



Trade Exhibition
April 22 – 24 2009

POST EVENT REPORT

Partner Events:

FABEX 2009

Dessert, Sweet & Drink Festival 2009

Organized By:



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1. Wine & Gourmet Japan 2009

Introduction - Launched in conjunction with FABEX 2009!

A new trade only exhibition – **Wine & Gourmet Japan** premiered in April 2009, following its success in Macau in 2007. Wine & Gourmet Japan is the first dedicated professional exhibition for wine & spirits, gourmet & fine food, confectionery, food catering and foodservice equipment & supplies for the Japan market.

Wine & Gourmet Japan is organized by Koelnmesse in partnership with Japan Food Journal. Koelnmesse is the organizer of the world's largest food trade fair – ANUGA which is held in Cologne every 2 years. Koelnmesse also organizes other leading food shows which are recognized as international platforms for the global food market such as THAIFEX – World of food ASIA, Sweets China; and Wine & Gourmet Asia which was launched last year in Macau.

Japan Food Journal organizes the annual FABEX which is one of the biggest food trade shows in Japan. FABEX 2008 attracted 55,383 quality trade visitors from the hotel, restaurant and foodservice industry to meet with 316 exhibitors.

Exhibitors at Wine & Gourmet Japan are assured of a strong partnership between Koelnmesse and Japan Food Journal which will bring them relevant visitors in the industry.

Partnership between International & Local Established Trade Fair Organizers

Wine & Gourmet Japan is organized by renowned German trade fairs organizer, Koelnmesse in partnership with Japan Food Journal. International plus local knowhow ensures that you get the best out of your participation.

Japan Food Journal is the organizer of FABEX and Dessert, Sweet & Drink Festival which are held parallel to Wine & Gourmet Japan.

"By welcoming Wine & Gourmet Japan for the first time, this comprehensive event including FABEX, Dessert, Sweet & Drink Festival and Japan Meat Industry Fair has been now genuinely internationalized, and is a must-see key event for the professional food industry in Spring!"

Mr Masayoshi Konno,
President, Japan Food Journal

2. Show Statistics & Country Groups

| | |
|--|---|
| Show Name: | Wine & Gourmet Japan 2009 |
| Venue: | Tokyo Big Sight, Tokyo, Japan, Hall 3 |
| Date: | April 22 – 24 2009 |
| Organizer: | Koelnmesse Pte Ltd, Singapore |
| Website: | www.wineandgourmetjapan.com |
| Partner Events: | FABEX 2009 Dessert, Sweet & Drink Festival 2009 Japan Meat Industry Fair 2009 |
| Exhibition space: | 25,690 SQM [For all 4 shows] |
| No. of Exhibiting Companies: | 56 |
| Overseas Companies: | 35 [62%] |
| Locals Companies: | 21 [38%] |
| No. of countries / regions Representation: | <u>6</u> Australia, Chile, Japan, Spain, Taiwan, United States of America |
| Exhibitor Breakdown by Countries & Regions: | |
| | Australia 20 |
| | Chile 2 |
| | Japan 21 |
| | Spain 7 |
| | Taiwan 1 |
| | United States of America 5 |
| No of country group Participation: | <u>3</u> Australia, Spain, United States of America |

What Our Exhibitors Have To Say?

"We met many high quality trade visitors who are genuine buyers. We had a successful show and look forward to returning next year with more products."

Stuart Schulte
Susan Rice Truffles, USA

"The show for us has been great to get closer to the people in the industry-- the restaurateurs, hoteliers and retailers. I believe we will be back next year with a bigger exhibition space."

Emmanuel Korpos
Flinders Run, Australia

"Very useful platform. We got lot of new clients during the fair."

Mr Toshiyuki Sasaki, President
Far East Inc., Japan

"The sales are much better then expected. We would like to double our space next time as group participation."

Mr Masaru Notsuke,
Diplomado en Elaiotecnia (President), SPAIN-JAPAN MARKET, S.L.
Japanese Representative of Resti Sanchez, SA & Emilio Vallejo, SA, Spain

3. Quality Trade Visitors

60,867 trade buyers and industry professionals thronged the halls of Tokyo Big Sight over three days, attending four co-located trade fairs for the food and beverage industry.

