

Report

APEDA's Participation in Foodex Japan 2018

6th – 9th March 2018

Tokyo, Japan

The 43rd International Food and Beverage Exhibition

FOODEX JAPAN 2018

Ufi Approved Event

第43回 国際食品・飲料展

会期 2018年
3月6日(火)~9日(金)
10:00~17:00
(最終日は16:30まで)

会場 幕張メッセ

Submitted by:

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Report on APEDA's Participation in Foodex Japan 2018, 6th – 9th March 2018, Tokyo, Japan

1. Foodex Japan 2018

FOODEX JAPAN 2018, the 43rd International Food and Beverage Exhibition organized by Japan Management Association at Makuhari Messe, Tokyo Japan from 6th – 9th March, 2018. The exhibition was held in 11 halls in about 31000sqm. area having 3350 exhibitors/ 4000 booths. Over the 4 days of the exhibition, about 85,000 buyers from food service, distribution, and trading companies participated in the show.

2. APEDA's participation in the Show

India's participation in the fair was organized by India Trade Promotion Organization (ITPO) in a total space in Hall No. 4 APEDA had taken an area of 102sqm and the remaining area was allocated to Cashew Board, Tea Board, Govt. of Kerala and exporters by ITPO under the India Pavilion.

The India pavilion was designed in Octonorm structure by ITPO. There were 10 stalls created APEDA pavilion. The stalls were allocated to the APEDA member exporters at a cost of Rs.1.30 lakhs. Each individual stall was provided with reception cum display counter, shelves for displaying products. The exporters under APEDA pavilion were from Rice, Ground nut, sweets & snacks, IQF product, Mango Pulp, Dehydrated products, Ready to Eat products etc.

The following exporters participated under APEDA pavilion :

S.No.	Exporters participated under APEDA Banner
1.	Sethia Marketing, Jaipur
2.	VNKC Agrocom Pvt Ltd, Ahmedabad
3.	Kooltech Infrass & Logistics, Jalandhar, Punjab
4.	Pooja Dehy Foods Pvt. Ltd., Mahuva, Gujarat
5.	Excel Foods Pvt.Ltd., Kolkata
6.	MTR Foods Private Limited, Bengaluru
7.	Y Cook, Bangalore
8.	Khedut Feeds & Foods Pvt. Ltd, Gujarat
9.	Shreeji Protein, Mahuva, Gujarat
10.	Panicle Foods Pvt. Ltd. Delhi

On behalf of APEDA, Shri Prashant Pramod Waghmare, AGM and Ms. Rajni Arora, AGM were nominated to organize the participation. Further, two interpreters were also hired for assisting in business discussions with visitors.

3. Inauguration of the India Pavilion

The APEDA India Pavilion was inaugurated by the Deputy Chief of Mission of India to Japan, Shri Raj Kumar Shrivastava accompanied by Shri Bhagirathi Behera, First Secretary (Economic), Embassy of India, Japan. Officials of APEDA, ITPO, Tea Board, Cashew Board, Kerala State Government were also present during the inauguration.

After inauguration, Deputy Chief of Mission and other dignitaries went around all the stalls and interacted with the exhibitors as well as tested the products on display.



Inauguration of APEDA Stall by Mr. Raj Kumar Srivastava, Deputy Chief Mission Embassy of India



Briefing about APEDA's activities & initiatives to Mr. Bhagirathi Behera, First Secretary (Economic) Embassy of India



View of Exhibition Hall No. 4 Indian Pavilion



Display of Indian Products in New Product Display Plaza

4. Interaction with Potential Visitors/organizations

4.1 The following were the major potential visitors in APEDA stall

- a) Mr. Masahiro Onishi of M/s. IEON Retail Co. Ltd. having big malls in Japan.
- b) Mr. Tatsuya Nakagiri of M/s.CGC Japan Co. Ltd. having chain of supermarkets in Japan.
- c) Mr. Tsuneo Suzuki and Mr. Pillai of TMVS Foods, the Indian Supermarket.
- d) Mr. Fumitaka Iwasaki of Shinko Trading Corporation.
- e) Mr.Rajendra Jain, wholesaler & Trader of Indian Grocery etc.
- f) Apart from above, some importers of other countries visited APEDA pavilion and shown their interest to buy Indian curries, organic products, pomegranates, guar beans etc.. The details of importers visited along with their contact details and requirements are placed at Annexure – 1.



Meeting with Mr. Tatsuya Nakagiri of M/s.CGC Japan Co. Ltd.



Meeting with Fumitka Iwasaki of M/s. Shinko Trading Corporation

- 4.2 Visited the stall of Japan External Trade Organisation (JETRO), a Agriculture Trade Promotion Organisation, providing free registration portal of Business Proposal for importer & exporter for matchmaking where exporter can their company & products details and it can be accessed across the world in more than 160 countries.
- 4.3 Visited the stall of Japanese Customs Department, who shared the link details of their website where Indian exporter can search for customs tariff rates, Customs Procedure, Customs Laws, list of prohibited & restricted good etc. in Japan.
- 4.4 Visited the stall of Plant Protection & Plant quarantine Department Ministry of Agriculture, Forestry & Fishery Govt. of Japan and a list of plant quarantine requirement of Japan for importing from India was shared.

