

# Food and tourism industry related exhibitions are held in various regions of Japan!

FOODEX JAPAN in KANSAI 2023  
**FOODEX JAPAN** 関西 2023  
 HOTERES in KANSAI 2023  
 ホテルレストランショー 関西 2023  
 DATE July 12 (Wed.) - 14 (Fri.), 2023  
 VENUE Intex Osaka

The 5th Kyusyu/Okinawa Hotel & Restaurant Exhibition 2023  
**九州・沖縄**  
 観光・宿泊・外食産業展 2023  
 Recycling - Food · Agri · MIDORI - System EXPO in Kyushu  
 九州 循環型  
 食・農・みどりシステム EXPO  
 DATE October 24 (Tue.) - 25 (Wed.), 2023  
 VENUE Marine Messe Fukuoka Hall B

HCJ2024  
 国際ホテルレストランショー  
 国際食品・飲料展  
 フード・ケータリングショー  
 HCJ2024  
 厨房設備機器展  
 DATE February 13 (Tue.) - 16 (Fri.), 2024  
 VENUE Tokyo Big Sight East Exhibition Halls

Tourism, Hotel, Food Service Industry EXPO 2023  
 - HOKKAIDO EDITION -  
 観光・ホテル・外食産業展  
 - HOKKAIDO 2023 -  
 DATE October 18 (Wed.) - 19 (Thu.), 2023  
 VENUE AXES Sapporo

FOODEX JAPAN 2024  
 (International Food and Beverage Exhibition)  
 The 49th International Food and Beverage Exhibition  
**FOODEX JAPAN 2024**  
 国際食品・飲料展  
 Recycling - Food · Agri · MIDORI - System EXPO  
 九州 循環型  
 食・農・みどりシステム EXPO  
 DATE March 5 (Tue.) - 8 (Fri.), 2024  
 VENUE Tokyo Big Sight East & West Exhibition Halls

Asia's No.1 Food & Beverage Exhibition to Select

The 48th International Food and Beverage Exhibition

# FOODEX JAPAN 2023



## SHOW REPORT

DATE **March 7 (Tue.) - 10 (Fri.), 2023**  
 10:00-17:00 (16:30 on the last day)

VENUE **Tokyo Big Sight**  
 East Hall 1-8

Held in **OSAKA**

FOODEX JAPAN in KANSAI 2023  
**FOODEX JAPAN** 関西 2023  
 HOTERES in KANSAI 2023  
 ホテルレストランショー 関西 2023

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Tourism, Hotel, Food Service Industry EXPO 2023  
 - HOKKAIDO EDITION -  
 観光・ホテル・外食産業展  
 - HOKKAIDO 2023 -

DATE **October 18 (Wed.) - 19 (Thu.), 2023**  
 10:00-16:00

VENUE **AXES Sapporo**

Held in **FUKUOKA**

The 5th Kyusyu/Okinawa Hotel & Restaurant Exhibition 2023  
**九州・沖縄**  
 観光・宿泊・外食産業展 2023  
 Recycling - Food · Agri · MIDORI - System EXPO in Kyushu  
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 食・農・みどりシステム EXPO

DATE **October 24 (Tue.) - 25 (Wed.), 2023**  
 10:00-16:00

VENUE **Marine Messe Fukuoka Hall B**

Held in **TOKYO**

HCJ2024  
 国際ホテルレストランショー  
 HOTERES JAPAN  
 国際食品・飲料展  
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 East & West Exhibition Halls

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FOR INQUIRIES:  
**FOODEX JAPAN Secretariat**

c/o Japan Management Association  
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 URL: <https://www.jma.or.jp/foodex/en/>

FOODEX

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# General Information

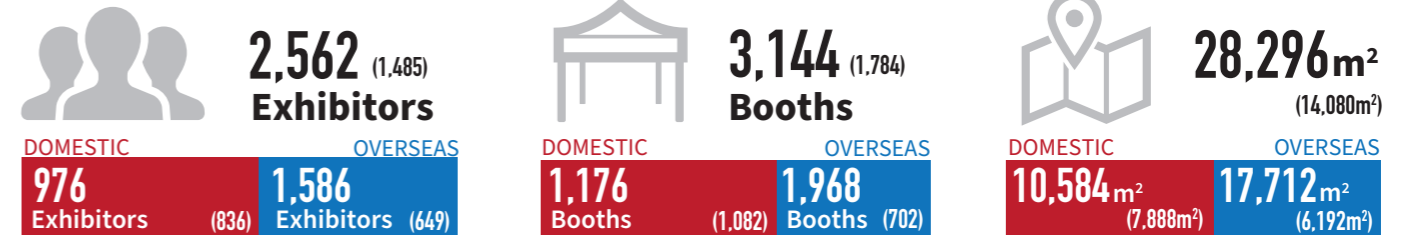
<b>Exhibition</b>	FOODEX JAPAN 2023 (The 48th International Food and Beverage Exhibition)
<b>Date</b>	March 7 (Tue.) - 10 (Fri.), 2023 10:00- 17:00 (16:30 on the last day)
<b>Venue</b>	Tokyo Big Sight (Tokyo, Japan)
<b>Organized by</b>	Japan Management Association / Japan Hotel Association / Japan Ryokan & Hotel Association / Japan Restaurant Association / Japan Tourism Facilities Association
<b>Special Cooperation</b>	Japan External Trade Organization
<b>Supported by</b>	Ministry of Foreign Affairs / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labour and Welfare / Ministry of Land, Infrastructure, Transport and Tourism / National Tax Agency / Tourism Agency / Tokyo Metropolitan Government
<b>Number of Exhibitors</b>	Domestic: 976 Exhibitors / 1,176 Booths (FOODEX JAPAN 2022: 836 Exhibitors/ 1,082 Booths) Overseas: 1,586 Exhibitors / 1,968 Booths (FOODEX JAPAN 2022: 649 Exhibitors/ 702 Booths)

## Steering Committee (Company and position are as of March 2023)

Chairman	NOBUYASU NANA O	Managing Executive Officer General Manager Food Merchandising Division	AEON RETAIL Co., Ltd.
Vice Chairman	KENJIRO TAKESHIMA	Executive Officer, Division COO, NC Division	Mitsubishi Shokuhin Co., Ltd.
	RYOICHI EBATA	Corporate executive, General manager Solution & Ingredients Department	AJINOMOTO CO., INC.
	HIROSHI YAMAMOTO	Director Responsible for Production Business	Eat & Foods Co., Ltd
	KATSUMI MASUI	General Manager of National Retailer Sales Division	ITO EN, LTD.
	KANJI FUKUI	Executive officer	Itochu-shokuhin CO., Ltd.
	HIROKAZU KOBAYASHI	Purocurement Department of HMR	SCI, Inc.
	KAZUYUKI YASOSHIMA	Chief Sales Officer	Ehime Prefectural Government
	HIDENORI SASA	Executive Officer	MIFOODSTYLE CO.LTD
	HIROYA MIYATA	General Manager International Business Unit	Otafuku Sauce Co., Ltd.
	KATSUYA KOBAYAMA	General Manager, Overseas Business Group Trade Division	KOKUBU GROUP CORP.
	SATOSHI IMAMURA	Purchasing Dept Leader	SAIZERIYA CO., LTD.
	KOICHI SAITO	Vice President	CGC JAPAN CO., LTD.
	TOMOYUKI HAMADA	Merchandise&Sales Division	SEIJO ISHII CO., LTD.
	MASATSUGU SHIINO	Private Label Goods Administration Department Merchandising Headquarters	TAKASHIMAYA CO., LTD.
	SATOSHI IGARASHI	General Manager of Merchandise Department Operating Officer	TAKASE BUSSAN CO., LTD
	RYOSUKE KIJIMA	Deputy General Manager of Sales Headquarters	TAKAHASHI GALILEI CO.LTD.
	YOSHIYUKI TAKAHASHI	Managing Offer and Director of Culinary Department	Imperial Hotel, Ltd.
	YUJIROU MURAKAMI	Marketing Support Department, Director General	Organization for Small & Medium Enterprises and Regional Innovation, JAPAN
	SEIJI SUSUKI	Overseas Department Depty General Manager	CHOYA UMESHU CO., LTD.
	RONG MENGTING	Business Development Manager	Tmall Japan Limited
	KOJI MORI	Personal Customers Sales Division General Manager	TableMark Co., Ltd
	KENSUKE KUOKAWA	EXECUTIVE OFFICER	Tokyu Store Corporation
	GOROU KIYOKAWA	Executive General Manager National Account Sales Division	NICHIREI FOODS INC.
	KIYOMI KUMAGAI	General Manager	Nippon Suisan Kaisha, Ltd
	HIROYUKI YAMAGUCHI	Agriculture, Forestry, Fisheries, and Food Department Director General	JAPAN EXTERNAL TRADE ORGANIZATION
	KENTARO MIYASAKA	Corporate Officer and General Manager	MASDAC MACHINERY Co., Ltd
	YOSHIYUKI YAMAMOTO	Director-General of the Agriculture, Forestry and Fisheries Department.	WAKAYAMA Prefecture
	KOUICHIROU KAKEE	Representative Director, Japan Hotel Association	JAPAN HOTEL ASSOCIATION
	YUKIHIRO AOKI	Executive Director	Japan Ryokan & Hotel Association
	TAKESHI HIRASTUKA	Vice President	Japan Restaurant Association
	KAZUYUKI ASANO	Vice President	JAPAN TOURISM FACILITIES ASSOCIATION

