



Exhibition Guide



SINCE 2007
17th
FOODMESSE
in NIIGATA

The 17th
Major International General Food Trade Fair

FOOD MESSE

in NIIGATA, 2025

Period : Wed, November 12
– Fri, November 14, 2025

Venue : Toki Messe Niigata Convention Center
[Exhibition Hall]

Concurrent Events

The 12th **Sixth-Order Industrialization Fair,
Niigata, 2025**

The 10th **Sixth-Order Industrialization
Grand Prize Contest** (Hosted by Japan Food Journal Co., Ltd.)



Application Deadline

Fri, August 29

Organizer : FOOD MESSE in NIIGATA Executive Council

Managed by : Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.;
and World Forum on Food and Flowers Organizing Committee

Food Messe

Search

<https://foodmesse.jp>



The 17th iteration of the largest food fair on the coast of the Sea of Japan

From across Japan to Niigata and vice versa … The major food trade fair held to rediscover the value in old traditions

Event Outline

Name ● The 17th Major International General Food Trade Fair FOOD MESSE in NIIGATA, 2025

Concurrent Events ● The 12th Sixth-Order Industrialization Fair, Niigata, 2025
The 10th Sixth-Order Industrialization Grand Prize Contest (Hosted by Japan Food Journal Co., Ltd.)

Period ● Wednesday, November 12 ~ Friday, November 14, 2024
10a.m. ~ 5p.m. (till 4 p.m. on the final day)

Venue ● Toki Messe Niigata Convention Center (Exhibition Hall)

Main Theme ● “In Quest of Better Food”
~ Creating new value — inspired by both tradition and the latest in trends ~

Organizer ● FOOD MESSE in NIIGATA Executive Council

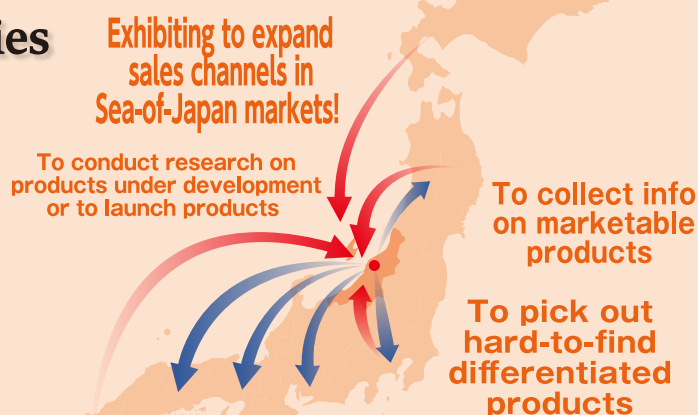
Managed by ● Japan Food Journal Co., Ltd.; Shinsen Co., Ltd.; Kashiyo Co., Ltd.; and World Forum on Food and Flowers Organizing Committee

Event Scale ● 450 corporate exhibitors expected / 430 booths (planned)
Target Number of Visitors 13,000

3 Features of FOOD MESSE in NIIGATA

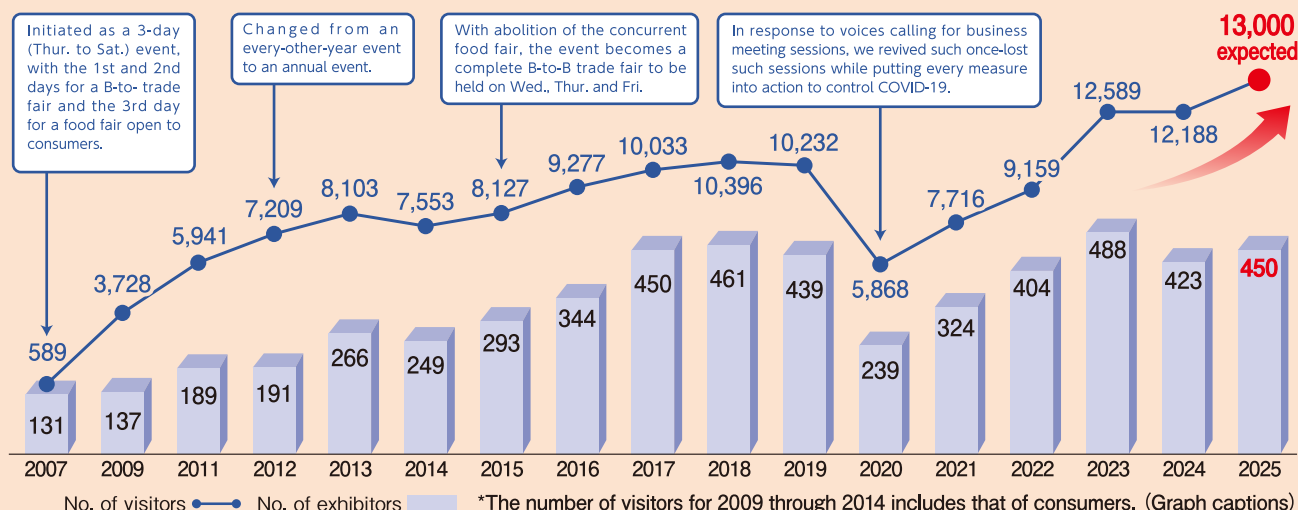
1 Expand business opportunities with Niigata as your base.

