



# FOOD MESSE

## in NIIGATA, 2024

Period : Wednesday, November 6 ~ Friday, November 8, 2024

Venue : Toki Messe Niigata Convention Center [Exhibition Hall]

### Concurrent Events

**The 11th** Sixth-Order Industrialization Fair, Niigata, 2024

**The 9th** Sixth-Order Industrialization Grand Prize Contest

( Hosted by Japan Food Journal Co., Ltd. )

**Application Deadline ▶ Friday, August 23, 2024**

Organizer : FOOD MESSE in NIIGATA Executive Council / Niigata City  
Managed by : Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.;  
and World Forum on Food and Flowers Organizing Committee

Food Messe

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<https://foodmesse.jp>



Held 16 times in the past! As the “Trade Fair of Choice,” the previous year’s 2023 event attracted

From across Japan to Niigata and vice versa … A “Major International showcasing attractive regional resources and up-to-the-

## Event Outline

|   |  |
|---|--|
| <p><b>Name</b> ● The 16th International Food Trade Fair in Niigata FOOD MESSE in NIIGATA, 2024</p> <p><b>Concurrent Events</b> ● The 11th Sixth-Order Industrialization Fair, Niigata, 2024<br/>● The 9th Sixth-Order Industrialization Grand Prize Contest (hosted by Japan Food Journal Co., Ltd.)</p> <p><b>Period</b> ● Wednesday, November 6 ~ Friday, November 8, 2024<br/>10a.m. ~ 5p.m. (till 4 p.m. on the final day)</p> <p><b>Venue</b> ● Toki Messe Niigata Convention Center (Exhibition Hall)</p> | <p><b>Main Theme</b> ● “In Quest of Better Food”<br/>~ Creating new value – inspired by both tradition and the latest in trends ~</p> <p><b>Organizer</b> ● FOOD MESSE in NIIGATA Executive Council / Niigata City</p> <p><b>Managed by</b> ● Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee</p> <p><b>Event Scale (planned)</b> ● 490 corporate exhibitors expected / 450 booths</p> <p><b>Target Number of Visitors</b> ● 13,000</p> |
|---|--|

## 3 Features of FOOD MESSE in NIIGATA

1

### Expand business opportunities with Niigata as your base.

Niigata City functions as the regional hub of information exchange and logistics on the Sea of Japan coast, thereby serving as a strategic location for promoting business with neighboring areas. FOOD MESSE in NIIGATA, therefore, is a coveted opportunity for cultivating markets on the Sea of Japan coast as it attracts numerous food-related businesses with bases in Niigata. At the same time, buyers interested in superb regional products come to this event from the Tokyo Metropolitan Area as well as Niigata’s neighboring areas. This means it is another benefit for you to expand your sales channels far and wide.

Exhibiting to expand sales channels in Sea-of-Japan markets!

To collect info on marketable products

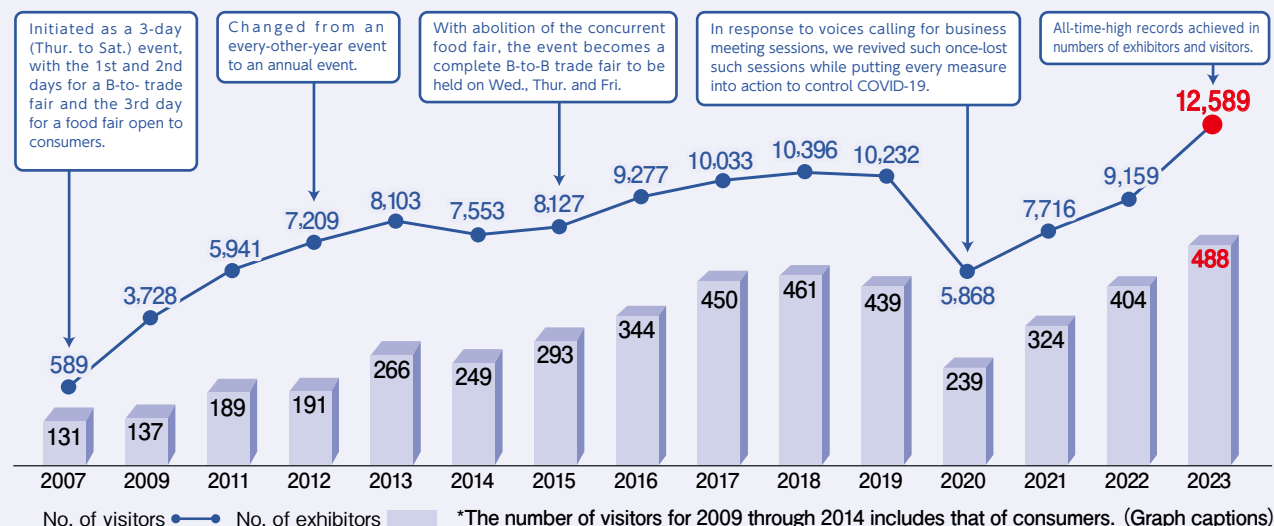
To pick out hard-to-find differentiated products

