

*Design for newcomer*

# JFEX

*JAPAN INT'L FOOD & BEVERAGE EXPO*

**SUMMER SHOW**



**July 9(Wed) – 11(Fri), 2025**



**Tokyo Big Sight, Japan**

Built by



In the business of  
building businesses

Organiser: RX Japan Ltd.



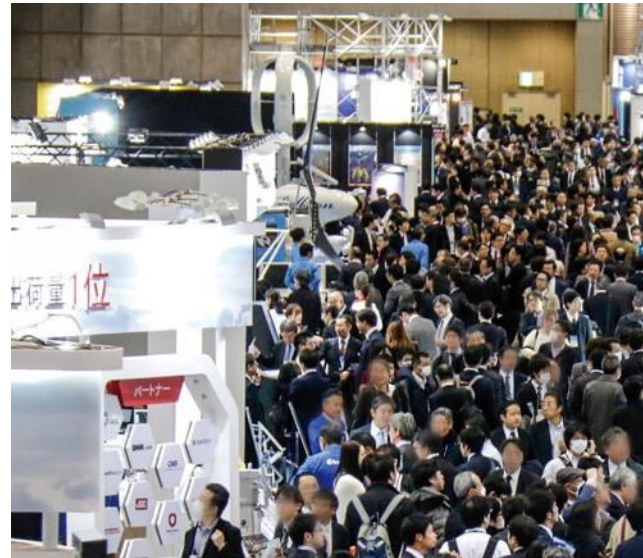


## Global Statistic:

- 350 events over 22 countries
- Across 43 industries
- World 2<sup>nd</sup> Largest show organizer

## Japan Statistic:

- 90 exhibitions a year
- 38 years of history in Japan
- Japan Largest show organizer



# History and future of JFEX

## 2021

Started in 2021 in response the needs to help newcomer to enter the Japanese market.

Exhibitors: **302**  
Visitors: **10,327**

## 2024

A continuous growth of size of exhibitors and visitors.

Exhibitors: **628**  
Visitors: **18,984**

## 2025

Due to the recovery from COVID and increase in global awareness this year, we are expecting a high growth.

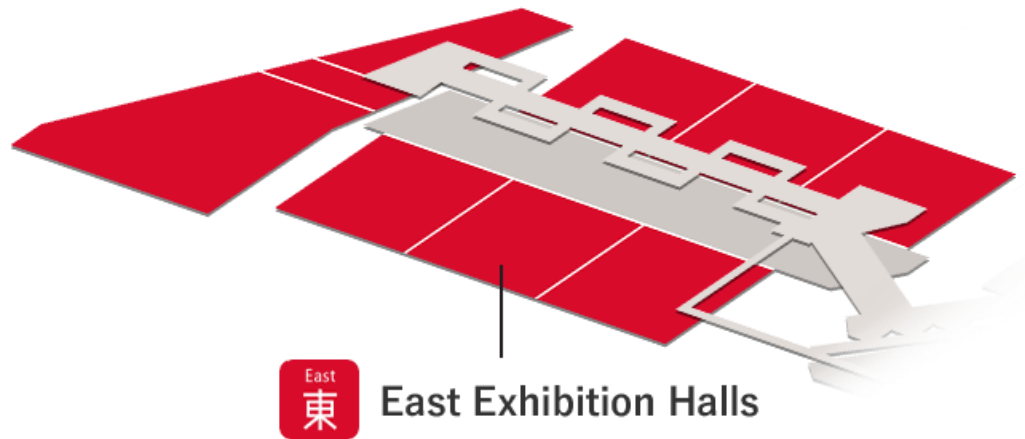
Exhibitors: **1,000**  
Visitors: **30,000**



# 2025 JFEX Summer

July 9(Wed) – 11(Fri), 2025 | Tokyo Big Sight, Japan

📍 Tokyo Big Sight



## Feature 1: Specialized show within JFEX

### JFEX FOOD

JAPAN INT'L PROCESSED FOOD EXPO



- Frozen Food
- Pre-packaged Food
- Pasta, Noodles
- Seafood
- Snack, Sweets
- Tea, Coffee
- Instant Food
- Canned Food
- Vegetable, Fruit
- Seasoning
- Health/Organic Food
- Drink, Beverage

