

The 33rd JAPAN INTERNATIONAL FRANCHISE SHOW 2017

1-3 February 2017

TOKYO BIG SIGHT, JAPAN
(Tokyo International Exhibition Center)

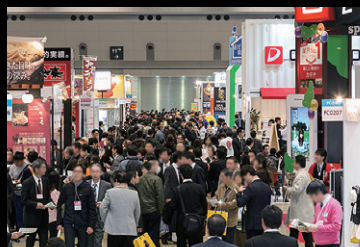
EXHIBITOR
BROCHURE

Application deadline
September 16, 2016

<http://messe.nikkei.co.jp/en/fc/>

Organizer: Nikkei Inc.

Special Cooperation:
Japan Franchise Association
International Association of Franchise Professionals



Japan's largest franchise exhibition

200 companies, 400 booths Over 30,000 visitors (expected)
Attended by individuals and corporations seeking to join a franchise

For more details, please contact BRD Consulting

Tel. +39-3289769097 email. direzione@brdconsulting.it

Message

The JAPAN INTERNATIONAL FRANCHISE SHOW is one of the biggest franchise exhibitions and earned one of the most respected names in food and beverage franchise in Japan. In the exhibition, a variety of services such as the needs of aging society, home food, product deliveries and so on are featured. A large number of distributors, investors, and investing institutions interested in overseas brands gather for the JAPAN INTERNATIONAL FRANCHISE SHOW from all over the place in Japan. We highly recommend you to participate the show in order to expand your business in Japan. The JAPAN INTERNATIONAL FRANCHISE SHOW promises to be an outstanding opportunity for everyone interested in meeting the business challenges of the future.

Outline

Title	The 33rd JAPAN INTERNATIONAL FRANCHISE SHOW 2017
Dates	February 1 (Wed.) – 3 (Fri.), 2017 10:00 a.m. – 5:00 p.m.
Venue	TOKYO BIG SIGHT (Tokyo International Exhibition Center) East Hall 5 & 6
Organizer	Nikkei Inc.
Number of Exhibitors	200 companies expected
Number of Booths	400 booths expected
Number of Visitors	30,000 persons expected

Nikkei Inc.

NIKKEI Inc. is the publisher of The Nikkei daily newspaper, which focuses on the economy, industries and the distribution and retail business. Now printed at 33 locations in Japan and overseas, Nikkei newspapers bring the latest business and economic news to readers all over the world. The company also provides the newspaper's electronic version, NIKKEI.com in Japanese (<http://www.nikkei.com/>), English (<http://asia.nikkei.com/>) and Chinese (<http://cn.nikkei.com/>), and holds large-scale exhibitions on such subjects as urban development and the environment.

Targeted Exhibitors

■Franchisor

Corporations that conduct businesses with franchise systems (franchisors) will seek franchisees and promote their business.

1. Franchise / Food service

Fast food (lunch box, noodle, sweet, ice cream etc), restaurant, pub, food delivery, bakery, café, home delivered food, Asian / Western food.

2. Franchise / Retailing

Convenience store, supermarket, discount store / 100-yen shop, hardware store / DIY store, recycle store / secondhand goods shop, delivery, specialty shop (clothes, food and beverage, audio product, sport, pet, other), cosmetic.

3. Franchise / Service

Nursing care service, cleaning service, hair dressing and beauty, exercise machine, printing, leisure service, lease and rental, language school and educational material, other service.

■Business Partner Recruitment (excluding franchisor)

Corporations except for the franchisor will seek distributors, exclusive distributors, and business partners.

4. Business Partner Recruitment (excluding franchisor)

Sales or specified agents recruitment (variety of products / sales agent of service / specified agent, variety of shopkeeper recruitment, other).

5. Practice support services for establishment of food service

■Franchise support service, Consulting, Information service, Publication

Corporations will promote and expand sales channels of products, services, systems and location strategy for franchise and distribution industry, including food service, retail, and service businesses. Corporations dealing with franchise-related consulting, affiliating advisement, information service and publication will seek new clients and conduct corporate PR.

