



FOODEX Japan 2024

Tokyo, Japan
March 5 – 8, 2024

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. The Japanese population was estimated at 125 million in December 2021. The Japanese food market was valued at \$698 billion in 2021 with retail sales accounting for \$467 billion (67 percent) and foodservice sales accounting for \$231 billion (33 percent). Japan relies on imports from other countries for the bulk of its food supply. The United States is the largest foreign supplier of food and agricultural products to an import-reliant Japan (23 percent of import market share)—the fourth largest market for U.S. agricultural products in 2021 (\$15.6 billion).

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:** \$2,083; **Early Bird Special:** \$1,883 (if you register and pay by October 8, 2023)
- **In-Line Booth:** \$1,944; **Early Bird Special:** \$1,744 (if you register and pay by October 8, 2023)

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 22, 2023 (No refunds for cancellation after December 8, 2023)

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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Global Event Coordinator: Angelique Rhome, Angelique@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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