

[Contact Information] The 13th Great Okinawa Trade Fair 2025 Match-making Desk (Within Agri Global Design Co., Ltd.) Contact Persons: Kosugi, Tagami, Nishikawa

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Bringing specialty products from all over Japan to the world from Okinawa



The Great Okinawa Trade Fair is an "International Food Business Meeting" held to expand sales channels for specialty products from all over Japan.

High-quality individual business meetings have been realized by inviting excellent buyers from Hong Kong, China, Taiwan, Singapore, Thailand, and other countries and regions where sales channels for Japanese agricultural, forestry, fisheries, and livestock products and foods are expected to be created, as well as from within Japan. This is one of Japan's largest international food trade fairs in the pre-matching type.

Onsite Business Matching Event held in FY2024 (Okinawa Convention Center)

Suppliers	205 companies from 41 prefectures
Buyers	207 companies (102 foreign, 44 national, 58 Free Buyers)
High Agreement Rate	205 participating companies, Contract (including expected) : 178 companies.



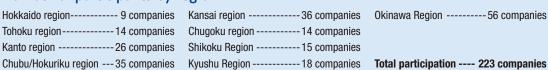
Questionnaire on negotiation results

At The Great Okinawa Trade Fair, excellent suppliers who have

passed the "Screening Test" held in advance will participate from all over Japan, offering a wide variety of product categories.

Supplier Participation Achievement for Last Year

Number of participants by region



By product category

Fresh Fish / Processed Seafood Products------ 37 companies Processed Meat /Processed Livestock Products ---7 companies Fruits and Vegetables / Processed Agricultural Products-- 18 companies Processed Food Products ------- 54 companies Beverages, Tea, Coffee------ 14 companies

Confectioneries and Sweets 35 companies
Alcohol 18 companies
Seasoning 23 companies
Health Food Products and Supplements 17 companies
Total223 companies





Comments from participating businesses

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.

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Managed by : Executive Committee of The Great Okinawa Trade Fair (Okinawa Industry Promotion Public Corporation)