TRADE SHOW

2024 FOODEX IN JAPAN

Tuesday, Mar 5 - Friday, Mar 8, 2024
Registration: Thursday, Sep 7 - Friday, Nov 17, 2023
Tokyo | Japan | East Asia

https://wusata.avibe-stag.com/e/XI0ZL8K

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Regional Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

FOODEX 2024 in Japan

March 05 - 08, 2024

Event Description:

FOODEX Japan, held at Tokyo Big Site, is Asia's most respected international food and beverage trade show, and welcomes the highest quality buyers from Korea, Taiwan,Hong Kong, and Southeast Asia - making it a powerful regional show.

This is a great show for both established and new-to-market companies. With over 73,000 attendees in 2023, this show provides opportunities to meet potential distribution and buying partners from throughout Asia.

The WUSATA show package for FOODEX 2024 allows you to exhibit with ease.

- Booth space at a discounted rate
- Interpreter services
- Basic booth set up with walls, counter, carpet, table & chairs
- On-site assistance from WUSATA project manager

Benefits of Participation:

- Expand your sales into Japan
- Meet premier buyers from across Asia
- See latest regional trends in the food and beverage market

Participation Fee:

Discounted Early Bird Rate (Ends October 16, 2023): Aisle - $6,500, Corner - $7,300

Standard Rate (After October 16, 2023): Aisle - $8,100, Corner - $8,800

Half booths may be available pending space availability and upon approval. To inquire about half booths please contact the project manager.

Registration Deadline:

November 17, 2023

For any information please reach out to the Project Managers:

PRODUCT DESCRIPTION

Featured products include but are not limited to processed fruits & vegetables, fresh produce, wine, beer, spirits, frozen/convenience foods, organic/natural foods and specialty/gourmet foods.

BUYER AUDIENCE

Worldwide

Theresa Yoshioka - ODA - theresa.yoshioka@oda.oregon.gov