

PRESS RELEASE

FOR IMMEDIATE RELEASE

Date of Release: 19 March 2026

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K-Food Attracts Strong Interest from International Buyers at FOODEX JAPAN 2026

Sejong, 19 March 2026 — The Ministry of Agriculture, Food and Rural Affairs (MAFRA) participated in the 2026 Tokyo International Food Exhibition (FOODEX JAPAN 2026) held in Tokyo, Japan from 10–13 March. During the exhibition, Korean exporters conducted a total of 1,333 export business meetings with international buyers. The total value of exports discussed reached USD 99 million, representing an 11% increase from the previous year. The meetings delivered tangible outcomes. A total of 23 Memoranda of Understanding (MoUs), valued at USD 12 million, were concluded, marking a 9% increase year-over-year.

Now in its 51st year, FOODEX JAPAN serves as a key platform for K-food

exporters seeking to expand their presence in the Japanese market. It remains the largest food exhibition in Asia, attracting approximately 3,000 companies from over 80 countries, as well as more than 70,000 visitors from the food industry.

This year's exhibition prominently featured frozen foods, convenience foods, and health-oriented products, reflecting evolving consumer trends in Japan, including rising dining-out costs, the growth of single-person households, and increasing interest in health and beauty. In response to these trends, the MAFRA and the Korea Agro-Fisheries & Food Trade Corporation (aT) organised an integrated exhibition cluster comprising K-food exporters, five local governments (including Chungcheongbuk-do and Jeollabuk-do), and four export consortia specialising in products such as paprika, tomatoes, and citrus fruits.

In particular, a dedicated 'K-Frozen' zone was established to showcase frozen food products, supported by a range of promotional activities, including product displays and tasting events. In addition, 'Next K-Food' promotional booths were operated to highlight strategic export items for the Japanese market. As a result, a range of products—including premium fruits (e.g. paprika, kiwi, and citrus), convenient meal replacements (e.g. freeze-dried soup blocks, potato hot dogs, and sweet potato bread), and functional foods (e.g. health beverages and protein products)—generated strong interest among buyers, leading to the conclusion of multiple MoUs.

Director General Jeong Gyeong-seok of the Food Industry Policy Bureau at the MAFRA stated: "Japan accounts for 13% of total export value of K-food, underscoring its importance as a key market. The ministry has identified fresh

agricultural products, traditional Korean alcoholic beverages, convenience foods, and health functional foods as strategic export categories for Japan in 2026, and will continue to provide comprehensive support to expand K-food exports.”



An integrated exhibition cluster for K-food



A ‘K-Frozen’ zone



‘Next K-Food’ promotional booths



Tasting events