



国際食品商談会  
14th

The Great Okinawa  
Trade Fair 2026

沖縄大交易会  
2026

## 【Overseas Buyer Application Guidelines】

April 20, 2026  
Secretariat of the Executive Committee of The  
Great Okinawa Trade Fair





“The Great Okinawa Trade Fair” is an international food trade fair held under the theme of “food” and aims to promote specialty products from across Japan and expanding their distribution channels both domestically and internationally.

This year marks the 14th edition of the event.

In the previous year, a total of 261 buyers from 16 countries and regions and 217 suppliers from 42 prefectures across Japan participated, resulting in approximately 2,640 business meetings and achieving a contract conclusion rate of 88.9%.

Furthermore, a post-event satisfaction survey indicated an overall satisfaction rate of 96.6% among both buyers and suppliers.

The Great Okinawa Trade Fair will continue to provide valuable business matching opportunities with producers in the agriculture, forestry, fisheries, and livestock sectors, as well as food-related businesses across Japan, thereby supporting further expansion of distribution channels.

We sincerely invite you to take this opportunity to participate in The Great Okinawa Trade Fair.

### 1. Event Title:「The 14th Great Okinawa Trade Fair 2026」

(Organizer: Executive Committee of The Great Okinawa Trade Fair)

### 2. Online Business Meeting Overview

①Schedule: Monday, August 3, 2026 – Friday, December 18, 2026 (tentative)

②Meeting Hours: Please refer to page 2 for details.

(All times are in Japan Standard Time.)

③Meeting Format: A “Free Matching” format, whereby participants directly approach buyers through the messaging function of the business platform “Business Matching Site” (hereinafter referred as “BMS”) operated by The Great Okinawa Trade Fair.

④Meeting Platform: Microsoft “Teams” will be used (tentative).

### 3. On-site Business Meeting Overview

①Schedule: Thursday, November 26, 2026 – Friday, November 27, 2026

a. Please arrange your itinerary to ensure arrival in Okinawa by Wed, November 25, 2026.

b. Please arrange your return to depart from Okinawa after the conclusion of the seventh business meeting on Friday, November 27, 2026.

c. If you wish to depart on the following day due to flight availability or other circumstances, please consult the support desk in advance at least before end of July.

②Meeting Hours: Please refer to page 2 for details.

③Application Period: Monday, April 20, 2026 – Friday, July 17, 2026

④Venue: Okinawa Suntory Arena (Venue changed as of this year)

⑤Meeting Format: Pre-arranged, appointment-based “One-on-One Meeting” format (supplier-fixed). Participation in the on-site business meetings is subject to confirmation upon completion of a selection process conducted by the Secretariat.

The venue is subject to change due to natural disasters, other unforeseen circumstances beyond reasonable control, or at the discretion of the organizer.





## 4. Online Business Meeting Schedule

Number of Booths	JST	local time (China, Singapore, etc.)	local time (Thailand, Vietnam, etc.)
1st Business Meeting	9:00~	8:00~	7:00~
2nd Business Meeting	10:00~	9:00~	8:00~
3rd Business Meeting	11:00~	10:00~	9:00~
4th Business Meeting	12:00~	11:00~	10:00~
5th Business Meeting	13:00~	12:00~	11:00~
6th Business Meeting	14:00~	13:00~	12:00~
7th Business Meeting	15:00~	14:00~	13:00~
8th Business Meeting	17:00~	15:00~	14:00~
9th Business Meeting	18:00~	16:00~	15:00~

Each unit consists of a 55-minute session:  
a 45-minute individual business meeting followed by a 10-minute electronic survey.

\* When arranging online business meetings, participants are requested to take into consideration the local time of their counterparts when making meeting requests.

## 5. On-site Business Meeting Scale and Schedule

- ① Number of Invited Buyers: 230 companies (150 for international markets and 80 for domestic markets, tentative)
- ② Number of Exhibiting Suppliers: 230 companies (participation from across Japan, tentative)

