

The only exhibition in Japan specialized in Bakery and Patisserie!!

P & B Japan

PATISSERIE & BAKERY JAPAN

6th BAKERY INGREDIENTS EXPO
5th CONFECTIONARY INGREDIENTS EXPO
4th RETAIL SHOP KITCHEN EXPO

July 31st – Aug 2nd, 2017
Tokyo International Exhibition Center
Tokyo Big Sight
West Hall 1

Supported by: The Federation of Japan Confectionary Association & All Japan Federation of Bakers Association
Official website: <http://www.bakery-expo.com/2017/en>



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JOIN JAPAN'S PREMIER BAKERY AND CONFECTIONARY EXPO & CONFERENCE

Japan's multimillion dollar retail bakery and confectionary market is thriving. Patisserie & Bakery Japan (P&B JAPAN) will be the place where exhibitors and visitors come together to network, establish relationships, address new trends, and exchange information about innovative products, services, and solutions. Take advantage of this flourishing market, showcase your products, and gain access to top industry suppliers in one place at one time.

01 Why should you exhibit?

- Japan's only exhibition and conference dedicated to the Bakery & Confectionary Industries
- Over 27,000 buyers from across Japan!
- Promote your products and technologies to an Asian audience
- Gain insight and present yourself to market leaders
- Over 80% of exhibitors are satisfied with the show!

02 Who should exhibit? -Exhibitor profile-



Materials, Ingredients & Additives

- Flour/Breads /Grains
- Cereals
- Baking Mixes and Ingredients
- Baked Goods
- Butter/Margarine/Oil
- Yeast
- Sugar/Salt
- Milk/Dairy/Creamers
- Eggs
- Chocolate
- Cacao, Coffee
- Confectionary
- Fruits/Vegetables
- Dairy products
- Fillings/Spreads/Syrups
- Dried fruit/ Nuts/ Millet
- Seasoning/Sauces/Spices/ Enhancers/Flavor/Food color
- Condiments
- Alternative healthcare related food ingredients

Machinery & Retail Equipment

- Baking Equipment
- Packaging Machines & Materials
- Mixers
- Baking Ovens
- Refrigeration, Ventilation & Air Conditioning Technologies
- Kitchen Utensils
- Measuring Instruments
- Containers
- Trays
- Tongs
- Display Fixtures
- Decoration Goods
- Gourmet Specialty Items
- Ingredient Handling Systems
- Retail Solutions

03 Why should you attend?

Experience the latest trends and innovations first hand. Demonstrations, seminars, and workshops attract high level attendees interested in new products & technologies.

Topics include:

- Development of new recipes and business solutions
- Management seminars taught by top retail bakery chefs
- Educational sessions on new trends
- Demonstration by one of world's top ranked bakery and pastry chefs



