



7TH JAPAN INT'L FOOD & BEVERAGE EXPO
JFEX WINTER
Post Show Report
Winter 2025

Built by
RX In the business of
building businesses

December 3-5, 2025 | Mahuhari Messe, Japan

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Show Overview

JFEX WINTER 2025: Where Global Taste Meets Business

JFEX WINTER 2025 successfully concluded in Tokyo, showcasing premium Japanese and international food & beverage products. The event welcome **10,339 professional visitors from 50 countries**, highlighting strong global interest in the latest F&B trends and innovations.

With **315 exhibitors**, the show enabled efficient sourcing, networking, and thousands of productive business meetings, and a smooth appointment system. More than a trade fair, JFEX WINTER 2025 served as a global platform for innovation, cultural exchange, and new business partnerships. We sincerely thank all exhibitors, buyers, and partners for making this edition a success, and we look forward to welcoming you to the next JFEX.

JFEX WINTER

7TH JAPAN INT'L FOOD & BEVERAGE EXPO

Dates	Dec. 3 (Wed) - 5 (Fri), 2025
Venue	Makuhari Messe, Japan
Opening Hours	10:00 AM - 5:00 PM
Organiser	RX Japan GK
Concurrent Shows	"JAPAN'S FOOD" EXPORT FAIR FOOD LogiX



Show Results & Figures

JFEX WINTER 2025 concluded with outstanding success, welcoming industry leaders and buyers from around the world. The event saw strong participation and active engagement, reaffirming JFEX's position as a premier platform for international food and beverage business.



315
Exhibitors



13,765*
Visitors



50
Countries/Regions
Participated

*The visitor count includes attendees from "JAPAN'S FOOD" EXPORT FAIR, JFEX, and Food LogiX, as well as visitors to the concurrently held exhibitions.

Daily Visitor Count

Day 1 | Dec. 3 (Wed)

4,741

Day 2 | Dec. 4 (Thu)

4,631

Day 3 | Dec. 5 (Fri)

4,393

3 Days Total

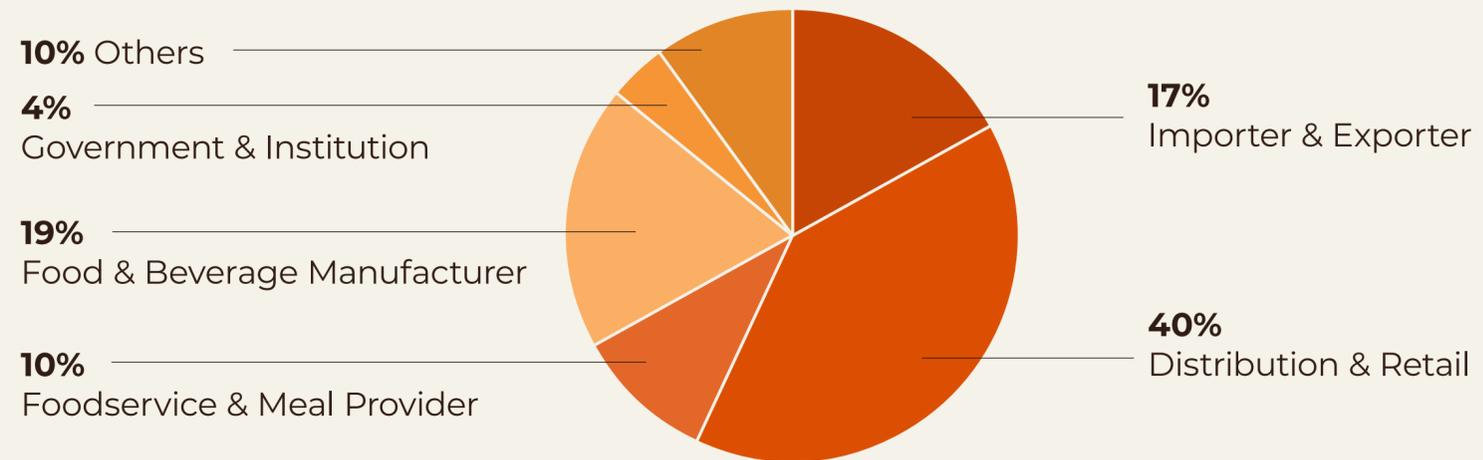
13,765

*The numbers are including concurrent shows.

