



ifia JAPAN 2009
HFE JAPAN 2009

The 13th International Food Ingredients &
Additives Exhibition and Conference

The 6th Health Food Expo

Show Report

May 20~22, 2009

WEST Hall 1・2, Tokyo Big Sight

Organized by:

EJK Japan, Ltd.

Food Chemicals Newspaper, Inc.

Official Website : <http://www.ifiajapan.com>



- **Show Name:** ifia JAPAN 2009 – The 14th International Food Ingredients & Additives Exhibition and Conference
HFE JAPAN 2009 – The 7th Health Food Expo
- **Date:** Wed. 20 May – Fri. 22 May, 2009, 10:00 a.m. to 5:00 p.m.
- **Venue:** West Hall 1 & 2 and Conference Tower, Tokyo International Exhibition Center, Ariake (“Tokyo Big Sight”)
- **Organized by:** EJK Japan, Ltd. / Food Chemicals Newspaper, Inc.
- **Authorized by:** The Ministry of Agriculture, Forestry and Fisheries of Japan / The Ministry of Health, Labor and Welfare of Japan / Tokyo Metropolitan Government / JETRO / U.S. Department of Agriculture / Embassy of the United States / Australian Embassy / China Food Additive Association / China Health Association / Korea Foods Industry Association
- **Sponsored by:** Japan Food Additives Association / Japan Flavor and Fragrance Materials Association / Japan Perfumery and Flavoring Association / Japan Confectionery and Innovative Food Ingredients Research Center / Japan Health Food and Nutrition Association / Japan Food Research Laboratories / Japanese Society of Food Chemistry / Japan Food Hygiene Association / Japan Food Industry Center / Institute of Food Technologists Japan Section / Association for the Safety of Imported Food, Japan.
- **Supported by:** All Japan Health & Natural Foods Association A Non Profit Organization / All Nippon Spice Association / AOAC International JAPAN Section / Japan Convenience Foods Industry Association / Japan Dairy Industry Association / Japan Extract Seasonings Association / Japan Food Cleaners and Hygienic Association / Japan Institute of Baking Technology / Japan Kansui Industry Association / Japan Meal Replacement Association / Japan Noodle Research Center on Sanitation and Manufacturing Technology / Japan Society of Refrigeration and Air Conditioning Engineers / Japan Soft Drink Association / Japan Stevia Association / Japan Sugar Refiners’ Association / Japan Vegetable Protein Food Association / Japanese Society of Food Microbiology / Japanese Society of Mycotoxicology / National Food Research Institute / Natural Colours Association / NNFA JAPAN / The Alginate Industry Association of Japan / The Institution of Professional Engineers, Japan / The Japan Accreditation Board for Conformity Assessment / The Japanese Institute for Health Food Standards / The Licorice Industrial Association / Tokyo Kenbikyoin Foundation / Tokyo Metropolitan Food Technology Research Center / Umami Manufacturers Association of Japan
- **No. of Attendees:** **Total for 3 days : 26,315** (2008:32,245)
- **No. of Exhibitors:** **ifia JAPAN : 321** (2008:348) / **HFE JAPAN: 80** (2008:94)
- **No. of Booths:** **ifia JAPAN : 565** (2008:637) / **HFE JAPAN: 147** (2008:132)
- **Exhibit Scale:** **6,408sqm (ifia : 5,085 sqm / HFE : 1,323sqm)** (2008:6,921sqm (ifia : 5,733 sqm / HFE : 1,188sqm))
- **Award Winners:**
 - The BEST EXHIBITOR of ifia/HFE JAPAN 2009: Ogawa & Co., Ltd.
 - The BEST NEW PRODUCT of ifia JAPAN2009 : Dainippon Sumitomo Pharma Co., Ltd.
 - The BEST NEW PRODUCT of HFE JAPAN2009 : TAKARA BIO INC.
 - The BEST TECHNOLOGY of ifia JAPAN2009 : 3M Health Care Limited / Sumitomo 3M Limited
 - The BEST TECHNOLOGY of HFE JAPAN2009 : YAMAHA MOTOR CO., LTD.
 - The BEST PROMOTION of ifia JAPAN2009 : Kirin Kyowa Foods Company, Limited.
 - The BEST PROMOTION of HFE JAPAN2009 : Nippon Flour Mills Co., Ltd.



