



【Overseas Buyer Application Guidelines】

April 18, 2025

Executive Committee Secretariat of The Great Okinawa Trade Fair





The Great Okinawa Trade Fair is an international "food-themed" trade fair to promote the expansion of overseas sales channels for specialty products from all over Japan.

The Great Okinawa Trade Fair 2025 will mark its 13th edition. This year, applications will be accepted only for the Onsite Business Meetings.

The online business meetings will be used as a available tool, supporting pre business meetings prior to the Onsite Business Matching Event and follow-up negotiations after the event ends.

In the previous year, the fair welcomed 207 buyers from 18 countries and regions and 223 suppliers from 41 prefectures across Japan, resulting in approximately 2,400 business meetings and a contract agreement rate of 86.8%.

Additionally, in a post-event satisfaction survey, both buyers and suppliers gave highly positive feedback, with an overall satisfaction rating of 96%.

The Great Okinawa Trade Fair continues to offer a valuable opportunity for agricultural, fishery and livestock businesses as well as food-related businesses (suppliers) throughout Japan to connect with international buyers and expand their sales networks.

We sincerely hope that you will take this opportunity to participate in the Great Okinawa Trade Fair.

1. Event Title

"The 13th Great Okinawa Trade Fair 2025" (Hosted by: Executive Committee of The Great Okinawa Trade Fair)

2. Overview of the Online Business Meeting

- ① Event Schedule : August 1 (Fri) – December 19 (Fri), 2025 *Dates are subject to change
- ② Meeting Time : Please refer to page 2 for details. *Japan Standard Time (JST)
- ③ Application Period: April 18 (Fri) – August 29 (Mon), 2025
- ④ Meeting Venue : A location such as the business office of each participant where an appropriate online environment is available
- ⑤ Meeting Format : A "free-style meeting format" where participants directly approach suppliers using the messaging function of the "Business Matching Site" operated by the Great Okinawa Trade Fair
- ⑥ Meeting Tool : Microsoft Teams (Planned)

3. Overview of the Onsite Business Matching Event

- ① Schedule : November 20 (Thu) – November 21 (Fri), 2025
 - ※Please plan your travel so that you arrive in Okinawa by November 19 (Wed).
 - ※Please arrange the return from Okinawa to the base location to depart after the 7th business meeting on November 21 (Fri). (If you wish to depart on the following day due to flight schedule etc., please consult with the Matching Desk in advance.)
- ② Business Meeting Time : Please refer to page P-2 for details.
- ③ Application Period : April 18 (Fri)– July 18 (Fri), 2025
- ④ Venue : Okinawa Convention Center (Subject to change)
- ⑤ Business Meeting Format: Advance appointment-based "individual business meetings" (Supplier fixed Type)
 - ※Buyers who wish to participate in the Onsite Business Matching Event will be confirmed to participate after passing the screening test held by The Great Okinawa Trade Fair Business Match-making Office.

※Please note that the event schedule may be subject to change due to natural disasters, unforeseen circumstances, or at the discretion of the organizer.



4. Scale and Schedule of the Online Business Matching Event

Session	Japan Time	Local Time (China, Singapore, etc.)	Local Time (Thailand, Vietnam, etc.)
1 st Meeting	09:00～	08:00～	07:00～
2 nd Meeting	10:00～	09:00～	08:00～
3 rd Meeting	11:00～	10:00～	09:00～
4 th Meeting	12:00～	11:00～	10:00～
5 th Meeting	13:00～	12:00～	11:00～
6 th Meeting	14:00～	13:00～	12:00～
7 th Meeting	15:00～	14:00～	13:00～
8 th Meeting	16:00～	15:00～	14:00～
9 th Meeting	17:00～	16:00～	15:00～

※Each unit consists of a 45-minute individual business meeting plus 10 minutes for completing an online questionnaire, totaling 55 minutes per unit.

※ When scheduling online meetings, please take into account the local time of the counterpart and propose meeting times accordingly.

