

Hi Japan will be co-located with 3 other shows:  
Food ingredients for Taste Japan (FIT)  
Safety and Technology Japan (S-Tec Japan)  
Food Long Life Japan (LLJ)

**4-6 October 2023**  
Tokyo Big Sight Exhibition Center  
West Halls 1, 2 and Atrium  
Tokyo, Japan

Health ingredients Japan 2023

# Sales brochure

## Exhibition & Conference for Better Taste Ingredients

- The Biggest and Most Advanced Health & Functional Ingredients Exhibition of Conference in Japan
- Exhibition for Food Production, Quality Control, Analysis and Testing Equipment
- Exhibition & Conference for Long Shelf-Life Technology for Food Loss

**BOOK  
A BOOTH  
TODAY**





# Benefits of exhibiting at Hi Japan 2023

1

**With the food market saturated, the development of high-value-added foods has become a major issue for food manufacturers.** This exhibition brings together functional ingredients, safety/quality technologies, and technologies related to taste and longevity that support the high added value of food, and is used as a place to expand business opportunities for suppliers and users.

2

**Visitors will include not only domestic attendees but also food-related companies and dealers across Asia.** This is a great opportunity to publicize product explanations and service contents to technicians of food companies with face-to-face meetings.

3

**The exhibition is effective as a place to acquire new customers by meeting company representatives and dealers,** and by talking to business people pursuing new product development and technological improvements in a different environment, with many good results being produced every year.

4

**By utilizing the presentation seminars and private seminars at Hi Japan,** you can deliver information to users who are interested in your products. About 300 presentations are held every year, and the technical seminars are well presented in sit-down sessions, which have been well received as places for efficient marketing.



## Show Profile:

- Health ingredients (Hi) Japan 2023
- Food ingredients for Taste (FiT) Japan 2023
- Safety & Technology (S-tec) Japan 2023
- Food Long Life Japan (LL) 2023

## Date:

4-6 October 2023

## Venue:

Tokyo "Big Sight" Exhibition Center, West Halls 1, 2 and Atrium

## Why exhibit?

- Announce new technologies and solutions
- Nurture relationship with existing customers
- Acquire new customers
- Establish a corporate PR/brand
- Present your products and offerings
- Develop your ideas and join theme discussion
- Display your latest version of packaging
- Pitch your product ideas and listen to feedback



## Visitor profile

### Departments

- R&D
- Planning & product development
- Quality Assurance
- Product control
- Engineering
- Manufacturers
- Trading and service
- Distributors
- Testing and research institutes

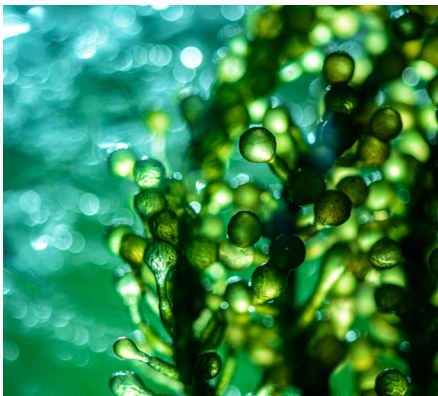
### Sectors

- Functional food and beverages
- Vitamin and supplements
- Pharmaceuticals
- Cosmetic manufacturers
- Additives

# Health ingredients Japan

Functional ingredients and natural ingredients used in foods, beverages, confectionery, as well as popular from within and outside Japan will be on display, providing unlimited business opportunities for ingredient suppliers and contracted manufacturing companies.

## Key corners of the show:



### New Food Resources Corner

Insects as food, algae, and unused food resources that are being developed as new resources will be exhibited intensively.

- Microorganisms
- Algae, Plankton
- Insect
- Cultured meat
- Effective use of unused resources



### Plant-based Food Development Corner

Ingredients for the development of important delicious plant-based foods in the future will be exhibited intensively.