Wed, Nov 25	AM	Installation and setup	Okinawa Suntory Arena(Main Area)
	PM	3:00 PM – 8:00 PM: Exhibiting suppliers' product delivery and booth setup (including display decoration)	
Thu, Nov 26	AM	8:40 AM – 9:00 AM: Opening Ceremony	Okinawa Suntory Arena(Main Area)
		9:15 AM – 12:00 PM: Four rounds of individual business meetings	Okinawa Suntory Arena(Main Area)
	PM	1:00 PM – 2:30 PM: Free-form business meetings (90 minutes)	
		2:30 PM – 5:15 PM: Four rounds of individual business meetings	
		5:15 PM – 5:30 PM: Electronic survey completion and submission	
6:00 PM – 7:30 PM: Networking reception for participants	Inside Okinawa Suntory Arena(tentative)		
Fri, Nov 27	AM	9:15 AM – 12:00 PM: Four rounds of individual business meetings	Okinawa Suntory Arena(Main Area)
	PM	1:00 PM – 2:30 PM: Free-form business meetings (90 minutes)	
		2:30 PM – 4:30 PM: Three rounds of individual business meetings	
		4:30 PM – 4:45 PM: Electronic survey completion and submission	
		4:45 PM – 7:00 PM: Dismantling and removal of exhibitors' products and booth materials	

Each unit consists of a 45-minute session: a 30-minute individual business meeting followed by a 15-minute break.

The number of one-on-one meetings per buyer will be determined based on the meeting preferences submitted in advance by both buyers and suppliers via the BMS; however, an average of approximately 12 meetings per buyer is anticipated over the two-day period.



## ■ Requirements for Buyer Participation



In principle, buyers who meet the eligibility requirements listed below will be invited by the Secretariat of the Executive Committee of The Great Okinawa Trade Fair upon completion of a selection process.

- ① The buyer must have distribution channels in markets where Japanese agricultural and food products have strong potential.
- ② Participants must attend the full schedule of the on-site business meetings of The 14<sup>th</sup> Great Okinawa Trade Fair 2026 and conduct one-on-one meetings in accordance with the pre-arranged matching program.  
Participants must also actively engage in the online business meetings held on separate dates and conduct “free matching” meetings.

For online business meetings, both buyers and suppliers must use the messaging function of the BMS to arrange meetings. To ensure smooth communication, buyers must respond to messages from suppliers without exception.

- ③ Buyer applications must be submitted via the BMS. Applicants must also provide the required buyer information and consent to the disclosure of such information to suppliers and other relevant parties.
- ④ Participants must consent to the disclosure of their information to all participants on the BMS.
- ⑤ Participants must consent to the appropriate management and use by the Secretariat of the Executive Committee of The Great Okinawa Trade Fair of all information provided.
- ⑥ Participants must demonstrate a willingness to continue negotiations with suppliers toward concluding agreements even after the business meetings have concluded.
- ⑦ Participants must cooperate with surveys conducted during the business meeting period as well as follow-up surveys conducted after the event.
- ⑧ If a change in the designated representative is required after participation has been confirmed, a substitute with equivalent or greater authority must be appointed.
- ⑨ Participants must comply with the “Overseas Buyer Application Guidelines” and the separately provided “Buyer Travel Policy.”

\* If the provisions set forth in the Travel Regulations are not complied with, travel expenses may not be reimbursed.

\*\* All times during The 14th Great Okinawa Trade Fair 2026 are in Japan Standard Time (JST).



## ■ Application Method

### [On-site Business Meetings + Online Business Meetings]



1. Application Period: Monday, April 20, 2026 – Friday, July 17, 2026(tentative)
2. Participation Fee: Free of charge
3. Application Method:
  - ① Official Website of The Great Okinawa Trade Fair <http://www.gotf.jp/>
  - ② Website of the Okinawa Prefecture Industrial Promotion Public Corporation <http://www.okinawa-ric.jp/>

From Monday, April 20, 2026, applications can be submitted directly by clicking the banner shown below on the websites listed in ① and ② above.

The banner features the text "14th 2026 国際食品商談会 沖縄大交易会" and "OKINAWA BRIDGING ASIA". It lists two sessions: "①リアル商談会 ⇒ 2026年11月26日(木) 2026年11月27日(金)" and "②オンライン商談会 ⇒ 2026年8月3日(月)~12月18日(金)". Below this, it says "リアル商談会 沖縄サントリーアリーナ" and "参加バイヤーの募集を開始しました!".

#### 4. Participation Confirmation Notice

The results of the selection of eligible buyers will be communicated by the support desk via email.

#### 5. Use of the web-based Business Platform (Business Matching Site=BMS)

Buyers may use the BMS free of charge to browse information on participating suppliers, submit matching requests, and communicate with suppliers via email in advance.

Please retain the login ID and password issued upon initial registration to the BMS in a secure manner.