Award Winners at the Ceremony held on 20th May

Specialized zones under the particular theme made ifia/HFE JAPAN unique, and brought target visitors more efficiently.

Following zones and related seminars were held in 2009, and attracted visitors !

<ifia> The 8th Scientific Safety Food Zone

This zone featured scientific evidence on food security and safety such as Inspection techniques on anti-allergy, anti-noro virus, agricultural chemicals, and micotoxin, Microorganism inspection, Sanitation management system, Traceability, Technology on Food safety and quality improvement. Targeted visitors include; Researchers dealing with food safety, and quality control, Quality manager, Food manufacturing technologists, etc.

In the session room in the zone, 37 sessions were held.

<ifia> Proposing Better Taste & OEM Zone

This zone featured ingredients to be used for making artificial seasonings, compound or premixed seasonings, Salt, Spice, Herb, Vinegar, Soy source, Miso paste, Taste sensing system, with targeted visitors including Food manufacturing, Distribution, Wholesalers. Retailers, Food service Industry, etc.

<ifia > Nursing-care Food Zone 【NEW !】

In preparation for the aging of society, pursuing quality of life (QOL) in terms of food items are spotlighting the past few years, and it's definitely growing market. This zone featured Raw materials for preventing accidental ingestion and aspiration, smooth chewing and swallowing / Glucose that helps adequate dietary intake through small portion of food / Protein that supplements nutrition/ Functional raw materials for cavum-oris care, mouth odor solution, intestinal disorder solution, etc., with targeted visitors including Nutritionist, those who deal with food development for seniors, etc.

<ifia> The 6th Flavor World

This zone featured flavor related ingredients/materials with targeted visitors including beverage, confectionery, bakery, health food, frozen dessert etc.

<HFE> Fusion of Medical and Food Zone

This zone featured interactive connection between healthcare and food, and provide with new ideas for future product developments. Targeted exhibitors including Evidence-based ingredients, Preclinical clinical manufacturing service, Laboratory testing kits/devices, Universities, Research institutions etc., with targeted visitors including Researcher, Product development of food manufacturing, Pharmaceutical, Medical doctors, Pharmacist, Nutritionist etc.

<HFE> High-Value Added OEM Zone

This zone featured original equipment manufacturer, Prescription, Extraction, Purification. Packaging, Drug For mulation, Emulsification, Powering, etc with targeted visitors including Beverage, Supplement manufacturer, wholesalers, and retailers etc.

<HFE> Healthy Fruits/ Beauty Pavilion 【NEW !】

This zone featured fruit-origin raw materials/ingredients, particularly health concerned functional food materials and products. Blueberry, Grapes, Acerola, Cam-Cam, Citrus fruits etc. Product Development of healthy or nutritional Food, Supplement researcher.

●Seminar - Conference Program < Admission Charged >

- May 20th (Wed)

- [A] Sports Nutrition Symposium
- [B] Evaluation Method and the Latest Evidence on Functional Food (Organized by TTC & Food Chemicals Newspaper)
- [C] Bakery/Confectionery Development and Technology Seminar
- [D] World's Control and Marketing/Product Development on Functional Food Seminar
- [E] JSoFF(Japanese Society for Food Factors) Seminar

- May 21st (Thu)

- [F] The 7th Science of Deliciousness Forum
- [G] Beauty-effect & Functional Beverage Development Seminar
- [H] Introduction of Food Ingredients and Additives Seminar
- [I] Functional Food Seminar by Osaka Physicians Association
- [J] Restaurant & Home-meal Menu Development and New Menu Proposal Seminar

- May 22nd (Fri)

- [K] The 8th Food's Safety Science Forum
- [L] World Food Additives Forum - 'Japan Origin Food Additives Popular in the World
- [M] The Latest Research and Utilization Technology of Citrus Fruits
- [N] Functional Food and Anti-aging Seminar
- [O] Pet Food Supplement Seminar
- [P] Functional Oil Seminar



●Other Seminar / Exhibitor Presentation < Admission Free >

- Exhibitor Presentations < 136 Sessions given by 64 Exhibitors >
- Presentations by Exhibitors of Nursing-care Food Zone < 5 sessions given by 5 Exhibitors >
- Seminars at Event Space < 25 sessions >
- Presentations by Exhibitors of the 8th Scientific Food Safety Zone < 37 sessions >
- Seminars at HFE JAPAN Session Corner < 19 sessions >