To conduct research on products under development or to launch products

2

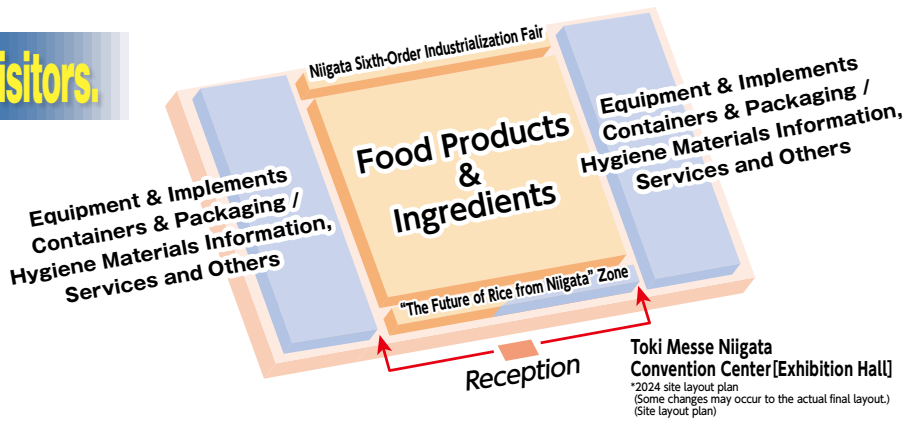
### Essential to food businesses on the Sea of Japan, this vibrant 3-day FOOD MESSE has a history of achievements over the past 16 iterations.

After two pre-event years from 2005, the full-fledged FOOD MESSE in NIIGATA took place in 2007 under the theme “In Quest of Better Food.” Marking its 16th time in 2024, the event has grown in scale over the years as a venue of market cultivation for food-related businesses. Enjoying high recognition as a trade fair, it is now the choice of those who seek “From Across Japan to Niigata and vice versa” business opportunities. Even during the COVID-19 pandemic, we never gave up this event in response to earnest voices calling for the event to continue. The result was a great success, attracting all-time-high records in exhibitors and visitors in 2023.



all-time-high records in exhibitors and visitors.

# General Food Trade Fair<sup>™</sup> minute information



3

In this international general food trade fair, participants can gather or disseminate the latest information related to “Food.” Various municipalities and organizations are here as collective-presence exhibitors to extend marketing support to businesses.

This event allows exhibitors to approach motivated visitors who expect exposure to propositions that reflect current themes related to food – from effective use of regional resources, environmental consideration and settlement of social problems through to application of leading-edge technologies. When it comes to food products/ingredients exhibits, we see an uptrend in which municipalities and organizations make a collective presence by coordinating interested local businesses. As for the previous event (in 2003), this type of participation accounted for as much as 35% of all the exhibitors. It indicates that FOOD MESSE is chosen as a trade fair ideal to help smaller businesses expand and cultivate marketing channels. ▶ See pages 3 and 7

### Targeted Exhibit Categories

#### Food Products & Ingredients

Buyers seek new encounters with agricultural/livestock/marine products and processed food rich in regional flavors, as well as the latest additions of trendy products!



