

Cafe & Wellness Week



Foods, Products and Service Exhibition for Wellness Life

5th **WELLNESS LIFE JAPAN**

*Former name : Wellness Food Japan

www.wfjapan.com/en/



DATE

July 1st [Wed] - 3rd [Fri] , 2020

VENUE

PACIFICO YOKOHAMA

ORGANIZER

TSO International Inc.

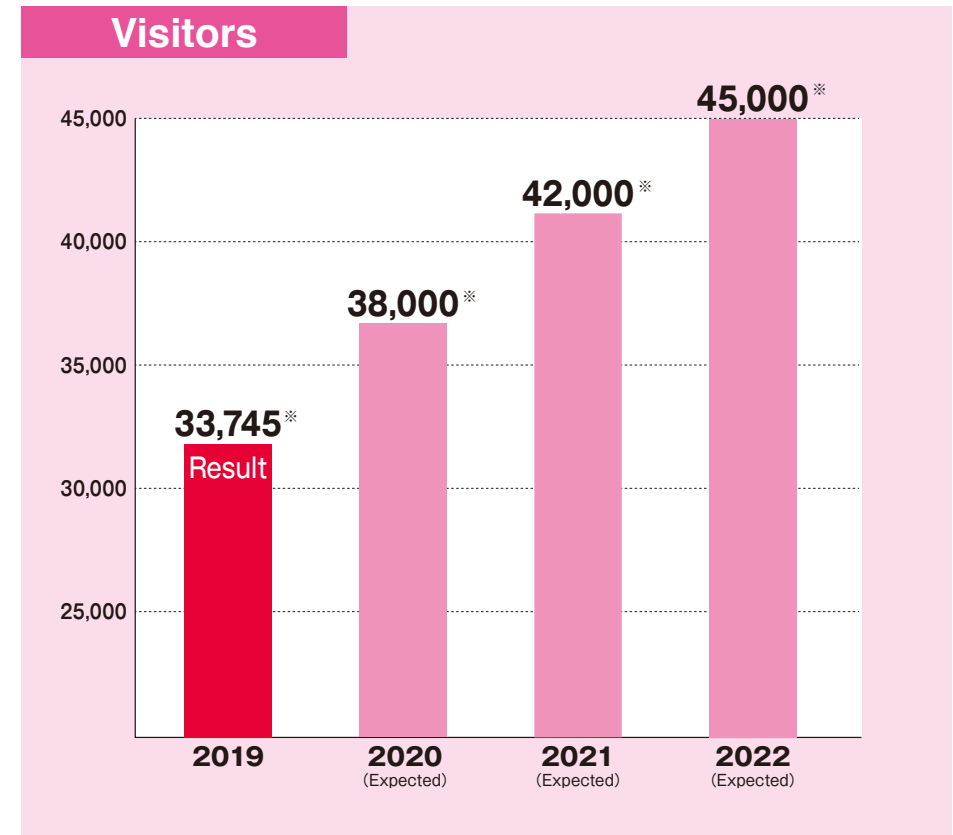
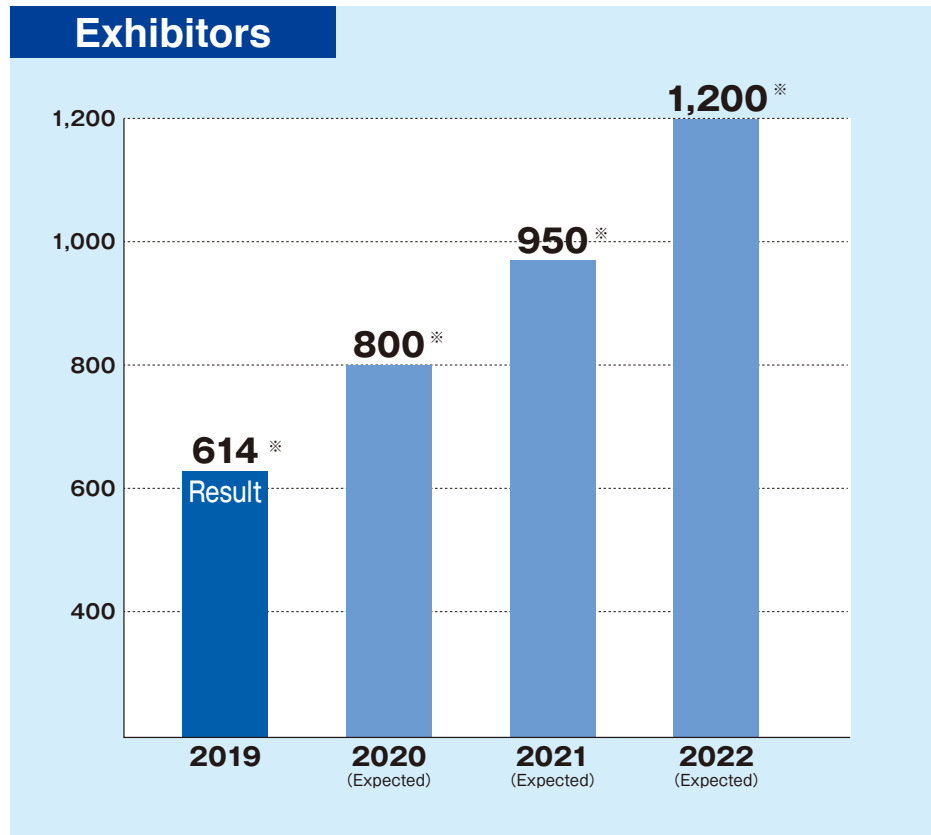
It was great success with 614 exhibitors and 33,745 buyers / key persons in 2019.

