

2025 LAGOS INTERNATIONAL TRADE FAIR
JAPAN PAVILION
EXHIBITION GUIDELINE



DATE: 7th to 16th NOVEMBER 2025
VENUE: TAFWA BALEWA SQUARE
ADDRESS: LAGOS ISLAND, LAGOS, NIGERIA

APPLICATION DEADLINE:
27th JUNE 2025 17:00 (NIGERIAN TIME)

JETRO will set up the Japan Pavilion inside “2025 Lagos International Trade Fair” which is the biggest trade fair for all sectors held in Lagos, Nigeria from 7th to 16th November 2025.

Nigeria is the greatest major economic power in Africa with a population of 233 million people.

JETRO makes an appeal for Japanese high-quality products and brands to consumers in Nigeria and supports business expansion of Japanese companies, by participating in this trade fair.

Federal Republic of Nigeria

Area	923,769km ²
Population of the Country	233 million (2025 estimate, International Monetary Fund)
Population of Lagos	Approx. 25 million (2023)
Capital	Abuja
Languages	English, Hausa, Yoruba, Igbo, etc...
Religions	Islam — (Mainly North), Christianity — (Mainly South), Traditional Religions (All areas)
Currency	Naira (NGN)
Independence	October, 1960
Ethnic Groups	Hausa, Yoruba, Igbo etc... (Estimated that there are more than 250)
President	Bola Ahmed Adekunle Tinubu (May, 2023-)

(Source) National Bureau of Statistics, United Nations, International Monetary Fund

Outline of the Fair

The biggest international trade fair in Nigeria. Besides Nigerian companies, a huge numbers of foreign companies exhibit every year.

2025 Lagos International Trade Fair

Date 7th – 16th November, 2025 (10days) Time : 8 : 00~18 : 00(TBD)

Venue TAFAWA BALEWA SQUARE

Organizer The Lagos Chamber of Commerce & Industry (LCCI)

Total exhibition area 19,539m² (2024 record)

Number of exhibitors 905 companies (2024 record)

Sector All (Sector agnostic) (Foods, Consumer goods, Home appliances, Car, etc.)

Number of visitors Approximately 200,000 visitors (Total 10days, 2024 record)

Date <https://lagosinternationaltradefair.com/>



Full of visitors in the venue



Participants from all over the world



Various types of products were exhibited



Tafawa Balewa Square is a historic place in Lagos. Nigeria's independence ceremony was held here

Outline of Japan Pavilion and its Advantages

Japan pavilion is one of the biggest pavilion, which stands out. It welcomes and attracts many visitors with various Japanese products.

■ One of the biggest pavilion in largest trade fair in Nigeria!

This is a comprehensive international trade fair that attracts many visitors from Nigeria and abroad. It is the gateway to the Nigerian market, the best place to expose your brand and new products and to find your future buyers and business partners!

■ Various support and consultation for exhibitors

JETRO provides various supports and consultation services to Japan Pavilion exhibitors.

■ Matching service with local buyers

Exhibitors can also take advantage of opportunities for business meetings with local buyers arranged by local coordinators. (*Some conditions may apply to local companies.)

Organizer	Japan External Trade Organization (JETRO)
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Date	7th – 16th November 2025 (10days) Time : 9 : 00 to 17 : 00(TBD)
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Total area	Approximately 2,125sqm (2024: 2,125sqm)
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Number of exhibitors	Approximately 30 companies (40 exhibitors 2024 record)
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Sector	Foods, Consumer goods, Home appliances, Automobiles & Allied products, etc. (2024 : Foods, Beverages, Cosmetics, Industrial goods, Electrical products, Medical equipment etc...)
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No. of visitors	Approximately 32,000 visitors (Total 10days/2024)
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Visitors can meet Japanese top brands here



