



The 35th International Food and Beverage Exhibition  
**FOODEX JAPAN 2010** ufi Approved Event



October 28<sup>th</sup>, 2009

**Outgoing Market Development Mission to  
Foodex 2010- Tokyo, Japan  
March 2-5, 2010**

Dear Exporter:

We are pleased to invite you to participate in an Outgoing Mission to the Foodex Show, Tokyo, Japan, **March 2-5, 2010**.

Foodex is Asia Pacific's **leading trade event** with over 85,000 professionals expected to attend and approximately 2,400 exhibitors from 70+ countries participating.

Whether your goal is to introduce or promote your products in Asia or to bring back new product ideas from the international and Japanese markets, then Foodex is an opportunity that you can't afford to miss!

**BENEFITS TO PARTICIPATING IN THE FBC PROGRAM:**

As a participant of this program you will benefit from showcasing your products to potential buyers in the FBC booths located in the Canadian Pavilion at a reduced cost.

Participation also provides you with:

- Opportunities to learn more about the market
- Assess opportunities for your company
- Analyze challenges and opportunities
- Identify how to meet the needs of the Japanese consumer
- Gather important feedback about your products.

**COST TO PARTICIPATE – *limited space available for corner booth types***

- 6 m<sup>2</sup> booth space - **\$5,245**       12 m<sup>2</sup> booth space - **\$8,910**       12 m<sup>2</sup> (*corner*) booth space - **\$9,190**

In addition to the space cost savings you will receive the **following benefits upon completion of the program:**

- 45% reimbursement for your economy airline ticket (maximum 2 per company)
- CDN \$180 per day per diem reimbursement to help cover accommodation and additional expenses (maximum 7 days)
- 45% maximum of cost sharing of sample shipments (budget permitting)
- Network with other Canadian companies and Embassy/Consulate staff

***Due to the past popularity of this program, if you are intending on exhibiting with Food Beverage Canada, you will need to get in your application form quickly, as applications are accepted on a first come, first served basis.***

**If you have any questions please do not hesitate to contact:**

Andrea Sawchuk, FBC – Tel: 780-486-9679/1-800-493-9767;

Email: [asawchuk@foodbeveragecanada.com](mailto:asawchuk@foodbeveragecanada.com)

Karen Parker, FBC – Tel: 780-486-9679 / 1-800-493-9767;

Email: [kparker@foodbeveragecanada.com](mailto:kparker@foodbeveragecanada.com)

***Program funded in part by Agriculture & Agri-Food Canada through the AgriMarketing program.***



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 Foodex 2010 - Tokyo, Japan  
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**Registration Form**  
**Please FAX to Food Beverage Canada at 780-484-0985**  
*Please print clearly.*

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Participant(s): *Name as it appears on your passport which must be valid for 6 months after your departure date from Japan*

Name #1: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Name #2: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Products bringing to show \_\_\_\_\_

**Do you require a translator?**    \_\_\_\_\_ Yes                      \_\_\_\_\_ No

**Cost to participate –Showcase products in the FBC booths located within the Canadian Pavilion (please select one)**

6 m<sup>2</sup> booth space - \$5,245 \_\_\_\_\_

12 m<sup>2</sup> booth space - \$8,910 \_\_\_\_\_

6 m<sup>2</sup> (*corner*) booth space - \$5,525 \_\_\_\_\_

12 m<sup>2</sup> (*corner*) booth space - \$9,190 \_\_\_\_\_

***Payment Details:***

Company cheque made payable to:

Food Beverage Canada (FBC)  
 Suite 201, 17904 – 105 Avenue  
 Edmonton, AB T5S 2H5

Credit Card (preferable payment option):

VISA

MASTERCARD

AMEX

Card Number: \_\_\_\_\_ Exp Date \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Address on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Signature confirms your company’s intention to participate in this program. Payment must accompany registration to be considered. Program is offered on a first come – first served basis and space is limited!**

*Cancellation Policy: The booth cost can only be reimbursed if a replacement exhibitor is found.  
 A minimum \$250 administrative fee will apply.*

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