

**Japan's Leading B2B Food
Trade Show for Market Entry**

JFEX

JAPAN INT'L FOOD & BEVERAGE EXPO

SUMMER SHOW

 June 24 (Wed) – 26 (Fri), 2026

 Tokyo Big Sight, Japan

WINTER SHOW

 Nov. 11 (Wed) – 13 (Fri), 2026

 Tokyo Big Sight, Japan

Organised by RX Japan Ltd.

Japan's Largest Exhibition Organisation

Built by



In the business of
building businesses

Show Statistics

SUMMER SHOW 2026

June 24 (Wed) – 26 (Fri), 2026 | Tokyo Big Sight, Japan



700

Exhibitors



25,000

Visitors



25

Countries/Regions

WINTER SHOW 2026

November 11 (Wed) – 13 (Fri), 2026 | Tokyo Big Sight, Japan



500

Exhibitors



20,000

Visitors



20

Countries/Regions

Specialised shows within JFEX

JFEX 

FOOD

JAPAN INT'L PROCESSED FOOD EXPO

JFEX 

WINE & SPIRITS

JAPAN INT'L WINE & SPIRITS EXPO

JFEX 

PREMIUM

JAPAN INT'L PREMIUM FOOD EXPO

JFEX 

FRESH

JAPAN INT'L FRESH FOOD EXPO

JFEX 

INBOUND

JAPAN INT'L INBOUND FOOD EXPO

Feature 1: Specialized show within JFEX

JFEX **FOOD** *JAPAN INT'L PROCESSED FOOD EXPO*



- Frozen Food
- Pre-packaged Food
- Pasta, Noodles
- Seafood
- Snack, Sweets
- Tea, Coffee
- Instant Food
- Canned Food
- Vegetable, Fruit
- Seasoning
- Health/Organic Food
- Drink, Beverage

JFEX **WINE & SPIRITS** *JAPAN INT'L WINE & SPIRITS EXPO*



- Wine
- Spirits
- Whisky
- Japanese Sake
- Korean Rice Wine
- Vodka
- Beer
- Liquor, Liqueur
- Brandy
- Baijiu
- Gin
- Tequila

JFEX **FRESH** *JAPAN INT'L FRESH FOOD EXPO*



- Fruits
- Vegetables
- Herbs
- Meat
- Seafood
- Dairy Products
- Eggs
- Baked Goods

JFEX **PREMIUM** *JAPAN INT'L PREMIUM FOOD EXPO*



- Delicacies
- Seasoning
- Agri-food
- Meat
- Yogurt
- Honey
- Jam
- Snack, Confectionery
- Seafood
- Drink, Beverage
- Cheese
- Butter

JFEX **INBOUND** *JAPAN INT'L INBOUND FOOD EXPO*



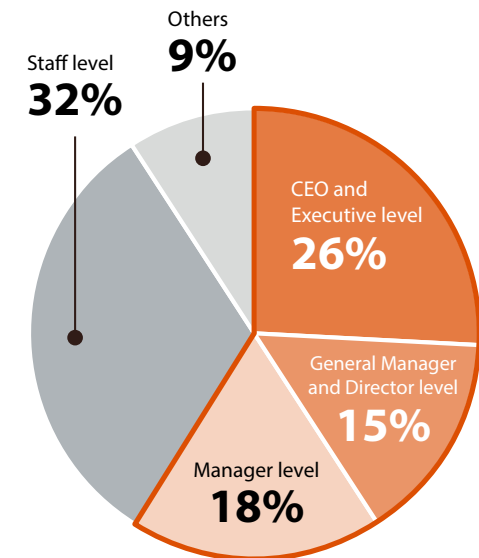
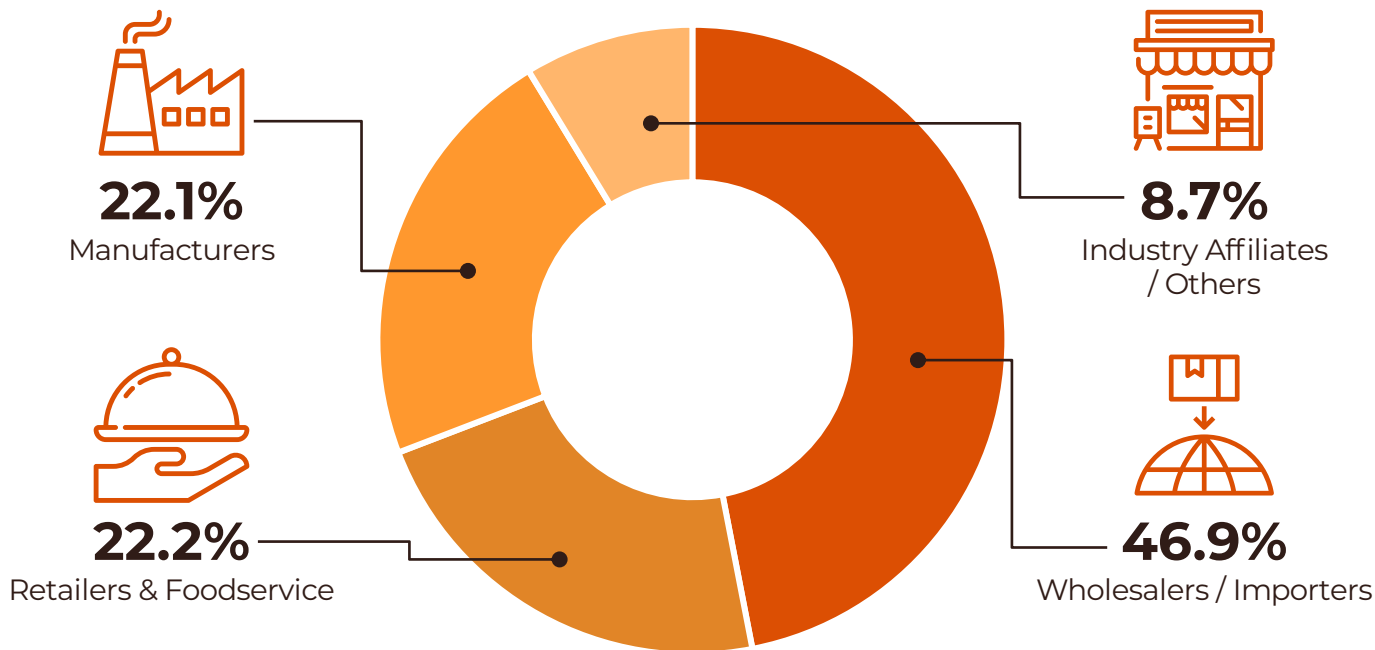
- Processed Foods & Confectionery
- Drinks & Alcoholic Beverages
- Tea
- Instant Foods
- Canned & Retort Foods
- Snacks
- Noodles & Fresh Foods
- OEM Products
- Tableware & Food Samples

