

SHOW INFORMATION 14th HOTERES JAPAN & FOODEX JAPAN in Kansai 2022

DATE July 27 (Wed.) - 29 (Fri.), 2022 10:00-17:00 (Last day until 16:30)
 VENUE Intex Osaka Hall 4 & 5
 ORGANIZER Japan Management Association, Japan Hotel Association, Japan Ryokan & Hotel Association, Japan Restaurant Association, Japan Tourism Facilities Association

EXHIBIT REGULATIONS

▶ Exhibit Fees

*Booth Size: 1 booth=9m² [2.97m (W) × 2.97m (D) × 2.7m (H)]

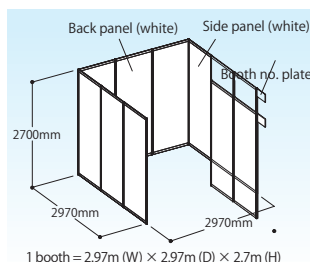
Special Rate

1 Booth	Tax (10%)	Total
¥ 300,000	¥ 30,000	¥ 330,000

▶ Standard Booth

■ Exhibition fee includes:

- Standard booth with basic equipment (back and side system panels with vinyl finishing)
- Poster: Distribution of official poster
- Invitation: Distribution of information and envelope
- Electric wiring work: Up to 100V/300W
- Booth number plate



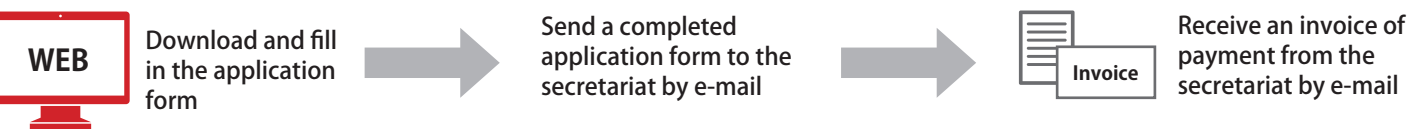
▶ Expected additional fees

- ◆ Booth decoration and rental equipment
- ◆ Electric wiring work and usage
- ◆ Water/gas supply and usage, sink rental, etc.
- ◆ Company sign
- ◆ Internet connection construction
- ◆ Part time working staff
- ◆ Printing materials including pamphlets
- ◆ Shipping exhibition products/pamphlets

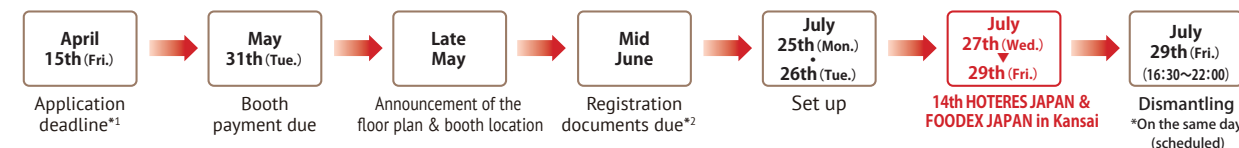
▶ Application Deadline

April 15, 2022 (Fri.)

▶ How to Apply



● Schedule



*1 Applications will be closed earlier than the deadline if all spaces are booked.

*2 Registration for booth decorations, electricity, water, and demonstrations must be completed.

For Further Information

14th HOTERES JAPAN & FOODEX JAPAN in Kansai 2022 Secretariat

Japan Management Association (JMA) 3-1-22 Shibakoen, Minato-ku, Tokyo 105-8522, Japan
 TEL: +81-(0)3-3434-3453 E-mail: khr@jma.or.jp

<https://www.jma.or.jp/hoter-osaka/>



SPECIAL PACKAGE FOR FOODEX JAPAN PAVILION ORGANIZERS! ~DEVELOP KANSAI MARKET BESIDES GREATER TOKYO MARKET~

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What are the benefits for Pavilion Organizers?

1. Special Rate JPY 300,000/booth
 (Normal : JPY 350,000/booth)

2. Participation in Virtual Exhibition without additional charge



Condition to apply for this special package:

1. Apply for **both** FOODEX JAPAN 2022 and FOODEX JAPAN in Kansai in 2022 by January 21st, 2022.
2. Apply with **more than 4 booths** (36 sqm) in **both** FOODEX JAPAN 2022 and FOODEX JAPAN in Kansai.

Some national pavilions already expressed interest in exhibiting!



Danish companies are always looking into new market opportunities and I believe that the Kansai region holds a great potential for F&B companies who wants to expand their business in Japan. The World Expo in 2025 will attract global attention to the region and we are ready to explore what opportunities FOODEX KANSAI 2022 can bring!