#### 6. Expense Reimbursement for Invited Buyers

- ① A predetermined amount will be paid in accordance with the Travel Regulations.

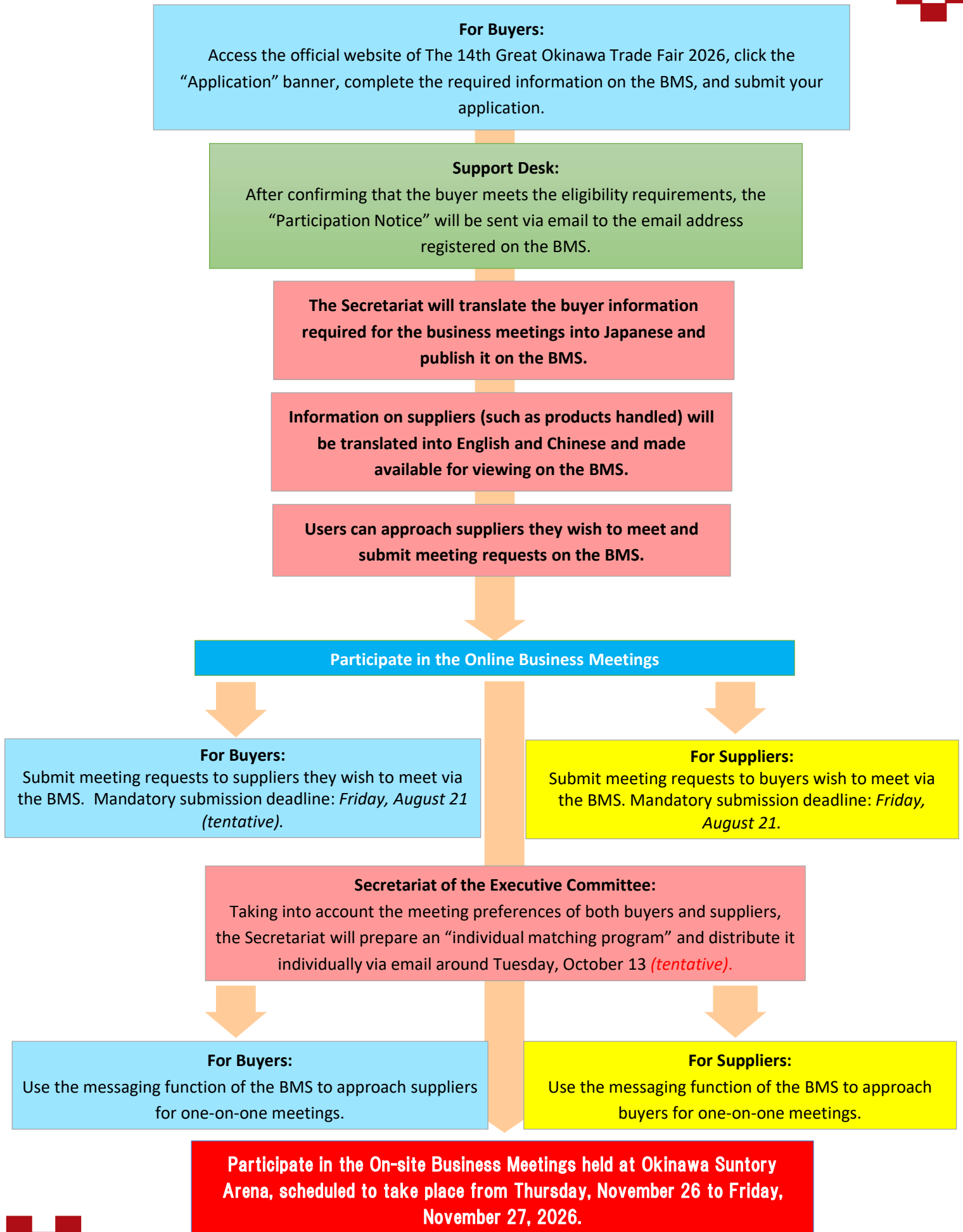
#### Contact Information

**Buyer Support Desk, The 14th Great Okinawa Trade Fair 2026**  
(Aglin Co., Ltd.) Contact: Onodera, Yoshimitsu  
609, 2-19-15 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan  
Tel: +81-50-1720-2108  
(Weekdays 9:30–17:30 JST, excluding Saturdays, Sundays, and public holidays)  
Email: [buyer\\_okinawa-trade-fair@aglin.jp](mailto:buyer_okinawa-trade-fair@aglin.jp)



