



# Touch FOOMA, Taste the Future

## Participation Guide

The World's Leading Food Processing Expo

**FOOMA** 2025  
**JAPAN** FOOD PROCESSING  
TECHNOLOGY EXPO

Organized by: The Japan Food Machinery Manufacturers' Association

Tokyo Big Sight  
East Hall 1-8

June 10 Tue. 13 Fri. 10 a.m.  
5 p.m.



# Touch FOOMA, Taste the Future

Discover the possibilities of next-generation food manufacturing,  
and get a taste of its future

Cutting-edge technology meets fresh ideas

That is

FOOMA JAPAN 2025



**Yukio Okawara**

Chairperson  
The Japan Food Machinery  
Manufacturers' Association

The Japan Food Machinery Manufacturers' Association has contributed to the development of the food machinery industry throughout the years. Among its initiatives, its most significant project has been FOOMA JAPAN.

FOOMA JAPAN 2025, the exhibition's 48th iteration, will be held at Tokyo Big Sight for four days from June 10 (Tues.) to June 13 (Fri.), 2025, based on the theme of "Touch FOOMA, Taste the Future."

The food industry faces a variety of social issues, such as labor shortages, as well as the need to improve productivity, respond to the globalization of food, reduce environmental impact, and establish food security.

For the food machinery industry to maintain a sustainable industrial base, it is essential to accurately capture and analyze the trends in an increasingly diverse food industry, further advancing technological innovation, including through the promotion of automation, in order to pave the way for the future of the food industry.

The theme of the event embodies a determination that FOOMA JAPAN 2025, having inspired visitors as to the future of food manufacturing, will serve as a platform for the intermingling of the latest technologies and innovative ideas.

In this exhibition, we will maintain a focus on food safety and security. Along with exhibiting cutting-edge technologies such as robots and AI, as well as the latest products and services, we will continue to strive for the realization of a sustainable society.

We, the organizers, will work together to contribute to the strong development of the food machinery industry. We look forward to having many participants join us at FOOMA JAPAN 2025.



**Minoru Onoe**

Chairperson  
FOOMA JAPAN 2025  
Exhibition Committee

FOOMA JAPAN features a full range of solutions related to food production, and has continued to innovate as one of the world's largest-scale general food manufacturing exhibitions. For the 2024 iteration, the number of exhibitors, total visitors, and overseas visitors were all at a record high, with a total of over 5,000 solutions—allowing FOOMA JAPAN to live up to its title as one of the world's largest general food manufacturing exhibitions.

