

No	Content	Description
01	Fair Name	Foodex Japan 2012 The 37 th International Food and Beverage Exhibition
02	Location	Makuhari Messe, Japan (Halls 1-8)
03	Overview	FOODEX JAPAN is the only trade show in the Asia-Pacific region that welcomes 10,000 buyers from over 30 countries & regions, including buyers from neighboring countries such as Korea, Taiwan and China. Therefore, it is an excellent and effective opportunity for you, exhibitors, to promote your products to expanding Asian markets.
04	Date	March 6 (Tuesday) – March 9 (Friday),2012
05	Frequency	Annually
06	Main Product Of Relevant To Sri Lankan Exporters	Herbs and Spices, Coffee and Tea, Soft Drinks, Seafood, Dairy Products,
07	Dead Line Of Application	October 28 (Fri), 2011 Payment Deadline- December 30 (Fri), 2011
08	Exhibitors And Visitor	100 exhibitors / 3,000 booths (expected) Visitors: Buyers from all food and beverage industry sectors. 80,000 trade professionals (expected) < FOODEX JAPAN 2011: 74,936 visitors >
09	Entrance Fee	Admission : JPY 5,000 - (including tax) Registration Card holders may enter free of charge. Members of the public and those under 16 years of age will not be admitted.
10	Stall Cost	
11	Why important to the Sri Lanka	Foodex Japan is the number one food & beverage trade show in the Asia-Pacific region with 35 years of history. According to the post fair report, the previous event had attracted over 90,000 professional buyers from all over the world. This event is considered as the platform for B2B discussions for exhibitors and buyers and has been identified by the EDB as a specialized international food and beverage (F&B) fair for promotion of Sri Lankan F&B products in the Japanese market.
12	Organization Person (Sponsor)	Ministry of Foreign Affairs Ministry of Health, Labour and Welfare Ministry of Agriculture, Forestry and Fisheries Japan Tourism Agency The Prefecture of Chiba The City of Chiba

		Japan External Trade Organization (JETRO) (expected)
13	Fair Organizer	Japan Management Association Japan Hotel Association Japan Ryokan Association Japan Ryokan & Hotel Association Japan Restaurant Association Japan Tourism Facilities Association
14	Contact Person in EDB	Ms. S.A.G. Anuradha, Assistant Director, Market Development Division, (TEL : 2300722)