

Dear Sir/Madam,

We are contacting you concerning the **EU Pavilion** that the European Commission, is organising at the food fair **FOODEX JAPAN 2025, from 11 to 14 March 2025 in Tokyo, Japan.**

The objective of the EU Pavilion is to raise awareness among Japanese buyers on key merits of European food and beverage products, including their safety, quality, authenticity and sustainability. It will endeavour to create positive awareness about the merits of EU agricultural products, to encourage imports, consumption and use of EU agricultural food and products in Japan.

The EU agricultural food and beverage products will be promoted by means of product display, product tasting, cooking shows, policy presentations or other relevant measures.

The **EU Pavilion is an institutional stand**, disseminating general communication messages and thus avoiding emphasis on brands or Member States. However, the EU Pavilion aims to include a very wide variety of representative products in selected categories of all Member States in its displays, tastings and cooking shows.

The Pavilion will form part of the EU's ongoing communication campaign in Japan, under the concept [Perfect Match!](#).

The aim of this survey is two-fold:

1. to involve the EU Member States, EU co-financed programmes and representative organisations to propose up to five key products for the fair in order to ensure fair representation of products from all Member States. Additional products will be procured by the contractor to ensure overall attractiveness and diversity of the pavilion.

2. to gather information on the participation of EU Member States, EU co-financed programmes and representative organisations at Foodex 2025 in order to be part of the EU Pavilion's shared visibility. The aim of this communication is to involve the EU Member States (MS) and representative organisations/companies in contributing with a number of products.

The final selection of products and the activities in which they will be promoted at the EU Pavilion, shall be made based on a balance between the suggested products and their type, product availability, and their compatibility with the rules set out by the exhibition organisers and relevant logistical constraints. The organisers will nevertheless endeavour to accommodate as many products proposed by the Member States as possible. Please note that each provider is solely responsible to deliver products (including transportation costs) to the contractor's storage in Tokyo.

The following **product categories** have been identified as a priority for FOODEX Japan:

- Dairy, with a focus on cheeses
- Processed agricultural products such as confectionery, chocolate, pasta, biscuits, etc
- Beef and pig meat, poultry
- Wine, beer, and GI spirits
- Olive oil
- Fruit and vegetables
- Organic products

It is important to respond timely to each step of the process, stated below:

- By **06 January 2025**, fill in the survey.

- By **31 January 2025**, the companies will get a reply from the REA contractor on the choice of products selected and the delivery address in Japan.
- By **28 February 2025**, the companies shall deliver their products to the designated address in Tokyo.
- For those products that require refrigeration, MS representatives shall deliver their products **3 days before** the event to Tokyo.

Interested organisations/companies are invited to complete the online application survey available here: <https://ec.europa.eu/eusurvey/runner/foodexjapan2025>

For more details, please contact foodexjapan2025@agripromotion.eu

I would like to thank you in advance for your interest and cooperation.

Kind regards,

DG AGRI Promotion Team