Feature 2: High percentage of Decision Makers

Who will you meet

Buyers who can support your initial entry into Japan will be present at JFEX SUMMER

JFEX24 Visitor Composition



60% of visitors are **Decision-Makers**

Feature 3: On-Site Importer Matching for Export Success

Exclusive Matching Program with Leading Trading Companies

Take part in an exclusive on-site business matching program with Japan's top food trading companies at JFEX.



Kokubu Group

One of Japan's Top 3 food wholesalers. Strong in supermarkets, convenience stores, and department stores. Ideal for brands aiming for nationwide retail distribution.



Lact-Japan

Top importer of dairy and meat ingredients in Japan. Ideal for B2B ingredient and frozen food suppliers.



Yamae Group

Kyushu's largest wholesaler, expanding into Southeast Asia. Ideal for regional targeting or cross-border strategies.



TOA SHOJI

Specialized in foodservice and Asian cuisine distribution. Ideal for restaurant suppliers and ethnic food brands.

Key Importers to List:

- Mitsubishi Shokuhin
- Kato Sangyo
- Daikokutenbussan
- Prima Meat Packers
- Maxvalu Tokai
- Nishimoto (Wismettac)
- Shoei Foods
- Oisix ra daichi
- Yamae Hisano
- B-R 31 Ice Cream
- Kakiyasu Honten
- Eco's
- Tohto Suisan
- Yuasa Funashoku
- Chuo Gyorui
- Satoh
- Daisho
- Kakiyasu Group
- Hohsui
- OM2 Network
- Oomitsu
- Kuze
- Global Food Creators
- Kinboshi
- Pan Ocean Trading
- CBC
- Chafflose
- Ito En
- Aeon
- Camel Coffee
- Seijo Ishii
- Welcia
- Ikari
- Nihon Access
- Kokubu Group
- Itochu Foods
- Mitsui Foods
- Meidi-Ya
- Shinkan
- Zen-Noh
- Mizkan Holdings
- Mercian
- Jeroboam
- Enoteca
- Kanematsu
- Shinmei
- Itochu
- Marubeni
- Kagome
- Kikkoman

Feature 4: Matching System to ensure good result

Matching System Only in JFEX

Approach Visitors before the
show start in 2 steps!

