

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

# P&B Japan

PÂTISSERIE & BAKERY JAPAN

6<sup>th</sup> BAKERY INGREDIENTS EXPO  
5<sup>th</sup> CONFECTIONARY INGREDIENTS EXPO  
4<sup>th</sup> RETAIL SHOP KITCHEN EXPO

July 31<sup>th</sup> – Aug 2<sup>nd</sup>, 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         | • Confectionary                  |
| • Cereals                      | • Fruits/Vegetables              |
| • Baking Mixes and Ingredients | • Dairy products                 |
| • Baked Goods                  | • Fillings/Spreads/Syrups        |
| • Butter/Margarine/Oil         | • Dried fruit/ Nuts/ Millet      |
| • Yeast                        | • Seasoning/Sauces/Spices/       |
| • Sugar/Salt                   | Enhancers/Flavor/Food color      |
| • Milk/Dairy/Creamers          | • Condiments                     |
| • Eggs                         | • Alternative healthcare related |
| • Chocolate                    | food ingredients                 |
| • Cacao, Coffee                |                                  |

### Machinery & Retail Equipment

- |  |                               |
|--|-------------------------------|
| • Baking Equipment   | • Measuring Instruments       |
| • Packaging Machines & Materials                             | • Containers                  |
| • Mixers   | • Trays                       |
| • Baking Ovens   | • Tongs                       |
| • Refrigeration, Ventilation & Air Conditioning Technologies | • Display Fixtures            |
| • Kitchen Utensils   | • 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



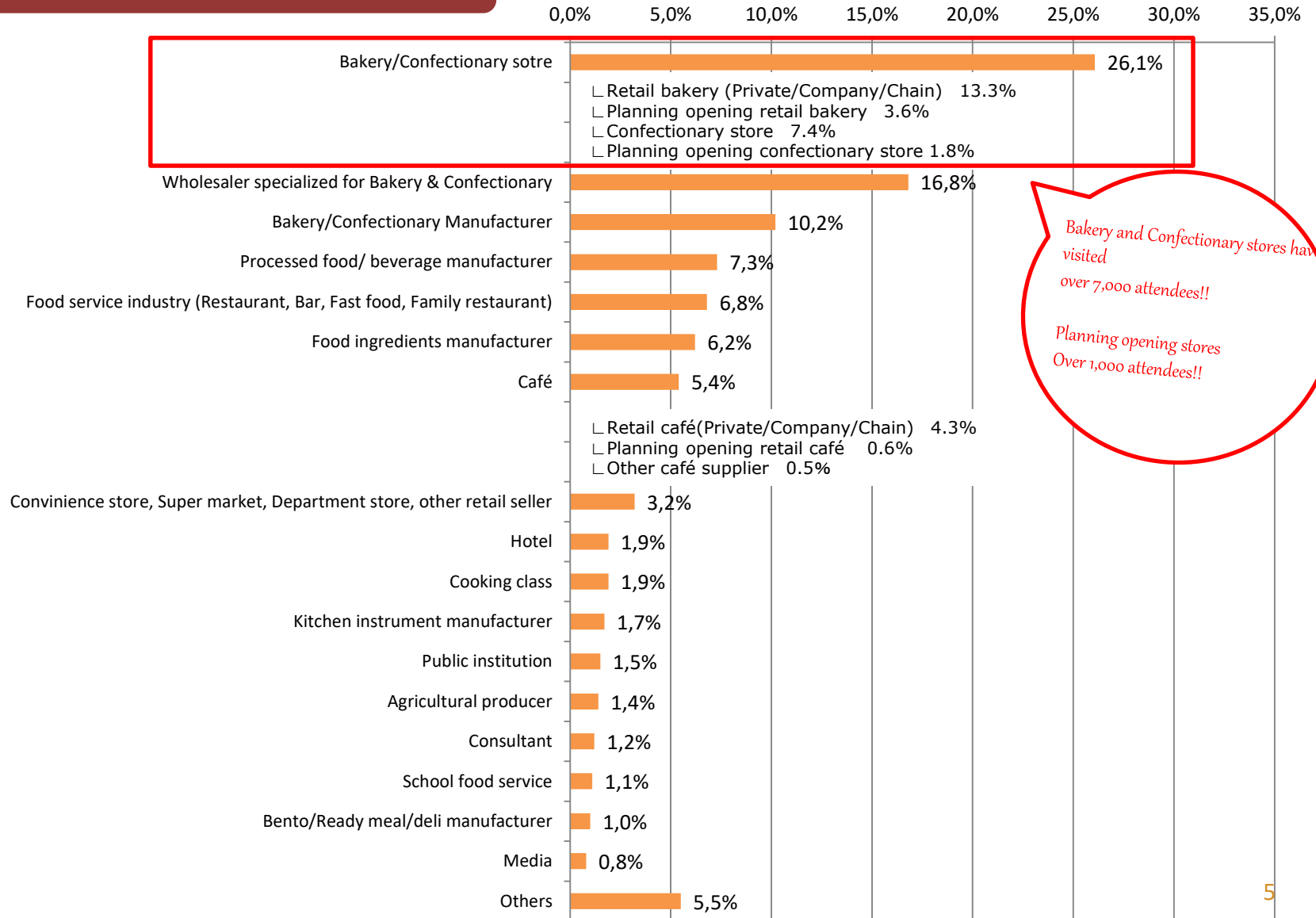
## 04 Who should attend? –attendee profile–

