



Japan Pavilion

By the Japan External Trade Organization

- The Japan External Trade Organization or JETRO Bangkok, in an attempt to promote surpassing quality of Japanese fruits, is going to set up "Japan Pavilion", a booth to exhibit exquisite Japanese fruits, vegetables and its presentation and cultural presentation
- JETRO promotes this special exhibition of Japanese fresh fruits and vegetables particularly because the merits of the Japan-Thailand Economic Partnership Agreement (JTEPA) will bring about lower tariffs imposed to Japanese fruits that are imported into Thailand. After JTEPA takes effect, the tariffs for pears, peaches, persimmons and apples will be waived to 0%, while those for melons, grapes, and Japanese yam will be reduced every year. It assumed to be take effect between October and December this year.
- Japanese fruits are of better quality because they are 'nurtured with care', from planting until delivery, from soil, water, and caring attention of the fruit growers. If farmers use some chemicals, they obey strict rules of its usage.
- Examples of Japanese farming techniques include: covering fruits with paper shields to protect the buds and baby fruits from insects, diseases and harsh rains; placing reflection sheets under apple trees to expose the buds to more sunlight; and dropping small and extra fruits to enlarge remaining fruits on the trees.
- Highlights of Japanese fruits to be exhibited in "Japan Pavilion" are Japanese pears, peaches, persimmons, grapes, melons, apples, and Japanese fruit desserts such as parfait and fruit punch.
- "Japan Pavilion" is a part of "Asia Fruits Logistica" event, during September 5-7, 2007, 13:00-18:00 hrs., Queen Sirikit National Convention Center.
- "Asia Fruit Logistica" is the world's leading exhibition and convention event for the marketing of fresh fruits and vegetables, held in Berlin every year since 1993 and to be held for the first time in Asia because the continent locates dynamic and rapidly expanding markets in the world
- Held in Bangkok because Thailand has the geographic advantage to do business and has excellent international transport connections. Also, Thailand is a major exporter and importer of fresh produce as well as being an important consumer market.

- Nine exhibitors participating in “Japan Pavilion” are:
 - Murahata (Thailand) Co., Ltd.
 - The Conference for Toyohashi-Tahara Regional Agricultural Promotion (Aichi, Japan)
 - Araya Fruits (Aomori, Japan)
 - Shizuokaken Muskmelon Growers Cooperative Association (Shizuoka, Japan)
 - Okayama Prefectural Government (Okayama, Japan)
 - Datemirai Japan Agricultural Cooperatives (Fukushima, Japan)
 - Fukuoka Headquarters National Federation of Agricultural Cooperative Association (JA Fukuoka Keizairen) (Fukuoka, Japan)
 - Japan Fruit Growers Cooperative Association (Nichienren) (Tokyo, Japan)
 - Sun Grobe Food Inc. (Tokyo, Japan)

Japan Pavilion

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If fruits have their country brands, then Japanese fruits undoubtedly are recognized one of the best in the world because of their qualities, including *lovely appearances, tastes, fragrances* and last but not least *the preserved freshness and nutritional values*. Quality farming as well as quality preservation could not be made possible without Japanese know-how's. When the fruits are stored fresh, healthy vitamins remain together with good tastes. And wastes from substandard fruits are reduced.

Japan Pavilion is one of the largest exhibition zones for Japanese fruits and vegetables displayed by nine Japanese companies at "Asia Fruit Logistica" event, during September 5-7, 2007, Sirikit National Convention Center. Japan Pavilion is supported by [the Japan External Trade Organization or JETRO Bangkok](#), following the [entrustment by the Ministry of Agriculture, Forestry and Fisheries, Japan](#). The purposes of Japan Pavilion promotion are to promote high-quality fruits from Japan, as the merits of the Japan-Thailand Economic Partnership Agreement (JTEPA) will bring about lower tariffs imposed to Japanese fruits that are imported into Thailand.

Little Secrets

Fruits are popular gifts in the Japanese gift-giving culture. Gift-giving is an act of generosity and politeness in Japan, therefore Japanese fruits are cultivated with care of tastes and safety, using well-studied farming techniques from Japanese local wisdom. It is said that these Japanese farmers

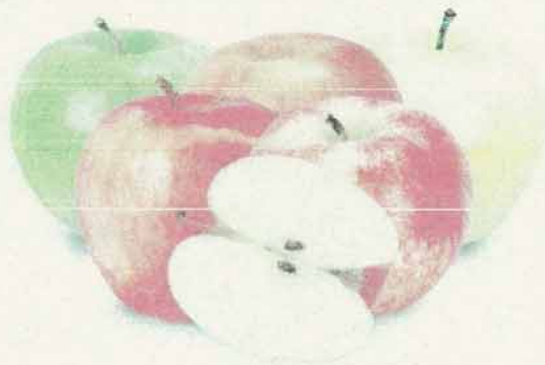
tend the fruits as caring-mindedly, and with happiest heart, as if the fruits were their own babies. If farmers use some chemicals, they obey strict rules of its usage.

