

11th

“JAPAN’S FOOD”

EXPORT FAIR **WINTER**

– For Importers & International Buyers –

Post Show Report Winter 2025

December 3-5, 2025 | Makuhari Messe, Japan

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RX In the business of
building businesses



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Show Overview

“JAPAN’S FOOD” EXPORT FAIR WINTER 2025 Connecting Japanese Flavors with the Global Market

“JAPAN’S FOOD” EXPORT FAIR WINTER 2025 showcased the best of Japanese food and beverage, bringing together tradition and innovation under one roof. From classic ingredients such as miso and matcha to emerging plant-based and food-tech products, the fair highlighted the diversity and global appeal of Japanese cuisine.

The event welcomed **10,339* buyers and food professionals from over 50* countries and regions**, creating a vibrant environment for sourcing, networking, and business development. With strong engagement and positive feedback, the fair proved to be a key platform for expanding Japanese food exports and building international partnerships—setting the stage for even greater opportunities at upcoming shows. *(*including concurrent shows)*

11th “JAPAN’S FOOD” EXPORT FAIR **WINTER** – For Importers & International Buyers –

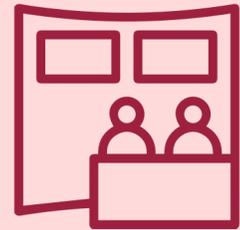
Dates	Dec. 3 (Wed) - 5 (Fri), 2025
Venue	Makuhari Messe, Japan
Opening Hours	10:00 AM - 5:00 PM
Organiser	RX Japan GK
Co-organiser	Japan External Trade Organization (JETRO)

Supporter	Ministry of Agriculture, Forestry and Fisheries
Endorsed by	Minister of Economy, Trade and Industry
Concurrent Shows	JJAPAN INT’L FOOD & BEVERAGE EXPO (JFEX), Food LogiX



Show Results & Figures

“JAPAN’S FOOD” EXPORT FAIR WINTER 2025 concluded successfully, welcoming buyers and food industry professionals from around the world. Strong participation and active business matching reaffirmed the fair’s role as a key platform for expanding Japanese food and beverage exports.



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

Business Matchmaking Results



2,800
Total Number of
Appointments Arranged



200
Premium Overseas Hosted
Buyers Over 3 Days

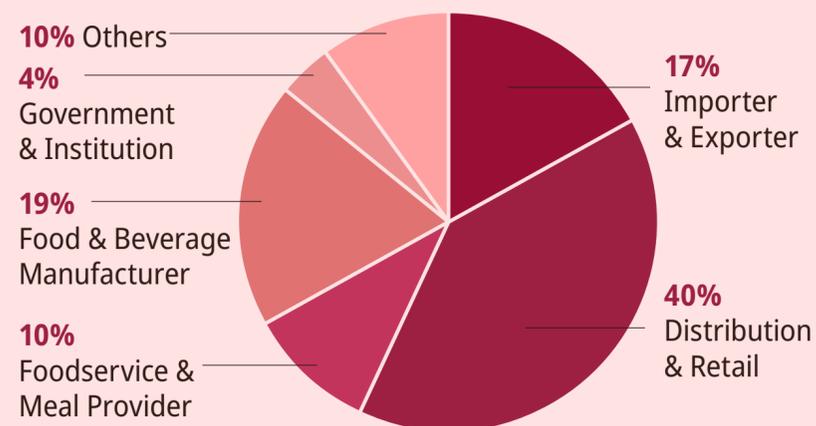


14
Average Appointments
per Exhibitor

Visitor & Exhibitor Profile

The 11th “JAPAN’S FOOD” EXPORT FAIR WINTER was held at Tokyo Big Sight, bringing together global buyers and leading Japanese food suppliers. Over three days, the show provided a comprehensive platform for business negotiations, networking, and exploring new export opportunities in the Japanese food and beverage sector.

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.

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.*



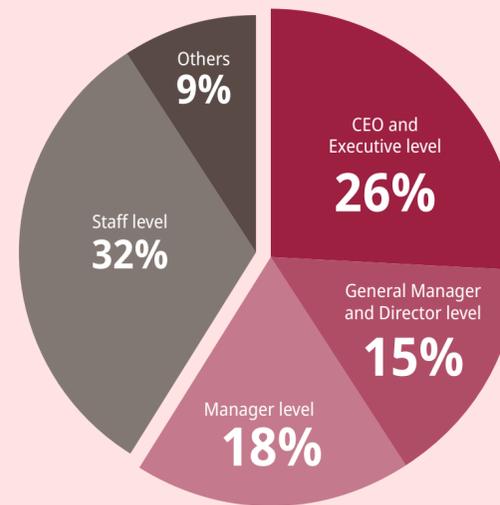
200 Premium Overseas Hosted Buyers

Over 3 days, the fair welcomed a curated group of high-value buyers from overseas.