5. Scale and Schedule of the Real Business Meeting Event

① Invited Buyers

230 companies (Planned: 150 for overseas companies / 80 for domestic companies)

② Exhibiting Suppliers

230 companies (Scheduled to participate from all 47 prefectures of Japan)

Date	Time	Program Details	Venue
November 19 (Wed)	Morning	Carry-in and Setup (Set up the venue by the secretariat)	Okinawa Convention Center • Exhibition Hall • Conference Building A and B
	Afternoon	15:00～20:00 Carry-in and display of exhibit supplier products	
November 20 (Thu)	Morning	08:40～09:00 Opening Ceremony	Okinawa Convention Center Exhibition Hall
		09:15～12:00 Individual Business Meetings (4 sessions)	
	Afternoon	13:00～14:30 Free Business Meetings (90 minutes)	Okinawa Convention Center • Exhibition Hall, • Conference Building A • Conference Building B
		14:30～17:15 Individual Business Meetings (4 sessions)	
		17:15～17:30 Online Survey Input and Submission	
		18:00～19:30 Networking Event for Participants	
November 21 (Fri)	Morning	09:15～12:00 Individual Business Meetings (4 sessions)	Okinawa Convention Center • Exhibition Hall, • Conference Building A • Conference Building B
	Afternoon	13:00～14:30 Free Business Meetings (90 minutes)	
		14:30～16:30 Individual Business Meetings (3 sessions)	
		16:30～16:45 Online Survey Input and Submission	
		16:45～19:00 Carry-in and display of exhibit supplier products	

※Each business meeting session is composed of 30 minutes of meeting + 15 minutes of break, totaling 45 minutes per unit. Up to 15 meetings are scheduled across 2 days.

※The number of individual meetings per buyer will be finalized based on the preferences submitted in advance by both buyers and suppliers via the “Business Matching Site.” On average, **around 12 meetings per buyer over the 2 days are expected.**

■ Buyer Participation Requirements



■ In principle, the Executive Committee will invite buyers who meet the following participation requirements after passing a screening test.

- ① The applicant will be a buyer with established distribution channels in countries or regions that are expected to provide export opportunities for Japanese agricultural, forestry, fisheries, and livestock products, or processed foods. Alternatively, the applicant will be a buyer with strong domestic sales channels.
- ② The applicant will be willing to utilize the Okinawa International Logistics Hub for export activities. (Reference: www.pref.okinawa.lg.jp/site/shoko/asia/kikaku/pamph.html)
- ③ The applicant must participate in the full schedule of the individual business meeting sessions at “The 13th Great Okinawa Trade Fair 2025,” and engage in Individual Negotiations based on a pre-arranged matching program. Additionally, the applicant is expected to actively participate in online business meetings held on separate dates, conducting free negotiations.
**For online business meetings, buyers and suppliers will use the messaging function on the business matching platform to coordinate meeting schedules. To ensure smooth progress, buyers are required to respond promptly when contacted by suppliers.
- ④ Buyers will complete their application via the "Business Matching Site", accurately input all required information, and agree to share this information with suppliers and other relevant parties.
- ⑤ Buyers will consent to disclose their information to all participants on the "Business Matching Site".
- ⑥ Buyers will agree that all provided information is appropriately managed by the Executive Committee Secretariat.
- ⑦ Buyers will show willingness to continue negotiations with suppliers even after the trade fair concludes, aiming to reach business agreements.
- ⑧ Buyers will cooperate with surveys conducted during the trade fair and follow-up surveys afterward.
- ⑨ In the event a buyer cancels their participation after receiving the participation confirmation notice for personal reasons, a substitute from the same company or a related company with equal or greater authority than the original participant can be assigned.
- ⑩ Buyers will comply with this "Buyer Application Guidelines" and the separate "Buyer Travel Expense Policy."

**If you do not comply with the provisions set forth in the travel expense policy, it may not be eligible for travel expense settlement.

**The time during “The 13th Okinawa Grand Trade Fair 2025” is basically Japan Standard Time (JST).



■Application Method [For Both Onsite and Online Business Meetings]



1. Application Period:

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

****Please note that buyers who have registered on or after July 18 (Fri.) will only be able to participate in the “Online Business Meeting”.**

2. Participation Fee

Free

3. How to Apply

① The Great Okinawa Trade Fair Official Website

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

② Okinawa Industrial Promotion Public Corporation Website

<http://www.okinawa-ric.jp/>

**** From April 18 (Fri), please apply directly by clicking on ① and ② above or the banner below on the website.**

13th2025 国際食品商談会 沖縄大交易会
OKINAWA Bridging Asia

会期 ①リアル商談会 ⇒ 2025年11月20日(木) 2025年11月21日(金)
②オンライン商談会 ⇒ 2025年8月1日(金)～12月19日(金)

リアル商談会 沖縄コンベンションセンター
参加バイヤーの募集を開始しました!