Visitor & Exhibitor Profile



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 | Nutritional Supplements |
| Pre-packaged Food | Canned Food | Meat & Dairy | Ready-to-eat Meals |
| Pasta, Noodles | Vegetable, Fruit | Wine & Spirits | Bakery & Confectionary |
| Seafood | Seasoning | Delicacies | Sauces & Condiments |
| Snack, Sweets | Health/Organic Food | Vegan Products | Frozen Desserts / Ice Cream |

...etc.

Key Achievements

Breaking Records & Expanding Horizons



Visitor Surge

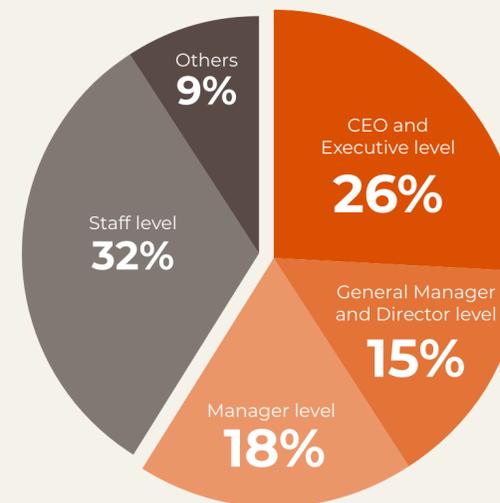
Attendance reached a record high, marking a 30.3% increase compared to previous editions.

**The visitor count includes attendees from "JAPAN'S FOOD" EXPORT FAIR, JFEX, and Food LogiX, as well as visitors to the concurrently held exhibitions.*



New International Pavilions

First-time participation from Indonesia and South Africa



60% of Visitors are Decision-Makers

High percentage of senior executives and key decision-makers



+10%

Import/Export Matchmaking

Matchmaking services: **1,845 appointments** successfully arranged

Indonesian Pavilion

A Strong Debut at JFEX WINTER 2025

Halal Indonesia Pavilion by The Ministry of Industry of Indonesia

The Halal Indonesia Pavilion successfully exhibited at JFEX WINTER 2025, attracting strong interest from global buyers. The pavilion featured a vibrant booth design with authentic Indonesian cultural elements, including traditional batik patterns and decorative accents. Exhibitors presented a diverse range of halal-certified food and beverage products, from premium teas and coffee to ready-to-eat meals and snacks. This participation reinforced Indonesia's position as a key player in the international halal food market and created valuable opportunities for export partnerships.



South Africa Pavilion

A Strong Presence at JFEX WINTER 2025

The South Africa Pavilion stood out at the show, showcasing a diverse selection of premium products and sustainable solutions. Exhibitors highlighted South Africa's strengths in quality, innovation, and cultural heritage, attracting strong interest from international buyers and supporting new business partnerships.

Exhibitor Highlights

- **United Nations Development Program South Africa**
Supports inclusive growth and sustainable development initiatives, empowering communities and businesses.
- **Amber Macs (Pty) Ltd.**
Leading exporter of macadamia nuts and kernels from South Africa's prime growing region.
- **Mcebo Unlimited Wealth (Pty)**
A woman-owned agribusiness specialising in urban farming and export of fresh produce and seeds.
- **Summer Trading 87 t/a Setsong African Tea Crafters**
Award-winning producer of indigenous African herbal teas crafted from wild flora in Limpopo.
- **Tempus Dynamics**
Manufactures lactose-free milk powders, plant-based nutritional drinks, and protein supplements for health conscious consumers.
- **Magna Carta Wines (Pty) Ltd.**
Boutique winery producing organic, sulphur-free wines from Swartland vineyards for global export.
- **Nubev (Pty) Ltd.**
Full-service beverage development company behind Uplift Kombucha and innovative drink formulations.



