TRADE SHOW

2025 FOODEX IN JAPAN

Tuesday, Mar 11 - Friday, Mar 14, 2025
Registration: Friday, Aug 23 - Friday, Oct 18, 2024
Tokyo | Japan

https://www.wusata.org/e/LUOD39X

EVENT DETAILS

FOODEX Trade Show 2025

FOODEX Japan, held at Tokyo Big Sight, is recognized as Asia's leading international food and beverage trade exhibition. This esteemed event attracts high-quality buyers from Korea, Taiwan, Hong Kong, Mainland China, and Southeast Asia, making it a major regional showcase with participation from around 70 countries.

The 2025 edition of FOODEX Japan will mark its 50th anniversary, and anticipation for this milestone event is high. The significant anniversary is expected to generate considerable excitement and heightened interest among industry professionals.

The trade show offers substantial opportunities for both well-established companies and new market entrants. With previous editions drawing over 80,000 attendees, FOODEX Japan provides an excellent platform for connecting with potential distribution and purchasing partners throughout Asia.

Why Participate:

- Expand your sales into Japan
- Reconnect with customers in Japan
- Meet premier buyers from across Asia
- See regional trends in the Food and Beverage Market
- Interpreter services
- On-site assistance from WUSATA project managers
- Optional: Your product included in a chef demonstration during the tradeshow. Instructions for this will be provided closer to the event
- Booth space at a ~33% discounted rate, including basic setup (1 white table, 2 white meeting chairs, 1 white demo counter, 2 white flat wall shelves, 1 small trashcan, 1 LED 35w spotlight, carpeting, basic signage, daily booth cleaning)

Itinerary:

March 10: Booth set up

March 11 – 13: Trade Show hours 10am - 5pm

March 14: Trade Show hours 10 am - 4:30 pm + booth tear-down

Registration Opens: August 23, 2024

Suitable Products: Including, but not limited to: Fresh/Frozen/Processed fruits & vegetables, meat and seafood products, alcoholic and non-alcoholic beverages, frozen/convenience foods, organic/natural foods, and specialty/gourmet foods.

Registration Details:

Deadline: October 18, 2024

Participation Fee: $6225 (inline booth) or $6975 (corner booth)

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Japan

Passes Available: 5 Isle Booths + 2 Corner Booths

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373