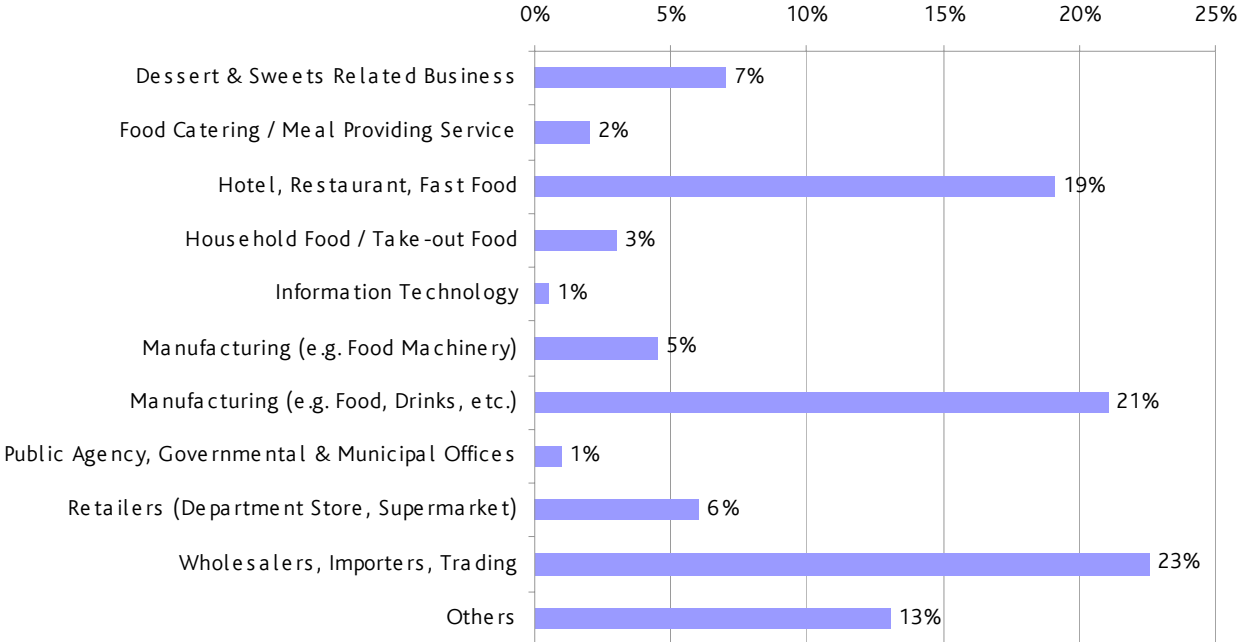
The number of visitors is **10% higher** than the previous year's, signifying a successful partnership between German trade fairs organizer Koelnmesse and the Japan Food Journal. Koelnmesse is organizer of Wine & Gourmet Japan while Japan Food Journal is the organizer of FABEX and Dessert, Sweet & Drink Festival.

3.1. Visitors statistics

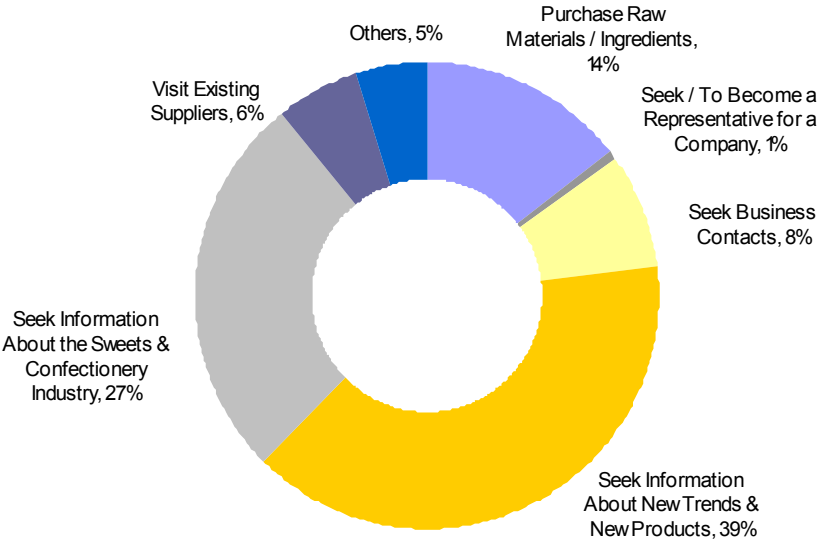
Overall Visitor Figure - 60,867

- 22 April Visitor Figure - 19,776
- 23 April Visitor Figure 2009 - 19,988
- 24 April Visitor Figure 2009 - 21,103

