



12th “JAPAN’S FOOD” EXPORT FAIR **SUMMER**

Post Show Report Summer 2026

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

Organiser: RX Japan GK

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Show Overview

"JAPAN'S FOOD" EXPORT FAIR : Connecting Global Buyers with Japanese Food Suppliers

"JAPAN'S FOOD" EXPORT FAIR SUMMER 2026 successfully concluded in Tokyo, showcasing the best of Japanese food and beverages to buyers from around the world.

The show welcomed **19,452 professional visitors** from **58 countries and regions** and featured **465 exhibitors**, creating valuable opportunities for sourcing, networking, and business matching. Figures include all concurrent shows. This edition placed a stronger focus on business matching through enhanced matchmaking initiatives and a dedicated appointment system.

"JAPAN'S FOOD" EXPORT FAIR continues to be the leading platform where international buyers connect with Japanese food suppliers, expand export opportunities, and build long-term global partnerships.

12th

"JAPAN'S FOOD" EXPORT FAIR **SUMMER**

Dates	June 24 (Wed) – 26 (Fri), 2026
Venue	Tokyo Big Sight, Japan
Opening Hours	10:00 AM – 5:00 PM
Organiser	RX Japan GK
Co-organiser	Japan External Trade Organization (JETRO)
Supporter	Ministry of Agriculture, Forestry and Fisheries
Sponsor	Ministry of Economy, Trade and Industry
Concurrent Shows	Japan Int'l Food & Beverage Expo (JFEX) Food LogiX





Show Results & Key Achievements

The show attracted food buyers from around the world, generating active business discussions throughout the exhibition. Pre-arranged meetings, overseas hosted buyer visits, and extensive media coverage highlighted the growing global demand for Japanese food exports.

Exhibitors



465

Japan: 360 / Overseas: 105

Visitors



19,452

Including all
Concurrent Shows

Overseas Visitors



2,481

Including all
Concurrent Shows

Overseas Hosted Buyers



289

Including all
Concurrent Shows

Pre-arranged Business Meetings



3,169

Visitor Decision-Makers



61%

Manager-Level and Above (%)

Visitor



58

Countries & Regions

Intention to Visit Again

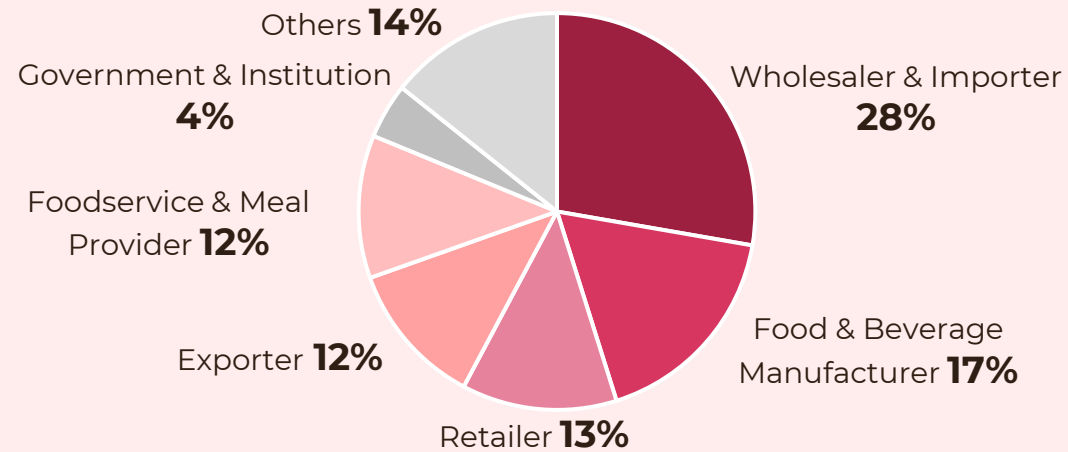


94%

Visitors answering
"Intent to Visit Again"

Visitor & Exhibitor Profile

Visitor Profile



- » Wholesaler
- » Exporter
- » Importer
- » Import-Export Support / Consulting
- » Supermarket / Department Store / Convenience Store
- » Other Retailers (Liquor Stores, Butcher Shops, Greengrocers, Fishmongers, Duty-Free Shops, etc.)
- » Mail Order / E-commerce
- » Logistics / Warehousing
- » Commercial Facilities (Airports, Railway Stations, Tourist Attractions, Leisure Facilities, etc.)
- » Alcoholic Beverage / Beverage Manufacturers
- » Meat Manufacturers
- » Seafood Manufacturers
- » Producers / Agricultural Cooperatives (JA)
- » Other Food Manufacturers
- » Restaurant
- » Hotel / Ryokan
- » Ready-to-Eat Food Company (Delicatessen / Prepared Foods)
- » Government Agencies / Local Governments / Industry Associations
- » Embassies / Consulates
- ...etc.

