

BOOK YOUR STAND TODAY!

Exhibit Options

★ Option ① [Space Only] ...JPY360,000/ 8.1sqm (min. 16.2sqm)

The boundaries of the booths will be walls made of system panels that are included in the "Space Only" fee.

Exhibitors who take Space Only must arrange fascia & company name board, spotlights and carpet at their own expense.

★ Option ② [Package Booth] ...JPY480,000/ 8.1sqm (min. 8.1sqm)

★ Option ③ [Package Booth] ...JPY510,000/ 8.1sqm (min. 8.1sqm)

Includes: space fee, wall panels, fascia with company name, carpet, information counter, 2 chairs, 4 spotlights, electrical outlet, electrical supply up to 1.5kW, waste basket, and daily stand cleaning.

★ Option ④ [Package Booth] ...JPY960,000/ 16.2sqm (min. 16.2sqm)

★ Option ⑤ [Package Booth] ...JPY1,020,000/ 16.2sqm (min. 16.2sqm)

Includes: space fee, wall panels, fascia with company name, carpet, information counter, display table, business card box, 4 chairs, 6 spotlights, stock room, electrical outlet, electrical supply up to 2.0kW, waste basket, and daily stand cleaning.

★ Option ⑥ [Package Booth] ...JPY1,440,000/ 24.3sqm (min. 24.3sqm)

Includes: space fee, wall panels, 2 round walls, fascia with company name, carpet, information counter, 2 chairs, 2 cafe sets, wall rack, 8 spots lights, socket, electrical supply up to 2.0kW, waste basket, and daily stand cleaning.

Corner Booth Premium...JPY30,000/ Corner

Note: * 1 booth = 8.1 sqm (3m x 2.7m).

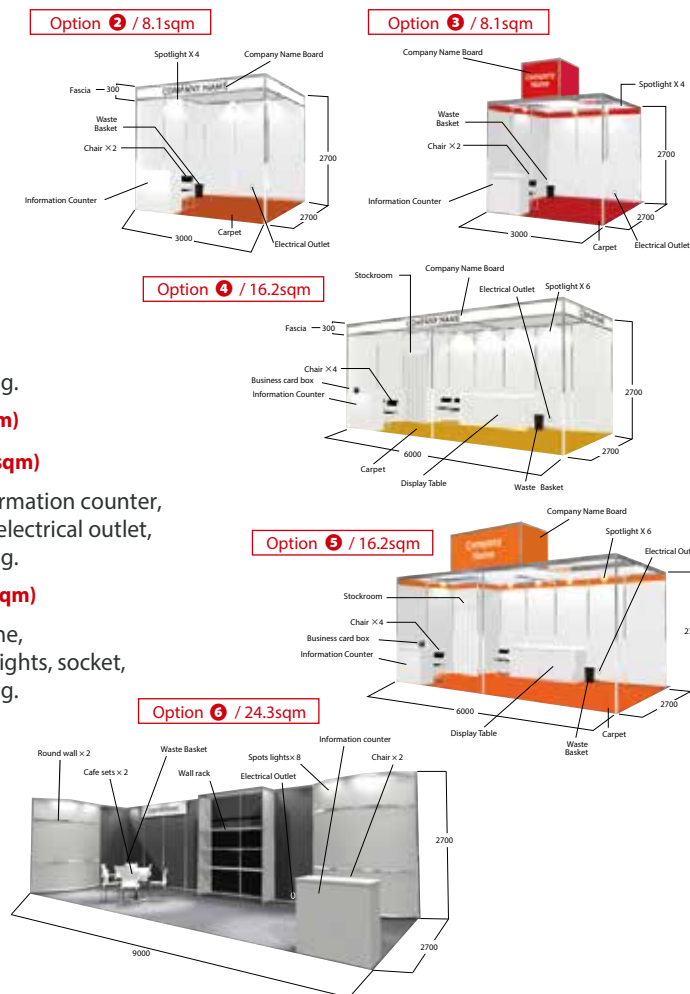
* All prices do not include Japanese consumption tax.
The current applicable tax rate is 10% on the prices.

Exhibitor Presentation

JPY37,000/ 20 minutes < 10% tax excluded >

* The reservation will start from May 2020.

* Interpreter service is not included.

