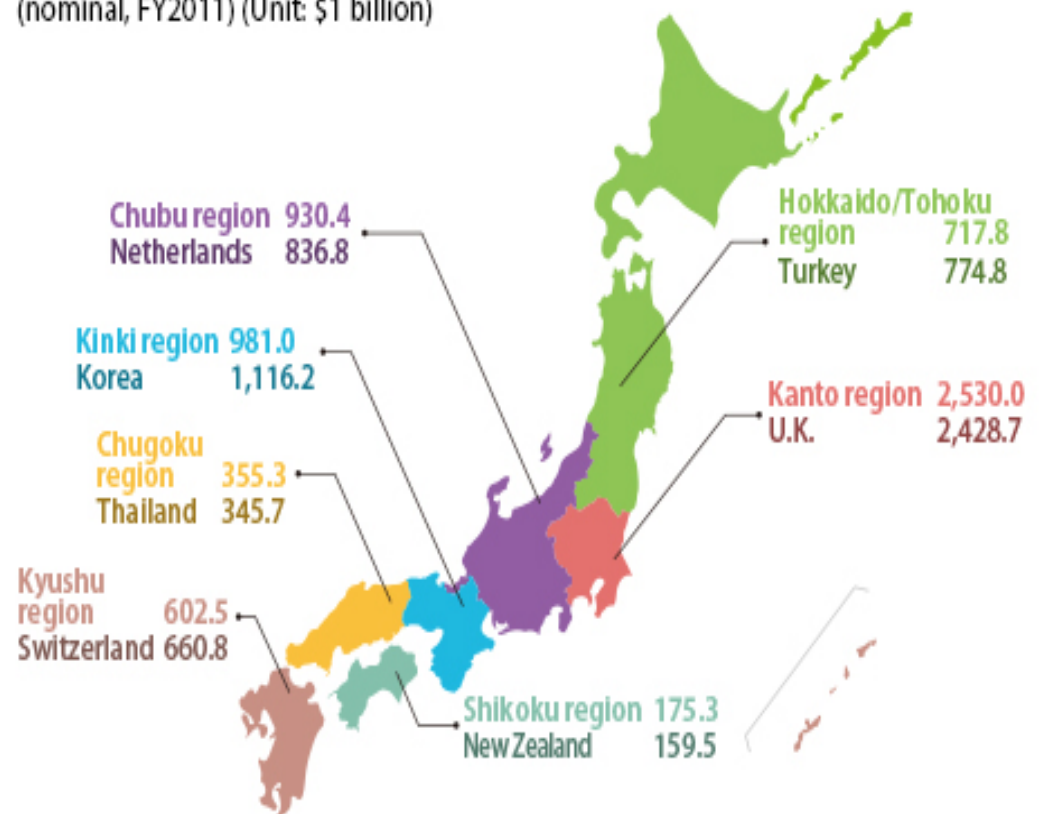


Why Japan?

Sophisticated Market

- **Ranked 3rd** in the world Japan has a GDP of **\$4.59 Trillion (US)** in 2014
- Number of Lawsuits related to IP in 2012
Japan: 187 US: 5,189 China: 9,680
- High Tech Value
Science & Technology Research Funding: 1st in the world
- Global Competitiveness Index (2014-15)
6th/144 countries
- Comfortable Living
Safety: 6th in the world

International comparison of Japanese regional gross production (nominal, FY2011) (Unit: \$1 billion)

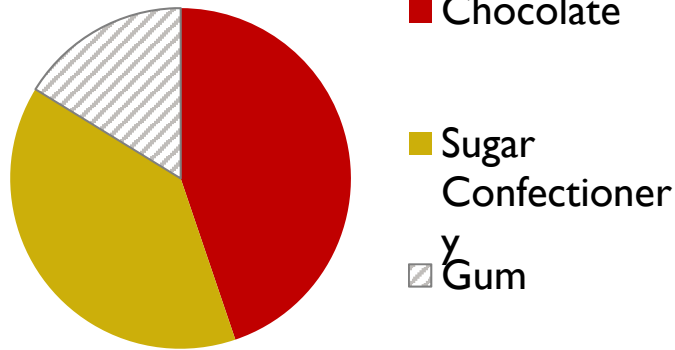


Source: IMF "World Economic Outlook Database"; "Prefectural Economic Almanac FY 2012", Economic and Social Research Institute, Cabinet