Japanese fruits are *'nurtured with care'*, from planting until delivery, from soil, water, and caring attention of the fruit growers.

Fruits & Farming Techniques

APPLES

Japanese apples are available in many breeds. The colors found are red, green, and rare bright gold. Japanese apples are known for their bigger size, beautiful skin, sweetness, juiciness, and fragrance.



Vitamins: A, C, E, K, B1, B2, B6

Farming Techniques

- Rub apple flowers with a cushioned-top stick to ensure that the blossoms will bear fruits
- Remove small fruits to enlarge remaining fruits
- Cover apples with paper bags to prevent them from insects and diseases
- Remove bags and lay reflection sheets under the apple trees to expose apples to sunlight

Seasons: October – July

PEACHES

Japanese peaches are popular as gifts because of their dainty beauty (beautiful pink and cream white skin). They are also noted for their soft, juicy flesh and intense sweetness and aroma.



Farming Techniques

- Brush peach blossoms with a feathered duster to ensure that the buds will bear fruits
- Remove small fruits and extra fruits to enlarge remaining fruits on the trees

Vitamins: A, C, E, B3(Niacin), B6

Seasons: July – August

MELONS

Melons are very often referred to as 'The King of the Japanese Fruits'. They are cherished for their beautiful skin, most popular gift among Japanese

Farming Techniques

- Remove small fruits and extra fruits to enlarge remaining fruits on the trees
- Some are cultivated in greenhouses
- For some melon breeds, such as 'Musk Melon' or 'Arus Melon' which has beautiful netted skin and fragrance, the farmers will keep only one fruit on one melon tree to ensure the sweetness, melt-in-your-mouth texture, and aroma.

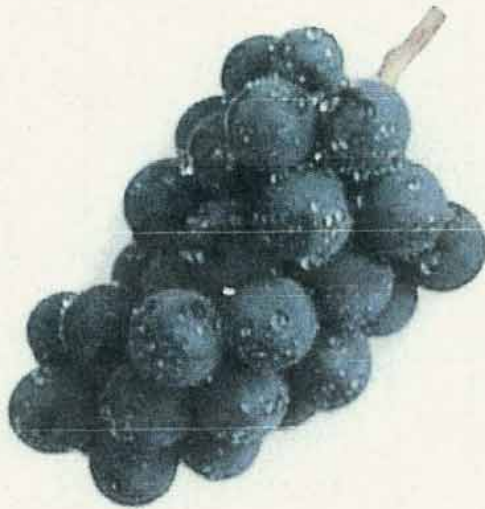
Vitamins: A, C, B1, B2, B6, Carotene

Seasons: Year-round



GRAPES

Japanese grapes are available in purple and green colors, both with seeds or seedless. Because of refined sweetness and fragrance, some breeds of Japanese grapes are considered as highly as musk melons, 'the King of Japanese Fruits'.



Farming Techniques

- Remove some bunches and some fruits off the trees to enlarge remaining fruits
- Cover grapes with paper umbrellas to protect them from harsh rains
- Cover grapes with paper bags to prevent them from insects and diseases

Vitamins: C, B1, B6, Carotene

Seasons: May – December

PERSIMMONS

Japanese persimmons are available in bright orange color and orange red color. Both breeds have good glossy skin and overall nice appearance. Their tastes are smooth, juicy, and moderately sweet and thus are popular as gifts.

Farming Technique

- Remove small fruits and extra fruits to enlarge remaining fruits on the trees

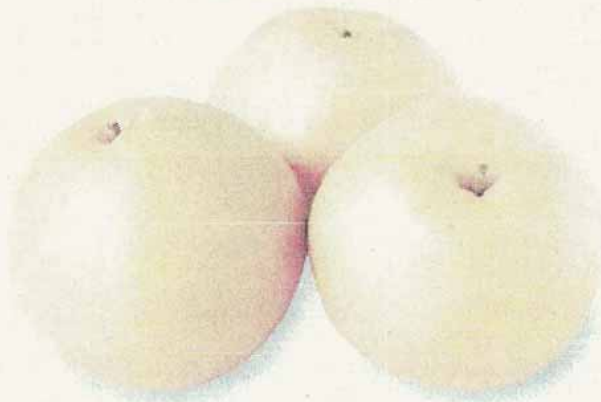
Vitamins: A, C, B1, B2, B6, Carotene

Seasons: October – January



JAPANESE PEARS

Japanese pears come in red and green colors (Red type has bright red brown color; Green type has greenish brown color). They have a well-proportioned round shape and beautiful appearance. The flesh is fine and soft, contains sweet taste, rich juice, fragrance, and melt-in-your-mouth consistency. They offer more crunchy feeling compared to the rich taste of Western pears.



