

The 7th Edition

Hospitality & Food Week in Kyushu & Okinawa

Visitor Information

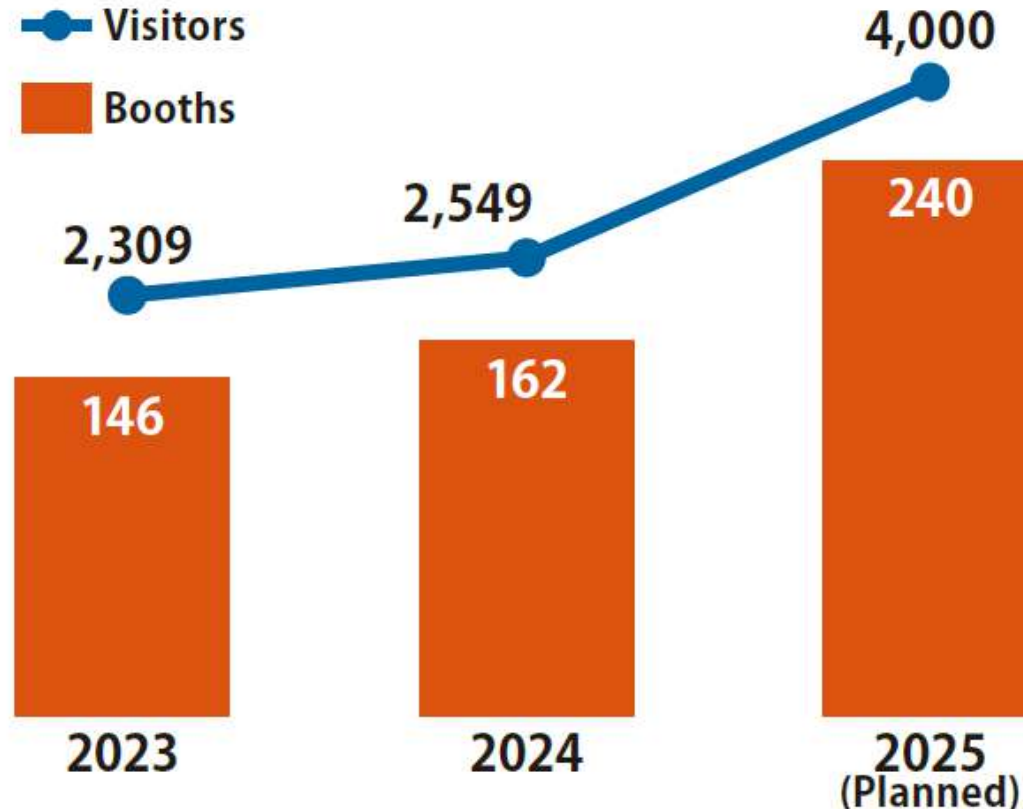
Japan Management Association



Date: September 17th (Wed) - 18th (Thu), 2025

Venue: Marine Messe Fukuoka, Hall B

Organizer: Japan Management Association



What is Hospitality & Food Week in Kyushu & Okinawa

Tourism and Hotel Exhibition



Hospitality,
Food Service & Catering
宿泊外食給食関連展

Hospitality,
Food Service & Catering
宿泊外食給食関連展

Exhibit Categories

- Facility Maintenance, Energy Saving and Cleanliness
- Crafts, Souvenirs, Gifts
- Service Robots & Automation
- Kitchen Equipment & Appliances
- Tableware
- Guest Room Fixtures, Amenities, Furniture, Lighting, Interior, Commercial Environment Facilities
- Lodging Technology & Restaurant Technology

PICK UP Hot Bath, Sauna, Spa

Sauna equipment, lockers, chillers, onsen & bathing facilities/supplies, linens, sauna accessories, relaxation & wellness equipment, tenant saunas, chairs & deck chairs, bathtubs, treatment cosmetics & consumables, mineral water, facility management, design & consulting.

Food exhibition for overseas market development



East Asia Food Expo
東アジア輸出食品飲料展

East Asia Food Expo
東アジア輸出食品飲料展

Exhibit Categories

- Local Products
- Frozen Food
- Fresh Products (Agriculture, Aquaculture, Livestock)
- Processed Food
- Alternative Foods, Halal & Vegan-Compliant Ingredients
- Drinks & Alcohol
- Sweets & Snacks
- Export Support Service

Purpose of the event

Kyushu is Japan's food supply base, known for its abundant nature and high-quality agricultural and marine products.