All information gathered from various organisations & Govt Departments of Japan will be shared with all the exporters & their Associations. We also have interaction with The Indian Commerce & Industry Association Japan who also introduced us to some importers of Japan.

Important Links of Japanese Government Agencies for use of Exporters

For exporting Agricultural & Processed Food Products to Japan. The following information about Government Agencies of Japan will be useful.

1. Department of Plant Quarantine Japan:-

MAFF

Ministry of Agriculture, Forestry and Fisheries

To know the list of items permitted/prohibited website of Japanese Plant Quarantine Department can be refer:

Website:- <http://www.maff.go.jp>

For PQ Prohibited Items List for importing in Japan

<http://www.pps.go.jp/eximlist/Pages/exp/conditionE.xhtml>

http://www.maff.go.jp/pps/j/guidance/leaflet/pdf/1_en.pdf

2. The Japan External Trade Organization (JETRO)

JETRO Japan External Trade Organization

The Japan External Trade Organization (**JETRO**) is a Japanese government-related organization that promotes mutually beneficial trade and investment relations between Japan and other nations. JETRO has The International Business Match Making Site “**Trade Tie-up Promotion Programme (TTPP)**” which provides information related to various types of business proposals ranging from import, export, business Tie-up & Business set-ups.

The registration to this site is FREE

Link:

<https://drive.google.com/open?id=1zd0vwzdjfprP1XeJyTxX1fv8jPjb0tm9>

3. Japan customs



To know the import duty in Japan on different items. Link of Japan Custom is given. Tariff can be searched in Pickup/Reference information section

Link:

<http://www.customs.go.jp/english/index.htm>

5. Feedback of Exhibitors

During the exhibition, the exhibitors informed that though good number of visitors visited their stalls as well as they are getting the enquiries for their products but no firm order was generated. Further, the quality norms of Japan are very stringent. It was also understood that the Japan is mostly importing the agricultural products from China, USA , Thailand, Indonesia etc. and China is the biggest exporter for Japan for frozen vegetables but due to some political issues, Japan desires to shift their import from China to some other country which can be a big opportunity for Indian exporters to tap the Japanese Market.



With Buyer / Trader

6. Recommendations

From the interaction with various importers, Government Departments, Trade Associations the following points are recommended :

- a) Japan is potential market of Frozen IQF vegetables subject to compliance with the Japanese quality parameters. For quality improvement of Indian IQF products, it is suggested to initiate **Expert Exchange Program** for training and capacity building of Indian Manufacturing Companies to enabling to meet the Japanese standards. **On the similar lines, an IQF manufacturer based in Wardha Nagpur had signed an MOU with Japan through JCCI (Japan Chamber of Commerce in India) for technology development in IQF vegetables.**
- b) In order to boost the exports of mangoes from India, a Mango Promotion programme can be organized through the malls/super markets, e.g., IEON & CGC.
- c) APEDA can arrange a seminar on “Awareness of quality requirements of Japan for imports” in association with JCCI.

7. Suggestions for improvement

- a) The Indian pavilion was not attractive as compared to other small countries. The stalls provided to our exporters were typical standard type. ITPO has restricted exporter to decorate the stalls which lost attraction towards Indian stalls. APEDA booth was not provided with basic amenities like adjacent small room for keeping stuff, sofa, drinking water etc. Exporters were complaining about the poor branding of Indian pavilion and average look of stalls. It was know that Indian contractor M/s. Trident who was allotted

tender for designing the stall outsourced work to local Japanese company who was not paying attention to us and exporters. Hence, it is strongly recommended that **APEDA should take the space independently and appoint a good designer company**. It is also suggested that either design of stall may be finalised in consultation with exporters or exporters may be given liberty to design the stall as per their requirement.

- b) The name cards, posters, information brochures, name of the stall must be in English and Japanese Language as Japanese feel more connected to find the information in their language.
- c) Exporter may be advised to extend the stay after the end of Foodex Fair to one more day as organiser arranged a trip to Tokyo next to end day of event. The trip included visit to Japanese manufacturing companies. This helps exporters to see and understand the standards as well as quality parameters of Japan.
- d) For payment to agencies like interpreter, the option of cash payment may be informed to agency as we find difficulty in last moment as interpreter agency refuse to take cash payment and travel card was not accepted. In Japan credit card of name of owners are only accepted for payment.

