

Falling hemlines may have signalled economic decline in the past, but in modern Japan, a slide in the economy is marked by a rise in demand for health products and cosmetics. Tokyo's "Big Sight" International Exhibition Centre is the venue for three leading international trade shows in the fields of beauty products and health ingredients and additives.

Standards were introduced for cosmetics. Products that are manufactured in accordance with the new regulations no longer need prior approval. Both deregulation and the introduction of new regulations are creating exciting new business opportunities for international cosmetic manufacturers by making it easier for them to enter the Japanese market.

Health and beauty shows in Japan

Beauty World Japan 2002 — May 20-22, 2002 (www.mesago-messefrankfurt.com/beautyworld/) — It is Japan's largest international exhibition for the cosmetics and beauty industries. In 2000, Japan imported cosmetics worth US\$855 million, an increase of 4.4%. Japan's US\$11.3-billion cosmetic market is the world's second-largest.

Beauty World Japan 2001 featured over 400 exhibitors from 18 countries and attracted close to 40,000 visitors from around the world. This year's show will be bigger than ever, and has been expanded to include hair care products, consumer cosmetics, fragrances and toiletry goods. Exhibitor work-



Health food counter in Japan

Despite the slowing economy in Japan, interest in cosmetic products is rising. Imports of cosmetics are expected to climb rapidly with the recent deregulation of the industry. For example, in order to attract customers, major retailers have begun to purchase innovative cosmetic products directly from overseas manufacturers.

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dards were introduced for cosmetics. Products that are manufactured in accordance with the new regulations no longer need prior approval. Both deregulation and the introduction of new regulations are creating exciting new business opportunities for international cosmetic manufacturers by making it easier for them to enter the Japanese market.

shops and educational seminars are planned as well. **Beauty World Japan 2002** will be the place where beauty and health products from Japan and the rest of the world converge. For information about financial assistance for exhibitors, contact the Program for Export Market Development (PEMD), tel.: 1-888-811-1119, Web site: www.infoexport.gc.ca/programs-e.asp

For more information, contact James Kim, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: james.kim@dfait-maeci.gc.ca

International Food Ingredients and Additives Exhibition — May 15-17, 2002 — Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade (DFAIT) are organizing Canadian participation at **ifia Japan 2002** (www.ejkrause.com/ifiajapan/about.html), Asia's leading event for the food ingredients and additives industry. The show's popularity has been steadily growing: the past two events were sold out.

Last year's show was attended by 22,000 engineers, technologists, managers and other professionals, and featured exhibits by over 200 companies.

To reflect the growing Japanese preference for new tastes and diets, **ifia Japan 2002** will feature such themes as Health Foods, Functional Ingredients, and Food Waste and Recycling. A world-class educational program is also planned — featuring presentations by the world's leading specialists — which will not only attract qualified buyers and technologists but will provide a valuable educational experience for all participants.

Health Ingredients Japan — **October 9-11, 2002** — Japan is now the world's third-largest market for food ingredients such as bioactive ingredients, functional foods, organic foods and nutraceuticals, and the annual **Health Ingredients Japan (HIJ)** show is a leading exhibition for the industry. HIJ, which is a part of the **International Foods Design Show**, attracted 300 exhibitors from 17 countries and 42,379 visitors last year.

Financial assistance may be available to cover half of exhibit costs, up to a maximum of \$5,000.

For more information, contact Mike Price, Agriculture and Agri-Food Canada, tel.: (613) 759-7509, fax: (613) 759-7480, e-mail: pricewm@em.agr.ca



Nutraceuticals, a growing market

HONG KONG — March 14-17, 2002 — Attend the first **International Conference for the Modernization of Chinese Medicine** (www.icc.com.hk/ICMCM) and find out more about the lucrative supplements and nutraceuticals market, worth \$420 million each year, and growing.

As Hong Kong's population ages, slimming aids, immune system enhancements, and hair growth products are becoming increasingly popular.

Companies from Hong Kong, mainland China and other Asian countries will be participating, making the conference an ideal venue for exploring

market opportunities in the Asia-Pacific region.

For more information about exhibiting, contact DP Expos Services Inc., tel.: (514) 944-8471, fax: (514) 876-4217, e-mail: info@dpexpos.com Web: www.dpexpos.com

For more information about market opportunities, contact Houston Wong, Commercial Officer (Agriculture and Agri-Food), Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7434, fax: (011-852) 2847-7441, e-mail: houston.wong@dfait-maeci.gc.ca

ITU TELECOM ASIA 2002

HONG KONG — December 2-7, 2002 — Trade Team Canada is recruiting now for the **27th ITU Telecom Asia 2002** (www.itu.int/ASIA2002), Asia's top international trade event for the world's telecommunications industry, and this year's key export market opportunity.

Hosted by the Government of the People's Republic of China, **ITU Telecom Asia 2002** will take place in Hong Kong's Convention and Exhibition Centre.

ITU Telecom events promote international telecommunications as a prime driver for global economic activity, and Telecom Asia was established to help international suppliers gain market share in the world's fastest-growing telecommunications market. For details about the success of **Telecom Asia 2000**, visit the ITU Web site at www.itu.int/ASIA2002 and click on "2000 Statistics".

This year's exhibitors at Trade Team Canada's pavilion will receive the following programs and services:

- fully managed group participation in a high-profile, prime location;
- special travel and accommodation package;
- consolidated shipment of exhibit material to the site;

- government-organized trade program;
- core Trade Commissioner Services for eligible participants;
- funding (for qualified companies) under the Program for Export Market Development (PEMD) (www.infoexport.gc.ca/pemd/menu-e.asp).

The deadline to register is **February 28, 2002.**

- For more information, contact:
- UNILINK (pavilion organizer), tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: dc@unilinkfairs.com
 - Brian Wong, Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7414, e-mail: brian.wong@dfait-maeci.gc.ca
 - Marcel Belec, China Division, DFAIT, tel.: (613) 995-6962, e-mail: marcel.belec@dfait-maeci.gc.ca
 - Dale Forbes, Industry Canada, tel.: (613) 990-9092, e-mail: forbes.dale@ic.gc.ca
 - Eric Barker, Industry Canada, tel.: (604) 666-1407, e-mail: barker.eric@ic.gc.ca
 - Debbie Kemp, Communications Research Centre, tel.: (613) 998-4287, e-mail: debbie.kemp@crc.ca

China's WTO accession

Information sessions for exporters

The Department of Foreign Affairs and International Trade (DFAIT) is organizing a series of cross-Canada information sessions about commercial opportunities for Canadian exporters arising from China's accession to the World Trade Organization (WTO).

Canada's Ambassador to China, Joseph Caron, will be delivering presentations about China's WTO accession on February 15 in Toronto, on February 21 in Montreal, and on February 25 in Vancouver.

DFAIT's China Division is also announcing the release of the **China and Hong Kong Trade Action Plan for 2002**. Exporters will find the document an excellent tool to help them identify the opportunities and challenges in the Chinese market. It will be available on the Division's Web site (after March 1, 2002) at: www.chinahktradeactionplan.ca

For more information about doing business in China, or for session schedules, contact DFAIT's China Division, tel.: (613) 996-0905, e-mail: pcm@dfait-meaci.gc.ca