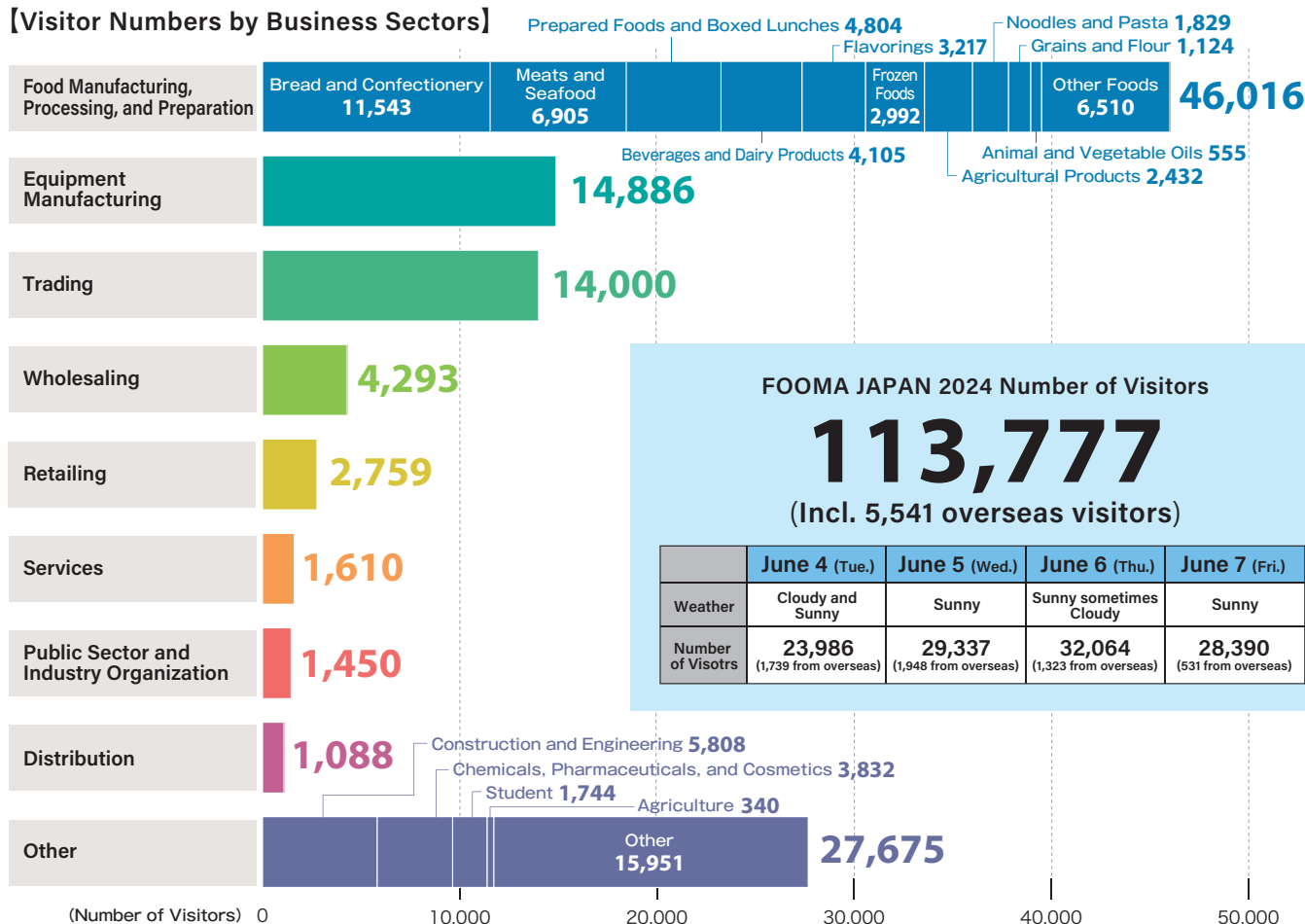
The theme for the upcoming FOOMA JAPAN 2025 is "Touch FOOMA, Taste the Future." Experience the future of food manufacturing yourself, and feel the potential through the five senses. By providing visitors with such experiences, we will evolve even further, becoming a more effective platform for promoting the appeal of the latest technologies, products, and services offered by our exhibitors. This exhibition will serve as an incredible opportunity for exhibitors to showcase their cutting-edge technologies and innovative ideas in an innovative manner, and generate new business opportunities.

The exhibition also aims to create international business opportunities in order to meet the needs of those who seek to develop their businesses in overseas markets. We are particularly focused on achieving solid results by expanding the number of overseas visitors and promoting the globalization of the food industry. In addition to our efforts toward exhibition DX transformation, through which we work to connect exhibitors and visitors, we will also be offering the best of the best in exhibition experiences and business matchmaking.

During the event, we will do our utmost to support exhibitors, so that the exhibition can be about more than simple product introductions—instead serving as a place that will make a deep impression on visitors, and allow them to make new discoveries. We ask that you consider exhibiting at FOOMA JAPAN 2025, as a platform for creating the future of the food manufacturing industry together. We look forward to your participation.

# Every Industry Involved in Food Will Gather to Find Innovative Solution!

## [Visitor Numbers by Business Sectors]



## Grow Your Business at FOOMA JAPAN



### Honoring outstanding food machinery and equipment The 4th FOOMA Award 2025

- Promote your innovations widely in the food sector and generate sales and business leads.
- Winning products will receive extensive media attention, maximizing PR effectiveness.



### Driving innovation forward!

#### Startup Zone

- A platform to connect with food industry professionals seeking the latest research, sustainable development goals, and emerging food tech.
- Collaborate with startups and industry partners to unlock new business possibilities.