Fully occupied by visitors during the stage event

1. NECESSARY CONDITIONS FOR EXHIBITOR

1. The Exhibitor must be a Japanese company or agent handling Japanese products, technologies, services, etc. (Only Japanese brands can be exhibited.) The exhibitor must ensure that no used or second-hand products are displayed at the exhibition.
2. The exhibitor must obtain confirmation from the brand owner of the exhibited products and approval for participation in the trade fair as an agent.
3. Exhibitor staff must attend the booth for the **whole period (10 days)**
4. Applications for participation will be reserved on a first come first serve basis.
5. Payment of participation is acceptable either in Japanese Yen or Naira by remittance to the account designated by JETRO (For details, see p. 6)

BOOTH TYPE	CONTAINS	PRICE
BASIC BOOTH: (In case of using basic stands provided by JETRO)	1booth: 9sqm (3m × 3m) < Basic decoration > 1 Company sign board, 1 Reception counter , 1 Exhibit table, 2 Chairs, 2 Spotlights, 1 Electrical socket, 1 Waste bin	NGN 532,000/booth Or JPY48,000/booth
RAW SPACE ONLY (<u>Minimum 4 booths</u>)	1booth: 9sqm (3m × 3m) In case of decorating your booth by yourself, JETRO will provide you with the amount of space, with Rug Carpet based on your application.	NGN 467,000/booth Or JPY 42,000/booth

Note) Depending on availability of space, JETRO may adjust the numbers of your booths

The costs below are NOT included in the Basic Booth/Raw Space price

- Cost of exhibit products, management cost for exhibits, including insurance
- Cost of decorating the booth, except basic decoration which JETRO will provide to exhibitors
- Cost of additional rental equipment
- Cost of additional external power unit(Basic booth)
- Travel expenses (Airfare, accommodation charges, etc.), VISA fee, Overseas travel insurance fee
- Transportation expenses
- Private expenses(such as meals)
- Transportation fee of exhibits
- (including Customs fee, Cost for moving in and moving out inside the pavilion, Cargo insurance premiums, etc.)
- Cost of booth assistants, interpreters
- Other cost, except as provided by JETRO in the previous section



Basic Booth (Image)

2. REGISTRATION

STEP 1 ONLINE APPLICATION

- Please read carefully the “Exhibition Guidelines” and “Participation Regulations for the JETRO Trade Fair” before applying through the website below.

◆ **JETRO Website:** <https://www.jetro.go.jp/en/events/litf2025.html>

1. **Online Application:** https://www.jetro.go.jp/form5/pub/odd/litf2025_apply_eng
2. **Application Form/Letter of Acceptance (excel file) :**
https://www5.jetro.go.jp/newsletter/odd/2025/litf/Application_Form_ENG.xlsx

***Please upload “2. Application Form/Letter of Acceptance (excel file)” to the Online Application by the deadline below.**

DEADLINE : 27TH JUNE 2025 AT 5 P.M. (NIGERIAN TIME)

STEP 2 SUBMISSION OF DOCUMENTS

- After receiving an e-mail from JETRO with approval of the seal-affixed application forms, please **mail to the following address** with **TWO (2) ORIGINALS** of the seal-affixed application form and a copy of your company’s outline by **4TH JULY**.

ADDRESSEE:

JETRO Lagos (Attn: Mr. Michael Anusa, Mr. Hokuto Shibata , Mr. Takashi Oku)
7th Floor, Churchgate Tower 2, Plot Pc. 31, Churchgate Street, Victoria Island, Lagos, NIGERIA

DEADLINE : 4TH JULY 2025

STEP 3 PAYMENT

- JETRO will inform applicants of screening results by e-mail then send the person in charge the seal-affixed form and a bill by mail.

[Important]

■ FOR COMPANIES IN NIGERIA

Payment for participation is **acceptable in Naira** by remittance to the bank account in Nigeria designated by JETRO.

■ FOR COMPANIES OUTSIDE NIGERIA

Payment for participation is acceptable **either in Japanese Yen or Naira** by remittance to the account designated by JETRO.

■ FOR ALL COMPANIES

- All the expenses concerned with payment for exhibition **must be covered by the applicants.**
- The exhibition fee in the invoice should be paid by the deadline (**1ST AUGUST**). In the case that **payment is not made by the deadline, the application will be considered as cancelled.**

DEADLINE : 1ST AUGUST 2025

3. CANCELLATION POLICY

The Exhibitor shall give to JETRO signed written notice of his desire to cancel the exhibition of the booth(s).