- Plant-based protein and ingredients
- Plant-based milk
- Plant-based meat
- Plant-based oil and fat
- Gelling/Thickening stabilizer

**Exhibiting at Hi attracts a great deal of attention, not only from Japanese markets but also from overseas markets.**

## Exhibitor profile

### Functional Ingredients

- Vitamins and Minerals
- Oligosaccharides and Dietary Fiber
- Fatty Acids
- Lactic Acid Bacteria/Yeast
- Proteins, Peptides, Amino Acids
- Plant Extract
- Phycomycetes

### Natural Ingredients

- Fruit/Vegetable Material
- Cereal/Bean Material
- Herbs and Spices
- Oils and Fats Nuts and Seeds
- Tea Ingredients
- Natural Salt
- Dairy Products
- Seaweed

### Research & Consulting

- Market Research
- Market Consulting
- SR Service
- Patent Office
- Law Office
- Promotion Service

### Functional Assessment

- Foods CRO
- Preclinical/Clinical Contract Test
- SR Trustee
- Functionality Assessment
- Reagent/Equipment

### High Functional Food Project

- Food Industry Cluster
- New Materials and New Foods
- Born from the Advanced Utilization of Local Resources

# Presentation Seminar Program

Exhibitor presentation seminars have been well received as a place to showcase new products, new technologies, applications, and services of exhibiting companies.

The presentation seminar program will be widely promoted as a visitor attraction through DM and website. The use of exhibitor presentation seminars will further enhance the impact of exhibitions.

In addition, a special presentation will be planned that will bring together exhibitors from the special areas of:

- Plant-based Food Development Corner
- New Food Resources Corner
- Fermented Ingredients Pavilion
- Countermeasures against Foreign Bodies Contamination Corner
- Digitalization Support for Ensuring Safety and Quality, AI Technology Corner



## View how presentations, conferences and seminars were organized:

### Exhibitor presentation 2022

**11**

Seminar Rooms

**342**

Presentations



**8,793**

Total number of audiences

### Conference seminar in 2022



**32**

Seminars  
(Conference Tower)



**987**

Total number of audiences

# Analysis of visitors Hi Japan 2022

**64.7%**  
Manufacturer

**35.3%**  
Non-Manufacturer

MANUFACTURERS	%
Food Manufacturing / Processing	46.5%
Ingredients / Food Additives	18.6%
Health and Nutritional Foods	13.2%
Pharmaceuticals / Cosmetics / Chemicals	9.0%
Packing (Material/Machinery) / Food Machinery	8.8%
Analysis / Inspection / Sanitation (Material/Machinery)	2.5%
Others	1.4%

FOOD MANUFACTURING / PROCESSING	%
Bakery / Confectionary	22.4%
Beverage / Cold Dessert	14.9%
Delicatessen	14.6%
Processed Agricultural Product	11.7%
Meat / Fish Products	10.1%
Dairy Products	8.5%
Noodles	3.1%
Others	14.7%

NON-MANUFACTURERS	%
Trading/Wholesale Companies	51.4%
Retailers / Distributers / Service	16.2%
Consultant / Certification	5.6%
Governments / Organisations / Associations	4.3%
Mail Order/Door-to-door Sales	4.0%
Restaurants	3.9%
Contract Testing / Laboratories	2.5%
Education Institutions	1.7%
Others	10.4%



**600**  
Exhibitors



**786**  
Booths

















**40,000**  
Visitors

# Analysis of visitors Hi Japan 2022

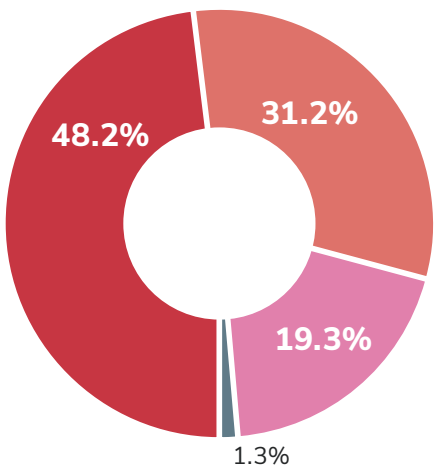


VISITOR PROFILE	%
R&D	36.3%
Sales	25.5%
Planning / Marketing	18.4%
Quality Control / Analysis	6.1%
Buyers	4.9%
Production / Process Control	4.2%
Others	4.6%