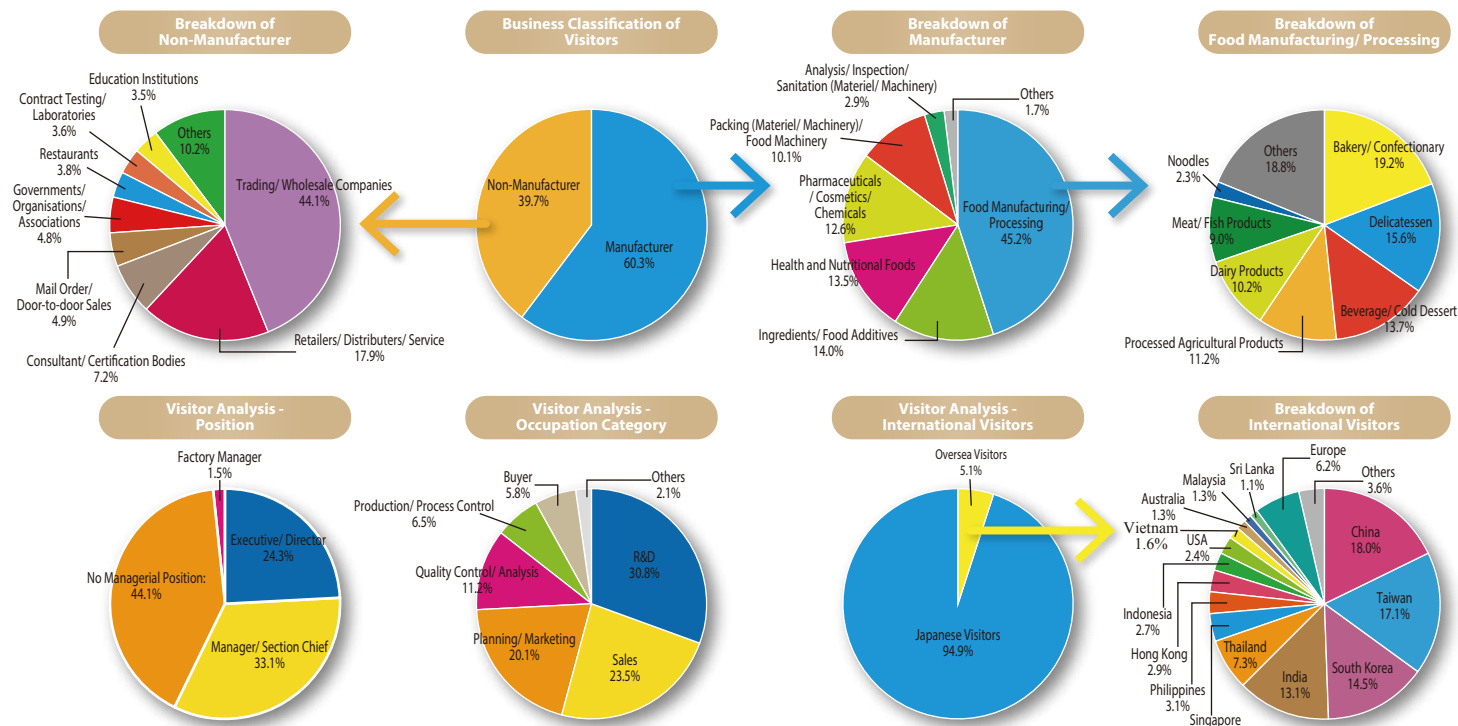


Show Results/ Visitor Profile of Hi/ FiT/ S-tec Japan 2019

• Number of Exhibitors ... 570

• Number of Booths ... 880

• Number of Visitors ... 39,663



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De Entree 73 Alpha Tower, 1101 BH - Amsterdam Z., The Netherlands

Asia's only global event dedicated to showcasing the world's most innovative ingredients

