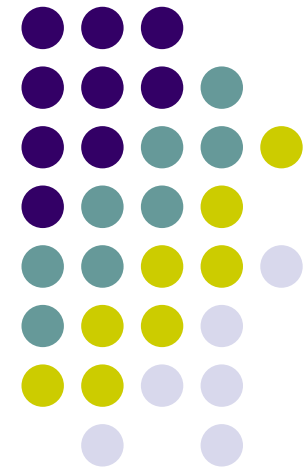


To: Embassy of the Republic of Bulgaria

Special Proposal for Bulgaria Product Seminar /Bulgaria Pavilion

ifia/HFE JAPAN 2010
15th International Food Ingredients & Additives Exhibition and Conference
HFE JAPAN 2010
8th Health Food Exposition & Conference

ifia/HFE JAPAN 2010 Show Management





Special Plan

ifia/HFE JAPAN offers great opportunity for Bulgarian companies who wish to expand the market to Japan. We provide with an opportunity to introduce their products to Japanese audience directly through conducting a seminar and business meeting in site.

Customized Plan for Bulgarian Companies !

- 1. Bulgaria Day in ifia/HFE JAPAN show
- 2. Special Visitor`s Promotion
for Bulgarian company
- 3. Business Matching Support
- 4. Bulgaria Pavilion

1. Proposal For Bulgaria Day



Bulgarian companies who wish to promote their products to Japanese buyer, ifia/HFE JAPAN assists promotional activity. Having half day long seminar to introduce Bulgarian products and business environment lure Japanese buyers, and will lead to business matching more efficiently.

The best place to improve cognition of Bulgarian products in Japan !

Providing comprehensive information of Bulgarian market in ifia/HFE show would lure Japanese buyers not only who are already interested in Bulgarian products, but also those buyers who are not

aware of attractive Bulgarian products yet, and it will lead to establish new business territories and make new business chances in Japan. Increased understanding of Bulgarian market and products among Japanese buyers is primary step to enter the market, and it allows Bulgarian companies to start new business in Japan efficiently in the years to come!

Schedule (example)

May 19, 2010, Wednesday

■11:00-14:00

- Seminar on Bulgarian Market, Products
- Business matching meeting

■18:00-20:00

- Reception Party
- (All exhibitors are complementary invited)

■10:00-17:00

- Product display in the booth
- Business meeting with booth visitors

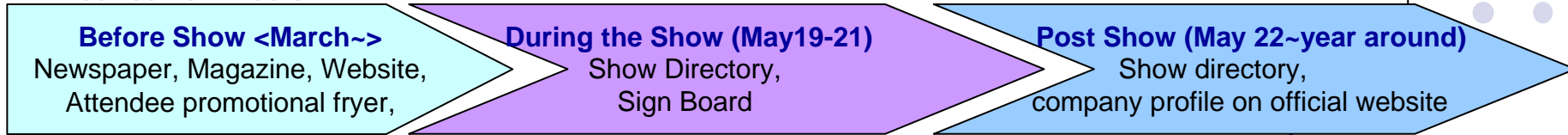
Bulgarian Product Seminar (example)

1. Current situation and introduction of ingredients in Bulgarian food industry
2. The recent market trend in current Bulgaria
3. Regulations upon exporting and importing
4. Introduction of food ingredients in Bulgaria

Special Visitor's Promotion for Bulgarian Company

To enhance satisfying result at the show, we have an extensive promotional campaign to ensure that we are able to attract an estimated 33,000 potential visitors !!

Announcement Tools



Announcement on Food Chemical Newspaper & related Magazines !

March02,2010 ~

Announcement of the seminar and articles of pavilion exhibitors will be posted on Food Chemicals Newspaper, the leading newspaper in food ingredients & additives industry, and other related magazines issued by Food Chemicals Newspaper Inc from two months ahead of the show.



< Official Media Partners >

- SAIWAI SHOBO
- FUJI MEDICAL PUBLISHING INC.
- JAPAN FOOD HYGIENE ASSOCIATION
- JAPAN FOOD PUBLISHER INC.
- KORIN PUBLISHING CO.,LTD
- MENGYO NEWSPAPER INC.
- SUISAN TIMES CO., LTD.
- THE FOOD SCIENCE CO.,LTD.
- THE CHEMICAL DAILY CO., LTD.
- THE JAPAN FOOD JOURNAL
- YAKUJI NIPPO LIMITED.
- KEIRAN-NIKU JOHO CENTER CO.,LTD.

