

# Post-Show Report

3rd Int'l Beverage & Liquid Food Development / Manufacturing Expo

# Drink JAPAN 2018

Raw Material

Filling & Packaging

Production & Brewing

Analysis & Quality Control

Inspection & Monitoring

Dates: June 27-29, 2018 Venue: Tokyo Big Sight

Organiser: Reed Exhibitions Japan Ltd.

Co-organiser: Japan Soft Drink Association

Special Support: Beverage Japan, Inc

Web: <https://www.drinkjapan.jp/en/>





# Drink JAPAN 2018 concluded with a huge success!

Japan's Largest\* BtoB trade show specialised in beverage/liquid food development and manufacturing was held from June 27-29th, 2018 at Tokyo Big Sight, Japan. Drink JAPAN 2018 -3rd Int'l Beverage & Liquid Food Development/Manufacturing Expo concluded with a great success with a lot of exhibitors and visitors!

## Key Figures



\* "Largest" in reference to the exhibitor number with the same concept.

■ Exhibition Outline



■ International Exhibitors & Visitors

Exhibitors from **22 countries/regions** showcased their latest technologies/ products/ services, and visitors came also from **22 countries/regions**.

The exhibition was a great international business platform covering whole process of beverage/ liquid food development and manufacturing. It is the best place for exhibitors to expand their businesses to Japan and Asia and the best business platform for visitors to find international business partners.

Exhibitors' Countries/Areas			
- Australia	- Austria	- Belgium	- China
- Denmark	- Finland	- France	- Germany
- Italy	- Japan	- Netherlands	- Poland
- Republic of Korea	- Russia	- Slovakia	- Slovenia
- Spain	- Switzerland	- Taiwan	- Thailand
- United Kingdom	- United States		

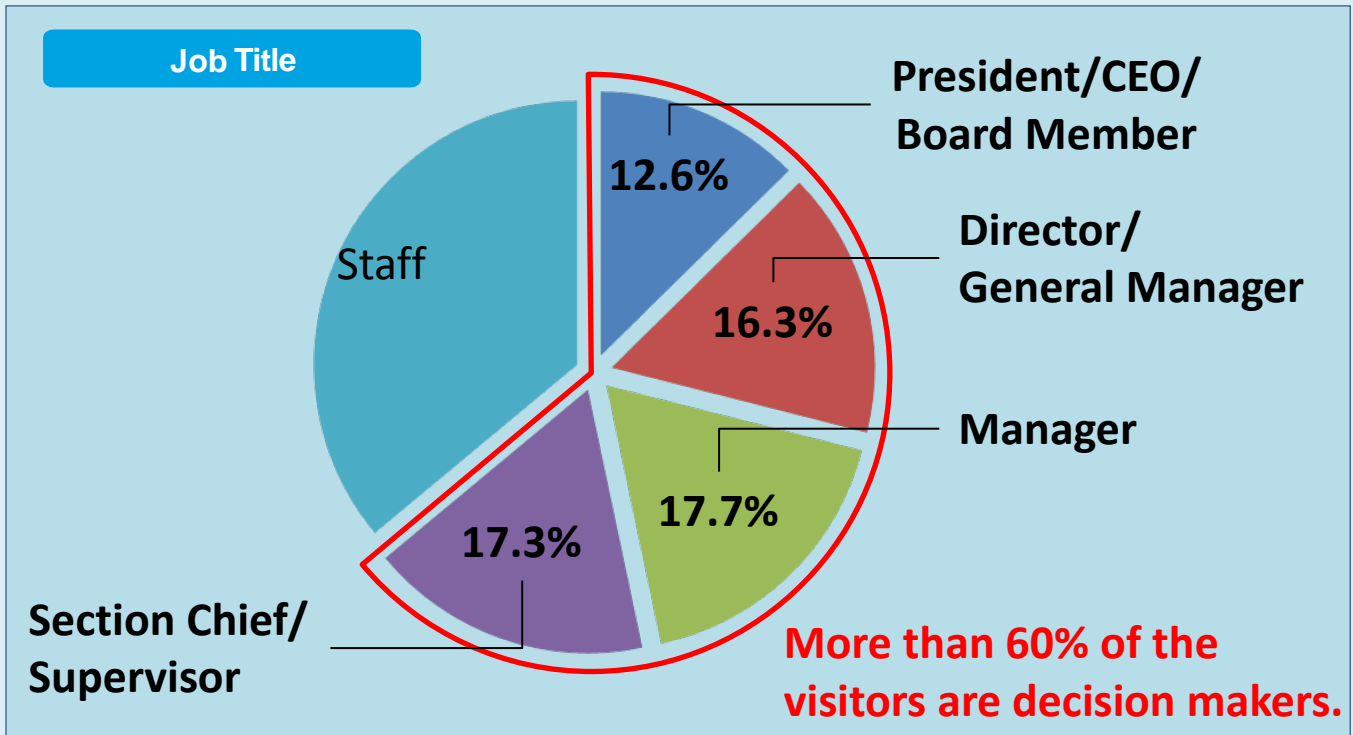
Visitors' Countries/Areas			
- Canada	- China	- Denmark	- France
- Germany	- Hong Kong	- India	- Italy
- Japan	- Malaysia	- Philippines	- Republic of Korea
- Saudi Arabia	- Singapore	- Taiwan	- Thailand
- Tunisia	- Turkey	- U.A.E.	- United Kingdom
- United States	- Viet Nam		