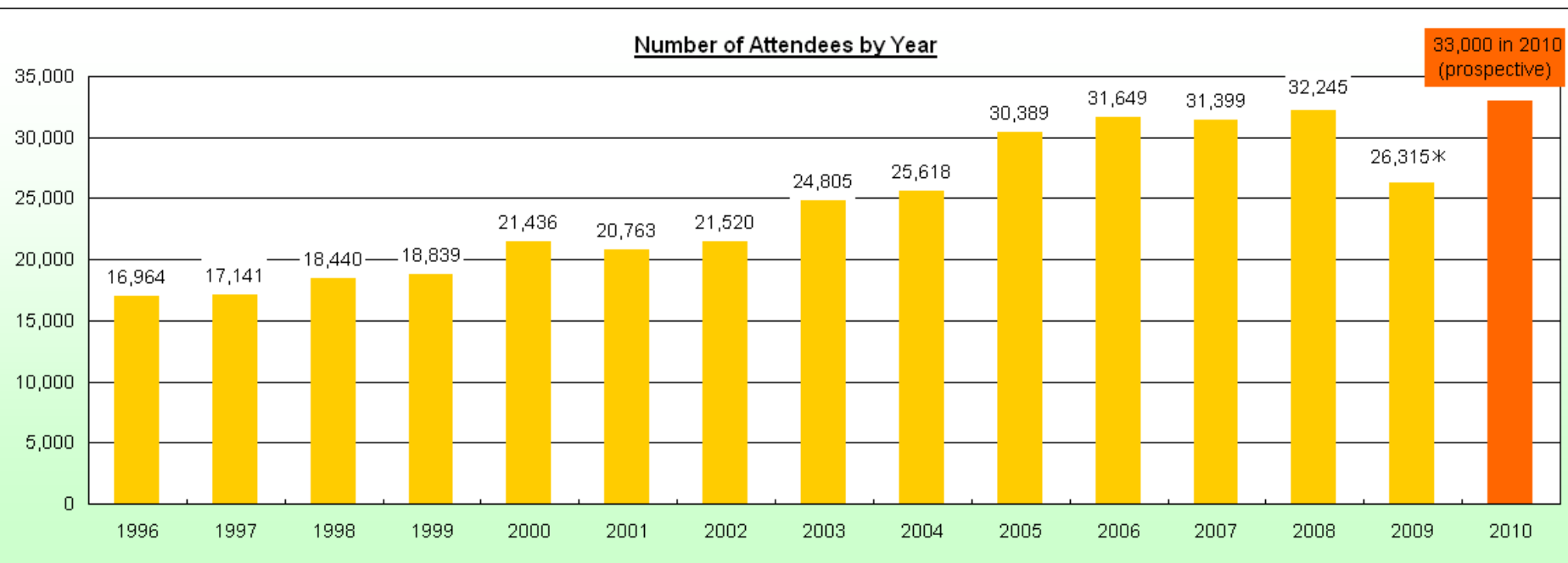
● Number of Attendees for ifia/HFE JAPAN 2009

Date	May 20	May 21	May 22	TOTAL
Weather	Fine	Fine	Cloudy	
No. of Attendees (Number in 2008)	8,724 (10,607)	8,933 (10,929)	8,658 (10,709)	26,315 (32,245)

● Past Record

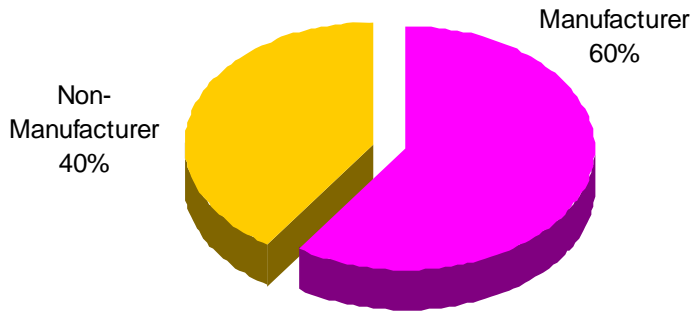
※HFE JAPAN has been held since 2003

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total	16,964	17,141	18,440	18,839	21,436	20,763	21,520	24,805	25,618	30,389	31,649	31,399	32,245	26,315

