



NINJA

Agent Exhibit Service

Proposal

THE 18TH SEAFOOD SHOW OSAKA

Why Osaka ?

Osaka, as the largest consumer market in western part of Japan, has a population of 9 million people and has long been accommodating people from around the world at large-scale, such as Japan World Exposition (1970), the APEC Summit (1995) and the G20 Osaka Summit (2019).

Thanks to the efficient Kansai International Airport (KIX) that offers direct flights to 91 cities in 26 countries, with excellent access to Osaka city center, expansion of LCC (low-cost airlines) and foreign cruise tours, Osaka continue to experience economic growth and increasing number of tourists. Many projects such as establishment and expansion of hotels, the opening of the Linear Shinkansen, and the extension of the Hokuriku Shinkansen are on the way.

In addition, Osaka has been chosen to host “Expo 2025 Osaka, Kansai”, developments such as to attract commercial complex and casinos are well underway. In order to welcome visitors from all over the world, public and private sectors are also constructing and developing transportation networks. It is estimated that 30 million visitors are expected to visit “tenka no daidokoro”, a nickname for Osaka which means “the country’s kitchen’, as a result, the demands for food is expected to further increase.

Kansai is home to hundreds of thousands of global SMEs. It embodies the long-held belief in the commerce of Kansai, in which business benefits not only the seller and the buyer, but the prosperity of both sides of societies as a whole. In “post-COVID-19”, Osaka is also expected to recover the earliest, as the inbound demands increase in anticipating of “Expo 2025 Osaka, Kansai”. We therefore urge you to take this opportunity to take part in Seafood Show Osaka 2021.



The 18th Seafood Show Osaka (& AGENT Exhibit Service—"NINJA")



THE 18TH SEAFOOD SHOW OSAKA

"Seafood Show Osaka" is a long-standing and the only seafood show specializing in the seafood industry in western Japan. Every year, this 2 days-show expects approximately 15, 000 food and seafood buyers from all over Japan and around the world.

Following our successful holding of "Agent Exhibit Service- "NINJA" in the "Seafood Show Tokyo" (2020), we are pleased to offer this convenient service to overseas seafood companies who are interested to exhibit but could not travel to Japan for Seafood Show Osaka 2021. In this service, we prepare, operate everything on behalf of you and reporting to you on actual days and post-show.

*At the previous Japan International Seafood & Technology Expo Tokyo, as many as 15 seafood companies from Japan and overseas had exhibit through "Agent Exhibition Service: NINJA" service, which enable them to collect and exchange business cards, distribute samples, brochures, and conduct online business discussions with buyers, and achieving the equivalent results as exhibiting.

● Outline of The 18th Seafood Show Osaka

- Endorser : Japan Fisheries Association
- Date : Feb 24 (Wed) 10:00-17:00 ~ 25 (Fri) 10:00-16:00, 2021
- Venue : ATC Hall (Asia Pacific Trade Center)
- Recruitment period : Apr 1 (Wed), 2020 ~ Jan 22 (Fri), 2021
- Recruitment : 600 booths
- Number of visitors : 17,000 persons

● Brief post show report (2020)

- Number of visitors

Feb 19 (Wed) 2020	7,069 persons (previous : 8,472 persons)
Feb 20 (Thu) 2020	6,505 persons (previous : 7,420 persons)
TOTAL	13,574 persons (previous 15,892 persons)

- Number of exhibitors

288 companies (334 booths) (previous 267 companies 307 booths)

● Scenes



AGENT Exhibit Service—"NINJA"



THE 18TH SEAFOOD SHOW OSAKA

● How to exhibit



① Application



② Ship your sales material such as your business cards, posters, catalogues, brochures etc to us



③ You may also send us in advance these sales material's in data to us for printing.



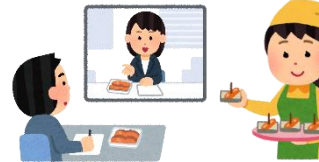
④ We do everything for you from preparation of your booth to promotion on actual days, and reporting to you daily.



⑤ We distribute for you your sales material and keep tracks of record of number of copies distributed and report to you.



⑥ Buyers' business cards will be exchanged with yours, collected, and be delivered to you by data or hard copies.