\*Alphabetical order



## ■ Visitor Profile

According to the visitor registration, 63.9% of the visitors are decision makers. Exhibitors met those visitors and had great business discussions at their booths. It is obvious that Drink JAPAN brings high-profile visitors and serves to exhibitors as the best platform to meet key industry professionals from Japan and Asia.



## ■ Exhibitors' Voice (excerpts)

TMCI PADPVAN SPA  
(Co-exhibitor: NITTOH LTD.)  
From **Italy**



Drink JAPAN is well-organised, important exhibition. It's not the only one we take part, but we are very pleased with the success we generated last year as well as this year. This is the reason why we decided to take part also next year. We are being able to contact customers that we did not know. **We met important players from Asahi, Coca-cola, other important wineries like Mercian, Sapporo, and other important brewers.**

LIGHTWEIGHT CONTAINERS BV  
From **Netherlands**



We present our products for the first time at Drink JAPAN 2018. We think that the Japanese market is very suitable for our products. We like the international atmosphere of this fair. **We got 150 leads.** This is our first edition at Drink JAPAN and it's such a success so we already booked for next year 2019.



## ■ Conference

During the show period, conference by industry leaders were held in parallel to the exhibition. Up to **62 sessions** were held everyday during Drink JAPAN 2018 show. Each session has put great impact on the industry. Keynote Session, Special Sessions, Technical Sessions and Exhibitors' Presentations brought a number of audience including key players in the industry.

**<Conference Speakers>** \*excerpts from keynote and special sessions

	<p>Katsuhiko Kishigami President,</p> <p><b>ASAHI SOFT DRINKS Co., Ltd.</b></p>
	<p>Titoy Francisco Executive Vice President, General Manager, Technical,</p> <p><b>Coca-Cola (Japan) Co., Ltd.</b></p>
	<p>Timo Frankl Head of Sales Digitalization Asia/Pacific,</p> <p><b>KRONES AG</b></p>
	<p>Raffaele Pace Vice President Product &amp; Platform Management,</p> <p><b>Sidel Group</b></p>
	<p>Matthias Schopp Director Engineering Systems,</p> <p><b>KHS GmbH</b></p>
	<p>Koji Inoue Director-general, Food Industry Affairs Bureau,</p> <p><b>Ministry of Agriculture, Forestry &amp; Fisheries</b></p>
	<p>Jiro Hashimoto Director General,</p> <p><b>Consumer Affairs Agency</b></p>
	<p>Geoff Parker Executive Director, Asia Pacific Regional Group,</p> <p><b>International Council of Beverages Associations</b></p>

# Mark Your Calendar!

# Drink JAPAN 2019

## 4th Int'l Beverage & Liquid Food Development / Manufacturing Expo

**Dates: Nov. 27 (Wed) – 29 (Fri), 2019**      **Venue: Makuhari Messe, Japan**

Space booking for the 2019 show started during the 2018 show. The picture below is the Exhibit Space Reservation Counter of Drink JAPAN 2018. Many companies visited the counter to discuss exhibiting plan for the next year during the show. If you are interested in exhibiting at Drink JAPAN 2019, please contact Show Management to discuss available booth as soon as possible.

Red = Sold



Organised by:  
Co-organised by:  
Special Support:

Reed Exhibitions Japan Ltd.  
Japan Soft Drink Association  
Beverage Japan, Inc.

## Contact



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**For Visiting Enquiries:**  
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