

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** FOODEX Japan 2025 Report

**Country:** Japan

**Post:** Tokyo ATO

**Report Category:** Agricultural Trade Office Activities, Exporter Guide, Food Processing Ingredients, Food Service - Hotel Restaurant Institutional, Retail Foods, Competitor, Export Promotion Programs, Honey, Market Development Reports, Market Promotion/Competition, Product Brief, Promotion Opportunities, Sales Mission Evaluation, Snack Foods, Trade Show Announcement, Trade Show Closing, Trade Show Evaluation

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**Report Highlights:**

In March 2025, ATO Tokyo organized a USA Pavilion at FOODEX Japan, one of the largest international trade-only food shows in Asia that provides a strong venue for U.S. food companies to find importers and increase distribution in Japan and other Asian markets. Our office worked closely with IMEX Management to organize the USA Pavilion.

**Name of Activity:**     **FOODEX Japan 2025**  
**Dates:**               **March 11-14, 2025**  
**City/Country:**       **Tokyo Big Sight, Tokyo, Japan**

## **I. Description and Purpose of Activity:**

In March 2025, ATO Tokyo organized a USA Pavilion at FOODEX Japan, one of the largest international trade-only food shows in Asia that provides a strong venue for U.S. food companies to find importers and increase distribution in Japan and other Asian markets. Our office worked closely with IMEX Management to organize the USA Pavilion and requested Trade Show Enhancement funds to upgrade the pavilion design and the ATO booth, making an attractive presence at FOODEX. This year, we increased the size of the USA Pavilion to introduce a wider array of food, ingredients and beverages. In cooperation with IMEX, we invited wine cooperators, craft beer/spirits importers and exhibitor, cheese/confectionery exhibitors, and USA Rice & U.S. Soybean to provide tastings at “Taste of States” tasting booth. We also organized a networking reception where we used Trade Show Enhancement funds. Over 150 exhibitors and Japanese importers, buyers and business partners were invited.

## **II. Expected Results and Desired Outcomes**

As one of the largest food trade shows in Asia, FOODEX Japan continues to provide an excellent venue for U.S. food companies to promote their products to a full array of Japanese, and increasingly, regional buyers, and build lasting business ties. The USA Pavilion featured a variety of U.S. agricultural products from 49 exhibitors, including the U.S. Meat Export Federation with its four member companies, the Food Export Association of Midwest and Northeast, SUSTA, California Agricultural Export Council, USA Poultry and Egg Export Council, Minnesota Department of Agriculture, California Prune Board, California Olive Commission, American Date Industry Export Trade Association, Intertribal Agriculture Council, and many other individual companies.

Total on-site sales were \$130,000. The projected 12-month U.S. food and beverage export sales resulting from the show are estimated at \$11,900,000. The ATO staff distributed 500 copies of a guide, which contained a map of the USA Pavilion and exhibitor information. This year, the ATO conducted activities such as a market briefing for U.S. exhibitors, “A Taste of the States” cooking demonstrations, including a “Cheers USA!” wine and craft beer/distilled spirits tasting event, a networking reception, and a “Gochiso USA” business lounge.

**Market Briefing:**

The day before the trade show opening, ATO Tokyo organized a briefing for more than 40 U.S. exhibitors, which included a market overview as well as the services provided by our team. The session also included guest speakers Jeff McNeill, President of Market Makers Inc, who spoke about doing business in Japan.

**Business Lounge:**

We once again offered our popular business lounge for exhibitors and their guests in the USA Pavilion. The lounge, called the “Gochiso USA” business lounge, provided U.S. exhibitors a comfortable place for meetings with potential buyers. The lounge was equipped with wireless internet access and had two private meeting rooms that exhibitors could reserve.

**“Cheers USA!” ATO Wine/Beer/Liquor Demonstration Booth:**

This year we partnered with the California Wine Institute, Oregon Wine Board, Washington Wine Commission, and New York Wine and Grape Commission to conduct wine tasting events during the first two days of the show. We also partnered with five craft beer/liquor importers for the last two days of the show. These events were very popular and attracted hundreds of Japanese buyers during all hours of the show. Guam was represented for the first time at Foodex by two companies.

**Networking Reception:**

IMEX/ATO Tokyo organized a networking reception at the USA Pavilion at the end of the first day of the trade show. More than 150 Japanese importers and buyers attended and enjoyed an array of beverages and light refreshments using ingredients donated by USMEF, USA Rice, Delta International (Cal. Almonds and walnuts), NW Wine, NY Wine. The U.S. exhibitors utilized this opportunity to network and strengthen existing relationships with potential Japanese partners. The U.S. Embassy’s Deputy Chief of Mission provided opening remarks to welcome the Japanese buyers and the U.S. exhibitors in attendance.

**Public Relations:**

Social Media Components:

Instagram 166,933 reached

Twitter 1,633 impressions

**Attachments:**

No Attachments.