# Application Procedures

## [On-site Business Meetings + Online Business Meetings]



## ■ Important Notes



- ① For the on-site business meetings, an “advance appointment-based one-on-one meeting format” will be implemented to ensure efficient business matching.  
As part of the preparation, the Secretariat requests all buyers to submit their meeting preferences in advance via the BMS.  
When submitting, please be sure to register at least 30 suppliers you wish to meet and at least 15 suppliers to be assigned at the discretion of the Secretariat. This request is made to prevent mismatches in business meetings, and we appreciate your cooperation.
- ② If interpretation services are required for one-on-one meetings during the on-site business meetings, the Secretariat of the Executive Committee will arrange interpreters based on the relevant languages of overseas buyers and assign them to accompany the buyers.
- ③ Photographs and videos taken during the business meetings may be used in related media coverage by television, newspapers, and other mass media including SNS such as YouTube, as well as in official documents such as project reports.
- ④ In the event of natural disasters or other force majeure events, the event content, schedule, or dates may be subject to change, or the event may be cancelled.  
(The organizer shall not be held liable for any damages arising from such circumstances.)
- ⑤ Please note in advance that some details may be subject to change due to the organizer’s policies.
- ⑥ For any matters not specified in the “Buyer Application Guidelines,” or any issues not covered therein, please contact “Buyer Support Desk” .

### <Handling of Personal Information>

Personal information collected in relation to this business meeting will be appropriately managed in compliance with applicable laws and regulations regarding personal information and other relevant standards. The personal information provided at the time of application will be used for purposes such as communication and coordination with buyers, as well as for arranging and operating services based on the application details, including publication on the web-based business platform(BMS), within the necessary scope of such operations. In addition, the Executive Committee may use registered buyer information for the smooth operation of this project, including:

- providing information from Okinawa Prefecture and the Executive Committee
- requesting feedback and opinions after the event
- conducting surveys
- preparing statistical materials
- facilitating smooth coordination with participants and related organizations

#### Business Meeting General Inquiries

**Buyer Support Desk, The 14th Great Okinawa Trade Fair 2026**  
(Aglin Co., Ltd.) Contact: Onodera, Yoshimitsu  
609, 2-19-15 Shibuya, Shibuya-ku, Tokyo  
150-0002, Japan  
Tel: +81-50-1720-2108  
(Weekdays 9:30-17:30 JST, excluding Saturdays, Sundays,  
and public holidays)  
Email: buyer\_okinawa-trade-fair@aglin.jp

#### BMS Operation Inquiries

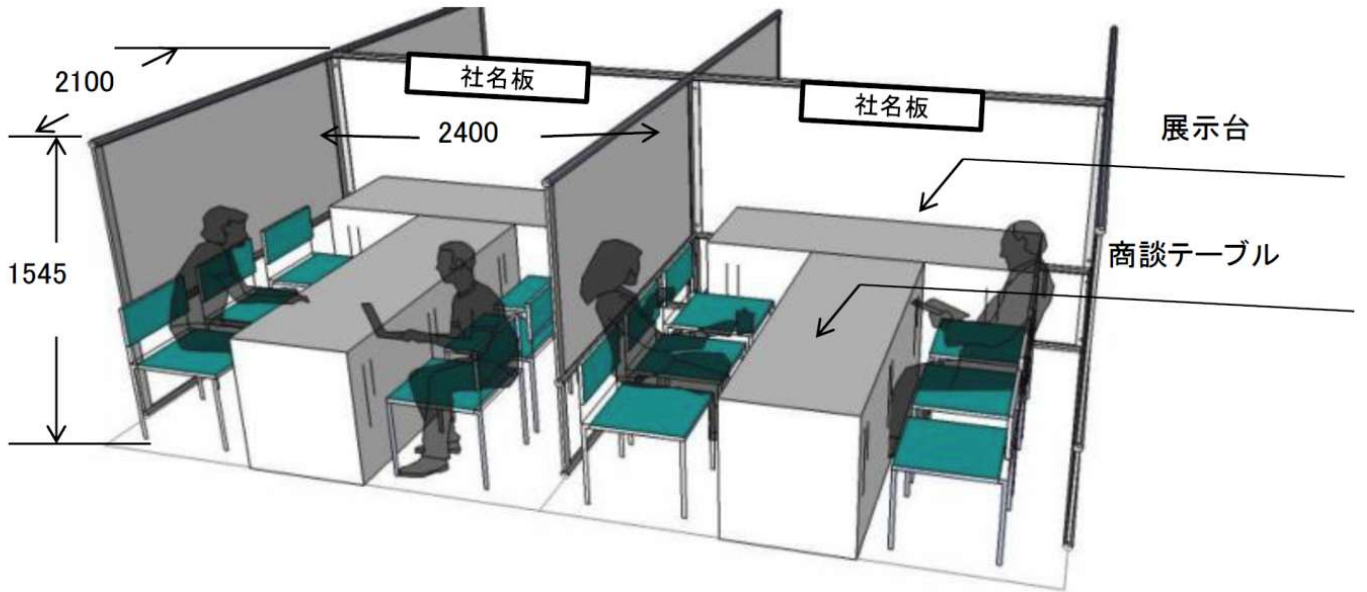
**BMS System Support Desk, The 14th Great Okinawa Trade Fair 2026**  
(CIO Connected Co., Ltd.) Contact: Higa  
Tel: +81-90-8514-3151  
(Weekdays 9:30-17:30 JST, excluding Saturdays,  
Sundays, and public holidays)  
Email: tomoakih@cioc.jp



