

P&B Japan

PÂTISSERIE & BAKERY JAPAN

BAKERY INGREDIENTS EXPO

CONFECTIONARY INGREDIENTS EXPO

RETAIL SHOP KITCHEN EXPO



Aug. 1-3, 2016
Tokyo International Exhibition Center
Tokyo Big Sight
West Hall 2

Supported by: The Federation of Japan Confectionary Association & All Japan Federation of Bakers Association

JOIN JAPAN'S PREMIER BAKERY AND CONFECTIONARY EXPO & CONFERENCE

Japan's multimillion dollar retail bakery and confectionary market is thriving. Patisserie & Bakery 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.





EXHIBITOR PROFILE

Materials, Ingredients & Additives

- Flour/Breads /Grains
- Baking Mixes and Ingredients
- Baked Goods
- Butter/Margarine/Oil
- Yeast
- Sugar/Salt
- Milk/Dairy/Creamers
- Eggs
- Chocolate
- Confectionary
- Fruits/Vegetables
- Dairy products
- Fillings/Spreads/Syrups
- Dried fruit/ Nuts/ Millet
- Seasoning/Sauces/Spices/ Cooking Enhancers
- Condiments

Machinery & Retail Equipment

- Baking Equipment
- Packaging Machines & Materials
- Mixers
- Baking Ovens
- Refrigeration, Ventilation & Air Conditioning Technologies
- Kitchen Utensils
- Measuring Instruments
- Containers
- Trays
- Tongs
- Display Fixtures
- Decoration Goods
- Gourmet Specialty Items
- Ingredient Handling Systems
- Retail Solutions

**AN EXHIBITION
DEDICATED TO
BAKERY &
CONFECTIONARY
MASTERS!**

***Find the latest
ingredients and
innovative
technology to
capitalize on
consumer trends and
maximize
efficiencies at the
retail level.***

The Power of Face-to-Face Marketing

The global baked good industry is expected to exceed \$310 billion by 2015!

WHY EXHIBIT

- Japan's only exhibition and conference dedicated to the Bakery & Confectionary Industries
- Network and secure sales
- Over 30,000 buyers from across Japan
- Locate distributors
- Promote your products and technologies to an Asian audience
- Gain insight and present yourself to market leaders

VISITOR PROFILE

WHO SHOULD ATTEND?

- 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
- 

P&B JAPAN 2016 including following events

◆ The Japan preliminary contest for “Mondial du Pain” (3 days event)

Japan's bakery teams will participate in this competition which is to select Japanese representative. In autumn 2017, the Association Ambassadeurs du Pain will organize the final in France.

◆ “Top Bakery Chefs’ World” (3 days event)

A Daily bakery shop with kitchen will be opened on-site again for 3 days. 3 famous chefs will show us their best performance.



1st Day :
Mr. KURATA Hirokazu



2nd Day :
Mr. IHARA Yasutomo



3rd Day :
Mr. KODAMA Keisuke



◆ Performance of iba cup 2015 champion

They will show us their winning performance at iba cup 2015.



Mr. ASAI Kazuhiro



Mr. SHIBUYA Noritoshi



Mr. INOUE Katsuya



◆ Napoli Pizza Competition

The competition will be held on 2nd day. One of the most famous Napoli Pizza Chef Mr. MAKISHIMA Pasquale will make presentation at the on-site kitchen and show us his high-level skills.



Mr. Makishima



◆ Confectionary demonstration

A world class patissiers, Mr. NAKAYAMA Kazuhiro and Mr. TOKUNAGA Junji will show us their high-level performance of artistic creation sugar and chocolate.



Mr. Nakayama



Mr. Tokunaga

Introduction of stage chefs



Mr. ASAI Kazuhiro Chef, “La tavola di Auvergne”
Champion of iba cup 2015



Mr. IHARA Yasutomo Owner Chef, “zopf”
Winner of the Minister of Agriculture, Forestry and Fisheries Award at excellent store management award 2015



Mr. INOUE Katsuya Owner Chef, “Boulangerie Auvergne”
Champion coach of iba cup 2015



Mr. KODAMA Keisuke Owner Chef, “Bon Vivant”
Champion of croissant and baguette division at Japan preliminary contest of Mondial de Pain 2010



Mr. KURATA Hirokazu Owner Chef, “Daisy”
The Third Prize at iba cup 2006



Mr. MAKISHIMA Pasquale Owner Chef, “Cesari”
Champion of Napoli pizza competition in 2010 with perfect score at pizza Napoletana S.T.G.