Pictures of WELLNESS FOOD JAPAN 2019



We promise that WELLNESS LIFE JAPAN is expanding every year.

WELLNESS LIFE JAPAN has been increasing the number of Exhibitors and Visitors every year since 2013 and exhibitors and visitors are gathering all over the world.



※Concurrent exhibitions are included

Sponsored / Cooperation Organization by

WELLNESS LIFE JAPAN is an international exhibition that receives formal support from government organizations and associations not only Japan but also overseas.

Consumer Affairs Agency, Government of Japan/Embassy of Italy,Tokyo Trade Promotion Section/Japan Olive Oil Taster Association/ProChile Office Japan/Japan Association for Eating Disorders/The Japanese Clinical Nutrition Association/JAPAN ASSOCIATION OF CHAIN DRUG STORES/-Japan Meal Replacement Association/Japan Alliance of Health Food Associations/OSAKA BUSINESS DEVELOPMENT AGENCY/Ministry of Agriculture/Krill Association/Association for Health Economics Research and Social Insurance and Welfare (ASIW)/Hokkaido Association For Bio-Business

The Largest Ribbon Cutting by leading experts in the industry

Cafe & Wellness Week is held every year with support from key persons such as administrative organizations, competition organizations, embassy and education organizations.



Takashi Amo (Mr.)
Director General of Ministry of Agriculture

Nobuhiko Akasaki (Mr.)
Section Chief of Consumer Affairs Agency, Government of Japan, Food Labeling Division

Luigina Cirone (Ms.)
Assistant to the Head of the Trade Promotion Section of Embassy of Italy

Khadija Issa (Ms.)
First Secretary of Embassy of the Republic of Kenya

Samantha P.K. Wijesekara (Mr.)
Minister Counsellor (Commercial) of Embassy of Sri Lanka

Fethi Jelassi (Mr.)
Counsellor of Embassy of the Republic of Tunisia

Vitor Mattos Vaz (Mr.)
Secretary of Embassy of the Federative Republic of Brazil in Japan

