

## ◆ What is “Agrifood Expo” ? ◆

Event Date : Aug 21 (Wed) to 22 (Thu) 2024  
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, 465 companies exhibited and approximately 9,000 buyers from Japan and abroad visited the exhibition. A total of 22,000 business meetings were held (1,600 of which were for export). This year, an "Export Product Exhibition Corner" will be set up at the venue to introduce the products of exhibitors who are eager to export, and the "Consortium for the Promotion of Japanese Sake Exports" is scheduled to exhibit.

## ◆ Products : Agricultural product ◆



Tea



Japanese sake



Meat



Fresh fish



Seafood



Sashimi



Vegetable&fruits



Sweets/Snacks



Noodle



Shellfish



Seaweed



Processed seafood

## ◆ What is “Seafood Show” ? ◆

Event Date : Aug 21 (Wed) to 23 (Fri) 2024  
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 600 companies exhibited and about 23,400 domestic and international buyers visited the exhibition.

## ◆ Products : Seafood ◆

## ◆ JETRO Business Matching Program ◆



▲ Venue of the JETRO Business Matching Program



▲ Entrance of the expo



▲ Exhibition booth



▲ Business meeting (JETRO Business Matching Program)

### I. Program period:

- Course A (Hokuriku + Tokyo + Walk-in business meeting at Seafood Show): Sat., Aug 17 to Sat., Aug 24, 2024
- Course B (Hokuriku + Tokyo): Sat., Aug 17 to Fri., Aug 23, 2024
- Course C (Tokyo + Walk-in business meeting at Seafood Show) : Tue., Aug 20 to Sat., Aug 24, 2024
- Course D (Tokyo) : Tue., Aug 20 to Fri., Aug 23, 2024

\*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 business meetings, business meeting at expos, and company visits

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

- Buyers can visit the above two expos and participate in the JETRO business matching program as well, so that buyers can meet many suppliers that wish to export their products.
- 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.
- Business meetings and Onsite visit in local districts are part of the program, as it is a great chance to meet local specialties.

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