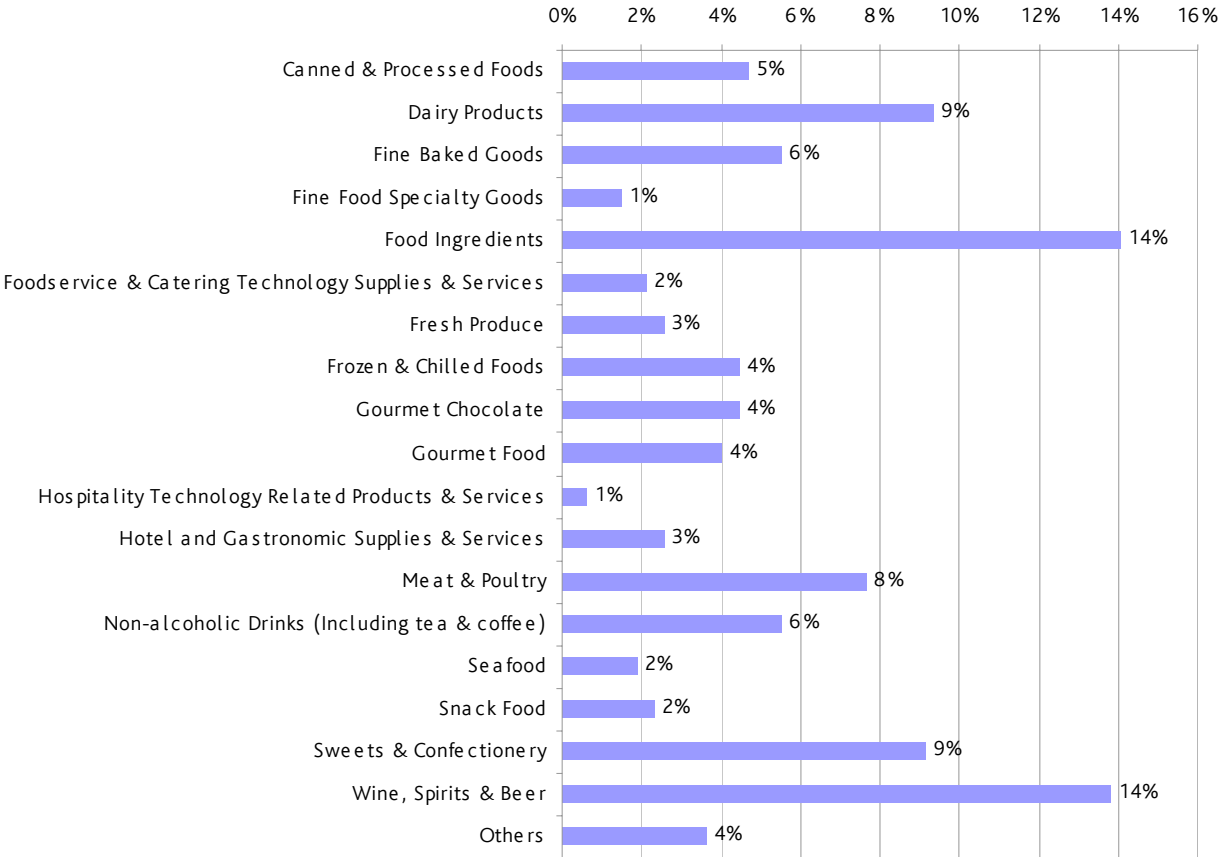
3.2. Visitor Business Category Breakdown



