

10th

“JAPAN’S FOOD”

EXPORT FAIR *SUMMER*

– For Importers & International Buyers –

 July 9 (Wed) -11 (Fri), 2025  Tokyo Big Sight, Japan



Exclusive Business Program for Hosted Buyers

Organiser



RX Japan Ltd.

Co-organiser



Japan External Trade Organization

Japan External Trade
Organization (JETRO)

Supporter



Ministry of Agriculture, Forestry and Fisheries

Ministry of Agriculture,
Forestry and Fisheries



Contact: “JAPAN’S FOOD” EXPORT FAIR Show Management | RX Japan Ltd.

Email: jpfood-eng.jp@rxglobal.com TEL: +81-3-6739-4133 Web: <https://www.jfex.jp/jpfood/en-gb.html>

What is "JAPAN'S FOOD" EXPORT FAIR?

"JAPAN'S FOOD" EXPORT FAIR is an exclusive trade show **for importers, wholesalers, and int'l buyers to import/purchase Japanese food & beverage products**, strongly supported by the Japanese government. Wide varieties of Japanese food & beverage gather under one roof.



Why Visit?



900
exhibitors



25,000
visitors



6,000+
products

- ✓ **Specialised Show for Purchasing Japan's Food**
- ✓ **All Exhibitors are Eager to Export** (All exhibitors are English meeting available)
- ✓ **6,000+ Japan's Foods/Beverages are Exhibited**

*The numbers are forecasts including the concurrent show.

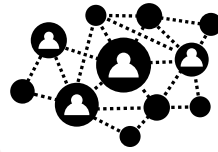
PRIVILEGES



Business



Knowledge



Networking



Convenience



● Free Hotel Accommodation

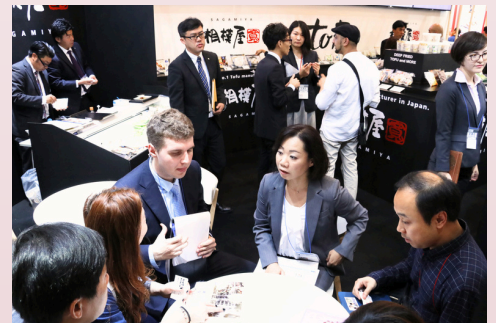
Complimentary stay of 2 or 3 nights.

The number of nights provided varies depending on the country/region.

● Business Matching Appointment System

● Exhibitor Introduction Tour

Hosted Buyers can apply for appointments with exhibitors earlier than the general buyers. They can also participate in Exhibitor Introduction Tours organised by Show Management.



● Free Seminar by Industry Leaders

● Networking Event with Exhibitors

Hosted Buyers are entitled to attend seminars for free and participate in networking events with exhibitors.

● Japan Business Visa Support

● Free Access to Special Lounge

Show Management provides VISA support for Hosted Buyers. A dedicated lounge for Hosted Buyers will be available at the venue on the show period.



Program Timetable



	7/9	7/10	7/11
9:30-10:00	Greeting	Greeting	
10:00-11:00			
11:00-12:00			
12:00-13:00	Business Meetings with Exhibitors	Business Meetings with Exhibitors	Business Meetings with Exhibitors
13:00-14:00			
14:00-15:00	Attend Seminars	Attend Seminars	Attend Seminars
15:00-16:00			
16:00-17:00			
17:00-18:00	Meet & Greet	Meet & Greet	
18:00-19:00			

*The schedule for the Greeting, Seminar, and Meet & Greet events may be subject to change.

*The final details will be announced at a later date, along with the updated timetable.

The TERMS & CONDITIONS on the Hosted Buyers of "JAPAN'S FOOD" EXPORT FAIR

Hosted Buyers must read and agree to the following terms before submitting the application form. Submission confirms your acceptance of these terms as a Hosted Buyer.