- 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



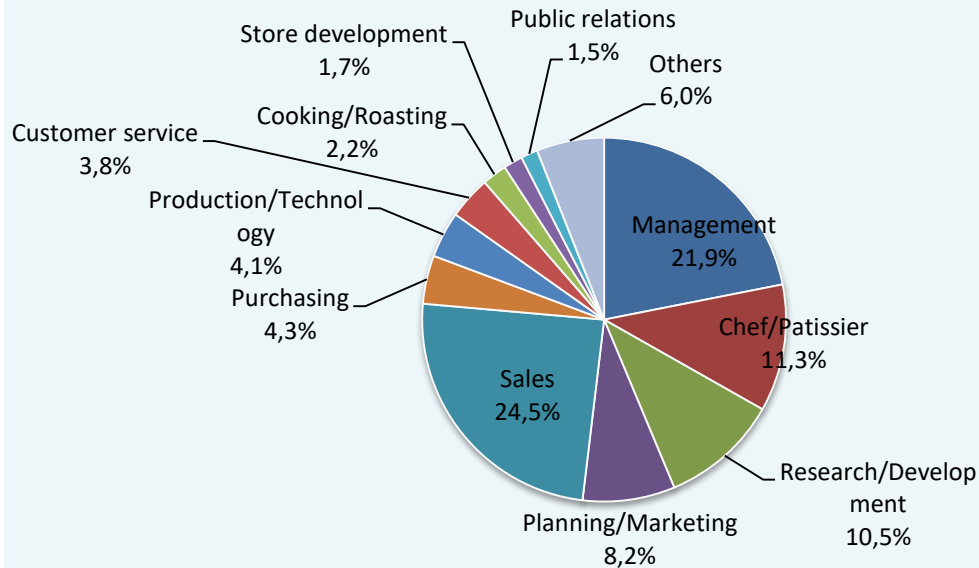
# 05 2016 Results (visitor analysis)