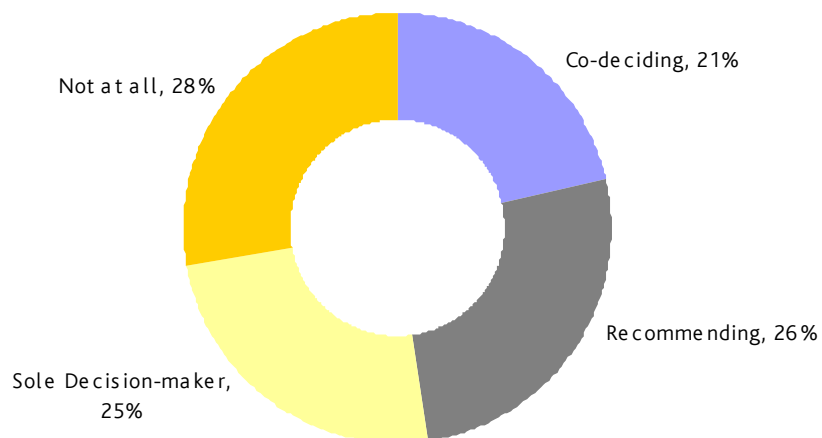
3.3. Visitors' Main Reasons for Attending the Fair



3.4. Visitors' Key Product Group Interests



3.5. Visitors' Role in Purchasing or Recommending Products in the Company



3.6. Who Attended Wine & Gourmet Japan 2009?

| | |
|---------------------------------|-------------------------------|
| AEON | Mitsui Foods Co., Ltd. |
| am/pm | Mitsukoshi |
| CGC Japan | Nihon Shurui Hanbai Co., Ltd. |
| Daiei | Nippon Access, Inc. |
| Family Mart | Nishihara Shokai Co., Ltd. |
| Hankyu Hanshin Department Store | Nishimoto Trading Co., Ltd. |
| Hotel Nikko | Odakyu Department Store |
| Imperial Hotel | Palace Hotel |
| Isetan | Park Hyatt Hotel |
| Itochu Corporation | Prince Hotel Tokyo |
| Ito-Yokado | Royal Park Hotel |
| Kanda Bussan Co., Ltd. | Ryoka Japan Ltd. |
| Kanematsu Corporation | Ryoshoku Ltd. |
| Keio Plaza Hotel | Seibu Department Store |
| Keio Department Store | Seijo Ishii |
| KINOKUNIYA | Seven-Eleven |
| Kokubu & Co., Ltd. | Sumitomo Corporation |
| LAWSON | Takase Bussan Co., Ltd. |
| Marubeni Corporation | Takashimaya |
| Matsuya | Tobu Department Store |
| Meidi-ya Corporation | Tokyu Department Store |
| Mitsubishi Corporation | Toyota Tsusho Corporation |

4. Extensive Supporting Programmes for Visitors

22 April 2009 – Open Seminars

13:00~14:30 **Food-related Business in France**
Ms. Yoko Kenmoku, Professor of School of Commerce, Senshu University

11:00~12:00 **Product Development and Sales Promotion of Food Ingredients Produced within Respective Regions in Japan**
Ms. Keiko Yamanaka, Chief Advisor of Key Staff

22 April 2009 – Specialized Seminars

13:00~14:20 **Challenges for Food Safety**
Mr. Kentaro Ishii, President of Ishii Food Corporation
Ms. Yoko Kenmoku, Professor of School of Commerce, Senshu University

15:30~16:30 **Japanese-style Prepared Dishes - High-Potential Market in Japan**
Mr. Masatoshi Taniguchi, President of Kai Enterprise
Mr. Shuichi Okayasu, Chief Editor of Nishoku Gaishoku Restaurant Shimbun

23 April 2009 – Specialized Seminars

12:30~13:30 **Export Promotion of Agricultural Products from Japan - WAGOEN's Strategy**
Mr. Takehiko Kogo, Vice President of Juridical Agricultural Union, WAGOEN

14:00~15:00 **Trends in the Food Service Industry**
Ms. Tomoko Yamashita, President of Food Marketing Service HIMEKO COMPANY

15:30~16:30 **Key to Revitalizing Food Service Industry**
Mr. Takeshi Nakajima, President of Kiwa Corporation Co., Ltd.

24 April 2009 – Specialized Seminars

12:30~13:30 **Latest Trends in the U.S. Restaurant Industry**
Ms. Shigeko Fuke, free-lance journalist based in U.S.A.