- Agricultural/livestock/marine products that reflect regional climates and traditions
- Processed food products based on traditional methods and using regional resources
- Value-added processed food products made using state-of-the-art manufacturing methods
- Processed food products responding to current consumer needs, such as SDGs, health, convenience and time-saving.

#### “The Future of Rice from Niigata” Zone

This zone is featured in place of the 15th “The Future of Rice from Niigata” Fair. It will shed light on lesser known benefits of Rice.

Targeted Exhibits

- Rice powder
- Health-conscious rice powder
- Processed rice
- Cultivation
- Distribution
- Industrial use
- Machines & equipment
- Related materials

#### ▶ Municipalities, Commerce & Industry and Other Organizations

Can promote their regional brands effectively.

- Food products made by processing local specialties
- Local agricultural/livestock/marine products
- Food products based on local traditions
- Local specialties and crafts such as tableware and kitchen utensils
- Other products related to food



▶ For details, see page 7

#### ▶ Embassies, Foreign Companies and Importers

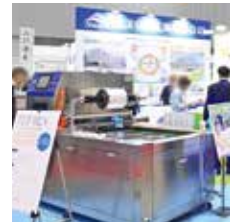
Ideal for cultivating markets on the Japan Sea coast, FOOD MESSE is a coveted opportunity to promote your overseas products.

- Agri./forestry/marine products
- Frozen food
- Confectionery
- Seasonings
- Alcoholic beverages, etc. ...



#### Equipment & Implements

Exhibitors showcase their own solutions to meet ever-growing customer needs for streamlined operation and for equipment renewal or new installation.



- Food machinery that contributes to automated/labor-saving operation and realizes AI-backed operation
- Store equipment that realizes energy-saving, ICT-based operation and robotization
- Kitchen equipment that realizes labor-saving, energy-saving and ICT-based operation
- Cookware and so forth dedicated to specific business use



#### Containers & Packaging / Hygiene Materials

Containers & packaging indispensable to product development are showcased; also featured are hygiene materials coming to the fore under the COVID-19 pandemic.



- Packages and wrapping supplies characterized by their design, eco-friendliness or function
- Trays/packs characterized by their design, function or material
- Tableware and cutlery characterized by their material, function or design
- Seals and labels that realize higher efficiency and resource-saving
- Disinfectants/sterilizers designed for high function and increased efficiency
- Masks/gloves and so forth characterized by their function, material or design

etc.

#### Information, Services and Others

- Industry-Academia joint research related to food development
- Information equipment that supports food industries
- Store & interior construction
- Consultant services
- Sales promotion/display, etc.

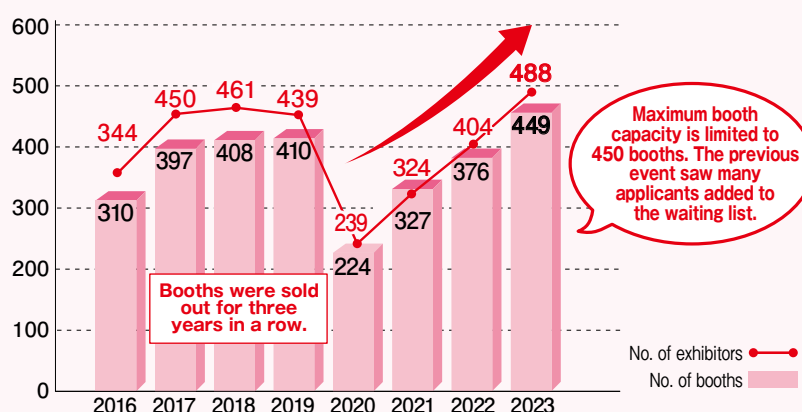


# FOOD MESSE in NIIGATA serves as a valuable opportunity for encounters - between suppliers who offer distinctive food and buyers who look for differentiated products and