Mr. NAKAYAMA Kazuhiro Patisserie Chef, “Occitanial”
The Second Prize at La Coupe du Monde de la Patisserie 2015

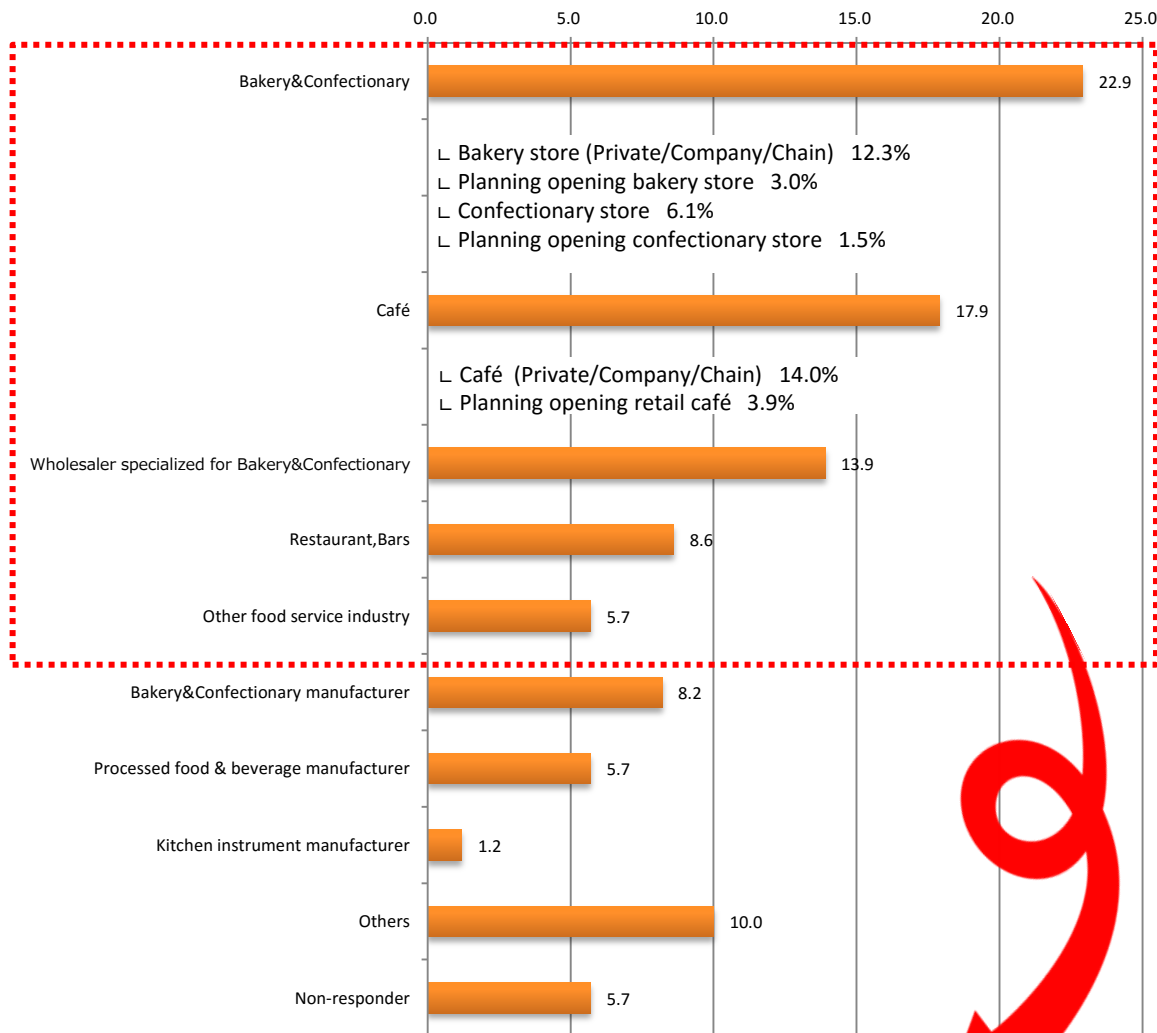


Mr. SHIBUYA Noritoshi Owner Chef, “Fujiya”
Champion of iba cup 2015



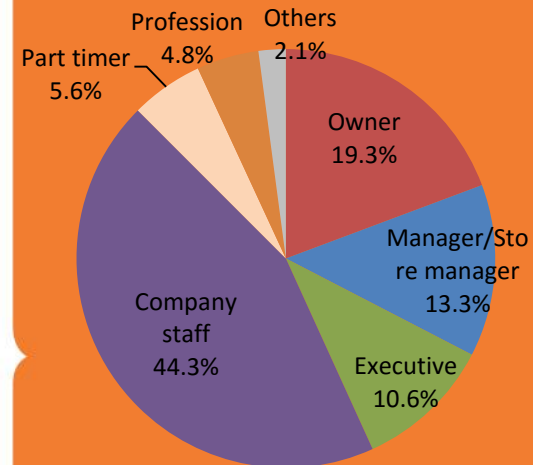
Mr. TOKUNAGA Junji Patisserie Chef, “The Ritz-Carlton Hotel”
The Second Prize at La Coupe du Monde de la Patisserie 2015

