

# Application for Buyers

The Largest International Food  
Business Matching Event in Japan

# 沖縄 大 交易会

## The 13th Great Okinawa Trade Fair

International Foods Business Meeting 2025

Onsite × Online Business Meeting



Suppliers from across Japan gather  
Chance for discovering  
new food products



### Onsite Business Matching Event

✦ Date

November 20 (Thu) - 21 (Fri), 2025

✦ Application Period

April 18 (Fri) - July 18 (Fri), 2025

✦ Event Scale

Suppliers: 230 companies,  
Buyers: 230 companies

✦ Event Location

Okinawa Convention Center



### Online Business Matching Event

✦ Date

Aug 1 (Fri) - Dec 19 (Fri), 2025

You can have online business meetings with interested buyers  
in before and after the Onsite Business Matching Event!

Buyers and suppliers will participate in the online business meeting  
from each of their locations using a web conferencing system.

The Great Okinawa Trade Fair

Introductory Video



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

The Great Trade Fair

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Visit the Great Okinawa Trade Fair Website for more information!



Host : Executive Committee of The Great Okinawa Trade Fair

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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

## Supplier Participation Achievement for Last Year

### Number of participants by region

Hokkaido region----- 9 companies	Kansai region ----- 36 companies	Okinawa Region ----- 56 companies
Tohoku region ----- 14 companies	Chugoku region ----- 14 companies	
Kanto region ----- 26 companies	Shikoku Region ----- 15 companies	
Chubu/Hokuriku region --- 35 companies	Kyushu Region ----- 18 companies	<b>Total participation ---- 223 companies</b>

### By product category

Fresh Fish / Processed Seafood Products----- 37 companies	Confectioneries and Sweets ----- 35 companies
Processed Meat /Processed Livestock Products--- 7 companies	Alcohol ----- 18 companies
Fruits and Vegetables / Processed Agricultural Products-- 18 companies	Seasoning----- 23 companies
Processed Food Products ----- 54 companies	Health Food Products and Supplements ----- 17 companies
Beverages, Tea, Coffee----- 14 companies	Total----- 223 companies

Scan for supplier information



## 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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