

The **50**th International Food and Beverage Exhibition

# FOODEX JAPAN 2025



第**50**回 国際食品・飲料展



**March 11 (Tue.) - 14 (Fri.), 2025**

10:00-17:00 (until 16:30 on last day)

**Tokyo Big Sight**

**SHOW REPORT**



**ORGANIZED BY:**

Japan Management Association / Japan Hotel Association / Japan Ryokan & Hotel Association / Japan Restaurant Association / Japan Tourism Facilities Association

**SPECIAL COOPERATION:**

Japan External Trade Organization

**SUPPORTED BY:**

Ministry of Foreign Affairs / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labour and Welfare / Ministry of Land, Infrastructure, Transport and Tourism / National Tax Agency / Tourism Agency / Tokyo Metropolitan Government / Japan External Trade Organization

# TOKYO BIG SIGHT



# THE LARGEST TRADESHOW

# IN ASIA-PACIFIC



**2,930**

Exhibitors from  
74 countries and regions

**3,738**

Booths

**33,642m<sup>2</sup>**

Booth area

**1,981**

Overseas  
exhibitors

**949**

Japanese  
exhibitors

**72,151**

Visitors from 78  
countries and regions

**14,423**

Overseas visitors  
↗107%



90% 

Overall visitor satisfaction with the exhibition



Key strengths of FOODEX JAPAN over other exhibitions

80% Overwhelming scale

47% Many exhibitors from overseas

31% Exhibitors from various regions of Japan

JPY5.21M 

Average planned purchase amount (Highest planned: JPY500M)

# VISITOR INTERVIEW

I think one of the unique things about Foodex Japan is the business matching service. We have been to several meetings all across the world but I don't think we have seen such an organized business matching event like in Foodex Japan.

In the business meeting booth, we can actually have business discussions in a very structured manner. We are able to push towards concluding business offers which is something we are here to do. The negotiations and business meetings that we've had are very positive.

Koshy Mathew  
Chief Operating Officer  
WJ Towell Co LLC



We decided to participate in the Foodex Japan's pre-scheduled business meeting because it's a good way to study the available suppliers and companies that are going to exhibit in the Foodex event. It's a good way also to meet and discuss with them in an environment that is conducive to business discussions. Regarding the outcome of the negotiations, I think it's a good starting point to know more about the company and to know more about the suppliers and people behind the company.

Russell Sy  
Business Development Manager  
GRAND DRAGON ENTERPRISES



# EXHIBITOR INTERVIEW



”

Before we started our exporting business, we visited Foodex Japan every year. Since this is one of the largest food exhibition in Asia, it has always been our dream exhibiting here. This is our second year exhibiting in Foodex Japan and last year, we met many famous and well-known distributors and supermarkets. We're really lucky that last year, we have met a distributor that's willing to import our products in Japan and we are really exciting about this.


Monica Liu  
International Trade Department, Manager  
**Sophisca Food Industrial Co., Ltd**

”


I would like to thank the organizers for the very professional organized exhibition. It's a good platform to meet many importers, distributors, and wine experts. We had the chance to talk with them and understood the potential of Armenian wine in this market. We hope to participate again next year, because all our producers were very happy of the results.

Executive Director  
**Vine and wine foundation of Armenia**



**85%**   
Overall exhibitor  
satisfaction with  
the exhibition

**80%+**   
Met new  
customers

**180+**  
Average daily booth  
visitors 



**A SPECIAL ZONE**

**DEDICATED TO WINE**



**FOODEX WINE 2025**

## FOODEX WINE: A Landmark Event for FOODEX JAPAN'S 50th Anniversary

Wines from 35 countries and regions gathered in one place, featuring tastings by professional sommeliers, Japanese cuisine and wine pairings, and seminars by top producers from around the world. More than just a wine exhibition, the event showcased emerging trends and new ways to enjoy wine.