## Breakdown of attendees

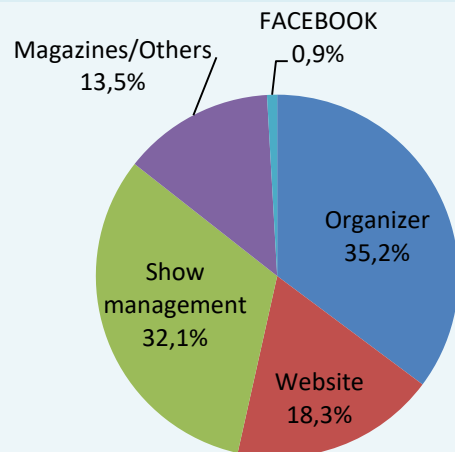


# 05 2016 Results (visitor analysis)

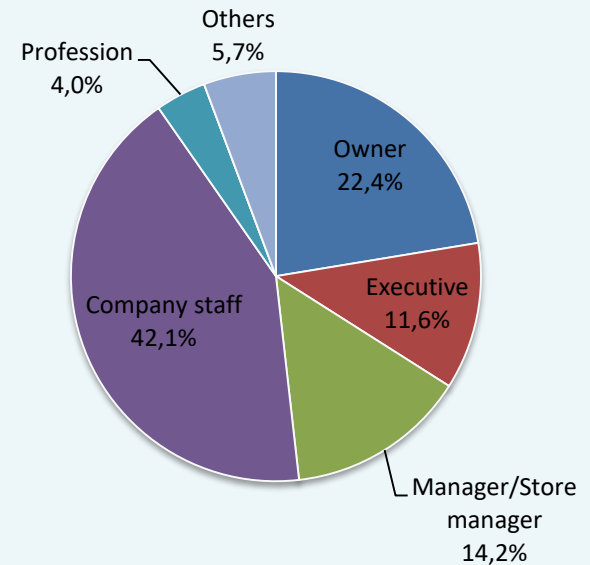
## Department (multiple choice)



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



## Title



# 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  
SHOKUHN  
SOJITZ  
SUMITOMO  
TOYOTA TSUSHO

# 07 Highlights of 2016

## DAISY WORLD –well known bakery store in JAPAN-Special branch store for the 2<sup>nd</sup> 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 KOB0 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 2<sup>nd</sup> 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◆