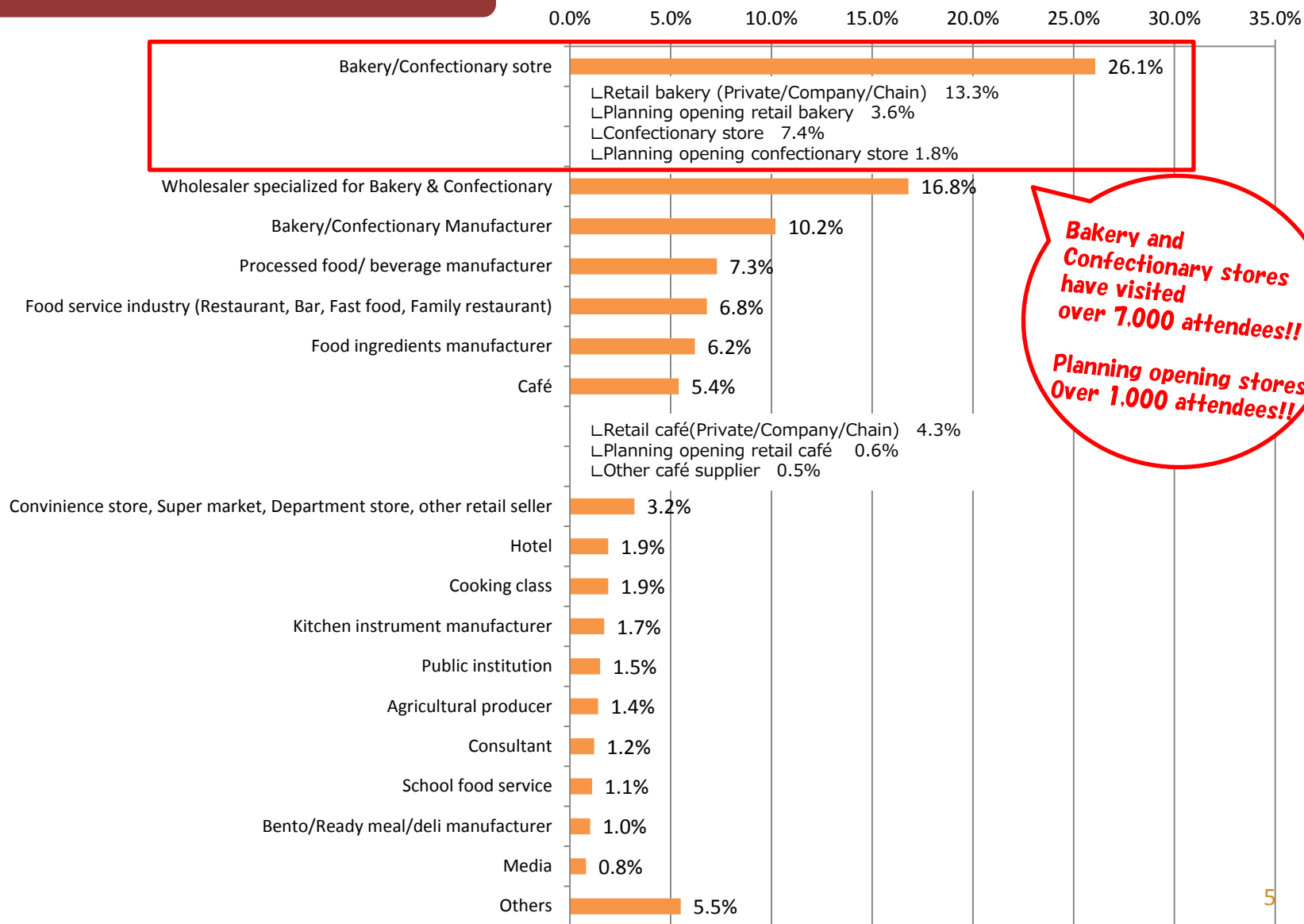
04 Who should attend? –attendee profile–

- Retail Bakeries
- Bakery Manufacturers
- Wholesalers
- Restaurants & Hotels
- Convenient Stores
- Foodservice Manufacturers
- Merchandisers/Distributors
- Bakery Institution
- Industry Professional
- Confectionary Stores
- Confectionary Companies
- Cafes
- Cafeterias
- Supermarket
- Importers
- Online Retailers
- Trade Press
- Gourmet and Specialty Stores



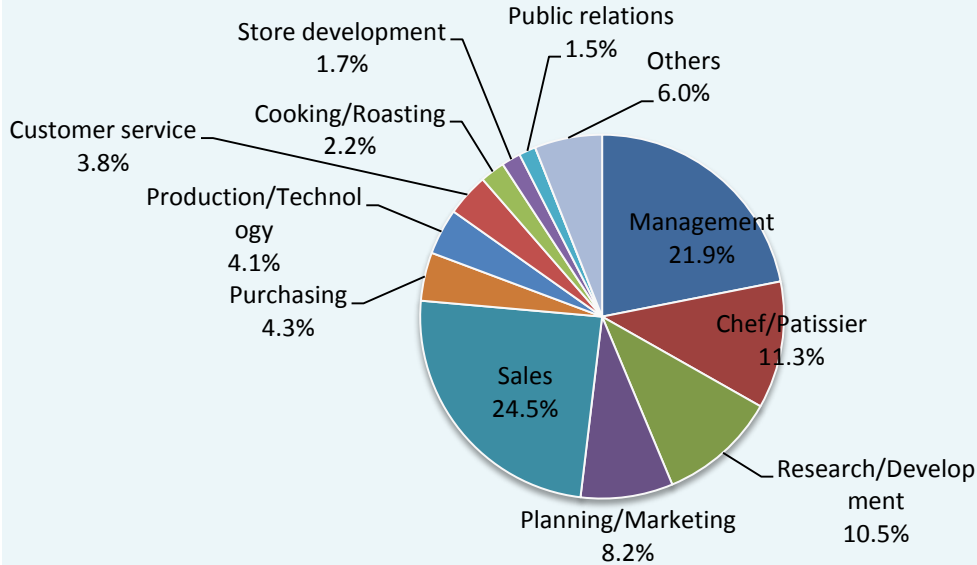
05 2016 Results (visitor analysis)

