



## EDUCATION AND TRADE MISSION

Health Ingredients Japan – October 14 – 16, 2009, Tokyo, Japan

DEADLINE TO REGISTER – OCTOBER 1<sup>ST</sup>, 2009

*Don't miss out on the opportunity to promote your company at Asia's largest trade show for health ingredients and support services.*

### WHY CONSIDER ATTENDING HI JAPAN?

The Japanese health food industry is growing every year and is at the forefront in the development of functional foods and other related health products. As a result, Japanese manufacturers are constantly looking for new and innovative ingredients, products and technologies. Japan's market for processed foods is worth a staggering US\$310 billion. It is a highly-developed market where functional foods are experiencing double digit growth every year.

Aimed at capitalizing on export, investment and R&D growth opportunities for the Canadian functional food and natural health product/health ingredient industry, HI Japan will help to showcase and promote your company in the Japanese market place.

### ADVANTAGES TO TAKING PART IN THIS INDUSTRIAL MISSION:

- ☛ **Mission Funding...**  
Agriculture and Agri-Food Canada (AAFC), in collaboration with the Canadian Trade Commissioner Service in Japan, and NutriNet Canada (NNC)<sup>1</sup> is offering a substantially broader value-added program for Canadian companies.
- ☛ **Market Intelligence...**  
The potential to walk the show floor with an experienced Trade Commissioner from the Canadian Embassy to gather valuable intelligence;
- ☛ **Face-to-face Corporate Meetings...**  
Participate in a corporate call program. Contingent on the number of interested Canadian companies, the Canadian Trade Commissioner Service in Japan and AAFC will arrange face-to-face corporate call meetings with Japanese companies;
- ☛ **45% Expense Rebate...**  
**All delegates and exhibitors will have the opportunity to receive a 45% rebate on travel, accommodations and per diem** (Travel expenses will be covered to a maximum of \$1,600.00 CDN).



## **WHO ATTENDED HI JAPAN 2008?**

- Number of Visitors: 50,000 with 75% from the manufacturing sector;
- Number of Exhibitors: around 600;
- **Visitor Profile:**
  - Biotech companies;
  - Dietary supplement companies;
  - Food distributors and manufacturers;
  - Ingredient and additive manufacturers;
  - Nutrition companies;
  - Pharmaceutical and cosmetics manufacturers;
  - Medical institutes;
  - R&D institutes;
  - Universities;
  - Retailers.
- **Visitors Job Function:**
  - Sales;
  - R&D;
  - Planning and Marketing;
  - Management;
  - Production and Quality Control;
  - Purchasing.

## **WHO SHOULD ATTEND?**

- **Suppliers of:**
  - functional or natural food ingredients including herbs and spices;
  - botanical extracts;
  - food additives;
  - cosmeceuticals and cosmeceutical food ingredients.
- **Companies or organizations supplying services in areas such as:**
  - Analysis and R&D;
  - formulation;
  - product development and manufacturing;
  - clinical/pre-clinical testing.



## TAKE ADVANTAGE OF AVAILABLE FUNDING TO EXHIBIT!

### **For CDN \$2,500**<sup>3</sup>

- Subsidized booth space of 4.5 m<sup>2</sup> (price includes a 45% discount)
- Access to a Shared Translator
- Access to Canadian Pavilion services<sup>2</sup>

### **For CDN \$3,800**<sup>3</sup>

- Subsidized booth space of 9m<sup>2</sup> (price includes a 45% discount)
- Access to a Shared Translator
- Access to Canadian Pavilion services<sup>2</sup>

**TIME IS OF THE ESSENCE! REGISTRATION IS LIMITED. DEADLINE IS OCTOBER 1<sup>ST</sup>, 2009.**

### **For more information:**

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### **To register:**

NutriNet Canada  
[www.nutrinetcanada-nnc.ca](http://www.nutrinetcanada-nnc.ca)



Agriculture and Agri-Food Canada    Agriculture et Agroalimentaire Canada

Canada



### **Notes:**

<sup>1</sup> Nutri-Net Canada is a collaborative initiative dedicated to support the functional food and natural health product industries development ([www.nutrinetcanada-nnc.ca](http://www.nutrinetcanada-nnc.ca))

<sup>2</sup> Lights and electricity, carpeting and 2 chairs, information counter (W1200 x D600 x H930 White with shelf inside), Set up & Dismantling assistance

<sup>3</sup> The HI Japan conference is a separate registration and the individual responsibility of the exhibitor and/or delegate. Please visit HI Japan ([www.hijapan.info/eng/seminar/index.html](http://www.hijapan.info/eng/seminar/index.html)) to register.