

Participation Guide



FOOMA
JAPAN INTERNATIONAL FOOD MACHINERY
& TECHNOLOGY EXHIBITION

Jul 9^{Tues.}-12^{Fri.}, 2019

Organized by: The Japan Food Machinery Manufacturers' Association
Supported by: The Ministry of Economy, Trade and Industry; The Ministry of Agriculture, Forestry and Fisheries; The Ministry of Health, Labour and Welfare; The Tokyo Metropolitan Government; The Japan External Trade Organization (JETRO) (scheduled)

Tokyo Big Sight West Hall 1-4, South Hall 1-4

www.foomajapan.jp

On the Convening of FOOMA JAPAN 2019



Eiichi Umiuchi

Eiichi Umiuchi

Chairperson
Japan Food Machinery
Manufacturers' Association

The Japan Food Machinery Manufacturers' Association undertakes diverse activities for the purpose of contributing to progress in the food machinery industry and to improvements in the lives of the people of Japan. The biggest of those undertakings is FOOMA JAPAN. The venue for FOOMA JAPAN 2019, the 42nd convening of the exhibition, will switch to the West and South Exhibition Halls at Tokyo Big Sight. That is to accommodate preparations for the Tokyo Olympics and Paralympics, and the exhibition will take place over a four-day schedule, from July 9 (Tuesday) to 12 (Friday).

On display will be leading-edge products, technologies, and services that only Japan could create. The exhibits will highlight advances in achieving labor savings, personnel reductions, automation for addressing labor shortages, and other advances while maintaining safety and peace of mind in connection with food. Through the exhibits, we intend to highlight solutions for the diverse issues faced by members of the food-processing industry and to contribute to further progress in the food-processing industry overall.

We look forward to welcoming numerous participants to FOOMA JAPAN 2019, which will bring together all phases of food manufacturing processing.



Yukio Okawara

Yukio Okawara

Chairperson
FOOMA JAPAN 2019
Exhibition Committee

FOOMA JAPAN boasts a large scale of some 100,000 visitors and has earned high regard from exhibitors for contributing to highly successful negotiations and new-customer development.

We will change the FOOMA JAPAN venue in 2019 to the West and South Exhibition Halls at Tokyo Big Sight on account of preparations under way for the Tokyo Olympics and Paralympics. We will strive as the organizer, however, to accommodate as many exhibitors as possible.

FOOMA JAPAN has generated solid results as a comprehensive trade show devoted to food technology. We encourage exhibitors to bring a proactive approach to their exhibits and to make the most of this opportunity for announcing the latest products and services and for translating those announcements into sales.

FOOMA JAPAN 2019 will take place on the eve of an event that will focus global attention on Japan and will present food technologies of interest to people worldwide. We are confident that it will lend impetus to exhibitors' progress in cultivating markets overseas. We will work harder than ever to fulfill our responsibility to attract exhibitors and to help the exhibitors secure satisfactory business results.

FOOMA JAPAN in Brief

When 10 a.m. to 5 p.m., July 9 (Tuesday) to 12 (Friday), 2019

Where Tokyo Big Sight (West hall 1-4, South hall 1-4)

Organizer The Japan Food Machinery Manufacturers' Association

Support The Ministry of Economy, Trade and Industry;
The Ministry of Agriculture, Forestry and Fisheries;
The Ministry of Health, Labour and Welfare;
The Tokyo Metropolitan Government;
The Japan External Trade Organization (JETRO) (scheduled)

Cooperation 53 food-related industry organizations (scheduled)

The Exhibits

- **Food materials processing**
- **Food manufacturing, processing, and preparation**
Baked goods and confectionery; Meats and seafood; Noodles and pasta; Prepared foods; Beverages and dairy products; Agricultural produce; Fermented and distilled products; Tofu; Other
- **Engineering, robots, and IoT**
- **Quality maintenance**
- **Packaging and filling**
- **Storage, handling, and logistics**
- **Measurement, analysis, and inspection**
- **Hygiene**
- **Environmental protection and recycling**
- **Equipment and components**
- **Consulting and intellectual property**
- **Information services and industry organizations**

FOOMA JAPAN

A leading Asian showcase of food equipment, A wellspring of business

Immense Scale

Numerous exhibitors

The exhibitors at FOOMA JAPAN 2018 numbered 798 companies and organizations, including 49 first-time exhibitors. They presented their products, technologies, and services in area that comprised 34,590m². That was the biggest exhibit area ever for a FOOMA JAPAN exhibition.