Farming Techniques

- Remove small fruits and extra fruits to enlarge remaining fruits on the trees

Vitamins: C, B1, B6

Seasons: August – February

主催者プレスリリース

ASIA FRUIT LOGISTICA

5 - 7 September 2007, Bangkok Thailand
International Trade Fair for Fruit and Vegetable Marketing in Asia

 GLOBAL PRODUCE EVENTS
a Messe Berlin and Fruitnet Ltd company

PRESS-RELEASE

Closing Report

ASIA FRUIT LOGISTICA premier a clear success, attracting large numbers of visitors from Asia

Asia's only international fresh produce trade fair and conference event achieves high levels of satisfaction among top-level trade visitors

Bangkok/Berlin, 12 September 2007 MORE THAN 3,000 high level trade visitors from 54 countries worldwide took part at ASIA FRUIT LOGISTICA in Bangkok last week, demonstrating that the time is just right for a trade fair in Asia focused on fresh fruits and vegetables.

"These visitor numbers are very pleasing and they reflect the dynamics of today's fresh fruit and vegetable business in Asia," said Gérald Lamusse, managing director of Global Produce Events GmbH, which organised ASIA FRUIT LOGISTICA. Two-thirds of visitors (63.7 per cent) came from Asia, with four out of every five visitors (83 per cent) having a key purchasing or procurement role in their companies or organisations, according to a visitor survey.

The three-day event which attracted 3,114 trade visitors from 54 countries ran alongside the Asiafruit Congress, Asia's leading fresh produce business conference, and took place from 5-7 September 2007 at the Queen Sirikit National Convention Centre in Bangkok, Thailand.

ASIA FRUIT LOGISTICA, which was officially opened by Thailand's agriculture and cooperatives minister, attracted 116 exhibitors from 24 countries, including national pavilions from Thailand, Japan, Taiwan, South Korea, Argentina, South Africa and France as well as companies and organisations from major supplying countries such as China, Australia, New Zealand, Italy, the Netherlands and the USA. Exhibition space at this first event totaled some 3,200 square metres.

Two-thirds (63.7 per cent) of trade visitors who attended ASIA FRUIT LOGISTICA came from Asia, the world's fastest growing market for fresh produce. Europe (12.7 per cent), Australia and New Zealand (9.5 per cent) and North America (5.4 per cent) were also very well represented, with trade visitors also coming to the three-day trade fair from Africa (3.1 per cent), Middle East (2.6 per cent) and South America (3.0 per cent). Nearly 90 per cent of trade visitors also expressed a positive overall impression of ASIA FRUIT LOGISTICA, according to a visitor survey.

ASIA FRUIT LOGISTICA took place together with the Asiafruit Congress,



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www.asiafruitlogistica.com
www.asiafruitcongress.com

which celebrated its 10th anniversary. Some 650 delegates from 54 countries worldwide attended the three-day conference, which was addressed by speakers and expert panelists from companies and organisations from all over the world. This year's Asiafruit Congress included presentations from organisations such as TNS, Accenture and Rabobank International and featured expert panelists from major fresh produce businesses in the region. The conference included an Asian Retail Panel made up of Asia's leading supermarket groups, such as Tesco, Wellcome, Metro, Siam Makro and Reliance.

"The convention-style concept with the congress in the mornings and the exhibition in the afternoon is clearly the right format for the Asian trade, the signs for next year's event are very positive and we are confident that the Asian produce trade will make ASIA FRUIT LOGISTICA and Asiafruit Congress its very own annual meeting point" concluded Lamusse.

ASIA FRUIT LOGISTICA and the Asiafruit Congress takes place on 10-12 September 2008 at the Hong Kong Convention and Exhibition Centre in Hong Kong, China.

COMMENTS

Visitors

"This event is just going to get bigger and bigger." Noel Shield, President of Produce, Central Food Retail Co, Thailand.

"We have found ASIA FRUIT LOGISTICA and Asiafruit Congress to be excellent. The networking is particularly good, with lots of people here from all over the world. It's a good start for the trade fair this year and I am sure it will grow very quickly." SD Saravanan, Business Head, Fresh Produce & Frozen Food, Reliance Retail, India.

"The show is very good, with strong displays and a wide representation from the international produce trade. It's certainly a good place to network." Roland Wong, WT Vision, Singapore.

Exhibitors

"We're very impressed with the quality and volume of visitors and the range of companies and countries represented. We see ASIA FRUIT LOGISTICA/Asiafruit Congress becoming one of the three major events on the international fresh produce trade calendar together with Fruit Logistica in Germany and PMA in the US. When you combine the three events, you have most of the world covered." Jeff Correa, Pear Bureau Northwest, US.

"We're very pleased with the show – we expected fewer visitors after the first day, but it's been very busy again today (day two). So much so that we haven't had time to go around and see the other stands." Dawn Gray, General Manager, International Marketing, Enza, New Zealand.

"We have received a huge amount of interest from buyers. Almost all of our 1,000 brochures have gone in this first day of the exhibition." Elaine Alexander, Executive Director, South African Table Grape Industry (SATI).

"There are a good number of importers and exporters here at ASIA FRUIT LOGISTICA. We have a whole bowl filled with business cards and think there will be further contact with many of the people here." Prapaporn Sathianjarukan, Asia-Europe Service Team Executive, APL, Thailand.

