competition at the event | <input type="checkbox"/> Market intelligence on specific business segments or issues in this industry sector |
| <input type="checkbox"/> Information on the companies that are participating in this show that might be potential agents or distributors or other business partners. | |
| <input type="checkbox"/> Other – <i>Please specify:</i> _____ | |

Please send at least 10 small sized SAMPLES and about 20 brochures to:

Mr. Nobuyuki Sakamoto
 Japan Representative Office
 Department of Community and Economic Development
 Commonwealth of Pennsylvania
 c/o Sakamoto Works, LLC, KY Bldg., 7F, 3-16-14, Roppongi, Minato-ku, Tokyo 106-0032 Japan
 Fax: +81-3-5549-4127 | Tel: 81-3-3505-5107 | E-mail: sakamoto@pa-japan.org