

BIOFACH JAPAN

into organic

Tokyo (Japan), Tokyo Big Sight
September 1-3, 2023

biofach-japan.com



Become part of the **BIOFACH JAPAN Pavilion** at **GOOD LIFE Fair 2023!**

Use the opportunity to put your organic products in the spotlight at the BIOFACH JAPAN Pavilion from **September 1 - 3, 2023** at GOOD LIFE Fair and use our pavilion to open doors to this strategically important market.

Japan's organic market has significant potential for further growth

According to the Japan Organic Food Market Summary, the Japanese organic food market had total revenues of US\$1.6 billion in 2021, representing a compound annual growth rate (CAGR) of 7.2% between 2016 and 2021 and is estimated to be worth US\$1.94 billion by 2026.

Japan's low share of arable land leads to high demand for imported organic food and beverages.

More and more Japanese consumers are re-thinking their contribution towards Japan's sustainable development goals, with incorporating eco-friendly and sustainable goods into their lifestyles. This may have been largely triggered by the G20 Summit in Osaka 2019. Awareness of organic as a concept is on the rise and international organic products are considered to be of premium quality.

Further positive impulses are expected as more and more supermarket chains are getting into the organic trade. Also the rising organic e-commerce is facilitating the distribution of organic food all over the country. The launch of the "Organic Village" project by the Ministry of Agriculture, Forestry and Fisheries (MAFF) has the target to stimulate the growth of the organic share to 25% by 2050.



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GOOD LIFE Fair: Your gateway to the Japanese Food Market

ASAHI Shimbun, one of the biggest newspapers in Japan, is the organizer of GOOD LIFE Fair. GOOD LIFE Fair attracts high income consumers and also qualified Japanese traders, wholesalers, retailers, food service buyers and governmental authorities. High media attention, 400 exhibitors and 25,000 visitors are expected for GOOD LIFE Fair 2023.

BIOFACH JAPAN Pavilion at GOOD LIFE Fair 2023

Book your Package for 2023 today and benefit from the pulling power of the BIOFACH JAPAN Pavilion! NürnbergMesse will organize a one-stop-service. So you can focus on having professional discussions and making successful contacts on the Japanese organic market.

Product showcase



Package Details:

- 1 product display space (width x depth: 85 x 40 cm)
- A4 panel with company and product description (to be provided in Japanese)
- 3 exhibitor badges
- Entry in Online Exhibitor Directory (to be provided in Japanese)
- Participation fee will be credited on BIOFACH JAPAN 2024 participation

Product showcase

55,000 YEN*

9 m² booth



Package Details:

- Wall panels
- Carpet
- Company name board
- Reception desk
- 1 round table
- 3 folding chairs
- Electrical supply
- Electric outlet (1 place)
- 3 exhibitor badges
- Entry in Online Exhibitor Directory (to be provided in Japanese)

9 m² booth

620,040 YEN*

*Based on the tax regulations in the event country, the services in connection with the event are to be taxed at 10%.

Contact

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Organizer

The Asahi Shimbun

Co-organizer

NÜRNBERG MESSE

International patron