A vast range of exhibits

FOOMA JAPAN exhibits span a comprehensive range of food manufacturing and processing, from upstream processes to downstream processes. The presence of exhibitors and visitors from diverse sectors yields abundant opportunities to explore possibilities for mutually beneficial cooperation.

Quantitative and Qualitative Drawing Power

Around 100,000 visitors annually

FOOMA JAPAN 2018 drew fully 100,210 visitors, demonstrating the continued drawing power of the FOOMA JAPAN exhibitions. Especially notable in recent years has been the growing number of visitors from China and other Asian nations. FOOMA JAPAN is thus a valuable opportunity for cultivating business in Asia's emerging markets.

Lots of decision makers on hand

Some 30% of the visitors at FOOMA JAPAN are of middle and senior management: individuals who wield authority to make decisions about things like purchasing and business collaborations. That means that negotiations can proceed swiftly and smoothly on-site at the exhibition.

An Opportunity to Obtain Diverse Customer Input

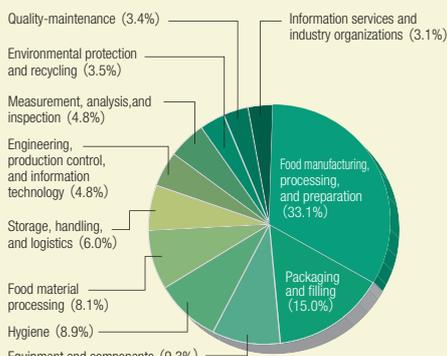
A diverse cast of visitors

FOOMA JAPAN visitors represent an astonishing range of business sectors. Exhibitors and visitors therefore enjoy the opportunity to hear directly from the users of different products and services and to reach out to those users.

Practical demonstrations

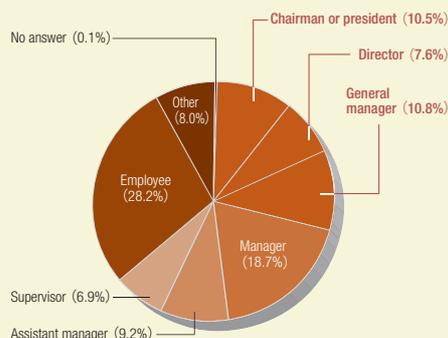
Augmenting the interchange between exhibitors and visitors are countless demonstrations with real equipment. The exhibitors receive feedback from the visitors that can be invaluable in product development and in cultivating business.

Exhibitors by business sector



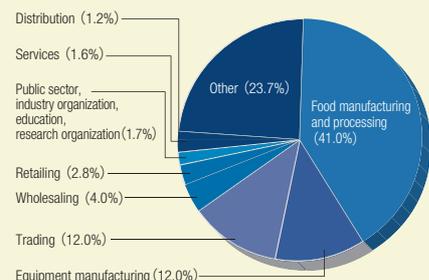
(FOOMA JAPAN 2018)

Visitors by job description



(FOOMA JAPAN 2018)

Visitors by business sector



(FOOMA JAPAN 2018)

FOOMA JAPAN Generates Business

More than 95% of the survey respondents at FOOMA JAPAN 2018 reported that they had engaged in business talks at the exhibition. That is convincing proof that FOOMA JAPAN brings together an effective combination of exhibitors and visitors.

An exhibition where more than 95% of the participants engage in business talks

An environment that engenders successful business-to-business interaction

“Did you hold business talks at FOOMA JAPAN?”