Breakdown of attendees

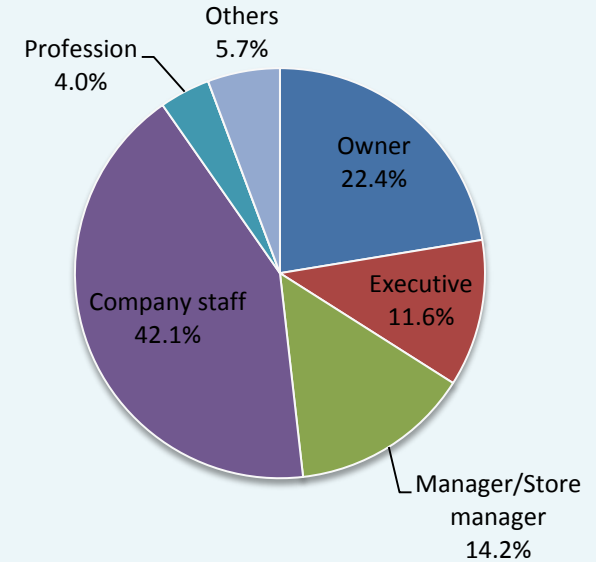


05 2016 Results (visitor analysis)

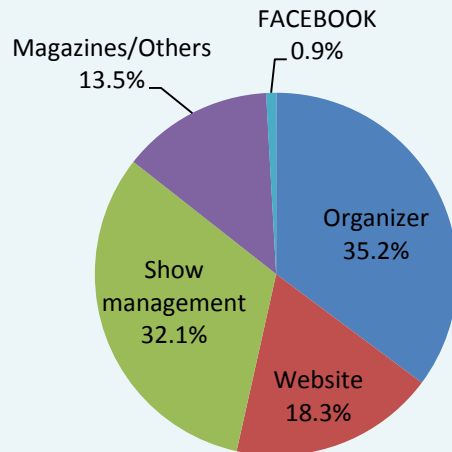
Department (multiple choice)



Title



How did you get your admission ticket? (Multiple choice)



06 Visitor list from 2016

WELL-KNOWN BAKERY SHOP

ANDERSEN
DAISY
MAISON KAYSER
SAINT-GERMAIN
VIRON
POMPADOUR
VIE DE FRANCE
ZOPF

BAKERY MANUFACTURE

FIRST BAKING
ITO BAKING
KOBAYA BAKING
PASCO
TAKAKI BAKERY
YAMAZAKI BAKING
FUJI BAKING
Nichiryo Baking

CONFECTIONARY CHAIN

COZY CORNER
MOROZOFF
ROYCE
TOKYO FUGETSUDO
YOKUMOKU
GINZA SEMBIKIYA
FUJIYA
Qu'il fait bon
SHISEIDO PARLOUR

CONFECTION COMPANY

BOURBON
CALBEE
EZAKI GLICO
FUJIYA
GRAPESTONE
MORINAGA
LOTTE
Furuta Confectionery

CAFE

Starbucks Coffee Japan
TULLY'S COFFEE JAPAN
Doutor Coffee
Ginza Renoir
UCC Foodservice Systems

CONVENIENCE STORE

7-ELEVEN
FAMILY MART
LAWSON
MINISTOP
Three F
Circle K Sunkus

RESTAURANT

DUSKIN
SKYLARK
WDI JAPAN
ROYAL HOLDINGS
YOSHINOYA HOLDINGS
JR EAST FOOD BUSINESS

FAST FOOD

BECKER'S
DOMINO'S PIZZA
KENTUCKY FRIED
CHICKEN
MOS FOOD SERVICES
SUBWAY
BURGER KING JAPAN
LOTTERIA

HOTEL

HYATT REGENCY
SHANGRI-LA HOTEL
THE WESTIN TOKYO
TOKYO MARRIOTT HOTEL
ROYAL PARK HOTEL
HILTON

TRADING COMPANY

ITOCHU
KATAOKA
MARUBENI
MITSUI
MITSUBISHI
SHOKUHIN
SOJITZ
SUMITOMO
TOYOTA TSUSHO

07 Highlights of 2016

DAISY WORLD –well known bakery store in JAPAN-Special branch store for the 2nd time in P&B JAPAN