We want to make the most of this potential and dramatically expand exports from Kyushu by hosting a food export exhibition, inviting buyers from Asian countries and regions.

FOODEX JAPAN 2025 Exhibitor



Meet local companies from Kyushu that are difficult to encounter at FOODEX JAPAN!

What we want to do

East Asia Food Expo

東アジア輸出食品飲料展

- Export exhibition for Kyushu and other prefectures to East Asia
- Promoting the export of regional foods based on inbound tourism(Re-experience after returning to Taiwan)
- Expanding multifaceted exchanges and strengthening relationships with East Asian countries



**Local foods that you "can't see"
at FOOD EX JAPAN will be exhibited**

Kyushu is a treasure trove of food

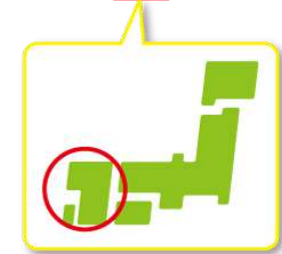
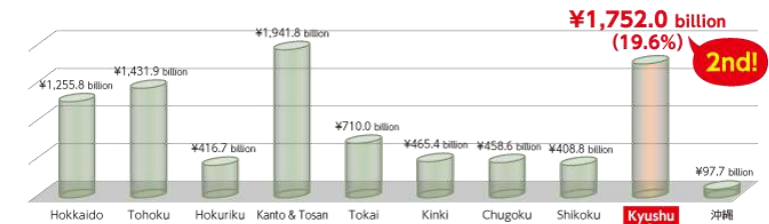
Kyushu : High Potentials for Business Opportunity! Kyushu is Japan's leading business location!

- Accounts for **29%** of the national share of **tomato** production
- Accounts for **36%** of the national share of **strawberry** production
- Accounts for **34%** of the national share of **mandarin orange** production
- Accounts for **65%** of the national share of **dekopon** production
- Accounts for **31%** of the national share of **pork** production
- Accounts for **49%** of the national share of **broiler** production
- Accounts for **42%** of the national share of **beef cattle** production
- The number of fishery operators is **18,801**, a **24%** share of the national total!



National agricultural output: 8,938.7 billion yen

In 2019, Kyushu's agricultural output was **1,752.0 billion yen**, a **20% share of the national total**, making Kyushu the **second largest region** after the Kanto & Tosan region.



Source: Tokel kara Mita! Kyushu no Nogyosuisangyo (By the Statistics! Agriculture and Fisheries in Kyushu) prepared by the Kyushu Regional Agricultural Administration Office

Agricultural, livestock and marine products, sake, shochu, processed foods, seasonings, etc. will be exhibited.



Special Events and Lectures

Kyushu Brand Stage

Kyushu Cocktail Stage

Leading bartenders from Kyushu will create and showcase new cocktail recipes using exhibitors' alcoholic beverages



Kyushu Japanese Tea Stage

Tea masters and local tea farmers from Kyushu will present the best ways to enjoy Kyushu-grown Japanese tea



Kyushu Wagyu Stage

Premium branded Wagyu from Kyushu will be featured



SPECIAL GUEST Bartender/Sake taster



Taiwan Sake Association
Vice President
Michael Au



Seminar presentation



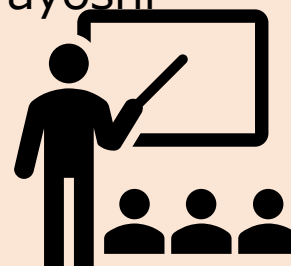
6th World Sake Sommelier Competition
Overall Winner
Huang Fengyi



Pairing suggestion



2024 Autumn Award
"Yellow Ribbon Medal"
Bar Kurayoshi
Koji Kurayoshi



Seminar presentation



Received the Yellow Ribbon Medal
Keio Plaza Hotel
Kazuya Watanabe



Cocktail menu proposal 9

Hosted Buyer Program

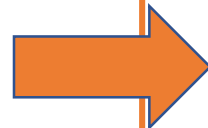


Travel Expense Support

China, Hong Kong, Korea, Taiwan
→ JPY 50,000 per buyer

Other Asian Countries, Oceania
→ JPY 100,000 per buyer

Europe, North·Central·South America,
the Middle East
→ JPY 200,000 per buyer



Condition

3 meetings or more

Travel
Expense
Support



Free accommodation
arranged
by the organizers



Free admission,
free cloakroom
service



Tour of production areas
in prefectures nearby
the venue

※To Be Determined

Business meetings with
export organizations

※To Be Determined

Conditions

【1】 Hotel Accommodation will be provided for ;