### JFEX WINE & SPIRITS

JAPAN INT'L WINE & SPIRITS EXPO



- Wine
- Spirits
- Whisky, Whiskey
- Japanese Sake
- Korean Rice Wine
- Vodka
- Beer
- Liquor, Liqueur
- Brandy
- Baijiu
- Gin
- Tequila

### JFEX FRESH

JAPAN INT'L FRESH FOOD EXPO



- Fruits
- Vegetables
- Herbs
- Meat
- Seafood
- Dairy Products
- Eggs
- Baked Goods

### JFEX NEXT

JAPAN INT'L FOOD TREND EXPO



#### Foods Proposing the Next Trends

- Wellness Foods
- Plant-Based Foods
- Ready-to-Eat Foods
- Complete Meals
- Genetically Edited Foods
- Relaxation Foods

#### Solutions to Address Food Challenges

- Systems for Increasing Production Capacity
- Environmental Solutions
- Measures Against Food Waste

JAPAN INT'L PREMIUM FOOD EXPO



- Delicacies
- Seasoning
- Agri-food
- Meat
- Yogurt
- Honey
- Jam
- Snack, Confectionery
- Seafood
- Drink, Beverage
- Cheese
- Butter

### JFEX INBOUND

JAPAN INT'L INBOUND FOOD EXPO



- Processed Foods & Confectionery
- Drinks & Alcoholic Beverages
- Tea
- Instant Foods
- Canned & Retort Foods
- Snacks
- Noodles & Fresh Foods
- OEM Products
- Tableware & Food Samples



## Feature 2: High ratio of Decision makers

# Who will you meet

Buyers who can support your initial entry into Japan will be present at JFEX SUMMER