2015 RESULTS



**70% of visitors are tied to
Retail Bakery & Confectionary**

Jun 16	9,593
Jun 17	10,575
Jun 18	10,696
Total numbers of visitors	30,864



**85% OF 2015
EXHIBITORS
RECOMMENDED THIS
EVENT GENERATES
BUSINESS!**

LEADING VISITORS

◆ WELL-KNOWN BAKERY SHOP

DAISY
DONQ
MAISON KAYSER
SAINT-GERMAIN
POMPADOUR
VIE DE FRANCE
ZOPF

◆ CONFECTIONARY CHAIN

AUNT STELLA
CHATERAISE
COZY CORNER
HIROTA
MOROZOFF
ROYCE
TOKYO FUGETSUDO

◆ BAKERY MANUFACTURE

FIRST BAKING
ITO BAKING
KOBAYA BAKING
PASCO
TAKAKI BAKERY
YAMAZAKI BAKING

◆ CONFECTION COMPANY

BOURBON
CALBEE
EZAKI GLICO
FUJIYA
GRAPESTONE
MORINAGA
NESTLE

◆ TRADING COMPANY

ITOCHU
KATAOKA
MARUBENI
MITSUBISHI
MITSUBISHI SHOKUJIN
SOJITZ
TOYOTA TSUSHO

◆ FAST FOOD

BECKER'S
DOMINO'S PIZZA
KENTUCKY FRIED CHICKEN
McDONALD'S
MOS FOOD SERVICES
SUBWAY

◆ RESTAURANT

BLUE NOTE
BUBBA GUMP SHRIMP
COCO'S
DENNY'S
SKYLARK
T.G.I. FRIDAY'S
ZEST CANTINA

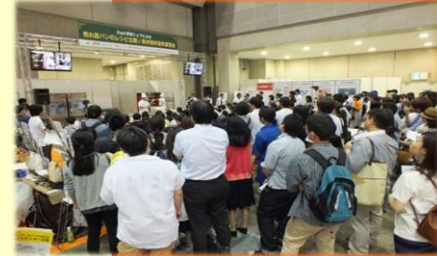
◆ CONVENIENCE STORE

7-ELEVEN
FAMILY MART
LAWSON
MINISTOP
Three F
Circle K Sunkus
POPLAR

◆ HOTEL

GRAND HYATT
IMPERIAL HOTEL
SHANGRI-LA HOTEL
THE WESTIN TOKYO
TOKYO MARRIOTT HOTEL
ROYAL PARK HOTEL

◆ And more!



HIGHLIGHTS OF P&B JAPAN 2015

- ① Well known bakery shop "Daisy" opened the on-site shop!
- ② Bread baking demonstration and provided the recipe! by Chef IHARA from zopf
- ③ Performance by Champion of the Bakery Japan Cup
- ④ Confectionary demonstration by chocolatier UEZAKI Yoshiaki

① Daisy was on-site



④ Confectionary demonstration by Chocolatier Uezaki



② Demonstration by Chef Ihara ③ Champion of Bakery Japan Cup

SPEAKING OPPORTUNITIES

Exhibitor's Presentation / Private Seminar Conference

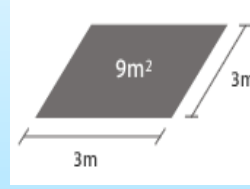
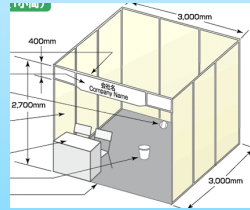
The best place to improve recognition of your products in Japan! **PÂTISSERIE & BAKERY JAPAN** assists you in meeting your targeted clients! As part of the promotional campaign, we offer you a great opportunity to introduce your products to Japanese buyers all at once through giving a seminar. Getting Japanese buyers' attention to your company's products is the primary step to start new business with Japanese companies. **PÂTISSERIE & BAKERY JAPAN** assists business to business match-making!

	Exhibitor's Presentation	Private Seminar
Time	15 minutes / 1 slot * Up to 4 slots in a row (60 minutes)	3 hours (solid) *Including set up and removal
Capacity	60 seats	50 -100 seats
Cost	JPY 41,040 / USD \$390	JPY 399,600 / USD \$3,805
Included items	Projector, Screen, Microphone	Projector, Screen, Microphone, Pointer, Hosting, Table, Foldable chairs, Signboard Signboard

- Both exhibitor's presentation and private seminar are admission free.
- Seminar program will be announced on the official website, attendee's promotional flyer, and email newsletter before the show.



OPTIONS FOR PARTICIPATION

Option	Price	Note	Image	Fee including
Option 1: Raw Space	JPY ¥378,000/9m ² USD \$400/1m ² (Available in 9m ²)	Raw space is the rental of floor space only and does not include any utilities, services, walls or furnishings. Exhibitors requesting raw space will need to order their utilities, services, furnishings, and carpet separately.		Exhibit space
Option 2: Package Booth	JPY ¥475,200 USD \$4,525 (1 unit = 9m ²)	Package booth is available in 3m x 3m units, including basic decoration.		Exhibit space(W3,000 X D3,000 D3,000 X H2,700)Hard wall shell stand, Sign panel, Booth carpet, 2 chairs, 1 information counter 2 fluorescent lights,1 wastepaper basket, 1 electrical electrical outlet (100V; 800W), Booth cleaning

Contact your regional sales executive for the best options:

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