Yes: 95.3%

No: 3.3%

Source: Exhibitor responses to questionnaires

Win new customers

Strengthen and broaden business with established customers

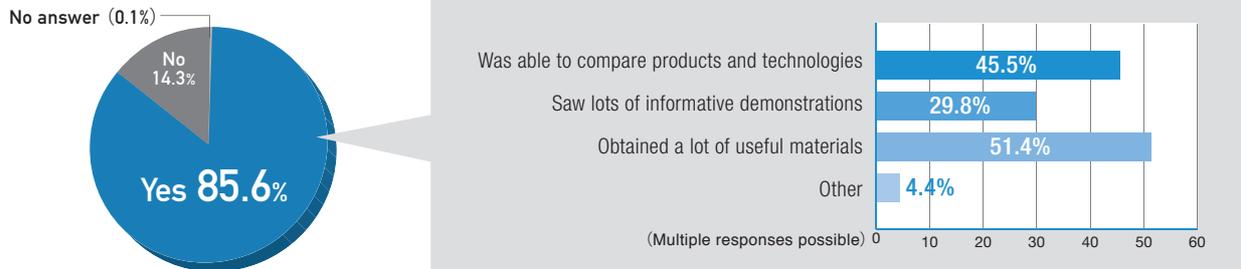
Maximize cost performance in marketing

Report

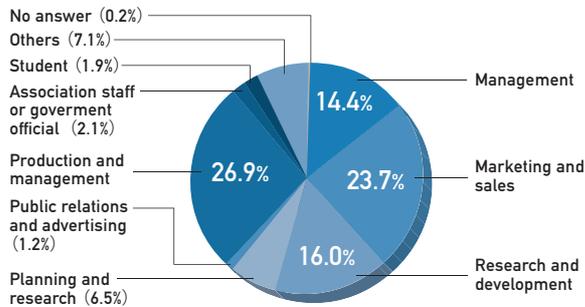


Visitors' Valuation of FOOMA JAPAN

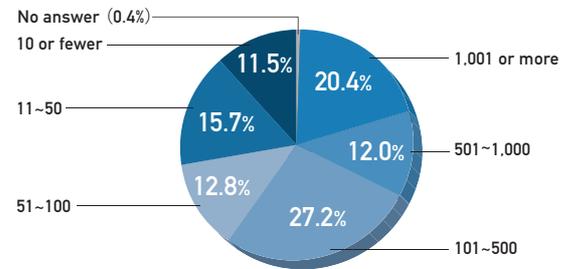
Q. Did you achieve the purpose of your visit?



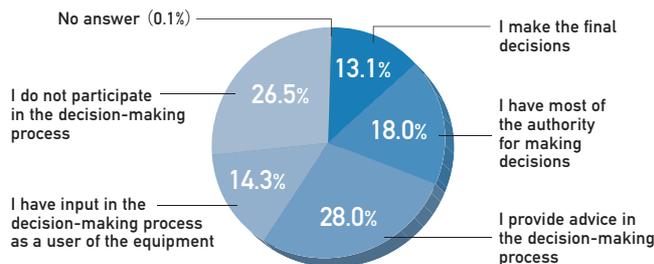
Q. What is your occupation?



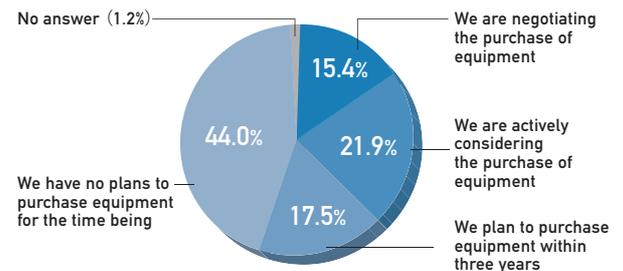
Q. How many people are employed where you work?



Q. What responsibility do you fulfill at your company in regard to purchasing food processing equipment?

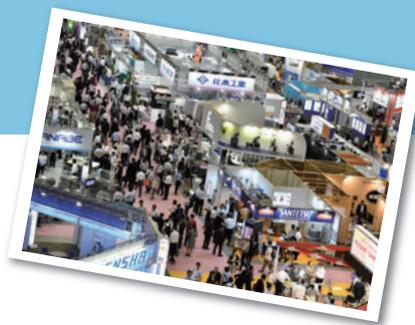


Q. At what stage is your company in regard to purchasing food processing equipment?



Number by Day (including overseas visitors, indicated in parentheses)

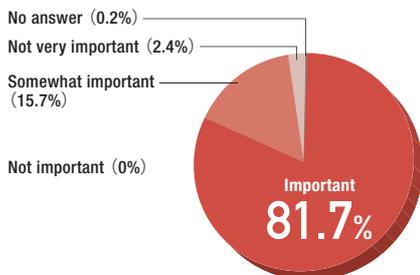
	2018 Date	Weather	2018 Visitors	2017 Visitors	2016 Visitors
Day 1	June 12 (Tues.)	☁	21,176 (2,012)	21,050 (1,556)	19,918 (1,903)
Day 2	June 13 (Wed.)	☁	26,180 (1,146)	25,385 (1,158)	25,050 (994)
Day 3	June 14 (Thur.)	☁☀	27,901 (743)	27,898 (673)	25,539 (790)
Day 4	June 15 (Fri.)	☁☂	24,953 (294)	26,078 (388)	23,990 (325)
TOTAL			100,210(4,195)	100,411 (3,775)	94,497 (4,012)