Japan's Biggest Health Ingredients and Service Exhibition & Conference

Functional Ingredient

Natural Ingredient

Contract Manufacturing

Research & Consulting

Hi Health ingredients Japan
www.hijapan.info/en/

Health ingredients Japan 2020

16 MON - 18 WED November 2020
Tokyo Big Sight Exhibition Center, West Halls 1, 2 and Atrium

Organised by Informa

Co-located Exhibition

FiT Food ingredients for Taste Japan

S-tec Safety and Technology Japan

LLJ Food Long Life Japan

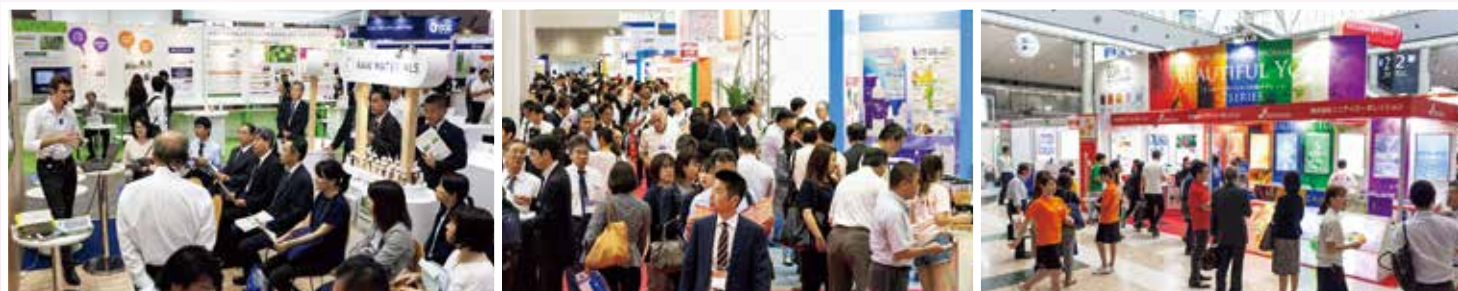
Health ingredients Japan 2020

■ Hi Japan - THE BIGGEST AND MOST ADVANCED FUNCTIONAL & HEALTH INGREDIENTS - EXHIBITION & CONFERENCE IN ASIA!

Japan is the birthplace of the functional ingredients industry, with its long tradition of enhancing food products to promote good health. This budding market continues to grow rapidly, and key players from around the world are coming to Hi Japan to witness the ongoing evolution of the functional ingredients industry.

In an ageing population, people are now giving more attention to health-related food, such as functional food and nutraceuticals. Today, 60% of the Japanese people use health supplements, with 60% of those who take them satisfied with the effectiveness. The functional food, supplement and nutraceutical market in Japan is expected to grow dramatically in the coming years. To develop those products, finding functional ingredients and valuable ways of the applications is a big theme in the food industry, nutraceutical industry and even pharmaceutical industry today.

Hi Japan is a global business platform that offers the opportunity to drive forward product development initiatives. Attending the annual show is a "MUST" event for every manufacturer, company or brand involved in the functional and health ingredients industry. Hi Japan has been the leading industry tradeshow that consistently delivers a worldwide audience of functional and health ingredients professionals for the past 27 years. The show has continually evolved and adapted in innovative ways, to ensure it reflects the dynamics of this ever-changing global industry.



Global Exhibition-International Pavilions

Hi Japan is now established as a global event with strong international participation. Hi Japan 2019 featured exhibitors from 27 countries & regions, including Belgium, Brunei, Canada, Chile, China, Czech, France, Germany, India, Ireland, Italy, Madagascar, Malaysia, Norway, Peru, Poland, Singapore, South Korea, Spain, Sweden, Switzerland, Thailand, Ukraine, UK, USA, Vietnam, Taiwan and Japan.

Regarding international visitors, many come to Hi Japan not only from nearby Asian countries such as China, Taiwan and South Korea, but also countries from Oceania, North America and Europe. The number of representative countries reached to 50.

WHY EXHIBIT?

Together with **Health ingredients Japan** (focusing on health and functional ingredients), **Food ingredients for Taste Japan** (featuring food ingredients for better taste) and **Safety and Technology Japan** (on safety and quality), the three important themes in the food industry, "health", "taste" and "safety and quality", will come together during Asia's biggest food development show.

Furthermore, **Food Long Life Japan** will be newly launched in 2020 (gathering a variety of **long-shelf-life technologies** for food loss reduction), and will bring more stakeholders in food manufacturing into one place.

Exhibitor Presentations

Exhibitor Presentations are programmes where exhibitors present papers introducing new products, research results and new business development announcements. One of the hot topics involves evidence-supported ingredients, which more exhibitors are likely to introduce at the presentations. A total of 370 presentations, including several English presentations, were given by exhibitors during Hi Japan 2019, and they had about 10,000 audience in total.