"DAISY," a well known bakery in Japan, opened a temporary branch during P&B Japan for the second time. This enabled visitors to see the key points of the popular store, such as manufacturing process, selling & customer service, merchandise displays, and others. (I don't understand "how Charismatic chef Mr. Kurata owes his store from this event" means) Also, this year, we had two more special guests, Mr. Ihara from ZOPF, and Mr. Kodama from Bon vivant to join in "DAISY WORLD".

Visitors can see the store through clear wall.



Visitors from Mondial du Pain!



Event sponsors

Aicohsha Manufacturing Co.,Ltd.
Winterhalter Japan
ORYZA OIL & FAT CHEMICAL CO., LTD.
KUMAMOTO FOUR MILLING CO.,LTD.
Kotobuki Baking Machine Co.,Ltd
TSUKISHIMA FOODS INDUSTRY CO.,LTD.
TSUJI KIKAI INC.

DELTA International
TOKYO KOTOBUKI INDUSTRY CO.,Ltd
TOKYO FOOD CO., LTD,NAKAZAWA
NYUGYO CO.,LTD.
NICHIFUTSU SHOJI CO.,LTD.
Nisshin Seifun Group Inc.
Nippon Flour Mills Co., Ltd.
Nestle Japan Limited

HAKURA SEIKI CO., LTD.
Victorinox Japan Inc.
fujimak
MASAKI MACHINERY CO.LTD
MAX Co.,Ltd.
matoba Corporation
YOSHIYO KOBO Co.,Ltd.

07 Highlights of 2016

8/1
(Mon)

Demonstration by winner of iba cup 2015

The Japanese team that won the the iba-UIBC-CUP 2015, where the world's best in this field compete against each other in Munich every three years, performed live on-stage on August 1st. During their demonstration, team members talked about their experience in the contest, and how they expressed the theme of, "Circus".



Mr. Asai
Kazuhiro



Mr. Shibuya
Noritoshi



Mr. Inoue
Katsuya



iba cup 2015 prize-winning works

Event sponsors

KYOURITSU PLANT INDUSTRY CO., LTD./Nisshin Seifun Group Inc.
YOSHIYO KOBO Co.,Ltd./Aicohsha Manufacturing Co.,Ltd.

8/2
(Tue)

Cinquecento Cup by TSUJI KIKAI

ASSOCIAZIONE PIZZAIUOLI NAPOLETANI in GIAPPONE organized first PIZZA contest using Electric kiln. World Champion, Mr. Makishima also made a guest appearance and get the audience excited.



Mr. Makishima



◆Prize winners◆

First : Mr. Togo (Pizza Mercato)

Second : Mr. Miyamoto (La · Tvavolozza)

Third : Mr. Noguchi (Capricciosa)

07 Highlights of 2016

8/3
(Wed)

Demonstration by 2nd winner of the World French Confectionery championship

Mr. Tokunaga and Mr. Nakayama, who won the second prize at the World championship for French Confectionery, put on a demonstration at P&B JAPAN on August 3rd. During the first half, they showed baked confectioneries, shared hints for reducing working hours, and introducing exhibitors to products from P&B JAPAN. During the second half, they gave a demonstration of piece.



Mr. Tokunaga
Junji



Mr. Nakayama
Kazuhiro



Event sponsors

Aicohsha Manufacturing Co.,Ltd./ORYZA OIL & FAT CHEMICAL CO., LTD./ITOKEI Co., LTD.
EURO INTERNATIONAL CO.,LTD./OHGATA-VILLAGE AKITAKOMACHI PRODUCER'S
Nisshin Seifun Group Inc./Nippon Flour Mills Co., Ltd.

