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Asia's largest Japanese food sourcing event to open on June 21

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The 7th JAPAN'SÂ FOOD EXPORT FAIR, a specialised show in the direct procurement of a wide variety of Japanese food, is set to take place onÂ June 21-23Â at Tokyo Big Sight,Â Japan.

Supported by the Japanese government's Ministry of Agriculture, Forestry and Fisheries, the first JAPAN'SÂ FOOD EXPORT FAIR was organised in 2017 in collaboration withÂ Japan'sÂ largest trade show organiser Rx Japan, and Japan External Trade Organisation (JETRO),Â Japan'sÂ leading trade promotion agency with a global network of 74 offices, aiming to boost Japanese food exports.

The annual show attracts food buyers from over 70 countries, who are eager to explore and source the finest Japanese food products. This year's version is expected to draw an even larger number of international visitors, including major importers, supermarkets, restaurants, and department stores, creating an ideal platform for establishing new partnerships and engaging in impactful trade discussions.

The fair showcases not only renowned traditional Japanese food such as confectionery, sake, and tea but also a wide range of regional specialties, including agricultural products, meat, seafood, processed foods, and more. With 800 exhibitors, visitors will have the opportunity to sample their products, enabling them to experience their quality and flavour firsthand, and facilitating well-informed procurement decisions.