Masahi Omori (Mr.)
Chairman of Nihon Cyagyo Taisei Kyouka Suishin Kyougikai

Harukazu Kimura (Mr.)
Managing Director of Rice Stable Supply Support Organization

Masayuki Takao (Mr.)
Managing Director of ZEH-NOH

Kojiro Hagiwara (Mr.)
Representative Director of All Japan Coffee Roasters Association

Ryuko Hayashi (Ms.)
Chairman of All Japan Interior Coordinator Association

Seiji Okumura (Mr.)
Managing Director of Nihoncha Instructor Association

Himeyo Nagatomo (Ms.)
Representative Director of Japan Olive Oil Taster Association

Sanae Tomita (Ms.)
Chairman of All Japan Interior Coordinator Association

Toshikazu Hamada (Mr.)
Representative Director of Japan Barista Association

Kazuo Kusanagi (Mr.)
Director of East Japan Coffee Roasters Association

Kazunaga Yazawa (Mr.)
Divisional Director of Research Organization for Nano & Life Innovation

Yukiyo Kashiwabara (Ms.)
Representative Director of Japan Health Education Association

Yusen Lin (Mr.)
Managing Director of Taiwan Provincial Tea Commercial Association

Hosted the networking party for exhibitors and visitors keyman

About 300 people such as exhibitors, VIP visitors, seminar lecturers and executive committee members participated and had a great time for exchanging the opinions. All exhibitors in Japan and overseas can participate for networking.



The exhibition space will be 50% larger than 2019!



Foods, Products and Service Exhibition for Wellness Life

5th **WELLNESS LIFE JAPAN**

PRODUCT & SERVICE AREA

- Health equipment · Massage equipment
- Healing and relaxation products
- Skin care / Aroma / Fragrance products
- Recovery equipment
- Organic products such as towels, detergents and miscellaneous goods
- Bedding · Sleep support products
- Products for anti-aging

ANTI-AGING PAVILION

- Food for beauty skin
- Anti-aging care product / cosmetics
- Beauty food
- Intestinal environment improving food
- Various kinds of anti-aging food, etc.



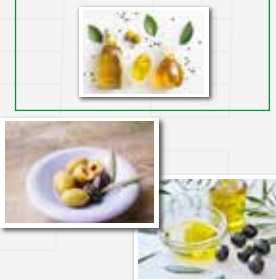
FOOD & BEVERAGE AREA

- Natural / Organic foods
- Functional foods / supplements
- Health food ingredients / raw materials / OEM
- Healthy snacks · Nuts · Fruits
- Low GI foods · gluten-free foods
- Allergy food



JAPAN OLIVE OIL SHOW

- Olive oil
- Plant oil
- Health oil
- Raw oil
- Oil-based materials



RICE & GRAIN AREA



- Rice · Millet · Rice flour
- Rice cooker · Rice milling machine · Pressure cooker · Other cooking utensils
- Tea bowl · Chopsticks · Wooden container for cooked rice · Rice scoop
- Food/Seasoning for rice
- Processed rice products (Sake, sweets, cosmetics, etc.)

PIZZA & PASTA AREA

PIZZA DOUGH AND PASTA

- Pizza dough
- Dried pasta
- Fresh pasta
- Flour etc.



INGREDIENTS AND TOPPINGS

- Cheese ● Sauce
- Spice ● Herb
- Meat ● Seafood
- Vegetable etc.



SPECIALIZED MACHINERY

- Pizza oven
- Pasta machine
- Kneader etc.



COOKING TOOLS AND TABLEWARE

- Pizza stone ● Pizza grill
- Pizza cutter ● Pizza peel
- Pizza tray ● Pasta pot
- Pasta basket ● Oil pot
- Frying pan etc.