# Post Show Overview

**Show Scale** \*( ) shows the number of 2022.

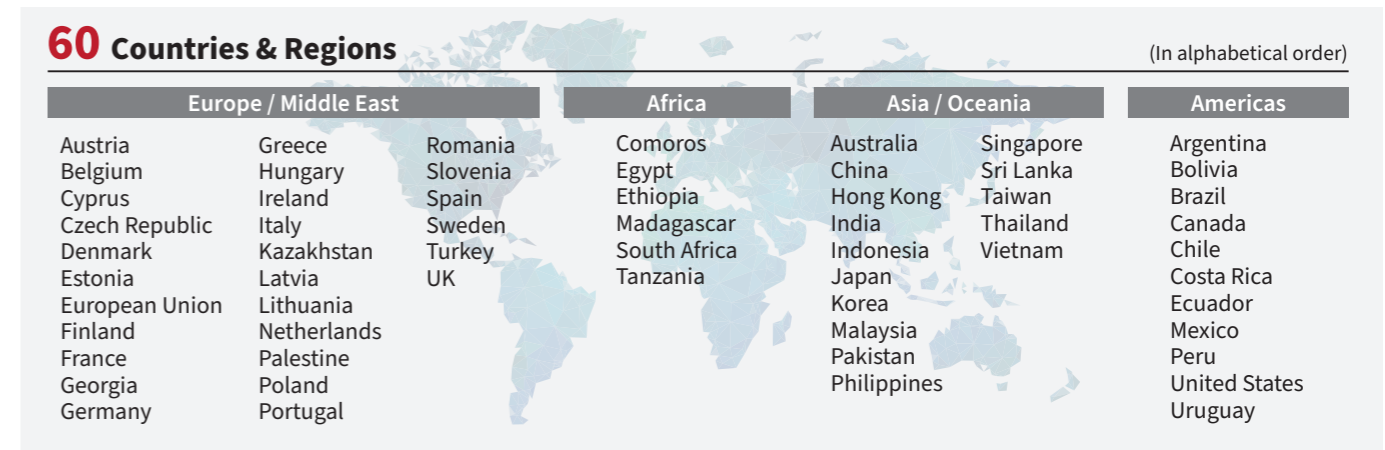


## Number of Visitors

Day	Weather	Visitors	FOODEX JAPAN 2022
March 7 (Tue)		17,460	6,859
March 8 (Wed)		21,042	8,737
March 9 (Thu)		19,323	9,245
March 10 (Fri)		15,964	8,885
		<b>TOTAL 73,789</b>	<b>TOTAL 33,726</b>

**Interviews with overseas visitor**

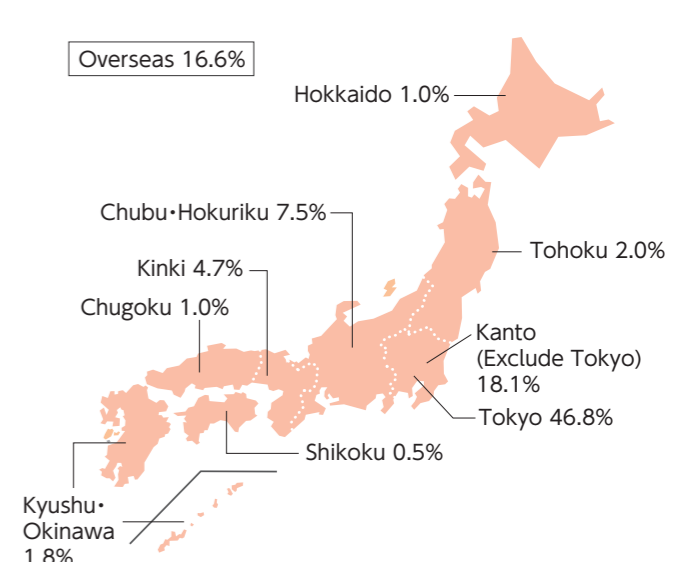
## Exhibitor Countries & Regions



## Exhibit Item Ranking



## Reginal Analysis



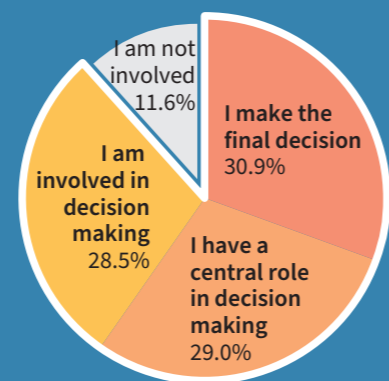
# Visitors Overview & Media Coverage

## By Industry Sector

\* ( ) shows the number of 2022

Sector	Number of Visitors
Trading / Wholesale	22,137 visitors (10,735)
Food Service	17,375 visitors (6,996)
Food / Beverage Manufacture	16,971 visitors (6,413)
Retailer	10,697 visitors (4,789)
Hotels / Inns / Leisure Facilities	2,213 visitors (1,471)
Government Body / Association, Specialist	1,593 visitors (1,518)
Manufacturer	1,507 visitors (1,079)
Logistics	824 visitors (600)
Press	472 visitors (125)

## Ratio of decision makers



**88%** of the visitors are decision makers!

### Trading/Wholesale

22,137 Visitors

ADEKA FOODS SALES	HOKKAIDO	MITSUI FOODS	Shibata Trading
Aeon Liquor	Itochu Group	NANZAN BUSSAN	Sojitz
Ajinomoto Trading	Japan Food	NIHONBUSSAN	SUMITOMO
Alibaba Japan	JTB Trading	Nissei	SUNTORY MARKETING & COMMERCE LIMITED
Asahi Airport Service	Kobe Bussan	NISSIN	Suzuki Shokai
CGC JAPAN Group	KOKUBU GROUP	OIE SANGYO	THE KYOWA TRADING
CJ Foods Japan	Koyo Trading	S&B FOODS	Toyo-Pack
Costco Wholesale Japan	Marubeni	SANYO SYOJI	Unitika Trading
DOSHISHA	MEIDI-YA	SCI	Zensho Tradings
Ebara Foods Industry	Mitsubishi Shokuhin	SEIJO ISHII	
Ehime Foreign Access Zone			