4. Notification of Participation Confirmation

- The selection results for buyers who meet the participation requirements will be notified via email from the Match-making Desk.

5. Use of the Business Matching Site (BMS)

- Buyers can use the "Business Matching Site" free of charge, which allows them to browse participating supplier information, indicate matching preferences, and exchange emails with suppliers in advance. **(Please be sure to carefully keep the login ID and password issued upon your initial registration to the BMS.)**

6. Payment of Expenses for Invited Buyers

- ① A portion of the round-trip airfare from the designated departure airport to Okinawa (Naha Airport) will be reimbursed based on travel regulations. (Transportation to and from the departure airport is at the buyer's own expense.)
- ② Accommodation for two nights, November 19 (Wed) and 20 (Thu), will be arranged by the organizer, and the cost for hotel accommodation including breakfast will be paid directly to the hotel. (Any additional nights, accompanying persons' accommodation fees, and personal expenses are the buyer's responsibility.)

◆Contact Information◆

[The 13th Great Okinawa Trade Fair 2025 Match-making Desk]

(Within Agri Global Design Co., Ltd.) Contact Persons: Kosugi, Tagami, Nishikawa

【Address】VORT Akasaka Mitsuke 4F, 3-11-15 Akasaka, Minato-ku, Tokyo 107-0052, Japan

【Tel】(+81) 80-1388-4901 (Open 9:30 a.m.-5:30 p.m. on weekdays, excluding weekends and public holidays (JST))

【E-mail】buyer_okinawadaikouekikai@agriglobaldesign.info



■Application Guidelines

【Onsite Business Meeting and Online Business Meeting】



【For Buyers】

Access "The 13th Great Okinawa Trade Fair 2025 Official Website", click the "Apply for Participation" banner, then proceed to the Business Matching Site, enter the required information, and submit it.

【Match-making Desk】

After confirming the participation requirements of a buyer, a "Participation Notification" will be sent via email to the address registered on the Business Matching Site.

The secretariat will translate the required buyer information for the trade fair into Japanese and publish it on the "Business Matching Site".

On the Business Matching Site, supplier information (such as handled products) will be available for viewing in English and Chinese.

You will be able to approach and request business meetings with interested suppliers via the "Business Matching Site".

Participate in the "Online Business Meeting"

【For Buyers】

Enter your meeting requests to the suppliers you are interested in via the "Business Matching Site".

※Deadline: August 22 (Fri)

【For Suppliers】

Enter your meeting requests to the buyers you are interested in via the "Business Matching Site".

※Deadline: August 22 (Fri)

【Executive Committee Secretariat】

Based on the business meeting requests from both buyers and suppliers, a "Individual Business Matching Program" will be created and sent individually by email around October 1 (Wed).

【For Buyers】

Use the messaging function on the "Business Matching Site" to approach your assigned suppliers for individual business meetings.

【For Suppliers】

Use the messaging function on the "Business Matching Site" to approach your assigned buyer(s) for individual business negotiations.

◆ Please arrange and purchase round-trip airfare to Okinawa from your overseas offices. Travel expenses will be settled after the business meeting, in accordance with the travel expense regulations.

Participation in the [Onsite Business Matching Event] to be held at the Okinawa Convention Center
Date: Thursday, November 20 – Friday, November 21, 2025



- ① About the Onsite Business Meetings, to facilitate efficient meetings, a "Pre-arranged Appointment Individual Negotiation" will be implemented. As part of the preparation, the secretariat will ask you in advance to enter your desired buyers for meetings. At that time, please register 30 or more suppliers you wish to have a business meeting, and 15 or more suppliers the secretariat will select.
- ② If an interpreter is needed during the individual business meetings at the onsite business meeting, Executive Committee Secretariat will arrange interpreters based on the language needs of overseas buyers and the interpreters will accompany them.
- ③ Please note that the contents may be subject to change according to the policy of the organizer.
- ④ Photographs, videos, etc. taken during the trade fair may be used in related mass media reports such as television and newspapers, as well as in official documents such as business reports.
- ⑤ Due to natural disasters or other force majeure, there may be changes to the implementation details and the dates of the event, or the event may be canceled. (The organizers shall not be liable for any damages arising from these circumstances.)
- ⑥ Handling of Personal Information
 Personal information at this business meetings will be managed appropriately in compliance with laws and regulations based on personal information and other norms.
 The personal information you entered when applying to participate in the event for the purpose of contacting and coordinating with buyers, arranging the services (including publication on the Web Business Matching Site) will be provided in accordance with your application, and receiving those services to the extent necessary to provide you with the services you requested.
 Additionally, the Executive Committee may use your personal information for purposes such as: Notifications from Okinawa Prefecture and the Executive Committee, Post-event feedback requests, Survey requests, Statistical report generation, and Smooth communication with participants and related organizations for efficient event management.
- ⑦ Please contact the Match-making desk for any matters not specified in this "Application Guidelines for Buyers" or any other inquiries not mentioned herein.

