

Buyer Recruitment

Japan's Largest International Food Trade Fair
International Food Trade Fair 2026

沖縄 大 交易会

The 14th Great Okinawa Trade Fair 2026

International Foods Business Meeting 2025

On-site × Online Business Meetings

Held at Okinawa Suntory Arena!

Bringing together suppliers from all over Japan
an opportunity to source new food products



On-site Business Meetings

Buyers wishing to participate will be selected by the Secretariat of the Executive Committee through a screening process, after which their participation will be confirmed.

✦ Dates

November 26 (Thu) – 27 (Fri), 2026

✦ Scale

230 suppliers / 230 buyers

✦ Application Period

April 20 (Mon) – July 17 (Fri), 2026

✦ Venue

Okinawa Suntory Arena (Okinawa, Japan)



Online Business Meetings

Connect with suppliers of interest through online meetings before and after the on-site event!

✦ Dates

August 3 – December 18, 2026

Online meetings will be conducted via web conferencing systems at the respective locations of both buyers and suppliers.

Introduction Video of



the Great Okinawa Trade Fair



Visit the following URL to apply

<https://www.gotf.jp/>

Great Okinawa Trade Fair

Search

Visit the Great Okinawa Trade Fair Website for more information!



Organizer : Great Okinawa Trade Fair Executive Committee

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Take your specialty products from Okinawa to Japan and the world.



The Great Okinawa Trade Fair is one of Japan's largest international food trade fairs, designed to expand sales channels for regional specialties and food products from across Japan.

In addition to buyers from promising overseas markets—including Asia, Europe, and the United States—who have been approved through a pre-screening process, leading domestic buyers from distribution, retail, and trading companies also participate.

Through an advance matching system, the event provides an environment where participants can engage in strategic business meetings with targeted partners both in Japan and overseas.

This results-oriented platform enables participants to simultaneously expand exports and strengthen domestic distribution, maximizing business outcomes within a limited timeframe.

2025 On-site Business Meetings Results (Okinawa Convention Center)

Suppliers 198 companies from 42 prefectures across Japan

Buyers 217 companies
(108 overseas / 72 domestic / 37 free buyers)

High Deal Rate 176 out of 198 companies achieved deals
(including prospective deals)



Based on post-meeting survey results

Supplier Participation in the Previous Year

At the Great Okinawa Trade Fair, selected high-quality suppliers from across Japan who have passed a pre-screening process—participate, offering a wide range of product categories.

Number of participants by region

Hokkaido region----- 4 companies	Kansai region ----- 42 companies	Okinawa Region ----- 60 companies
Tohoku region----- 13 companies	Chugoku region ----- 16 companies	
Kanto region ----- 26 companies	Shikoku Region ----- 10 companies	
Chubu/Hokuriku region --- 21 companies	Kyushu Region ----- 25 companies	Total participation ---- 217 companies

Number of Product Categories

Fresh Fish / Processed Seafood Products----- 43 companies	Confectioneries and Sweets ----- 28 companies
Processed Meat /Processed Livestock Products-- 10 companies	Alcohol ----- 22 companies
Fruits and Vegetables / Processed Agricultural Products-- 18 companies	Seasoning ----- 18 companies
Processed Food Products ----- 48 companies	Health Food Products and Supplements ----- 18 companies
Beverages, Tea, Coffee----- 12 companies	Total----- 217 companies

Supplier Information Available Here



Key Benefits of the Great Okinawa Trade Fair

1. One of Japan's largest business matching events, bringing together regional specialty products from across the country
2. Efficient and results-driven business opportunities through an advance matching system
3. Conduct meetings in Japanese, with complimentary interpreters provided for each overseas buyer

Participant Testimonials

Supplier A

Through the pre-business matching, we were able to organize the products to propose based on the needs of the discussion partner. We also had enough time for individual, in-depth conversations, which ultimately led to a request for a quote.

Supplier B

Unlike a regular exhibition, we were able to set up business meetings in advance and find prospective customers during the free business meetings in the afternoon.

Buyer A

It was a meaningful meeting where we could meet new suppliers each time and broaden our product range. Also, since the participants come to the meetings with a view to exporting, there is a high likelihood of a deal being concluded, so I would definitely like to participate again next time.

Buyer B

I would like to participate again next time because new products are indispensable to expand sales at individual business meetings where suppliers with various commercial products gather from all over Japan.

Founding Members:Okinawa Prefecture, Okinawa Business Association

Full Members:ANA Cargo Inc., Okinawa Kaiho Bank, Ltd., Bank of Okinawa, Ltd., Okinawa Yamato Transport Co., Ltd., Koza Shinkin Bank, Ryukyu Bank, Ltd.

Associate Members:Okinawa Prefectural Agricultural Cooperative (JA Okinawa), Okinawa Cellular Telephone Company, Naha Airport Cargo Terminal Co., Ltd., Naha Airport Building Co., Ltd., Ryukyu Asahi Broadcasting Co., Ltd., Ryukyu Broadcasting Corporation

General Members:ANA Holdings Inc., Akane Creation Co., Ltd., Aeon Ryukyu Co., Ltd., Uema Co., Ltd., Okinawa Arena Co., Ltd., Okinawa Prefectural Federation of Fisheries Cooperatives, Okinawa Congress Inc., Okinawa Times Co., Ltd.,

Okinawa Television Broadcasting Co., Ltd., Okinawa Electric Power Company, Incorporated, Okinawa Toyota Motor Co., Ltd., Okinawa Building Maintenance Co., Ltd., Orion Breweries, Ltd., Co-op Okinawa, San-A Co., Ltd., Daido Fire and Marine Insurance Co., Ltd., Daibei Construction Co., Ltd., Takunan Steel Co., Ltd., Nansei Kaiun Co., Ltd., Japan Airlines Co., Ltd., Ryubo Holdings Co., Ltd., Ryukyu Kaiun Co., Ltd., Ryukyu Shimpo Co., Ltd., Ryukyu Tsunon Co., Ltd., Ryukyu Logistics Co., Ltd., Ryuseki Corporation