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**10 – 12 April 2024**  
TOKYO BIG SIGHT EAST HALL  
TOKYO, JAPAN

# The Heart of Sweets and Snacks in EAST ASIA



CO-LOCATED WITH

- Anuga Select Japan
- FABEX
- Future Rice Fair
- ProWine Tokyo
- Dessert Sweets & Bakery Festival
- Food & Drink OEM Matching Expo
- Premium Food Show

ORGANISED BY





# Make the World a Sweeter Place

With a **strategic cooperation** between Koelnmesse and Japan Food Journal, we provide you – the producers and manufacturers of the sweets, confectionery and snacks industry – the **NO.1 PLATFORM to present your products and innovations to influence** key industry players in Japan and East Asia.

Being the **only dedicated trade fair for the sweets and snacks industry in the East Asia region**, and modelled after the world's leading trade fair for sweets and snacks – **ISM Cologne**, we are committed to be **an information and communication platform** for the industry in the East Asia region.

#### Co-located with 7 established partner fairs

- ♥ Anuga Select Japan
- ♥ Dessert Sweets & Bakery Festival
- ♥ FABEX
- ♥ Food & Drink OEM Matching Expo
- ♥ Future Rice Fair
- ♥ Premium Food Show
- ♥ ProWine Tokyo

This unique opportunity allows you and the visitors **easy access to greater synergies for business**. Join us at ISM Japan and make the world a sweeter place!

# MEET

## and Influence Key Industry Players



In 2023

**8** trade fairs  
under one roof



**847**

exhibitors



**53,015**

trade visitors



### EXHIBITORS

- Manufacturers, Producers, Wholesalers, Distributors, Importers, Exporters, Brokers, OEM Private Labels of
- ♥ Sweets & Confectionery
  - ♥ Salted Snacks
  - ♥ Bakery Snacks
  - ♥ Specialty Snacks
  - ♥ Frozen Snacks
  - ♥ Ingredients

### VISITORS

- ♥ Wholesalers, Distributors, Importers, Exporters, Brokers
- ♥ Supermarkets, Hypermarkets, Department Stores, Grocery Stores, Convenience Stores, Gourmet & Specialty Shops
- ♥ Online Distributors
- ♥ Chain / Independent Natural / Organic / Health Product Stores
- ♥ Hotel / Foodservice & Catering Operators
- ♥ Full Service & Chain Restaurants
- ♥ Pharmacies, Hospitals, Health Institutions, Alternative / Traditional Healthcare Practitioners
- ♥ Fitness Centres, Clubs, Spas & Salons



第27回 野菜・加工食品・中食・外食・焙煎・食品 業務用専門展  
**ファベックス**  
2024 The World Food  
And Beverage  
Great EXpo 2024

#### FABEX

focusing on food and beverage ingredients,  
gastronomy and catering industry

第21回 和菓子&洋菓子・中食・外食産業 商品開発専門展  
**デザート・スイーツ  
& ベーカリー展**  
Dessert  
Sweets  
& Bakery  
Festival  
2024  
カフェドリンクExpo

#### DESSERT SWEETS & BAKERY FESTIVAL

focusing on Sweets related ingredients, fresh  
confectionery, dessert and ready-to-eat

第12回 **食品&飲料**  
**OEM Expo**

#### FOOD & DRINK OEM MATCHING EXPO

focusing on food and drink OEM  
manufacturing sector



#### ANUGA SELECT JAPAN

focusing on healthy,  
premium foods and beverages

米消費拡大に向け米産業のイノベーションによる新たな需要創造を目指す  
第3回 **お米未来展**

#### FUTURE RICE FAIR

focusing on  
rice and rice products

プレミアム★フードショー  
**PREMIUM**  
FOOD SHOW 2024

#### PREMIUM FOOD SHOW

focusing on new food trends globally, including  
vegetarian, gluten-free, organic and more



#### PROWINE

focusing on wine and  
other alcoholic beverages

# EAST ASIA

Home to Major World Metropolises



Comprises around  
**1.7 BILLION**  
people, making up 22%  
of the global population



GDP:  
**USD 20.2 TRILLION**

Leading investment and trading powers, preceding that of the US and EU markets



## CONSUMPTION

A growing region hungry for food innovations, especially from the sweets and snacks sector – is expected to become the biggest F&B region for consumption worldwide by 2030



## SOCIETY

Affluent – higher standard of living due to rapid modernisation and high technology



