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

Health ingredients Japan 2023

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

BOOK A BOOTH TODAY

informamarkets
Benefits of exhibiting at Hi Japan 2023

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.

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.

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.

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.

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

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

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.
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

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

View how presentations, conferences and seminars were organized:

<table>
<thead>
<tr>
<th>Exhibitor presentation 2022</th>
<th>Conference seminar in 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Seminar Rooms</td>
<td>32 Seminars (Conference Tower)</td>
</tr>
<tr>
<td>342 Presentations</td>
<td>987 Total number of audiences</td>
</tr>
<tr>
<td>8,793 Total number of audiences</td>
<td></td>
</tr>
</tbody>
</table>
## Analysis of visitors
### Hi Japan 2022

### MANUFACTURERS
<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Manufacturing / Processing</td>
<td>46.5%</td>
</tr>
<tr>
<td>Ingredients / Food Additives</td>
<td>18.6%</td>
</tr>
<tr>
<td>Health and Nutritional Foods</td>
<td>13.2%</td>
</tr>
<tr>
<td>Pharmaceuticals / Cosmetics / Chemicals</td>
<td>9.0%</td>
</tr>
<tr>
<td>Packing (Material/Machinery) / Food Machinery</td>
<td>8.8%</td>
</tr>
<tr>
<td>Analysis / Inspection / Sanitation (Material/Machinery)</td>
<td>2.5%</td>
</tr>
<tr>
<td>Others</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

### FOOD MANUFACTURING / PROCESSING
<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakery / Confectionary</td>
<td>22.4%</td>
</tr>
<tr>
<td>Beverage / Cold Dessert</td>
<td>14.9%</td>
</tr>
<tr>
<td>Delicatessen</td>
<td>14.6%</td>
</tr>
<tr>
<td>Processed Agricultural Product</td>
<td>11.7%</td>
</tr>
<tr>
<td>Meat / Fish Products</td>
<td>10.1%</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>8.5%</td>
</tr>
<tr>
<td>Noodles</td>
<td>3.1%</td>
</tr>
<tr>
<td>Others</td>
<td>14.7%</td>
</tr>
</tbody>
</table>

### NON-MANUFACTURERS
<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading/Wholesale Companies</td>
<td>51.4%</td>
</tr>
<tr>
<td>Retailers / Distributors / Service</td>
<td>16.2%</td>
</tr>
<tr>
<td>Consultant / Certification</td>
<td>5.6%</td>
</tr>
<tr>
<td>Governments / Organisations / Associations</td>
<td>4.3%</td>
</tr>
<tr>
<td>Mail Order/Door-to-door Sales</td>
<td>4.0%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>3.9%</td>
</tr>
<tr>
<td>Contract Testing / Laboratories</td>
<td>2.5%</td>
</tr>
<tr>
<td>Education Institutions</td>
<td>1.7%</td>
</tr>
<tr>
<td>Others</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

64.7% Manufacturer
35.3% Non-Manufacturer

600 Exhibitors
786 Booths
40,000 Visitors
### Analysis of visitors

#### Hi Japan 2022

#### VISITOR PROFILE

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>R&amp;D</td>
<td>36.3%</td>
</tr>
<tr>
<td>Sales</td>
<td>25.5%</td>
</tr>
<tr>
<td>Planning / Marketing</td>
<td>18.4%</td>
</tr>
<tr>
<td>Quality Control / Analysis</td>
<td>6.1%</td>
</tr>
<tr>
<td>Buyers</td>
<td>4.9%</td>
</tr>
<tr>
<td>Production / Process Control</td>
<td>4.2%</td>
</tr>
<tr>
<td>Others</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

#### 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%
- Others: 10.7%

#### Oversea 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. Hong Kong: 1.7%
14. Philippines: 1.5%
## Book your booth today!

### Exhibiting options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Price (JPY)</th>
<th>Min. Area (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option 1</strong> Space Only</td>
<td>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 &amp; company name board, spotlights and carpet at their own expense.</td>
<td>370,000/8.1</td>
<td>16.2</td>
</tr>
<tr>
<td><strong>Option 2</strong> Package Booth</td>
<td>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.</td>
<td>490,000/8.1</td>
<td>8.1</td>
</tr>
<tr>
<td><strong>Option 3</strong> Package Booth</td>
<td>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.</td>
<td>520,000/8.1</td>
<td>8.1</td>
</tr>
<tr>
<td><strong>Option 4</strong> Package Booth</td>
<td>980,000/16.2</td>
<td>16.2</td>
<td></td>
</tr>
<tr>
<td><strong>Option 5</strong> Package Booth</td>
<td>1,040,000/16.2</td>
<td>16.2</td>
<td></td>
</tr>
<tr>
<td><strong>Option 6</strong> Package Booth</td>
<td>1,470,000/24.3</td>
<td>24.3</td>
<td></td>
</tr>
</tbody>
</table>

### Corner Booth
**Premium:**
- Price: 30,000/Corner

### Exhibitor Presentation
- **280 USD / 20 minutes** (10% tax excluded)
- The reservation will start from May 2023. Interpreter service is not included.

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**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: 37.1%
- 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
Mr. Yosuke Horikawa
Tel: +81-3-5296-1017
Email: yosuke.horikawa@informa.com
Organiser:
Informa Markets Japan Co Ltd
Kanda 91 Bldg
1-8-3 Kaji-cho, Chiyoda-ku
Tokyo, Japan, 101-0044

International Companies
Mr. Gydo van Voorthuizen
Mobile: +31 (0) 6 43 56 37 96
Email: gydo.vanvoorthuizen@informa.com
Europe Office:
Informa Markets
De Entrée 73 – Alpha Tower
1101 BH Amsterdam
Netherlands

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