### Promote your solutions in a seminar to attendees!

#### Exhibitor Presentation Seminars

- Directly present and showcase to highly interested attendees.
- Widely promoted through various advertisements such as newspapers and newsletters.
- Maintain visibility by showcasing your solutions through archived seminars even after the event concludes.



Each session lasts  
45 minutes (fee required)

### Food machinery manufacturers and users can easily find each other through the food manufacturing automation consultation service

#### FOOD TOWN

- Automation professionals hear from food factories facing issues and link them with exhibiting companies who are likely to have potential solutions.



### Connect smoothly with attendees and quickly start your sales activities

#### FOOMA ID Reader

- Instantly collect visitor information using your smartphone, with easy one-tap business card exchanges.
- Send thank-you messages and product catalogs immediately, ensuring no sales opportunities are missed.
- Utilize attendee registration data and surveys for valuable customer data analysis.



### Increase your PR channels

#### FOOMA News BOX

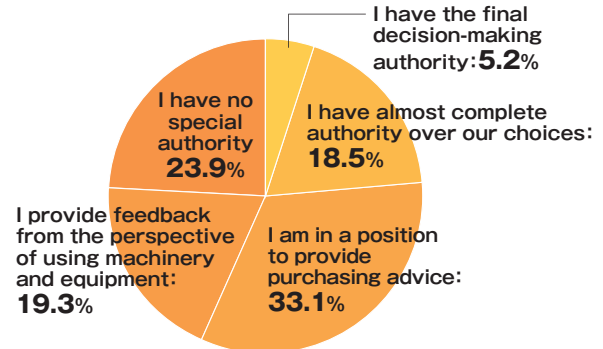
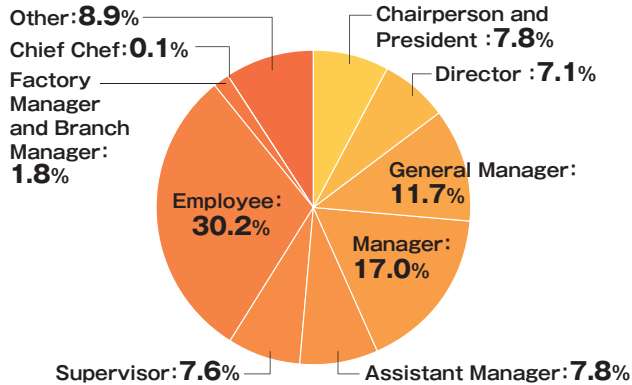
- A service for distributing press releases about your new products and key items.
- Not only generates interest but also increases the number of visitors to your booth.



# Exhibit Effectiveness

Realize effective outcomes by engaging with visitors committed to addressing issues

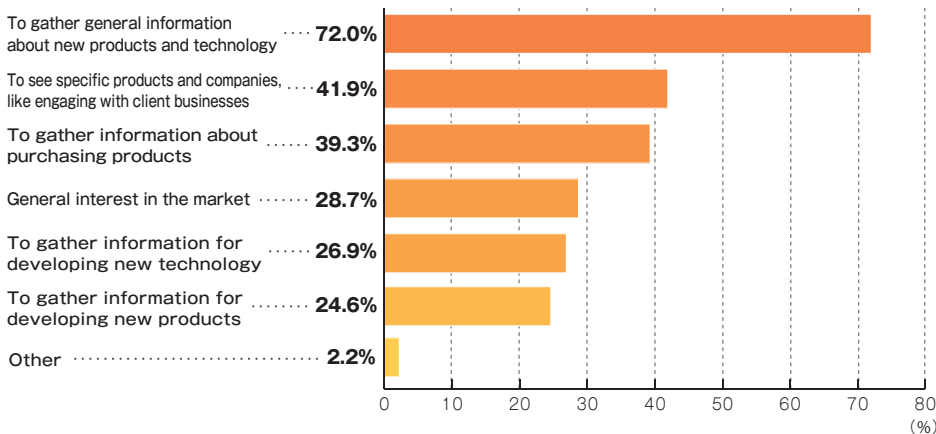
## A significant number of visitors involved in purchase decisions



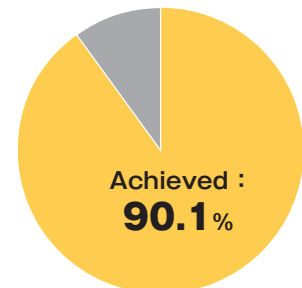
\* Source: Visitors responses to FOOMA JAPAN 2024 questionnaire.