HEALTH CONSCIOUSNESS  
increasing demand for healthy and organic products

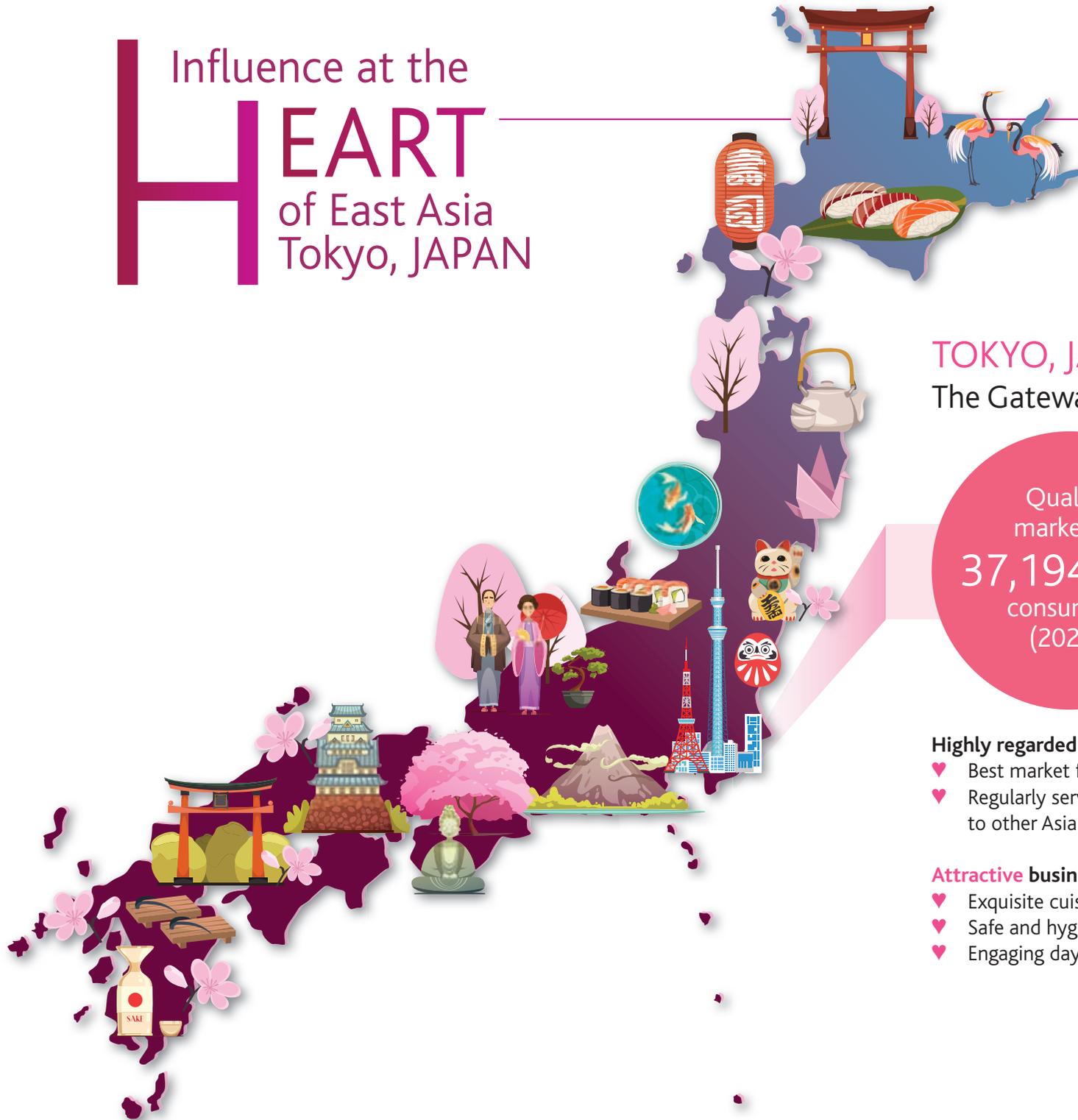


CULTURE  
consumers' interest in foreign goods has been strengthened by increased exposure to global culture and media



DISPOSABLE INCOME  
the consumer base is highly educated with significant disposable income

# Influence at the HEART of East Asia Tokyo, JAPAN



## TOKYO, JAPAN

The Gateway to East Asia Markets

Quality  
market of  
**37,194,000**  
consumers  
(2023)

GDP:  
**USD 1.61**  
trillion  
(2018)

### Highly regarded as a **source of world standards and innovation**

- ♥ Best market for a trailblazer or a trend setter
- ♥ Regularly serves as a test market before expanding to other Asian markets

### **Attractive business-leisure destination**

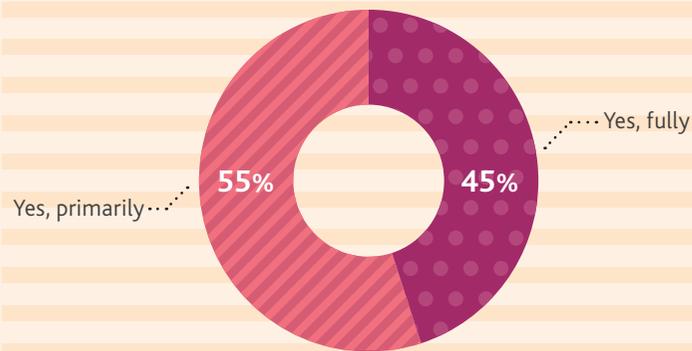
- ♥ Exquisite cuisines
- ♥ Safe and hygienic environment
- ♥ Engaging day & night activities

