

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **Hawaii businesses being sought for the 27<sup>th</sup> International Food Ingredients & Additives Exhibition in Japan**

**KAHULUI**, Maui, Hawaii – *December 22, 2022* – The Hawaii Department of Agriculture’s (HDOA) Marketing Branch is looking for Hawaii companies interested in participating in the 27<sup>th</sup> International Food Ingredients & Additives Exhibition (IFIA) in Tokyo, Japan on May 17-19, 2023. Maui Food Technology Center (MFTC), a non-profit organization, is helping with recruitment and will coordinate the booths for HDOA.

Held at Tokyo’s Big Sight, the IFIA show focuses on ingredients that are suited for use by manufacturers in value-added food products. The HFE JAPAN 2023 (Health Food Exhibition) will also be held concurrently in the same venue. The HFE is the leading exhibition for manufacturers and suppliers for the health-conscious Japanese market, with an emphasis on food-related ingredients.

In 2022, despite Japan being essentially closed to foreigners, the IFIA show attracted 22,000 buyers, scientists, and decision makers from around the world. More than 220 companies exhibited their products in 590 booths.

“This major show is an exciting opportunity for Hawaii businesses to showcase their ingredients and additives to thousands of food scientists and affiliated professionals,” said MFTC Board Member Nina Tanabe, MS, CFS. “If interested in participating, we encourage you to contact us to learn more. If you already do business in Japan, your agent may participate in the booth to help market your products. If you need a distributor or importer, we can also assist you.”

The exhibition fee is \$350 per company. Eligible businesses may be able to receive company assistance to participate in the show through the Department of Business and Economic Development (DBEDT) HiSTEP program. Awards are up to \$5,000 for new-to-export companies and up to \$15,000 for market expansion programs.

For more information, please contact MFTC at email [info@mauifoodtechnology.org](mailto:info@mauifoodtechnology.org) or call 888-948-6382. Space is subject to availability.

MFTC is a 501(c)(3) non-profit organization dedicated to encouraging, educating and creating opportunities for entrepreneurs seeking to earn a living through value-added products, agriculture, cultural practices, environmental sustainability, technology and economic diversification. [www.mauifoodtechnology.org](http://www.mauifoodtechnology.org)

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**PHOTO CAPTION:**



Picture of the Hawaii booth at the 2019 International Food Ingredients and Additives Exhibition & Conference.