

# FOODEX Frozen

Asia's 1st and the biggest Frozen Foods Exhibition  
will be launched in FOODEX JAPAN 2021!

DATE

**March 9<sup>th</sup>(Tue) - 12<sup>th</sup>(Fri), 2021**  
10:00~17:00 (Last Day: Until 16:30)

Application Deadline

**October 30<sup>th</sup>(Fri), 2020**

VENUE

**Makuhari Messe**

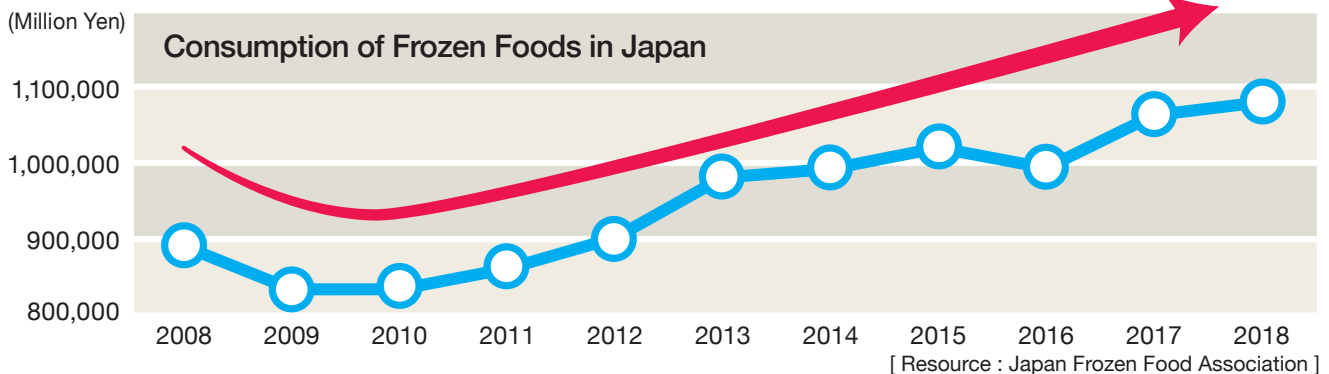
## Why Frozen Food in Japan and Asia?

We need frozen foods because,

- Dual income households spend less time for cooking
- Contribute to decrease "Food Waste"
- Less food additives
- Improve the efficiency for food service industry
- Key food products to address emergency situation



**Frozen food market is growing year by year!**



The consumption of frozen foods has been increasing in Japan year by year. We believe that frozen foods can change our lifestyle dramatically and expect more attractive frozen foods from overseas. We look forward to seeing new frozen foods brought by you to introduce them to Japanese customers.



Aeon Retail Co., Ltd  
Operating Officer  
General Manager Food Merchandising Division  
Mr. Nobuyasu Nanao

In Japan, number of working female has been increasing for recent years. For them, frozen foods are one of the best items as it brings them tasty foods with short time cooking. Look forward to seeing more frozen foods from overseas to showcase and introduce Japanese and Asian buyers at FOODEX JAPAN 2021.



Mitsubishi Shokuhin Co., Ltd  
Director Managing Executive Officer  
Deputy in charge of Trade Chief Operating Officer,  
frozen & Chilled Foods Business Division  
Mr. Takashi Onose

FOODEX

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<http://www.jma.or.jp/foodex/en/>



## What kind of Frozen Foods are expected?

### 1 Frozen Agri Foods

- Spinach
- Potato
- Green Bean
- Avocado
- Broccoli
- Seafood
- Corn
- Soybeans
- Meat
- etc.

#### Where are these coming from?

China	Taiwan	Thailand
Vietnam	USA	Mexico
Ecuador	Spain	Belgium etc.

### 2 Frozen Sweets

- Chocolate
- Bread
- Waffle
- Pie
- Macarons
- Crepe
- Cake
- Fruit
- etc.

#### Where are these coming from?

Italy	France	Belgium,
USA	China	Thailand, etc.

### 3 Frozen Meal Kits



## “Next Frozen Foods from Overseas” will be selected by “Frozen Prince”

“Frozen Prince” Mr. Nishikawa will select 5 frozen foods showcased at FOODEX JAPAN 2021 as “Next Frozen Foods from overseas”.

FOODEX JAPAN Secretary will promote these frozen foods with industry media after FOODEX JAPAN 2021 is finished.



#### Frozen Prince

#### Mr. Takashi Nishikawa

One of the most influential person in frozen food industry in Japan. After worked for food manufacturing company as product development, has started to provide product development and marketing consulting service for frozen food manufactures. Meanwhile, appears on TV programs to promote the importance of frozen foods.



## Japanese Frozen Food Exhibitors in FOODEX JAPAN 2020

- AJINOMOTO FROZEN FOODS CO.,INC
- EAT & CO., Ltd.
- EZAKI GLICO CO.,LTD.
- Haagen-Dazs Japan, Incorporated
- Heinz Japan Ltd.
- KS FROZEN FOODS CO., LTD.
- KYOKUYO CO., LTD.
- Life Foods Co.,Ltd
- Maruha Nichiro Corporation
- Meiji Co., Ltd.
- Mitsubishi Shokuhin Co., Ltd.
- MORINAGA MILK INDUSTRY CO., LTD.
- MORINAGA & CO.,LTD.
- Nichirei Foods Inc.
- NIPPON FLOUR MILLS Co.,Ltd.
- Nippon Suisan Kaisha, Ltd.
- Nipponham Frozen Foods Sales Ltd.
- Nisshin Foods Inc.
- NISSIN FROZEN FOODS CO., LTD.
- Nosui Corporation
- TableMark Co.,Ltd.
- YOSHINOYA CO.,LTD.

(Excerpt from all exhibitors)

#### ► Participation Fee \*All fees are 10% consumption tax included.

1. Package plan A or B : JPY 706,200 per booth
2. Raw Space : JPY 475,200 per booth

\*Please check package plan details on FOODEX JAPAN website  
\*Overseas Exhibitor Processing Fee : JPY 4,400. per application

#### ► Booth Size

National Pavilion : 9sqm / booth  
Individual Exhibitor : 7.29sqm / booth

