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With much success, Wine & Gourmet Japan 2019 celebrates its 10th anniversary in partnership with Japan Food Journal!

The tenth edition of Wine & Gourmet Japan made an impact with a wide diversity of product range and impressive international line-up.

After three successful trade fair days, Wine & Gourmet Japan came to an end on 19 April 2019 with a very good result. Over 78,000 trade visitors from all over Japan, Eastern Asia, Southeastern Asia and Oceania, comprising of importers, wholesalers, retailers, hotels and restaurants, manufacturers and professionals from the wine, spirits and food service market experienced a host of new products and an attractive event programme at the Japan's leading trade fair specialized in wine, beer, spirits, bar and gourmet food products.

Together with its partner trade fairs, FABEX, Dessert Sweets & Bakery Festival, PB-OEM, Premium Food Shows (incl Organic and halal sectors), Japan Meat Industry Fair and Noodle Industry Fair, there were a total of 917 exhibitors from over 20 countries around the world. Wine & Gourmet featured 149 exhibitors from 19 countries and 58% are from overseas.

International exhibitors from all over the globe including Australia, Belgium, China, Georgia, Germany, Greece, Hungary, Italy, Japan, Moldova, Montenegro, Portugal, Republic of Korea, Singapore, South Africa, Spain, Sri Lanka, Tunisia, USA showcased their best in seven country pavilions including Australia and new regions' group participation from Burgos Alimenta, Spain.

Ms. Elene Kiknadze, Marketing Manager at National Wine Agency, Ministry of Agriculture of Georgia pointed out with a comment, "Japan is one of Georgia's strategic markets, where we are trying to establish our brand in the premium segment as the diversity of styles of the Georgian wines allows it. So we have been promoting our unique wines in Japan for over 5 years now and Wine & Gourmet Japan in Tokyo is one of the key platforms for our wines to be showcased. We highly evaluate this exhibition because it enables our producers to find their "long-term trade partners", which is crucial to our development. By making most of this platform, we are confident that Georgian wines will gradually find its way in the minds of Japanese consumers and become one of their most wanted and beloved



Wine & Gourmet Japan
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www.wineandgourmetjapan.com

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wines." Georgia was at the centre of attention as Wine & Gourmet Japan 2019 partner country.

"It was the first time we have participated in the Wine & Gourmet Japan. We are very pleased with the business environment for the Australian group (six wineries) and the result of obtaining genuine leads for each winery, which are promising! We would like to come back to this show with more members to penetrate into this attractive market." Mr. Peter Simic, CEO & Publisher of Winestate Publishing Pty Ltd drew a positive conclusion.

Supporting Programs

Returning this year is the successful supporting program of matchmaking seminars for international wineries and local importers and distributors. These professional seminars were again organized by Koelnmesse, featuring a prominent lecturer, Ms. Junko Tominaga, who holds WSET Level 4 Diploma. The wine appreciation programs organized by Wine Kingdom provided wine-matching tips and advice to a highly targeted group of buyers from the Japanese bars, restaurants and hospitality sector, focusing on the pairings of International wines and Japanese cuisines.

About Wine & Gourmet Japan

Wine & Gourmet Japan is one of Asia's most relevant trade fair for conducting business with Japan's fine wine, food and beverage industry. Organised by Koelnmesse Co., Ltd. in partnership with Japan Food Journal and co-located with FABEX, Dessert, Sweets & Bakery Festival, PB-OEM, Japan Meat Industry Fair, Japan Noodles Industry Fair and Premium Food Shows, the fair serves as a dedicated food networking business platform in Japan and reaches out to various cross segments of visitors.

Wine & Gourmet Japan 2020 will be held in Tokyo, Japan at Tokyo Big Sight from 15th - 17th April 2020.

For more information about Wine & Gourmet Japan, please visit www.wineandgourmetjapan.com.

About Koelnmesse

Koelnmesse - Global Competence in Food and FoodTec:

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan,

Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Further Information is available at: <http://www.global-competence.net/food/>

The next events:

Thaifex - World of Food Asia, Bangkok, Thailand, 28.05.-01.06.2019

Annapoorna - World of food India, Mumbai, India, 29.-31.08.2019

Yummex Middle East, Dubai, UAE, 29.-31.10.2019

Note for editorial offices:

Wine and Gourmet photos are available in our image database on the Internet at www.wineandgourmet.com in the "Press" section.

If you reprint this document, please send us a sample copy.

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