



www.ismjapan.com  
#ISMfamily

2025

• Held concurrently with  
和菓子&洋菓子・中食・外食産業 商品開発専門展  
デザートスイーツ&ベーカリー展  
Dessert Sweets & Bakery Festival

# Sweets & Snacks



Gourmet & Fine Food  
Health Foods  
Drinks & Hot Beverages



www.anuga-japan.com  
#weareAnuga

2025

• Held concurrently with  
食品・食材、機器、容器の業務用専門展示会  
FABEX/東京  
The World Food And Beverage Great Expo TOKYO



15-17 April 2025  
TOKYO BIG SIGHT EAST HALLS

1 Venue  
8 Specialized Trade Fairs  
60,000 Visitors  
900 Exhibitors

• Partner Events

- Food & Drink OEM Expo
- Future Rice Fair
- Premium Food Show
- ProWine Tokyo



# 8 Trade Fairs 1 Venue

There is no greater factor that will influence your success at a trade fair more than your ability to meet the right people – wholesalers, importers, and buyers specifically looking for products in your product category.

This is why ISM Japan and Anuga Select Japan have teamed up with FABEX and ProWine Tokyo to deliver Japan's leading F&B trade fair. This innovative collaboration offers a clear segmentation by product category — a first for the market.

With 60,000 visitors from across Japan and East Asia, Anuga Select Japan and ISM Japan will offer the perfect blend of both quantity and quality of visitors.

Join us and prepare to meet your future business partners in this dynamic market.



## • Four Food and Drink Categories

### Gourmet & Fine Food

Oils, hors-d'oeuvres, spices, gourmet and premium products, etc.



### Sweets and Snacks

Chocolate, confectionery, biscuits, savory snacks, frozen confectionery, etc.



### Drinks & Hot Beverages

Coffee, tea, health drinks, etc.



### Health Foods

Protein products, vegan and vegetarian products, health and beauty products, etc.



# ● East Asia

Home to  
**1.7 billion**\*<sup>1</sup>  
people

GDP of  
**\$29**  
trillion\*<sup>2</sup>

- ▶ Highly connected region with Japan as a proven test market
- ▶ Aging societies that are hungry for healthy foods
- ▶ Becoming more conscious about environmental issues and the SDGs
- ▶ Expected to become the biggest food and beverage region by consumption worldwide by 2030

\*1. Source: United Nations World Population Prospects 2022

\*2. Source: IMF

## ● 8 Partner Fairs



- ISM Japan  
(Sweets & Snacks, 90% International)
- Anuga Select Japan  
(F&B, 90% International)
- FABEX  
(F&B, 90% Domestic)
- Dessert, Sweets and Bakery Festival  
(90% Domestic)
- Food & Drink OEM Expo  
(F&B, 90% Domestic)
- Future Rice Fair  
(99% Domestic)
- Premium Food Show  
(60/40% Domestic/International)
- ProWine Tokyo  
(90% International)



# ● Get Connected

- **The largest food and beverage network in the world**

Anuga and ISM based events in Japan, Germany, Thailand, Brazil, China, Colombia, and UAE.

- **Digital communication and marketing platform**

Schedule meetings with buyers and show off your latest products with the official digital platform.

- **Human support — anytime, anywhere**

From event planning and support to introducing industry contacts and more, Koelnmesse has real human staff all over the globe ready to help you with whatever you need.

- **Engaging seminars and events**

Get key insider information on how to succeed in the Japanese F&B market.





# • 5 Reasons to Participate

1

Dedicated trade fair

2

Try out your product in Japan

3

Obtain direct insights

4

Network to forge new partnership

5

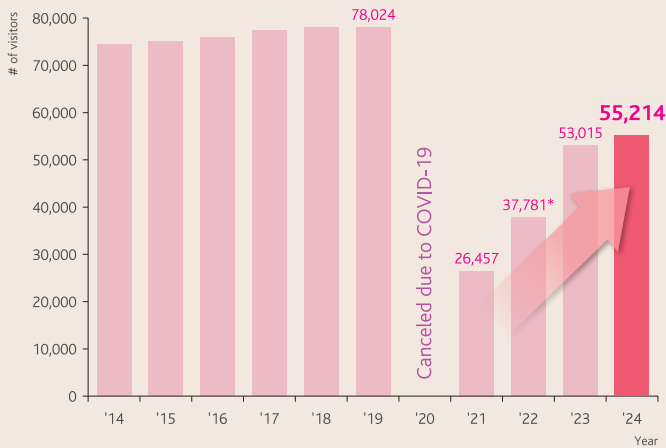
Experience the latest F & B trends in person



# • Visitor and Exhibitor Statistics

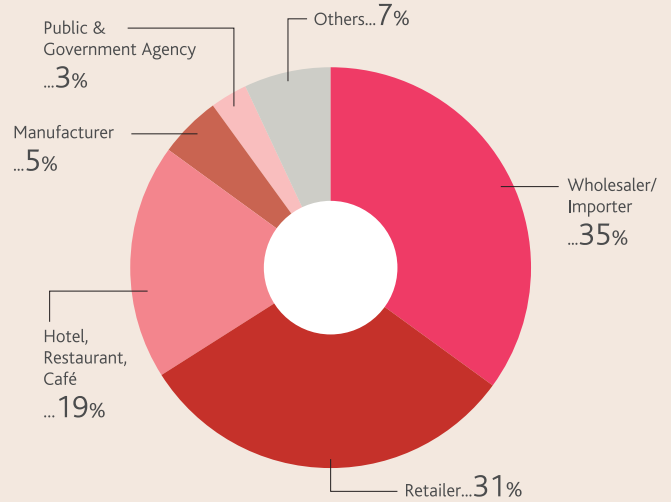
## Visitors by year

Based on the figures of strategic partner exhibitions in 2024

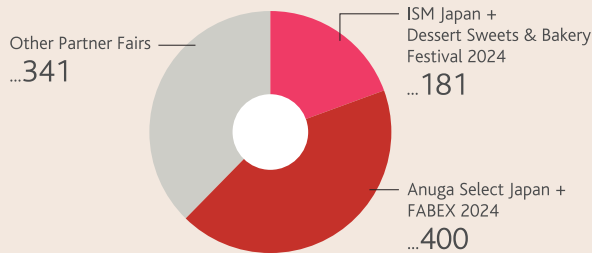


\*Figures of the partner fairs.

## Visitors by Industry Group

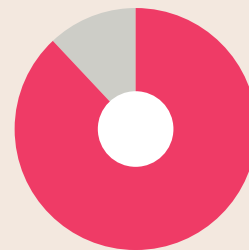


## Number of Exhibitors



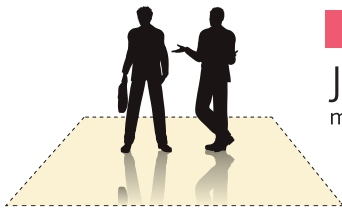
## According to exhibitors

### Ease of finding new business partners



# • Participation Options

(prices below are subject to 10% consumption tax)



### Raw Space

JPY 48,000/m<sup>2</sup>  
min. 18m<sup>2</sup>



### Standard Booth Package

JPY 66,000/m<sup>2</sup>  
min. 9m<sup>2</sup>

\*Includes: space, basic booth decoration, counter graphic and meeting table set



## 5% Early Bird discount

(Apply before 31 July, 2024)

## CONTACT US

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