

Tuesday & Wednesday, February 23rd & 24th

Seize new business opportunities in 2021 with Japanese food products and ingredients.



DUE TO THE IMPACT OF CORONAVIRUS, food exhibitions have been cancelled or postponed, and it's difficult for Japanese food manufacturers to travel to the United States. This limits opportunities for buyers to do business with Japanese food producers.

The Japan External Trade Organization (JETRO), a government related organization that supports the advance of the best of Japanese products and culture into overseas markets, is hosting "Japanese Food Virtual EXPO 2021, Sample Fair" to provide a way for buyers and Japanese food producers to connect.

Buyers will be introduced to about 200 of Japan's finest foods, alcoholic and non-alcoholic beverages, as well as kitchen items. On both February 23rd and 24th, a livestream from the exhibition site will introduce the whole range of exhibited products. Additionally, buyers will be able to learn more about specific products or categories according to their needs and interests. Product samples will be available upon request. Buyers will have opportunities to meet online with manufacturers until Monday, March 15, 2021.

VIRTUAL EXPO AND SAMPLE FAIR DATES:

February 23, 2021 (Tuesday)	12pm-6pm PST
February 24, 2021 (Wednesday)	10am-6pm PST

* 30 minutes of individual livestream time is set aside for each buyer. Extensions and additional time slots are available, please consult with a coordinator.

TO BUYERS NOT AVAILABLE ON THE VIRTUAL EXPO DAYS:

On our event website **japanfoodexpo2021.com** (launching on January 25th), you will find the exhibited products and sample request forms. The livestream video (in digest format) will be available after the exhibition. Buyers who are interested in the products are welcome to contact a coordinator or our expo office.

COORDINATORS:

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