

Japan Management Association

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

innovation to both exhibitors and visitors.

In addition, as the proportion of overseas exhibitors and visitors continues to grow each year, the new logo clearly reinforces FOODEX 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.

■Concept of the New Logo: “Circle & Connection”

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.

■Logo Variations



*Design: K-Art Co., Ltd.

■FOODEX JAPAN Sets Course for the Next Half-Century

Building on more than 50 years of history, FOODEX JAPAN 2026 will continue to evolve as one of Asia's largest comprehensive food and beverage trade shows. The exhibition will be held over four days, from March 10 (Tue) to March 13 (Fri), 2026, at Tokyo Big Sight.

Marking its 51st edition, FOODEX JAPAN 2026 is expected to bring together exhibitors from more than 80 countries and regions. Utilizing the entire venue, the show is planned on a record scale of approximately 3,000 companies and 4,000 booths. As a key platform where global food trends intersect with Japanese food culture, the exhibition will attract strong attention from buyers and industry professionals both from Japan and abroad.

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/>

[For Inquiries]

Japan Management Association (JMA)

Industry Development Center

TEL : +81-3-3434-3453 (9:00–17:00 JST, excluding weekends and national holidays)

E-mail : foodexglobal@jma.or.jp

3-1-22 Shiba Koen, Minato-ku, Tokyo 105-8522, Japan

[Press Inquiries]

Japan Management Association (JMA)

Corporate Planning Center

Email : jmapr@jma.or.jp / TEL : +81-3-3434-8620