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Report Highlights:

On March 10-13, 2026, ATO Tokyo organized a USA Pavilion at FOODEX Japan, which is a USDA-endorsed and one of the largest food trade shows in Asia. The 53 U.S. exhibitors reported $570,000 in on-site sales and about $7 million in 12-month projected sales. Four FAS Posts sent buyer delegations to FOODEX, providing U.S. businesses with additional opportunities throughout Asia. Working closely with our implementing partner IMEX, the ATO is now actively recruiting companies for the USA Pavilion in 2027. Interested companies may contact TokyoATO@state.gov for more information.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Background

On March 10-13, 2026, ATO Tokyo organized the USA Pavilion at FOODEX Japan, which is one of the largest food-related trade shows in Asia. This was the 51st iteration of FOODEX, a USDA-endorsed trade show that brings together 73,842 visitors and 3,238 exhibitors at the Tokyo Big Sight exhibition center. FAS has participated in FOODEX for many years, as the trade show provides a strong platform for U.S. food and beverage companies to find importers and increase their distribution in Japan and other Asian markets. This year, the USA Pavilion expanded its total exhibitors from 48 to 53, with approximately half of the companies new to FOODEX.

USA Pavilion Overview

The USA Pavilion featured a variety of U.S. agricultural products from 53 exhibitors, including the U.S. Meat Export Federation (USMEF) with its four member companies, Food Export USA Midwest with an area for Wisconsin-based companies, Food Export Northeast, Southern U.S. Trade Association, Western United States Trade Association with an area for Guam-based companies, USA Poultry and Egg Export Council, California Prune Board, California Olive Commission, American Date Industry Export Trade Association, and many individual companies.

The exhibitors' total reported on-site sales at FOODEX were $570,000, with $6,985,000 in 12-month projected sales. In comparison, 2025's results were $130,000 in on-site sales and $11,900,000 in 12-month projected sales, as noted in the 2025 GAIN report. The ATO distributed 250 copies of the USA Pavilion guide, which contained a map of the USA Pavilion and exhibitor information. The ATO also organized a U.S. beverage demo space for exhibitors with alcoholic beverages and cocktail/mocktail ingredients to feature their products.

FAS Posts from the Region Add Value to the USA Pavilion

FOODEX draws interest from buyers from across Asia, including companies that work closely with other Foreign Agricultural Service (FAS) Posts. In 2026, Posts from Beijing, China, Bangkok, Thailand, and Taipei, Taiwan accompanied their delegations to FOODEX, as well as a group from the Philippines recruited by FAS Manila. These buyers brought an additional dimension to the USA Pavilion, as exhibitors could discuss opportunities with businesses from a variety of markets. In 2027, ATO Tokyo aims to again recruit buyer delegations from FAS Posts throughout the region.

Market Briefing

One day before FOODEX opened, ATO Tokyo organized a briefing for over 45 U.S. exhibitors, which included a market overview as well as the services provided by the ATO. The session also included Jeff McNeill, President of Market Makers Inc., who spoke to the group about conducting business in Japan.

Business Lounge

FAS provided its business lounge for exhibitors and their guests at the USA Pavilion. The lounge provided U.S. exhibitors a comfortable place for meetings with potential buyers, with coffee and water available. The lounge also featured the Statue of Liberty mascot, Agnes, who went around the U.S. exhibitors to generate interest and excitement in the U.S. products. USMEF also featured their crowd-pleasing pork mascot, Gochipo, who promotes U.S. pork across Japan.

Networking Reception

ATO Tokyo and its implementing partner IMEX organized a reception at a nearby restaurant at the end of the first day of the trade show. More than 150 Japanese importers and buyers attended and enjoyed an array of beverages and light refreshments, including several beverages donated from participating exhibitors. FAS Administrator Daniel Whitley was the guest of honor, providing opening remarks and speaking with many of the attendees. The U.S. exhibitors used this opportunity to network and strengthen existing relationships with potential or existing Japanese partners.

USA Pavilion at FOODEX 2027 – Now Recruiting Exhibitors!

ATO Tokyo is now seeking exhibitors for the USA Pavilion at next year's FOODEX, which is scheduled for March 9-12, 2027. The show is good not just for entering the Japanese market, but also for East Asia and Southeast Asia as well, with several FAS Posts often bringing buyer delegations from their countries to meet the U.S. exhibitors. If you are interested in learning more about this opportunity, please contact us at ATOTokyo@state.gov.

Photos: (Left) Mascots Agnes & Gochipo, (Right) FAS Administrator Whitley with Ocean Spray





Attachments:

No Attachments.