## EXHIBITORS

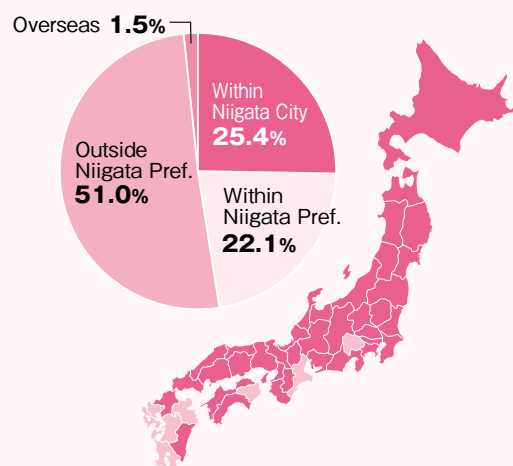
The previous (2023) event attracted 488 exhibitors from 38 prefectures.

### 1 Transition of No. of exhibitors and booths



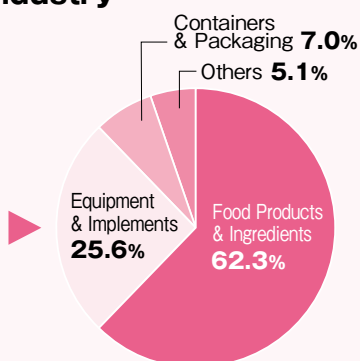
\*Note: For the 2020 and 2021 events, greater spaces were left between booths as a measure to prevent the spread of COVID-19.

### 2 Breakdown of exhibitors by region



### 3 Breakdown of exhibitors by type of industry

| Category                    | No. of exhibitors |
|-----------------------------|-------------------|
| Food Products & Ingredients | 304               |
| Equipment & Implements      | 125               |
| Containers & Packaging      | 34                |
| Others                      | 25                |
| Total                       | 488               |



### Exhibitor Feedback

My impression was that a considerable number of visitors from restaurant and hotel industries were coming back. As a result, I could get many effective business cards, which made me feel highly motivated.

In the past, Tokyo was the only trade fair venue I attended. This time, however, I could experience as many business meetings in Niigata as in Tokyo.

This event turned out to be an opportunity for me to meet many business people and customers from other areas and listen to their valuable opinions. I'd like to make the most of this asset for the future.

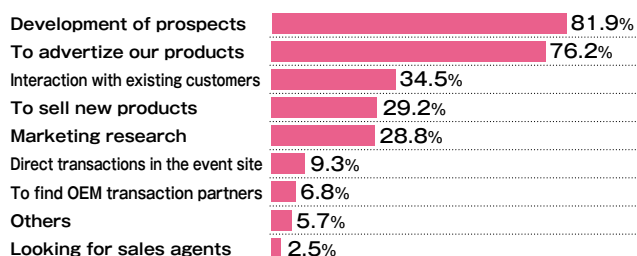
I wish I could see many more presence of Niigata-based local businesses.

Given that relatively less food trade fairs are held in the Hokuriku region, I felt it would be better if more visitors could come from neighboring prefectures.

## From the previous (2023) exhibitor questionnaire survey

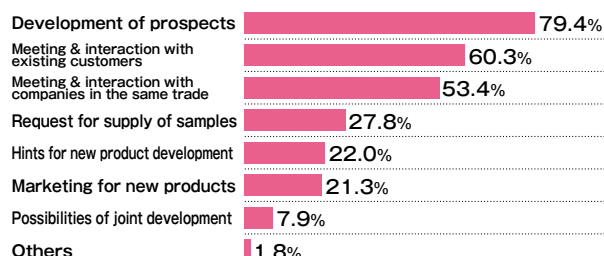
#### Exhibitors' objectives

What was the main objective of your participation? (Multiple answers allowed)



#### Positive results relative to objectives

What positive results did you achieve? (Multiple answers allowed)



# products/ingredients and the latest in trend, state-of-the-art equipment/containers.

\*All the data below are based on actual results of the 2023 event.