## Reach out directly to visitors with diverse goals

### More than 70% visitors are in search of innovative solutions



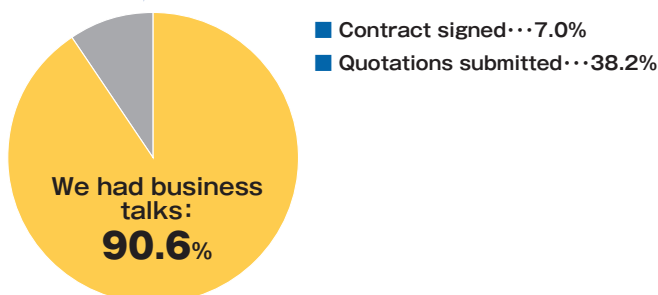
Over 90% of visitors achieved their goals



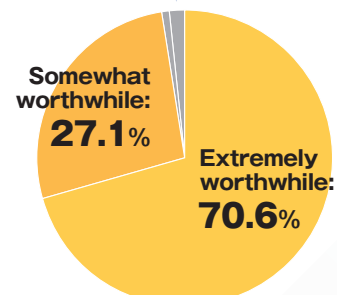
\* Source: Visitors responses to FOOMA JAPAN 2024 questionnaire.

## Numerous business opportunities contributed to sales and market expansion

Over 90% of exhibitors engaged in business conversation with visitors during the exhibition!



Over 90% of exhibitors felt that the exhibition was beneficial.



\* Source: Exhibitors responses to FOOMA JAPAN 2024 questionnaire.



# Exhibit Fields

Products, technologies, and services from all fields of food manufacturing are eligible for exhibits

## Choose the appropriate fields for your planned exhibits

### Food Materials Processing

Mixers, Blenders, Kneading mixers, Hammer mills, Sorters, Granulators, Sifters, Sieves, Dryers, Germicidal equipment, Heat exchangers, Dewatering equipment, Kneaders, Homogenizers, Bag openers

### Food Manufacturing, Processing, and Preparation

#### [ Baked Goods and Confectionery ]

Ovens, Mixers, Burners, Molders, Depositors, Dough conditioners, Steamers, Equipment for making and packaging azuki bean-jam products, Coating equipment, Tempering equipment, Slicers, Bread-making lines

#### [ Meats and Seafood ]

Slicers, Cutters, Choppers, Dicers, Tenderizers, Mixers, Molders, Sausage and ham fillers, Hamburger molders, Injectors, Stuffers, Tumblers, Fish-processing equipment, Smoking equipment, Ripening chambers

#### [ Noodles and Pasta ]

Noodle-making equipment, Instant noodle manufacturing systems, Pasta-making equipment, Equipment for making dumplings, Boilers

#### [ Deli and Prepared Foods ]

Ovens, Fryers, Pan fryers, Roasters, Steamers, Burners, Hot blenders, Rice cookers, Molders, Flouring equipment, Sushi makers, Rice-ball molders

#### [ Beverages and Dairy Products ]

Beverage manufacturing systems, Filtering equipment, Fruit juice processing equipment, Juicers, Filling equipment, Juice-sterilizing equipment, Concentrators, Emulsifiers

#### [ Agricultural Produce ]

Vegetable and fruit washers, Rice polishers, Rice rinsers, Cutters, Slicers, Root-vegetable choppers, Peelers, Corers, Sorters, Equipment for removing foreign objects

#### [ Tofu ]

Tofu manufacturing systems, Soymilk manufacturing systems, Deodorizers, Fryers, Equipment for making deep-fried tofu slices, Equipment for making yuba (tofu skin), Equipment for making grilled tofu, Tofu molds, Natto processing equipment

