

## ◆ What is “SMTS2024” ? ◆

Event Date : Feb 14 (Wed) to 16 (Fri) 2024  
Venue : Makuhari Messe, Chiba

An exhibition featuring regional products from all over Japan. This year, selected sake brewers from all over Japan will gather to offer visitors the opportunity to encounter high-quality, carefully selected sake, shochu, craft beer, Japanese wine/fruit wine, and whiskey/spirits. available for purchase. Japanese food-related products popular among foreigners, souvenirs, luxury goods, confectionery, Japanese culture-related products, character-related products, and vegan, vegetarian, and halal products will be available for purchase.

## ◆ Product Category: Foods in general ◆



Vegetables, Fruits & Grains



Beverages & Alcoholic Beverages



Meat



Local products from around Japan



Sweets/Snacks



Processed Food

## ◆ What is “FOODEX JAPAN” ? ◆

Event Date : Mar 5 (Tue) to 8 (Fri) 2024  
Venue : Tokyo Big Sight, Tokyo

One of the largest exhibitions in Asia. It is characterized by the large number of exhibitors who can handle exports. Companies from a wide range of product categories will participate, from agricultural and livestock products to processed foods, seafood and processed seafood products, confectionery, noodles, seasonings, beverages and alcoholic beverages. There will also be special programs on alternative foods (alternative meat, alternative seafood, insect foods) and frozen foods.

## ◆ Product Category: Foods in general ◆



Vegetables, Fruits & Grains



Seafood & Processed Seafood



Organic Products



Alternative Food



Seasoning



Meat

## ◆ JETRO Business Matching Program at Super Market Trade Show ◆

### I. Program period:

Course A (Tokyo(SMTS) + Saga) : Feb 11 (Sun) to 17 (Sat) 2024  
 Course B (Tokyo(SMTS) + Oita) : Feb 11 (Sun) to 17 (Sat) 2024  
 Course C (Tokyo(SMTS) ) : Feb 14 (Wed) to 17 (Sat) 2024

\*Co-organized with the SMTS2024

### II. Support by JETRO

- Round trip airline tickets, accommodations, and travel expenses
- Arrangement of business meetings by matching in advance
- Interpretation service during expo tour and business meetings

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

- You will be able to meet with prospective exporters at SMTS2024 because appointments have been made in advance.
- Effective negotiations are possible at the JETRO Business Matching Program because we will arrange meetings based on the results of the pre-survey asking both buyers and supplies 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.

		Course A Tokyo(SMTS)+ Saga 6 nights and 7 days	Course B Tokyo(SMTS)+Oita 6 nights and 7 days	Course C (Tokyo(SMTS)) 3 nights and 4 days
11-Feb	Sun	Arrive at Tokyo	Arrive at Tokyo	
12-Feb	Mon	AM : Orientation PM : Transfer to Saga	AM : Orientation PM : Transfer to Oita	
13-Feb	Tue	Business Matching Meeting @Saga	Business Matching Meeting @Oita	
14-Feb	Wed	Site Visit @Saga Evening : Transfer to Tokyo	Site Visit @Oita Evening : Transfer to Tokyo	Arrive at Tokyo
15-Feb	Thu	Business Matching Meeting @SMTS (Makuhari Messe)		
16-Feb	Fri	Business Matching Meeting @SMTS (Makuhari Messe)		
17-Feb	Sat	Return to each country		



▲ Visiting exhibitor's booth



▲ Exhibits image



▲ View of the exhibition hall



▲ View of the exhibition hall



## ◆ JETRO Business Matching Program at FOODEX JAPAN ◆

### I. Program period:

Course D (Tokyo(FOODEX) + Tottori) : March 2 (Sat) to 9 (Sat) 2024

Course E (Tokyo(FOODEX)) : March 5 (Tue) to 9 (Sat) 2024

\*Co-organized with the 49<sup>th</sup> FOODEX JAPAN

### II. Support by JETRO

- Round trip airline tickets, accommodations, and travel expenses
- Arrangement of business meetings by matching in advance
- Interpretation service during expo tour and business meetings

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

- Not only can buyers visit the expo, but they can also participate in the business matching program and negotiate with many suppliers that would like to export their products.
- Effective negotiations are possible at the JETRO Business Matching Program because we 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.



▲ Visiting exhibitor's booth



▲ Exhibits image



▲ Venue of the JETRO Business Matching Program



▲ Business meeting (JETRO Business Matching Program)

		Course D Tokyo(FOODEX) + Tottori 7 nights and 8 days	Course E Tokyo(FOODEX) 4 nights and 5 days
2-Mar	Sat	Arrive at Tokyo	
3-Mar	Sun	AM : Orientation PM : Transfer to Tottori	
4-Mar	Mon	Business Matching Meeting @Tottori	
5-Mar	Tue	Site Visit @Tottori Evening : Transfer to Tokyo	Arrive at Tokyo
6-Mar	Wed	Business Matching Meeting @Tokyo Big Site (Near FOODEX venue)	
7-Mar	Thu	Business Matching Meeting @Tokyo Big Site (Near FOODEX venue)	
8-Mar	Fri	Walk-in Business Meeting @FOODEX (Tokyo Big Site)	
9-Mar	Sat	Return to each country	