


Asia's Largest Food and Beverage Trade Show Showcasing the Latest Food Trends

The 43rd International Food and Beverage Exhibition

**FOODEX JAPAN 2018** 

3,350 International and Japanese Exhibitors from 86 Countries and Regions

Japan Management Association (JMA, Chairman: Masami Nakamura) and four organizations will host FOODEX JAPAN 2018, Asia's largest food and beverage trade show, taking place over four days from March 6–9, 2018 at Makuhari Messe in Chiba City. FOODEX JAPAN will actively showcase the latest food trends of 2018 through exhibits, seminars, and grand prix presentations.



Opening ceremony with foreign dignitaries(left), 82,434 buyers were attended in 2017 (center, right)

This year marks the 43rd edition of FOODEX JAPAN with the largest number of exhibitors, including food and beverage manufacturers and trading companies representing some 86 countries and regions. Over the course of four days, FOODEX JAPAN expects some 85,000 buyers from food service, distribution, and trading companies to converge on the exhibition halls.

The theme of this year's show is the next trend of the meat which is organic and healthy, such as raw sausage, grass-fed beef, and soy meat. Highlights include the Kanpai Japan and Otsumami Japan zones showcasing Japanese food culture for the rest of the world, and the Organic & Wellness zone showcasing products for beauty and health. FOODEX JAPAN is cooperating with ProWein, one of the largest wine shows in the world, featuring "ProWein & Champagne Lounge". It showcases exclusively selected wines and champagnes.

<http://www.jma.or.jp/foodex/en/>

**General Information**

- Exhibition:** FOODEX JAPAN 2018 (The 43rd International Food and Beverage Exhibition)
- Venue:** Makuhari Messe Halls 1–10, 2-1 Nakase, Mihama-ku, Chiba City
- Dates:** Tuesday, March 6 to Friday, March 9, 2018
- Hours:** Tuesday–Thursday 10 am to 5 pm, Friday 10 am to 4:30 pm
- Organizers:** Japan Management Association, Japan Hotel Association, Japan Ryokan & Hotel Association, Japan Restaurant Association, Japan Tourism Facilities Association
- Countries/Regions:** 86 countries and regions represented
- Projected No. of Exhibitors:** 3,350 companies and 4,000 booths (3,282 companies and 3,879 booths in 2017)
- Projected Attendance:** 85,000 visitors (82,434 visitors in 2017)
- Intended For:** Food and beverage buyers (including from Japan)
- Admission:** ¥5,000 (tax inc.) per day. Free admission with invitation card. Closed to the general public and persons under 16 years of age.

## **Press Room Information**

Members of the press must register at the Press Room the day of attending.

**Location:** Press Room, International Conference Hall 304, 3rd Floor, Makuhari Messe

**Hours:** Tuesday–Thursday 9 am to 5 pm, Friday 9 am to 4:30 pm

Please bring two business cards to register for a press pass. Passes will only be issued to reporters and editorial staff from newspapers, magazines, and broadcasting, radio, and online news media.

## **Countries and Regions Represented**

86 countries and regions including Japan

Europe / CIS (34)		Middle East (5)	Africa (15)	Asia / Oceania (18)	Americas (14)
Albania	Lithuania	Iran	Comoros	Australia	Argentina
Armenia	Macedonia	Jordan	Cote D'Ivoire	Bangladesh	Bolivia
Austria	Moldova	U. A. E.	Egypt	China	Brazil
Belgium	Malta	Palestine	Ethiopia	India	Canada
Bulgaria	Netherlands	Israel	Ghana	Indonesia	Chile
Cyprus	Norway		Guinea	Japan	Costa Rica
Czech	Poland		Kenya	Korea	Dominican Republic
Denmark	Portugal		Lesotho	Malaysia	Ecuador
Finland	Russia		Madagascar	New Zealand	Honduras
France	Serbia		Mauritius	Pakistan	Mexico
Georgia	Slovakia		Nigeria	Papua New Guinea	Peru
Germany	Spain		South Africa	Philippines	U.S.A.
Greece	Switzerland		Sudan	Singapore	Uruguay
Hungary	Turkey		Tunisia	Sri Lanka	Venezuela
Ireland	U. K.		Zimbabwe	Thailand	
Italy	Ukraine			Vietnam	
Latvia	Uzbekistan			Hong Kong	
				Taiwan	

\*Countries and regions represented and projected number of exhibitors in this news release are based on current data as of February 8, 2018.

## **Special Events**

Date/Time	Event	Location
Mar. 6, 11 am	FOODEX JAPAN 2018 Opening Ceremony (ribbon cutting) *With foreign dignitaries and industry representatives	Central Registration Area, 2nd Floor
Mar. 6, Noon	FOODEX Gourmet Beauty Grand Prix 2018 Announcement and Awards	Hall 7, Wellness Stage
Mar. 6, 3 pm	5th Sakura Japan Women's Wine Awards 2018	Hall 8, FOODEX Stage
Mar. 8, 3 pm	Kanpai Japan and Otsunami Japan Best Matching Awards	Hall 8, FOODEX Stage

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