- ◆ Showcase New Ingredients ◆ Support Existing Clients ◆ Find New Clients
- ◆ Promote Your Branding ◆ Establish a Position for Your Functional Ingredients
- ◆ Give Seminar ◆ Consult Product Developments ◆ OEM/ODM ◆ Sampling
- ◆ Present Evidences to the Market

Exhibitor Profile	Functional Ingredients	Natural Ingredients	Contract Manufacturer/ OEM	Research & Consulting	Fermented ingredients Pavilion
	<ul style="list-style-type: none"> ◉ Vitamin/ Minerals ◉ Phospholipids ◉ Oligosaccharide/ Fibers ◉ Polyunsaturated fatty acids ◉ Polysaccharides ◉ Lactic acid bacteria/ Yeast ◉ Sugar alcohol ◉ Plant extract ◉ Protein/ Peptide ◉ Amino acid ◉ Phycomycetes 	<ul style="list-style-type: none"> ◉ Fruits/ Vegetable ◉ Grains/ Potatoes ◉ Fish/ Meat ◉ Herbs/ Spices ◉ Oils ◉ Nuts and seeds ◉ Bee products ◉ Tea ingredients ◉ Natural salts ◉ Dairy products ◉ Soy products ◉ Seaweed 	<ul style="list-style-type: none"> ◉ Granule ◉ Tableting ◉ Capsule ◉ Finely ground ◉ Shredded ◉ Granulation ◉ Sterilization ◉ Liquid filling ◉ Functional confectionery ◉ SR ◉ Preclinical/ clinical test 	<ul style="list-style-type: none"> ◉ Market research companies ◉ Market Consulting ◉ Patent office ◉ Law office ◉ Promotional services ◉ Food CRO 	<ul style="list-style-type: none"> ◉ Fermented food ingredients ◉ Food fermentation technology ◉ Contract manufacturer for fermented food and ingredients

Theme Genre	Functional Evaluation Test	High Functional Food Project	Functional agricultural, aquatic and livestock products	NEW Nutri Cosmetics Pavilion
	<ul style="list-style-type: none"> ◉ Food CRO ◉ Preclinical / clinical contract ◉ SR Contract ◉ Functional evaluation reagents / kits / equipment 	<ul style="list-style-type: none"> ◉ Food Cluster ◉ New food from regional resource advanced utilisation project ◉ Functional ingredients ◉ Evaluation 	<ul style="list-style-type: none"> ◉ Agricultural, Livestock and fishery products with high healthy components ◉ New variety with functional components ◉ Processing technology to keep healthy components 	<p>Spread Your Ingredients for Outer-Nutrition & Inner Cosmetics!</p> <ul style="list-style-type: none"> ◉ Natural Ingredients for Cosmetics ◉ Inner Beauty Ingredients for Skin, Hair and Nails ◉ Beauty Skin Evaluation Equipment, Contract Evaluation ◉ Cosmetics Contract Manufacturer

Visitor Profile	NEW New Food Resources Corner
<ul style="list-style-type: none"> ● Food/ Beverage manufacturers ● Health food/ Supplement/ Nutritional food manufacturers ● Trading companies/ Distributors ● Wholesale companies ● Retailers ● Mail order/ Door-to-door sales ● Contract manufacturers/ laboratories ● Education institutions ● Consultant/ Certification bodies 	<ul style="list-style-type: none"> ◉ Microbe ◉ Algae ◉ Plankton ◉ Insect ◉ Plankton ◉ Cultured meat

NEW High Protein Food Development Support Zone

The consumption of proteins for sports is now expanding, not only amongst professional athletes but also amongst general sports enthusiasts. The "Dietary Reference Intakes for Japanese (2020)" has increased the target protein intake standards for people in the middle or advanced age class., and proteins are used to countermeasure sarcopenia and frailty for the middle or advanced aged people. It also promotes beautiful body for the youth. Furthermore, the fact that protein is good for one's health is now also being recognized by general consumers, and protein products that are easy to take on a daily basis are now in high demand.

Many kinds of protein ingredients and tasting technologies for proteins will come together at the High Protein Food Development Zone, to support the development of new protein foods.

<Exhibiting Products>

- ★ Milk protein ◉ Milk Protein Concentrate (MPC) ◉ Total Milk Protein (TMP) ◉ Whey Protein Concentrate (WPC) ◉ Whey Protein Isolate (WPI) ◉ Casein
- ★ Plant protein ◉ Soy protein ◉ Pea protein ◉ Rice protein ◉ Hemp protein ◉ Wheat protein ◉ Almond protein ◉ Sesame protein ◉ Pumpkin seed protein
- ★ Flavour ★ Seasoning ★ Gelling / Thickening stabilizer ★ Emulsifier ★ Masking ingredients