Exhibitor Profile



Visitor Feedback & Insights

Register as a Visitor (FREE) >

Visitor Survey Results

Overall Satisfaction

84%



Answered "Satisfied" or higher

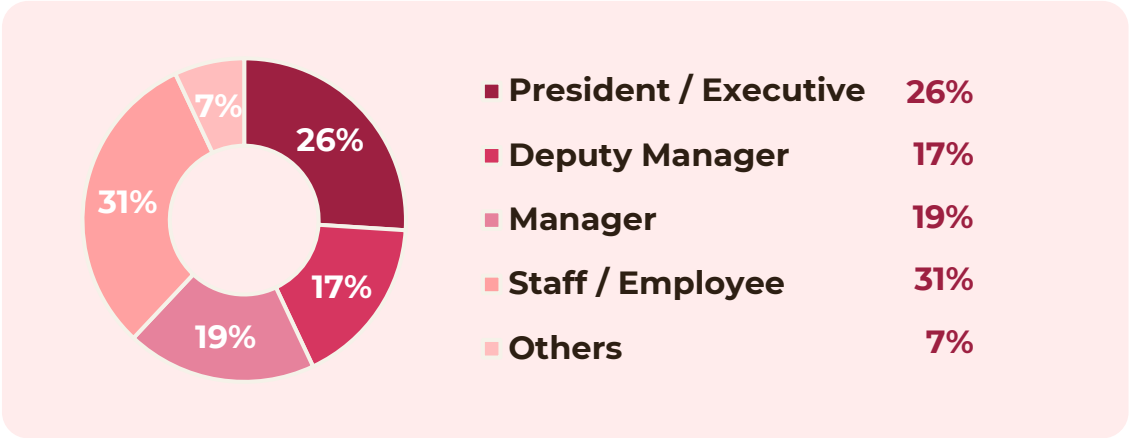
Intention to Visit Again

94%



Answered "Intent to visit again"

Visitor by Job Function



Voice of Overseas Visitors



Food Wholesaler

We found a wide range of products that are not easily available elsewhere, including organic foods, Japanese ingredients, and export-oriented products. The exhibition provided valuable opportunities not only to meet new suppliers but also to gather market information that will support our future business development.



Retailer

We were able to efficiently explore products expected to gain popularity, such as matcha-related items and health-oriented products. The exhibition gave us valuable insights into market trends and opportunities to discover new products.