"The format of ASIA FRUIT LOGISTICA and Asiafruit Congress works well as there is a balance of presentations at the conference in the morning and time to network at the exhibition in the afternoon. Both the conference and exhibition are very well organised." Kelvin Bezuidenhout, Marketing Manager for Taiwan, Hong Kong and South East Asia, Zespri, New Zealand.

EXHIBITOR PROFILES

Japan External Trade Organisation (JETRO)

The impressive Japanese national pavilion featured a delectable array of fruit and vegetables from several different regions of the country. Nine Japanese companies or organisations showcased their products under the pavilion, which was coordinated by the Japan External Trade Organisation (Jetro). The new Japan-Thailand Free Trade Agreement, which is scheduled to take effect later this year, could boost Japanese fruit exports to Thailand by 30-50 per cent, Jetro's Seiji Tazo predicts. The trade pact would cut or eliminate Thailand's tariffs on a range of Japanese temperate fruit, such as apples, pears, peaches and grapes, making suppliers more competitive in the Thai market. Nevertheless, prices are still likely to remain relatively high given the premium quality of production. Okayama prefectural government showcased its Pione grape, a fragrant, purplish-black cross between Muscat and Kyoho, which is usually given as a gift and retails for ¥3-5,000 per kg domestically. Shizuokaken Muskmelon Growers Cooperative exhibited its greenhouse-grown muskmelons, which fetch between US\$100 and US\$250 each in Japan. Also featured were Date Mirai peaches and strawberries from Fukushima Basin, north of central Japan, and apples from Aomori Prefecture.

FMC Foodtech

FMC FoodTech, the global provider of post-harvest solutions, used the opening day of ASIA FRUIT LOGISTICA to launch its Comprehensive Food Safety Programme for the Chinese fresh fruit industry. The programme is designed to ensure that China, one of the world's largest citrus growers with an output of over 16m tonnes in 2006, meets the highest international industry standards, including requirements set by the US Food and Drug Administration and China's Ministry of Health. FMC's programme, which targets the specific needs of China's diverse fruit operations, focuses on a range of food safety services including consulting services to establish Good Agricultural Practices, HACCP, packhouse auditing and critical residue and pathogen testing services. "We have positioned ourselves in all of China's major growing areas to provide hands on experience in executing our Food Safety Programme," said Dr Cheng, R&D manager for FMC Foodtech's FPT Business.

Dole Asia

Dole Asia exhibited a wide range of products at ASIA FRUIT LOGISTICA, including several innovative new lines such as ready-to-eat sweetcorn, bagged salads and dried pineapples. "Our vacuum-packed sweetcorn is only at the trial stage, but it's attracted strong interest at the show," explained manager of business development Johann M Albano. "Our bagged salads are not yet a mainstream product, but they're growing in popularity and we offer them with a healthy dressing. We also just began supplying dried pineapples to the New Zealand market and we can offer dried papaya and dried mango." Banana exports, particularly to Japan, continue to be the leading product line for Dole Asia, and the company exhibited its Sweetio-branded sweet highland bananas for the Japanese market. But Mr Albano said the company's stand at ASIA FRUIT LOGISTICA is designed to underline Dole's pan-Asian presence and diverse product range. "The show has been very enjoyable and we're pleased with the number of visitors," he commented.

Taiwan External Trade Development Council (TAITRA)

SQUARE watermelons were one of the eye-catching products on the Taiwan pavilion run by the Taiwan External Trade Development Council (TAITRA). The box-shape watermelons come in two types – one that is decorative and one that is edible. Both kinds are predominantly given as gifts and wrapped with ribbon, retailing for around US\$15 per piece. TAITRA's Tony Liu said the square watermelon has two seasons during the year. While Japan is the main export market for Taiwanese fruits, China has recently opened up and it is an emerging market, Mr Liu noted. Mangoes and pineapples were also among the products featured on the Taiwanese pavilion. "Japan is a key market for our mangoes and demand is increasing, but the big growth has come in Korea this year, thanks to our promotions there," he said. "We produce many kinds of pineapple, but Golden pineapple – or Number 17 – is our most popular and this is being exported to Japan, Hong Kong and Singapore."

California Table Grape Commission

The California Grape Commission promoted its new 'Real American' branding for California grapes at ASIA FRUIT LOGISTICA. "We have introduced the Real American campaign to differentiate California grapes from Chinese competition at point-of-sale," said Susan Day, vice-president of international marketing for the California Table Grape Commission. "A lot of Asian consumers are looking to buy California grapes, but there is some confusion. California and Chinese Red Globe can look the same but they don't eat the same or have the same characteristics. Unless retailers clearly show consumers which is which then we have a problem." Although Chinese grapes are providing more competition for California in South East Asia, Ms Day notes that lack of consistency and shelf life remain major issues for Chinese suppliers. The Real American campaign is also designed to counter the ongoing issues with Chinese suppliers fraudulently applying the California grapes label to their product, Ms Day added.