3days

“Mondial du Pain” , and “Sigep International Bakery Cup”

From August 1st to the 3rd, 9 competitors battled to become the Japanese representative at Mondial du Pain 2017 in Nantes, France. Mr. Matsuda Takeshi emerged victorious, and will represent Japan during Mondial du Pain 2017. Other high-ranking winners will compete against each other to be the Japanese representative at Sigep International Bakery Cup at Rimini, Italy, 2018.

◆Prize winners◆

- 1st: Mr. Matsuda Takeshi (VIRON)
- 2nd: Mr. Nakanishi Tomohiko (Mariage de farine)
- 3rd: Mr. Saito Yasunori (Hotel Granvia Kyoto)

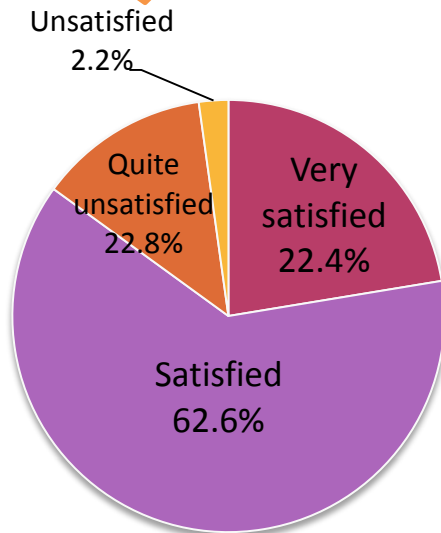


08 2016 Result (exhibitors survey)

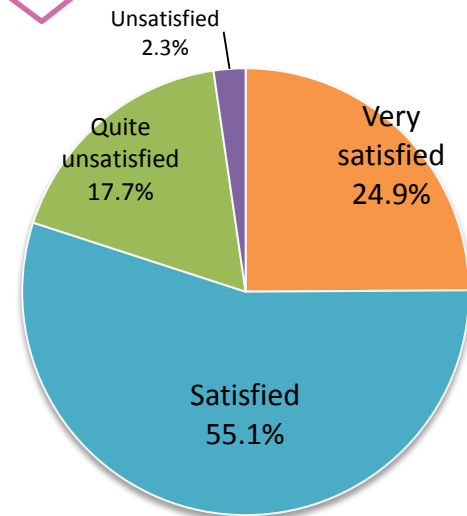
~Exhibitors feedback~

- Succeed to accept an order of bakery machine during the show.
- Visitors were from all over the Japan.
- Succeed to have good appeal to bakery and confectionary industry.
- Japan's top manufacturer or wholesale are eager for retail market or top chefs opinion. So it was good chance to gain those market information to promote our products to bakery or confectionary manufacture after the show.

85% of exhibitors were satisfied with the number of visitors in your booth



80% of exhibitors were satisfied with the number of business meeting and sales during the show



09 Exhibitors list from 2016

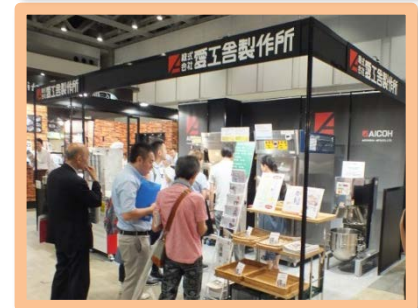
Abeshin CO.,LTD.
ABUKUMA FOODS Co.,Ltd.
ADEKA CORPORATION
Aicohsha Manufacturing Co.,Ltd.
AKO TENNEN KOUBO LTD
All Round Tea Company Co.,Ltd
Ambrosia K.K.
AOBA TRADING CO.,LTD.
Aquamer
ARAM CORPORATION
Arla Foods (Japan)
ARYZTA Food Solutions Japan
ASADAAME CO.,LTD.
ASAHIYA PUBLISHING CO.,LTD.
Azett Co., Ltd.
Bakery China Autumn 2016
Bakery Japan Cup
Beauty&Health
Beijing Zhonglian International Exhibition Co.,Ltd
blayn inc.
BRAIN Co.,Ltd.
Brewmatic Japan Ltd.
Communication Development Inc.
COSMO SOUND
DAITO CACAO CO.,LTD.
Daiyu Co.,Ltd.
DELTA International
Eat & Fun Health Association
EDM CORPORATION
Embassy of Canada
enbaku seikatsu, CO., LTD.
ENDO TAKASHI SHOTEN CO.,LTD.
EntreX inc.
EPIC CORPORATION
Epson Sales Japan Corp.
EURO INTERNATIONAL CO.,LTD.
Everearth Co., Ltd.
Everich Enterprise Company
FUJI OIL CO., LTD.
fujimak
Fukusuke Kogyo Co.,Ltd
Grow Up INC.
Guittard Chocolate Company
Hakata salt Co.,Ltd.
HAKUBAKU Co., Ltd.
Halal Japan Business Association
HARADA CORPORATION