**450+**



Wines from the world exhibited

**200**



Sommeliers conducting wine tastings over 4 days

**TOP PRODUCER STAGE**

**35**

Speakers including renowned Japanese sommeliers and global wine producers





## DISCOVERING NEW WINES &

## EXCITING TASTING EXPERIENCES



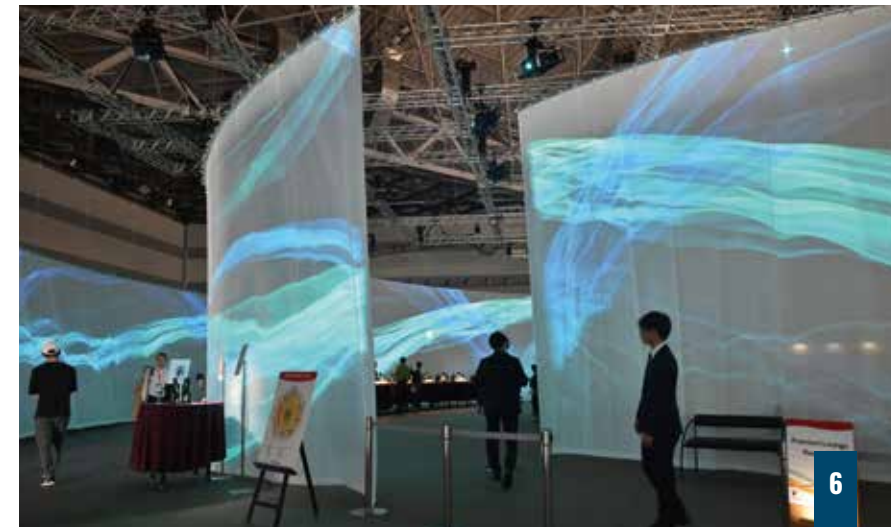
**450+**

Japanese and international  
VIP guests invited to  
experience Japanese food  
and wine pairing

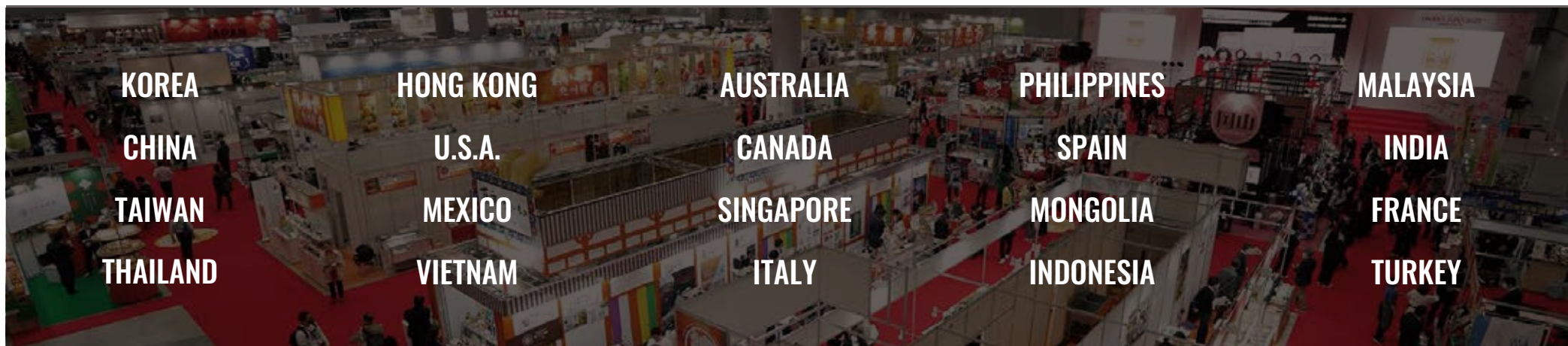
The circular venue, inspired by the image of Wine Drop Ripples, showcased wines from different countries and regions, as well as categories such as organic, rosé, low alcohol/non-alcoholic, and premium wines. In an immersive space filled with enchanting visuals and sound, tastings were conducted by over 200 professional sommeliers.

At the heart of the Drop, a VIP Restaurant Marriage Area was set up, where guests could experience pairings of sushi prepared by sushi chefs sent from a prestigious Tokyo restaurant with wines selected by Japan's top sommelier, Shinya Tasaki.

The event highlighted and shared with the world a new way to enjoy the combination of wine and Japanese cuisine.