### Food Service

17,375 visitors

EAT&HOLDINGS	Saizeriya	TANITA corporation	Hanamaru
UMENOHANA	SAPPORO LION ,Inc.	Choushimaru	FUJIYA
OHSO FOOD SERVICE Corporation	JB ELEVEN	Doutor Coffee	MATSUYA FOODS HOLDINGS
OOTOYA Holdings	CHICAGO PIZZA Ltd.,	Domino's Pizza Japan,	MOS FOOD SERVICES
Oriental Land	STUDIO GHIBLI	TORAJI CORPORATION	YAKINIKU LIKE Ltd.
Ginza Cozy Corner	Jojoen	NIHON GENERAL FOOD	UCC Foodservice Systems
Kura Sushi	Soup Stock Tokyo	McDonald's Holdings Company (Japan)	YOSHINOYA HOLDINGS
Gurunavi	SKYLARK HOLDINGS	KFC HOLDINGS JAPAN	RINGER HUT
GLOBAL-DINING	Starbucks Coffee Japan	NEGISHI FOOD SERVICE	LOTTERIA
Gong cha Japan	DAISYO CORPORATION	HARVEST	WAKO GROUP

### Food / Beverage Manufacturers

16,971 visitors

Asahi Group Holdings	ITO EN	Maruha Nichiro Corporation	Sunstar Group
B-R 31 ICE CREAM	Itoham Foods	marukome	TableMark
Calbee	JA ZEN-NOH MEAT FOODS	MARUKYU	TAIHO PHARMACEUTICAL
Coca-Cola(Japan)Company	JAL ROYAL CATERING	MATSUYA FOODS HOLDINGS	The Ajinomoto Group
Dole Japan	Japan Tobacco Inc	MORINAGA MILK INDUSTRY	THE NIKKA WHISKY DISTILLING
Ebara Foods Industry	J-OIL MILLS	MYOJO FOODS	TIROL CHOCO
Ezaki Glico	KAGOME	Nagatanien	TSUKUBA DAIRY PRODUCTS
FUJIYA	Kewpie Corporation	Nichirei Foods	Yakult Honsha
Godiva Japan	KEY COFFEE INC	NISSIN FOODS HOLDINGS	
Häagen-Dazs	KIKKOMAN CORPORATION	OTAFUKU SAUCE	
Japan, Incorporated	Kirin Holdings Company	SANYO FOODS	

## Retailers

10,697 visitors

AEON Group	Godiva Japan	TOKYU DEPARTMENT STORE	Meidi-Ya
Takashimaya Company, Limited	KOHNAN SHOJI	WELCIA YAKKYOKU	Nishitetsu Store
Alibaba.com Japan	ASKUL Corporation	JR East Cross Station	Nitori
Pan Pacific International Holdings Corporation	Ito-Yokado	Bio c' Bon Japon	Ryohin Keikaku
KUSURI NO AOKI HOLDINGS	Amazon Japan	BOOKOFF GROUP HOLDINGS	SEIJO ISHII
Costco Wholesale Japan	KEIKYU STORE	CGC JAPAN	Sogo & Seibu
IKEA Japan	CO-OP DELI CONSUMERS' CO-OPERATIVE UNION	Daiso Industries	Tobu Department Store
KINTETSU Department Store	SUNDRUG	Hankyu Hanshin Department Stores	Tokyu Store Corporation
KINOKUNIYA	Odakyu Department Store	Lawson	TSURUHA
CAN DO	KEIO DEPARTMENT STORE	MARUI GROUP	Yodobashi Camera

## Hotel / Inn / Leisure Facilities

2,213 visitors

Agora Hospitality Group	ORIX Hotel Management Corporation	Toyoko Inn	Mandarin Oriental Hotel Group
ANNIVERSAIRE	THE KYOTO HOTEL	NIKKO HOTELS	Mitsui Fudosan Hotel Management
APA GROUP	Kur&Hotel Group	NIPPON VIEW HOTEL	MILIAL RESORT HOTELS
Mori Trust Hotels & Resorts	GRAND NIKKO TOKYO	NIPPON HOTEL	USJ LLC
Ise-Shima Resort Management	TOKYU HOTELS & RESORTS	New Otani	Yokohama Hakkeijima
GREENS	The Hongkong and Shanghai Hotels	FUJIYA HOTEL	REMBRANDT HOTELS AND RESORTS
MITA Holdings	Sanrio Entertainment	Pacific Golf Management	Royal Park Hotels and Resorts Company
IHG Hotels & Resorts	JR TOKAI HOTELS	Hilton Worldwide International Japan	ROSE HOTELS INTERNATIONAL
Ooedo Onsen Monogatari Hotels & Resorts	TOKYU LAND CORPORATION	FUJITA KANKO	
Oriental Land	Tokyu Resorts & Stays	Hoshino Resorts	
	Tokyo International Forum		

## Logistics

824 visitors

ALL NIPPON AIRWAYS	HANKYU HANSHIN EXPRESS	MITSUI-SOKO	Schenker-Seino
ASAHI UNYU KAISHA	International Express	NAIGAI TRANS LINE	SEINO LOGIX
CHUGAI WAREHOUSE & TRANSPORTATION	ITOCHU LOGISTICS	Nakamura Logistics	Singapore Airlines
CN Logistics Japan	Japan Freight Railway Company	Nippon Chilled Logistics	Tobishima Logistics Service
Daikoku Warehouse	Kawasaki Rikuso Transportation	NIPPON EXPRESS ITALIA	TONAMI TRANSPORTATION
DAITO KOUN	KEIHIN NAIGAI FORWARDING	Nishi - Nippon Railroad	TOSHO EXPRESS
Delta Air Lines	Kintetsu World Express	PEGASUS GLOBAL EXPRESS	Tsukushima Soko
DHL Global Forwarding Japan	Maruha Nichiro Logistics	RD&D Cold Logistics	United Airlines
FUJI LOGISTICS	Mitsui O.S.K. Lines	SAGAWA EXPRESS	VANTEC CORPORATION
		Sanriku Unyu	Yamazaki Logistics
		SBS Logicom	YUSEN LOGISTICS

## Media Coverage

- Asahi Satellite Broadcasting Limited
- Beverage Japan
- Business Channel of China Central Television (CCTV)
- Business Insider Japan
- CHUKYO TV. BROADCASTING
- CNN Portugal
- Cuisine Kingdom
- EFE News Agency(Spanish)
- Food Navigation Japan
- Fuji Television Network
- Gaishoku Shimbun
- Japan Beer Times
- Japan Broadcasting Corporation(NHK)
- Japan Meat Processing Journal
- Kashi Shokuhin Shimbun
- KODANSHA BC Ltd.
- Kyodo News
- Monthly Cha (Chamber of Tea Association of Shizuoka Pref.)
- Monthly Soyfood Journal
- Nikkei Business Publications
- Nippon Television Network Corporation
- SeafoodSource.com
- Singapore Press Holdings Ltd
- Taiwan Television Enterprise
- The Food Weekly
- The Japan Chamber of Commerce and Industry
- The Japan Food Journal
- THE JAPAN FOOD NEWS
- The Japan News (Yomiuri Shinbun)
- The Nikkan Kogyo Shimbun
- The Pig Monthly Magazine Youton Joho
- The Tokushima Shimbun
- THE TOYAMA SHIMBUN
- Tokyo Broadcasting System Television (TBS)
- Tsubasa no ookoku(ANA)
- TV Asahi Corporation
- VEGAN' S LIFE (Ethicalize)
- Weekly HOTERES(Ohta publications)
- Weekly Noukin shinbun
- Whisky Magazine Japan

# Opening Ceremony

## Opening Ceremony

The Opening Ceremony was held on the first day of the show attended by supporting organizations, associations, committees, members, and overseas exhibitor representatives.

**Date & Time** March 7 (Tue), 2023



## Participants

Organizing Association		
Masami Nakamura	Chairman	Japan Management Association
Shuichi Kageyama	Vice-president	Japan Hotel Association
Kanzaburo Sato	Vice-Chairman	Japan Ryokan & Hotel Association
Shinichi Suzuki	President	Japan Restaurant Association
Yutaka Yasuzaki	Chairman	Japan Tourism Facilities Association
Supporting Organization		
Atsushi Nonaka	State Minister	Ministry of Agriculture, Forestry and Fisheries
Toshio Uematsu	Deputy Commissioner	National Tax Agency
Hiroyuki Yamaguchi	Director General	Agriculture, Forestry, Fisheries and Food Department, Japan External Trade Organization
Co-Sponsors		
Hisatoshi Utsunomiya	President	All Japan Chefs Association
Steering Committee Chairman		
Nobuyasu Nanao	Managing Executive Officer General Manager Food Merchandising Division	AEON RETAIL Co., Ltd.

