JFEX

Where the World's Food & Beverage Brands Meet Japan.

The exhibition where overseas food companies build distribution across Japan — meeting importers, wholesalers, retailers and foodservice buyers in one place.

Next Edition

November 11 – 13, 2026

Tokyo Big Sight

ORGANISED BY
RX Japan GK

SUPPORTED BY
Japan Department Stores Association (JDSA)
Wine Importers Association of Japan (WIAJ)

Built by RX
In the business of building businesses

SHOW SCENES

INSIDE THE PREVIOUS JFEX

Scenes from the last edition — Tokyo Big Sight













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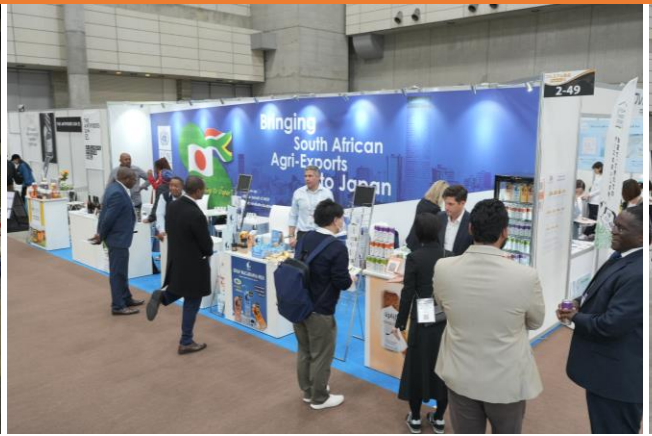










INSIDE THE PREVIOUS JFEX

Scenes from the last edition — Tokyo Big Sight











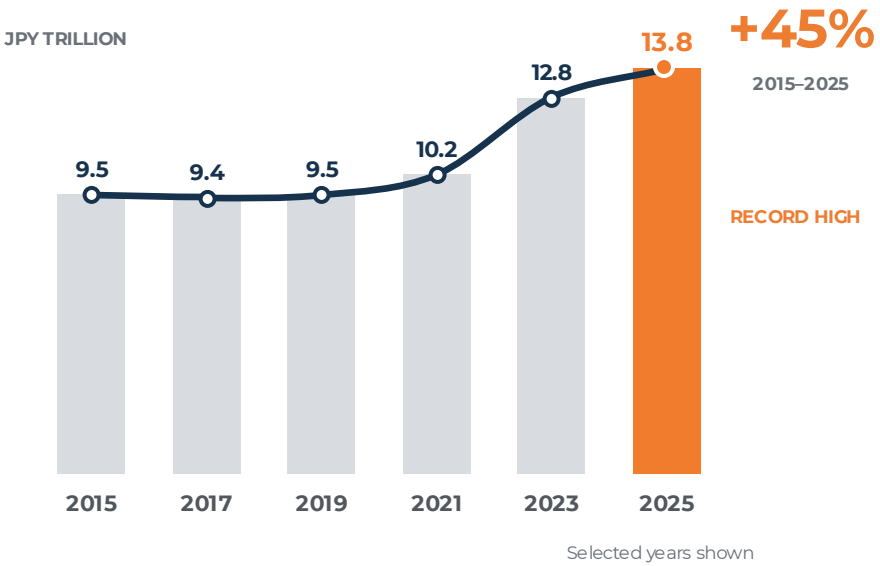


WHY JAPAN?

A large and growing food market for global suppliers

A LARGE AND EXPANDING IMPORT MARKET

Japan's Agricultural, Forestry & Fishery Product Imports



Imports reached JPY 13.8 trillion in 2025

Source: Ministry of Agriculture, Forestry and Fisheries of Japan, based on Ministry of Finance Trade Statistics, 2015–2025.

A LARGE FOOD MARKET

BUILT FOR SCALE. READY FOR GLOBAL BRANDS.

USD 421 BILLION

TOTAL FOOD MARKET IN 2024

LOW FOOD SELF-SUFFICIENCY



63% Overseas

37% Domestic

JAPAN NEEDS RELIABLE GLOBAL SUPPLY.

*Calorie-based inverse of Japan's food self-sufficiency rate. Not a share of import value or market value.

YOUR PATHWAY TO THE JAPANESE MARKET

From overseas producer to multiple sales channels and consumers in Japan

**A clear route to market,
guided by your Japanese importing partner.**

STEP 01 · OVERSEAS PRODUCER

Prepares the product and information needed for the Japanese market

PRODUCT INFORMATION Ingredients · Additives · Allergens · Process · Specifications · Shelf life/storage · Nutrition

STEP 02 · JAPANESE IMPORTER

Leads the local import notification and compliance process

Compliance review · Import notification · Coordination with authorities and partners

STEP 03 · WHOLESALERS

Nationwide distribution networks

Food wholesalers · Regional / specialised distributors

STEP 03 · RETAILERS

Direct access to Japanese shoppers

Supermarkets · Convenience · Department / specialty stores · E-commerce

STEP 03 · FOODSERVICE

Business and professional food demand

Restaurants · Hotels · Cafés · Catering

STEP 04 · CONSUMERS

Products reach customers across Japan

ABOUT THE SHOW

WHAT IS JFEX?

