

JFEX 8TH JAPAN INT'L FOOD & BEVERAGE EXPO
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

JFEX SUMMER 2026 : Connecting Business, Creating Opportunities

JFEX SUMMER 2026 successfully concluded in Tokyo, bringing together premium Japanese and international food & beverage products with 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.

JFEX continues to be a leading platform where global buyers and suppliers connect, build partnerships and create new business opportunities.

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

Dates	June 24 (Wed) – 26 (Fri), 2026
Venue	Tokyo Big Sight, Japan
Opening Hours	10:00 AM – 5:00 PM
Organiser	RX Japan GK
Concurrent Shows	“JAPAN’S FOOD” EXPORT FAIR Food LogiX





Show Results & Key Achievements

JFEX SUMMER 2026 successfully connected premium F&B suppliers with qualified buyers from around the world. As a leading B2B exhibition, JFEX serves as a gateway to the Japanese and Asian markets, with enhanced business matching driving new partnerships and business growth.

Exhibitors



465

Japan: 360 / Overseas: 105

Visitors



19,452

Including all Concurrent Shows

Exhibitor | Visitor



22 58

Countries & Regions

Overall Exhibitor Satisfaction



91%

Exhibitors rating "Satisfied" or Higher

Visitor Decision-Makers



61%

Manager-Level and Above (%)

Intention to Visit Again



94%

Visitors answering "Intent to Visit Again"

Exhibitor & Visitor Profile

Exhibitor Profile



Visitor Profile



Exhibitor Feedback & Insights

[Request Exhibitor Info \(FREE\) >](#)

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



True delicious

South Korea / Processed Food

This was our first time exhibiting, and the results far exceeded our expectations. We met close to ten highly promising B2B buyers, including an executive from a major Japanese retailer. My manager and I kept saying, "This is so much better than we expected."



Moldova Pavilion

Moldova / Wine

Having exhibited at JFEX for two consecutive years, we had more opportunities to connect with importers this year than last year. We also noticed more wine exhibitors and wine-related initiatives, and we could clearly see the positive impact of the strengthened wine category.



Botzakis S.A. Creta oil

Greece / Olive Oil

We developed a brand-new product specifically for the Japanese market. I had 10 scheduled meetings, and many more visitors came to our booth saying, 'We saw your ad and came looking for you.' Most importantly, I met exactly the partner company I was looking for.

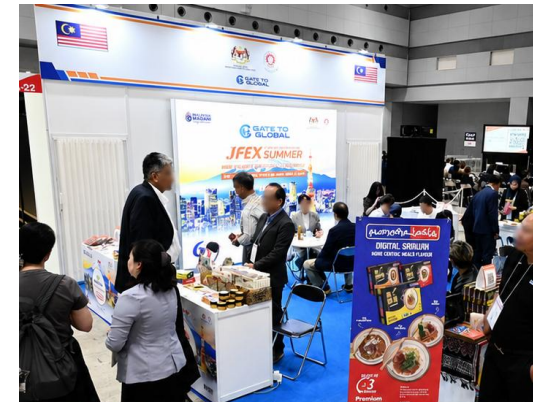
International Pavilions

Expanding Global Business Opportunities

International pavilions from the **EU, Moldova, Malaysia, Philippines, China, South Korea** and many other countries & regions brought together export-ready food and beverage suppliers from around the world.

The pavilions attracted strong interest from buyers, creating valuable opportunities for trade promotion, business matching, and international collaboration.

Their participation further strengthened JFEX as a leading platform for global sourcing and export businesses.



Exhibitors from 22 Countries & Regions

Showcasing diverse exhibitors from around the world and connecting them with Japan's leading buyers.

Top 10 countries & regions by number of exhibitors

1. Japan
2. Malaysia
3. Moldova
4. South Korea
5. China
6. Philippines
7. India
8. Vietnam
9. Taiwan
10. South Africa



Visitor Feedback & Insights

[Register as a Visitor \(FREE\) >](#)

