

TRADE SHOW

WUSATA PAVILION AT FOODEX JAPAN

Monday, Mar 8 - Friday, Mar 12, 2027
Registration: Friday, Sep 4 - Monday, Nov 16, 2026 | 8:00 AM
Tokyo | Japan | East Asia

https://www.wusata.org/e/YG26XI4

EVENT DETAILS

WUSATA Pavilion at FOODEX Japan

March 9-12, 2027

Tokyo, Japan

Sign up now to exhibit at FOODEX 2027 in Tokyo and connect with buyers from across Asia!

FOODEX Japan, held at Tokyo Big Sight, is one of Asia's most respected international food and beverage trade shows, drawing high-quality buyers from Korea, Taiwan, Hong Kong, Southeast Asia, and beyond. With over 73,000 attendees in 2026, it's a powerful opportunity for both new-to-market and established exporters to connect with distribution and buying partners across the region.

The WUSATA show package for FOODEX 2027 allows you to exhibit with ease, with discounted booth space, interpreter services, basic booth setup, standard electrical access, on-site assistance from WUSATA project managers, and a chef demo/presentation on the show floor.

Registration Timeline and Pricing:

August 28 to September 3, 2026: Early-Bird (Exclusive)
Available only to companies that have not exhibited at FOODEX in the past 3 years.

- Aisle Booth: $5,900
- Corner Booth: $6,600

September 4 to September 10: Early-Bird (Open to All)
Available to all companies.

- Aisle Booth: $5,900
- Corner Booth: $6,600

After September 10: Standard Rate

- Aisle Booth: $6,900
- Corner Booth: $7,600

Chef demo/presentation on the show floor is included free with your booth space at no additional cost.

Split booths available upon request

Registration closes: November 16, 2026

Only **9 booths are available (4 corner and 5 aisle)**, so registering early gives you the best opportunity to secure your preferred booth location.

Benefits of Participation

- Expand your sales into Japan
- Meet premier buyers from across Asia

PRODUCT DESCRIPTION

Processed vegetables, fresh produce, nuts, wine, beer, spirits, meats, dairy, frozen/convenience foods, organic/natural foods, healthy/functional foods, and specialty/gourmet foods.

INDUSTRY FOCUS

Consumer Oriented | Retail Products

BUYER AUDIENCE

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

- See the latest regional food & beverage trends
- Have your product featured by a chef on the show floor

Itinerary

- March 7 – Arrive in Japan
- March 8 – Set up and market briefing
- March 9-11 – Trade show and chef demo
- March 12 – Trade show, chef demo, and pack up
- March 13 – Depart Japan

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