Café Owner

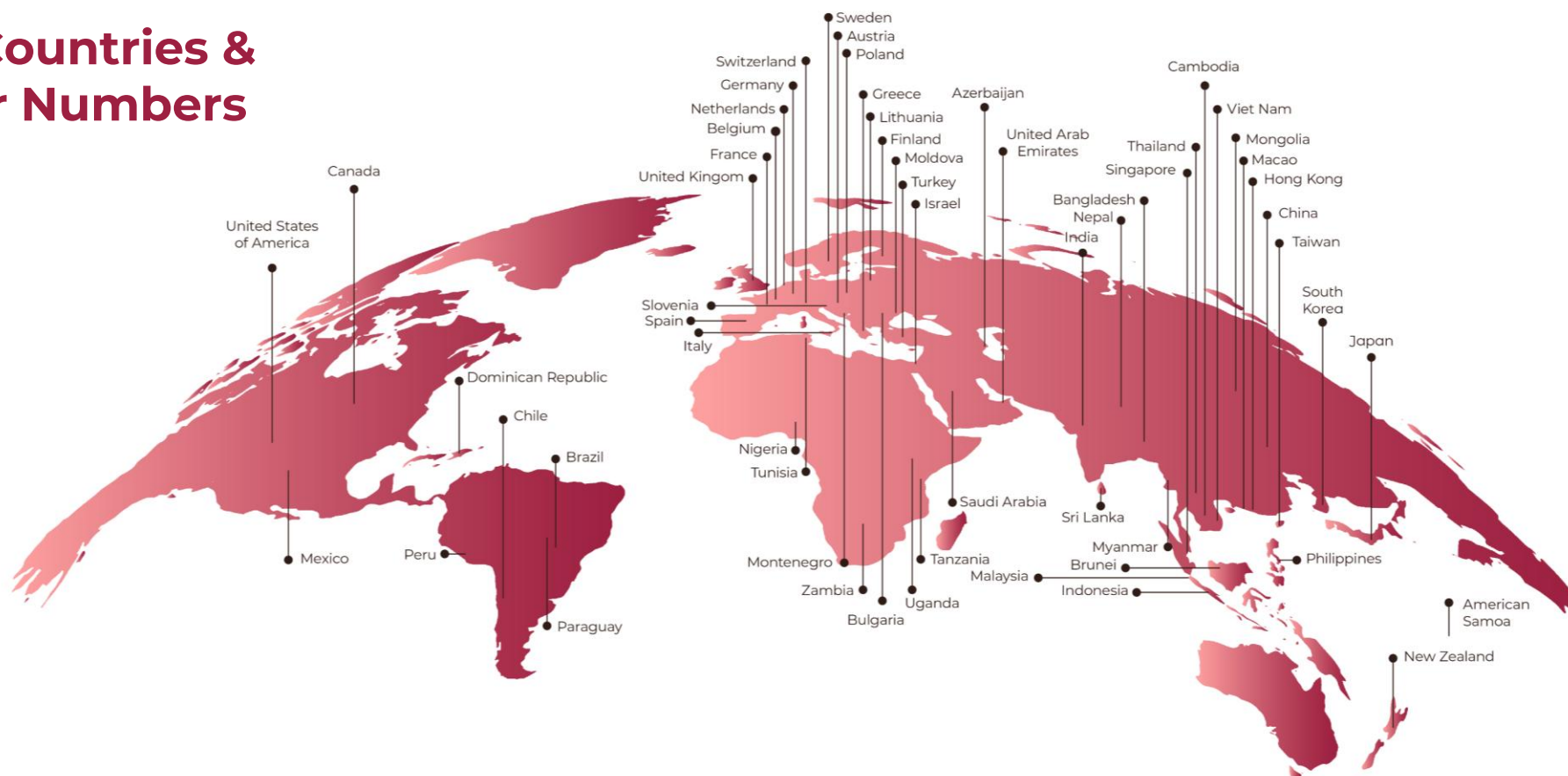
A wide variety of products were showcased in one place, allowing us to efficiently gather information and hold business meetings. The exhibitors were highly passionate about their products, and we discovered unique items that are difficult to find elsewhere.

Visitors from 58 Countries & Regions

Strong international participation from industry professionals and buyers worldwide.

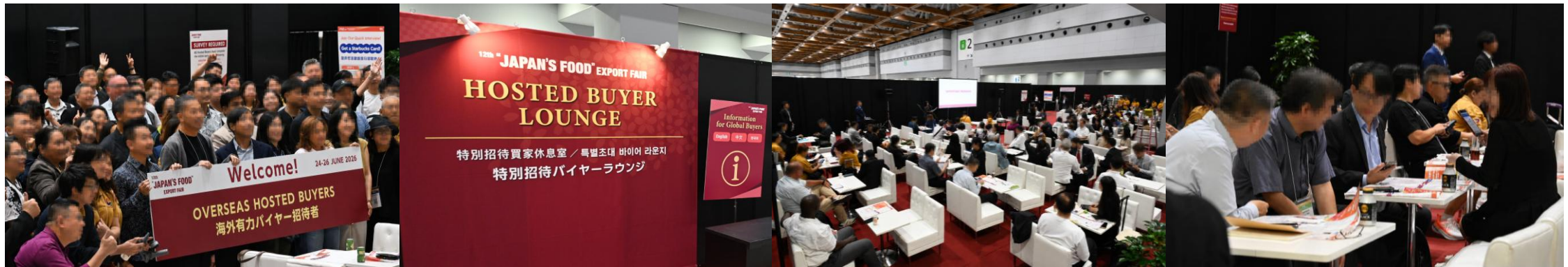
Top 10 Overseas Countries & Regions by Visitor Numbers

1. Philippines
2. Taiwan
3. South Korea
4. China
5. United States
6. Hong Kong
7. Thailand
8. Malaysia
9. Indonesia
10. Singapore



Premium Overseas Hosted Buyer Program

The Program welcomed **289** carefully selected VIP buyers from **29 countries and regions**, each chosen for their strong purchasing power and sourcing interest in Japanese food. Through pre-arranged business meetings and active negotiations, the program created valuable export opportunities and strengthened global business partnerships.



Voice of Overseas Hosted Buyers



Seafood Processor Philippines

Compared with similar exhibitions in other countries, this show's exclusive focus on Japanese food made it truly unique. It offered the opportunity to discover authentic Japanese flavors, connect with a large number of Japanese suppliers, and source products that are not available at other international exhibitions.



