



PRE-SCHEDULED BUSINESS MATCHING PROGRAM

The 51st International Food and Beverage Exhibition

FOODEX JAPAN 2026



Date : **March 10 (Tue)-13 (Fri), 2026**
10:00-17:00 (until 16:30 on last day)

Venue : **Tokyo Big Sight, East & West & South Halls**

FOODEX JAPAN Secretariat
Japan Management Association

ABOUT

At FOODEX JAPAN, we provide an Official Buyer Business Matching Program to help exhibitors and buyers have **efficient** and **productive** meetings.

01

Pre-scheduled appointments

Easily book meetings via Buyer's My Page



02

Flexible scheduling

Join meetings according to your availability



03

Product-based search

Request meetings by selecting specific products in the Exhibitor Information (Web Guide)



04

Dedicated meeting rooms

Conduct discussions in a quiet, private space (free of charge)



05

Organizer-assisted matching

Reduce the burden on buyers and ensure high-quality connections



HOW THIS PROGRAM WORKS

FOODEX JAPAN SECRETARIAT

01



Invite official buyers from worldwide and share buyers' information with exhibitors.

EXHIBITORS

02



Choose up to **10 buyers** and the chosen buyers will be informed.



BUYERS

03



- Confirm exhibitors' requests.
- Send **direct appointment requests** to the exhibitors for meetings.

FOODEX JAPAN SECRETARIAT

04



Arrange the matching and notify both exhibitors & buyers of meeting dates and time.

BOTH EXHIBITORS & BUYERS

05



Meet face-to-face on-site.

PRIVILEGES



Hotel Support

***Secretariat-designated hotel**

The Secretariat will arrange hotel accommodation according to the number of meeting days (including the night before the first meeting).

*Please note that hotel accommodation will not be provided for the final day, March 13.

Ex): Meeting on Mar 10 → 2 nights (Mar 9–10)
Meetings on Mar 10–11 → 3 nights (Mar 9–11)
Meetings on Mar 10–13 → 4 nights (Mar 9–12)



Free Cloakroom Service



VIP Lounge Service



Free Admission Fee of JPY10,000 per day

HOW TO BECOME AN OFFICIAL BUYER



Fill in the **online form** to indicate your intention to register as an official buyer.



The Secretariat will **review** your application and let you know if it is approved.



Buyers will be notified of the **results by email** within 2 weeks after application.

SCHEDULE

Nov 21



Registration deadline for buyers

Dec 1

Buyers' Information Released

Company names and product requests are available on the Exhibitor Portal.

Dec 1 - Jan 20

Exhibitors Apply

Exhibitors request business meetings with buyers via the Exhibitor Portal.

Jan 13 - Jan 28



Buyers Respond

Buyers select their preferred time slots for meetings. (**Reverse nomination, offline, and online options available.*)

Feb 6 - 13

Exhibitors Confirm

Exhibitors review and confirm their meeting schedules.

Feb 25 - Mar 6



Buyers Finalize Schedule

Buyers confirm the final meeting schedule.

Mar 10 - 13



On-Site Meeting

at Tokyo Big Sight, Tokyo Japan

BUYER PARTICIPATION GUIDELINES

01

Several buyers from the same company may be approved if they cover **different categories** and **conduct separate meetings** (**min. 3 meetings for each person**).

02

Buyers who **do not schedule any meetings** during the 4-day show will not be eligible for official buyer privileges.

REMARKS

01

Substitute Buyer

If the assigned buyer cannot attend, please arrange a substitute buyer.

02

Cancellations

Please avoid cancellations after meetings are scheduled.

03

Business Partners (Optional)

Consider attending with export-supporting partners to have more productive discussions.

04

Sales Pitch

Direct sales activities are prohibited.

ONLINE FORM FOR REGISTRATION

**FOR
ENGLISH**



https://www.jma-tradeshow.com/foodex/en/ob_registration.php

**FOR
JAPANESE**



https://www.jma-tradeshow.com/foodex/jp/ob_registration.php

CONTACT
FOODEX JAPAN Secretariat
Japan Management Association
foodexglobal@jma.or.jp
<https://www.jma.or.jp/foodex/en/>