Niigata City functions as the regional hub of information exchange and logistics on the Sea of Japan coast, thereby serving as a strategic location for promoting business with neighboring areas. FOOD MESSE in NIIGATA, therefore, is a coveted opportunity for cultivating markets on the Sea of Japan coast as it attracts numerous food-related businesses with bases in Niigata. At the same time, buyers interested in superb regional products come to this event from the Tokyo Metropolitan Area as well as Niigata's neighboring areas. This means it is another benefit for you to expand your sales channels far and wide.



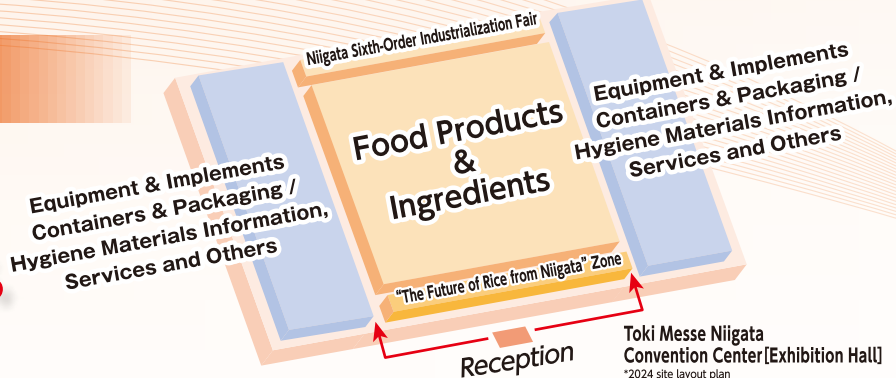
2 Essential to food businesses on the Sea of Japan, this vibrant 3-day FOOD MESSE has a history of achievements over the past 16 iterations.

After two pre-event years from 2005, the full-fledged FOOD MESSE in NIIGATA took place in 2007 under the theme “In Quest of Better Food.” Marking its 16th time in 2024, the event has grown in scale over the years as a venue of market cultivation for food-related businesses. Enjoying high recognition as a trade fair, it is now the choice of those who seek “From Across Japan to Niigata and vice versa” business opportunities. Even during the COVID-19 pandemic, we never gave up this event in response to earnest voices calling for the event to continue. The result was a great success, attracting all-time-high records in exhibitors and visitors in 2023.



and the trade fair of choice!

international general
and explore new trends.



3 Various types of food-related offers are possible, including food products and ingredients.

Food Products & Ingredients

Buyers visiting Food Messe seek to discover a wide range of products, such as fresh and processed products of agricultural, livestock, and fishery products rich in regional flavors, ingredients for commercial use, and functional foods.

- Fresh foods (agri., livestock, and fishery products)
- Processed agri., livestock, and fishery products
- Prepared dishes, bento, and ready-made food
- Seasonings
- Frozen food
- Confectionery/bakery products and ingredients
- Additives and flavorings
- Care food products
- Disaster relief food products
- Beverages
- Alcoholic beverages
- Oil products, etc.



“The Future of Rice from Niigata” Zone

Rice and its processed products have recently gained attention. This zone features products associated with rice, including related equipment and materials.