Seminar Announcement on our Official Website

March02,2009 ~

Announcement of Bulgarian seminar will be posted on our official website.
In case you set up your own webpage to announce the seminar, webpage viewers will also be able to reach to your website.



Announcement in Attendee Promotional Fryer

April ~

We will post the advertisement of Bulgarian Seminar on attendee promotional fryer to be directly distributed to potential visitors.



Company Profile in Show Directory

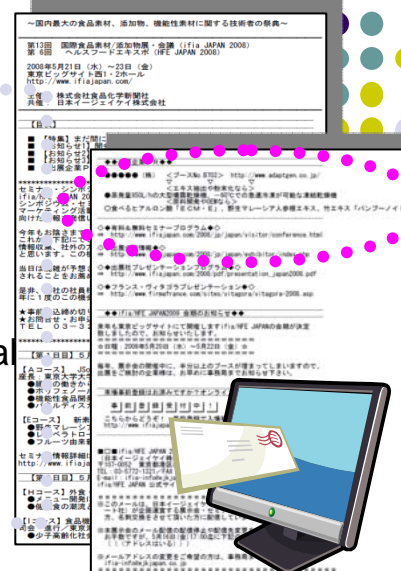
During the Show~ Year Around

During the show, Show Directory will be distributed to all the visitors. You'll get a chance to post company profile including contact information, items to be displayed, and introduction of displayed items. This is one of the powerful means of advertisement as visitors use Show Directory even after the show to find business partners.

Post Advertisement on e-mail newsletters ! March~

March~

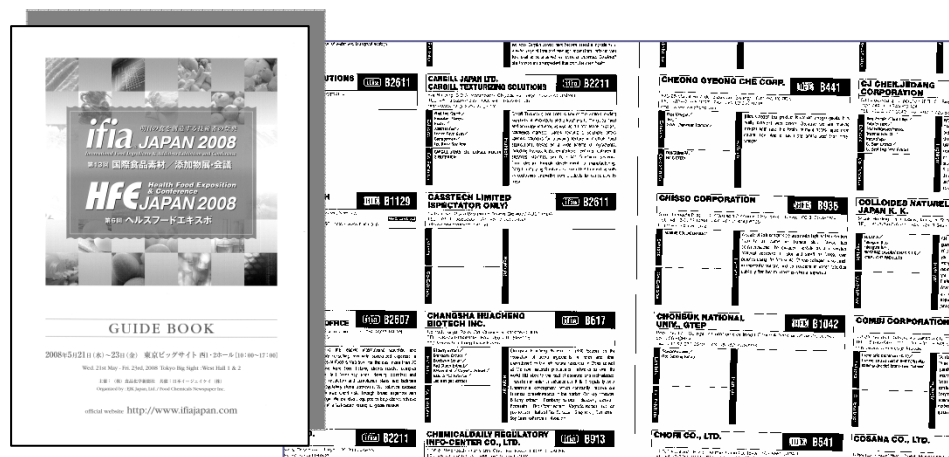
Up-to-date attendee information will be announced to targeted visitors (approx. 60,000) through email newsletters. We will post the advertisement of Bulgarian Seminar in the newsletter several times, and call for attendees. Delivery starts from two months ahead of the show.



Seminar Announcement sign boards in site

During the Show~ Year Around

We will prepare sign boards in site to advertise Bulgarian seminar. Visitors will be able to recognize when and where the seminar will be held.