## Overseas Visitors

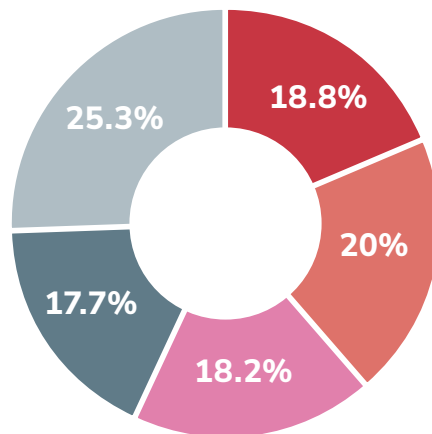
-  1. South Korea **31.4%**
  -  2. Taiwan **8.6%**
  -  3. India **8.4%**
  -  4. Europe **8.0%**
  -  5. Thailand **7.5%**
  -  6. Indonesia **4.0%**
  -  7. USA **3.8%**
  -  8. China **3.2%**
  -  9. Vietnam **3.1%**
  -  10. Malaysia **3.1%**
  -  11. Singapore **2.9%**
  -  12. Australia **2.1%**
  -  13. HongKong **1.7%**
  -  14. Philippines **1.5%**
- Others **10.7%**

### Job functions



- Non-managerial Position ..... **48.2%**
- Manager / Section Chief ..... **31.2%**
- Executive / Director ..... **19.3%**
- Factory Manager ..... **1.3%**

### Visitors Company Size



- 1-20 ..... **18.8%**
- 21-100 ..... **20.0%**
- 101-300 ..... **18.2%**
- 301-1000 ..... **17.7%**
- 1001+ ..... **25.3%**





# Book your booth today!

## Exhibiting options:

### Option 1 Space Only

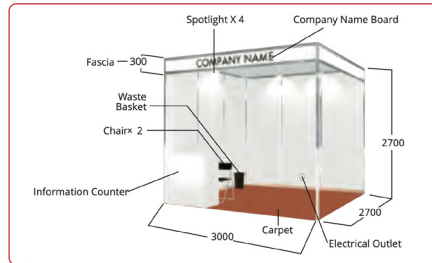
JPY370,000/8.1m<sup>2</sup> (min. 16.2m<sup>2</sup>)

The boundaries of the booths will be 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.

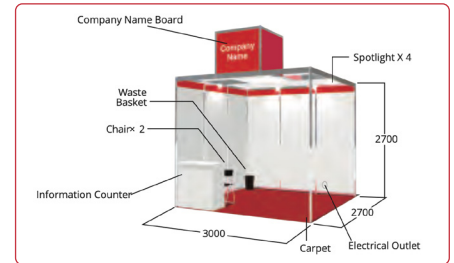
### Option 2 Package Booth

JPY490,000/8.1m<sup>2</sup> (min. 8.1m<sup>2</sup>)



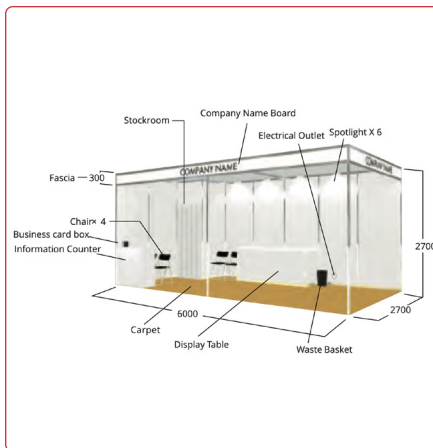
### Option 3 Package Booth

JPY520,000/8.1m<sup>2</sup> (min. 8.1m<sup>2</sup>)



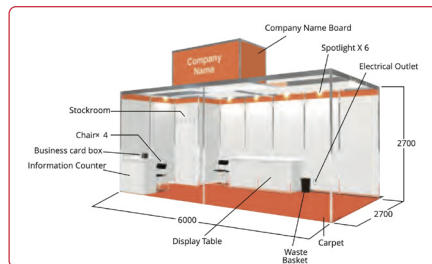
### Option 4 Package Booth

JPY980,000/16.2m<sup>2</sup> (min. 16.2m<sup>2</sup>)