Date of Receipt of Notice of Withdrawal	Cancellation fee
Application day to 1 st August 2025	Nil
2 nd August to 30 th September 2025	50% of total exhibit fee
On or after 1 st October 2025 to during the trade fair or non participation without prior notice	100% of total exhibit fee

■ JETRO will deduct cancellation fee from payment of participation and refund the balance to exhibitor.

4. PRECAUTIONS

Important information is listed below. Please check it before your application

- (1) If JETRO receives enough applications, it may close applications before the deadline.
- (2) If an exhibitor wishes to change any contents already registered in the “Application Form/Letter of Acceptance,” please provide JETRO with a written notice of the request. Please note that the request of change may not be accepted, particularly after the application deadline.
- (3) Please acquire the necessary permissions to exhibit products in accordance with national laws such as the Foreign Exchange and Foreign Trade Act beforehand.
<Security Export Control Policy>The Ministry of Economy, Trade and Industry, Japan
<https://www.meti.go.jp/policy/anpo/englishpage.html>
- (4) Exhibitors are kindly requested to cooperate with surveys, before, during and after the event so that JETRO can measure the outcome of the Fair.
- (5) Transferring booth rights, buying and selling, exchanging, subleasing exhibit space to another company is prohibited for any reason whatsoever.
- (6) Each exhibitor shall stand as witnesses when work is undertaken to deliver, unpack or install, etc., the exhibit products in the exhibitor's booth(s). Each exhibitor shall attend the booth(s) for the duration of the trade fair to enhance the effect of the exhibit displays, provide proper information on the exhibits, deal with inquiries and engage in business meetings. The exhibitors shall also stand as witnesses during the disposal of the exhibits after the end of the trade fair to ensure a smooth clear-up/clean-up.
- (7) The exhibitors shall follow the rules of the organizer (The Lagos Chamber of Commerce & Industry) and the laws and ordinances of Nigeria.

4. Precautions

Important information is listed below. Please check it before your application

(8) The exhibitors cannot exhibit counterfeit or defective products or products that are the result of human rights abuse or violations of intellectual property rights. In addition, the exhibitors shall ensure that there is no infringement of copyrights in terms of the exhibit products, pictures and music used in the trade fair venue. When the exhibitors play music or audio/video recordings in the exhibition or performances/demonstrations, the exhibitors need to follow the necessary copyright procedures.

(9) Personal information provided by exhibitors may be shared with designers, contractors, local buyers, organizers and other third parties for the purpose of operating Japan Pavilion. In addition, information on companies and exhibitors may be disclosed in press releases related to the trade fair or uploaded on JETRO's or the organizer's website.

(10) Exhibitors shall confirm the related IPs beforehand. Also, they shall transport and import goods to be exhibited in accordance with Nigerian laws and regulations. Violations may result in the rejection at the current or future exhibits organized by JETRO.

(11) JETRO reserves the right to make changes to these guidelines in the event that the organizer requests or directs changes to the operation of the exhibition.

(12) Exhibitors are responsible for all transportation of their exhibits to the site and carrying them in and out of the trade fair.

<<About Japan Pavilion>>

(1) It is required that JETRO approves the applicant's suitability as an exhibitor. In addition, the organizer may also conduct a separate review. Please note that the submission of this application does not guarantee that the products are allowed to be exhibited. Please also note that we cannot answer details about the screening results.

(2) JETRO plans and implements the overall configuration and basic design of the venue, layout and basic booths (facilities, furnishings, fixtures, etc.) to ensure coordination and overall harmony. Exhibitors are responsible for setting up the exhibits of their products and decorations for their booths if they choose to apply for space only in their application.

(3) Any materials for decoration by exhibitors that disrupt the harmony and coordination of Japan Pavilion as a whole, or that disturb or inconvenience other exhibitors, may be changed or removed from the venue based on the judgement and instructions of JETRO.

