

TRADE SHOW OPPORTUNITY

# FOODEX JAPAN 2005

TOKYO, JAPAN

**Venue:** Makuhari Messe (Nippon Convention Center),  
Makuhari, Chiba, Japan (near Tokyo)



**Dates:** March 8-11, 2005

**The Market:** Japan was the United States' second-largest market for agricultural exports, and purchased over \$10.6 billion worth of food, agricultural, fish and forest products in calendar 2003—\$4.2 billion worth of it in consumer-oriented products. This is not surprising; Japan has a population of more than 127 million and a per capita income of over \$25,000. Japanese consumers have purchasing power comparable to that of buyers in the United States. Though 2004 sales have declined from the previous year, there are good opportunities for U.S. suppliers of high-quality and value-added agricultural products.



**Best Prospects:** Agricultural products, bread and cereals, confectionery, dairy products, delicatessen items, dietetic products, eggs, frozen food products, fruits and vegetables, herbs and spices, ingredients, oils, organic products, seafood, seasonings, condiments and soup stock

**Food Show Plus!:** Pre-show registration and product research, translation services, on-site assistance, industry tours, qualifying leads, pre-arranged meetings—all for a low fee!

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