



# Natural Products Expo Japan

## September 21 – 23, 2006

### Tokyo Big Sight, Tokyo, Japan

#### HEALTH LIFE JAPAN EVENT

#### **ORGANIC, NATURAL and FUNCTIONAL FOOD TRADE SHOWS under ONE ROOF**

The world's leading trade show producers for the organic, health and nutrition products industry have partnered with Japan's largest functional food trade publisher and the oldest natural food association to develop a trade focused marketing platform for healthy lifestyle products in Japan.

The partnership, which collocates 3 existing tradeshow events: **BioFach Japan**, **Natural Expo** and **Natural Products Expo Japan** will take place during September 21-23, 2006 at Tokyo Big Sight.

**BioFach** is the world's leading international organic exhibition, held each year in Nürnberg Germany. In addition, BioFach America and the BioFach América Latina in Rio de Janeiro have been established under the BioFach umbrella.

**Natural Products Expo** produces North America's largest natural and organic finished products and ingredients trade shows: Natural Products Expo West and SupplyExpo in Anaheim, California and Natural Products Expo East, in Washington, DC in addition to other shows in Asia and Europe. **Natural Products Expo Japan** was launched in 2005 and is organised in partnership with Health Business Magazine.

**Zenkenkyo** (All Japan Health and Natural Foods Association) has produced the leading natural food tradeshow in Japan since 1997. Zenkenkyo was founded in 1980 and is the oldest natural food non-profit association with nearly 500 members.

The combined event under the umbrella name of Health Life Japan will deliver cutting-edge organic, natural and functional food finished products, raw materials, market intelligence and education that trade show and conference attendees won't find anywhere else in Japan.

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#### **Who Should Exhibit at Natural Products Expo Japan**

- Vitamins and supplements manufacturers
- Natural and functional food producers
- Organic food companies
- Body and personal care companies
- Herbal Products Companies
- Nutraceutical companies
- Ingredient suppliers
- Raw materials suppliers
- Sports nutrition companies
- Cosmeceutical companies
- Healthcare product manufacturers
- Green food companies
- Alternative medicine and equipment suppliers
- Organic and natural textile companies
- Store supply and fixture companies
- Packaging companies
- Eco-product manufacturers
- Speciality and gourmet food companies

## Buyer Profile

Expo Japan will be marked regionally in Asia with bilingual materials and marketing pieces created in English and Japanese, but the vast majority of buyers are expected to come from Japan. Expo Japan is a perfect platform to meet: Global Trading Companies, Distributors; Importers; Independent Natural Products Retailers; Manufacturers of Food, Personal Care, and Supplement Products; Product Formulators; Brand Marketers; Supermarket Buyers; Grocery Buyers; Pharmacies/Drug Store Buyers; Gourmet/Specialty/Mail Order/Internet/MLM Buyers; Green/Organic Foods Buyer, etc.

## Expected Number of Attendee for 2006

As the show is co-located with Bio-Fach Japan and Natural Expo, we expect to attract over 15,000 trade visitors to attend.

## Exhibition Space Pricing

Standard Booth Size: 9 sqm (3m x 3m) and multiples thereof	Participation Fee Per 9 sqm booth	Early Bird Discount (5%) (Booking before Mar 31, 2006)
Option A: Raw Space Only	US\$2,860 (incl. 5% tax)	US\$2,720 (incl. 5% tax)
Option B: Shell Scheme Walk on Package	US\$4,300 (incl. 5% tax)	US\$4,080 (incl. 5% tax)

## Information / Application

### Asia Exhibitors (Excl. Japan)

**Andrea Lee**

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### N. America Exhibitors

**Kristen Seldon**

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### Domestic Exhibitors

**Hitoshi Oya**

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☎: +81-3-3839-0753

✉: oya@health-mag.co.jp

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## Business Reply Slip

Rush me info on :             Exhibiting/Sponsoring             Attending

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

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

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_