6. Franchise support service

- Introduction of products, facilities and system, services for franchisors.
- Information providing services for store development and locational strategy.

7. Consulting

Franchisor establishment, affiliation, overseas expansion, and others.

8. Franchise Information service and Publication

Promotional Campaign

Nikkei Media Group

The exhibition will be effectively advertised and promoted through a various mediums of the Nikkei Media Group. Among them are The Nikkei, The Nikkei Business Daily, The Nikkei MJ, NIKKEI.com (the group's news site), TV Tokyo's regular and satellite broadcasting networks.

Official Website

Up-to-date show information as well as the current trends of the industry offered through the official website all year long.
<http://messe.nikkei.co.jp/en/>

Direct Mail & E-mail Magazine

Direct mail ads sent to prospective visitors. Promotions through e-mail magazine, sent to pre-registered visitors and visitors to the previous events.

Seminars

Various seminars will be held on the themes of Japanese and international franchising.

Exhibition Fee (8% Japanese Consumption Tax Incl.)

	Early Bird Registration Special Rate Offered through July 29, 2016	General Registration Application deadline September 16, 2016
For One Booth : Basic Specifications (Back and Side Panels + Company Name Board)	¥421,200 (\$3,765 / €3,370)	¥432,000 (\$3,862 / €3,457)
For Two or more Booths : Basic Specifications (Back and Side Panels only)	¥367,200 (\$3,282 / €2,938) Per booth	¥378,000 (\$3,379 / €3,024) Per booth

Note: The equivalent prices in US Dollars and Euros above are indicated for reference purposes only based upon the TTB rates (\$:@¥111.85 / €:@¥124.96) of Bank of Tokyo-Mitsubishi UFJ as of March 17, 2016.

Exhibition Fee includes

● Booth rental

1 Booth = 9 square meters (3m wide × 3m deep)

Prices above do not include any costs associated with displays, carpets, signs, furniture or electrical power. Please use the optional decorating package shown below. Exhibitors may also obtain the necessary furnishings independently.

● Exhibitor introduction

Exhibitor information will be carried on the official website through a year (in English and Japanese). The official website can be also linked to exhibitors' own websites.

*Exhibitor Information includes company name, address, telephone number, products and / or services.

Notes

1) Exhibitors who desire to co-exhibit are required to rent one booth each.

2) Additional ¥54,000 (8% Japanese Consumption Tax Incl.) per Exhibitor will be required as GROUP EXHIBITOR'S FEE when sharing a themed corner / pavilion with other exhibitor(s).

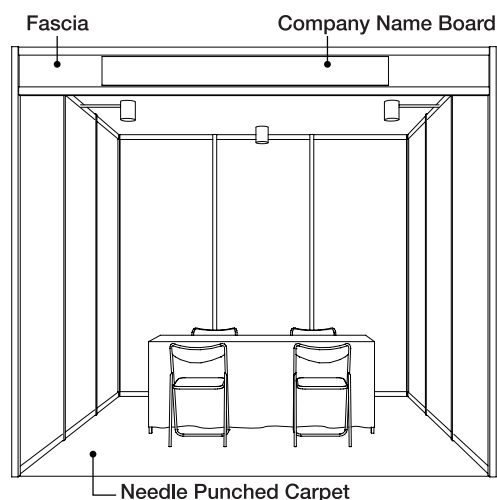
Optional Package Booth

¥65,718 for one booth (tax included)
(\$587 / €525)
(Excluded Raw Space Fee)

Decorating Package includes the followings:

- Needle Punched Carpet
(*Select colors : Red, Orange, Green, Blue, Gray, Beige)
- Folding Chair ×4
- Table (White) ×1
- Table cloth (White) ×1
- Arm spot light ×3
- 100V outlet (up to 500w, 2plugs) ×1
- Electrical Installation 1kw
- Power Supply Usage 1kw
- Fascia (Basic Specifications)
- Company Name Board (Basic Specifications)

※You can add optional lease fixtures to this package booth.
※For more details of two or more booths, please contact the Overseas Contact Office.



Overseas Contact Office

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