## VISITORS

Numerous buyers came, not only from within Niigata but from nationwide, seeking new encounters and business transactions.

### 1 Transition of No. of visitors



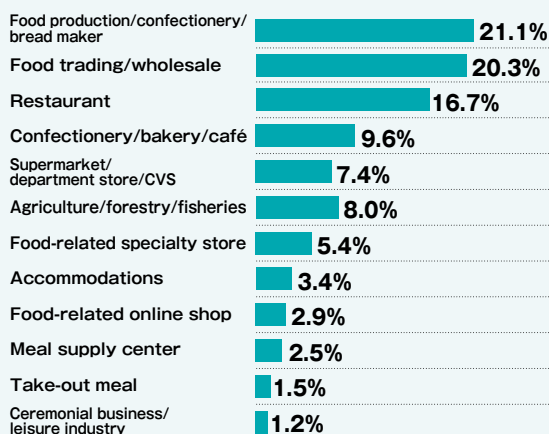
\*Note: For the 2020 and 2021 events, the number of visitors was restricted as a measure to prevent the spread of COVID-19.

### 2 Breakdown of visitors by region

|                        |       |  |
|------------------------|-------|--|
| Niigata Pref.          | 77.8% | —  |
| Hokkaido-Tohoku region | 4.3%  | Hokkaido, Aomori, Akita, Yamagata, Miyagi, Fukushima     |
| Kanto region           | 12.0% | Gunma, Tochigi, Ibaraki, Saitama, Tokyo, Chiba, Kanagawa |
| Ko-Shin-Etsu region    | 3.3%  | Toyama, Ishikawa, Fukui, Nagano, Yamanashi               |
| Tokai region           | 0.9%  | Shizuoka, Aichi, Gifu                                    |
| Kinki region           | 1.2%  | Shiga, Nara, Kyoto, Osaka, Hyogo                         |
| Chugoku-Shikoku region | 0.3%  | Okayama, Hiroshima, Yamaguchi, Ehime, Kagawa, Kochi      |
| Kyushu region          | 0.2%  | Fukuoka, Nagasaki, Oita, Kumamoto                        |

\*Some of the above data were compiled according to company headquarters addresses.

### 3 Breakdown of visitors by type of industry



\*The above data does not include that for the "Other" (government offices, organizations, students, press, etc.) category.

### 〈Visitor Feedback〉

A diverse range of exhibitors who are not found in other trade fairs (such as HOTERES and FOOD EX) were present here, making this event worthwhile to see. (Restaurant)

FOOD MESSE was very informative as I could see food products not only from within Niigata Pref. but from outside. Seeing sixth-order industrialization initiatives was also rewarding. (Agri./livestock/fisheries)

As the event grew larger, newly proposed products and presence of booths from newcomer regions increased, which was intriguing. We are sure to participate in FOOD MESSE again next year. (Supermarket)

As a food manufacturer, I wish I could see many more exhibits of business-use products such as seasonings and spices. (Food production/confectionery/bread maker)

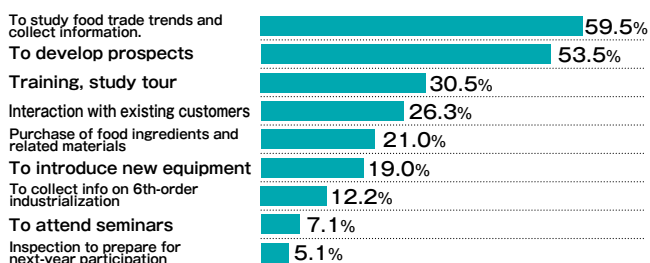
I wish I could see many more exhibits of marine products. (Food trading/wholesale)

It would be better if there were more booths that allow visitors to try food/beverages or offer such samples. (Co-op)

