



12th  
"JAPAN'S FOOD" EXPORT FAIR **SUMMER**  
– For Importers & International Buyers –

## SOURCE JAPAN.

Meet 700+ Export-Ready  
Japanese Food Suppliers.

Hosted Buyer Program

June 24-26, 2026

Tokyo Big Sight, Japan

## Why This Trip Makes Business Sense

Expand your Japanese portfolio – directly at the source in Japan.

### 6,500 Products

Discover new labels  
before they reach the  
US market.

### 700 Exhibitors

Connect directly with  
decision-makers and  
brand owners.

### Save Months

Accelerate portfolio  
expansion without  
multiple supplier trips.

**Government-supported by MAFF & JETRO**

## What Is This Show?

JAPAN'S FOOD EXPORT FAIR is a government-supported trade show connecting international buyers with export-ready Japanese suppliers – including a strong sake & beverage category.



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# Hosted Buyer Benefits



## 3 Nights Hotel in Tokyo

Complimentary 3-night stay in Tokyo during the show.



## Pre-arranged Business Meetings

Schedule meetings in advance through the official matching platform.



## Exclusive Buyer Lounge

Private space for meetings, networking, and on-site support.

## How It Works

### 1 Apply Online

Submit your application directly

### 2 Application Confirmation

Our team reviews your application before sending official confirmation.

### 3 Invitation

Buyers receive an official hosted invitation.

### 4 Confirm Participation

Complete final registration to secure your spot.



## IF YOU ARE...

- ✓ Decision-makers with active purchasing authority
- ✓ Importers or distributors of Japanese food & beverage
- ✓ Companies planning new sourcing or portfolio expansion

**APPLY FOR HOSTED BUYER ACCESS ▼**

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