Namdhari Fresh

Indian fresh produce grower-exporter Namdhari Fresh has recently made a foray into the Middle East market with iceberg lettuce, according to company director Harpal Singh. "We have introduced iceberg in a big way for the Middle East markets," he said. "They have traditionally imported this product from Holland but they're finding that they can get just as good quality from us for half the price." Namdhari Fresh is a key supplier of vegetables, particularly exotic vegetables, while its fruit exports are dominated by grapes and pomegranates. The Bangalore-based company, whose production is EurepGAP-certified, is also seeking to develop shipments to European markets. In addition to exporting, Namdhari imports fruit and vegetables and runs its own chain of retail stores in India. "We have 20 stores – 15 in Bangalore and five in Delhi. These specialise in retailing high quality, pesticide-free fresh produce," said Mr Singh. "Our store numbers are multiplying fast."

Hebei Tianbo Industry & Trade Co

Gavin Bian, managing director of leading Chinese pear exporter Hebei Tianbo, is very pleased with launch of ASIA FRUIT LOGISTICA. "We began attending the Asiafruit Congress four years ago and we've met many customers through this event," he said. "The event has got better and better each year and this year is the best one yet, thanks to the launch of ASIA FRUIT LOGISTICA. The exhibition makes this trade show the perfect place to meet our customers and establish new business contacts."

Hebei Tianbo is budgeting for a 20 per cent increase in its pear exports to some 20,000 tonnes this year, according to Mr Bian. "The crops are looking strong, and the quality is generally good, but the business is very competitive," he said. "While grower prices are at a more workable level this year, seafreight costs have increased by as much as 30 per cent." The company supplies 13 varieties of pears, with Ya, Su, Golden and Century being the leading products. Asia, Europe and the US and Canada are its main markets.

Enza

Leading New Zealand pipfruit exporter Enza offered tastings of its newly branded Envy apple at ASIA FRUIT LOGISTICA.

Enza has secured the rights to the new variety, which was developed by New Zealand fruit science company HortResearch. The variety is a Royal Gala-Braeburn cross called Scilate, and it will be sold under the brand name Envy.

"The Envy apple is higher in sugar and lower in acid than the Jazz, so we think it will have particular appeal to the Asian and North American markets," said Alistair Petrie, GM of the New Zealand division for Enza's parent company Turners & Growers.

Enza's GM Dawn Gray said that Envy would not be commercially available for several years, as the trees are just being planted, but Enza is targeting 12-month supply of the variety by growing fruit in both hemispheres.

"Production is currently at the trial stage, with 4,300 trees in the ground and a further 10,000 trees being planted globally this year," she said. "The idea of our fruit as a special treat is catching on in Asia. It is about making our fruit varieties almost a luxury item and getting customers to think, 'I aspire to try that'."

AND Services

Organics are the new focus for Australian fresh produce exporter AND Services, which has been shipping a small organic fruit and vegetable range to Singapore.

AND Services director Allan Anderson said the company would expand organic exports to Thailand and Hong Kong after Singapore.

The organic products include but are not limited to grapes, mandarins, oranges, lemons, avocados and carrots.

Conventionally-grown fruit exports have been the company's primary focus since its opening in 2004 and it specialises in table grapes, avocados, citrus and stonefruit. Table grapes account for the majority of exports, with volumes reaching 2,000 tonnes this season.

The company is looking to build on its strong export customer bases in Singapore, Thailand and Malaysia, he said. "We have been conducting talks with Indian buyers for our late-market grape and want to expand into Vietnam and Sri Lanka. China is also a target," he said. "I am extremely pleased with the show, I've made a lot of new contacts."

APL Co

THE Thai arm of Singaporean transportation and carrier company APL is to launch a new shipping service between Thailand and Turkey via Singapore on 1 November.

The new route will expand Thailand's array of export destinations and also be used to ship goods from China and Korea.

"The commodities to be traded are yet to be finalised," said APL Asia-Europe service team executive Prapaporn Sathianjarukan

In another development, APL has just opened a route from Thailand to New York via Singapore and maintained a world-best transit time of 25 days, she said.

Finger Limeing Goods

Australian company Finger Limeing Goods, the world's only commercial grower of the exotic finger lime, is in its second year of production and expects the coming season to yield 1 or 2 tonnes.

"Finger limes are unusual, distinctly sour and have an unique connection to caviar due to their internal appearance. People see them as extravagant and elegant," said owner of Finger Limeing Goods James Boyd.

Finger Limeing Goods is based in New South Wales (NSW) and deals with five of the 60-plus, predominantly non-commercial native lime varieties discovered in the early 1990s in rainforests lining the Queensland/NSW border.

The finger lime can only grow in a sub-tropical climate and is in season from December until June.

Finger Limeing Goods exports 70 per cent of its production to high-end restaurants and five-star hotels in the US and the UK as well as servicing Australia's domestic market.

"We want to break into Asia, particularly Japan, Hong Kong and the Middle East," he said. "Our presence at ASIA FRUIT LOGISTICA is working well – everyone at the exhibition is friendly and helpful."

ASIA FRUIT LOGISTICA is organised by Global Produce Events GmbH. The company is a joint venture between Messe Berlin and the London-based media company, Fruitnet Ltd.

