

Introduction

Dear Sir and Madam

From north to south, and all across the land, Japan can boast a huge diversity of wildlife, four distinct seasons and a variety of climates. Japan is blessed with well-forested mountains and abundant freshwater resources.

Japan can also call upon a long-standing tradition of breed improvement and a commitment to the progressive development of cultivation technology in accordance with regional productive needs.

Blessed with such environmental conditions, proficient Japanese farmers are proud to present the fine taste and high quality of their fruit and vegetables to the world.

Japanese cuisine, rich in taste, is valued all over the world because of its nutritious and healthy character. To get the flavour right, it is essential one uses only the best Japanese ingredients.


This year we, the Ministry of Agriculture, Forestry and Fisheries of the Government of Japan, are delighted to present the Japan Pavilion at “Asia Fruit Logistica 2010” for our visitors to view and taste a wide variety of excellent fruit and vegetables.

The Japan Pavilion offers a precious opportunity to experience genuine and delicious fruit and vegetables from Japan. We look forward to meeting many of our guests when you visit the Japan Pavilion to “Try Something New” and hope you will become fans of Japanese food.

Export Promotion Office
Ministry of Agriculture, Forestry and Fisheries
Government of Japan

Outline of holding

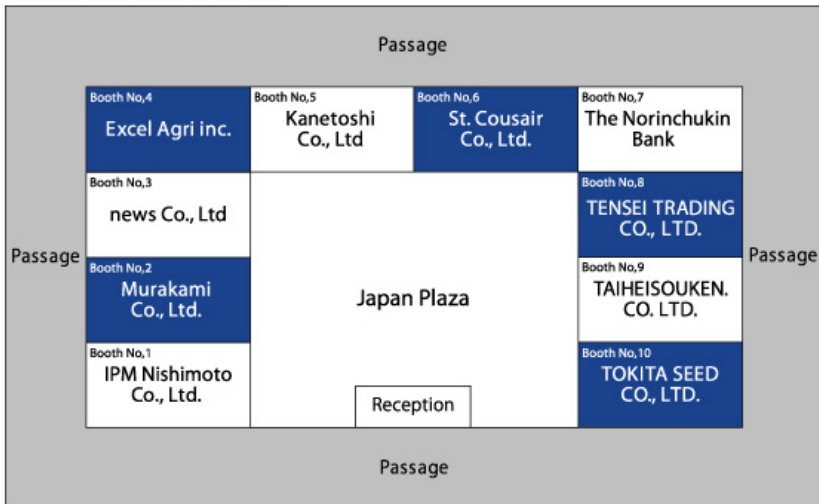
Event	Asia Fruit Logistica 2010
Date	Wednesday September 8th to Friday September 10th
Opening Hours	13:00-18:00 hrs
Venue	Hong Kong Convention and Exhibition Centre, Hall5B-E Stand K-01

Event	Asia Fruit Logistica 2010
Organised by	Global Produce Events GmbH
Website	http://www.asiafruitlogistica.com 

Japan Pavilion Location Map



● **Japan Pavilion Booth Map**



Participating company list



For inquiries to a given business, please select the desired exhibitor from the list below and click on the **“Contact Us”** link.

No.	Company	Products
1	IPM Nishimoto Co., Ltd.	Early and Regular seedless persimmon, Half-dried persimmon
2	Murakami Co., Ltd.	Melon, Pumpkin, Asparagus, Potatoes, Watermelon, Onion, Sweet corn, Tomato
3	news Co.,Ltd	Mandarin Orange, 100% orange juice
4	Excel Agri inc.	Chiffon cake, Fresh Fig, Soft-dried Fig
5	Kanetoshi Co., Ltd	Ponzu sauce, Yuzu juice, Yuzu nectar, Yuzu pepper
6	St. Cousair Co.,Ltd.	Wine, Cidre, Fruit Jam, Pasta
7	The Norinchukin Bank	Sweet potato, Steamed bean-jam bun, Baked sweet potato, Yuzu nectar, Yuzu marmalade, Yuzu
8	TENSEI TRADING CO., LTD.	Cucumber
9	TAIHEISOUKEN. CO. LTD.	Egg Plant, Onion, Cucumber, Mini lettuce, Pumpkin
10	TOKITA SEED CO., LTD.	Tomato

IPM Nishimoto Co., Ltd.



Company Overview

ZIP code 105-0014

Address 10 th Fl., Shiba-2-chome-Bldg., 28-8,
Shiba 2-Chome, Minato-ku, Tokyo.

Tel +81-3-5427-8857

Fax +81-3-5427-8873

Merchandise list



-
- [Half-dried persimmon](#)



-
- [Seedless Persimmon](#)

Attendance Form

Those interested in holding a sales meeting should submit an Attendance Form.

Contact us

For inquiries about a specific product please get in touch by clicking on the “Contact us” link.



The production is No. 1 in Japan and the Market share until the beginning of October is 80%.

Article

Early and Regular seedless persimmon: Hiratane

Producer name

Kihoku-kawakami Agricultural Cooperative Society

Place of production

Wakayama prefecture

Possible time of sell-in

September 20-October 20

Storage Conditions

Normal Temperature

Keep Cool (5°C)



The Japan Pavilion

will be back at
Asia Fruit Logistica 2010

Japan's Premium Fruits ***
The exhibitors, selected from all over the country, will promote premium fruits and vegetables, and also those processed products that are 'Made-in-Japan'. You will assuredly find the key to the success of your business in the Japan Pavilion, and will love our products!