14 Average Appointments per Exhibitor

Exhibitors experienced steady, high-quality business matching throughout the show.



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

Connecting Global Importers & Distributors

The Business Matching Program drove strong global engagement, generating **2,800 business meetings** and connecting importers and distributors from over **50 countries and regions** to create high-value partnerships.

Business Matching Success



2,800 Successful Business Meeting

Conducted by Premium Hosted Buyers



50 Countries/Regions

This initiative created valuable opportunities for international trade and strengthened global business networks.

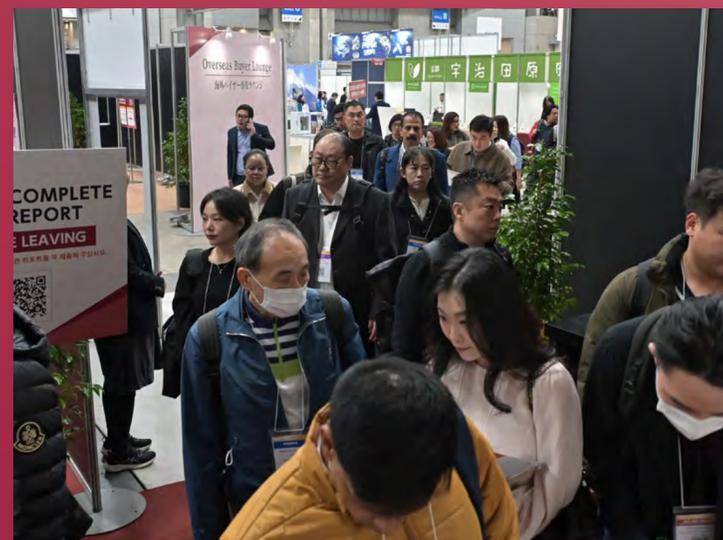


Premium Hosted Buyer Program

The Premium Hosted Buyer Program welcomed 200 carefully selected overseas buyers over three days, each chosen for their strong purchasing power and high relevance to Japanese food exports.

Throughout the exhibition, these buyers actively participated in targeted business meetings, providing exhibitors with high-quality opportunities to expand their global reach. Their presence significantly elevated the level of on-site negotiations and contributed to strong, tangible business results.

Premium Hosted Buyer Program Details



Global Networking Party

The Global Networking Party brought together exhibitors, overseas buyers, and industry professionals for valuable networking beyond the exhibition floor. The event fostered meaningful connections, strengthened business relationships, and supported future collaboration across global food and beverage markets.



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 organised 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

◆ Connect with Serious Global Buyers at “JAPAN’S FOOD” EXPORT FAIR

Exhibiting at “JAPAN’S FOOD” EXPORT FAIR provided us with valuable opportunities to connect with overseas buyers, particularly from Southeast Asia. The strong interest in our products and the quality of business discussions exceeded our expectations, making the show an effective platform for expanding our export potential.



Nagishou
Co., Ltd.



◆ Proven Growth and Strong Global Buyer Interest

This was our second time exhibiting, and we experienced clear growth compared to our first participation. Strong interest from buyers across Asia, Europe, and India—especially in our rice-based whisky—led to many productive discussions for both export and domestic markets. Extensive media coverage and effective business matching further enhanced our brand visibility and understanding of overseas market needs.



Road Runner
Co., Ltd.