# Seminar

March 7 (Tue.) 11:00 - 11:40	March 8 (Wed.) 11:00 - 11:40	March 9 (Thu.) 11:00 - 11:40	March 10 (Fri.) 11:00 - 11:40
<b>Check the pairing of Bobal, the authentic grape from DOP UR, with Japanese traditional food!</b> Takayuki KikuchiBobal, contracted by Regulatory Council of DOP Utiel-Requena Ambassador-Sommelier	<b>Peruvian Amazon</b> Franz Suzuki SAMAZON JAPAN	<b>Austrian wines from the rapidly expanding hot region of Carinthia and the representative region of the Danube River Valley</b> Wine Exhibitors from Austrian Pavilion	<b>Argentina exports to the world</b> César Campoy Chargé d'Affaires a.l Embassy of Argentina in Japan
12:00 - 12:40 <b>Products and Solutions of Tomorrow by Denmark</b> Jacob JensenDanish Minister for Food Ulrich Kern-Hansen Founder and Chairman of The Board at Organic Plant Protein Mette Ring O'Donnell Director, Food Service at Østerberg Foods Mie Ole Lauritzen Head of Business Development and Partnerships, Food Nation and innovative selected companies Lise Walborn CEO at Food Nation	12:00 - 12:40 <b>URUGUAY: LAND OF HIGH QUALITY PRODUCTS</b> NATIONAL MEAT INSTITUTE OF URUGUAY & URUGUAY XXI	12:00 - 12:40 <b>Plant, Protein and you.</b> Dhaval Makodia Saaz Foods	12:00 - 12:40 <b>The Real Mango Flavor is From Mexico</b> Association of Packers of Mangoes for Export of Mexico (EMEX)
13:00 - 13:40 <b>taste estonia - a cuisine on the crossroads of Northern Europe meets Eastern Europe</b> Tsubasa Yoshito Trade and Innovation Centre, Project Manager Estonian Business and Innovation Agency	13:00 - 13:40 <b>CEYLON TEA</b> SRI LANKA TEA BOARD - The World Finest Tea In the World	13:00 - 13:40 <b>Indo-Japan Food industry / Trade</b> Anchal Aggarwal India Trade Promotion Organisation	13:00 - 13:40 <b>Alcoholic Drinks produced in the Czech Republic</b> Embassy of the Czech Republic in Tokyo Trade Section - Agriculture Irena LEOPOLDOVA and Eri MURATA
14:00 - 14:40 <b>FKII &amp; LUKE discussion session</b> LUKE Natural Resources Institute Finland	14:00 - 14:40 <b>Plant based wellness food from the organic powerhouse Austria</b> TELLUS JAPAN & Co.for PREMIUM ORGANIC GMBH ALPHA FOODSTUFFS CO., LTD for SCHALK MÜHLE GMBH & CO KG BELORGANIC E.U. Eitzinger Japan, Inc. for Zotter Schokolade GmbH	14:00 - 14:40 <b>Plant based wellness food from the organic powerhouse Austria</b> TELLUS JAPAN & Co.for PREMIUM ORGANIC GMBH ALPHA FOODSTUFFS CO., LTD for SCHALK MÜHLE GMBH & CO KG BELORGANIC E.U. Eitzinger Japan, Inc. for Zotter Schokolade GmbH	14:00 - 14:40 <b>Alcoholic Drinks produced in the Czech Republic</b> Embassy of the Czech Republic in Tokyo Trade Section - Agriculture Irena LEOPOLDOVA and Eri MURATA
15:00 - 15:40 <b>Check the pairing of Bobal, the authentic grape from DOP UR, with Japanese traditional food!</b> Takayuki KikuchiBobal, contracted by Regulatory Council of DOP Utiel-Requena Ambassador-Sommelier	15:00 - 15:40 <b>About Shrimp in Ecuador ~Ecuador's initiatives and SDGs in the shrimp industry~</b> Alberto Aguilar Commercial Counselor Embassy of Ecuador	15:00 - 15:40 <b>Product innovation - Chocolates in a can</b> CVO International - Ovidias Marco Turcatto	15:00 - 15:40 <b>Let's discover 3 companies new to FOODEX from Wallonia of Belgium!</b> Yuka Morita of Wallonia Export -Investment Agency and Delka, Ilanga Nature, and Maison Sicile
16:00 - 16:40 <b>Business Forum Slovenia "Green Table of Europe"</b> Chamber of Agriculture and Food Enterprises of Slovenia	16:00 - 16:40 <b>Australian Sustainability &amp; Innovation in Agri &amp; Food industry</b> Australian Embassy (Australian Trade and Investment Commission) MLA Dairy Australia	16:00 - 16:40 <b>Clean label plus in agrifood sector</b> Deolinda Silva Executive Director, Engineer PortugalFoods	

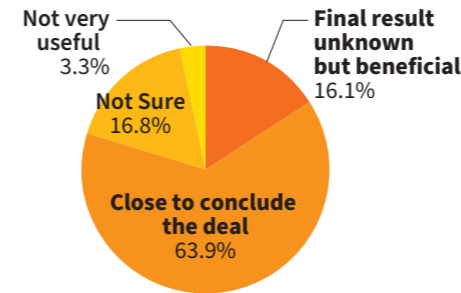
# Pre-scheduled Business Matching

## The FOODEX JAPAN Secretariat set up business meetings with influential buyers.

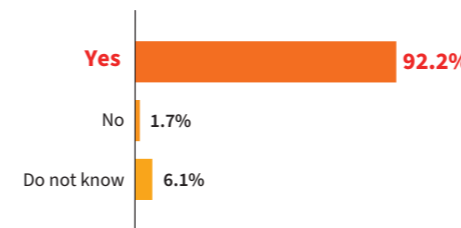
Total of **766 business meetings** were conducted with entry of 149 buyers(51 Domestic, and 98 overseas)  
**The number of contracts concluded 766** (560 previous year)

## Exhibitor Survey Results

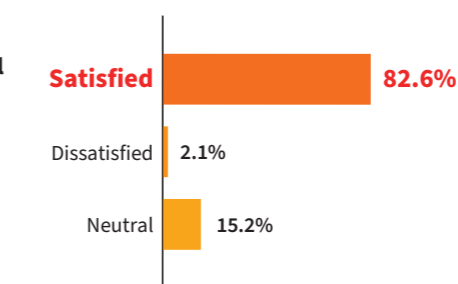
### Result of business meeting



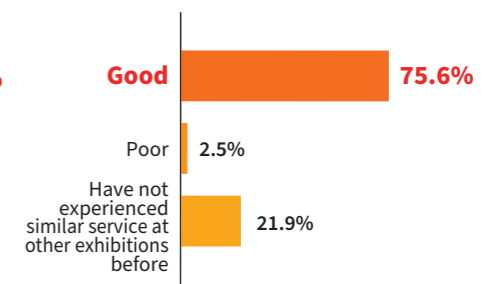
### Would you like to use the service again?