BAKERY AREA

- Wheat flour / Rice flour / Yeast
- Bakery machinery & equipment
- Ingredients / Fats and Oils / Dairy products / Raw materials
- Frozen bread dough
- Cooking utensils / Store fixtures
- Packaging materials & equipment



COFFEE MACHINE, KITCHEN & COOKING UTENSILS AREA

KITCHEN & COOKING UTENSILS

- Refrigerator / Freezer
- Showcase
- Baking / Bread machine
- Cooking tools



COFFEE MACHINE

- Coffee machine
- Coffee mill
- Roaster
- Drink server
- Dripper



DELIVERY & TO-GO AREA

- Container/Packaging
- Shopping bag
- Delivery car · Delivery service
- Reservation/ Order system, etc



CAFE DESIGN & DISPLAY AREA

- Design furniture / Interior display
- Signboard / Exterior equipment
- Garden furniture / Awning
- Lighting / Sound system
- Interior / Menu board
- Art / Furnishings
- Building plan service
- Uniform



DESSERT & SWEETS PAVILION

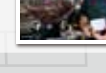
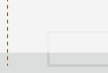
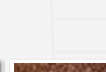
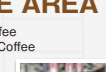
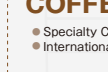
- Cakes ● Fruits ● Yogurt
- Tableware and cooking utensils for sweets
- Ingredients and materials for sweets
- Ice cream / Ice milk
- Gelato / sherbet
- Frozen dessert / Shaved ice
- Frozen yogurt
- Dessert ingredients
- Cooking utensils for dessert



CAFE AREA

COFFEE & DRINK & FOOD AREA

- Coffee
- Drink
- Organic · Natural food
- Food · Seasoning
- Alcohol etc.d.ice



EVENT STAGE



TEA AREA



- Tea utensils
- Tea Tools
- Wrapping paper / Products package
- Tearoom equipment
- Green tea
- Ceremonial (Match) green tea
- Oolong tea
- Black tea
- Herb tea
- Flavored tea
- Healthy tea
- Tea-based beverage
- Tea / Flavor ingredients
- Concentrated tea etc.



Floor Plan
(image)

WELLNESS LIFE JAPAN is the best opportunity for Business Meetings.

Exhibitor

FOOD & BEVERAGE AREA

- Natural foods • Organic foods
- Functional foods • Supplements
- Health food ingredients / raw materials / OEM
- Healthy snacks / nuts / fruits
- Low GI foods • Gluten-free foods
- Allergy food

PRODUCT & SERVICE AREA

- Health equipment • Massage equipment
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- Skincare / Aroma / Fragrance products
- Recovery equipment
- Organic products such as towels, detergents and miscellaneous goods
- Bedding / Sleep support products
- Products for anti-aging