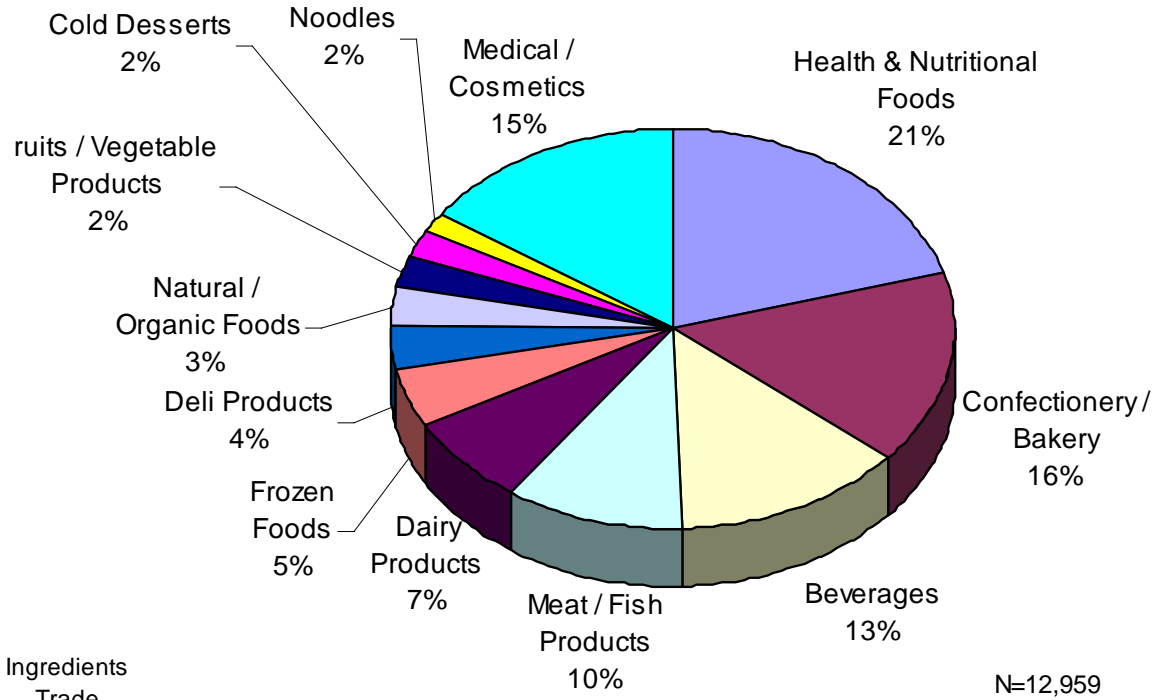


* In 2009, 18% decrease over the previous year due to the Influenza (H1N1).