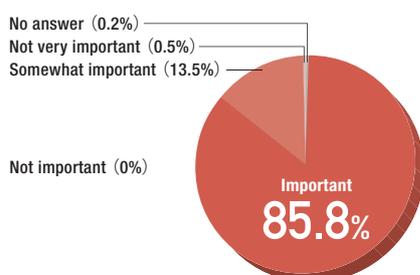
Exhibitors' Valuation of FOOMA JAPAN

Q. What is the value of FOOMA JAPAN to your company?

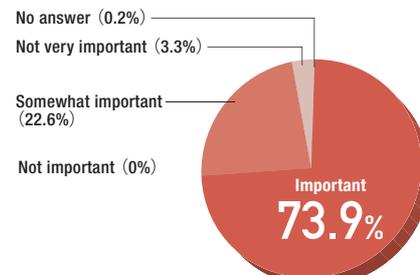
1 As an opportunity for business talks



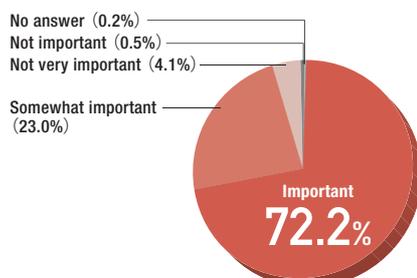
2 As an opportunity to win new customers



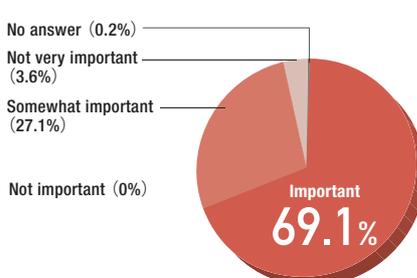
3 As an opportunity to reinforce your appeal to existing customers



4 As an opportunity to unveil new products

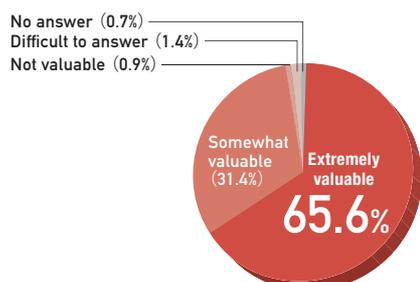


5 As an opportunity to get feedback about your products

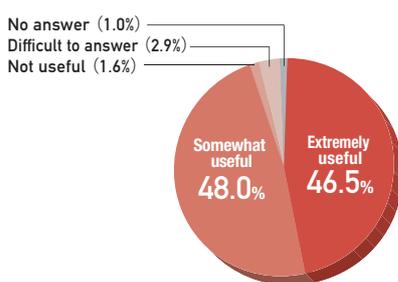


Q. What was your impression of FOOMA JAPAN 2018?

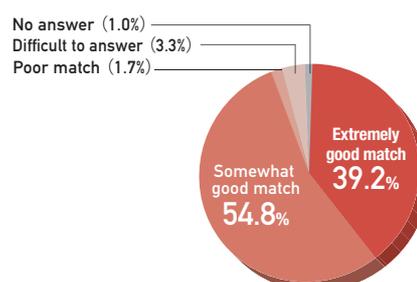
1 In terms of overall value



2 As an opportunity for promoting your company and products



3 In terms of the match between the visitors and your business



Related Events

Academic Plaza

Representatives of universities and research organizations hold presentations and poster sessions at the Academic Plaza. Visitors and exhibitors discover new technologies to adopt in their products and encounter interesting opportunities for joint research.

Seminars

Exhibitors can hold 45-minute seminars to describe and demonstrate their products, technologies, and services. The seminars take place in rental space apart from the exhibitors' booths. Notices of the seminars appear in the FOOMA JAPAN materials and website, thus augmenting the seminars' PR value. Seminar attendees register in advance and leave a business card at the reception desk, so the companies that hold the seminars obtain useful information for follow-up contacts.



English Website

The FOOMA JAPAN website provides periodically updated information about the exhibition. It also provides an advance look at the products and technologies that will be on display at FOOMA JAPAN 2019.

*The screen is from the FOOMA JAPAN 2018 website.

www.foomajapan.jp



For further
information

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FOOMA JAPAN Website

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