

April 2021, Tokyo

## Wine & Gourmet Japan 2021 Concluded with a Great Success!



The 12th edition of Wine & Gourmet Japan remains focused on delivering quality business matchmaking through the event and its supporting programmes, making it the only trade fair in Japan specialising in Wine & Gourmet Food.

From 21 - 23 April 2021, the three-day event at Aomi Halls Tokyo Big Sight in Tokyo, Japan, welcomed 26,457 trade visitors from all over Japan, comprising of importers, retailers, manufacturers and professionals from the wine, spirits and food service markets.

Together with its partner trade fairs, FABEX, Dessert Sweets & Bakery Festival, PB/OEM, Premium Food Shows (incl Organic and halal sectors), Noodle Industry Fair, there were a total of 467 exhibitors. Wine & Gourmet featured 69 exhibitors from 7 countries and 51% are from overseas.

International exhibitors from Brazil, Bulgaria, France, Portugal, South Korea, Spain participated with the cooperation of their local representative offices and sponsors including three country pavilions such as Spain and new group participation from Brazil and Bulgaria.

“Bulgarian Small and Medium Enterprises Promotion Agency organized for the first time the Bulgarian Pavilion at Wine & Gourmet Japan. We confirmed that the fair was very successful and it was a great opportunity to find new importers and distributors through our on-site local supporters. We would like to come back again for the 2022 edition to continue our branding in the important market.” PhD. Boyko Takov - Executive Director drew a positive conclusion.

The Embassy of the Federative Republic of Brazil also made its debut at Wine and Gourmet Japan with 6 importers. Mr. Wilson Takahashi, Trade Officer pointed out with a comment, “It was the first time we have participated in Wine & Gourmet Japan. We are very pleased with the business environment for the Brazilian group and we could meet up with a large number of responsible persons from hotel and restaurants, decision makers of retailers.”

Wine & Gourmet Japan  
21.04.-23.04.2021  
[www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com)

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## Supporting Programs

With 9 thematic seminars aimed at disseminating insights related to wine and gourmet food, visitors were treated to a buffet of business ideas and inspiration. 3 seminars were organised by exhibitors from Brazil, European Garnacha/Grenache Quality Wines and Wine Cluster Hokkaido to introduce country specific specialty wines and 3 seminars were organised by Wine Kingdom, to focus on the harmony of wine and Japanese food.

Returning this year is the successful supporting program of matchmaking seminars for international wineries and local importers and distributors. These professional seminars were again organized by Koelnmesse, featuring a prominent lecturer, Ms. Junko Tominaga, who holds WSET Level 4 Diploma. The wine appreciation programs organized by Wine Kingdom provided wine-matching tips and advice to a highly targeted group of buyers from the Japanese bars, restaurants and hospitality sector, focusing on Creation of Neo-futuristic restaurant style with a solution of innovative wine offerings.

## About Wine & Gourmet Japan

Wine & Gourmet Japan is one of Asia's most relevant trade fair for conducting business with Japan's fine wine, food and beverage industry. Organised by Koelnmesse Co., Ltd. in partnership with Japan Food Journal and co-located with FABEX, Dessert Sweets & Bakery Festival, PBOEM, Premium Food Shows (incl Organic and halal sectors), Noodle Industry Fair, the fair serves as a dedicated food networking business platform in Japan and reaches out to various cross segments of visitors.

The 13th edition of Wine & Gourmet Japan will be held in Tokyo, Japan at Tokyo Big Sight from 13th - 15th April 2022 together with the first edition of ISM Japan and partner events, FABEX, Dessert Sweets & Bakery Festival, PBOEM, Premium Food Shows (incl Organic and halal sectors) and Noodle Industry Fair.

## About ISM Japan

ISM Japan is the first trade fair for the sweets and snacks industry in Asia and is being held from 13 to 15 April 2022 at the Tokyo Big Sight. Manufacturers, producers, wholesalers, distributors, importers, exporters, brokers and OEM own

brands from the following sections will be represented at the event: Sweets, salty snacks, baked snacks, speciality snacks, frozen snacks and raw materials. Two special zones are the Specialty Market Zone, where free-from, organic, halal and functional products will be exhibited and the Technology Zone, where the latest processing and packaging technologies for sweets and snacks will be presented.

#### Koelnmesse - Global Competence in Food and FoodTec

Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food and food technology trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business. Further Information is available at: [https://www.koelnmesse.jp/wgj/fair/wgj\\_2020/global-competence-in-food/](https://www.koelnmesse.jp/wgj/fair/wgj_2020/global-competence-in-food/)

The next events:

THAIFEX – Anuga Asia, 29.09.-03.10.2021

Anuga - The world's largest trade fair for food and beverages, Cologne, Germany, 09.-13.10.2021

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