Søren Falck
 Head of Delegations
 Exhibitions & Export Promotions
 The Confederation of Danish Industry

Why Osaka and Kansai Region Now?

The tourist industry in Kansai region is expected to be rejuvenated in the post-COVID-19 world!!

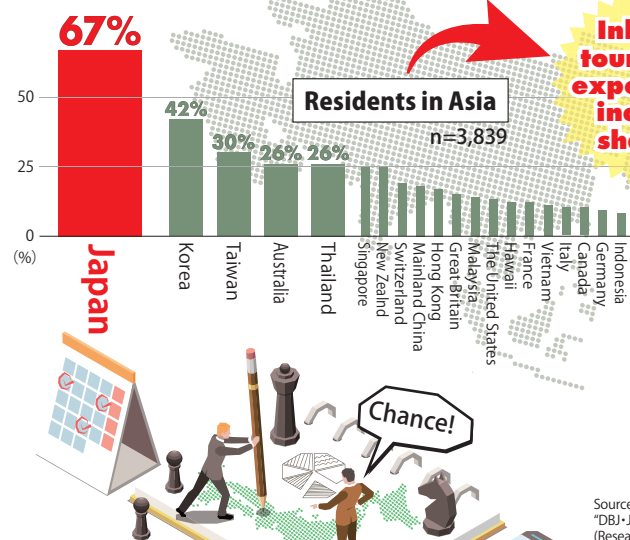
Improving infrastructures, such as building integrated resorts in Yumeshima area, developing the Expo cites, maintaining ports, expanding subways, and redeveloping Umekita and Nakanoshima, have started for the EXPO 2025 OSAKA, KANSAI!!



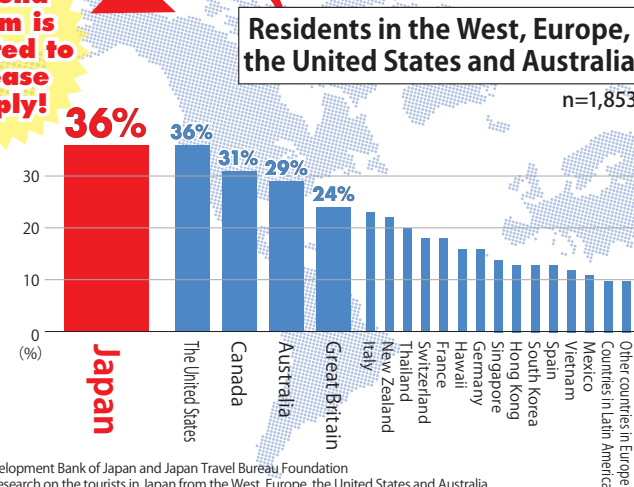
Source: Cabinet Secretariat the summary of "Improving the infrastructures project for EXPO 2025 OSAKA, KANSAI"

Japan is the most attractive destination after Covid-19 period!

Q Where would you like to go after the pandemic is over?



Inbound tourism is expected to increase sharply!



Source: Development Bank of Japan and Japan Travel Bureau Foundation "DBJ-JTBF research on the tourists in Japan from the West, Europe, the United States and Australia (Research on the influence of COVID-19 in 2020)"



An important fact for developing a market in Kansai

Only 3% of the visitors of the exhibition held in the metropolitan area were from Kansai area.

The percentage of the visitors of the exhibition held in the metropolitan area

Exhibition	Percentage (%)
FOODEX JAPAN 2021	3.3%
HOTERES JAPAN 2021	3.0%



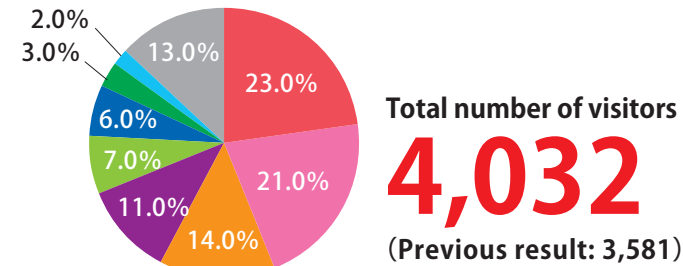
I am certain that the tourism industry in Kansai region will be rejuvenated after the COVID-19 is curtailed. In addition to international sporting events, such as The Olympics and World Masters Games, there will be World Expo and integrated resorts are to be build. Participating the exhibition next year will be a significant opportunity to grasp the trend of the rapidly-expanding industry in Kansai region. I look forward to knowing the new products and services at the FOODEX - one of the biggest trade fairs for the food industry and HOTERES JAPAN - a highly influential exhibition in the industry.

