

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

23-25 October 2024
Tokyo Big Sight Exhibition Center
West Halls 1, 2, 4 and Atrium
Tokyo, Japan

Hi Japan 2024

Sales brochure

The largest exhibition and conference for the health and functional ingredients industry in Japan

Book a stand today



Hi

Japan

Benefits of exhibiting at Hi Japan 2024

1

Opportunities for business growth: The exhibition brings together functional ingredients, safety/quality technologies and technologies related to taste and longevity that support the high added value of food. In a saturated food market, this brings new opportunities to expand your business.

2

Visitors will include not only domestic attendees but also food-related companies and dealers across Asia. This is a great opportunity to 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 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 explanations are listened to carefully in sit-down sessions, which have been well received as places for efficient marketing.



Show Profile:

- Health ingredients (Hi) Japan 2024
- Food ingredients for Taste (FiT) Japan 2024
- Safety & Technology (S-tec) Japan 2024
- Food Long Life (LL) Japan 2024

Date:

23 - 25 October 2024

Venue:

Tokyo Big Sight Exhibition Center, West Halls 1, 2, 4 and Atrium

Visitor profile

Job level

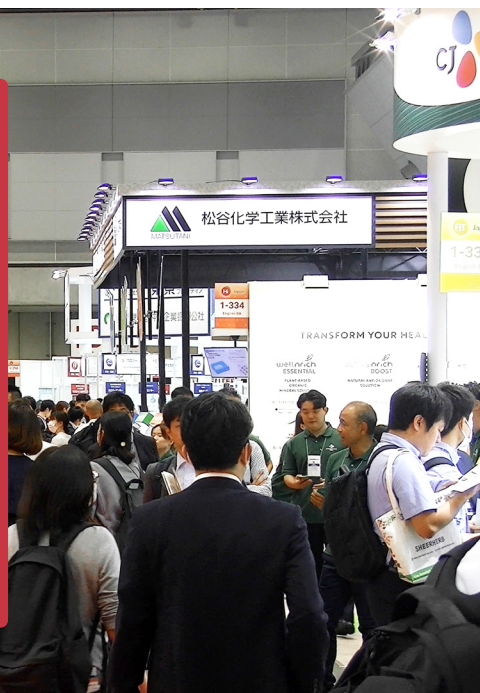
- R&D
- Planning & product development
- Purchasing
- Quality Assurance
- Product control
- Engineering
- Trading and service
- Distributors
- Testing and research institute

Job sectors

- Food and Beverages
- Functional & Health Food
- Supplements
- Pharmaceuticals
- Food Services

Why exhibit?

- Announce new technologies and solutions
- Nurture relationships 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



Health ingredients Japan

Functional ingredients and natural ingredients used in foods, beverages, confectionery will be on display, providing unlimited business opportunities for ingredient suppliers and contracted manufacturing companies.

Key corners of the show:



Plant-based Food Development Corner

Ingredients for the development of 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



New Food Resources & the Manufacturing Technology 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

Exhibiting at Hi Japan attracts a great deal of attention, not only from Japanese markets but also from overseas markets as the largest functional ingredients exhibition in Japan.

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

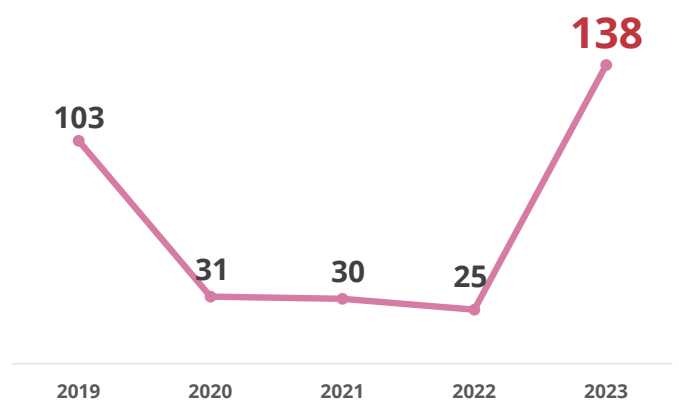
- Food Industry Cluster
- New Materials and New Foods
- Born from the Advanced Utilization of Local Resources

Increasing the International Presence

Hi Japan 2023 featured 138 international exhibitors from 22 countries .

