



www.ismjapan.com

12 – 14 April 2023
TOKYO BIG SIGHT EAST HALL
TOKYO, JAPAN

THE HEART OF EAST ASIA

The dedicated showcase for Sweets & Snacks in Japan



CO-LOCATED WITH

- FABEX
- Dessert Sweets & Bakery Festival
- Food & Drink OEM Matching Expo
- Premium Food Show
- Noodle Industry Fair
- Wine & Gourmet Japan

ORGANISED BY





Be a Part of Something **BIG** With Us

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** the Who-is-Who in Japan and the East Asia region.

Being the **first 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 6 established partner fairs

- ♥ FABEX
- ♥ Dessert Sweets & Bakery Festival
- ♥ Food & Drink OEM Matching Expo
- ♥ Noodle Industry Fair
- ♥ Premium Food Show
- ♥ Wine & Gourmet Japan

This unique opportunity allows you and the visitors **easy access to greater synergies for business.**

MEET

and Influence The Who-Is-Who



In 2023
7 trade fairs
under one roof

expecting

1,000
exhibitors

expecting

80,000
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

SPECIALTY MARKET ZONE

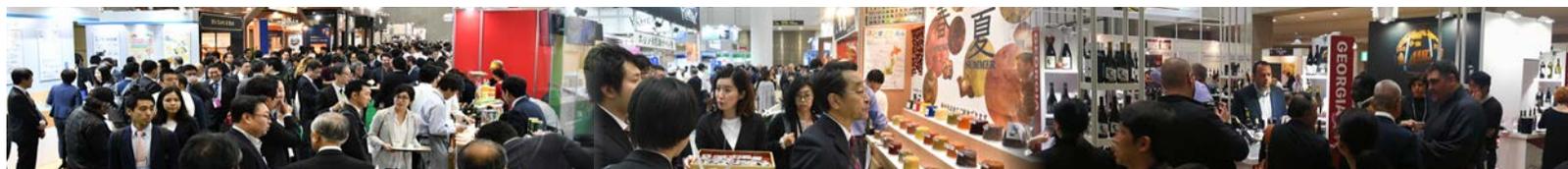
Free-From, Organic, Halal & Functional

TECHNOLOGY ZONE

Sweets & Snacks Processing & Packaging Technology

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



FABEX

focusing on food and beverage ingredients, gastronomy and catering industry



DESSERT SWEETS & BAKERY FESTIVAL

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



FOOD & DRINK OEM MATCHING EXPO

focusing on food and drink OEM manufacturing sector



ISM JAPAN

focusing on Sweets, Confectionery and Snacks industry



NOODLE INDUSTRY FAIR

focusing on noodle products and processing sector



PREMIUM FOOD SHOW

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

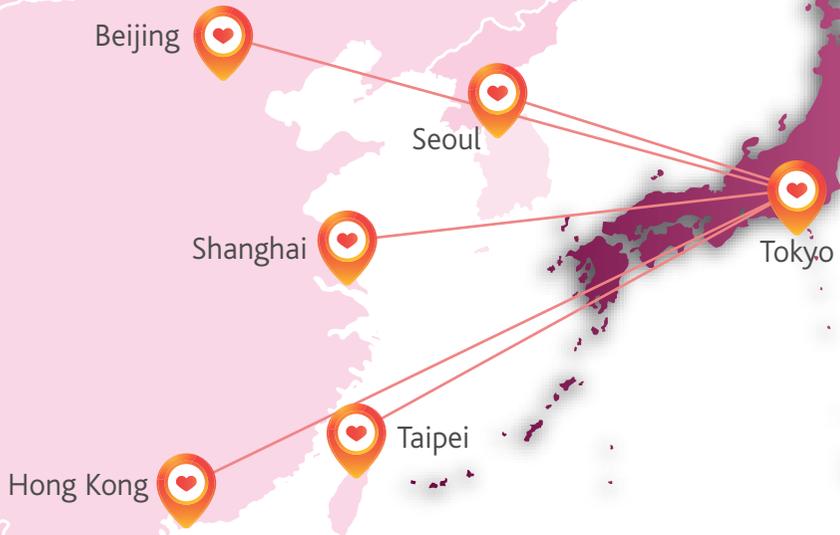


WINE & GOURMET JAPAN

focusing on wine, beer & spirits, gourmet food & bar industry

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
37,468,000
consumers
(2018)

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

MUNCH

into the Confectionery Market in Asia:
One of The Fastest Growing Markets



APAC market growth:
CAGR of 6.2%
during the forecast
period (2020-2025)



EXPANDING
MODERN RETAIL

RISING DISPOSABLE
INCOME

Japan market growth:
Forecasted to average
at an annual
EXPANSION of 3.6%
between 2019 and 2023



Japan is the
6th LARGEST
Confectionery Market in the
world: Est. to be worth
US\$ 22.3b in 2019



RISING
snacking trend

GROWING DEMAND:

Innovative snacks with
**ADDED HEALTH
BENEFITS**



"FREE-FROM"
sweets and
snacks



FUNCTIONAL
sweets and
snacks



INCREASING
penetration of
packaged foods



MOST POPULAR CATEGORY:

CHOCOLATE

increased awareness of the
HEALTH BENEFITS
of chocolate



IMPULSE BUY
for sweets &
confectionery

REASONS

You Should Join Us at the
Heart of East Asia - Tokyo, JAPAN



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

TOP FOCUSED & TARGETED
profile and audience for your investment

GREATER SYNERGIES
from co-locating with 6 established
partner fairs

IDEAL PLATFORM for business and knowledge
exchange with key players in the East Asia region

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

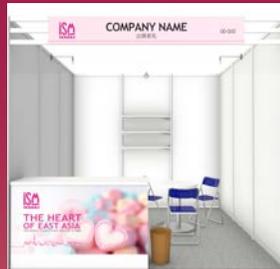


PARTICIPATION OPTIONS

All prices are inclusive of 10% tax



RAW SPACE
JPY 49,500/m²
min. 18m²



STANDARD SHELL SCHEME
JPY69,300/m²
min. 9m²



BUSINESS PLUS
JPY 623,700/6m²
6m² incl. communication tools (iPad + internet connection), sales agent and report service arranged by the organiser

CONTACT US



INTERNATIONAL/JAPAN

MAKOTO TAKAGI (MR.)
takagi@koelnmesse.jp
+81 3 5357 1280



GERMANY

NILS-HOLGER GLOMME (MR.)
n.glomme@koelnmesse.de
+49 221 821 2374



SPAIN

ANA CRUZ (MS.)
info@koelnmesse.es
+34 913598141



ASIA

WENDY LIM (MS.)
wendy.lim@koelnmesse.com.sg
+65 6500 6710



ITALY

MARTA DE LORENZI (MS.)
marta.delorenzi@koelnmesse.it
+39 02 86961334



USA/NAFTA

VERONICA WOODS (MS.)
v.woods@koelnmessenafeta.com
+1 773 326 9922



THE NETHERLANDS

ROB SCHOTEMA
r.schotema@koelnmesse.nl
+31 30 3036450



OUR REPRESENTATIVES

Contact our representatives closest to your region to reserve your booth, country pavilion, or to customise your package.
www.ismjapan.com/contact

Follow us for the latest
#ismjapan updates!



@ismjapan.tokyo

EXPAND YOUR MARKETS WITH OUR GLOBAL SWEETS & SNACKS FAIRS!



08 – 10 NOV 2022
www.ism-me.com



23 – 25 APR 2023
www.ism-cologne.com