



**JFEX**

*JAPAN INT'L FOOD & BEVERAGE EXPO*

# Post Show Report 2023

June 21-23, 2023 | Tokyo Big Sight, Japan

Built by



In the business of building businesses



# JFEX 2023 achieved great success!

Fulfilled passion with a variety of foods from the world

From June 22 to 24, 2023, JFEX 2023 –3rd JAPAN INT’L FOOD EXPO was held successfully with great excitement and energy, attracting **23,070\*** food industry visitors to the showground, at Tokyo Big Sight, Japan.

With **728\*** exhibitors from **36 countries/regions** exhibited, buyers from Japan and all around the world could taste and compare various finds of food & beverage products at the showground. Valuable face-to-face business meetings among visitors and exhibitors were fulfilled during the 3-day show period.

## Show Results



**728\***

Exhibitors



**23,070\***

Visitors  
from 64 Countries/Regions



**36\***

Countries/  
Regions

(\*including the concurrent show)





# Overview

## Show Outline

Exhibition Title	<b>JFEX 2023 – 3rd JAPAN INT’L FOOD &amp; BEVERAGE EXPO</b>
Dates	June 21 (Wed) – 23 (Fri), 2023
Time	10:00 – 17:00W
Venue	Tokyo Big Sight, Japan
Organiser	RX Japan Ltd. (formerly Reed Exhibitions Japan Ltd.)

## Match Making Results



**9,177**

Total Appointments  
were arranged



**13**

Appointments  
per Exhibitor



### Visitor Profile

- » Importers
- » Hotels
- » Distributors
- » Restaurants
- » Wholesalers
- » Manufacturers
- » Retailers
- » Food Service
- » Supermarkets
- » Specialty Stores
- » Department Stores
- » Online Retailers



### Exhibitor Profile

- » Frozen Food
- » Vegetable, Fruit
- » Pre-packaged Food
- » Seasoning
- » Pasta, Noodles
- » Health/Organic Food
- » Seafood
- » Drink, Beverage
- » Snack, Sweets
- » Meat & Dairy
- » Instant Food
- » Wine & Spirits
- » Canned Food
- » Delicacies



# 4 Specialized Shows

Starting this year, **JFEX Premium** has been added, making it a total of four specialized exhibitions. With dedicated buyers attending each exhibition, it allows for efficient matching.



## JFEX FOOD

3<sup>RD</sup> 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

3<sup>RD</sup> JAPAN INT'L WINE & SPIRITS EXPO

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



## JFEX MEAT & DAIRY

3<sup>RD</sup> JAPAN INT'L MEAT & DAIRY EXPO

- › Beef
- › Poultry
- › Sausage
- › Bacon
- › Cheese
- › Yogurt
- › Pork
- › Ham
- › Wiener
- › Milk
- › Butter
- › Egg



## JFEX PREMIUM

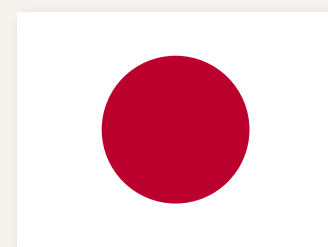
1<sup>ST</sup> JAPAN INT'L PREMIUM FOOD EXPO

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



# Top Visiting Countries

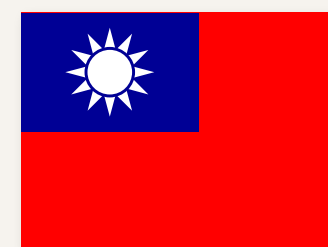
Professionals from all over the globe participated in JFEX 2023