4. PRECAUTIONS

Important information is listed below. Please check it before your application

- (4) JETRO is not responsible for any unforeseeable events which may occur in the trade fair or Japan Pavilion.
- (5) JETRO will decide the location of each exhibitor's booth in consideration of the application order, number of booths, exhibit products, category of business and other aspects. JETRO will not accept any requests from exhibitors regarding the allocation of booths.
- (6) All expenses concerned with payment for exhibition fees must be covered by the exhibiting applicant. If the amount of payment is less than the total exhibition fee and the exhibiting applicant does not pay the balance by the deadline, JETRO considers it to be the cancellation of the exhibiting application by that the applicant.
- (7) If exhibition fees are unpaid, the applicant are not allowed to participate as an exhibitor. Please pay all fees within the deadline for payment.
- (8) JETRO has made the following two sets of exhibition rules for exhibitors: these "Exhibition Guideline" and the "Participation Regulations for JETRO Trade Fair." In the event that there is a discrepancy between the two, the content of these "Exhibition Guideline" will take precedence.
- (9) **The use of any open flames is strictly prohibited within the Japan Pavilion.** Only electric cookware shall be allowed to use **only during cooking demonstrations at stage events.**
- (10) JETRO will inform the exhibitors of details about future preparations, such as decoration of basic booths, moving in products, etc., after approval of their participation on the exhibitor's manual.

<<Cancellation of the participation of Japan Pavilion>>

- (1) JETRO may cancel the participation in Japan Pavilion at the Lagos International Trade Fair 2025 in the case of any of the following events:
- When the trade fair must be canceled due to war, political instability, natural disasters or for other reasons, which are not attributable to JETRO's responsibility;
 - When changes have been made to the date, method of holding the trade fair or other conditions;
 - When it is no longer possible or appropriate for JETRO to organize Japan Pavilion, due to political instability, diplomatic or economic relations between Japan and the country concerned or for other unavoidable reasons.
- (2) In the event that the trade fair is canceled for one of the reasons specified above, JETRO shall decide on what course of action to pursue with regard to matters such as the adjustment of exhibition fees, the additional expenses to be borne by exhibitors and the handling of the exhibit products, and exhibitors shall follow JETRO's decision.

5. TRANSPORTATION /CUSTOMS

(1) In this trade fair, spot sales are allowed by the organizer (The Lagos Chamber of Commerce & Industry). While spot sales are allowed for the products that have passed customs clearance, certification (such as the Standard Organization of Nigeria (SON) or National Agency for Food and Drug Administration and Control (NAFDAC)) may be required depending on the product. Please check the regulations.

If you have any questions, please contact JETRO Lagos (info_lagos@jetro.go.jp) for details.

(2) It takes much time for products to be delivered and clear customs. If you are planning to transport products from Japan, JETRO strongly recommends the earliest preparation.

Reference: <https://www.jetro.go.jp/world/africa/ng.html>

6. UPCOMING SCHEDULE

27 th June 2025	Deadline of STEP1 (Online Application)
4 th July 2025	Deadline of STEP2 (Submission of Documents)
Middle of July 2025	•Announcement of Screening Result •Issuance of Invoice
1 st August 2025	Deadline of payment
After August 2025	•Sending Exhibitors' Manual •Forms Submission (To be announced the details in Exhibitors' Manual)
In October 2025	Online Briefing for Exhibitors
7 th to 16 th November 2025	2025 Lagos International Trade Fair

7. CONTACT FOR INQUIRIES

<Inquiries From Nigeria Or Other Countries >

JETRO Lagos

Contact: Mr. Anusa Michael, Mr. Shibata Hokuto, Mr. Oku Takashi

TEL: +234-803-301-6172

+234-702-579-7871

+234-913-408-9917

E-mail: info_lagos@jetro.go.jp

<Inquiries From Japan>

Business Frontier Development Division, JETRO

Contact: Ms. Uneda, Ms. Mizumoto, Mr. Mochizuki

TEL: +81-3-3582-5170

E-mail: BDE-event@jetro.go.jp