

TRADE MISSION TO FOODEX 2023

The 48th International Food and Beverage Exhibition

FOODEX JAPAN 2023



Foodex is one of Asia's largest international food and beverage exhibitions and is held annually in Japan, drawing over 80,000 buyers from across Asia. In 2023 Foodex Japan relocates to Tokyo Big Sight in central Tokyo.

AUSVEG will be leading a trade delegation to attend and exhibit at this leading food and beverage show in March 2023. Export-ready, levy-paying vegetable, onion and melon grower-exporters are invited to apply to attend this trade mission to Japan.

There are a limited number of part-funded positions available for levy-paying vegetable, onion, and melon grower-exporters to participate in this trade mission.

Applications close Friday 13 January 2023

Apply now by filling in the application form attached to this flyer. An application form must be submitted to AUSVEG via email to export@ausveg.com.au. The outcome of your application will be notified via return email.

LOCATION:

Tokyo, Japan

DATE:

05 - 10 March
2023

COST:

Cost to participate is \$2,500 (including GST) and includes flights, accommodation and other costs associated with travel to Tokyo.

WHAT'S PROVIDED:

AUSVEG will provide support costs associated with the exhibition at Foodex, freight and shipment of product samples as well as other trade mission related costs.



This project has been funded by Hort Innovation, using the vegetable, onion, and melon research and development levies and contributions from the Australian government. Hort Innovation is the grown-owned, not-for-profit research and development corporation for Australian horticulture.

AUSVEG Foodex Japan 2023 Trade Mission Application Form

The 48th International Food and Beverage Exhibition

FOODEX JAPAN 2023



ABOUT

Foodex Japan is the leading food and beverage tradeshow in Japan. The trade event provides business expansion opportunities and solutions for Australian fresh produce exporters. In 2023 Foodex Japan will relocate to Tokyo Big Sight in central Tokyo. The trade event welcome more than 80,000 buyers from across Asia. Japan is an important trading partner for the Australian vegetable, onion, and melon industries.

In 2023, AUSVEG has secured a 54sqm space at this tradeshow. AUSVEG will be incorporating Australia's nation brand as well as providing a centralised space for fruit and vegetable growers to meet with

international buyers and businesses from across Asian and ASEAN countries.

This trade event program will involve the following opportunities:

- » Building your knowledge of the local supply chain and participating in a market insights tour.
- » Gaining introductions to retailers, importers, and wholesalers in the market.
- » Exhibiting and showcasing your products to international fresh produce buyers.

For more information on Foodex Japan, please visit www.jma.or.jp/foodex/en/.

ELIGIBILITY CRITERIA

- » All positions on international trade missions funded through the Multi-Industry Export Program – Vegetables, Onions, and Melons (MT21009) are restricted to businesses that pay the National Vegetable, Onion, and Melon Levies only.
- » A limited number of part-funded positions are available for levy-paying vegetable, onion and melon growers on this trade mission. To confirm your levy status, please provide a recent copy of your Levy Remittance Advice document along with this application form to export@ausveg.com.au.

ADDITIONAL REQUIREMENT

- » Participants are required to make a contribution of \$2,500 (plus GST) toward the cost of this mission.
- » Costs will cover flights, accommodation and other costs associated with travel to Japan.
- » Participants must agree to mission terms and conditions.
- » All sections must be completed.
- » Completing your registration does not guarantee your participation, nor does it bind you to participation.

PRELIMINARY PROGRAM (subject to change)

SUNDAY 05 MARCH	MONDAY 06 MARCH	TUESDAY 07 MARCH	WEDNESDAY 08 MARCH	THURSDAY 09 MARCH	FRIDAY 10 MARCH
Arrive in Tokyo, Japan	Market Insights Tour Tokyo & Booth Bump-in	Foodex Japan Tradeshow Day 1, Tokyo Big Sight	Foodex Japan Tradeshow Day 2, Tokyo Big Sight	Foodex Japan Tradeshow Day 3, Tokyo Big Sight	Foodex Japan Tradeshow Day 4, Tokyo Big Sight / Return to Australia



Please check the following boxes.
My company is a:

Vegetable
Levy Payer

Onion
Levy Payer

Melon
Levy Payer

1. PARTICIPANT DETAILS

First Name:

Last Name:

Company Name:

Job Title:

Mobile Phone:

Email:

Crops grown (list all for display purposes):

Postal/Business Address:

Website:

2. EXPORT EXPERIENCE

Please check all that apply:

Not Export Ready

Interested in Commencing Export

Recommencing Export

New to Export (< 1 year)

New to Export (1 to 2 years)

Direct Exporter

New to Middle Eastern Markets

New to ASEAN Markets

Indirect Exporter

A. Have you exported before?

Yes

No

If yes, please list the countries to which you have previously exported and the approximate volume of your worldwide exports for the last two calendar years or prior to COVID-19:

B. Have you exported to Japan before?

Yes

No

If yes, please provide the approximate volume of your exports for each of the last two calendar years or prior to COVID-19, to Japan:

C. Are you aware of the exporting requirements to Japan?

Yes

No,
please visit: Micor

If yes, please provide a brief explanation to the exporting requirements to Japan for your product, i.e. MRL requirements etc.

3. SELECTION CRITERIA AND OBJECTIVES

A. Please outline your role in the business and how your participation would contribute to the trade mission and to your business:

B. Please rank in order of importance your objectives for participating in this trade mission:

(1 = highest; 8 = lowest)

Exposure to new business prospects

Developing new products

Product testing/market research

Immediate sales

Finding distributor

Long-term sales

Finding new packaging solutions

Networking with industry colleagues

C. Please outline the length of time your business has been exporting, both directly and indirectly:

D. If you are not currently exporting, please explain the steps you are taking to become export ready:



3. SELECTION CRITERIA AND OBJECTIVES (cont.)

E. Please outline your export plan and market focus over the short, medium and long term:

Short Term

Medium Term

Long Term



PARTICIPANT RESPONSIBILITIES

Any successful applicant is required to agree to the following responsibilities:

1. Participants must provide required documentation / information in a timely manner.
2. Participants must submit required documentation by deadlines; do not send cartons/products not included on the Freight Form (can jeopardise entire consolidated shipment).
3. Participants must attend all scheduled official events.
4. Participants must be able to get to and from the tradeshow each day via either taxi, or the public transport option provided.
5. Participants must conduct themselves in a professional manner having regard to the spirit and intent of the trade mission.
6. Participants must dress professionally and act consistently with their responsibilities in all interactions, both during and after official program events.

Please check the below to acknowledge you have read and understood your responsibilities as a funded trade mission participant.

☐ I agree

☐ I disagree

Participation

I acknowledge that if I am offered a position on this trade mission, my name and contact details will be provided to Hort Innovation.

Signature:

Date: