



FOODEX JAPAN 2021 to take place in Chiba prefecture

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The 46th International Food and Beverage Exhibition



FOODEX JAPAN 2021 is scheduled to be held at Makuhari Messe in Chiba prefecture, the venue for several events at the Tokyo 2020 Olympic and Paralympic Games, from March 9 to 12, 2021. FOODEX JAPAN is a leading food & beverage exhibition in Japan having over 45 years of history, with exhibitors from over 90 countries and regions participating. So, even though it is located in Japan, both exhibitors and buyers have an opportunity to expand their business globally throughout the 4-day exhibition.

It is an established practice for the Chiba Prefectural Government to set up its own booth at FOODEX JAPAN to support the development of sales channels for food-related businesses in the prefecture. It will be the first time to organize two types of FOODEX JAPAN exhibitions at the same time: in-person and online. By combining the two methods, both exhibitors and buyers can expect to have more business meeting opportunities regardless of time and place.

Up until now, providing food and beverage samples at business meetings was an essential part of this industry. However, FOODEX JAPAN organizers think it important to create a network with potential buyers, first through online meetings and then continuing to further business development.