



Post Show Report 2025

July 9-11, 2025 | Tokyo Big Sight, Japan



Built by
RX In the business of
building businesses

JFEX SUMMER 2025: Global Palates Give the Thumbs-up

JFEX SUMMER 2025 has officially concluded after a vibrant and successful showcase in Tokyo, celebrating the finest in Japanese and international food and beverage (F&B). This year's edition welcomed **19,980 visitors from 55 countries**, all keen to explore the rich diversity of global F&B.

With **617 exhibitors from 22 countries/regions**, attendees enjoyed direct sourcing opportunities and thousands of fruitful business meetings—facilitated by English-speaking staff and a smooth appointment system.

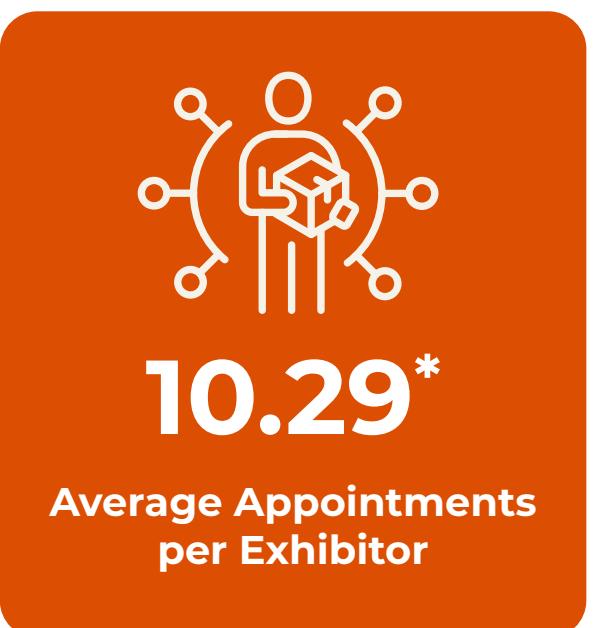
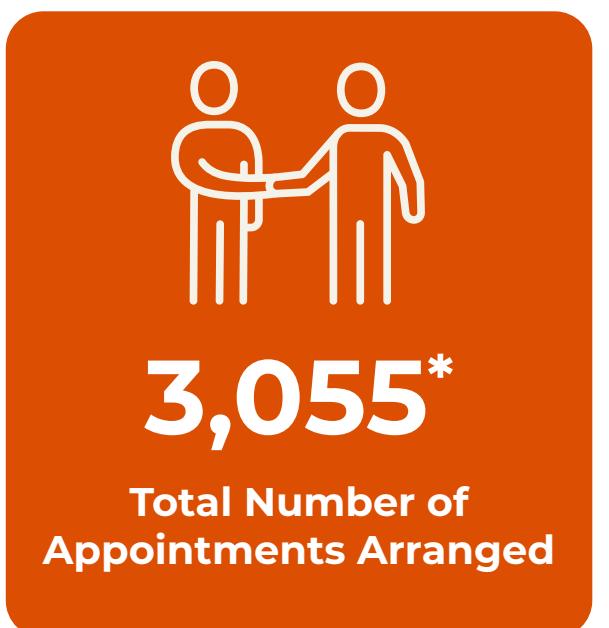
More than just a trade show, **JFEX SUMMER 2025** proved to be a global hub for F&B innovation, cultural exchange, and strategic collaboration.

A heartfelt thank you to all exhibitors, buyers, and partners who made this edition a resounding success. We look forward to continuing the journey with you in the next chapter of global F&B.

Show Results



Matchmaking Results



(*including the concurrent shows)