*sample

Bulgarian Product Seminar
May 19, 11:00~
At Room 4

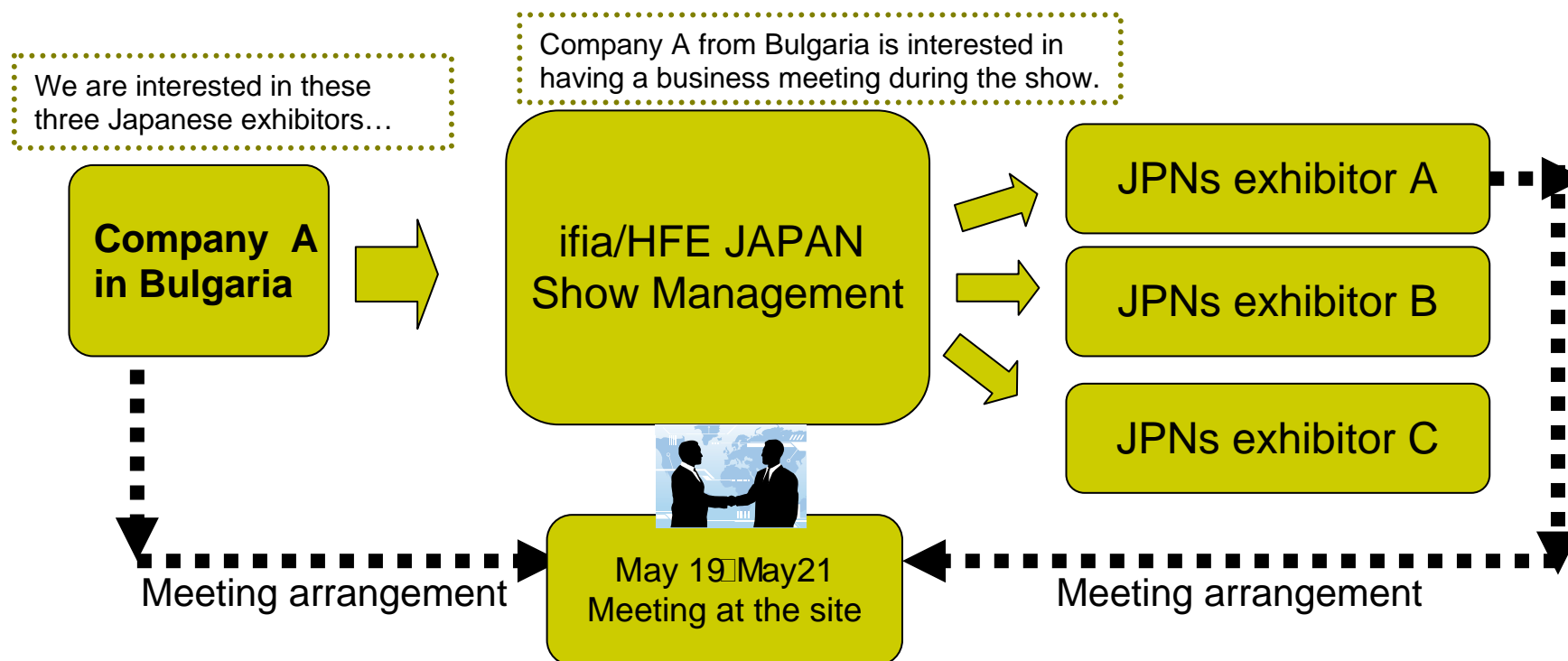




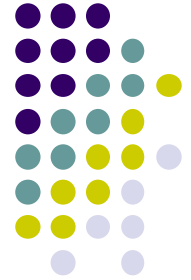
3.1 Business Matching Support

- Intermediary Service

Business meeting arrangement with Japanese Exhibitors !To make the best of the opportunity, we recommend you to approach to some Japanese exhibitors who may be your business partner. For those who wish to discuss business with Japanese exhibitors, we will serve as an intermediary between Bulgarian companies and Japanese exhibitors up to 10 Companies (tentative). Preliminary application is a must for the service.



3.2 Business Matching Support



● Reception Party

We offer opportunity to foster closer relationships amongst all the exhibitors to ifia/HFE JAPAN. In the evening of the opening day, complimentary reception party will be held at the ball room of Tokyo Big Sight.

- In the reception hall, we will prepare International Section, where oversea exhibitors and Japanese exhibitors can meet.



3.3 Business Matching Support



- **Provide Information Packet
“The Road to Success at ifia/HFE JAPAN Show” to your pavilion exhibitors.**

To be able to gain satisfying results through attending ifia/HFE JAPAN show, show management will provide information packet that tells you how to get better results at ifia/HFE JAPAN show, including useful information to know beforehand.

The handbook includes following useful information;

- Japanese business culture and customs.
- What to prepare in advance to gain good results in ifia/HFE JAPAN show etc

* In case the scale of pavilion will be over 30booth(270sqm), show management staff will visit your country/company and conduct a briefing three to four months ahead of the show.



Bulgaria Pavilion

- **Bulgaria Pavilion should be at ifia/HFE JAPAN show in 2010 !**

- We highly recommend you to stand a booth to display products, and have business meetings !

Application deadline for this special offer : December 22, Tuesday, 2009





Inquiry For Further Information:

ifia/ HFE JAPAN 2010
Show Management Office
(EJK Japan, Ltd.)

ifia/HFE JAPAN Official Website

<http://www.ifiajapan.com/2009/en/index.html>

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URL: <http://www.ejk japan.co.jp/en/>