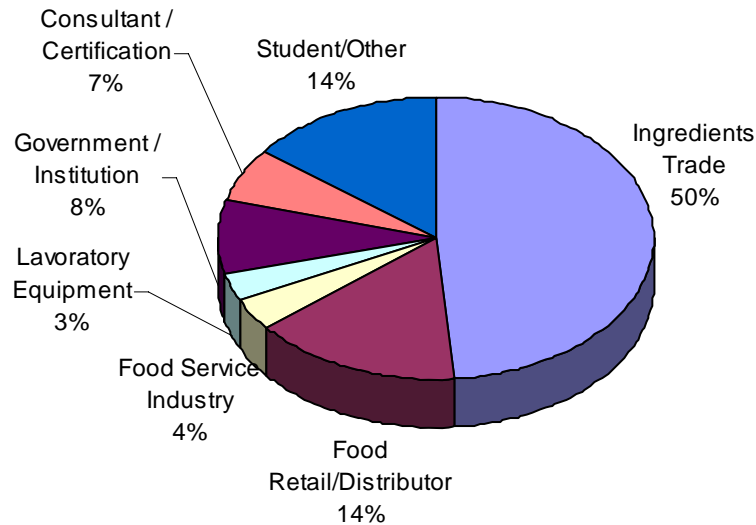
● Main Activity



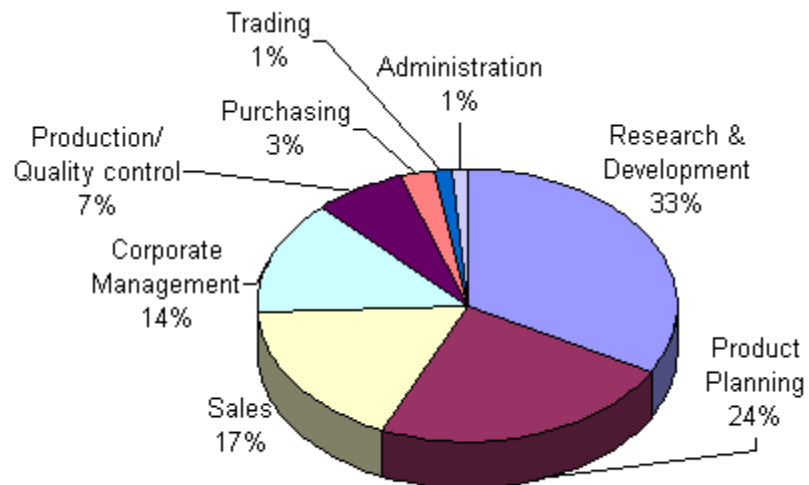
● Breakdown of Food Related Manufacturers



