



ProWine Tokyo 2027

Tokyo, Japan
April 13-15, 2027

**Set up day is April 12*

Japan is currently world's fourth largest economy and the fifth largest market for U.S. agricultural products as well. The United States is the largest foreign supplier of consumer-oriented agricultural products to an import-reliant Japan. The alcohol category in Japan is a top product category for growth in the market. In 2024 U.S. Wine, Beer and Spirits exports to Japan were \$186.26 million.

ProWine Tokyo made its debut in Japan in 2024 as Japan's only trade show specializing in wine and alcoholic beverages featuring over 50,000 visitors. As a part of the "ProWein" network, this show strives to bring new products and industry trends from around the world to the Japanese market. Moreover, held alongside FABEX Tokyo, ISM JAPAN and Anuga SELECT Japan, ProWine Tokyo provides an opportunity to forge new industry networks across the synergistic wines and spirits, beverage and food sectors.

Join SUSTA for this exciting opportunity and access the world's fourth biggest economic market!

Participation Fee: \$750 **Early Bird Special:** \$550 (if you register and pay before November 15, 2026)

Fee Includes:

- 9 sq. m booth space
- Interpreter for your booth (please request in advance if needed)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

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

Registration Deadline: **December 13, 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: Alcohol Beverages

Product Description: Distilled Spirits, Wine and Craft Beer (i.e. craft beers, ciders, spirits and ready-to-drink cocktails)

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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