TRADE SHOW

FOODEX IN JAPAN

Tuesday, Mar 10 - Friday, Mar 13, 2026
Registration: Tuesday, Sep 2 - Monday, Nov 17, 2025
Tokyo | Japan

https://www.wusata.org/e/XFFJK6E

EVENT DETAILS

FOODEX 2026

Sign up now to exhibit and have your product in the chef demo at the FOODEX 2026 show in Tokyo! 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 72,000 attendees in 2025, this show provides opportunities to meet potential distribution and buying partners from throughout Asia.

The WUSATA show package for FOODEX 2026 allows you to exhibit with ease.

Booth space at a discounted rate

Interpreter services

Basic booth set up with walls, counter, carpet, table & chairs

Includes standard electrical outlet

On-site assistance from WUSATA project managers

Chef demo/presentation on the show floor

Benefits of Participation:

- Expand your sales into Japan
- Meet premier buyers from across Asia
- See latest regional trends in the Food and Beverage Market
- Have your product featured by a chef on the show floor

Suitable Products:

Food and Beverage 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.

Registration Details:

Registration Opens: September 2, 2025

Deadline: November 17, 2025

Participation Fee:

- 1/2 Booth: $2,800
- Early Bird Rates (ends September 17, 2025):
  - Aisle: $5,900
  - Corner: $6,700
- Standard Rates (begins September 17, 2025):
  - Aisle: $6,900
  - Corner: $7,700

INDUSTRY FOCUS

Consumer Oriented

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