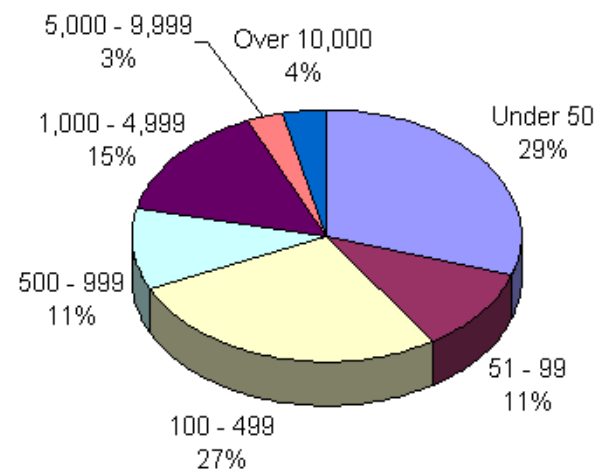
● Breakdown of Non-Manufacturers



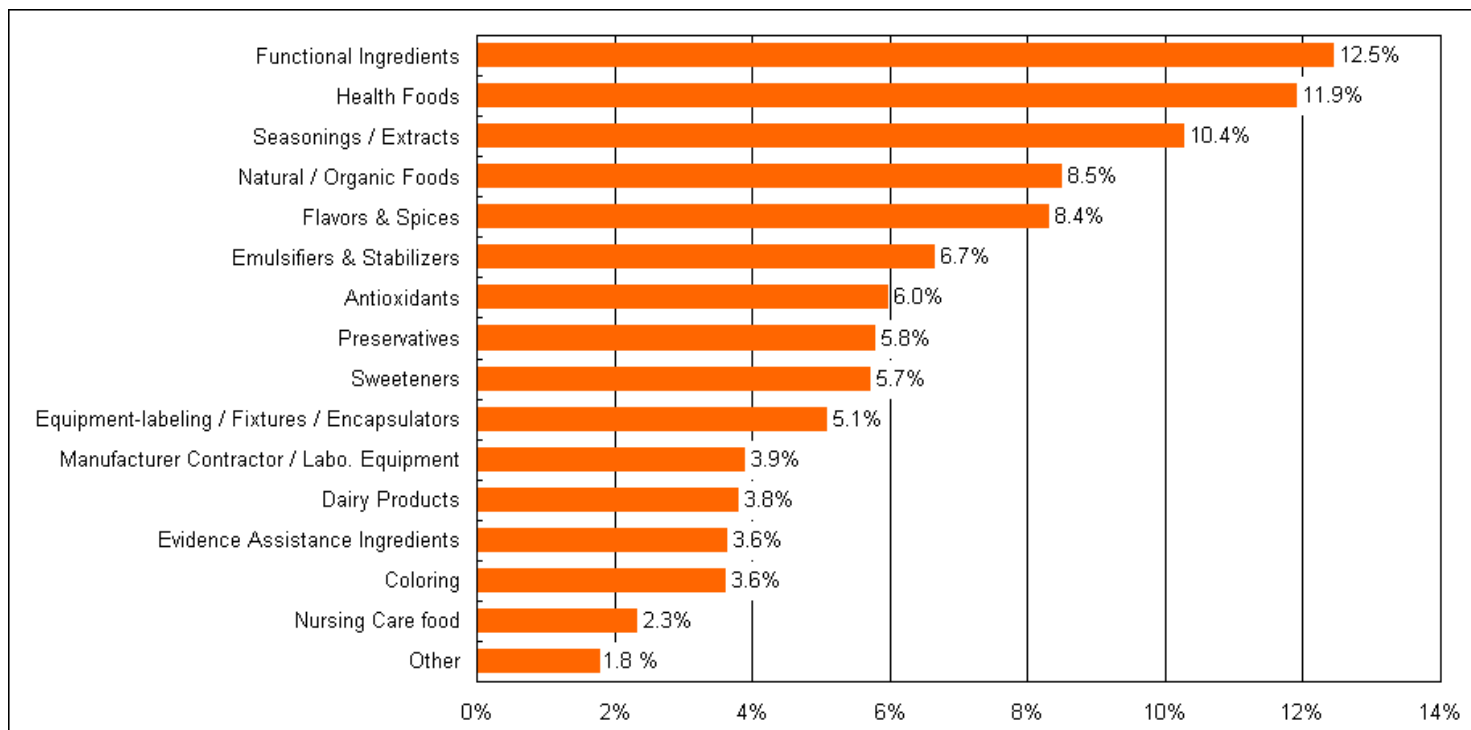
● Job Function



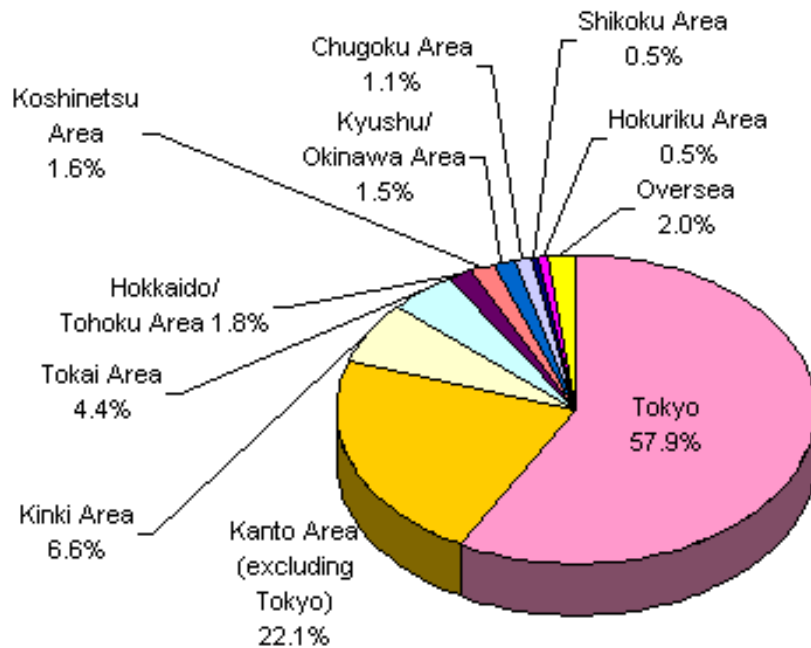
● Number of Employee



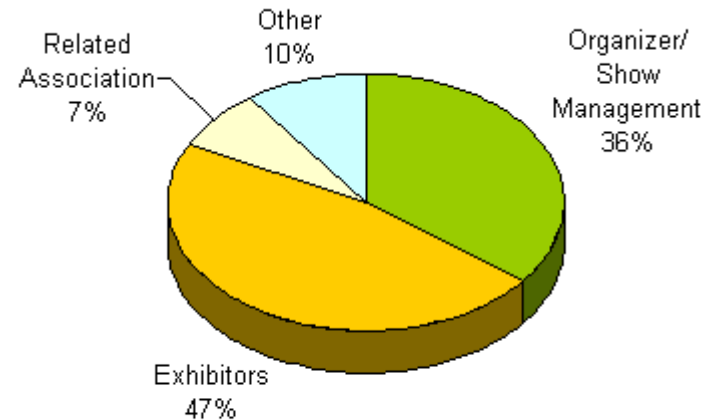
● Area of Interest



● Breakdown by Area



● How to get Admission ticket



ifia JAPAN2010 / HFE JAPAN2010

Wed. 19 May – Fri. 21 May 2009 at West Hall 1 & 2, Tokyo Big Sight

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