



European Union to showcase the flavours of Europe at ‘World Festa Yokohama 2026’

A special weekend of enjoying premium European foods, including biscuits, cheeses, olive oils, wines, and more.



The European Union (EU) will take part in the international event [World Festa Yokohama 2026](#) held at Yamashita Park (Omatsuri Hiroba) on Saturday 10 October and Sunday 11 October 2026, and will host a special booth where visitors can experience the appeal of EU food and beverages. At the booth, attendees can sample high-quality products from across Europe, including caramel biscuits, organic honey, a variety of cheeses and olive oils, as well as different Protected Designation of Origin wines, while discovering the exceptional quality, authenticity, and rich culinary heritage that define EU foods.



[World Festa Yokohama](#) is a signature autumn event in Yokohama where visitors can experience the charm of the world through international food, culture, and music. Located in the sponsor area of this highly international venue, the EU will introduce the safety, sustainability, quality, and authentic appeal of its food products through tastings and exhibits. Furthermore, the EU booth will highlight a carefully selected range of certified products (including Protected Designation of Origin, Protected Geographical Indication and organic) from various member states, such as Belgium, Bulgaria, Croatia, Denmark, Estonia, France, Germany, Italy, Lithuania, Malta, Poland, Portugal, Slovenia and Spain delivering new culinary combinations and discoveries to Japanese consumers.

Overview of the EU Booth at "World Festa Yokohama 2026"

- Event Name: World Festa Yokohama 2026
- Dates: Saturday 10 October – Sunday 11 October 2026
- Venue: Omatsuri Hiroba (Festival Square), Yamashita Park (279 Yamashitacho, Naka Ward, Yokohama, Kanagawa)
- Opening Hours: Saturday, October 10: 10:00 – 18:00, Sunday, October 11: 10:00 – 19:00



The EU participation at the ‘World Festa Yokohama 2026’ is organised as part of "The Perfect Match" campaign, an EU food and beverage promotional initiative targeted at the Japanese market. The campaign highlights the value and appeal of EU food and beverages by demonstrating their natural affinity with Japanese food culture.

About “The Perfect Match” campaign

[The Perfect Match](#) is an EU promotional campaign targeting Japanese consumers and food industry professionals. It aims to introduce and showcase the defining qualities of EU food and beverages, namely quality, authenticity, safety, and sustainability. Through tastings, events, seminars, and social media, the campaign showcases how EU products naturally complement Japanese cuisine and dining culture. By demonstrating shared values such as craftsmanship, authenticity, and high production standards, it seeks to inspire new culinary pairings and further strengthen awareness of EU food products in Japan.

Follow us on Instagram [@foodmatcheu](#) and use the hashtag #PerfectMatchEU to discover inspiration from EU products!

About the EU–Japan Economic Partnership Agreement (EPA)

The Perfect Match campaign was launched following the entry into force of the EU–Japan Economic Partnership Agreement (EPA) in February 2019. Through the elimination and reduction of tariffs, as well as a more transparent framework, the EPA has contributed to the expansion of trade flows between the EU and Japan and created new business opportunities for companies on both sides.

Japan is one of the EU’s key trading partners, with European companies exporting approximately €70 billion worth of goods and €28 billion worth of services to Japan annually. The EPA continues to strengthen economic ties between the EU and Japan while facilitating greater access to high-quality products for consumers in both markets.

Media Inquiries

For more information about the “The Perfect Match” campaign, please visit the [official website](#).

For media inquiries, please contact the details below.

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