Further Information:

For more information on ASIA FRUIT LOGISTICA contact Ms Sinenart Baramirattanachai (Sinenart@gp-events.com, Tel: +662-6700608) or visit the event website at www.asiafruitlogistica.com .

This press release and related photos are available on the Internet: [www.asiafruitlogistica.com/Press Info](http://www.asiafruitlogistica.com/Press%20Info)



2.1 Presentation focus

(Multiple citations, no. of citations > = 3%)

Fresh fruit	86.6%
Fresh vegetables	32.8%
Packaging supplies	10.4%
Potatoes	7.5%
Fresh-cut / Convenience articles	7.5%
Technical services	6.0%
Dried fruits / Nuts	6.0%
Packaging machinery	4.5%
Transport / Logistics	3.0%
Storage	3.0%

2.2 Goals and degree of achieving goals

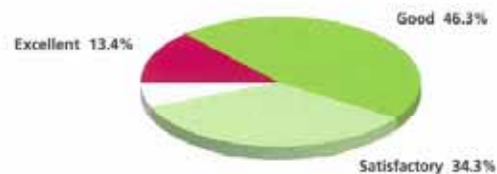
(Multiple citations)

Company presentation / Image building	71.6%	95.8%
Information for trade visitors	62.7%	85.7%
Strengthening of customer relationships	62.7%	95.2%
Gaining new customers	77.6%	90.4%
Finding new suppliers	38.8%	66.7%
Orders / Concluding contracts	26.9%	88.9%
Preparation of business deals	26.9%	88.2%
Presentation of new products	25.4%	76.5%

Exhibitors' goals
 Degree of achieving these goals (good and satisfactory)

2.3 Variety of trade visitors

94% of exhibitors rated the variety of trade visitors at ASIA FRUIT LOGISTICA positively.



Positive assessment of visitors 94.0%

2.4 Business results

61% of exhibitors arranged business deals at ASIA FRUIT LOGISTICA



2.5 Overall impression and outlook

91% of exhibitors had a positive overall impression of this year's ASIA FRUIT LOGISTICA.

Positive overall impression	91.0%
Would recommend exhibiting	95.5%
Intend to return in 2008	89.5%

Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund



1.1 Origin



1.2 Area of business

(Multiple citations. no. of citations N > = 3%)



1.3 Status

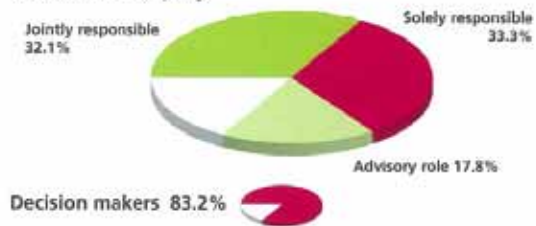
83% of the trade visitors hold a leading management position in their companies, such as managing director, partner, member of the executive board, head of department, independent businessman etc.



Leading position 82.6%

1.4 Competence

83% of the trade visitors are closely involved in the purchasing and procuring decision-making process within their company.



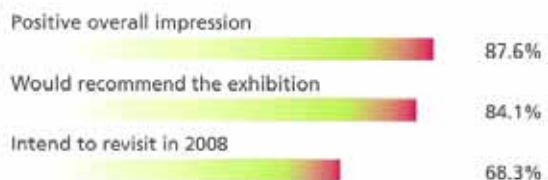
1.5 Interest in products on offer

(Multiple citations. no. of citations N > = 3%)



1.6 Overall impression and outlook

88% of the trade visitors had a positive overall impression of this year's ASIA FRUIT LOGISTICA.



Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund

DM



We are introducing carefully cultivated and DELICIOUS fruits and vegetables from Japan to everyone worldwide!

At the 2007 Asia Fruit Logistica, September 5-7, 2007, the Japan Pavilion will showcase a wide variety of fresh fruits and vegetables at the Queen Sirikit National Convention Center in Bangkok, Thailand.

The exhibition opportunities with fresh fruits and vegetables to be held in Asia. The exhibition opportunities with fresh fruits and vegetables to be held during the trade fair will include the trade fair and the trade fair, with new companies and organizations exhibiting, including the transport and processing of Japanese pears (Danki), grapes, apples, kiwifruit, nashi pears, apples, etc., all carefully cultivated for the highest quality.

We are confident that all visitors will want to sample fresh produce and delicious Japanese fruits and vegetables. Please visit the Japan Pavilion while at Asia Fruit Logistica 2007.

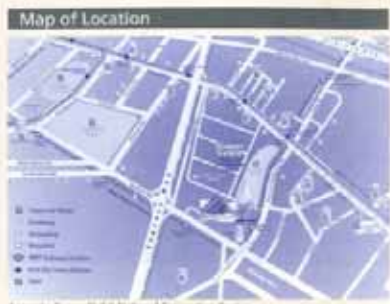
Asia Fruit Logistica website URL: <http://www.asiafruitlogistica.com>

Location:
Queen Sirikit National Convention Center, Pinyan Hall 2-3
50 New Natchadapark Road, Klongtoey Bangkok, 10110 THAILAND
Website URL: <http://www.asiafruitlogistica.com>

Trade Fair Days:
Wednesday, September 5 through Friday, September 7, 2007,
from 1:00 p.m. until 5:00 p.m.
Note: The Asia Fruit Congress will be held in the morning (from 9:00 a.m. to 1:00 p.m.) on the same day.