The Japanese market is also drawing more attention from overseas, especially from Asian countries, as the whole of Asia is beginning to see a growing health-related food market. More than 100 overseas exhibitors participate in Hi Japan. Hi Japan is a global business platform that offers the opportunity to drive forward product development initiatives.

No. of International Exhibitors



Japan's demand for ingredients from abroad is getting stronger as Japanese companies continually expand their lists of health-related products



Top 5 Exhibiting Countries



1. China



2. India



3. Canada



4. South Korea



5. USA

Presentation Seminar Programme

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 & the Manufacturing Technology Corner
- Fermented Ingredients Pavilion



View how presentations, conferences and seminars were organised:

Exhibitor presentation 2023

13

Seminar Rooms



432

Presentations

11,235

Total audience

Conference seminar in 2023



34

Seminars
(Conference Tower)



1,156

Total audience

Total of Hi, FiT, S-tec and LL Japan 2023

Analysis of visitors Hi Japan 2023

Total of Hi, FiT, S-tec and LL Japan 2023

| BREAKDOWN OF MANUFACTURER | % |
|---|-------|
| Food Manufacturing / Processing | 45.8% |
| Ingredients / Food Additives | 18.0% |
| Health and Nutritional Foods | 14.9% |
| Pharmaceuticals / Cosmetics / Chemicals | 8.8% |
| Packing (Materiel/Machinery) / Food Machinery | 7.9% |
| Analysis / Inspection / Sanitation (Materiel/Machinery) | 2.0% |
| Others | 2.6% |

| BREAKDOWN OF MANUFACTURER OF FOOD MANUFACTURING / PROCESSING | % |
|---|-------|
| Bakery / Confectionary | 23.5% |
| Beverage / Cold Dessert | 13.5% |
| Delicatessen | 13.3% |
| Meat / Fish Products | 10.3% |
| Processed Agricultural Product | 9.8% |
| Dairy Products | 8.7% |
| Noodles | 3.4% |
| Others | 17.5% |

| BREAKDOWN OF NON-MANUFACTURERS | % |
|--|-------|
| Trading/Wholesale Companies | 51.2% |
| Retailers / Distributers / Service | 15.8% |
| Consultant / Certification Bodies | 5.9% |
| Governments / Organisations / Associations | 4.4% |
| Mail Order/Door-to-door Sales | 3.9% |
| Restaurants | 2.8% |
| Contract Testing/Laboratories | 2.5% |
| Education Institutions | 2.4% |
| Others | 11.1% |

64.9%
Manufacturer

35.1 %
Non-Manufacturer



630
Exhibitors



948
Booths



36,255
Visitors

Analysis of visitors Hi Japan 2023

*Total of Hi, FiT, S-tec and LL Japan 2023




| VISITOR PROFILE | % |
|------------------------------|-------|
| R&D | 35.8% |
| Sales | 24.1% |
| Planning / Marketing | 17.3% |
| Quality Control / Analysis | 6.6% |
| Buyer | 5.2% |
| Production / Process Control | 5.1% |
| Others | 5.9% |


Overseas Visitors (Outside Japan)



2,248


 South Korea **22.8%**

 India **12.2%**


 Taiwan **11.8%**


 China **10.7%**

 Europe **7.2%**

 Thailand **5.5%**

 USA **3.4%**

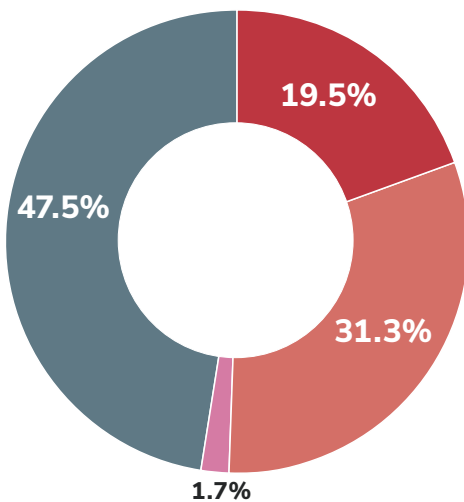
 Philippines **2.4%**

 Singapore **2.0%**

 HongKong **2.0%**

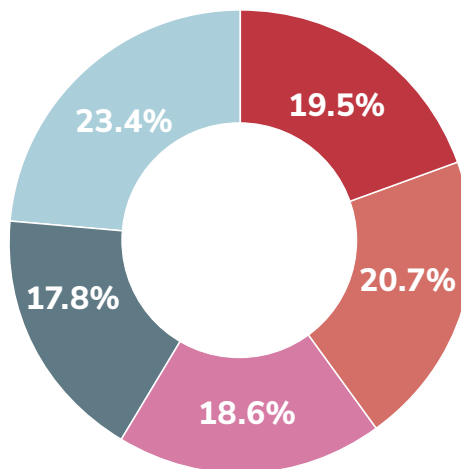
Others **20.0%**

Job functions



Executive / Director **19.5%**
 Manager / Section Chief..... **31.3%**
 Factory Manager **1.7%**
 Non-managerial Position **47.5%**