Hayashibara CO.,Ltd.
HAYASHIKANE SANGYO CO.,LTD.
Hazelnut Promotion Group
HENGEL JAPON CO.,LTD
HIDA TAKAYAMA FACTORY
HIKARIGAOKA CORPORATION
HINOMOTO CEREALS FLOUR MILLING Co., Ltd.
HIRANO WORKS CO.,LTD
Hoshino Bussan
IBE - Hong Kong International Bakery Expo
ISS Corporation
ITALIAN CHAMBER OF COMMERCE IN JAPAN
ITOKEI Co., LTD.
Japan Ambassadeurs Association
Japan Blueberry Association
JAPAN INSTITUTE OF BAKING
KANEKA CORPORATION
KATAOKA SEISAKUSHO Co.,Ltd.
KAWA CO.,LTD
Kawahara Osamu Tax Accounting Office
KAZETOHIKARI CO., LTD.
Keizai Ryutsu Service
KENKO CORPORATION
Kida Flour mills Co., Ltd.
Kikuchi Strawberry Farm
KINKI FLOUR MILLING CO.,LTD.
KINOSHITA Co.,Ltd.
Kotobuki Baking Machine Co.,Ltd
KUMAMOTO FOUR MILLING CO.,LTD.
Kyohei Kasei CO., Ltd.
KYOURITSU PLANT INDUSTRY CO., LTD.
KYUHAN CORPORATION
La Vent
Liberty house
Little Belize
Marinfood, Co., Ltd
MARUSHO CO., LTD.
MARUWA OIL & FAT CO., LTD.
MARUZEN CO., LTD.
MASAKI MACHINERY CO.LTD
Mastermind Co., Ltd
matoba Corporation
MATSUMURA KOGEI Co.,Ltd.
MATSUTANI CHEMICAL INDUSTRY CO.,LTD
MAX Co.,Ltd.
MC food Specialties Inc
Mitake Food Manufacturing,co,ltd

Mitsubishi-Kagaku Foods Corporation
MIYOSHI OIL & FAT CO.,LTD.
MOLINO ORO GRANO LTD.
Monte Bussann K.K.
Morecc Co., Ltd.
Nagase ChemteX Corporation
NAKANO BC
Nakano Industry Corporation
NAKAZAWA NYUGYO CO.,LTD.
National Agriculture and Food Research Org
Naturael (Indepa,Inc.)
Nestle Japan Limited
Nestle Nespresso K.K.
New Zealand Embassy
NEWMIND CO., Ltd.
NICHIFUTSU SHOJI CO.,LTD.
Nippon Beet Sugar Manufacturing Co.,Ltd.
Nippon Flour Mills Co., Ltd.
Nishiyama Industry Co.,LTD.
NISSEI Co.,Ltd.
NISSHIN KAKO CO.,LTD.
Nisshin Seifun Group Inc.
NPG-FOTEC Co., Ltd.
NTS.inc
Oceania.Japan.Trade
OHGATA-VILLAGE AKITAKOMACHI
PRODUCER'S ASSOCIATION CO.,LTD
OHKUBO SHOKAI Co.,Ltd.
OKAYASU SHOTEN CO.,LTD.
Okinawa Powder Foods CO.,LTD.
Olives de Luc ltd
Oriental Yeast Co.,Ltd.
ORYZA OIL & FAT CHEMICAL CO., LTD.
OsakaPolyethyleneHanbai CORPORATION
Oyama Farm.,Ltd.
PACIFIC YOKO CO.,LTD
Package Nakazawa Co.,Ltd.
PANJAPAN TRADING COMPANY
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"PAQUET DU SOLEIL (Taiyopackage Inc) "
Par-Way Tryson Company
PASCO SHIKISHIMA CORPORATION
PATISSIER
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PORTACOOOL JAPAN
P o t a t o e s USA
Puratos Japan Co.,Ltd.