Admission Fees

Trade Fair	2-Day Pass: US\$10	1-Day Pass: US\$5
Asia Fruit Congress	2-Day Pass: US\$700	1-Day Pass: US\$350



Map of Location

Access to Queen Sirikit National Convention Center

- By MRT (Subway): Exit at Queen Sirikit National Convention Center Station
- By BTS (Skytrain): Exit at Siam Station, and then take a bus or taxi to the Convention Center, or take the MRT to Sathorn Station. Both transportation method (train) require approximately a 10 minute walk.

Note: Access from the airport

- By limousine or taxi to the Convention Center, approximately a one hour ride may be required.
- When taking a taxi, please specify your destination as: Queen Sirikit National Convention Center, Room 40, Southern Entrance.
- If you take a limousine or taxi from the airport to BTS Siam Station and then transfer to BTS at MRT, it will require approximately 25 minutes from the airport to reach the Convention Center.



Asia Fruit Logistica 2007



September 5-7, 2007
Pinyan Hall 2-3, Queen Sirikit National Convention Center
Bangkok, THAILAND

ผลไม้และผักสดจากญี่ปุ่นรสชาติเยี่ยม
คุณภาพจากการเพาะปลูกด้วยความเอาใจใส่
อย่างไร้ที่ สัมผัสได้ในญี่ปุ่นทั่วโลก

ประเทศไทย ราชอาณาจักรไทยได้มีพิธีเปิดงานที่กรุงเทพฯ ในชื่อ Asia Fruit Logistica 2007 ระหว่างวันที่ 5 - 7 กันยายน 2550 ณ ศูนย์การประชุมแห่งชาติสิริกิติ์

ที่ Asia Fruit Logistica 2007 เป็นการแนะนำผลไม้สดและผักที่ปลูกด้วยวิธีการเพาะปลูกที่ใส่ใจในคุณภาพและรสชาติ โดยมีการจัดแสดงผลไม้สดจากญี่ปุ่นที่ปลูกในชื่อ "Asia Fruit Congress" โดยจะมีพิธีเปิด

พิธีเปิดอย่างเป็นทางการ "Japan Pavilion" ที่งานนี้จะมีผู้เข้าชมจากทั่วทุกมุมโลกมาชมผลไม้สดจากญี่ปุ่นที่ปลูกด้วยวิธีการเพาะปลูกที่ใส่ใจในคุณภาพและรสชาติ โดยมีการจัดแสดงผลไม้สดจากญี่ปุ่นที่ปลูกในชื่อ "Asia Fruit Congress" โดยจะมีพิธีเปิด

Asia Fruit Logistica website URL: <http://www.asiafruitlogistica.com>

สถานที่
ศูนย์การประชุมแห่งชาติสิริกิติ์ Pinyan Hall 2 - 3
ถนนรัชดาภิเษก แขวงจตุจักร เขตจตุจักร กรุงเทพฯ 10110
MRT: ศูนย์สิริกิติ์ www.sscn.com.th

ระยะเวลาจัดงาน
วันพุธที่ 5 - วันศุกร์ที่ 7 กันยายน 2550 เวลา 13:00 - 18:00 น.
* งาน Asia Fruit Congress จะจัดแสดงเฉพาะที่ (9:00 - 13:00 น.) ในวันจันทร์

ค่าเข้าชมงาน

- ผู้เข้าชม 5 ปี ขึ้นไป (ไม่รวมค่าขนส่ง) วันละ 100 บาท (ไม่รวมค่าขนส่ง)
- ผู้เข้าชมงาน Asia Fruit Congress วันละ 700 บาท (ไม่รวมค่าขนส่ง) วันละ 100 บาท (ไม่รวมค่าขนส่ง)

Ministry of Agriculture, Forestry and Fisheries

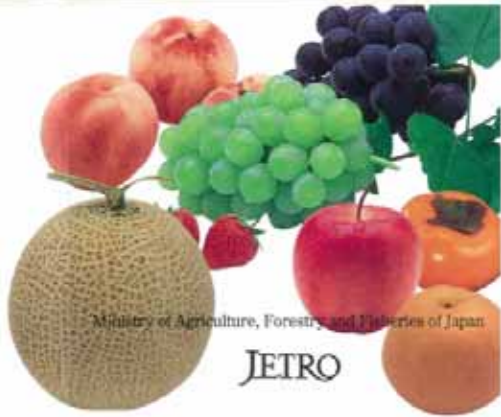
- Address: 1-2-1 Hamaikasaneki, Chiyoda-ku, Tokyo, 100-8500, JAPAN
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- FAX: +81-3-3502-0735
- Website: <http://www.maff.go.jp/etrade.htm>

