



**European Commission**

DG Agriculture and Rural Development

Unit D.4 - Promotion of Agricultural Products

## **39<sup>th</sup> International Food and Beverage Exhibition Foodex Japan 2014**

### **Invitation to participate in the EU pavilion 4-7 March 2014**

#### **EU stand at the Foodex 2014 in the Makuhari Messe**

##### Eligible products:

- Food products carrying quality labels: protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG)
- PDO and PGI wine and spirits
- Organic products

##### Accompanying activities:

- Press conference
- PR campaign
- Product workshops at the fair
- Events at the stand (tastings, presentations, cooking shows)
- Tastings in supermarkets

#### **Who can register?**

- National and EU-level professional organisations
- Producer companies

#### **Your investment:**

- Shipping of samples and brochures
- Travel and accommodation for your representatives

**Information about Foodex Japan 2014:** <http://www3.jma.or.jp/foodex/en/>

#### **Information about the EU pavilion**

**Location:** Hall 3 or 4 (tbc)

**Size:** 180 smq

**Layout:** presentation area with show kitchen, counters (one per participant), functional rooms (storage, kitchen). Products can be displayed on producer's counter and in display areas.

**Shipping of samples:** A list of official freight forwarders of the fair is attached to this invitation. Please also check the fair's website.

**Own promotional material:** Roll-ups and posters are not allowed to the EU stand. Participants are invited to ship their own brochures. However, as storage space is limited, please optimize the amount of brochures shipped to the stand.

**Working language:** English (interpretation English-Japanese and Japanese-English will be assured).

**Programme organisers:** The agency responsible for organisation of the EU stand is company Media Consulta from Berlin. Once your participation is confirmed by the EC, you will be contacted by the agency to agree all logistical details concerning your participation. The agency will organise local hosts/hostesses to help you with the tasting activities.

### **How to apply?**

To send your application, please **fill in the online questionnaire** accessible at the following address: <http://ec.europa.eu/yourvoice/ipm/forms/dispatch?form=Foodex2014>. Please make sure to do this by 22<sup>nd</sup> November 2013. Late applications will only be taken into consideration in case of cancellations.

Do not forget to press the "submit" button once you have entered all the data and make sure that a message confirming the submission is displayed. If you wish, you can annex any additional information, e.g. product pictures, presentation texts about your company or association as indicated in the online questionnaire. The size of individual attachments is limited to 1 MB. If you would like to send larger files, please send an email to [AGRI-PROMOTION-STAND@ec.europa.eu](mailto:AGRI-PROMOTION-STAND@ec.europa.eu)

### **Important**

As the number of participants is limited, final confirmation will be communicated by the end of November 2013. Participants will be chosen considering the balance between different product groups and member states represented.

**We welcome your ideas on how you could get involved.** Please send us your proposals for presentations, workshops, cooking shows and other animation activities which could take place in the context of the fair presence.

For further information, please send an email to [AGRI-PROMOTION-STAND@ec.europa.eu](mailto:AGRI-PROMOTION-STAND@ec.europa.eu) or call Ms Kameliya Palazova, +32 2 29 52109.