### How do you rate your experience with the pre-scheduled business matching service?



### Rate the service in comparison with similar service at other exhibition

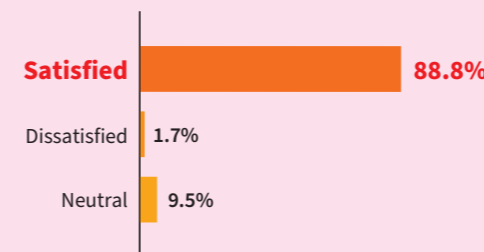


## Product categories, and products desirable to be included at the show for business discussions

- Ready-to-eat Chinese, and Western dishes
- Novelty confectionery, ice cream
- Health-conscious confectionery/snacks
- Fresh fish, fishery products, processed fishery products
- Organic products
- Value-added products including Halal, vegan, vegetarian and free-from foods
- EU HACCP-compliant foods
- Frozen foods (sweets, delicatessen, prepared foods)
- Foods with functional claims fermented products
- Sauce, seasoning
- Products with export record
- Bread, rice
- SDGs, sustainable, inbound products
- Sake (beer, wine, whiskey, gin, sake)
- Local specialty
- Summer and winter gifts

## Buyer Survey Results

### How do you rate your experience with the Pre-Scheduled Business Matching service?



### Results of business discussions



Average contract value	
Domestic Buyer	JPY 0.8 million
Overseas Buyer	JPY 4.34 million
Highest contract value	
Domestic Buyer	JPY 20 million
Overseas Buyer	JPY 30 million

## Buyer's Voice

- The company information disclosed in advance was useful for business discussion
- I had a good impression that many manufacturers were cooperative in exporting
- I appreciate the positive attitude of the exhibitors toward business discussions
- The exhibitors did their research very well so that we could get down to the business quickly
- I felt that the greater number of manufacturers were actively trying to export their products overseas

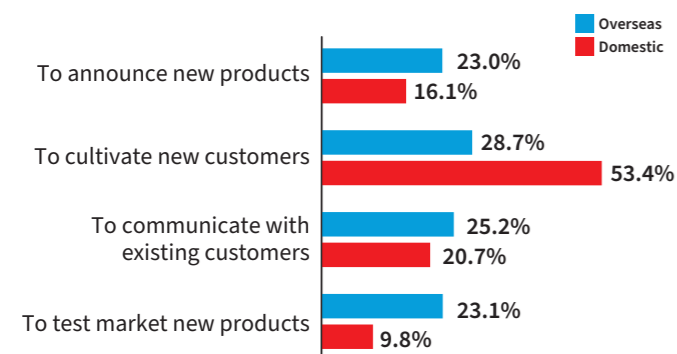
## Products & Services desirable to be exhibited at the show for business discussions from participating buyers

- Supermarket**
  - instant noodles, retort curry, avocado, oil, jam, grain mustard, various edible oils, pasta, quick risotto, fried onions, canned tuna, salsa, canned tuna, salsa, spice seasonings, dried fruits, nuts, chocolates, oatmeal, potato chips, confectionery, frozen foods
  - Frozen vegetables (domestic and rganic), frozen kits, frozen sweets (Japanese and Western-style)
  - Yogurt, drinkable yogurt, pudding, organic products
- Convenience store**
  - Food products in general, PB developable foods, beverages, related Ingredient
- Online shopping**
  - Foods, and nutrition that solve health issues particular to middle-aged and older people
- Products with competitive advantages such as additive-free, clear origin, and clear producer
- Products that can be shipped directly from the producer in a suitable package(such as box)
- Processed foods with clear added value marketable via e-commerce/mail order
- Fresh foods with intriguing backgrounds
- Exportable products with best-before date of 10 months and more, labeled in English
- Products with organic certification
- Products with a long shelf life
- Organic fresh fruits, fresh fruits and vegetables with distinctive features. Gifts and products that can be ordered directly from the producer
- Pickles and desserts for commercial use
- Food and beverage products in line with the SDGs
- Hotel**
- Food service**
  - Differentiated, and SDG-compliant products
  - Products focused on Halal or Vegan
  - Freshness-conscious individual packaging materials
- Food Manufacturer**
  - Chestnuts sweetened in soy sauce, and sugar, Canned fruits (white peaches, yellow peaches, grapes)

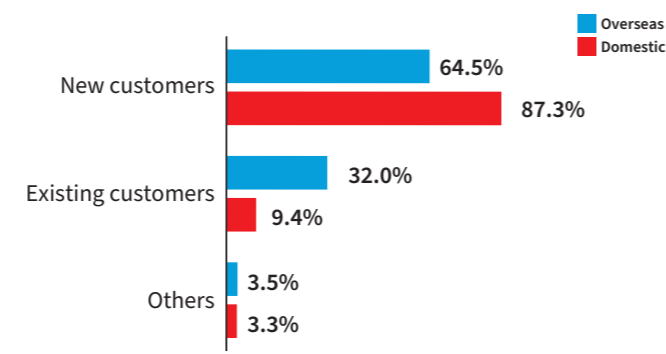
# Exhibitor Survey Results

**Survey Dates** from March 7 (Tue.) to 10 (Fri.), 2023 **Responses** 758 (domestic zone), 640 (overseas zone)

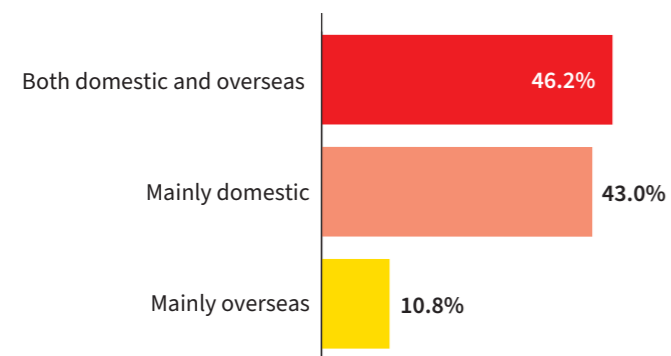
## What was your primary purpose of participation as an exhibitor?



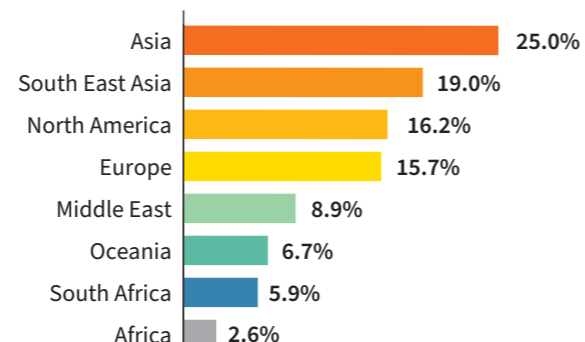
## Please tell us about the visitors



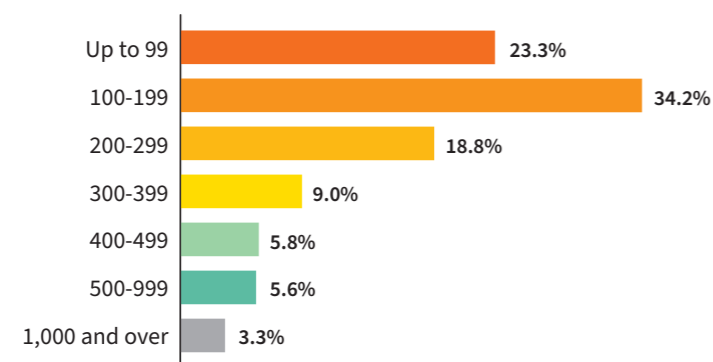
## Direction of sales expansion (domestic exhibitors only)