Find New Business Opportunities! ***
The Japan Pavilion will coordinate private business meetings between you and Japanese exhibitors during the AFR period. Please make an appointment! Visit www.tastejapan.com



www.tastejapan.com

See you at Asia Fruit Logistica 2010!
Japan Pavilion: Hall 5B - E, Stand K-01
Hong Kong Convention and Exhibition Centre
Date: 8-10 September 2010 | Opening Hours: 13:00-18:00 hrs



MAFF
Ministry of Agriculture, Forestry and Fisheries
農林水産省
www.maff.go.jp/en/

CHILE
Chile has a considerable interest in Asia, says Christian Carvallo, Finance Asia marketing manager at the Chilean Exporters Association (ADEXA). Currently, the Andean country supplies to the region 730,000 tonnes of fresh fruit to Asia each year, where Vietnam, Thailand, Malaysia and Indonesia in particular stand out as key markets for the fruit.

"This year, we're bringing 25-30 exporters to ASIA FRUIT LOGISTICA and we've doubled the number of our stands to 100m", explains Mr. Carvallo. "Most apples and table grapes are the most popular fruit exports to Asia, but at this year's show we'll also showcase quite a few other products such as kiwi, all kinds of berries and citrus. We also expect to see a lot of kiwi since the fruit could be a very interesting product for Asia."

Following the event, Mr. Carvallo says the Chilean delegation will visit four Asian countries. "Last year, we went to Vietnam (mainly for red table grapes) and for 2010 we're switching to Thailand", he says. "Next year we may possibly go to Indonesia, as more possibilities for table grapes in that country were recently signed a Free Trade Agreement (FTA) with the country."

Chile supplies 3,000 tonnes of fruit (mainly table grapes, plums and pears) to Malaysia annually, and the market is particularly interesting for the Chilean fruit industry, according to Mr. Carvallo, because of the country's population of 23m people whose diet is based on fresh food.

"Chile already has quite an established presence in the grape and pear sector as just 5 per cent for instance," he explains. "However, kiwi fruit is a niche crop. It's per acre output will come down in the next few years, while the FTA. Over the long term, we will strengthen existing trade, open up the market for kiwi and raise interest in the country among Chileans."

of consumers in the region. Stuart Springston, chief executive of the Fresh Produce Exporters' Forum, says Chile is also now faced by more shipping opportunities than ever before. Firms are also continuing to reduce artificial trade barriers.

"The South African message is therefore that the country is open for business and this is underlined by a strong presence in Hong Kong," says Mr. Springston.

JAPAN
Japan is again hosting its own country pavilion at the 2010 ASIA FRUIT LOGISTICA show, after a break in 2009, and exhibitors are looking forward to making their presence felt at the event once again.

"The Japanese Ministry of Agriculture, Forestry and Fisheries is showcasing a wide range of fruit and vegetable products at the ASIA FRUIT LOGISTICA 2010," says Shuji Uchibori of Kintetsu World Express Sales.

"There will be 10 leading companies and groups exhibiting high-quality, 'made in Japan' foods, such as our sweet fruits and healthy vegetables from various regions of the country."

According to Mr. Uchibori, there is a diverse array of businesses represented including agricultural cooperatives, trading companies, export promotional associations and others.

"We are really targeting the markets of Hong Kong, China, Singapore, Taiwan and Thailand, and we're focusing on the importers and distributors in these countries," Mr. Uchibori continues.

"We hope to push up the volume of Japanese fruit and vegetable exports."

ORANFRUITER (ITALY)
Italian citrus company Oranfruter will exhibit independently at ASIA FRUIT LOGISTICA for the first time this year, having participated under the banner of Italian trade association Inasfrut since 2009.

Placing particular focus on its NFC (not from concentrate) juices, the company plans to unveil a new line called Fromsun, which includes the first ever 100% cold-pressed Italian red orange juice.



Alongside juices, Oranfruter will also promote its fresh red-fleshed oranges, primarily the tarocco variety – and will produce a range of luscious and pigmented mandarin and Clementine hybrids.

"We expect a great deal from these in the coming years," says the company's marketing manager Silvio Lualaba (partnered with colleague Sara Grassi).

With the ultimate aim of

Exporters and importers of fresh apples and pears, specialised in the export of Conference pears.

出口及进口新鲜苹果和梨，专出口康佛伦斯梨。



CONTACT: info@fruitlogistica.com | www.fruitlogistica.com

C/O Fruitlogistica, 76, Avenue des Filles du Calvaire, 1120 Brussels, Belgium
Tel: +32 (0) 27 46 02 323 | Fax: +32 (0) 27 46 02 328 | E: info@fruitlogistica.com | www.fruitlogistica.com

JAPAN
Japan is again hosting its own country pavilion at the 2010 ASIA FRUIT LOGISTICA show, after a break in 2009, and exhibitors are looking forward to making their presence felt at the event once again.

"The Japanese Ministry of Agriculture, Forestry and Fisheries is showcasing a wide range of fruit and vegetable products at the ASIA FRUIT LOGISTICA 2010," says Shuji Uchibori of Kintetsu World Express Sales.

"There will be 10 leading companies and groups unravelling high-quality, 'made in Japan' foods, such as extra-sweet fruits and healthy vegetables from various regions of the country."

According to Mr. Uchibori, there is a diverse array of businesses represented including agricultural cooperatives, trading companies, export promotional associations and others.

"We are mainly targeting the markets of Hong Kong, China, Singapore, Taiwan and Thailand, and we're focusing on the importers and distributors in those countries," Mr. Uchibori continues.

"We hope to push up the volume of Japanese fruit and vegetable exports."