

## **HI Japan**

Tokyo

November 20-22, 2007

**Deadline: Available until sold out!**

With high income and an aging population, Japan has a growing demand for foods that promote a healthier lifestyle. With over 40,000 food processing companies, it is one of the top markets for food ingredients, especially those that offer health benefits. Last year, over 44,000 trade visitors came to the Health Ingredients Japan show. Best products include **functional and health food ingredients, organic food ingredients, natural food ingredients, ingredients related to beauty, anti-aging, such as fruit extract/concentrate/powder/puree, dried fruits & nuts, infused dried fruits & vegetables, herbs, plant extracts, honey and syrup, natural flavors, soy and soy products, and whole grains.**

For more information, please contact Shani Zebooker at [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov), (202) 720-2075 or visit [www.hijapan.info](http://www.hijapan.info).