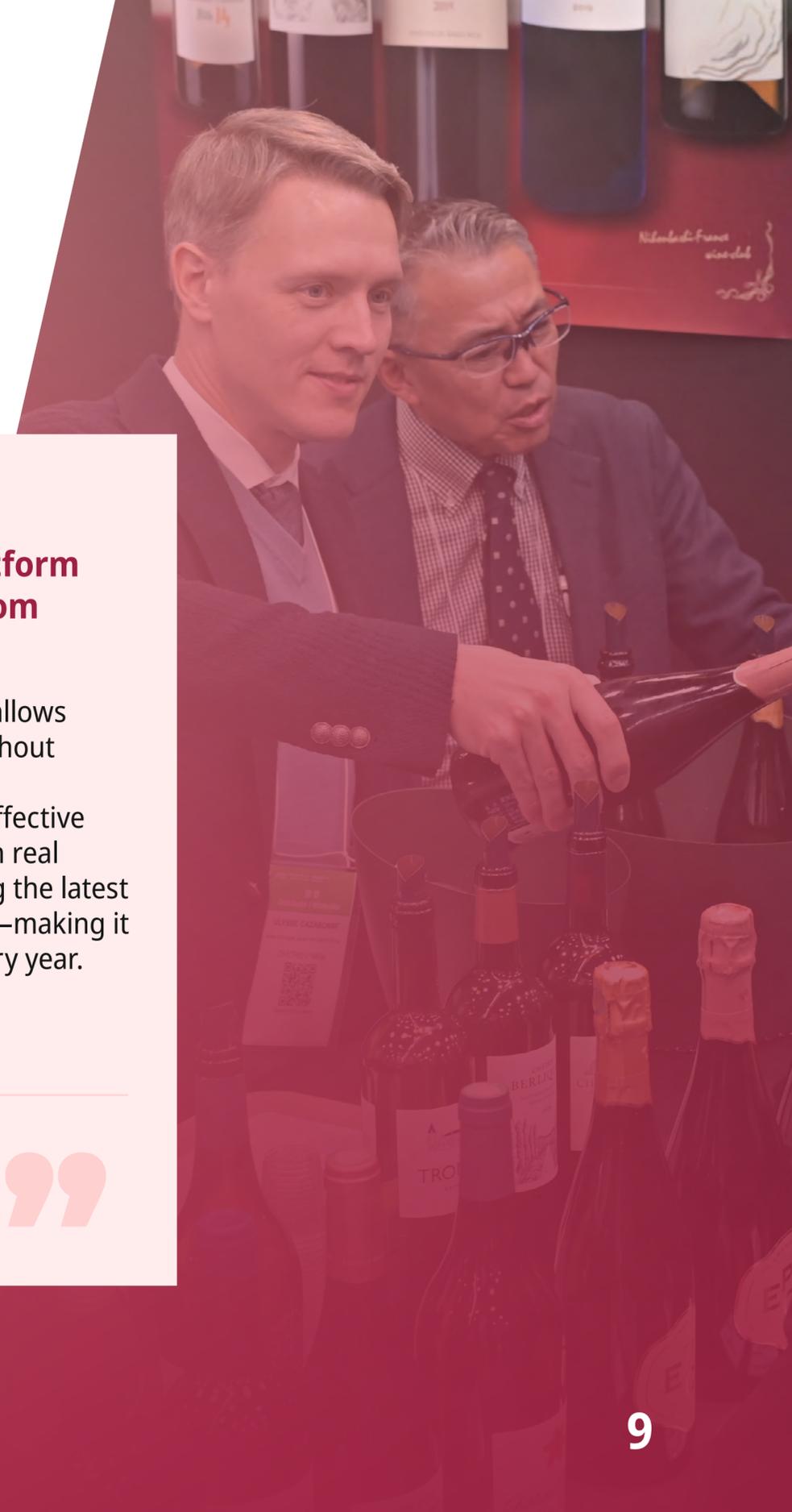


◆ A Must-Exhibit Platform to Reach Buyers from Around the World

“JAPAN’S FOOD” EXPORT FAIR allows us to meet overseas buyers without traveling abroad. With strong international attendance and effective business matching, we can gain real export leads while also learning the latest regulations and market needs—making it a show worth exhibiting at every year.



Sanwa Foods
Co., Ltd.



Strong International Participation from 50 Countries/Regions

"JAPAN'S FOOD" EXPORT FAIR 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





Show Floor Highlights 1

Relive the Energy of “JAPAN’S FOOD” EXPORT FAIR WINTER 2025





Show Floor Highlights 2

Relive the Energy of "JAPAN'S FOOD" EXPORT FAIR WINTER 2025



Concurrent Shows

JFEX WINTER 7TH JAPAN INT'L FOOD & BEVERAGE EXPO

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 “JAPAN’S FOOD” EXPORT FAIR WINTER

“JAPAN’S FOOD” EXPORT FAIR 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.



Experience Japan's F&B Frontier once again

“JAPAN'S FOOD” EXPORT FAIR **SUMMER**

– For Importers & International Buyers –

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

“JAPAN'S FOOD” EXPORT FAIR **WINTER**

– For Importers & International Buyers –

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

For interested in visiting

Visitor Registration (FREE)

VIP Registration (FREE)

Contact

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