- Rice
- Packaged precooked rice
- Cooked rice
- Frozen rice
- Packaged mochi rice cakes
- Rice crackers
- Rice powder
- Rice powder products
- Sake
- Rice milling machine
- Flour milling machine
- Rice cooker
- Rice bag
- Packaging machine,



Municipalities, Commerce & Industry and Other Organizations

Support local business operators dealing in region-specific products and promote regional brands!

- Processed foods made with local specialties
- Locally grown agricultural products
- Regionally branded livestock products
- Locally landed seafood and its processed products
- Processed foods created through regional collaboration



Embassies, Foreign Companies and Importers

Ideal for cultivating markets on the Japan Sea coast, FOOD MESSE is a coveted opportunity to promote your overseas products.

- Agri./forestry/marine products
- Frozen food
- Confectionery
- Seasonings
- Alcoholic beverages, etc. ...



Equipment & Implements

Offer solutions in response to the needs of the food industry, such as restaurants, food makers, supermarkets, and producers!

- Manufacturing and processing machinery
- Manufacturing and quality control equipment
- Freezing machinery
- Retail and kitchen equipment
- Cookware, etc.



Containers & Packaging / Hygiene Materials

Containers, packaging, and hygiene materials are indispensable to the manufacturing, sales, and distribution of products. Exhibit your sustainability- or efficiency-conscious products.

- Prepared dishes/bento containers and packaging materials
- Beverage containers and packaging materials
- Dishes and tableware
- Stickers and labels
- Wrapping supplies
- Hygiene materials, etc.

etc. Information, Services and Others

Promote services for the food industry, such as supporting critical information systems and store management in various situations.

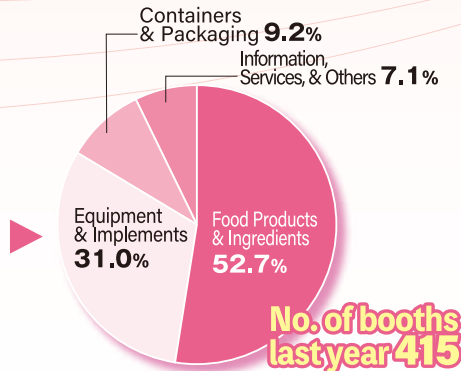
- Information equipment
- Store and kitchen design/installation
- Sales promotion/display
- Management consultant services
- Industry-academia joint research related to food and ingredient development, etc.

Four Characteristics of Exhibitors

Source: Previous (2024) results and exhibitor survey

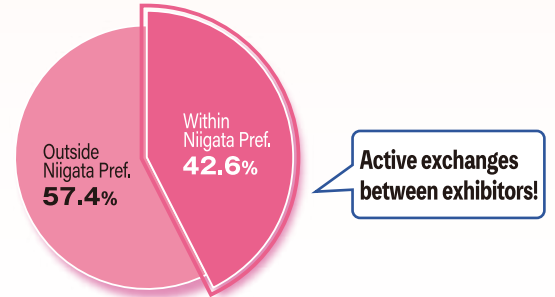
1 A variety of exhibits from food products to equipment and containers!

Category	No. of exhibitors
Food Products & Ingredients	223
Equipment & Implements	131
Containers & Packaging	39
Information, Services, & Others	30
Total	423



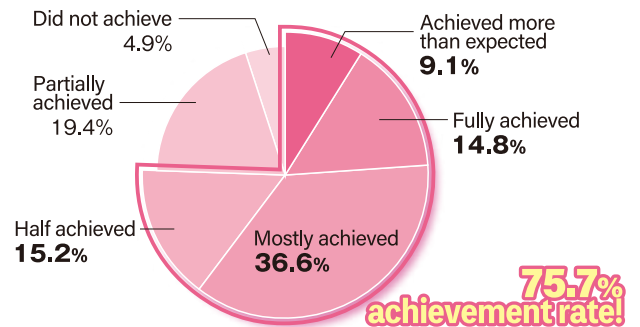
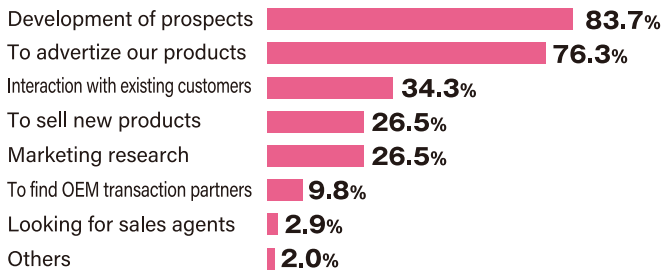
2 Exhibitors came from both within and outside Niigata! Drawing nationwide attention.