◆ Inquiries About the Business Meeting ◆

The 13th Great Okinawa Trade Fair 2025 Matching Desk

(Within Agri Global Design Co., Ltd.)

- Contact Persons: Kosugi, Tagami, Nishikawa
- Address: VORT Akasaka Mitsuke 4F, 3-11-15
Akasaka, Minato-ku, Tokyo 107-0052, Japan
- Tel: (+81) 80-1388-4901
(Open 9:30 a.m. – 5:30 p.m. on weekdays, excluding weekends and national holidays (JST))
- E-mail: buyer_okinawadaikouekikai@agriglobaldesign.info

◆ Inquiries About BMS Operations ◆

The 13th Great Okinawa Trade Fair 2025 BMS System Contact

(Within CIO Connected Inc.)

- Contact Persons: Mr. Higa
- TEL: (+81) 90-8514-3151
(Open 9:30 a.m. – 5:30 p.m. on weekdays,
excluding weekends and national holidays (JST))
- Email: tomoakih@cioc.jp

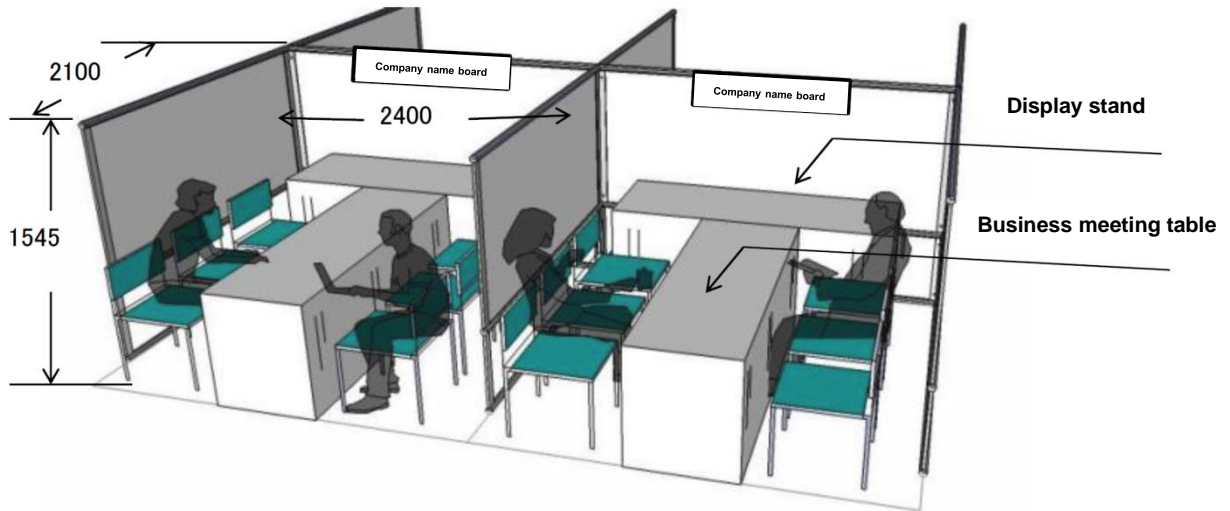


■ Reference Material: Image of the Onsite Business Meeting



1. Basic Booth Specifications

**Please note that equipment will be subject to change depending on circumstances.



【Standard Equipment】

- Back Panel: W2400×H1500mm (System panel; hooks allowed; No tacks allowed)
- Side Panel: D2100×H1545mm
- Company Name Board: W600×H200mm
- Business Meeting Table: W1800×D600×H700mm (with vinyl cover; includes 6 stacking chairs)
- Display stand: W1800×D600×H700mm (with vinyl cover)
- Standard Supply Power: 500W (with two outlets)

2. Image of Real Business Meeting



【The image of Onsite Business Matching Event】



The following layout was used at last year's "The 12th Great Okinawa Trade Fair 2024" (for reference).