Visitors Company Size

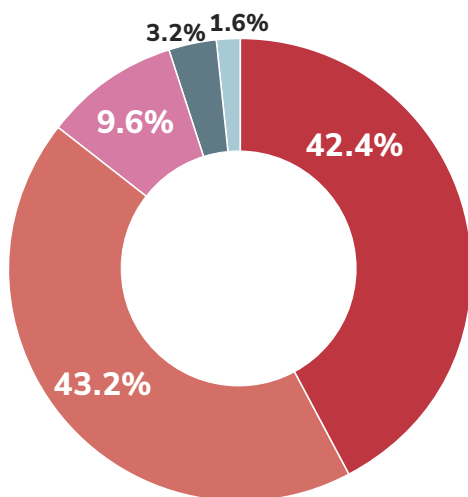


1-20 **19.5%**
 21-100 **20.7%**
 101-300 **18.6%**
 301-1000 **17.8%**
 1001+ **23.4%**



Exhibitor & Visitors Satisfaction Survey 2023

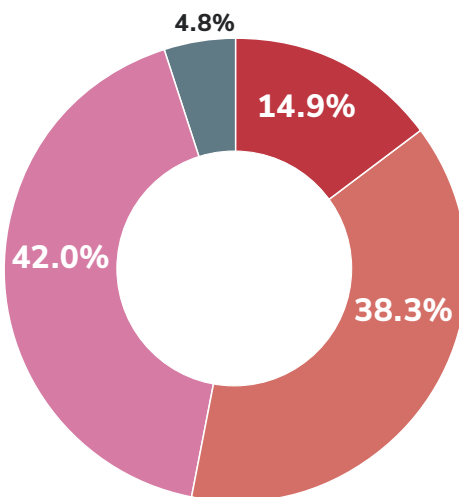
Exhibitor Satisfaction



| | |
|------------------|-------|
| Very Satisfied | 42.4% |
| Satisfied | 43.2% |
| Yes and No | 9.6% |
| Unsatisfied | 3.2% |
| Very unsatisfied | 1.6% |

More than 85.6% of exhibitors were satisfied with Hi Japan 2023, which was a higher rate than that achieved at the pre-Covid edition (2019: 77.3%).

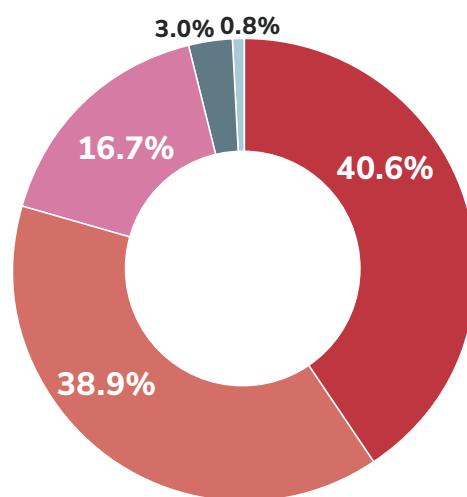
Negotiations Outcome



| | |
|-------------------------------|-------|
| Submitted Samples & Materials | 14.9% |
| Submitted Quotations | 38.3% |
| Led to Negotiations | 42.0% |
| No negotiations | 4.8% |

More than 95.2% of exhibitors found opportunities for negotiations and business at Hi Japan 2023.

Visitor Satisfaction



| | |
|------------------|-------|
| Very Satisfied | 40.6% |
| Satisfied | 38.9% |
| Yes and No | 16.7% |
| Unsatisfied | 3.0% |
| Very unsatisfied | 0.8% |

79.5% of visitors were satisfied with Hi Japan 2023, which was a higher rate than that achieved at the before-Covid edition (2019: 72.8%).

Testimonials

"It was very meaningful to be able to hear frank opinions and requests at the user level of the product in the test stage."