~Exhibitor location ratio in Japan~



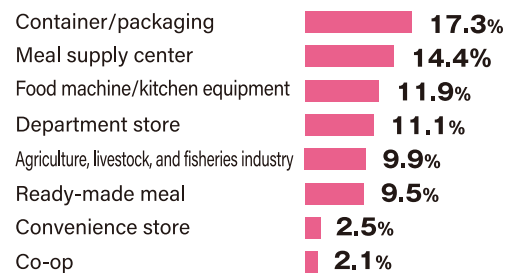
3 Over 70% of exhibitors achieve their objectives!

~Exhibitors' objectives and achievement rate~



4 Business meetings are possible with buyers in various fields!

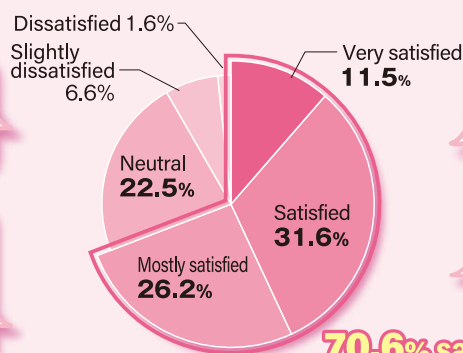
~Buyer industries (multiple answers)~



Main Feedback from Exhibitors

This fair was worthwhile, allowing me to learn about various industries and products and gain inspiration.
(Food products & ingredients)

We were able to meet prominent local buyers that we wouldn't encounter at other trade shows, making this exhibition stand out—in a good way—from the large-scale events held in major metropolitan areas.
(Equipment & implements)



Many restaurants and hotels participated in this fair. They had a high level of enthusiasm for business discussions, resulting in a higher generation of leads and business card exchanges.
(Food products & ingredients)

Through this trade fair, we realized a product collaboration with one of the exhibitors.
(Food products & ingredients)

Four Characteristics of Visitors

Source: Previous (2024) results and visitor survey

1 Visitors come not only from Niigata but from all across Japan!

~Breakdown of visitors by region~

Niigata Pref.	77.7%	—
Hokkaido-Tohoku region	3.2%	Hokkaido, Akita, Yamagata, Miyagi, Fukushima
Kanto region	12.0%	Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa
Ko-Shin-hokuriku region	4.0%	Ishikawa, Nagano, Toyama, Fukui, Yamanashi
Tokai region	1.2%	Shizuoka, Aichi, Gifu, Mie
Kinki region	1.2%	Kyoto, Nara, Osaka, Hyogo
Shikoku-Chugoku region	0.5%	Okayama, Hiroshima, Tottori, Shimane, Tokushima, Kagawa, Ehime, Kochi
Kyushu region	0.1%	Nagasaki, Kumamoto, Oita, Kagoshima
Overseas	0.1%	Korea, Vietnam

*Some of the above data were compiled according to company headquarters addresses.

2 Visitors come from a variety of industries!

~Breakdown of visitors by industry~

Food production/confectionery/bread maker	18.7%
Food trading/wholesale	14.8%
Restaurant	14.0%
Container/packaging	8.6%
Food machine/kitchen equipment	8.2%
Confectionery/bakery/café	8.2%
Supermarket/convenience store/department store/drug store	6.2%
Agriculture/forestry/fisheries	5.9%
Food-related specialty store	4.6%
Accommodations	3.1%
Meal supply center	2.6%
Food-related online shop	2.6%
Ceremonial business/leisure industry	1.3%
Take-out meal	1.1%
Co-op	0.1%

*The above data does not include that for the "Other" (government offices, organizations, students, press, etc.) category.