Business Meeting

Find agents and distributors

Expand your business network

Fine new products, information and services

Agency development

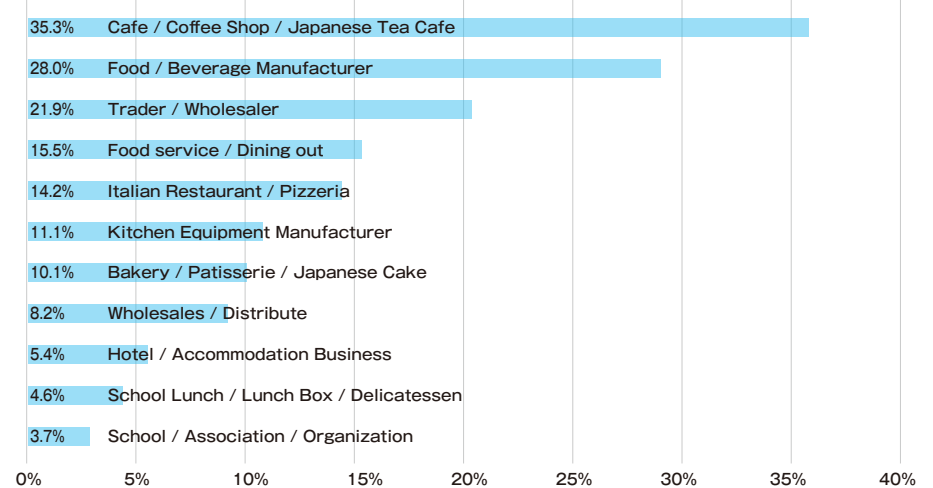
OEM / ODM order

Visitors

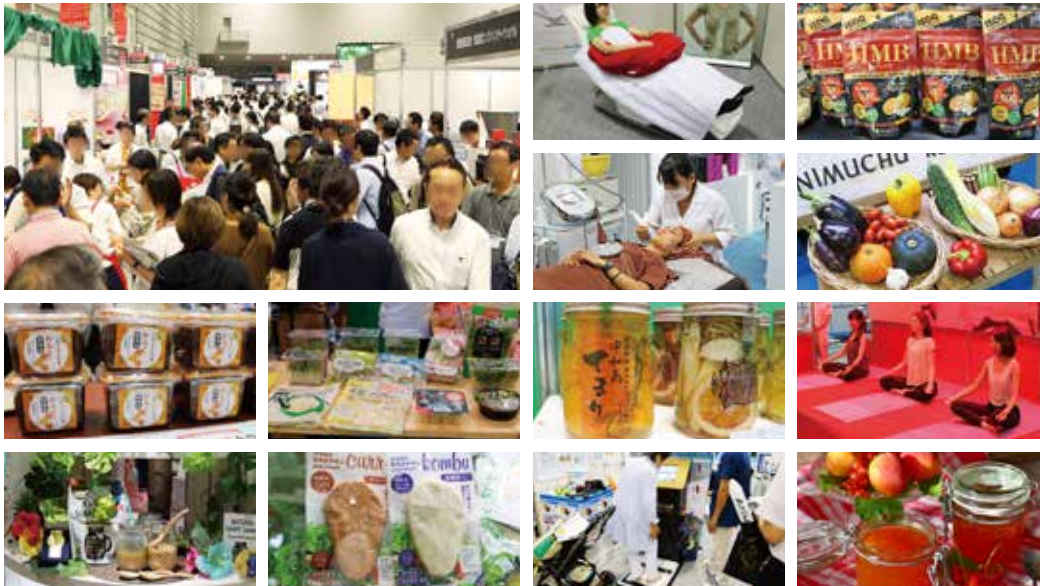
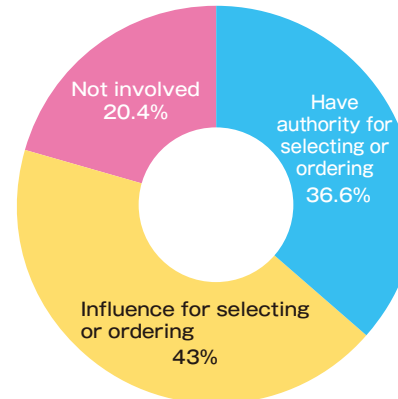
- Food service companies
- Cafe • Bakery Shop
- Department store • GMS • Internet Shop
- Convenience stores • Retail stores
- Home appliance mass retailers • Drug stores
- Health Promotion Facility • Fitness Club
- Wholesale store • Trading company
- Food manufacturers
- Local governments • Universities • Administrative organizations



What is your job industry? (Multiple choice available)



About Introduce product and service



Booth & Rental Package Fee

Space Only

9 sqm. (3.0m x 3.0m) = 1 Booth



The number of booth	Price (per booth)
1-3	418,000* ¹
4-8	407,000* ¹
More than 9	385,000* ¹

- * A booth price is different depends on the number of booth you applied.
- * This plan is for booth space only. Basic panels are not included. You have to set up the panel.
- * Our agents may have their own price such as includes travel cost, so please check with the agent about the price.
- * If you have local sales agents or distributors in Japan, the local price and benefit are applied to your booth fee.

1 Corner Space Charge

JPY 44,000*¹ / corner

Special Discount

First Time Exhibitor Discount

JPY 55,000*¹ / Booth*²

This applies to companies and organizations that have not exhibited in the past two years.