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

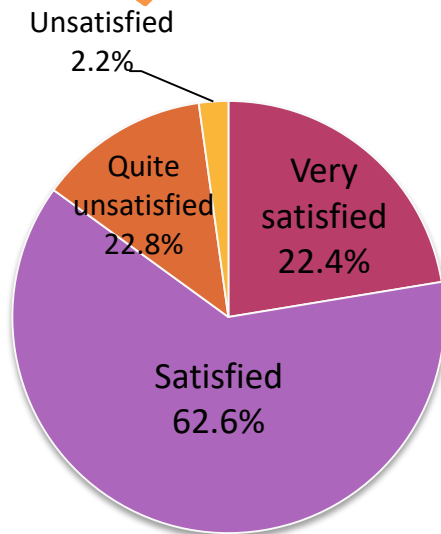


# 08 2016 Result (exhibitors survey)

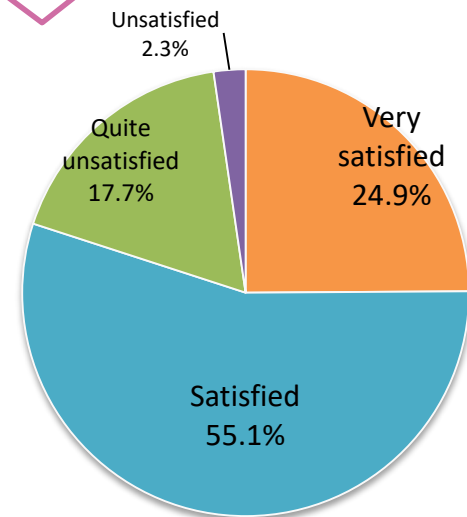
## ~Exhibitors feedback~

- 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

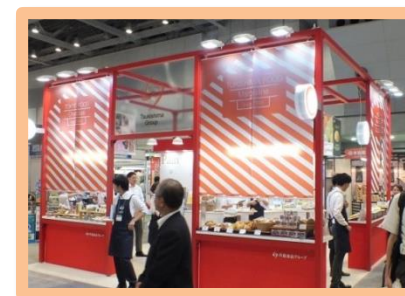
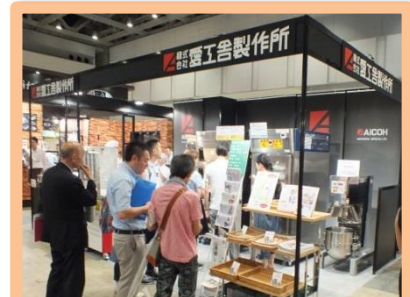
Hayashibara CO.,Ltd.  
 HAYASHIKANE SANGYO CO.,LTD.  
 Hazelnut Promotion Group  
 HENGEL JAPON CO.,LTD  
 HIDA TAKAYAMA FACTORY  
 HIKARIGAOKA CORPORATION  
 HINOMOTO CEREALS FLOUR MILLING Co., Ltd.  
 HIRANO WORKS CO.,LTD  
 Hoshino Bussan  
 IBE - Hong Kong International Bakery Expo  
 ISS Corporation  
 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.,L t d .  
 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  
 Pannews.CO.LTD  
 "PAQUET DU SOLEIL ( Taiyopackage Inc ) "  
 Par-Way Tryson Company  
 PASCO SHIKISHIMA CORPORATION  
 PATISSIENT  
 PIEROTH JAPAN K.K.  
 PORTACOOOL JAPAN  
 P o t a t o e s USA  
 Puratos Japan Co.,Ltd.

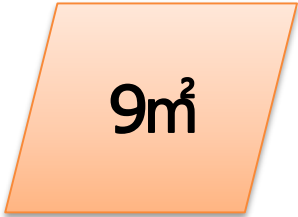
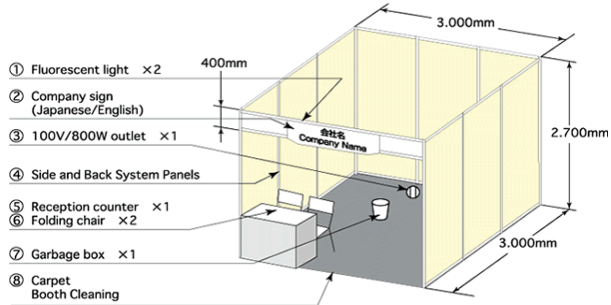
Raisin Administrative Committee  
 Rice Island Corporation  
 RIKEN VITAMIN Co., Ltd.  
 S.ISHIMITSU & CO.,LTD  
 SAGAMIHAM Co., LTD  
 SAN NENG JAPAN WARE CORPORATION  
 SANKO MACHINERY CO., LTD.  
 Sanko Shokuhin Co., LTD  
 SANWA SANGYO  
 Sato Foods Industries Co.,Ltd.  
 SAYU S.P.A  
 SEGAWA PEANUT Co., Ltd.  
 SEISHIN ENTERPRISE CO.,LTD.  
 Seitoku University  
 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

	Raw space	Packaged booth
Price	USD 3,600 / (9m <sup>2</sup> )	USD 4,525 / booth (9m <sup>2</sup> )
Corner charge	USD 200 / corner	
Includes:	Space only 	

## SCHEDULE


Aug.2016~  
Exhibit

Nov. 30, 2016  
Early bird  
deadline

April 30, 2017  
Application  
deadline

May, 2017~  
prepare  
exhibiting  
(manual, application  
form, etc)

2017.  
7/30 · 8/1 · 2  
P&B JAPAN

 **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 or email to us.

Company name			
division		Position	
Name			
Address			
TEL		FAX	
E-mail			

**Contact**

EJK Germany  
Gudrun Tegge Tel: +49 (0) 211 610 7302 E-Mail: tegge@ejkgermany.de