## Regions you wish to do or are interested in doing business with (domestic exhibitors only).

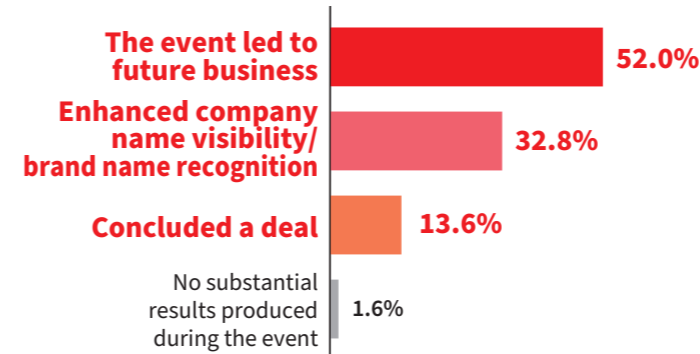


## The number of business cards obtained (domestic exhibitors only)

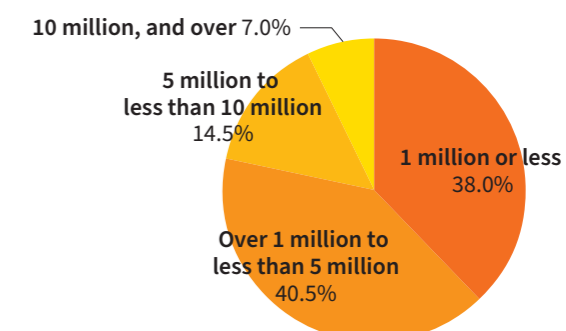


## About half of the exhibitors replied that the event resulted in future business!

### How do you rate the outcome of FOODEX JAPAN 2023?

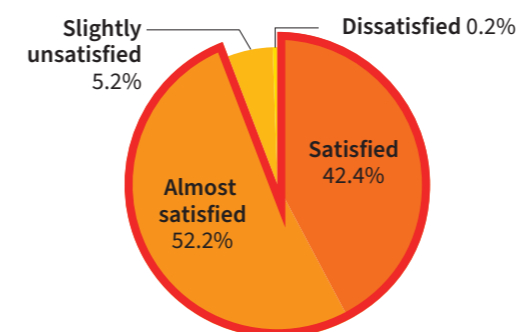


### Expected contract value (in JPY)



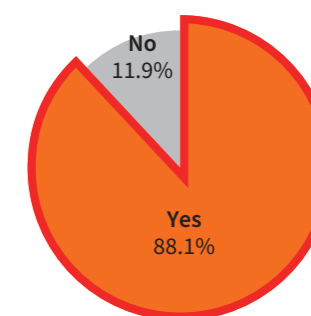
## Highly rated by about 94% of the exhibitors!

### How satisfied are you with the exhibition overall?



## About 90% of the exhibitors are considering to participate at the next show

### Are you considering to participate at FOODEX JAPAN2024?



### Exhibitor's Voices



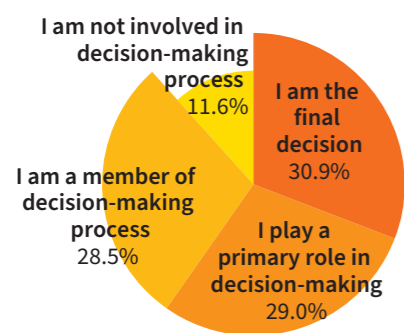
- The number of visitors increased substantially this year compared to the previous year, which resulted in a greater business opportunity to close deals.
- The larger number of visitors after the Covid-19 pandemic enabled us to conduct business meetings with buyers with whom we had no opportunity to enter into business negotiations.
- We were able to carry out a lot of business meetings with overseas buyers.
- A huge number of buyers (both domestic, and overseas) took a trouble of paying a visit to our booth, and we had productive business meetings with them.

# Visitor Survey Results

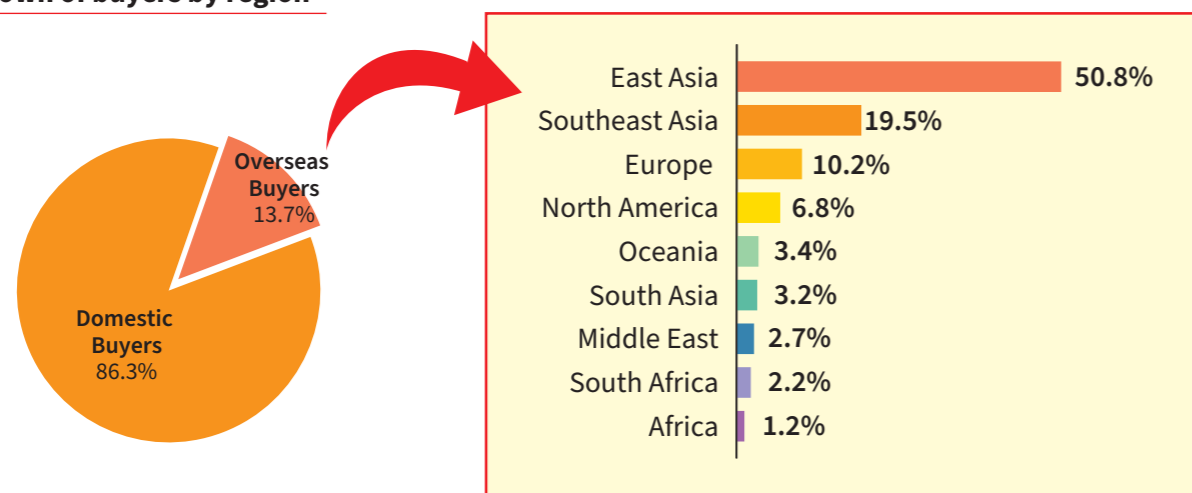
**Survey Dates** from March 7 (Tue.) to 10 (Fri.), 2023 **Responses** 1,949

**88% of visitors are involved in procurement / purchasing decisions!**

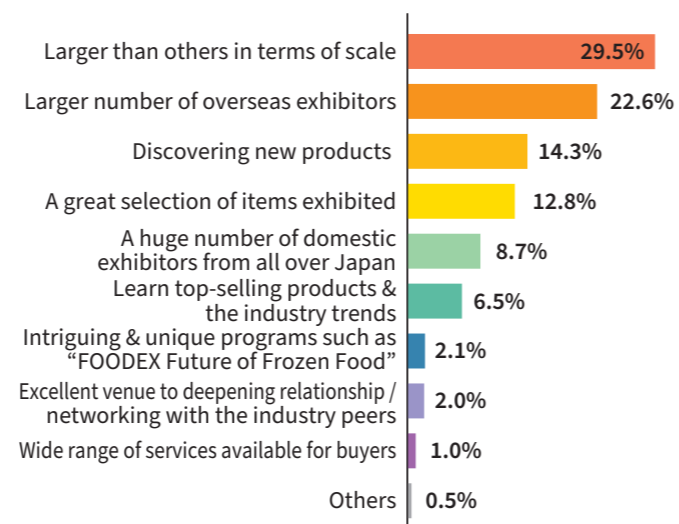
## Level of involvement in procurement / purchasing decisions



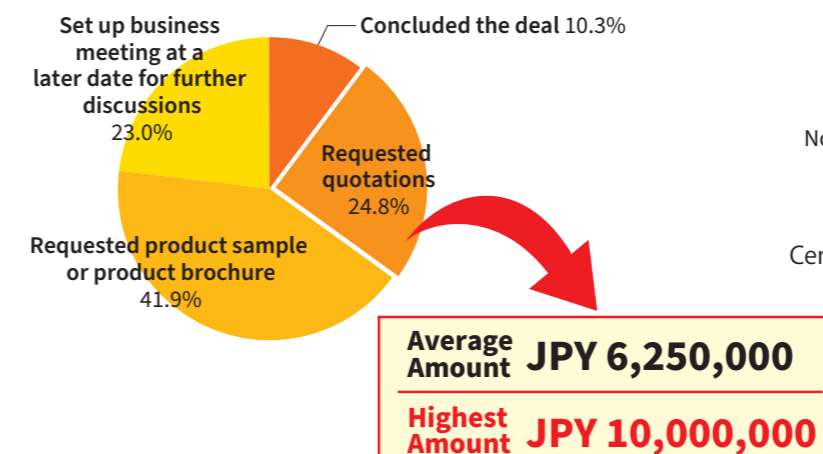
## Breakdown of buyers by region



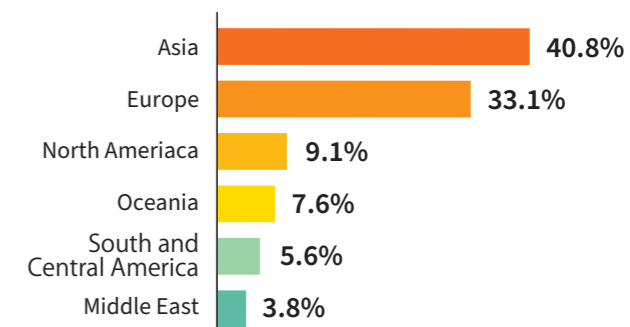
## Competitive advantages of FOODEX in comparison with similar Food-related events



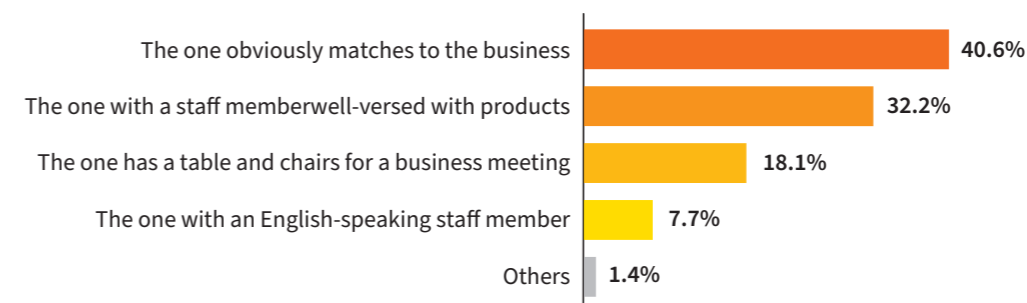
## Would you tell us the outcome of business negotiations?