Step 1

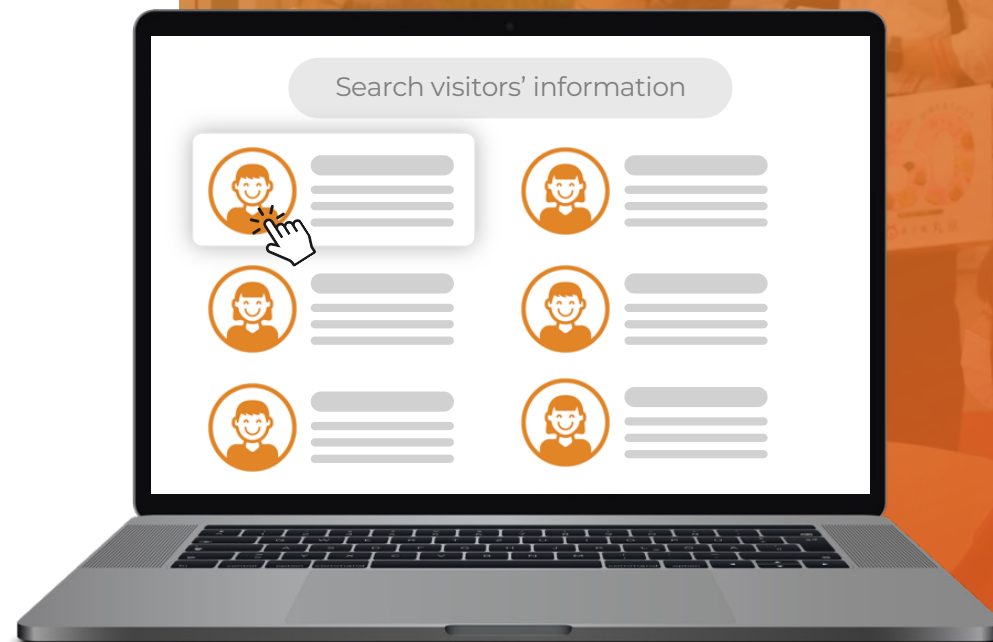


Search on the database and
send Appointment Requests
to the Visitors

Step 2



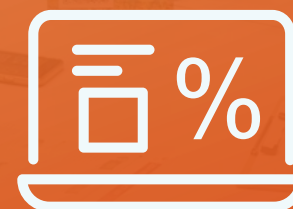
Coming to the show with
10+ meetings waiting for you!



JFEX's 2024:

8,380
appointments

were arranged before the
show even started



Participation Costs

MINI BOOTH

3m width x 2.7m depth = **8.1 sqm**



Price

Raw Space	JPY 550,000
Rental Display	JPY 319,000
Expo Master	JPY 165,000

Total

JPY 1,034,000

USD 6,615
EUR 6,100
CNY 47,800

1 BOOTH

6m width x 2.7m depth = **16.2 sqm**



Price

Raw Space	JPY 1,100,000
Rental Display	JPY 638,000
Expo Master	JPY 165,000

Total

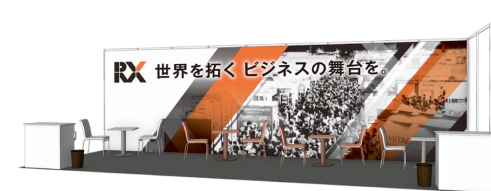
JPY 1,903,000

USD 12,165
EUR 11,270
CNY 86,900

Top
Choice

1.5 BOOTHS

9m width x 2.7m depth = **24.3 sqm**



Price

Raw Space	JPY 1,650,000
Rental Display	JPY 957,000
Expo Master	JPY 165,000

Total

JPY 2,772,000

USD 17,730
EUR 16,430
CNY 126,800

2 BOOTH

6m width x 5.4m depth = **32.4 sqm**



Price

Raw Space	JPY 2,200,000
Rental Display	JPY 1,276,000
Expo Master	JPY 165,000

Total

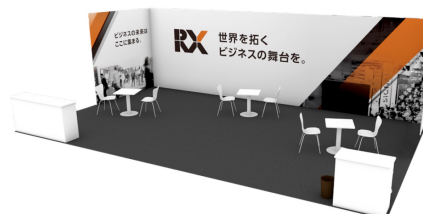
JPY 3,641,000

USD 23,295
EUR 21,590
CNY 166,700

Popular

3 BOOTHS

9m width x 5.4m depth = **48.6 sqm**



Price

Raw Space	JPY 3,300,000
Rental Display	JPY 1,914,000
Expo Master	JPY 165,000

Total

JPY 5,379,000

USD 34,195
EUR 31,880
CNY 246,300

4 BOOTHS

12m width x 5.4m depth = **64.8 sqm**



Price

Raw Space	JPY 4,400,000
Rental Display	JPY 2,552,000
Expo Master	JPY 165,000

Total

JPY 7,117,000

USD 45,105
EUR 42,160
CNY 325,900

[View Decoration Details >](#)

Note:

-ExpoMaster can be upgraded to Premium (¥715,000) or downgraded to Basic (¥55,000).
-In the case of co-exhibiting, an additional fee of ¥55,000 will be charged.

Exhibitors' Result of 2024 JFEX



Meet with
4 Major distributors

Now Selling in
200 stores in Japan



Meet with
Major wine distributors

8 new+ stable distributors
and expanding in Japan

Exhibitors' Voice



- Talked to 200 buyers.
- Held 50+ business meetings with trading companies.
- Secured 7 orders!
- Applied for the JFEX Summer 2025.



- Expect sales between 10 of millions to 100 million yen (65,000~650,000 USD).
- Exhibiting at the trade show are more efficient way to sell compared to our in-house sales visits.

Contact Us



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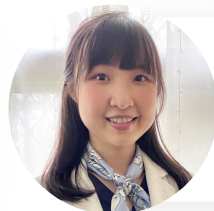
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Talk to us now!



WhatsApp

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