# 2023 Feedback

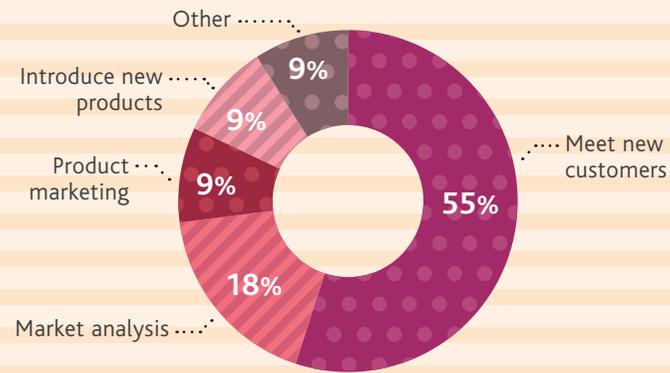


## 2023 Exhibitor Feedback

### Did you meet your main business goal?

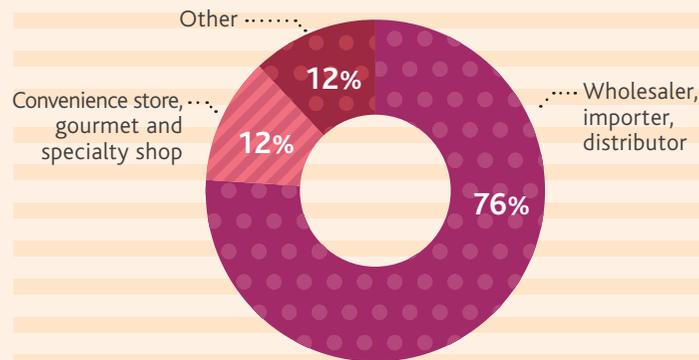


### Main purpose of exhibiting

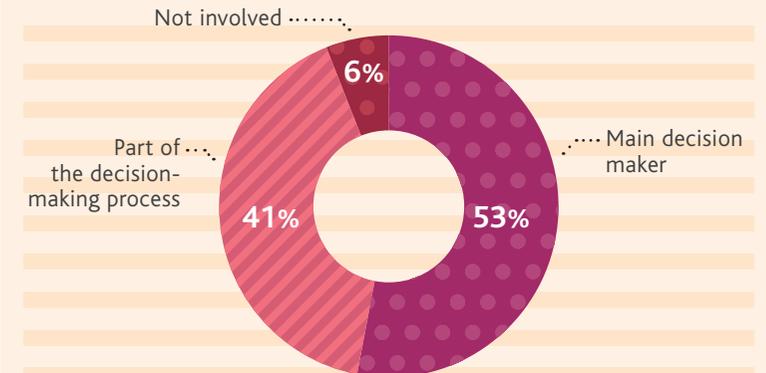


## 2023 Visitor Feedback

### Visitor business type



### What is your role in decision-making?



# REASONS

in the Heart of East Asia



The  
**ONLY DEDICATED TRADE FAIR**  
for the sweets and snacks industry in the  
East Asia region

**BUYER MEETINGS**  
pre-scheduled for efficient use of time

**GREATER SYNERGIES**  
from co-locating with 7 established  
partner fairs

**PERSONALIZED SUPPORT**  
Easily navigate the Japanese market with  
our personalized support



**POWERED BY ISM COLOGNE,**  
the world's largest trade fair for sweets  
and snacks

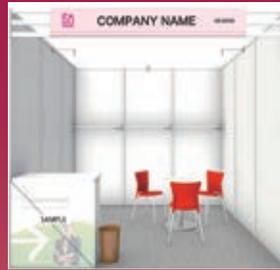


# PARTICIPATION OPTIONS

All prices are inclusive of 10% tax



**RAW SPACE**  
**JPY49,500/m<sup>2</sup>**  
min. 18m<sup>2</sup>



**STANDARD SHELL SCHEME**  
**JPY69,300/m<sup>2</sup>**  
min. 9m<sup>2</sup>

## CONTACT US



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### OUR REPRESENTATIVES

Contact our representatives closest to your region to reserve your booth, country pavilion, or to customise your package.  
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## EXPAND YOUR MARKETS WITH OUR GLOBAL SWEETS & SNACKS FAIRS!



07 – 09 NOV 2023  
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28 – 31 JAN 2024  
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