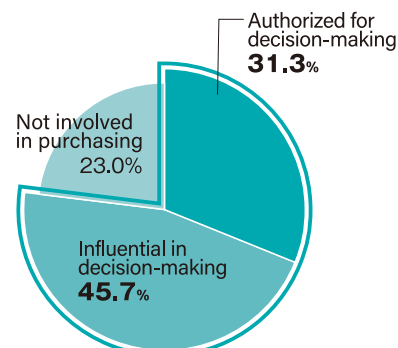
3 Visitors from various departments and managerial positions attend!

~List of visitors' departments~

Retail & Online Shopping	Food Trading & Wholesale	Food Manufacturer	Restaurant, Ready-Made Meal & Meal Supply
Fresh Food Department	Marketing Division	Marketing Division	Purchasing Division
Daily Delivery Department	Restaurant Representative	Bakery Section	Product Division
Prepared Foods Department	Product Representative	Deli Section	Product Development Representative
Grocery Department	International Representative	Sales Division	Executive Chef
Dried Products	Sales Division	Manufacturing Division	Manufacturing Division
Frozen Products	Dairy Food Division	Purchasing Division	Store Development Division
Confectionery Department	Retailer Division	Product Development Division	Menu Development Division
Beverages Department	Ingredient Division	Production Management Division	
Liquor Department	Planning & Development Division	Ingredient Purchasing Division	

4 Opportunities to directly contact key decision-makers!

~About product purchasing~



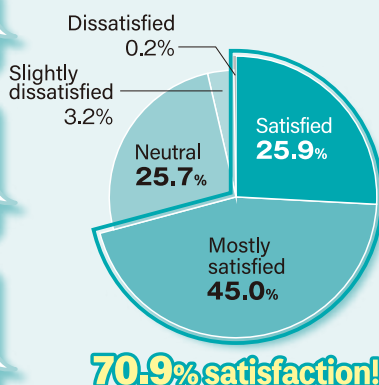
77% of buyers have purchasing authority!

Main Feedback from Visitors

More local agricultural and fishery-related companies should participate. (Supermarket)

This trade fair is a valuable and stimulating opportunity to communicate directly with business partners and new clients. I want the fair to continue. (Food manufacturer)

As a small business operator, I found this fair to be a great opportunity to discover new companies and products and find potential matches. (Food-related online shop)



70.9% satisfaction!

I wish to see more companies dealing in products and services for both commercial use and for manufacturers. (Food maker)

This fair expanded my knowledge of the food industry by helping me to understand the connections between other industries, such as packaging and machinery. (Food wholesale)

Although compact, I was very satisfied to be able to obtain information and documents that are available only at exhibitions in Tokyo, here in Niigata. (Confectionery)

Official Timeline

Application period

If you are considering participation ...

A briefing session will be available to make this event better known to those interested in participation. So please join the briefing. (Optional)

Briefing/seminars for prospective exhibitors

Timeline : 1p.m. - Doors open / 1:30 p.m. - Session begins
Venue : Toki Messe Niigata Convention Center
Small-sized conference rooms 306 & 307
*The session will also be webcast.

- Features of FOOD MESSE in NIIGATA
- Benefits and expected effects of participation
- Exhibition Essentials and how to exhibit
- Services available for exhibitors
- Preparations to make your participation a success (seminar)

Free to attend!



Register here

Wed, Jun.4

If you have decided to exhibit ...

1 Application

After confirming the "Exhibition Regulations" on the back of the Exhibition Application Form, fill out the form and send it to the Executive Secretariat by e-mail or fax.

Fri, Aug.29 Application deadline

*We will stop accepting applications once the number of approved applications has filled the number of available booths even if this occurs prior to the official application deadline. So, be quick to apply.

Wed, Sep.10

2 Participation in the exhibitor briefing session

Timeline : 1p.m. - Doors open / 1:30 p.m. - Session begins
Venue : Toki Messe Niigata Convention Center (medium-sized conference room 201)
*The session will also be webcast.

Agenda : Announcement of booth location arrangement; Explanation of key points regarding Exhibition Essentials and application; Seminar on effective use of this exhibition. Each exhibitor is requested to make sure that they adjust their schedule to have at least one representative participate in this session in person or online.