Annexure - 1

List of Importers of Japan visited APEDA stall in FOODEX 2018

Sr. No	Name of Import Company	Contact person	Contact Details	Requirement
1	CGC Japan Co. Ltd. (Supermarket)	Tatsuya Nakagiri Unit Manager Trade Division Trade team	2-1-14 Okubo Shinjuku-ku, Tokyo 1698531 Japan Ph no. +81-3-3204-0187 t- nakagiri@cgcjapan.co.jp www.cgcjapan.co.jp	Fresh & frozen fruits & vegetables
2	Aeon Retail Co. Ltd. (Supermarket)	Masahiro Onishi Buyer, MD Dept. of Agricultural Product	1-4, Nakase Mihama-ku , Chiba-shi, Chiba 261- 0023 Japan Ph.no +81-43-212-6194 mas_onishi@aeonpeople.biz	Fresh & frozen fruits & vegetables
3	VIENT Co. Ltd.	Hidekatsu Ishikawa President	Daiichi SS Bldg, 10F,4- 12-20 Hatchobori, Chou- ku,Tokyo Japan Ph.no +81-3-5542-3795 ishsikawa@vient.co.jp	Banana, Fresh fruits & vegetables
4	Tokai Depun Co. Ltd	Tsuneo Suzuki General Manager	1-3-21 Higashi -Yanase Utsunomiya City, Japan Ph. No. 028-638-5110 Mob:-090-1986-7974 tsuneo_suzuzki@tdc-net.co.jp	Frozen Vegetable, Fruits
5	SL Japan Co. Ltd	Takagi Tetsuya Sales Manager	3-66-7 Sakae , Misato Saitama, 341-0043 Japan Ph. No 048-949-3939 takagi@sljapan.co.in http://www.sljapan.co.jp	Organic Fruits & Vegetables
6	TMVS Foods (Indian Supermarket)	Mr. Pillai President	134-0088, Tokyo, Edogawa-ku, Nishikasai 5-8-5-108 Ph. No. 03-6808-6011 Mob :- 090-6484-9409 tmvsfoods@yahoo.com www.tmvfood.jp	Fresh Fruits & Vegetables

7	Nima shanty Co. Ltd	Tsewang Gurmat President	2-14-26,302 Motoazabu, Minato-ku, Tokyo Japan 106-0046 Ph. No. +81-3-3443-6833 +81-3-3280-1160 Mob :- 090-2333-4152 gurmat@nimashanti.com www.nimashanti.com	Frozen Vegetables
8	Shinko Trading Corporation	Fumitaka Iwasaki Sales Manager	10F Horizon, 1 Bldg, 3-30-16 Nishiwaseda, Shinjuku-ku, Tokyo 169-0051, Japan Ph. No. 03-6233-9710 Mob :- 070-1316-1226 iwasaki@shinko-corp.com www.shinko-corp.com	Fruits & Vegetables
9	Ratna Sagar Inc	Rajendra Jain President	5-16-7, Noboru Bldg, Ueno, Tatito-ku, Tokyo Japan Ph. No -03-5807-3405 Mob:- 090-1818-6331 ratnasagarjapan@yahoo.com	Processed food
10	Fresta Co. Ltd.	Tsuyoshi Nakanishi Chief Buyer Fruit & Vegetables	Fresh Administration office, 5-14-9 Syokousenta.nishi, Hiroshima-shi, Japan Ph. No.082-501-3360 g_nakanisi@fresta.co.jp www.frsta.co.jp	Organic vegetables
11	Hiroshima Kokusai Gakuin University	Yoshiyuki Koseki. Phd	Hiroshima Kokusai Gakuin University 6-20-1 Nakano Aki-ku, Hiroshima Japan Ph. No +81-82-820-2612 y.kpseki@hkg.ac.jp	Banana

Enquires from other countries

Sr. No	Name of Import company	Contact person	Contact Details	Requirement
1	Shouguang Futailal bio Co. Ltd.	Phil Deputy General Manger	17 th floor, Wuxing Mansion, South Ring Road, Shougang, City, Shandong +8613105155999 cnfeed@163.com	Fresh Guar Beans
2	Turbo Express International	Sophia Le Director	1001, Block B No. 269 Haining Road (Silvabay Tower) Shanghai-200080 China Ph. No. 86-21-6306-7808 Mob:- 13901808511 sophiale@yea.net	Indian Curries
3	Kleopas Pomegranates	Gorge Kleopa Executive Sales Manager	3, 25 th of March 4502 Asgala, Limassol, Cyprus Ph. No- +35799645408 kleopaspmoegrante@cyanet.com.cy www.kelopas.com.cy	Pomegranate
4	Asia Leiusrely Foods (Nanjing) Co. Ltd.	Sam Fan Business Department	Mashan Longshan Town Nanjing Country Fujian, China Ph. No.- +86-596-7581-808 Mob :- +86-136-1507-5925 Fongkiel.fan@asiafd.com.cn www.asiafarm.com.cn	Indian Curries
5	Sanjuku International	Sanjay Singh Head Global Trade	P.O.Box 614, Werribee Vic 3030 Australia Ph. No. +61405109003 sanjuku@gmail.com www.sanjukuinternational.com	Fresh Fruits & Vegetables