## Business meetings in International Zone

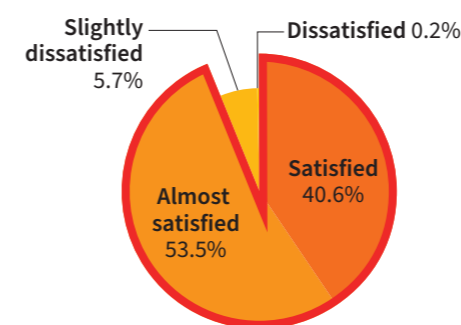


## What kind of booth would you like to visit?



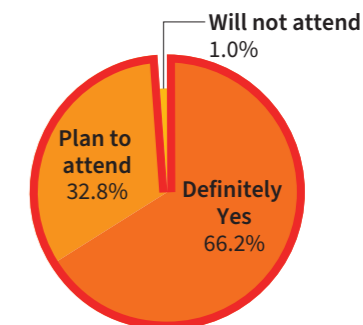
**About 94.1% of visitors replied that they were satisfied with the exhibition!**

## How satisfied were you with the exhibition?

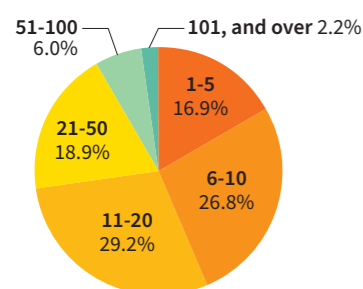


**About 99% of visitors replied that they would like to attend the next FOODEX JAPAN!!**

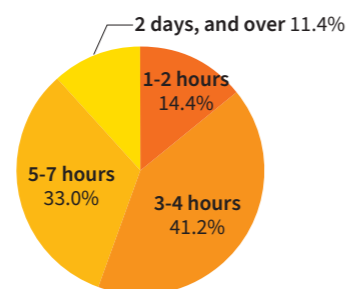
## Would you like to attend the next FOODEX JAPAN?



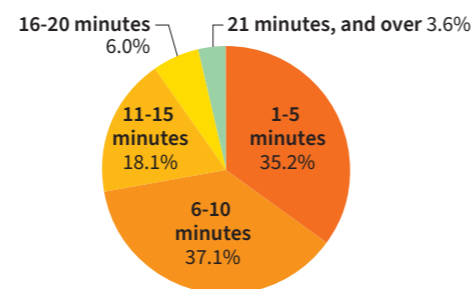
## The number of exhibitors visited



## Time spent at the venue



## Time spent at one booth



## Visitor's Voice

- Discovered something new.
- Found a product I actually wanted to buy.
- I found new business partners.
- Encountered with new materials I had never seen/heard of.
- Was looking for something exportable, and happened to find the ones by serendipity.
- Learned a lot about trends in the F&B industry.







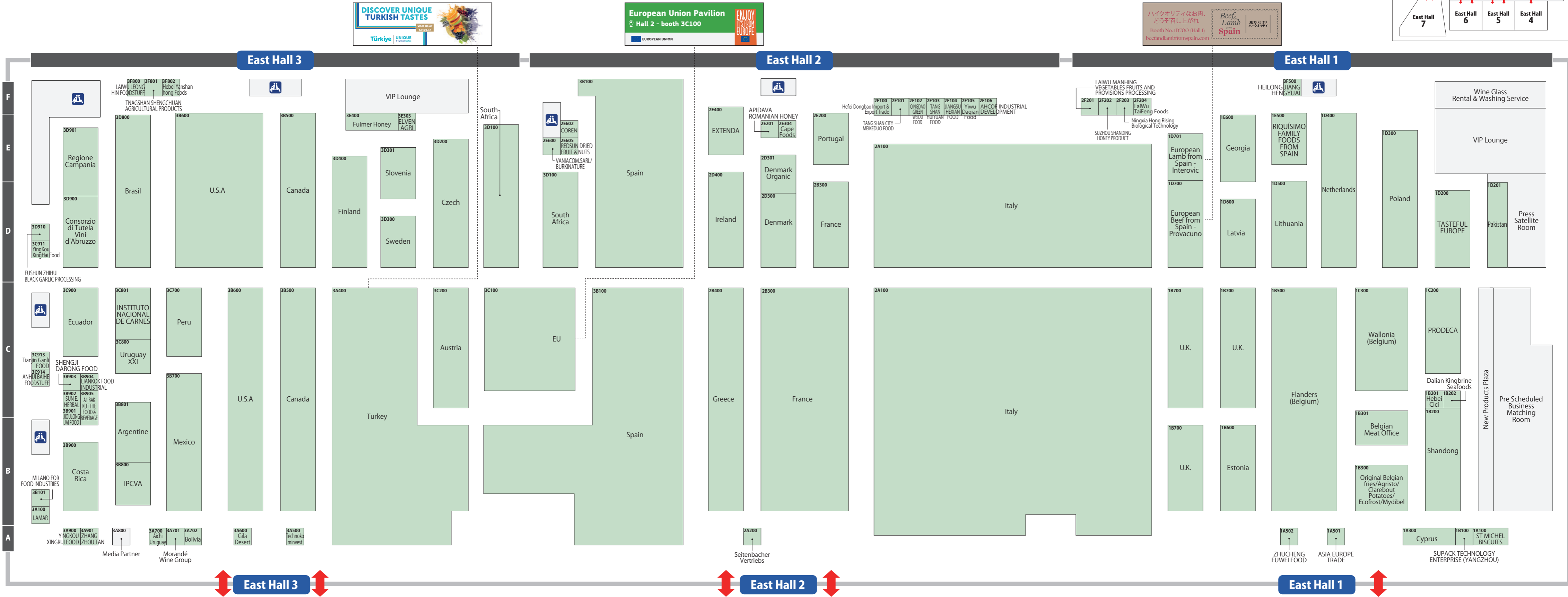
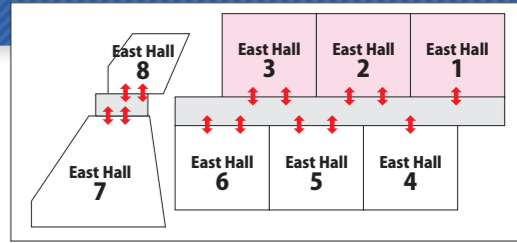




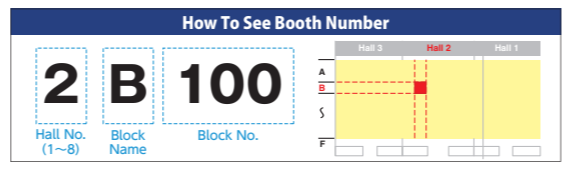




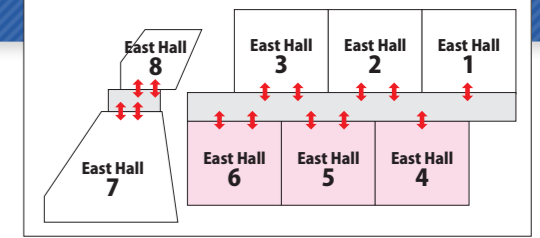
# Floor Map (East Hall 1-3)