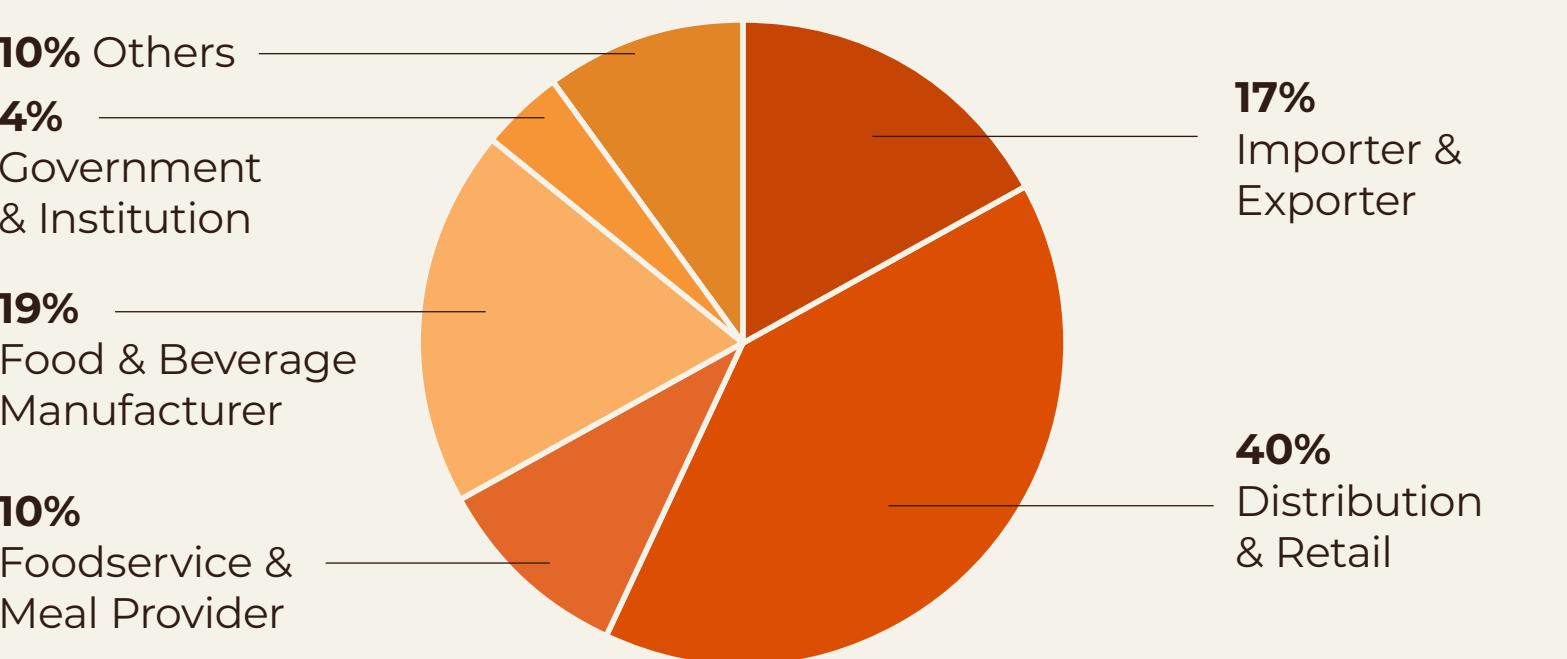
Overview

Show Outline

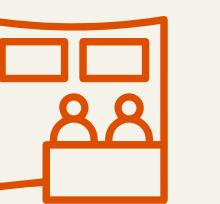
Exhibition Title	JFEX SUMMER 2025 – 6th JAPAN INT'L FOOD & BEVERAGE EXPO
Dates	July 9 (Wed) - 11 (Fri), 2025
Opening Hours	10:00 – 17:00
Venue	Tokyo Big Sight, Japan
Organiser	RX Japan Ltd.



Visitor Profile



- » Wholesaler
- » Exporter
- » Importer
- » Import-Export Support / Consulting
- » Supermarkets / Convenience Stores
- » Department Store
- » Other Retailers (e.g., liquor stores, butcher shops, greengrocers, fishmongers)
- » Online Retail (E-commerce)
- » Restaurant
- » Hotel
- » Ready-to-Eat Meal Provider (Meal Prep / Delivery Services)
- » Processed Agricultural Products Manufacturer
- » Meat Manufacturer
- » Seafood Manufacturer
- » Beverage Manufacturer
- » Alcohol Manufacturer
- » Other Food Manufacturers
- » Producers / Agricultural Cooperatives (JA)
- » Logistics / Warehousing
- » Government Offices / Municipalities / Industry Associations
- » Embassies / Consulates
- ...etc.



Exhibitor Profile



Frozen Food



Instant Food



Drink, Beverage



Pre-packaged Food



Canned Food



Meat & Dairy



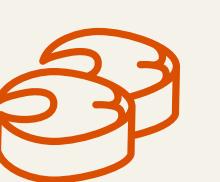
Pasta, Noodles



Vegetable, Fruit



Wine & Spirits



Seafood



Seasoning



Delicacies



Snack, Sweets



Health/Organic Food

...etc.

JFEX AWARDS 2025

From standout entries to inspiring sessions, **JFEX Awards** brought together the best of innovation and excellence.



WELLNESS
Entry No. 7
BLACKMO OAT MILK WHITE COFFEE



NEW TO JAPAN
Entry No. 17
SAMONYU SALMON BISCUITS



BEST GIFT
Entry No. 12
THEAN HEONG BRAND SOY SAUCE



NEW FOOD TREND
Entry No. 15
CHA SPRESSO

Conference Bridging Global Food Insights

Food industry experts from around the world came together to share ideas, talk about trends, and discuss the future of food at a series of sessions.



