

## ◆ What is “Agrifood Expo” ? ◆

Event Date : Aug 20 (Wed) to 21 (Thu) 2025

Venue : Tokyo Big Sight, Tokyo

This is a nationwide exhibition featuring domestically produced agricultural products. Exhibitors are producers who are responsible for domestic brands in various parts of Japan and are working to produce attractive agricultural products. Visitors can discuss directly with these food companies.

Last year, 588 companies exhibited and 12,031 buyers from Japan and abroad visited the exhibition. A total of 40,909 business meetings were held (1,862 of which were for export).

## ◆ Products : Agricultural product ◆



Tea



Japanese sake



Meat



Vegetable&fruits



Sweets/Snacks



Noodle



Fresh fish



Shellfish



Seafood



Seaweed



Sashimi



Processed seafood

## ◆ What is “Seafood Show”? ◆

Event Date : Aug 20 (Wed) to 22 (Fri) 2025

Venue : Tokyo Big Sight, Tokyo

This is a unique exhibition specializing in seafood, with a wide range of businesses exhibiting not only domestic seafood products and processed products, but also various products and technologies related to seafood.

It is possible to collect the latest information and to find new products and products suitable for your company and to have business meetings on the spot.

Furthermore, visitors can find many certified seafood products and will be able to negotiate directly with Japanese fishermen and manufacturers.

Last year, approximately 630 companies exhibited and about 25,000 domestic and international buyers visited the exhibition.

## ◆ Products : Seafood ◆

## ◆ JETRO Business Matching Program ◆

### I. Program period:

Course A (Tohoku + Tokyo + Walk-in business meeting at Seafood Show):	Sat., Aug 16 to Sat., Aug 23, 2025
Course B (Tohoku + Tokyo + Saitama):	Sat., Aug 16 to Sat., Aug 23, 2025
Course C (Tokyo + Walk-in business meeting at Seafood Show) :	Tue., Aug 19 to Sat., Aug 23, 2025
Course D (Tokyo + Saitama) :	Tue., Aug 19 to Sat., Aug 23, 2025

\*Agrifood Expo and Japan International Seafood Show will be held simultaneously.

### II. Support by JETRO

- Round trip airline tickets, accommodations, and travel expenses
- Pre-arrangement of business meetings
- Interpretation service during pre-arranged business meetings, walk-in business meeting at expos, and company visits

### III. Benefits of participating in the JETRO buyer invitation program

- Buyers can meet many suppliers that wish to export their products through JETRO business meetings. Buyer can also visit the above two expos and talk with exhibitors.
- Effective negotiations are possible at the JETRO Business Matching Program because JETRO will arrange meetings based on the results of the pre-survey asking both buyers and suppliers about what kind of items they are interested in. JETRO will contact wide range of suppliers through our extensive network.
- Business meetings and company/production site visits in local regions are part of the program. You can have a chance to meet local specialties and new suppliers.



▲ Venue of the JETRO Business meetings



▲ Business meeting arranged by JETRO



▲ Company visit



▲ Visiting the expo

Date	Course A (Tohoku + Tokyo + Seafood Show)	Course B (Tohoku + Tokyo + Saitama)	Course C (Tokyo + Seafood Show)	Course D (Tokyo + Saitama)
16 Aug. (Sat)	Arrive at Tokyo			
17 Aug. (Sun)	Orientation, Transfer to Sendai (Miyagi)			
18 Aug. (Mon)	Company visits in Miyagi			
19 Aug. (Tue)	JETRO pre-arranged business meetings @Sendai (Miyagi) , Evening : Transfer to Tokyo		Arrive at Tokyo	
20 Aug. (Wed)	JETRO pre-arranged business meetings at Agrifood Expo/Seafood Show (Tokyo Big Sight) *Buyer has designated meeting table.			
21 Aug. (Thu)	JETRO pre-arranged business meetings at Agrifood Expo/Seafood Show (Tokyo Big Sight) *Buyer has designated meeting table.			
22 Aug. (Fri)	Walk-in business meetings @Seafood Show	Company visits in Saitama	Walk-in business meetings @Seafood Show	Company visits in Saitama
23 Aug. (Sat)	Return to each country	Return to each country	Return to each country	Return to each country