- This invitation program is only and strictly limited to buyers of "JAPAN'S FOOD" EXPORT FAIR(July 9-11, 2025)(hereinafter referred to as "the Show"), **non-transferable**, and only valid for individuals who belongs to the company, corporation or organisation, aged 18 or older.
- The Hosted Buyers must attend the Show for **at least two days** during the term of the Show, and cannot be Exhibitors.
- The decision on whether to participation in the program as a Hosted Buyer will be at the discretion of the Show Management.
- The **[Greeting]** (Provisional name) must be attended on the first day the Hosted Buyer arrives at the Show.
- The Hosted Buyers must secure **at least 10 business appointments** with exhibitors (individually) by the deadline set separately by the Show Management, and shall participate said appointments respectively as scheduled.
- **A minimum of a business card exchange is required for each confirmed/fixed appointment.**
- The Show Management shall not be responsible for any issues arising from transactions between buyers, exhibitors or any other third-party relationships.
- The Hosted Buyers must submit a **report** regarding the business meetings, including those specified by the Show Management, by **July 11** (the end of the Show period).
- **If requested by the Show Management, the Hosted Buyers must participate in exhibitor introduction matchmaking session (maximum of 1 hour).** *This request will not be made to the Hosted Buyers whose schedules are already fully booked with appointments.
- The Hosted Buyers must submit their flight details by the deadline set by the Show Management. *Hotel reservations will be confirmed after flight details are submitted. (Participation is contingent upon visa approval if required.)
- The Show Management will cover only the Hotel Fees for the Hosted Buyer. Any additional and other expenses must be covered by the Hosted Buyer. **If a Hosted Buyer cancels their hotel reservation within two weeks before the Show, a cancellation fee (50%~100% of the original cost) will be applied.**
- The Show Management will handle the personal information provided below in accordance with our **privacy policy**. Please note that this information may be shared with exhibitors participating in the exhibition. (privacy policy: <https://privacy.rxglobal.com/en-gb.html>)
- The Show Management will not be responsible for any actions of the Hosted Buyers during their stay in Japan and will not verify their identity to any third party. Additionally, the Hosted Buyers must promptly compensate for any damages caused to the Show Management, Exhibitors, or other third parties attribute to their actions.
- The Hosted Buyers must carry a photo ID at all times during the Show period.
- The Hosted Buyers agree to the terms and conditions of participation in the exhibition.
- In the event of a breach of this agreement, the organiser may seek damages from the Hosted Buyer or the company, etc. to which you belong.

Eligibility Criteria

This program is designed for individuals interested in Japanese food products, particularly buyers from leading companies in the industry or those with a certain purchasing budget and business scale. To participate, applicants must meet the following criteria.

Mandatory Requirements

- Must have an interest in Japanese food products
- Must belong to a company that has an official corporate website
- Must agree to the TERMS & CONDITIONS stated on the previous page

Additional Qualifications

Applicants should also meet one or more of the following criteria:

- Be a buyer from a leading company in the industry
- Belong to a retail business that owns 10 or more stores
- Have a purchasing budget of over 10 million JPY for the show
- Have a certain level of sales volume, number of business partners, handled brands, or retail store distribution

Registration Process

1

Pre-registration (By yourself or exhibitor referral)

There are two ways to apply to the program:

1. Buyers can submit their own application directly.
2. Exhibitors can refer buyers to Show Management.

2

Screening by Show Management

After applying through either ways above, Show Management will conduct a screening process. This screening may take up to two weeks.

3

Notification of selection as an invited buyer

Once the screening is complete, buyers deemed suitable for the program will receive an official invitation as an invited buyer.

4

Complete formal application

Buyers who receive the official invitation must complete the formal registration process. This includes submitting a signed agreement to the TERMS & CONDITIONS outlined on the previous page.

How to Apply

Please apply using the application forms below.

After submission, Show Management will conduct screening. The screening results will be notified by Show Management within two weeks.

[Click Here](#) or scan the code ▶▶▶



Contact Show Management for more details of Hosted Buyer Program!

Contact

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☎ **+81-3-6739-4133**

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