Period to prepare for participation

Mid-Sep. Distribution of invitations ("Visitor Guide") to exhibitors

3 Distributing invitations ("Visitor Guide") to customers and campaign to attract visitors

4 Preparing and submitting required documents

Fri, Oct.10 Deadline for submission of application documents

Tue, Nov.11 5 Delivery of materials and booth preparation

Wed, Nov.12 - Fri, Nov.14 FOOD MESSE in NIIGATA, 2025 and Sixth-Order Industrialization Fair, Niigata, 2025 in session

Fri, Nov.14 6 Removal and carrying-out

*Descriptions 1 to 6 above refer to exhibitors' activities.

Exhibition fee system

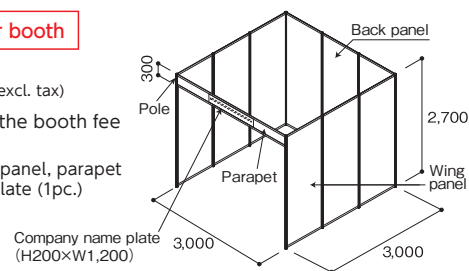
Regular booths

3m×3m (9m) per booth

¥135,000 (excl. tax)

- Items included in the booth fee (per booth) :

- ① Back panel, wing panel, parapet
- ② Company name plate (1pc.)



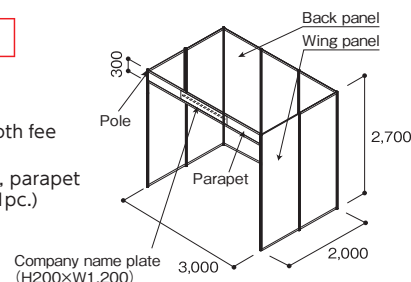
Special booths for food product/ingredient exhibitors

3m×2m (6m) per booth

¥95,000 (excl. tax)

- Items included in the booth fee (per booth) :

- ① Back panel, wing panel, parapet
- ② Company name plate (1pc.)



Special booths for Sixth-Order Industrialization Fair

2m×2m (4m) per booth

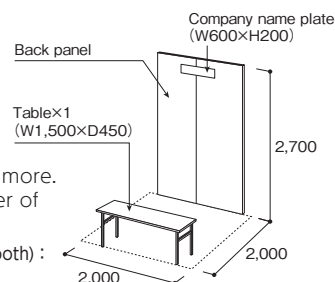
¥50,000 (excl. tax)

A booth fee of ¥55,000 (excl. tax) will apply to exhibitors who are participating for the fourth time or more.

*We will begin counting the number of times from the year 2024 on.

- Items included in the booth fee (per booth) :

- ① Back panel ② Table for exhibits
- ③ Company name plate (1pc.)



■ Equipment not included above can be rented for a fee. Applications will be accepted after the exhibitor briefing session via the rental equipment application form. For details on available equipment, please contact the secretariat.

Examples of rental items

- Table : ¥1,000 (excl. tax)
- Pipe chair : ¥500 (excl. tax)
- Fluorescent light (40W) : ¥3,500 (excl. tax)
- Electric charge : ¥8,000 (excl. tax) per 1kW
- 100V double outlet : ¥4,000 (excl. tax) per up to 1.5kW

*Charges shown here are subject to change.

■ Booth decorations are also available to increase appeal to buyers. For details, please contact the Secretariat.

Option only for single-/double-booth participation

Two-side-open booths (corner booths) can be offered

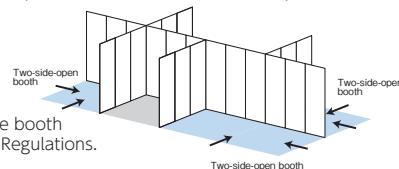
Charges ¥30,000 (excl. tax) *Availability limited

- Targets: Single-/double-booth exhibitors in the [regular booth] or [food product/ingredient booth] categories.

■ If you apply for this offer, you may be able to use a two-side-open booth (corner booth).

■ Please note, however, that we may not be able to meet your expectations fully because of limited availability.

*The organizer will determine these booth locations based on the Exhibition Regulations.



FOOD MESSE in NIIGATA, 2025
Executive Secretariat
(c/o Japan Food Journal Co., Ltd.)

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Fax: +81-(0)3-3537-1088 E-mail: contact@foodmesse.jp https://foodmesse.jp