



[www.ismjapan.com](http://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

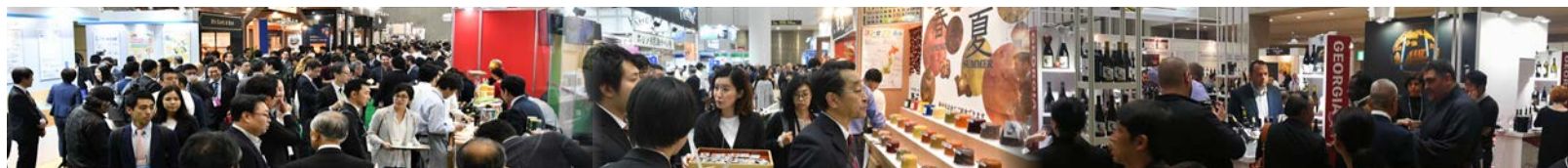
Free-From, Organic, Halal & Functional

#### 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

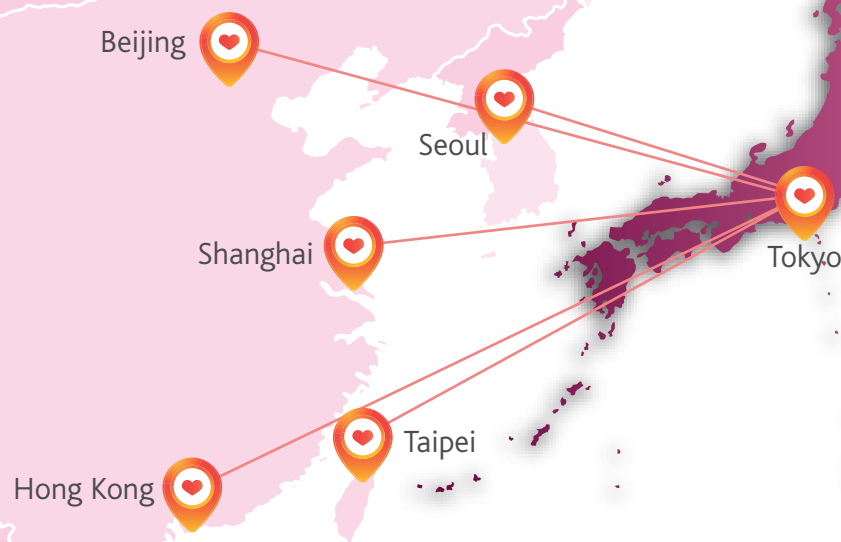


#### WINE & GOURMET JAPAN

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 H EART 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

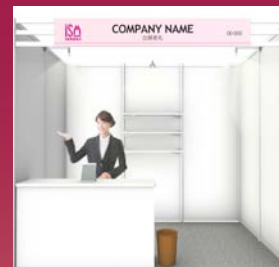
All prices are inclusive of 10% tax



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



**STANDARD SHELL SCHEME**  
**JPY 69,300/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

## 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@koelnmesse-nafta.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](http://www.ismjapan.com/contact)

Follow us for the latest  
**#ismjapan** updates!



@ismjapan.tokyo

[www.ismjapan.com](http://www.ismjapan.com)

## EXPAND YOUR MARKETS WITH OUR GLOBAL SWEETS & SNACKS FAIRS!



**08 – 10 NOV 2022**  
[www.ism-me.com](http://www.ism-me.com)



**23 – 25 APR 2023**  
[www.ism-cologne.com](http://www.ism-cologne.com)