# Reference Material: On-site Business Meeting Image



## 1. Standard Booth Setup

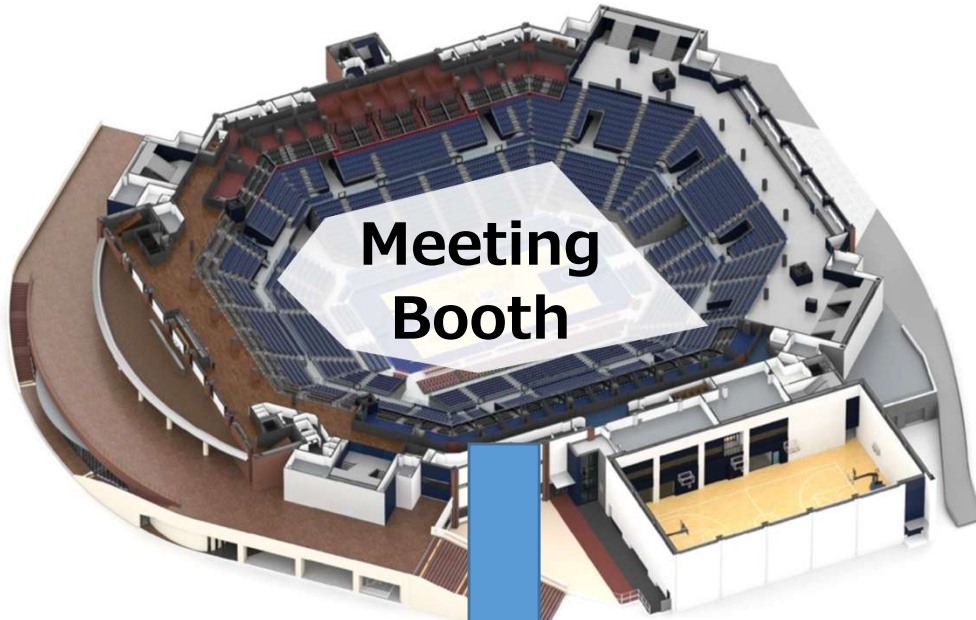


## 2. Business Meeting Image (Please note that the venue has changed for this year's event.)

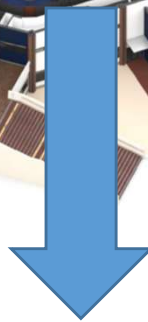




3. Venue Image (Okinawa Suntory Arena)

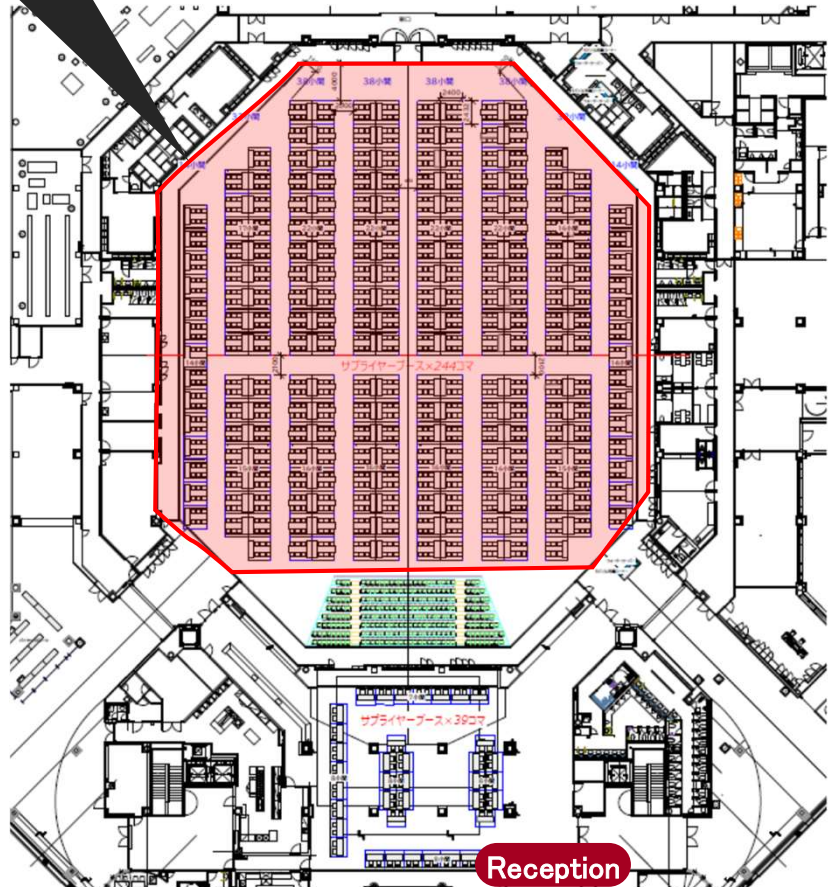


Business Meeting  
VenueMain Arena, 1st  
Floor230 booths



**Business Meeting Venue230 booths**

● Buyer Questionnaire & Rest Areas





# Buyer Recruitment

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

The 14th Great Okinawa Trade Fair-2026

International Foods Business Meeting 2025

On-site X Online Business Meetings

\Held at Okinawa Sunory 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.

<p style="background-color: orange; color: white; padding: 2px; font-weight: bold;">Date</p> <p style="font-weight: bold; font-size: 1.1em;">November 26 (Thu) – 27 (Fri), 2026</p>	<p style="background-color: orange; color: white; padding: 2px; font-weight: bold;">Scale</p> <p style="font-weight: bold; font-size: 1.1em;">230 suppliers / 230 buyers</p>
<p style="background-color: orange; color: white; padding: 2px; font-weight: bold;">Application Period</p> <p style="font-weight: bold; font-size: 1.1em;">April 20 (Mon) – July 17 (Fri), 2026</p>	<p style="background-color: orange; color: white; padding: 2px; font-weight: bold;">Venue</p> <p style="font-weight: bold; font-size: 1.1em;">Okinawa Sunory Arena (Okinawa, Japan)</p>