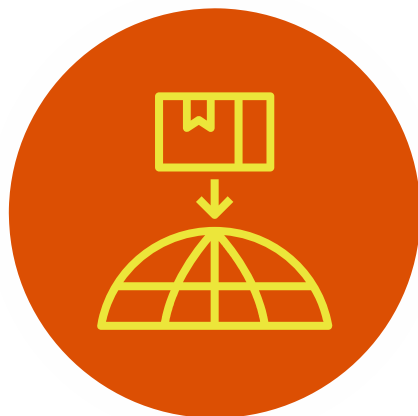
Retailers



Hotel & Restaurants



Manufacturers

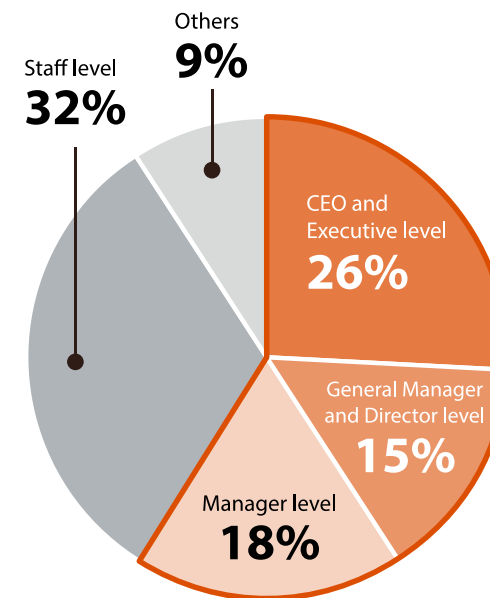


## Importers

- ASAHI SHOKUHIN
- ITOCHU-SHOKUHIN
- KATO SANGYO
- KITOKU-SHINRYO
- KOKUBU GROUP
- LACTO JAPAN

- MITSUBISHI SHOKUHIN
- MITSUI SHOKUHIN
- NIPPON ACCESS
- NISHIMOTO WISMETTAC GROUP
- S.ISHIMITSU

- SHOEI FOODS
- STARZEN
- TOHO
- YAMAEHISANO
- YUASA FUNASHOKU
- ...and more



**60%** of the visitors are **Decision-Makers**

## Feature 3: Matching- Search Visitor

Easy Approach to Buyers

# Matching System

Arrange Meetings with Targeted Visitors

Step 1



Search Visitors' Information on the System

Step 2

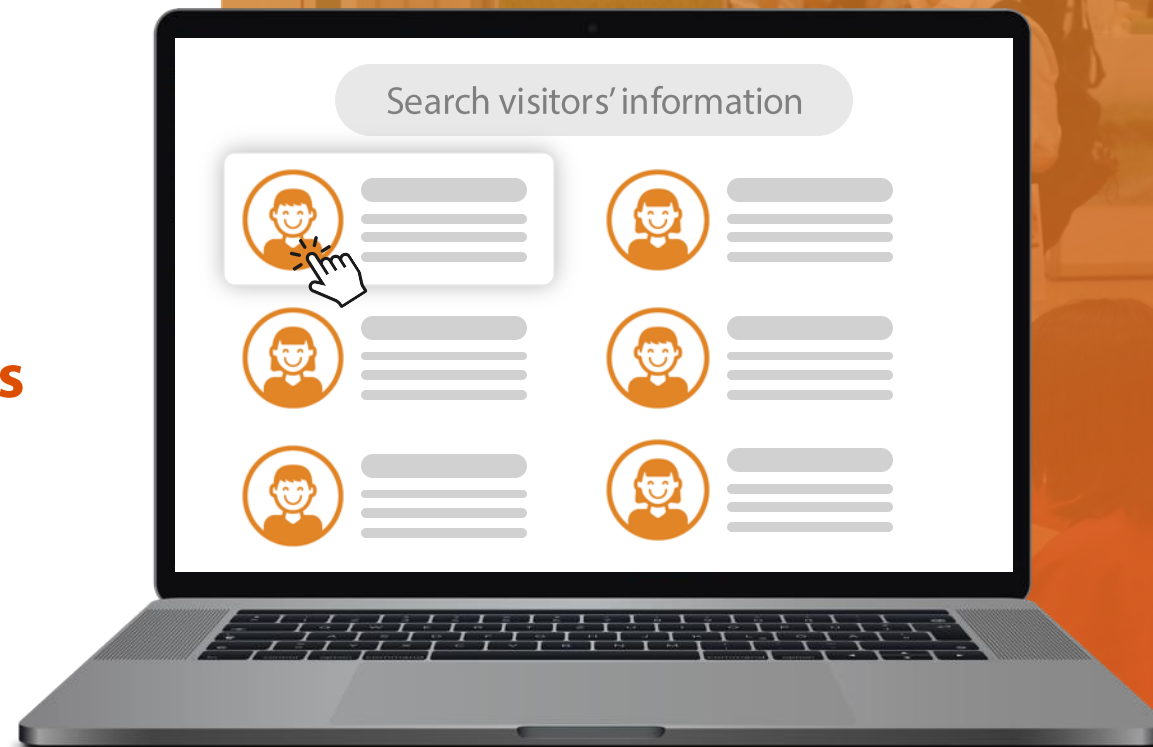


Send and receive Appointment Requests to the Visitors

Step 3



Have Meetings with Visitors at the Show



JFEX's 2023:

**8,380**  
appointments  
were arranged

# Results of 2024 JFEX



**Bread**  
from Israel

Meet with  
4 Major distributors  
Now Selling in  
**200 stores** in Japan



**Wine**  
from China

Meet with  
8 Major distributors  
**8 new+ stable distributors**  
and expanding in Japan

## Exhibitors' voice



Exchanged business cards with over **200 buyers** and held **50+ business meetings with trading companies**. Secured **7 orders**, feeling confident, applied for the next exhibition during the event.



We expect sales projections between **10 of millions to 100 million yen**. Exhibiting at the trade show proved to be a **more efficient** way to conduct sales activities compared to our in-house sales visits.



# *Special event only on JFEX Summer 2025!*

Exclusive business networking event with importers (expect 100+)

## *Benefits:*

- Build strong relationships with importers.
- Understand the specific needs and preferences of importers.
- We will bring **potential clients to your booth.**



# *Post show promotion email for JFEX SUMMER 2025!*

**We will promote your products to visitors after the show!**

## ***Benefits:***

- **Remind visitors about your company after the show.**
- **Reach to potential clients you didn't meet during the show.**
- **Save on email Promotion fee:  
**300,000JPY → 0JPY.****





# JFEX

JAPAN INT'L FOOD & BEVERAGE EXPO

*Pick a time to consult* >

*Request for pricing* >



WhatsApp



## Contact Us

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Built by



In the business of  
building businesses



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