

## TRADE SHOW

# 2024 FOOD EX IN JAPAN

Tuesday, Mar 5 - Friday, Mar 8, 2024

Registration: Thursday, Sep 7 - Friday, Nov 17, 2023

📍 Tokyo | Japan

<https://www.wusata.org/e/XIOZL8K>

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### FOODEX 2024 in Japan

**March 05 - 08, 2024**

#### Event Description:

FOODEX Japan, held at Tokyo Big Site, is Asia's most respected international food and beverage trade show, and welcomes the highest quality buyers from Korea, Taiwan, Hong Kong, and Southeast Asia - making it a powerful regional show.

This is a great show for both established and new-to-market companies. With over 73,000 attendees in 2023, this show provides opportunities to meet potential distribution and buying partners from throughout Asia.

The WUSATA show package for FOODEX 2024 allows you to exhibit with ease.

- Booth space at a discounted rate
- Interpreter services
- Basic booth set up with walls, counter, carpet, table & chairs
- On-site assistance from WUSATA project manager

#### Benefits of Participation:

- Expand your sales into Japan
- Meet premier buyers from across Asia
- See latest regional trends in the food and beverage market

#### Participation Fee:

Discounted Early Bird Rate (Ends October 16, 2023): Aisle - \$6,500, Corner - \$7,300

Standard Rate (After October 16, 2023): Aisle - \$8,100, Corner - \$8,800

Half booths may be available pending space availability and upon approval. To inquire about half booths please contact the project manager.

#### Registration Deadline:

November 17, 2023

#### For any information please reach out to the Project Managers:

Theresa Yoshioka - ODA - [theresa.yoshioka@oda.oregon.gov](mailto:theresa.yoshioka@oda.oregon.gov)



## PRODUCT DESCRIPTION

Featured products include but are not limited to processed fruits & vegetables, fresh produce, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

## BUYER AUDIENCE

Worldwide