

Canadian Companies Are Being Recruited for Food Shows in Japan ... One in Tokyo

Food and beverages companies from all over the world — including Canada — have “outstanding opportunities” between March 12 to 16, 1991 to expand their business internationally.

The venue for such market potential is **Foodex Japan '91**, at which External Affairs and International Trade Canada will, for the twelfth year, have a national exhibit, located at the Nippon Convention Center in Makuhari Messe, a suburb of Tokyo.

But space is limited and application forms will be treated on a first come, first served basis. Interested Canadian companies should act now for a chance to participate in what is “the only integrated exhibition for food and beverages throughout the expanding markets of Japan and Asia.”

Products exhibited will range from meats, poultry, game, sea-

food, health and natural foods, to cereals, grains, fats, oils, fruits, vegetables and dairy products. As well, there will be a wide variety of alcoholic and non-alcoholic beverages.

As of August, 1990, more than 45 countries had signed up to participate in **Foodex Japan '91**, which is expected to attract 85,000 professionals — the majority of whom are looking for new products and new sources of purchase.

These professionals include buyers and specifiers from supermarkets (where consumers who live in the Tokyo metropolitan area now buy 70 per cent to 80 per cent of the food for their daily meals);

representatives from restaurants (where the market in 1989 was valued at 23 trillion yen) and fast-food industries; wholesalers; importers; and food processors.

That's what makes **Foodex** the meeting point to: renew business contacts, meet new prospects, get your company known and fill your company's order books.

Companies interested in more information on **Foodex Japan '91** should contact G.H. Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8628. Fax: (613) 996-4309.

... The Other in Osaka

Marking its sixth year of sponsorship by the Canadian Consulate General, the **Osaka Solo Food Show** (March 18-19, 1991) is timed to take advantage of the presence of Canadian companies at **Foodex Japan '91**.

The Osaka event will give such Canadian participants the opportunity to reach buyers in the Kansai region of Japan, the country's second most populated region after Tokyo.

With a population of some 22 million people, the Kansai consists of four major cities, Osaka, Kobe, Kyoto and Nara, which offer numerous opportunities for doing business and establishing or renewing business contacts.

At the fifth **Osaka Solo Food Show** (held March 19-20, 1990), 31 Canadian companies participated, registering on-site sales of

\$260,000. Follow-up sales over a 12-month period were projected at \$3.5 million.

The items of greatest appeal to visitors to the 1990 show were water, beef and lobster. These same visitors requested that, at future shows, displayed items should also include fresh salmon, shellfish (crab), mushrooms, whisky and other alcoholic beverages, soft drinks, juices, various dairy products, cheese, honey, fruit, vegetables, biscuits and pork.

For further information on the 1991 **Osaka Solo Food Show**, to be held in the city's modern Mydome Exhibit Hall, contact G.H. Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8628. Fax: (613) 996-4309.

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