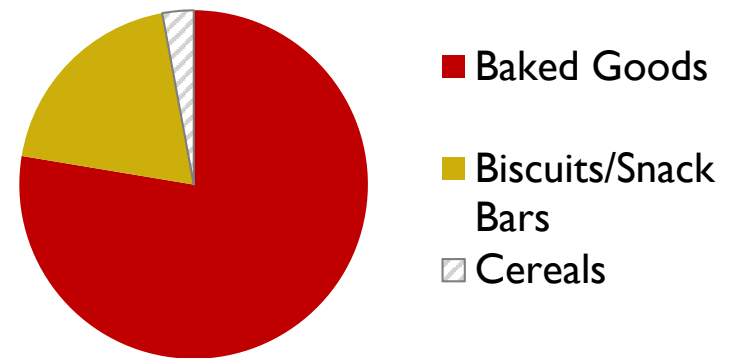
Confectionery and Bakery Products in Japan

2014 Market Value of \$34.2 Billion (US)

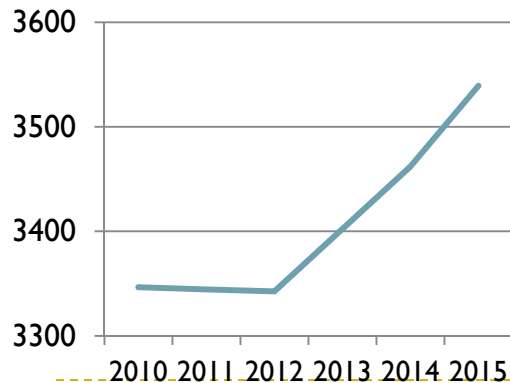
Confectionery Market Share (2015)



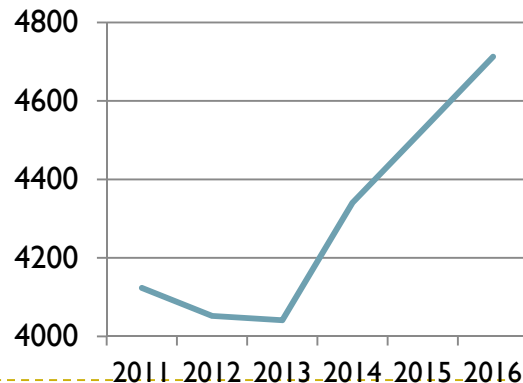
Bakery Products Market Share (2016)



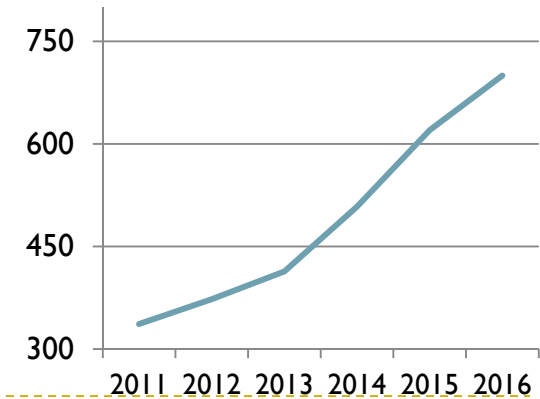
Chocolate Sales in US\$ Millions (2014 Fixed Rate)