Early Bird Discount

JPY 33,000*¹ / Booth*²

The discount period expires on March 31st (Tue), 2020.

1 Corner Space Charge Discount

JPY 44,000*¹ / Corner*³

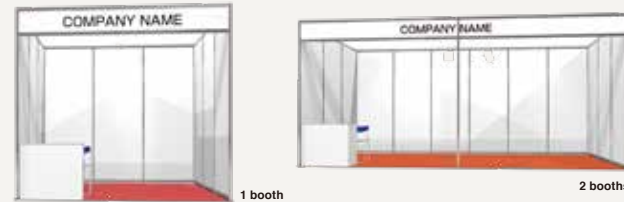
The discount period expires on March 31st (Tue), 2020.

*¹ All prices are included local tax. *² Space only

*³ Applying for more than 2 booths will be eligible to get 1 free corner space charge.

Package Plan

A Plan (1~4 booths)



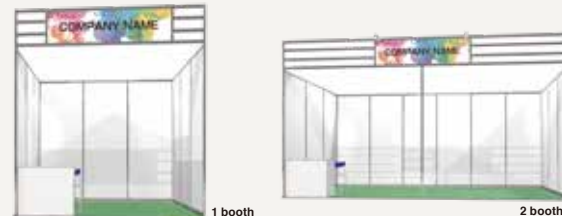
This includes only minimum required items as the package for regular exhibition. Simple and basic design package.

A Plan (1~4 booths)

System wall (Please choice from color sample)
Parapet
Company name signboard (max. 40 letters)
Carpet (Please choice from color sample)
Electric outlet (up to 1000w, Electricity charge included)
Information Counter x1, Chair x 2, Trash can
※ Even your booth is more than 2 booths, company name signboard, outlet and fixtures comes one set each.

Price for A Plan	1 booth	¥ 110,000	3 booths	¥ 198,000
(Included local tax)	2 booths	¥ 154,000	4 booths	¥ 242,000

B Plan (1~3 booths)



Since the company name signboard which your company designed will be posted higher location, the booth will be looks like a unique decoration even though it is a package.

B Plan (1~3 booths)

System wall (Please choice from color sample)
Parapet
Company name designed signboard (Panel finish)
Carpet (Please choice from color sample)
Electric outlet (up to 1000w, Electricity charge included)
Information Counter x1, Chair x 2, Trash can
※ Even your booth is more than 2 booths, company name signboard, outlet, and fixtures comes one set each.
※ Please submit the data for the company name signboard (We will inform you the size of the signboard prior).
If you would like to request for the design, you will be charged additional fee. Please ask us for the estimate.

Price for B Plan	1 booth	¥ 143,000	3 booths	¥ 231,000
(Included local tax)	2 booths	¥ 187,000		

C Plan (2~4 booths)



A truss type package for companies with more than two booths. The company name signboard which your company designed will be posted higher place, and the use of the truss will complete a good-looking booth.

C Plan (2~4 booths)

System wall (Please choice from color sample)
Parapet
Company name designed signboard (Tarpaulin finish)
Carpet (Please choice from color sample)
Electric outlet (up to 1000w, Electricity charge included)
Information Counter x1, Chair x 2, Trash can
※ Even your booth is more than 2 booths, company name signboard, outlet, and fixtures comes one set each.
※ Please submit the data for the company name signboard (We will inform you the size of the signboard prior).
If you would like to request for the design, you will be charged additional fee. Please ask us for the estimate.

Price for C Plan	2 booths	¥ 275,000	4 booths	¥ 495,000
(Included local tax)	3 booths	¥ 385,000		

MAP & ACCESS Information



By Limousine Bus

HANEDA
Airport

Approx.
40min.

NARITA
Airport

Approx.
110min.

**PACIFICO
YOKOHAMA**



Contact

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