## From the previous (2023) visitor questionnaire survey

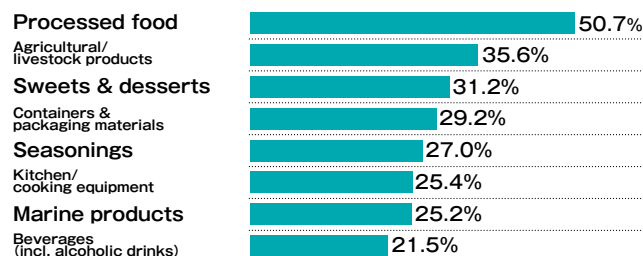
### Visitors' objectives

What was the main objective of your visit? (Multiple answers allowed)



### Exhibit items that interest visitors

What exhibit items do you like to see more in the future? (Multiple answers allowed)



## Official Timeline

Application period

### If you are considering participation ...

A briefing session will be available to make this event better known to those interested in participation. So please join the briefing. (Optional)

#### Briefing/seminars for prospective exhibitors

Timeline : 1p.m. - Doors open / 1:30 p.m. - Session begins  
Venue : Toki Messe Niigata Convention Center (meeting rooms 306 & 307)  
\*The session will also be webcast.

**Free to attend!**

- Features of FOOD MESSE in NIIGATA
- Benefits and expected effects of participation
- Exhibition Essentials and how to exhibit
- Services available for exhibitors
- Preparations to make your participation a success (seminar)

\*Please contact the Executive Secretariat for details and application.

Wed., Jun. 12

### If you have decided to exhibit ...

#### 1 Application

After confirming the attached "Exhibition Regulations," please send the completed and signed Application Form to the Executive Secretariat by e-mail or fax.

Fri., Aug. 23 **Application deadline**

\*We will stop accepting applications once the number of approved applications has filled the number of available booths even if this occurs prior to the official application deadline. So, be quick to apply.

Fri., Sep. 6

#### 2 Participation in the exhibitor briefing session

Timeline : 1p.m. - Doors open / 1:30p.m. - Session begins  
Venue : Toki Messe Niigata Convention Center (medium-size meeting room)  
\*The session will also be webcast.

Agenda: Announcement of booth location arrangement; Explanation of key points regarding Exhibition Essentials and application; Seminar on effective use of this exhibition. Each exhibitor is requested to make sure that they adjust their schedule to have at least one representative participate in this session in person or online.

Period to prepare for participation

Mid-Sep. **Distribution of invitations ("Visitor Guide") to exhibitors**

**3** Distributing invitations ("Visitor Guide") to customers and campaign to attract visitors

**4** Preparing and submitting required documents

Fri., Sep. 27 **Deadline for submission of application documents**

Tue., Nov. 5 **5 Delivery of materials and booth preparation**

Wed., Nov. 6 ~ Fri., Nov. 8 **FOOD MESSE in NIIGATA, 2024 and Sixth-Order Industrialization Fair, Niigata, 2024 in session**

Fri., Nov. 8 **6 Removal and carrying-out**

\*Descriptions 1 to 6 above refer to exhibitors' activities.

### Option only for single-/double-booth participation Two-side-open booths (corner booths) can be offered

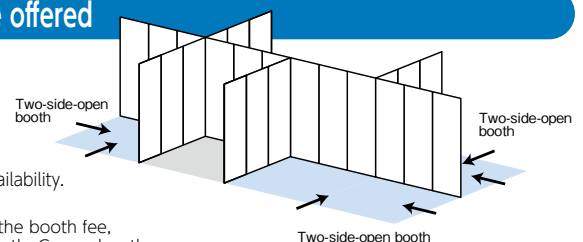
Charges **¥30,000** (excl. tax) (¥33,000 incl. tax) **\*Availability limited**

● Targets: Single-/double-booth exhibitors in the [regular booth] or [food product/ingredient booth] categories.

- If you apply for this offer, you may be able to use a two-side-open booth (corner booth).
- Please note, however, that we may not be able to meet your expectations fully because of limited availability.