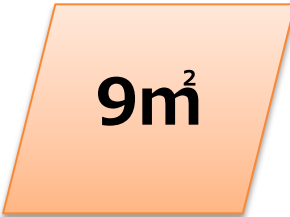
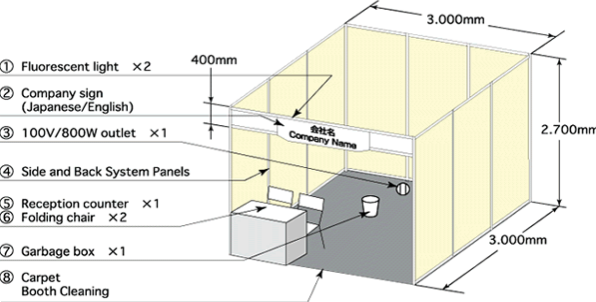
Raisin Administrative Committee
Rice Island Corporation
RIKEN VITAMIN Co., Ltd.
S.ISHIMITSU & CO.,LTD
SAGAMIHAM Co., LTD
SAN NENG JAPAN WARE CORPORATION
SANKO MACHINERY CO., LTD.
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Sato Foods Industries Co.,Ltd.
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SEGAWA PEANUT Co., Ltd.
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SHIBATA PUBLISHING CO.,LTD
SHIMOJIMA Co.,Ltd.
SO-KEN Co., Ltd.
Sunny Maize Co.,Ltd.
TABATA Inc.
TAGA ELECTRIC CO.,LTD.
Taimatsu Foods Corporarion
TANAKA SEIAN Co,LTD
TAO Inc.
TERAOKA SEIKO CO., LTD.
TOKYO KOTOBUKI INDUSTRY CO.,Ltd
Tokyo Saraya Co.,Ltd.
TSUJI KIKAI INC.
TSUKISHIMA FOODS INDUSTRY CO.,LTD.
TSUNO CO.,LTD.
U.S. Agricultural Trade Office Japan
Unifiller Japan K.K
UNO CORPORATION
US Grains Council
US Highbush Blueberry Council
USAPEEC
Victorinox Japan Inc.
Wakasa Kankou Kabushikigaisha
Wild Blueberry Association of North America
Weinhaus Gerhardt K.K.
Witchcraft
YAMACHU CO., LTD.
YAMADAI FOOD CORPORATION
YANAGIYA MACHINERY CO.,LTD.
YOKOHAMA OILS & FATS INDUSTRY CO.LTD
YOSHIYO KOBO Co.,Ltd.
YUUKI CO.,LTD.

10 Photos



11 Exhibit price & schedule

※USD300 discount if you apply the booth by Nov. 30th, 2016 !!

	Raw space	Packaged booth
Price	USD3,600 / (9m ²) USD3,300 / (9m ²)	USD4,525 / booth (9m ²) USD4,225 / booth (9m ²)
Corner charge	USD200 / corner	
Includes:	Space only 	 <ul style="list-style-type: none"> ① Fluorescent light ×2 ② Company sign (Japanese/English) ③ 100V/800W outlet ×1 ④ Side and Back System Panels ⑤ Reception counter ×1 ⑥ Folding chair ×2 ⑦ Garbage box ×1 ⑧ Carpet Booth Cleaning

SCHEDULE



 **Book your booth now!** (No booking fee or cancellation charge)

12 Inquiry FORM

FAX to +81-3-6459-0445

● Please check (☑) the box

Apply exhibit booth (sqm)

Book booths (sqm)

I would like to know more details to consider exhibiting

I would like to hold seminar(s) (mins)

※Please fill out the blank or attach your business card on the below and FAX (+81-3-6459-0445) or email (bakery-expo@ejk-japan.co.jp) to us.

Company name			
division		Position	
Name			
Address			
TEL		FAX	
E-mail			

Contact

EJK Japan, Ltd.

Landmark Shiba Koen 7F, 1-2-6 Shiba Koen Minato Ku, Tokyo, Japan 105-0011

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