"It was a very good opportunity to go to a new customer from a different industry that has not exchanged information before."

"I thought it was the most suitable place to promote food ingredients because it was well known."

"The ratio of targeted visitors was high, and it was efficient as a place for product promotion and new customer acquisition."

"Because it is one of the largest exhibitions in Japan, visitors came from all over the country."

"The quality of the visitors was high, and there were many visitors from R & D and research related departments."

"Because of Covid-19, there are restrictions on normal sales activities, so this exhibition was meaningful for public relations and information dissemination."

"Many of the industry's largest manufacturers, start-ups with good reputations in the industry, and distribution buyers visited the venue and were able to provide prototype samples, which led to business negotiations."

"We introduced new products and ingredient data, and were able to acquire many potential clients, which should lead to future business negotiations, evaluations and requests for consultations."

Exhibiting options:

Option 1 Space Only

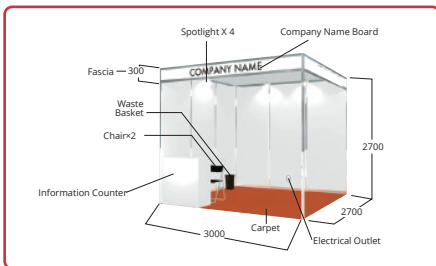
JPY380,000/8.1m² (min. 16.2m²)

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.

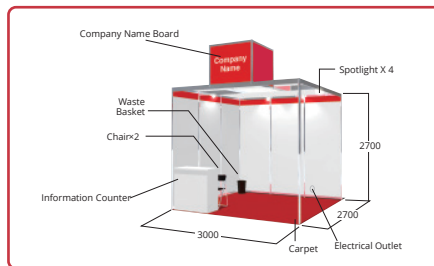
Option 2 Package Booth

JPY500,000/8.1m² (min. 8.1m²)



Option 3 Package Booth

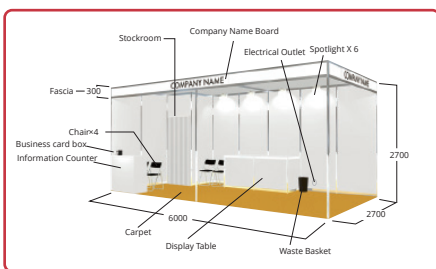
JPY530,000/8.1m² (min. 8.1m²)



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.

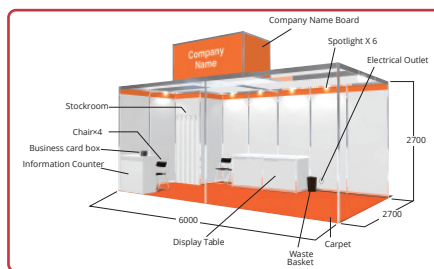
Option 4 Package Booth

JPY1,000,000/16.2m² (min. 16.2m²)



Option 5 Package Booth

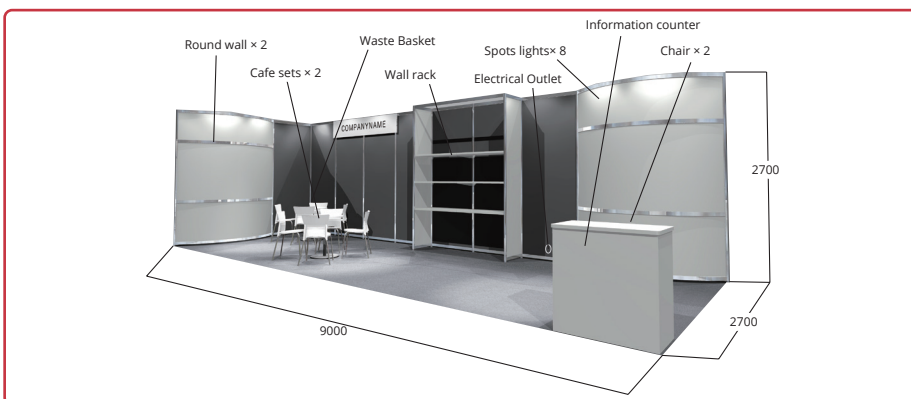
JPY1,060,000/16.2m² (min. 16.2m²)



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

JPY1,500,000/24.3m² (min. 24.3m²)



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

Exhibitor Presentation

JPY38,000/ 20 minutes (10% tax excluded)

The reservation will start from May 2024. 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.

**BOOK
A BOOTH
TODAY**

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