400 EXHIBITORS

15,000 VISITORS

60 COUNTRIES

YOUR FIRST STEP INTO THE JAPANESE MARKET

JFEX is built for overseas food companies entering Japan for the first time — including those without an established local partner.

EXHIBITORS

What international suppliers showcase

- Food & Grocery
- Beverages & Alcohol
- Frozen & Chilled
- Ingredients & Materials
- Health & Functional Foods
- Sweets & Snacks
- Organic & Sustainable

JFEX

B2B Food & Beverage

- Business Matching
- Product Discovery
- Partnership Building

VISITORS

Who comes to source products and partners

- Importers
- Wholesalers & Distributors
- Retailers
- Restaurants & Hotels
- Food Manufacturers
- Logistics

WHO YOU MEET AT JFEX

Buyers who visit the show

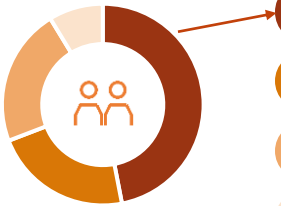
DECISION MAKERS

60% of visitors hold decision-making authority

CEO / Executive Level	27%
Manager Level	18%
General Manager / Director Level	15%

Staff level and others 40%

VISITOR COMPOSITION



46.9%	Wholesalers / Importers
22.2%	Retailers & Foodservice
22.1%	Manufacturers
8.7%	Industry Affiliates / Others

PREVIOUS VISITORS

A selection of companies that visited the previous edition

VIEW VISITOR DETAILS

IMPORTER MATCHING PROGRAM

WE MATCH YOU WITH THE RIGHT IMPORTERS

Arranged by the JFEX show management office

Japanese importers see your product information before the show and choose the exhibitors they want to meet.

You send your product information. We deliver it to partner importers, they select you, and we schedule the meetings.

STEP 01

OVERSEAS EXHIBITOR

- Product category and specifications
- Export terms, volume, price range
- Target sales channel in Japan

STEP 02

JFEX SHOW MANAGEMENT OFFICE

We send your profile to importers and arrange their requests

Distribute | Selection | Scheduling

STEP 03

JAPANESE IMPORTERS

- Receive your profile before the show
- Choose exhibitors they want to meet
- Importers, wholesalers, retail buyers

RESULT **On show days, you meet importers who already reviewed your products and asked to talk — high-intent buyers at your booth.**

MATCHING MEETINGS AT THE SHOW







Matching is based on product fit and importer availability. Meetings are arranged on a best-effort basis and appointments are not guaranteed.

REAL RESULTS FROM OUR EXHIBITORS

In their own words



“

We were very surprised by the results from JFEX. We were able to meet **strong Japanese importers,** which eventually led to business with major supermarket companies within just **six months after exhibiting.**

Normally, it takes us two to three years to receive orders in Japan, so the speed and quality of meetings at JFEX exceeded our expectations. We truly appreciate this opportunity and look forward to continuing with JFEX.

— RUPAREL FOODS PVT. LTD.

AT THE SHOW







EXHIBITING FEE EXAMPLES

Choose the booth size that best fits your exhibiting needs.

BOOTH SIZE COMPARISON | ALL BUSINESS MEETING PLAN

Exhibiting fees vary by booth location. Please contact the show management office for details.



MINI BOOTH (8.1sqm)



1 BOOTH (16.2sqm)



1.5 BOOTHS (24.3sqm)



2 BOOTHS (32.4sqm)

EXHIBITING FEE COMPARISON

	Mini Booth 8.1sqm	1 Booth 16.2sqm	1.5 Booths 24.3sqm	2 Booths 32.4sqm
Raw Space	JPY 500,000	JPY 1,000,000	JPY 1,500,000	JPY 2,000,000
Rental Decoration (Design Type)	JPY 310,000	JPY 620,000	JPY 930,000	JPY 1,870,000
ExpoMaster Standard	JPY 150,000	JPY 150,000	JPY 150,000	JPY 150,000
Total, Excluding Tax	JPY 960,000	JPY 1,770,000	JPY 2,580,000	JPY 4,020,000
Total, Including 10% Tax	**JPY 1,056,000**	**JPY 1,947,000**	**JPY 2,838,000**	**JPY 4,422,000**
Approx. USD	USD 6,590	USD 12,150	USD 17,710	USD 27,590

Prices exclude optional equipment and additional services. JPY is the official payment basis; USD amounts are approximate, converted from the tax-included total at JPY 160.29 per USD and rounded to the nearest USD 10. Confirm final prices and inclusions in the official application form and Exhibitor Guidelines.



READY TO ENTER JAPAN?

TELL US ABOUT YOUR PRODUCTS.

We'll help you choose the right exhibiting plan.

JFEX — your first step into the Japanese food market.

INTERNATIONAL CONTACT TEAM



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