

# FOODEX JAPAN Enters a New Era

Announcing a New Logo for the Digital & Global Age

Rollout Begins from December 2, 2025

The Japan Management Association (JMA; Chairman: Masami Nakamura) will introduce a newly redesigned logo for FOODEX JAPAN, one of Asia's leading food and beverage trade shows. Starting December 2, 2025, the new logo will be rolled out sequentially across official FOODEX JAPAN 2026 channels, including the official website, mobile app, printed materials, and on-site signage. This rebranding marks a significant milestone. Since its launch in 1976, FOODEX JAPAN has led the growth of the food and beverage industry for nearly half a century. The new logo symbolizes the exhibition's evolution as it looks ahead to the next 50 years.

## ▼ Previous Logo



## ▼ New Logo



## ■Background of the Logo Renewal

FOODEX JAPAN has been held annually since 1976 and celebrated its 50th edition in March 2025. The logo renewal represents the beginning of a new chapter starting with the 51st edition in 2026. The redesign aims to enhance visibility and versatility across a wide range of digital platforms, including websites, social media, video content, and smartphone applications—reflecting the demands of the digital era. Through this change, the exhibition seeks to strongly communicate a message of evolution and

In addition, as the proportion of overseas exhibitors and visitors continues to grow each year, the new logo clearly reinforces FOOD EX JAPAN's presence as an international trade show. By adopting a globally appealing design, typography, and color scheme, the exhibition strengthens its resonance with audiences worldwide.

The key concept of the new logo is “Circle & Connection.” FOODEX JAPAN is envisioned as a platform where meaningful connections are formed. The overlapping circles are inspired by a handshake, the intertwining of threads representing people, and the traditional five-strand mizuhiki motif—reinterpreted into a modern, positive visual design. The circular outline symbolizes an international trade show originating in Japan and conveys the image of connections expanding across the world.

Numerous new areas will be introduced, focusing on the next growth domains of the

food industry. Exhibitions and seminars will be organized around themes such as “Food × AI,” logistics, startups, and Halal/Vegan/Kosher, highlighting technology, diversity, efficiency, and value creation.

As one of Asia’s largest food and beverage trade shows, FOODEX JAPAN 2026 will offer four days dedicated to shaping the future of food.

Official site : <https://foodex.jma.or.jp/en/>

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