# TOP 20 VISITING COUNTRIES & REGIONS



**KOREA**

**HONG KONG**

**AUSTRALIA**

**PHILIPPINES**

**MALAYSIA**

**CHINA**

**U.S.A.**

**CANADA**

**SPAIN**

**INDIA**

**TAIWAN**

**MEXICO**

**SINGAPORE**

**MONGOLIA**

**FRANCE**

**THAILAND**

**VIETNAM**

**ITALY**

**INDONESIA**

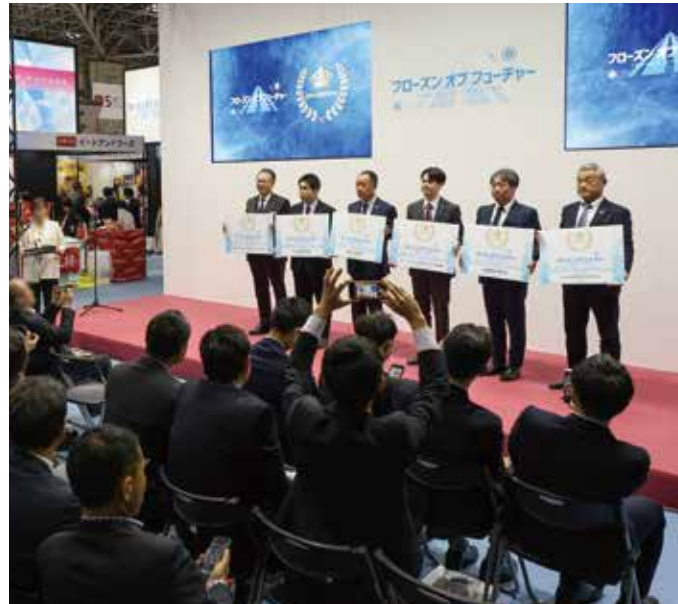
**TURKEY**



# FOODEX Frozen

## The Future of Frozen Foods: Going Beyond "Convenient" and "Delicious"

Addressing Labor Shortages, Food Waste, Time-Saving Cooking, and Recreating Specialty Restaurant Tastes with Ease  
76 cutting-edge frozen foods compete for the award in 6 Categories: Side dish, snacks, famous restaurants/takeout/premium local foods, ice cream & desserts, health & wellness, and sustainable.



### AWARD WINNERS



#### Side Dish



#### Famous Restaurants/Takeout/ Premium Local Foods



#### Health & Wellness



#### Snacks



#### Ice Cream & Desserts



#### Sustainable





# NEW PRODUCTS PLAZA

## Unlock new market opportunities in Japan

Brand-new products from 20 different countries, launched within the last 6 months or yet to be imported into Japan.





# FOODEX STAGE

Sharing the latest insights and opportunities from experts in the food industry, including government agencies, food service and retail, food manufacturers, and the digital and technology sectors, both in Japan and abroad.

For the first time, an AI-powered simultaneous interpretation service was introduced, enabling engagement with listeners from around the world.



**1,800+**  
Total listeners



**17**  
Seminars by  
26 experts



# EXHIBITOR SEMINARS



Exhibitors from Japan and around the world showcased their national ingredients, the latest global trends, food cultures, and new proposals.

Exhibitors had the opportunity to promote their products in a focused and comfortable environment to engaged listeners interested in their presentations.



**14** Countries & Regions

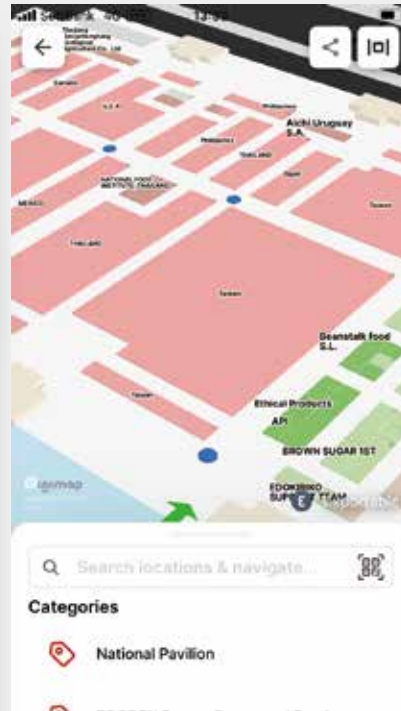


**28** Seminars by exhibitors



**1,240+** Total listeners

# FOODEX APP



## New Official App Debuts at FOODEX JAPAN 2025!

Experience seamless networking with QR code-based business card exchange, easily search for exhibitors and products, and navigate the venue with interactive maps and real-time location tracking. FOODEX JAPAN is committed to evolving as a paperless and sustainable exhibition.



**103k+**  
App downloads



**44k+**  
Business card exchanges



**36k+**  
Exhibitor searches



**22k+**  
Product searches



**8.9t**  
Paper reduction  
by replacing 88,000 printed maps with the official app



# OFFICIAL BUYER & BUSINESS MATCHING PROGRAM

A business matching program was held between exhibitors and prominent buyers from Japan and overseas. For key international buyers, the organizer supported travel expenses, contributing to the creation of business opportunities. In this program, buyers efficiently met exhibitors offering the products they were looking for, and exhibitors found buyers for the products they wanted to sell. The program provided a focused, seated environment for in-depth negotiations.



**9,556** Registered business meetings  
Japanese buyers: **4,608** meetings  
Overseas buyers: **4,948** meetings

# MARKETING & PR

Connecting with our communities on an unparalleled scale



9.8M

Impressions on Facebook  
(Pre-show & during show)

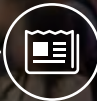


8

TV coverages  
in Japan

1.8M

Impressions on Google  
(Pre-show & during show)



106

Newspapers  
(440M+ circulation)



16

Magazines  
(370k+ circulation)

7.9M

Impressions on  
YouTube



3,949

Web articles  
published

# FOODEX JAPAN 2026



第51回 国際食品・飲料展

Date

**March 10(Tue)-13(Fri), 2026**

10:00~17:00 (Until 16:30 on Mar 13)

Venue

**TOKYO BIG SIGHT**  
East & West & South halls

**FOODEX JAPAN Secretariat**  
C/O Japan Management Association  
Tel: +81-3-3434-3453  
E-mail: foodexglobal@jma.or.jp



**FOODEX JAPAN**

Search

<https://www.jma.or.jp/foodex/en/>