Visitor Survey Results

Overall Satisfaction

84%



Answered "Satisfied" or higher

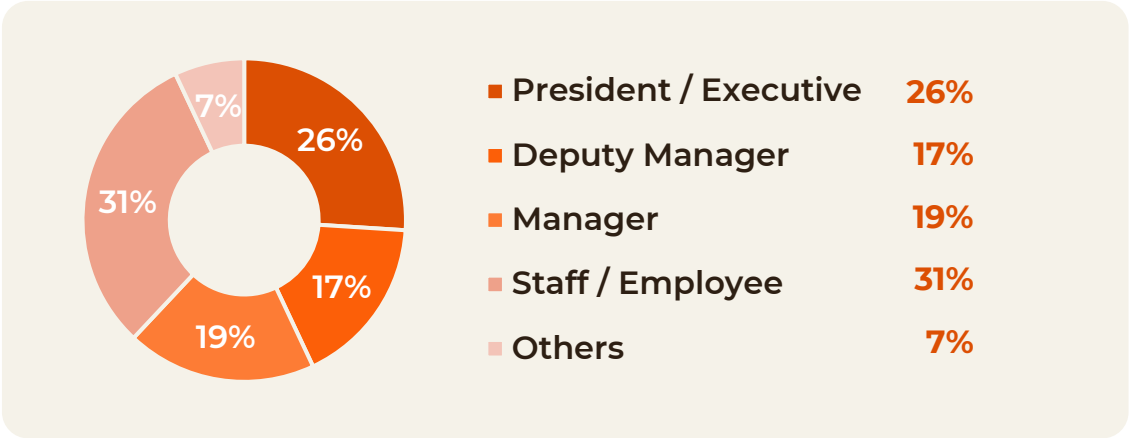
Intention to Visit Again

94%



Answered "Intent to visit again"

Visitor by Job Function



Voice of Visitors

 **Importer**



I visited to find new products, mainly from Korea and Southeast Asia. At JFEX, I was able to have direct business meetings with manufacturers from various countries and discuss import terms and product development for the Japanese market in detail. I am very satisfied to have met promising suppliers that could lead to future business.

 **Distributor**

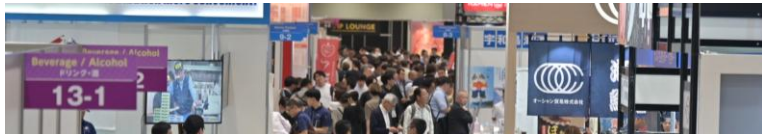


I was looking for new overseas food products that we can propose to retailers and the food service industry. At JFEX, there were many products that are not yet available in the general market, and I discovered several items with strong potential in the Japanese market. We are now advancing our consideration for introduction through direct negotiations with overseas exhibitors.

 **Retailer**



I visited to discover overseas food products that can differentiate us from other stores. Through tastings, I was able to confirm the quality of the products, and I also heard the brand stories and export track records from the manufacturers. It was very valuable to efficiently compare and evaluate candidates for new product introductions.



JFEX SUMMER 2026 - Show Floor Highlights



Importer Matchmaking Program

Driving Efficient and High-Value Business Meetings

The **Partner Importer Program** connected qualified buyers with carefully matched international exhibitors through pre-arranged meetings. Held in dedicated semi-private meeting lounges, the program enabled focused discussions, accelerated sourcing, and generated valuable business opportunities throughout the exhibition.

Highlights

Dedicated Private Meeting Lounge



Exclusive semi-private meeting spaces provided a professional environment for productive, in-depth business discussions.

Pre-Matched Business Meetings



Buyers met exhibitors selected based on their sourcing needs, resulting in more efficient meetings, stronger business connections, and higher-quality outcomes.



Product Promotion Opportunities

Helping Exhibitors Maximise Product Visibility



JFEX provides multiple promotional opportunities to help exhibitors showcase their featured products, increase brand exposure and attract qualified buyers through interactive and trend-focused initiatives.



JFEX Awards

A visitor-participation award program where attendees vote for the products they most want to source in each category. Winning products gain recognition as the exhibition's most sought-after products, increasing brand awareness and buyer interest.



Product Display Corner

A dedicated showcase displaying exhibitors' recommended products before and during the exhibition. Buyers can discover trending products in advance, while all featured items are exhibited in a special gallery area on-site to encourage booth visits and business meetings.



Premium Showcase

A special exhibition highlighting premium food products and the latest market trends through industry insights, consumer data, and case studies. The showcase demonstrates the value of premium products and guides visitors to exhibitors presenting these products at the exhibition.

Business Networking Parties

JFEX hosted 2 exclusive networking events, offering exhibitors, buyers, and industry professionals' valuable opportunities to expand their networks, exchange market insights, and foster new business opportunities.

Global Business Networking Reception

The reception connected overseas hosted buyers with exhibitors in a relaxed setting, encouraging meaningful conversations, business matching, and the development of new international partnerships beyond the exhibition floor.



Wine Networking Reception

The Wine Networking Reception brought together overseas wineries, importers, and industry professionals to exchange industry insights while enjoying wine tastings, creating valuable connections and future business opportunities.



Concurrent Shows

12th

“JAPAN’S FOOD” EXPORT FAIR **SUMMER**

– For Importers & International Buyers –

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 JFEX SUMMER 2026 through extensive industry coverage, increasing exhibitor exposure and attracting quality business visitors from Japan and overseas.



Join us at the Next JFEX

Join us for new business opportunities,
valuable connections, and global networking.

JFEX JAPAN INT'L FOOD & BEVERAGE EXPO **WINTER**

 November 11 – 13, 2026

 Tokyo Big Sight, Japan

JFEX JAPAN INT'L FOOD & BEVERAGE EXPO **SUMMER**

 June 30 – July 2, 2027

 Tokyo Big Sight, Japan

Interested in exhibiting?

Request Exhibitor Info (FREE) >

Interested in visiting?

Register as a Visitor (FREE) >

Contact

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