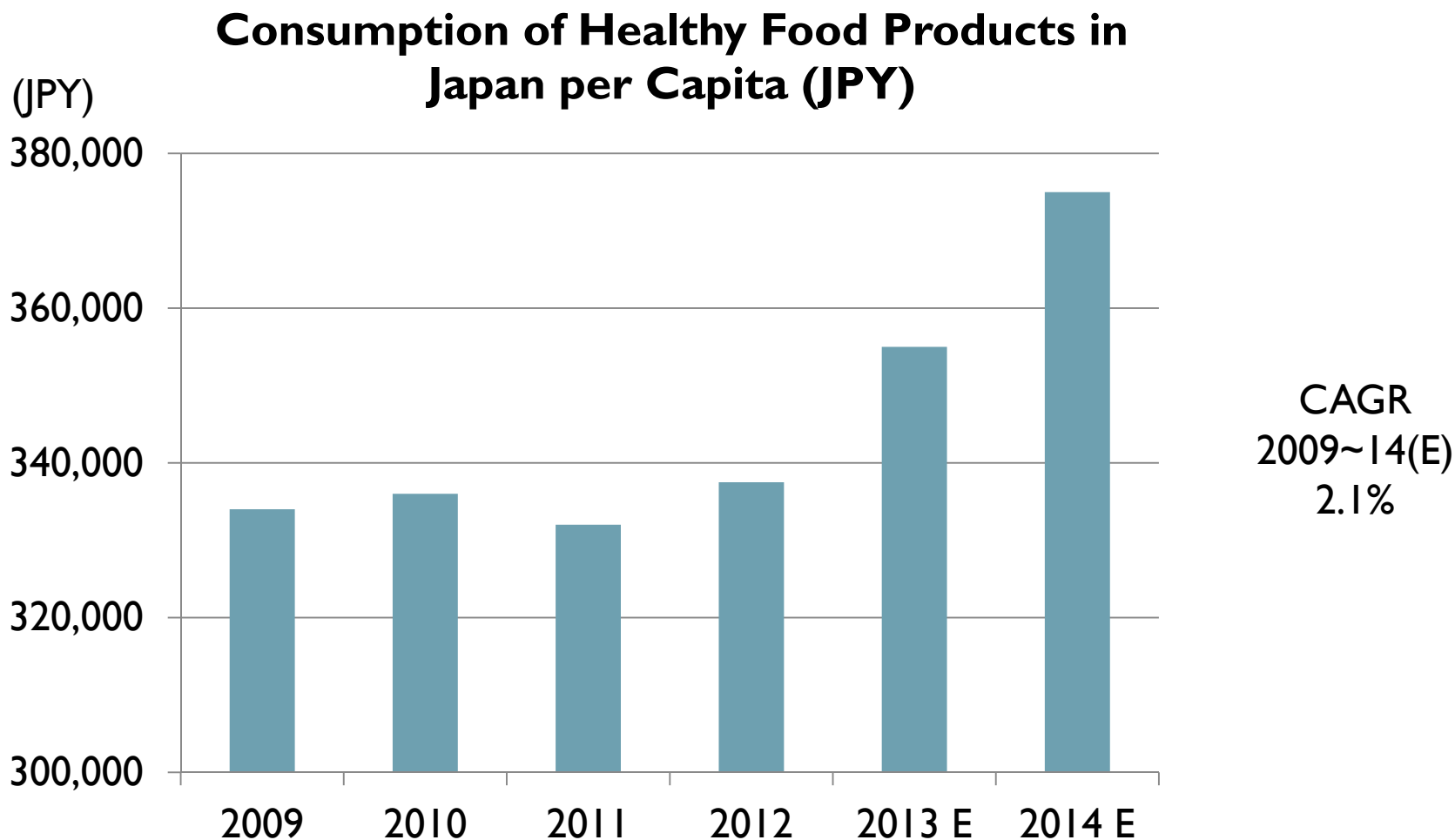
Biscuits/Snack Bars Sales In US\$ Millions (2015 Fixed Rate)



Cereal Sales in US\$ Millions (2015 Fixed Rate)



A Shift Towards Functional, Healthy, and Nutritious Foods



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- Market information
- Partnering Program
- Temporary Office (IBSC: Invest Japan Business Support Center)
- Professional Consultation



Consultation



Market and industry information



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