Japan



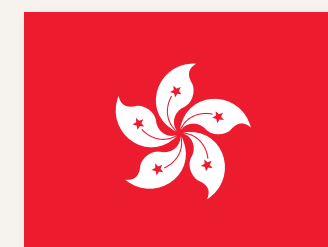
China



Taiwan



South Korea



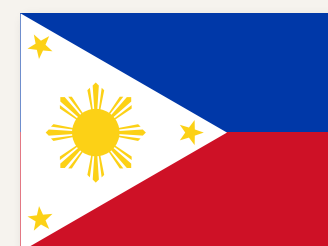
Hongkong



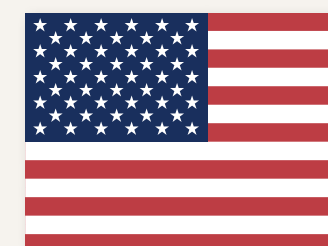
Thailand



Singapore



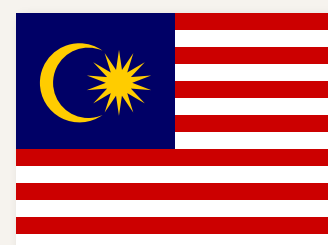
Philippines



United States



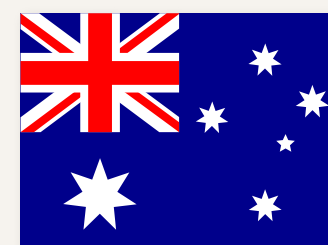
Vietnam



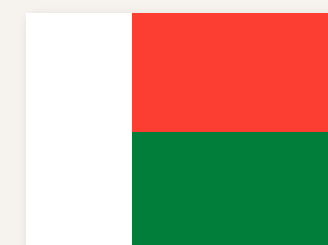
Malaysia



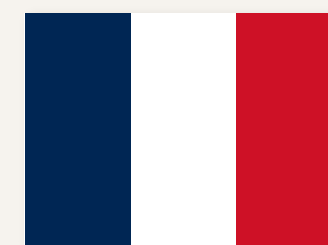
Indonesia



Australia



Mongolia



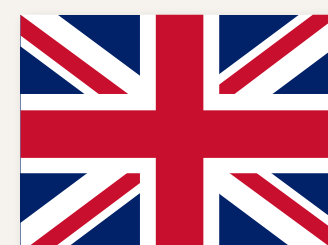
France



Canada



India



United Kingdom



Macau



Slovakia





Concurrent Show

# 7th “JAPAN’S FOOD” EXPORT FAIR

– For Importers & International Buyers –

The “JAPAN’S FOOD” EXPORT FAIR was held at the same venue as JFEX. Over 400 Japanese companies exhibited to meet buyers all over the world.





# Show Highlights

Unveil the Essence of the Exhibition  
with Our Highlight Showcase

## Newly Launched JFEX Premium Expo

JFEX Premium attracts a large number of buyers looking for high-end food and ingredients. A large number of high-priced products were exhibited.



## Held First Ever JFEX Awards Show

The JFEX Awards were held for the first time. The most popular products that are new to Japan were selected by visitors.



## Welcoming Visitors from 64 Countries

Recorded a number of visitors from 64 countries/regions. Becoming one of the leading international food shows in Japan.





# Exhibition Photos

Take a peek into the happenings at JFEX 2023





# See you soon at

## JFEX 4<sup>TH</sup> JAPAN INT'L FOOD & BEVERAGE EXPO SUMMMER

FOOD

WINE &  
SPIRITS

MEAT &  
DAIRY

PREMIUM



Jun. 19 (Wed) - 21 (Fri), 2024



Tokyo Big Sight

## JFEX 5<sup>TH</sup> JAPAN INT'L FOOD & BEVERAGE EXPO WINTER

FOOD

WINE &  
SPIRITS

MEAT &  
DAIRY

PREMIUM



Nov. 27 (Wed) - 29 (Fri), 2024



Makuhari Messe

Exhibit with us >

Explore JFEX 2024 >

## Contact Us

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Built by



In the business of  
building businesses

**JFEX**  
JAPAN INT'L FOOD & BEVERAGE EXPO