Why Torikizoku Continues to Be Chosen: A Special Talk Covering Operations, Products, and Management

Tadashi Ookura

President & CEO,
Eternal Hospitality Group
Founder of Torikizoku



The Present and Future of the Halal Food Business: Capturing Growing Global Demand

Saeed Akhtar

Director,
Asia Halal Association



The Global Appeal of Japanese Cuisine and Its Future Prospects

Taishi Makinose

Director, Food Culture Office,
Ministry of Agriculture, Forestry
and Fisheries (MAFF), Japan



Strategies for Differentiation in a Rapidly Changing Food Retail Market: Store Design and Product Development

Fumiaki Yukimoto

Editor-in-Chief,
Diamond Chain Store
Magazine

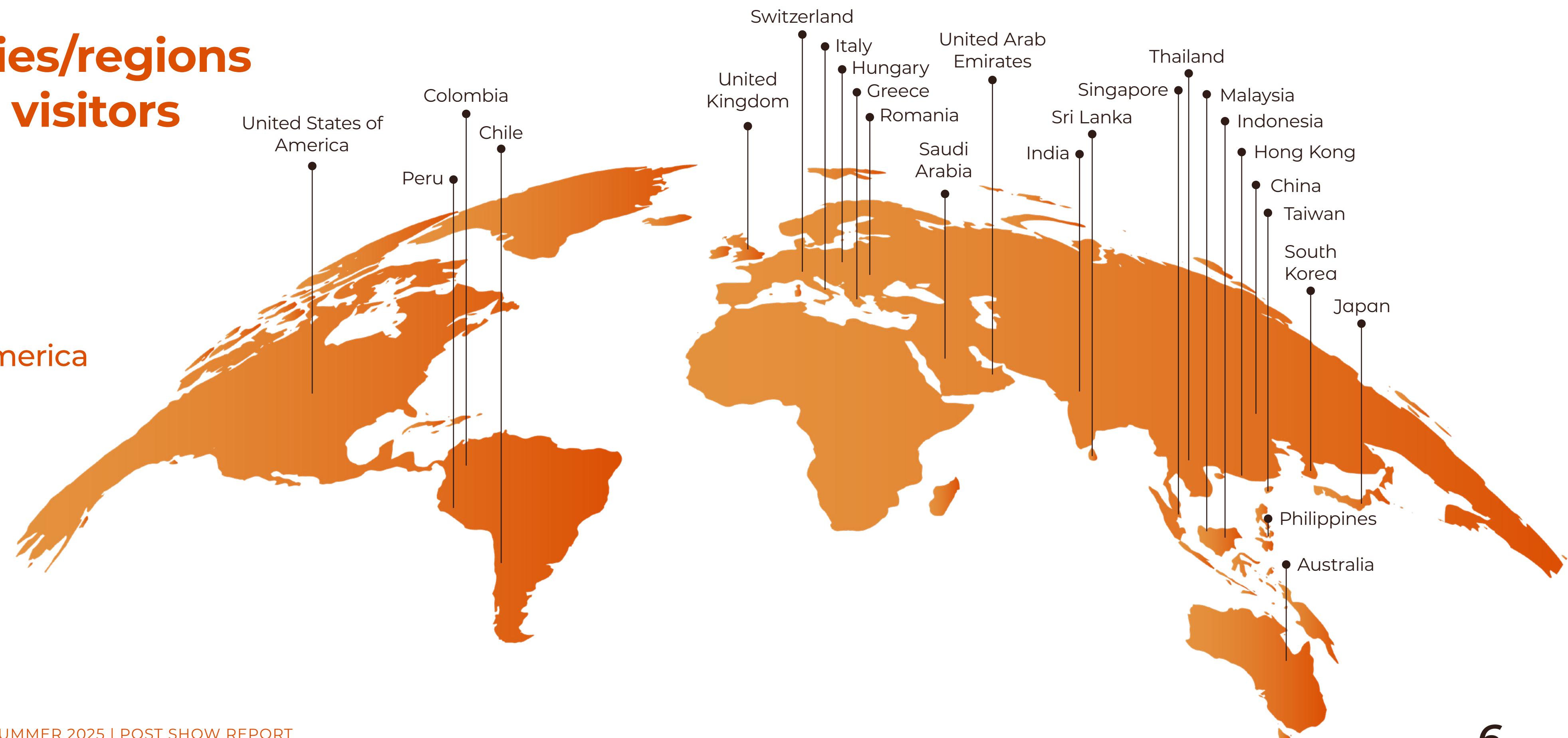
*The presentation shown is an excerpt. *Title omitted

Top Visiting Countries/Regions

JFEX SUMMER 2025 attracted industry professionals and buyers from around the globe.

Top 10 countries/regions by number of visitors

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



A Glimpse into JFEX SUMMER's Show Floor



Concurrent Shows

10th “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.



1st 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.



Join us again

We look forward to welcoming you again—with the same energy and fresh opportunities.

JFEX 7TH JAPAN INT'L FOOD & BEVERAGE EXPO

WINTER



Dec. 3 (Wed) - 5 (Fri), 2025



Makuhari Messe, Japan

JFEX 8TH JAPAN INT'L FOOD & BEVERAGE EXPO

SUMMER



June 24 (Wed) - 26 (Fri), 2026



Tokyo Big Sight, Japan

Contact us Today >

Contact



In the business of
building businesses



+81-3-6739-4133



www.jfex.jp/jfex/en-gb.html



jfex-en.jp@rxglobal.com

RX Japan Ltd. | JFEX Show Management
11F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan
A division of Reed Business Registered in England, Number 678540

JFEX
JAPAN INT'L FOOD & BEVERAGE EXPO