1.The day before meeting

2.The day of the meeting

Ex.1) You have a meeting only on Sep. 17th → Accommodation : Sep.16th and 17th (2 nights)

Ex.2) You have a meeting only on Sep. 18th → Accommodation : Sep.17th and 18th (2 nights)

Ex.3) You have meetings on Sep. 17th & 18th → Accommodation : Sep.16th,17th ,18th, (3 nights)

【2】 All registered Official Buyers need to have **at least 3 meetings throughout the show** in the designated meeting rooms. (30 mins / meeting)

【3】 If **fewer than 3 meetings** are conducted, the subsidy will **NOT** be provided.

Conditions

- 【4】 If targeting different product types (e.g. fresh vs. frozen, retail vs. foodservice), multiple buyers from the same company can register.
Each buyer are required to have at least 3 meetings.

- 【5】 **Air tickets will NOT be provided** by the organizer.
You will need to arrange your own air ticket by yourself.

- 【6】 The subsidy will be provided only to each buyer who is registered as an Official Buyer and conducts their scheduled meetings.
(Accompanying participants are not eligible for the subsidy)

- 【7】 Please avoid any cancellations after the meetings are set.

July 25th



~ End of July



Aug 8th – 22nd



First of Sep



Sep 17th (Wed)
& 18th(Thu)

Application deadline for Hosted Buyers

*The Secretariat will conduct a screening and notify you of the results by May 10th.

Exhibitors send “Meeting Offer” to buyers they want to have meeting with

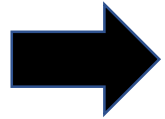
- **Buyer select Exhibitors you want to meet with from who have sent Meeting Offers to you, then set the meeting date & time**
- **Buyer can also send offers to exhibitors you want to meet**

Exhibitors and Buyers confirm meeting schedule

Hospitality & Food Week in Kyushu & Okinawa

How to apply

Application Form for the Hosted Buyer Program



<https://form.run/@FEDp7goCMmdr9gMhOago>

Hospitality & Food Week in
— Kyushu & Okinawa —

Contact;

Hospitality & Food Week in Kyushu&Okinawa
Secretariat

Japan Management Association

3-1-22 Shiba Koen, Minato-ku, Tokyo 105-8522, Japan

TEL:+81-3-3434-3453

E-mail : kkhg@jma.or.jp

Held all over the country! Exhibitions sponsored by the JMA

2025
Jul

HOTERES JAPAN &
FOODEX JAPAN in Kansai 2025

July 23-25, 2025 INTEX Osaka Kansai's largest service industry trade fair for retail, food service, accommodation and tourism

2025
Sep.

Hospitality & Food Week in
— Kyushu & Okinawa —

October 23rd-24th, 2024 Marine Messe Fukuoka Hall B
A specialized exhibition specializing in "Kyushu and Okinawa tourism, accommodation and dining" and "East Asia exports"

2025
Oct

観光・ホテル・外食産業展
— HOKKAIDO —

October 8-9, 2025 Access Sapporo Exhibition on Hokkaido's tourism, accommodation and restaurant industries

2026
Feb

The 54th International Hotel & Restaurant Show
HOTERES JAPAN 2026
The 47th Exhibition for the Catering Industries
CATEREX JAPAN 2026
The 29th Food Service Equipment Show
JAPAN FOOD SERVICE EQUIPMENT SHOW 2026

February 17th (Tue) - 20th, 2026, Tokyo Big Sight
A trade fair specializing in business negotiations for the hotel, restaurant, and other food service, accommodation, and leisure industries

2026年
Mar

The 51st International Food and Beverage Exhibition
FOODEX JAPAN 2026
第51回 国際食品・飲料展

March 10-13, 2026 Tokyo Big Sight
Asia's largest food and beverage exhibition