Syuichi Kageyama

Chairperson of the 13th HOTERES JAPAN Planning Committee, CEO of RHIGA ROYAL HOTEL

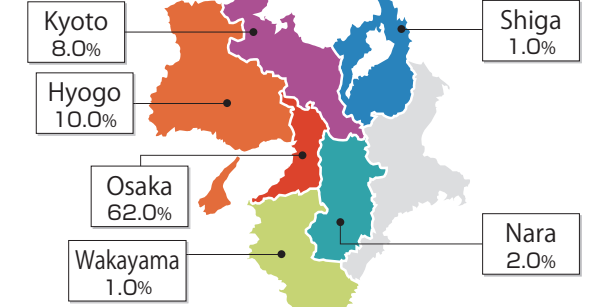
Key Figures from Last Edition

Visitors by industry sector



Sector	Number of Visitors	Sector	Number of Visitors
Trading, Wholesale	942	Machinery, Equipment	247
Manufacturing	837	Government, Association, Municipalities	128
Hotel	577	Bath Facilities, Spa	71
Food Service	436	Others	510
Retail	284		

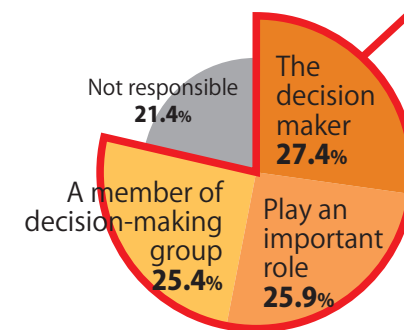
Visitors by region



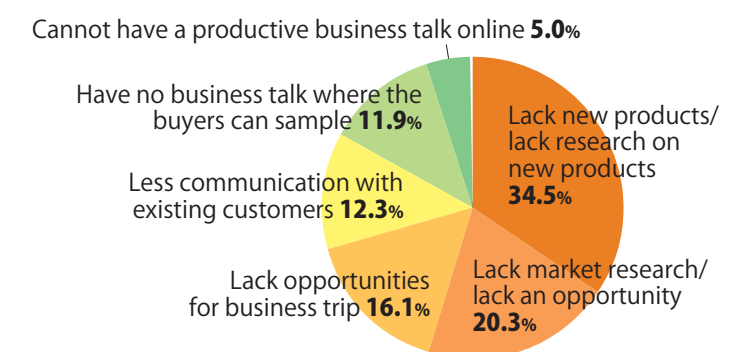
Visitors outside of Kinki	
Hokkaido, Tohoku	0.0%
Kanto	6.0%
Chubu, Hokuriku	6.0%
Chugoku, Shikoku	2.0%
Kyushu, Okinawa	2.0%

80% of the buyers are responsible for making decision!

Q What is your capacity in purchasing?

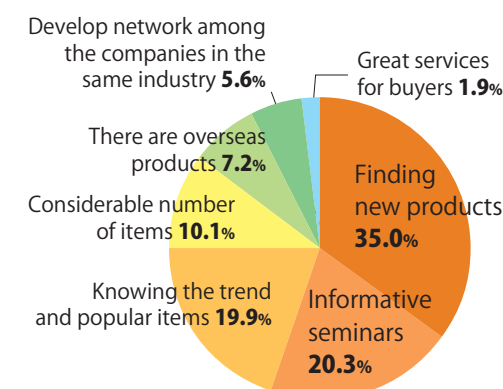


Q Tell us your reservation about purchasing or having a business talk.



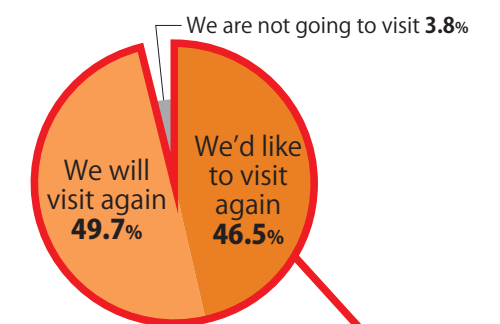
As we are in the service industry, purchasing new products in a business talk where the buyers can sample the products was an important factor.

Q Compared to other industry trade shows, what is the advantage of FOODEX?



The exhibition and the seminars have been highly rated as a source of trend!

Q Would you like to visit again next time?



About 95% of the visitors are willing to visit next time!