\*The organizer will determine these booth locations based on the Exhibition Regulations.

\*Once all these booths have been fixed, after the event we will send to each exhibitor an invoice for the booth fee, booth construction and other related costs all together. (Booth illustration) Corner booth Corner booth Corner booth



## Exhibition fee system

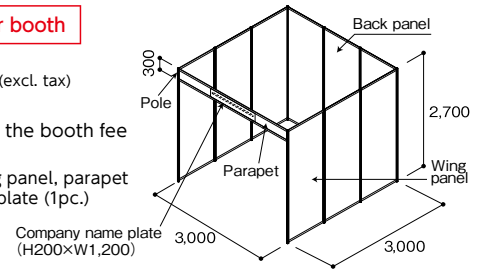
To our regret, we have raised your exhibition fees due to sharp rises in administrative, logistics, personnel and related costs. Thank you in advance for your understanding.

### Regular booths

**3m×3m (9m<sup>2</sup>) per booth**

**¥135,000** (excl. tax)  
(¥148,500 incl. tax)

- Items included in the booth fee (per booth) :  
① Back panel, wing panel, parapet  
② Company name plate (1pc.)

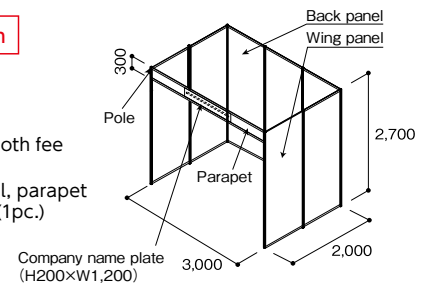


### Special booths for food product/ingredient exhibitors

**3m×2m (6m<sup>2</sup>) per booth**

**¥95,000** (excl. tax)  
(¥104,500 incl. tax)

- Items included in the booth fee (per booth) :  
① Back panel, wing panel, parapet  
② Company name plate (1pc.)



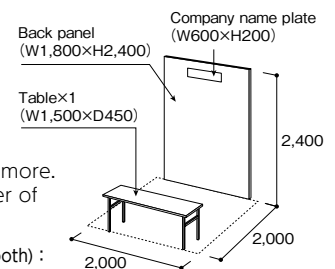
### Special booths for Sixth-Order Industrialization Fair

**2m×2m (4m<sup>2</sup>) per booth**

**¥50,000** (excl. tax)  
(¥55,000 incl. tax)

A booth fee of ¥55,000 (excl. tax) will apply to exhibitors who are participating for the fourth time or more. \*We will begin counting the number of times from the year 2024 on.

- Items included in the booth fee (per booth) :  
① Back panel ② Table for exhibits  
③ Company name plate (1pc.)



■ The Executive Secretariat will also respond to requests for decoration of non-regular booths.

■ Single (tandem) booth arrangement in the case of three booths or less.

■ Any items not included in the above should be optional (available for a fee from our rental equipment list).

#### Examples of rental items

- Table : ¥1,000 (excl. tax) (¥1,100 incl. tax per unit)
- Pipe chair : ¥500 (excl. tax) (¥550 incl. tax per unit)
- Fluorescent light (40W) : ¥3,500 (excl. tax) (¥3,850 incl. tax per unit)
- Electric charge : ¥8,000 (excl. tax) per 1kW (¥8,800 incl. tax)

\*Charges shown here are subject to change.

**FOOD MESSE in NIIGATA, 2024**  
Executive Secretariat  
(c/o Japan Food Journal Co., Ltd.)

Japan Food Journal Business Support Headquarters,  
Urban-net Irifune Bldg. 4F, 3-2-10, Irifune, Chuo-ku, Tokyo 104-0042  
Phone: +81-(0)3-3537-1077 (Inquiries accepted: 9:30a.m.~5:30p.m. on weekdays)  
Fax: +81-(0)3-3537-1088 E-mail: contact@foodmesse.jp https://foodmesse.jp