

Press Release

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Organizer of world's biggest food trade show starts new show in Japan in April 2009

German trade fairs organizer, Koelnmesse, will organize the new Wine & Gourmet Japan 2009 to be co-located with FABEX. The show targeting the fine food and wine market will be held at Tokyo Big Sight from 22 to 24 April 2009.

A new trade only exhibition – **Wine & Gourmet Japan** will premiere in 2009, following its success in Macau in 2007. Wine & Gourmet Japan is the first dedicated professional exhibition for wine & spirits, gourmet & fine food, confectionery, food catering and foodservice equipment & supplies for the Japanese market. In 2007, Wine & Gourmet Asia was held for the first time at The Venetian Macao to great success. **Wine & Gourmet Japan** will be held from 22 to 24 April 2009 at Tokyo Big Sight, co-located with the twelfth edition of FABEX.

Strategic partnership between German and Japanese show organizers

Wine & Gourmet Japan is organized by Koelnmesse in partnership with Japan Food Journal which organizes one of the leading trade-only food shows in Japan, FABEX. FABEX is supported by the Ministry of Agriculture, Forestry and Fishery; Ministry of Health, Labour and Welfare; and Tokyo Metropolitan Government etc. The 2008 show recorded 316 exhibitors and next year more



Wine & Gourmet Japan

22 to 24 April 2009

www.

wineandgourmetjapan.com

Contact:
Hazel Chan
Tel.
+ 65 6500 6731
Fax
+ 65 6296 2771
E- mail
h.chan @
koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Singapore
Tel. +65 6500 6700
Fax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

Management:
Gerald Böse
(President and Chief Executive Officer)
Wolfgang Kranz
Oliver P. Kuhrt
Herbert Marner
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB
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than 60,000 trade visitors are expected to come to the joint events of Wine & Gourmet Japan and FABEX.

With a strategic cooperation between Koelnmesse and Japan Food Journal, Wine & Gourmet Japan will offer a top-notch business platform to both exhibitors and visitors alike.

Changing consumer market in Japan

The import volume of luxury foods and wine is steadily increasing in Japan. There is an obvious upward trend of Japanese consumers being attracted to better quality, healthier and safer products as consumer tastes get more sophisticated with rising influence. Recent data from The Economist indicates that the GDP in the first quarter of 2007 was 2.6% above that of 2006.

Recent positive advances of foreign affiliated starred-class hotels into the mega cities like Tokyo have a huge impact in the hospitality industry. These hotels will include fine dining restaurants and bars which generate immense business opportunities for importing gourmet food and domestic-grown high-quality food. In addition, thanks to the Japanese government initiative to launch the "Visit Japan Campaign," the number of foreign visitors to Japan has been continuously increasing by 12% or more every year. These positive tourism arrivals in Japan are also expected to spur further growth in the hotel and foodservice industry.

About Wine & Gourmet Asia

Held at The Cotai Strip™ Convention and Exhibition Center at The Venetian® Macao, the Wine & Gourmet ASIA 2007 trade exhibition attracted 7,300 trade visitors, with over 55% traveling from outside of Macau. It was the first specialized F&B trade event to take place in Macau with 142 exhibitors from 23 countries and regions around the world participating.

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About Koelnmesse

Headquartered in the city of Cologne, Germany, Koelnmesse organizes over 70 successful international trade fairs a year, with 44,600 exhibitors from 127 countries and visited by around 2.5 million visitors from 218 countries.

Koelnmesse is the organizer of the world's largest food trade fair – ANUGA which is held in Cologne every 2 years. Since 2002, the company has ventured into Asia, organizing other leading food shows in Asia which are recognized as international trade platforms for the global food market including THAIFEX – World of food ASIA and Sweets China.

Media Enquiries

Hazel Chan

Koelnmesse Pte Ltd

DID: (65) 6500 6731

Email: h.chan@koelnmesse.com.sg