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## Online Business Meetings

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

Date

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

Q Search

Visit the Great Okinawa Trade Fair Website for more information!

Organizer : Great Okinawa Trade Fair Executive Committee

[Contact Information] Buyer Support Desk, The 14th Great Okinawa Trade Fair 2026 (Agfa Co., Ltd.) Contact: Oodera, Yoshinobu

409, 3-19-15 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan  
Tel: +81-50-1720-2100  
(Weekdays 9:30-17:30 JST, excluding Saturdays, Sundays, and public holidays)  
Email: buyer\_okinawa-trade-fair@agfa.jp





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., Kor a 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., Uena Co., Ltd., Okinawa A-rena Co., Ltd., Okinawa Prefectural Federation of Fisheries Cooperatives, Okinawa Conyote 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, Sen-A Co., Ltd., Daido Fire and Marine Insurance Co., Ltd., Daihei Construction Co., Ltd., Takusan Steel Co., Ltd., Nansai Kakin Co., Ltd., Japan Airlines Co., Ltd., Ryubo Holdings Co., Ltd., Ryukyu Kaku Co., Ltd., Ryukyu Shimpo Co., Ltd., Ryukyu Tsusen Co., Ltd., Ryukyu Logistics Co., Ltd., Ryusaki Corporation

The 14th Great Okinawa Trade Fair 2026 Official Website <https://www.gottf.jp/>