What Visitors Valued Most

For interested in visiting

Visitor Registration (FREE) >

VIP Registration (FREE) >

Visitor Feedback Summary

- ◇ Seamless and professional event management from pre-registration through on-site operations
- ◇ High-quality exhibitors and a professional environment that met international buyer standards
- ◇ Efficient, well-structured opportunities for focused business meetings and networking
- ◇ Strong value delivered through curated content, co-located events, and a wide range of Japanese products

Visitor Insights

◆ Event Management

The event was seamlessly organized from registration to on-site navigation, making it extremely easy to manage.



◆ Quality & International Standards

The overall quality of the exhibition, from the exhibitor lineup to staff professionalism, fully met international buyer expectations.



◆ Business Efficiency & Networking

The well-structured format allowed us to focus on serious business meetings and sourcing, making our time on-site highly efficient.



◆ Content Value & Uniqueness

The curated content, co-located events, and strong presence of Japanese products created a unique and highly valuable business platform.



Voices from Exhibitors

For interested in exhibiting

[Exhibiting Info Request >](#)



Successful B2B

◆ Outcomes and Strong Export Results

The exhibition proved to be an effective platform for promoting Philippine export-ready products and engaging with professional buyers. Throughout the show, we received strong interest from importers and direct buyers from Japan and other international markets, leading to productive business discussions in a focused, B2B-oriented environment. Encouraged by the quality of meetings and overall results, we would be pleased to consider participating in future editions.



The Philippines Pavilion



High-Quality Leads

◆ Prove JFEX's Power as a Market Entry Platform

JFEX provided a strong B2B environment supported by a well-structured buyer program, delivering results that exceeded our expectations. Several exhibitors generated high-quality leads, confirming the competitiveness of South African products in the Japanese market. The organizers' bilingual and highly responsive support was particularly valuable, and we see JFEX as an effective platform for market entry and long-term growth.



The South Africa Pavilion



High Buyer Interest

◆ Unlocks Halal Market Opportunities in Japan

Recognizing the growing potential of the halal industry in Japan, we participated in JFEX 2025 with 13 Indonesian halal companies. The pavilion attracted strong interest from visitors, buyers, and distributors, resulting in numerous business meetings during and after the show. Compared with other international exhibitions, JFEX demonstrated greater business potential, supported by professional and reliable organizer assistance. We would welcome the opportunity to continue our participation in future editions.



The Indonesia Pavilion



Strong International Participation from 50 Countries/Regions

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

Top 10 countries/regions by number of visitors

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





Relive the Energy of JFEX WINTER 2025 – Show Floor Highlights



Concurrent Shows

11th “JAPAN’S FOOD” EXPORT FAIR **WINTER**

– For Importers & International Buyers –

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



2nd **Food LogiX** **WINTER**

– 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

Our Trusted Media Partners Supporting JFEX WINTER 2025

JFEX WINTER 2025 was supported by our trusted media partners, whose industry coverage and promotional efforts helped extend the show's reach across Japan and overseas. Their collaboration played an important role in increasing exhibitor visibility and attracting high-quality business visitors.

Asia Food
JOURNAL



**FOOD &
BEVERAGE
BUSINESS**



IFD
&
(INSIDE) FOOD&DRINK

foodies

日本海事新聞
THE JAPAN MARITIME DAILY

Join us again

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

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

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

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

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

For interested in exhibiting

[Exhibiting Info Request >](#)

For interested in visiting

[Visitor Registration \(FREE\) >](#)

[VIP Registration \(FREE\) >](#)

Contact

RX Japan GK | 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

 +81-3-6739-4133

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

 jfex-en.jp@rxglobal.com

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