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**13 – 15 April 2022**  
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 2022  
**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

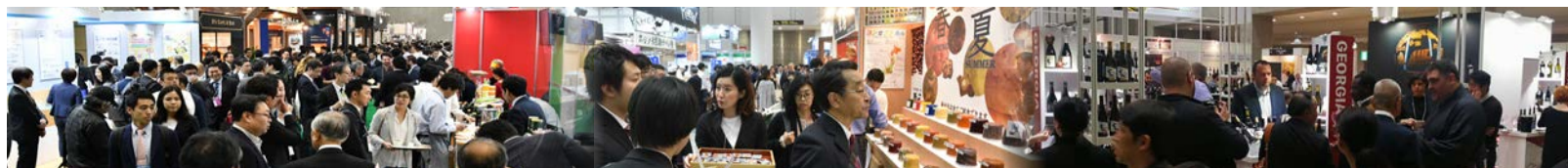
Free-From, Organic, Halal & Functional

#### 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



第25回 惣菜・おかず・中食・外食・給食・密食 業務用専門展  
**ファベックス**  
2022 The World Food  
And Beverage  
Great EXpo 2022

#### FABEX

focusing on food and beverage ingredients, gastronomy and catering industry

第19回 和菓子・洋菓子・中食・外食産業 商品開発専門展  
**デザート・スイーツ  
& バクリー展**  
Dessert  
Sweets  
& Bakery  
Festival  
2022  
カフェドリンクExpo

#### DESSERT SWEETS & BAKERY FESTIVAL

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

第 **10** 回 **食品&飲料OEM**  
**マツチングEXPO**  
FOOD & DRINK OEM MATCHING EXPO

#### FOOD & DRINK OEM MATCHING EXPO

focusing on food and drink OEM manufacturing sector



#### ISM JAPAN

focusing on Sweets, Confectionery and Snacks industry

第59回 **麺産業展**  
2022 Noodle Industry Fair  
～ そば・うどん ～

#### NOODLE INDUSTRY FAIR

focusing on noodle products and processing sector

プレミアム★フードショー  
**PREMIUM**  
FOOD SHOW 2022

#### PREMIUM FOOD SHOW

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

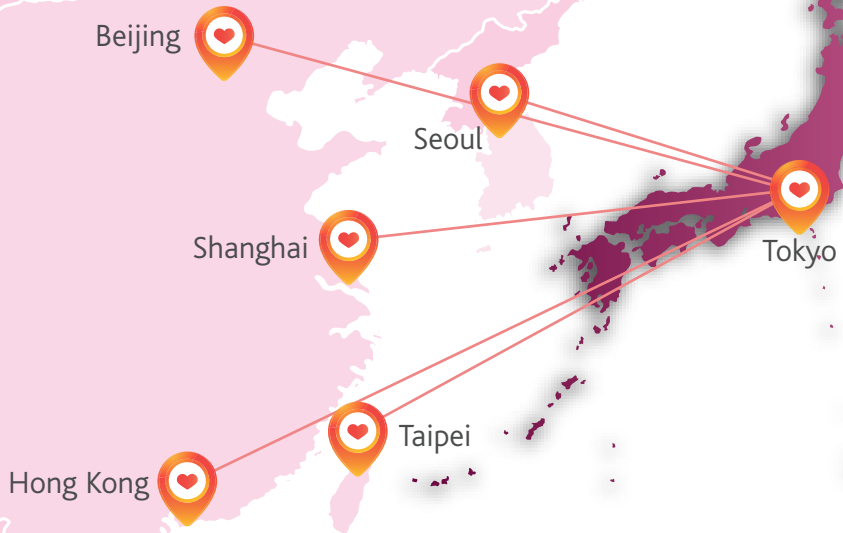


#### WINE & GOURMET JAPAN

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

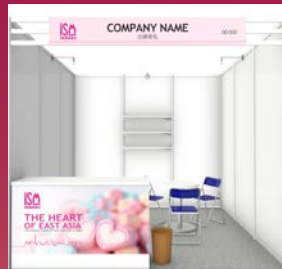


# PARTICIPATION OPTIONS

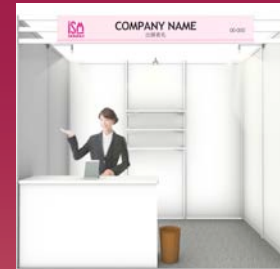
All prices are inclusive of 10% tax



**RAW SPACE**  
**JPY 49,500/m<sup>2</sup>**  
min. 18m<sup>2</sup>



**STANDARD SHELL SCHEME**  
**JPY69,300/m<sup>2</sup>**  
min. 9m<sup>2</sup>



**BUSINESS PLUS**  
**JPY 623,700/6m<sup>2</sup>**  
6m<sup>2</sup> incl. communication tools (iPad + internet connection), sales agent and report service arranged by the organiser

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### OUR REPRESENTATIVES

Contact our representatives closest to your region to reserve your booth, country pavilion, or to customise your package.  
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## EXPAND YOUR MARKETS WITH OUR GLOBAL SWEETS & SNACKS FAIRS!



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