



FOODEX Japan 2025

Tokyo, Japan
March 11-14, 2025

Japan is an island nation located off the eastern seaboard of the Eurasian continent. The Japanese archipelago consists of the five main islands of Hokkaido, Honshu, Shikoku, Kyushu, and Okinawa and over 6,800 smaller isles. Japan is the fourth-largest economy in the world with a GDP of approximately \$5 trillion and was the fourth largest market for U.S. agricultural and related products in 2023 with approximately \$13.5 billion in exports to the market. The United States is the largest foreign supplier of consumer-oriented agricultural products to an import-reliant Japan. The United States accounts for 17 percent of the import market share in Japan, which is heavily reliant on imported food and agricultural products.

FOODEX Japan is the only trade show in the Asia-Pacific region that welcomes 10,000 buyers from over 30 countries & regions, including buyers from South Korea, Taiwan, and China. It is an excellent and effective opportunity for exhibitors to promote products and to expand into Asian markets.

Participation Fee:

- **Corner Booth:** \$2,187; **Early Bird Special:** \$1,987 (if you register and pay by October 11, 2024)
- **In-Line Booth:** \$2,042; **Early Bird Special:** \$1,842 (if you register and pay by October 11, 2024)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Market briefing
- Pre-arranged one-on-one meetings
- Interpreter services (please request in advance if needed)
- Reimbursement of up to \$1,000 for sample shipping cost to the show (with proper documentation)

Registration Deadline: **December 11, 2024** (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description: (Suitable products consist of food and drink, including but not limited to): Sweets & Snacks, Produce, Seasonings, Organic and Fair-Trade, Processed Seafood, Canned Seafood

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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