### Option 5 Package Booth

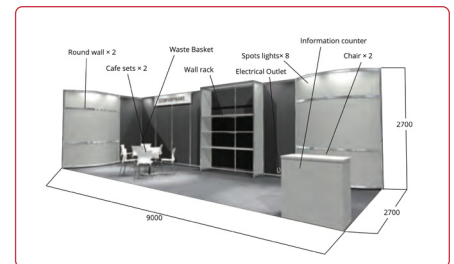
JPY1,040,000/16.2m<sup>2</sup> (min. 16.2m<sup>2</sup>)



**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 6 Package Booth

JPY1,470,000/24.3m<sup>2</sup> (min. 24.3m<sup>2</sup>)



**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.

### Corner Booth Premium:

JPY30,000/Corner

### Exhibitor Presentation

280 USD/ 20 minutes (10% tax excluded)

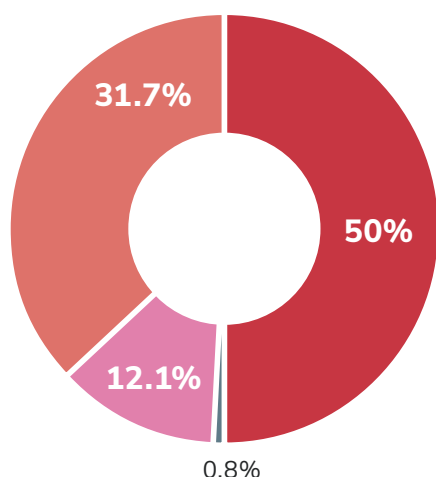
The reservation will start from May 2023. Interpreter service is not included.

#### 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 & Visitors Satisfaction Survey 2022

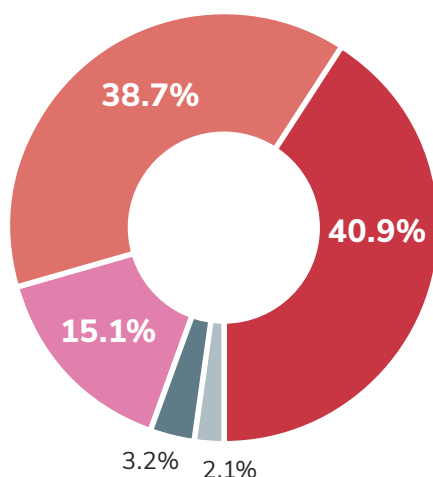
## Exhibitor Satisfaction



- Very Satisfied ..... **50%**
- Satisfied ..... **31.1%**
- Yes and No ..... **12.1%**
- Very unsatisfied ..... **0.8%**

More than 87.1% of exhibitors were satisfied with Hi Japan 2022, which was a higher rate than that achieved at the before-Covid edition (2019: 77.3%).

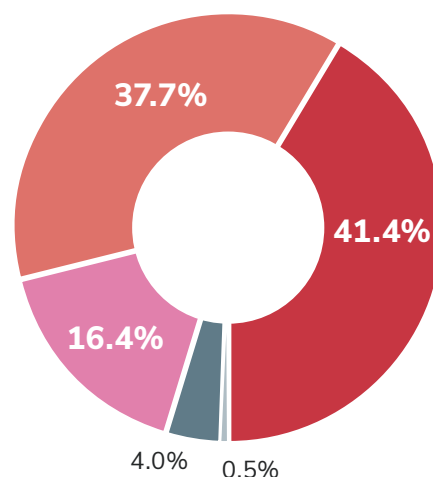
## Negotiations Outcome



- Submitted Samples & Materials ... **40.9%**
- Led to Negotiations ..... **38.7%**
- Submitted Quotations ..... **15.1%**
- Concluded Sales ..... **3.2%**
- No negotiations ..... **2.1%**

More than 97.9% of exhibitors found opportunities for negotiations and business at Hi Japan 2022.

## Visitor Satisfaction



- Very Satisfied ..... **41.4%**
- Satisfied ..... **37.7%**
- Yes and No ..... **16.4%**
- Unsatisfied ..... **4.0%**
- Very unsatisfied ..... **0.5%**

79.1% of visitors were satisfied with Hi Japan 2022, which was a higher rate than that achieved at the before-Covid edition (2019: 72.8%).

## Contact us:

### Japanese Companies

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