

WEBINARS

JAPAN TRADE SHOWS

Wednesday, Feb 18, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Jan 15 - Wednesday, Feb 18, 2026
Riverside | United States of America

https://www.wusata.org/e/1W7M2CB

EVENT DETAILS

This seminar is designed for U.S.-based food and specialty agricultural companies evaluating or planning participation in FOODEX Japan, the country's premier food and beverage trade exhibition. The session focuses on helping exporters understand whether FOODEX is the right fit for their products and, if so, how to approach the show strategically to maximize business outcomes. Speakers will walk participants through the full FOODEX lifecycle, from pre-show decision-making and preparation to on-site execution and post-show follow-up. Topics will include exhibitor expectations, buyer behavior at FOODEX, cultural considerations, and practical guidance on presenting products effectively to Japanese importers, distributors, and retailers.

The webinar will also address operational considerations unique to exhibiting in Japan, including shipping samples for trade shows, documentation requirements, coordination with Japanese partners, and navigating food import inspections. A case example will illustrate how companies have successfully used FOODEX to establish commercial relationships and advance market entry. Participants will leave with a clearer understanding of how FOODEX fits into a broader Japan market strategy and what it takes to participate successfully.

Detailed Webinar Overview:

1. Welcome & Objectives

- Introduction to speakers and session purpose
- How this seminar differs from general trade show guidance

2. FOODEX in Context: Why It Matters

- Overview of FOODEX Japan and its role in the Japanese food industry
- Who attends FOODEX and how buyers use the shows
- Determining whether FOODEX is the right platform for your product

3. FOODEX Readiness & Planning Timeline

- Key decisions before committing to exhibit
- Recommended preparation timeline (3 months, 1 month, 1 week out)
- Coordinating booth design, samples, and marketing materials

4. Presenting Products for the Japanese Buyer

- Packaging, sizing, and visual presentation expectations
- Labeling considerations for trade show samples
- Using translated materials effectively without over-investing

5. Shipping Samples & Materials to FOODEX

- Shipping strategies for trade shows (courier, air freight, consolidated shipments)
- Timing shipments to align with FOODEX move-in schedules
- Common mistakes that cause delays or rejected shipments

6. Regulatory & Customs Considerations for Trade Shows

- Required documentation for food samples entering Japan

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

- Overview of food inspection and compliance at trade shows
- Working with Japanese partners, agents, or customs brokers

7. Case Example: Lessons from FOODEX Participation

- What worked, what didn't, and what companies wish they knew earlier
- Translating FOODEX conversations into real business opportunities

8. Wrap-Up & Key Takeaways

- Checklist for FOODEX preparation
- How to assess post-show next steps
- Where to find additional export support and guidance

9. Q&A

- Interactive discussion with participants

Learning Outcomes:

1. Evaluate FOODEX as a Market Entry Tool

    - Understand FOODEX's role in Japan's food trade ecosystem and identify indicators that determine whether FOODEX is the right trade show for a given product.

2. Plan Strategically for FOODEX Participation

    - Outline a realistic FOODEX preparation timeline while understanding the critical pre-show decisions that directly impact exhibitor success.

3. Align Product Presentation with Buyer Expectations

    - Recognize Japanese buyer preferences for packaging, portioning, and presentation and understand how to adapt products for effective trade show evaluation.

4. Manage Trade Show Logistics Effectively

    - Identify appropriate shipping methods for trade show samples and materials while understanding the documentation and timing requirements involved.

5. Navigate Regulatory Requirements for Trade Show Samples

    - Recognize key Japanese import and inspection requirements for food samples and understand the role of local partners and service providers.

6. Convert FOODEX Leads into Business Opportunities

    - Apply culturally appropriate follow-up strategies and understand how FOODEX participation fits into longer-term Japan market development

****The meeting link will be sent to registered companies before the meeting via email****

Presented by Bryant Christie Inc.

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