Hotel Taiwan

The excellent hospitality for overseas hosted buyers—including quality meals, refreshments, a comfortable lounge, and networking events—greatly enhanced the overall experience. The exhibition also featured many SMEs, making it an ideal venue to discover new suppliers and source products in smaller volumes.



Supermarket United States

I have been attending this exhibition for about three years to identify new suppliers. The organiser's support has always been outstanding. I highly recommend this exhibition to supermarket buyers and sourcing professionals targeting the U.S. market.

Overseas Hosted Buyers

289 VIP Buyers Joined the Show, Creating New Export Business Opportunities



Visit Frequency



First-time Visit **55%**

2-3 Visits **32%**

4+ Visits **13%**



55% of hosted buyers were first-time visitors, creating new opportunities for exhibitors to enter international market

Business Negotiations

Approx.

USD 197K

PER HOSTED BUYER



High-value overseas buyers and quality business meetings led to numerous promising export opportunities

*FX rate: USD 1 = JPY 157.74

Hosted Buyer Countries & Regions (29)



Top 3 Follow-Up Information Requests

1



Price List

Essential information for purchasing decisions

2



Product Samples

To evaluate product quality before purchase

3



Product Catalogues

For detailed product specifications and lineups

Top Categories for Future Sourcing



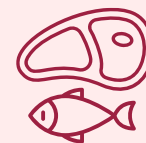
Matcha & Japanese Tea



Snacks, Confectionery & Desserts



Seasonings & Sauces



Seafood & Meat Products



Health & Functional Foods



Alcoholic Beverages

Exhibitor Feedback & Insights

Exhibitor Survey Results

Overall Satisfaction

91% 

Answered "Satisfied" or higher

Intention to Exhibit Again

80% 

Answered "Will exhibit again"

Top 5 Exhibition Objectives (Multiple answers)

1. Acquiring new customers  **73%**
2. Conducting meetings  **46%**
3. Promoting products  **45%**
4. Increase brand awareness  **34%**
5. Strengthening relationships with existing customers  **33%**

Voice of Exhibitors



SANKYO FOODS

Seasonings • OEM • Import

We had the opportunity to meet not only retail buyers from Taiwan and Thailand, but also a wide range of domestic and international buyers and industry professionals. The exhibition gave us confidence in expanding our sales channels.



TODAYA

Snack Manufacturer

We met a broader range of visitors than expected, including overseas buyers and foodservice professionals. The exhibition marked an important step toward expanding our business internationally.



TARUNOAJI

Kimchi & Pickles Manufacturer

We exhibited with the goal of expanding sales in overseas and high-value-added markets. Meetings with high-quality buyers have created promising opportunities for future business deals.



“JAPAN’S FOOD” EXPORT FAIR SUMMER 2026 - Show Floor Highlights



Global Business Networking

The Global Business Networking Party provided exhibitors, overseas hosted buyers, and industry professionals with exclusive networking opportunities beyond the exhibition floor.

In a relaxed and welcoming atmosphere, participants expanded their professional networks, exchanged valuable market insights, and engaged in meaningful business discussions.

The event fostered new business matching opportunities, strengthened existing relationships, and laid the foundation for future international partnerships across the global food and beverage industry.



Concurrent Shows

JFEX SUMMER 8TH JAPAN INT'L FOOD & BEVERAGE EXPO

Running alongside **JFEX SUMMER**, this event brought together hundreds of Japanese food producers with importers and buyers from around the world.



3rd Food LogiX SUMMER – Int'l Food Logistics EXPO –

An international platform for food logistics professionals, facilitating collaboration between service experts and stakeholders across the F&B supply chain.



Media Partners

Supported by Our Trusted Media Partners

Our media partners amplified “JAPAN’S FOOD” EXPORT FAIR SUMMER 2026 through extensive industry coverage, increasing exhibitor exposure and attracting quality business visitors from Japan and overseas.



Join us at the Next “JAPAN’S FOOD” EXPORT FAIR

Connecting global buyers with the future of Japanese food again.

13th
“JAPAN’S FOOD”
EXPORT FAIR **WINTER**

 November 11 – 13, 2026
 Tokyo Big Sight, Japan

14th
“JAPAN’S FOOD”
EXPORT FAIR **SUMMER**

 June 30 – July 2, 2027
 Tokyo Big Sight, Japan

Interested in visiting for 2026 Winter Show?

Visitor Registration (FREE) 

VIP Registration (FREE) 

**For "Manager" or above title*

Contact

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