14:00~15:00 **Consumer Attitudes towards Regional Food Products**
Mr. Kenichi Uchida, Chief Product Manager of Kanto Regional Branch, Organization for Small & Medium Enterprises and Regional Innovation, JAPAN

15:30~16:30 **HACCP Brings Benefits to Consumers & Manufactures'**
Ms. Nobuko Suzuki, Executive Vice President of Else Corporation CO.,LTD.

5. Snapshots of the Show



6. Post Show Press Release

No.3/ Tokyo/ 24 April 2009

High-end trade fair Wine & Gourmet Japan a success in Tokyo

56 exhibitors from leading food producing countries showcased the best of Wine & Gourmet from 22 to 24 April 2009 at Tokyo Big Sight.

60,867 trade buyers and industry professionals thronged the halls of Tokyo Big Sight over three days, attending four co-located trade fairs for the food and beverage industry. The premiere Wine & Gourmet Japan 2009 was held together with FABEX, Dessert, Sweet & Drink Festival and Japan Meat Industry Festival, from 22 to 24 April 2009 at Tokyo Big Sight.

The number of visitors is 10% higher than the previous year's, signifying a successful partnership between German trade fairs organizer Koelnmesse and the Japan Food Journal. Koelnmesse is organizer of Wine & Gourmet Japan while Japan Food Journal is the organizer of FABEX and Dessert, Sweet & Drink Festival.

Mr Masayoshi Konno, President of Japan Food Journal, presided the opening ceremony on the first day which was attended by other prominent officials in the industry, including Mr Katsuhiro Machida from the Ministry of Agriculture, Forestry and Fisheries and Mr Hiroshi Kataoka, President, Tokyo University of Science, Suwa among many other distinguished guests.

Mr Masayoshi Konno said, "By welcoming Wine & Gourmet Japan for the first time, this comprehensive event including FABEX, Dessert, Sweet & Drink Festival and Japan Meat Industry Fair has been now genuinely internationalized, and is a must-see key event for the professional food industry in Spring!"

"For the first specialized wine and gourmet trade fair in Japan, we have a good number of exhibitors. Out of the 56 exhibitors and brands, more than 60 percent are from outside Japan, covering Australia, Chile, Spain, Taiwan and U.S.A. Response from the visitors was positive. We are confident that Wine & Gourmet Japan has reaped success for our exhibitors," said organizer Mr Michael Dreyer, Asia Pacific Vice President of Koelnmesse.

Susan Rice Truffles from the USA exhibited for the first time in Asia to great success. Mr Stuart Schulte of the company concluded their participation by saying, "We met many high quality trade visitors who are genuine buyers. We had a successful show and look forward to returning next year with more products." His sentiments were echoed by Mr Emmanuel Korpos of Flinders Run, a winery part of the Department of Trade & Economic Development (South Australia) pavilion. Mr Korpos said, "The show for us has been great to get closer to the people in the industry-- the restaurateurs, hoteliers and retailers. I believe we will be back next year with a bigger exhibition space."

Majority of the visitors surveyed are satisfied or very satisfied with their visits as well, most of them have accomplished their goals at the trade fair. Almost all are likely to participate again next year and they will recommend others to do so too.

Visitors also attended enriching activities onsite, such as business seminars covering local and international industry topics, a menu design competition and a dessert making contest.

The four trade fairs - Wine & Gourmet Japan, FABEX, Dessert Sweet & Drink Festival and Japan Meat Industry Fair, present a comprehensive line-up of products and exhibitors for all in the food and beverage industry, making it a must-attend business platform in Japan.

About Koelnmesse

Headquartered in the city of Cologne, Germany, Koelnmesse organizes over 70 successful international trade fairs a year, with 44,600 exhibitors from 127 countries and visited by around 2.5 million visitors from 218 countries. Koelnmesse is the organizer of the world's largest food trade fair – ANUGA which is held in Cologne every 2 years.

Since 2002, the company has ventured into Asia, organizing other leading food shows in Asia which are recognized as regional trade platforms for the global food market including Thaifex – World of Food Asia, Sweets China and Wine & Gourmet Asia.