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European Union Pavilion to showcase merits of EU agri-food products at Foodex Japan 2026

[Register now](#) to discover the outstanding quality of food and beverages from the European Union and to find the perfect match for your business at Foodex Japan 2026 in Tokyo

Brussels – 4 March 2026 - The European Union (EU) is happy to announce that, as part of its “[Perfect Match!](#)” campaign and continued investment in Japan trade relations, it will be participating in the Foodex Japan 2026 exhibition at the Tokyo Big Sight exhibition centre, in Tokyo, on 10-13 March 2026.

The EU Pavilion at Foodex Japan 2026 will present a rich selection of more than 400 products from across the 27 EU Member States, reflecting a longstanding heritage of some of the world’s finest agricultural and food traditions. The showcase will highlight the **quality, safety, authenticity** and **sustainability** that define EU food and beverages. Visitors will also be invited to discover this diversity through a programme of live cooking demonstrations and product information sessions, designed to inform and inspire Japanese buyers, retailers and distributors.

“Japanese consumers place great value on quality, authenticity and sustainability - values that lie at the heart of European food and drink. At Foodex Japan 2026, the EU Pavilion brings together outstanding products from across our Member States, while reinforcing our close partnership with Japan and our shared ambition to connect producers and buyers through trust, innovation and long-term cooperation,” said Jean-Eric Paquet, Ambassador of the European Union to Japan.

Alongside opportunities to sample high-quality, sustainable food and drink, the EU Pavilion will underline the EU’s commitment to supporting farmers and producers, notably through European quality schemes such as [geographical indications](#) labels and the [organic certification](#).



In addition, the EU Pavilion will host a programme of interactive activities, including product tastings, workshops and live cooking demonstrations led by renowned European and Japanese star chefs Anthony Stettler and Masahito Ueki. Using high-quality EU ingredients, the chefs will prepare both classic European dishes and creative “Perfect

Match!” recipes, pairing EU products with complementary ingredients from Japan.

European and Japanese experts will also lead a series of dedicated product sessions focusing on olive oil, wine, confectionery, meat, dairy and organic products from Europe. These sessions will offer visitors a deeper appreciation of the quality of EU produce, alongside practical insights into effective approaches for marketing these products to Japanese consumers.

This hands-on engagement is part of a broader, long-standing partnership between the European Union and Japan. The EU-Japan Economic Partnership Agreement (EPA), in force since February 2019, underpins one of the EU’s most important strategic and economic partnerships in Asia. By removing or reducing tariffs on many goods and improving regulatory cooperation, the EPA has strengthened bilateral trade flows and opened new opportunities for businesses on both sides. Today, Japan ranks among the EU’s key global trading partners, with European companies exporting close to €70 billion in goods and €28 billion in services to the Japanese market each year.

Japanese institutional stakeholders, buyers, retailers and distributors looking for opportunities to take their business to the next level are invited to attend the EU Pavilion’s Official Opening Ceremony, where they will meet with EU delegates and leading industry representatives. **The Opening Ceremony will take place at 11:40 on 10 March 2026 in booth W1-JJ18, West Hall 1 of the Tokyo Big Sight exhibition centre.**

You can register to attend the Opening Ceremony [here](#). Registrations will be accepted until 23:59 JST (EST+8) on 3 March 2026.

Important: Attendance also requires online registration for Foodex Japan, which you can do [here](#).

[Foodex Japan](#) is one of Asia's largest international food and beverage exhibitions. Its goals include maximising business networking opportunities for both exhibitors and visiting buyers and making the market in Japan and Asia globally diverse by bringing in food and beverages from all over the world. Foodex is an excellent opportunity for Japanese food and catering businesses to be inspired, learn from top industry experts, taste new products, and expand their business networks. As part of its ‘**Perfect Match!**’ campaign, the EU is leading the way in promoting outstanding European agricultural products to global businesses and consumers.

For more information, visit the EU Pavilion [web page](#). You can also check the EU Pavilion event programme [here](#) and make sure to follow the campaign on social media:



For any questions, please contact the EU Perfect Match Campaign Secretariat at FoodexJapan2026@agripromotion.eu