JETRO TOKYO

- Address: Aek Mod Bldg., 6th Floor, 13-33 Akasaka 1-chome, Minato-ku, Tokyo, 107-6006, JAPAN
- TEL: +81-3-3552-0540
- FAX: +81-3-3552-7370
- E-mail: etr@jetro.ty.jp
- Website: <http://www.jetro.ty.jp/>

JETRO BANGKOK

- Address: 10th Floor, Naritawan Bldg., 161 Phraekam Rd., Bangkok, 10330, THAILAND
- TEL: +66-2-253-6441
- FAX: +66-2-253-2020
- E-mail: bjk@jetro.go.jp





The Japan Pavilion is presented by the Ministry of Agriculture, Forestry and Fisheries, and is organized by JETRO. The Pavilion will be set up in the largest booth space in the trade fair, with nine companies and organizations exhibiting. This is a perfect opportunity to sample these fine Japanese fruits and vegetables for their high quality and safety, and health benefits that they provide. Items on exhibit: Japanese pears (Nashi), grapes, melons, apples, peaches, Japanese persimmons, figs, Japanese yams, and more.

"Japan Pavilion" เป็นพื้นที่แสดงผลไม้สดและผักจากประเทศญี่ปุ่น โดยการจัดร่วมด้วยของ บริษัทและหน่วยงานที่ได้รับการจัดสรรมาจากทั้ง ประเทศญี่ปุ่น ทั้งหมด 9 แห่ง โดย กระทรวงเกษตร ป่าไม้และประมง ของญี่ปุ่น ได้มอบหมายให้ องค์การส่งเสริมการค้าต่างประเทศของญี่ปุ่น หรือ เจโทร เป็นผู้ดำเนินการจัดรวม ภายในพื้นที่ที่มีการจัดแสดง "นิทรรศการผลไม้ญี่ปุ่น" จากญี่ปุ่น" ซึ่งมีทั้งคุณภาพสูง มีความปลอดภัย และมีคุณค่าทางสุขภาพ อาทิ

- สาลี่ • องุ่น • มะลิซ้อน • แอปเปิ้ลเขียว • ลูกท้อ • ลูกพลับ
- ผลมะเดื่อ • มะเดื่อโมโร เป็นต้น

Booth Guide

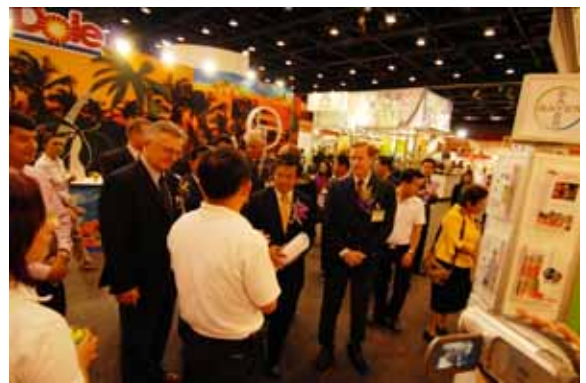


List of Exhibitor

Booth No.	Name of company or organization Fruits and vegetables on exhibit	Booth No.	Name of company or organization Fruits and vegetables on exhibit
E-01-1	ARAYA FRUITS Co., Ltd. Apples, Japanese pears (Nashi), Japanese yams, carrots, burdock roots, cabbages	E-01-6	The Conference for Toyohashi-Tahara Regional Agricultural Promotion Japanese persimmons, etc.
E-01-2	Shizuokaken Muskmelon Growers Cooperative Association Melons	E-01-7	Datemirai Japan Agricultural Cooperative Peaches, grapes, canned juices
E-01-3	Okayama Prefectural Government Grapes, other fruits	E-01-8	JAPAN FRUIT GROWERS COOPERATIVE ASSOCIATION Japanese pears (Nashi), grapes, etc.
E-01-4	MURAHATA (THAILAND) Co., Ltd. Melons, Fruit basket (apples, Japanese pears (Nashi), Japanese persimmons, grapes, melons, etc.)	E-01-9	ZEN-NOH FUKUREN Fukuoka Prefectural Government Japanese pears (Nashi), grapes, figs
E-01-5	SUN GLOBE FOOD, INC. Japaneeo pears (Nashi), Japanese yams, other vegetables	E-01-10	JETRO

ASIA FRUIT LOGISTICA フォトギャラリー

(www1.messe-berlin.de/vip8_1/website/MesseBerlin/htdocs/www.asiaf)





(3) テレビ報道

NHK「おはよう日本」特集

「シリーズ・農業はよみがえるか 新たな市場を海外に」

豊橋田原広域農業推進会議が出演 (2007年10月19日(金)放送)

ジェトロテレビ番組「世界は今」

特集「日本のくだものを海外へ」(2007年11月10日(土)放送)

平成 19 年度農林水産物等海外販路創出・拡大事業
(海外展示・商談活動(タイ(Asia Fruit Logistica2007)))

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