



FOODEX Japan 2027

Tokyo, Japan
March 9-12, 2027

**Set up day is March 8*

Japan is the fourth-largest economy in the world with a GDP of approximately \$4.3 trillion and was the fifth largest market for U.S. agricultural and related products in 2025 with approximately \$11.88 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:** \$2,297; **Early Bird Special:** \$2,097 (if you register and pay by October 9, 2026)
- **In-Line Booth:** \$2,145; **Early Bird Special:** \$1,945 (if you register and pay by October 9, 2026)

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)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winnexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **December 9, 2026** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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!

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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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