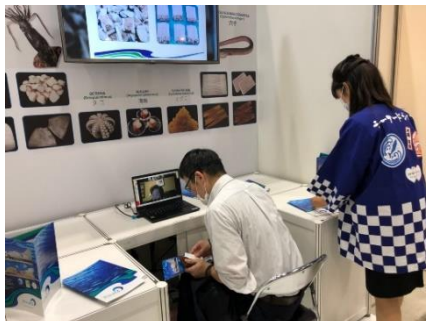
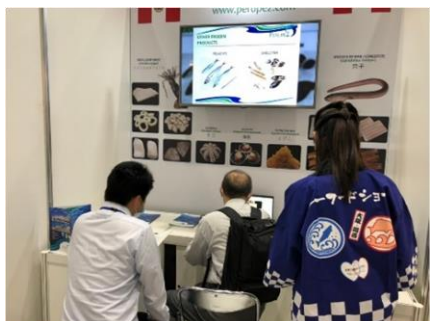
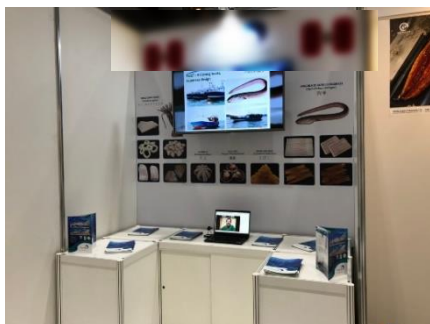
⑦ According to your needs, you may choose option services such as offering food tasting, or be connected online (live) by PC with internet during exhibition



⑧ Post-show report specially made for you and delivered to you.

AGENT Exhibit Service—"NINJA"

- Actual example of Agent Exhibit Service- "NINJA" exhibitor in Seafood Show Tokyo 2020



- Business cards exchanged and collected

Sept 30 (Wed), 2020	11 pieces
Oct 1 (Thu), 2020	20 pieces
Oct 02 (Fri), 2020	19 pieces
TOTAL	50 pieces

- Promotion activities

Assistant who could interpret actively distributed brochures. Many buyers stopped and watch the video broadcasted product information, its place of origins, processing sceneries and factories. The exhibitor standby online throughout the exhibition, answered many interested buyers' inquiries results

- Abstracts of buyers' voice

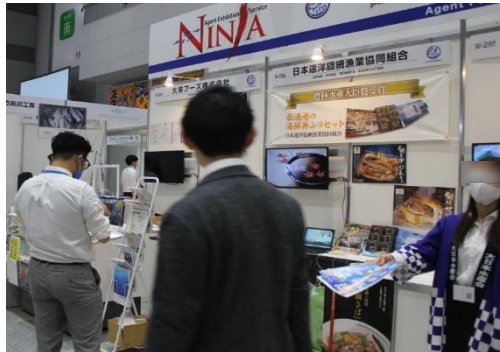
- I was looking for ingredients such as "shi-ji-mi" shells for "miso soup" in South America such as Peru and Chile. Originally, I was going to visit Peru directly, but I couldn't go because of COVID-19, I am glad to be able to have such a business meeting opportunity even with this year's conditions.
- I was just looking for "shrimp" as a processing raw material, and as I found the appropriate product and so I stopped by the booth and inquire. As we intend to expand our importing countries in the future, we are considering it positively as a potential source.
- Our Philippines head office asked me to source for flying fish roe for re-exporting to the Philippines, and I had a talk with exhibitor online. Due to COVID-19, there were few supplier this year and it was just the right opportunity for me. We hope to be able to have face-to-face business negotiations in the future.

AGENT Exhibit Service—"NINJA" in Tokyo



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- Scenes



AGENT Exhibit Service—"NINJA"

In this service, we operate everything from preparation to actual exhibition for you.

You can exhibit by just sending your sales materials. There will be interpreters and assistants to promote your sales materials, collect visitors' business cards and enquiries and we will send you these and data and post show report after the show. According to your needs, you can request for optional service such as to be connected to visitors and interested buyers directly online via computer with internet during exhibition.

Exhibition fee **¥90,000** / booth (W2.0 × D2.0 m) (excl. tax) + **Plan A / Plan B**

● **Plan A ¥125,000** (excl. tax)

(Exhibit+ Interpreter)

Rates include

- Space (W2.0 × D2.0 m)
- Wall Panel
- Fascia Board
- Counter
- Spotlights×2
- Interpreter× 2days

● **Plan B ¥140,000** (excl. tax)

(Exhibit+Interpreter+Food tasting service)

Rates include

- Space (W2.0 × D2.0 m)
- Wall Panel
- Fascia Board
- Counter
- Spotlights×2
- Interpreter× 2days
- Food tasting service



*Both plans include collecting buyers' business cards which we will send together with our post show report (in data or hardcopy).

● **Options**

Item	Rate	Item	Rate
Agent staff	65,000	Catalogue stand A4×6 layers	5,500
Interpreter	85,000	Catalogue stand A4×3 layers table top	4,500
Counter (W2.0×D0.5m)	25,000	Common Kitchen	5,000
TV monitor (32 inches)	85,000	Common Refrigerator	6,000
Computer (including internet)	25,000	Common Freezer	6,000
LED Spotlight (with arm) ×1	4,000	Flat open case refrigerator (W1,200×D900×H900) ※ electricity utility cost not include	33,000
Table	3,500	Flat open case freezer (W1,200×D880×H970) ※ electricity utility cost not included	33,000
Pipe chair	600		
Catalogue stand A4×12 layers	6,500		



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