- International Zone
- Imported Food
- Organic & Wellness
- Japan Meat Industry Fair
- Great Food from Japan
- Japanese Food for Export
- Information & Service
- FOODEX FROZEN
- Processed Food
- Food Safety
- Sweets & Snacks
- Fresh Food: Agri Food, Seafood, Meat
- FOODEX TECH
- Drinks & Alcohol
- Plant Based / Alternative Food



# Floor Map (East Hall 4-6)



**East Hall 4** | **East Hall 5** | **East Hall 6**

**F** | **E** | **D** | **C** | **B** | **A**

4D100 Shandong | 4F400 | 4F500 Chua Group Thailand | 4F501 TAITRA | 4F507 Royal Can Industries | 4F601 Sahyadri Farms Post Harvest Care | 4F700 UBON SUNFLOWER

4E800 Annapolis | 4E801 F&N United | 4E802 EXOTIC FOOD | 4E804 B&G | 4E805 Pyunghwa | 4E806 Tera Food and Beverage

4D600 India | 4B700 Thailand | 4B800 Korea

4B800 Korea | 4B800 Korea | 4B800 Korea

4B600 Vietnam | 4B700 Thailand

4A200 NEXT International | 4A300 CELEBRATION HOLDINGS | 4A400 KOMA | 4A500 Thai Coconut Public Company | 4A701 Imai | 4A800 OKF

6F200 Ceylon Family | 6F300 AMOS SWEETS & FOODS | 6F302 WAQ TRADING | 6F501 CHINA MARK FOODS | 6F701 Office AZ | 6F702 Esen Sake Brewery | 6F800 China | 6F801 China

6E200 China | 6E201 Umayia | 6E206 Arcs | 6E207 shimei | 6E300 SUDACHI Powder | 6E302 FUJUN | 6E303 FUJUN | 6E304 NISHIHDI SHOKUJIN | 6E305 Sanyo | 6E400 seiwai food industry | 6E404 MIKADO TOURIST CENTER | 6E406 INAP | 6E503 PENGUN | 6E504 HOCK SENG FOOD | 6E502 WADAMATA | 6E503 HUCKLEBERRY | 6E603 Live in Comfort | 6E602 Mitsui morin | 6E604 Drips | 6E605 Kita Sangyo | 6E606 Kita Sangyo | 6E702 PICO FOOD SERVICE | 6E705 UMESHUYA | 6E706 SISHIMITSU | 6E707 Daiva Can | 6E708 TEA | 6E709 SISHIMITSU | 6E803 Wine Styles | 6E804 KANEGASAKI | 6E805 ALESSANDRO | 6E806 BERSELLI | 6E807 VINI DITALIA | 6E808 S.Nanto | 6E809 miller-japan | 6E810 Hashimoto Seawings | 6E902 JDOX | 6E903 Instanta | 6E904 Es | 6E905 ginger bug | 6E906 TOROS | 6E907 Hashimoto Seawings | 6E910 Traders Market | 6E911 Es

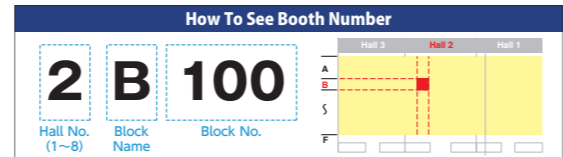
6D205 OBANEYA | 6D209 yamori | 6D200 Youku Food | 6D204 Japanese Processed Food and Beverage Introduced in MAFF Project for Expanding Export | 6D209 PARADISE PLAN | 6D303 KOHSEI Oki FOODS/shouten | 6D310 kamabokoten | 6D311 YAMAJOU | 6D401 GROW Birth | 6D402 HEKIZANEN | 6D403 JYUKUSEINIKU | 6D404 KOUBUJIRO | 6D500 HONEY | 6D512 ZEN-NOH | 6D600 TOKO TRADING | 6D602 TAMURA SHOTEN | 6D700 Rokkosen Distillery/ AXAS | 6D702 Eurasia Trading | 6D706 ITO EN | 6D708 TEA | 6D709 TSUBUCHI | 6D805 SHANAI Trading | 6D808 Higa | 6D809 syuzou | 6D810 ZHEJIANG | 6D811 ZHEJIANG | 6D812 ZHEJIANG | 6D813 ZHEJIANG | 6D814 ZHEJIANG | 6D815 ZHEJIANG | 6D816 ZHEJIANG | 6D817 ZHEJIANG | 6D818 ZHEJIANG | 6D819 ZHEJIANG | 6D820 ZHEJIANG | 6D821 ZHEJIANG | 6D822 ZHEJIANG | 6D823 ZHEJIANG | 6D824 ZHEJIANG | 6D825 ZHEJIANG | 6D826 ZHEJIANG | 6D827 ZHEJIANG | 6D828 ZHEJIANG | 6D829 ZHEJIANG | 6D830 ZHEJIANG | 6D831 ZHEJIANG | 6D832 ZHEJIANG | 6D833 ZHEJIANG | 6D834 ZHEJIANG | 6D835 ZHEJIANG | 6D836 ZHEJIANG | 6D837 ZHEJIANG | 6D838 ZHEJIANG | 6D839 ZHEJIANG | 6D840 ZHEJIANG | 6D841 ZHEJIANG | 6D842 ZHEJIANG | 6D843 ZHEJIANG | 6D844 ZHEJIANG | 6D845 ZHEJIANG | 6D846 ZHEJIANG | 6D847 ZHEJIANG | 6D848 ZHEJIANG | 6D849 ZHEJIANG | 6D850 ZHEJIANG

6C203 TOKUNAGA | 6C209 Iromiyon | 6C210 Wa Rising | 6C212 CHACHA | 6C213 CHACHA | 6C302 BANGKOK RANCH | 6C309 Aomori Prefectural Government | 6C311 Aijikyou | 6C312 seisho | 6C313 Katsu Mi | 6C400 GLOBAL FOOD CREATORS | 6C102 FISHER FARMS | 6C110 I SHARE THE SOUP | 6C101 Iscon Balaji Foods | 6C200 SAONGWON | 6C201 CHACHA | 6C202 CHACHA | 6C203 CHACHA | 6C204 CHACHA | 6C205 CHACHA | 6C206 CHACHA | 6C207 CHACHA | 6C208 CHACHA | 6C209 CHACHA | 6C210 CHACHA | 6C211 CHACHA | 6C212 CHACHA | 6C213 CHACHA | 6C300 Oryza | 6C301 Oryza | 6C302 Oryza | 6C303 Oryza | 6C304 Oryza | 6C305 Oryza | 6C306 Oryza | 6C307 Oryza | 6C308 Oryza | 6C309 Oryza | 6C310 Oryza | 6C311 Oryza | 6C312 Oryza | 6C313 Oryza | 6C400 GLOBAL FOOD CREATORS

6B504 seiki | 6B505 TSUKIOKA | 6B506 FILM PHARMA | 6B507 ACREA | 6B508 seikatsu | 6B509 Marutou bussan | 6B510 bussan hanbai | 6B511 Marutou bussan | 6B512 Marutou bussan | 6B513 Marutou bussan | 6B514 Marutou bussan | 6B515 Marutou bussan | 6B516 Marutou bussan | 6B517 Marutou bussan | 6B518 Marutou bussan | 6B519 Marutou bussan | 6B520 Marutou bussan

6A200 MAMEE-DOUBLE DECKER DISTRIBUTION (M) | 6A300 NEXT International | 6A301 CELEBRATION HOLDINGS | 6A302 KOMA | 6A400 KOMA | 6A500 Thai Coconut Public Company | 6A701 Imai | 6A800 OKF

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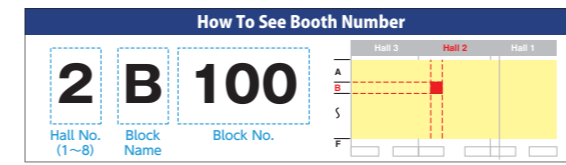
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# Floor Map (East Hall 7-8)



- International Zone
- Great Food from Japan
- Processed Food
- FOODEX TECH
- Imported Food
- Japanese Food for Export
- Food Safety
- Drinks & Alcohol
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