

The International Food and Beverage Exhibition

FOODEX JAPAN 国際食品・飲料展

Join the USA Pavilion at FOODEX

MARCH 5-8, 2024

TOKYO, JAPAN

TOKYO BIG SIGHT



Gateway to Asian Markets

Opportunity is rich for interested exporters. Japan imports 62% of its caloric needs, and is the only developed country where food expenditures are increasing. Notably, during the COVID-19 pandemic the total value of all retail food and beverage sales increased 1.5% to \$474 billion.

U.S. exporters are uniquely poised for the market, as Japanese consumers respond to traceability, quality & taste, health messaging, aesthetics/packaging, seasonality, and compelling brand & product stories.

73,789
visitors FROM 60 COUNTRIES
AND REGIONS

2,562
exhibitors 62%
INTERNATIONAL

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

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Join the USA Pavilion at FOODEX Japan 2024



TOP REASONS TO EXHIBIT

- 1** Under the U.S.-Japan Free Trade Agreement, nearly 90% of U.S. food imports into Japan are either duty free or receive preferential tariff access
- 2** The U.S. is the largest foreign supplier of food & agricultural products to an import-reliant Japan, with 22% of import market share
- 3** Japanese buyers prefer to find new food and beverage products at large trade shows as opposed to via "cold calls" or requests for introductory meetings with individual companies
- 4** FOODEX is a regional hub for food business, welcoming large buyer delegations from Korea, China, Taiwan, Thailand, the Philippines, and beyond

U.S. PRODUCTS WITH POTENTIAL



2023 SALES RECAP: USA PAVILION EXHIBITORS REPORTED....

299 SERIOUS
CONTACTS
MADE

ON-SITE SALES
\$845,000

\$8.05 mill
in projected 1-year sales

MAJOR BUYERS PRESENT AT FOODEX



TOP BUYERS BY ACTIVITY



USA PAVILION ORGANIZED BY



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Maximize Your ROI with the USA Pavilion at FOODEX 2024



You Focus on Business, We Handle the Rest



**PRIME
LOCATION**



**TURNKEY
SOLUTIONS**



**EXPERT
ASSISTANCE**



**USDA
ENDORSED**



**ENHANCED
VISIBILITY**



**FULL
ACCESS**



**EXCLUSIVE
SERVICES**



MATCHMAKING

Reserve Your Space and More Information

REGISTER NOW!

POST SHOW REPORT

USDA EXPORTER GUIDE

UPCOMING SHOWS



"We were able to meet so many promising contacts through FOODEX Japan 2023 not just from Japan, but from all throughout Asia. The IMEX Management team were very helpful and responsive to our needs".

Andre Encarnacion
MEM Fairway



"The support from the IMEX team really made the show very easy to set up and navigate. They were great communicators and were there to help at a moment's notice. The other supporting agencies were also key members of the success of my show. The one-on-one meetings and introductions were fantastic".

Jason Donnelly
American Cheese Company



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INTERNATIONAL TRADE & EXHIBITIONS

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