#### [ Fermented and Distilled Products ]

Distillation equipment, Compressors, Homogenizers, Emulsifiers, Fermentation tanks, Fermentation room, Equipment for making koji (malted rice)

#### [ Other Foods ]

Egg-breaking equipment, Boiled-egg shellers, Oil filter, Oil coating equipment, Food printers, High pressure processing equipment

### Engineering

Plant design, Equipment engineering, HACCP control, Plant factories, RFID, Traceability systems

### Robots, IT, IoT, and Food Tech

Picking robots, Palletizing robots, Collaborative robots, Autonomous mobile robots, Robotic arms and hands, System controllers, IO-Link, AI, IoT/M2M, Software systems for food-processing plants, System integrations, Smart kitchen, Kitchen OS, Food loss system, Alternative food technology, Food data

### Quality Maintenance

Precooling equipment, Cooling and freezing equipment, Freezing equipment, Defreezing equipment, Chillers, Cold-storage equipment, Storage equipment, Ultraviolet and ozone applied equipment, Germicidal equipment, Sterilizing equipment, Air conditioning unit

### Packaging and Filling

Packaging equipment, Filling equipment, Counters, Scales, Binders, Sealer, Ink-jet printers, Other printers, Labelers, Packaging materials

### Storage, Handling, and Logistics

Containers, Conveyors, Belts, Chains, Lifts, Sorters, Conveyance systems, Hoses, Pumps, Tanks

### Measurement, Analysis, and Inspection

Measurement equipment, Analyzers, Inspection equipment, Detectors, Test equipment, Image processing equipment, Sensors, Foreign-object detectors, Removal equipment

### Hygiene

Facility cleaning equipment, Vessel-cleaning equipment, Utensil-cleaning equipment, Functional water-supply equipment, Clean rooms, Sheet shutters, Uniforms, Equipment for detecting and removing foreign material, Insect-repellent equipment, Cleansers, Hygienic materials and equipment

### Environmental Protection, Energy Saving and Recycling

Drainage-processing equipment and technology, Energy-efficiency systems, Processing equipment for food waste, Energy saving equipment and facility, Energy saving technology, Energy saving solution, Composting equipment and systems, Dryers, Recycling equipment, Compactors, Sludge-processing equipment and technology

### Equipment and Components

Boilers, Valves, Couplings, Nozzles, Tanks, Hoses, Motors, Lubricants, Additives, Hot air generating equipment, Membranes and membrane-application equipment, Filters, Flooring materials, Surveillance camera, LED illumination

### Consulting and Intellectual Property

Product development, Hygiene control, Food-processing facilities, Food-product indications, Quality indications, HACCP, Waste disposal, Food safety, Distribution of energy and patent information, Patent transfer, Latest patent disclosure

### Information Services and Industry Organizations

Newspapers, Magazines, Books, Videos, Surveys, Research, and testing, Industry organizations, National government agencies, and local governments

# Visitor Attraction Programs

Proactive promotion to attract visitors from both domestic and overseas

## Joint Programs

- **Seminars and Symposiums**
- **The Academic Plaza**  
providing opportunities for those engaged in industry-academia-government collaboration to present their research.
- **The Safety and Hygienic Design for Food Processing Machinery Information Corner**
- **Networking Events**



## Domestic PR Opportunities

- **Official Website**  
The latest information is available on the PC and smartphones as needed.  
Introduction of exhibitors and their exhibited products.
- **FOOMA App**
- **Email Newsletter**  
Regularly distributed to more than 200,000 readers.  
Exhibited products are highlighted as pickup news.  
To attract visitors to the exhibition, it also offers advertising of seminars and other events.
- **Press Conference / Advertising / PR**  
Advertisements, banners, and articles will be published and exposed mainly in industrial economic newspapers, trade magazines, and web media.
- **SNS Promotion**  
Established "FOOMA JAPAN ch." on YouTube. Additionally, expanding through facebook and other platforms.
- **Distribution of Exhibition Brochures**
- **PR at Domestic Exhibitions**



## Strategies for Attracting Global Visitors

- **Official International Website**  
Promote exhibitors and exhibited products to overseas markets in both English and Chinese.
- **Advertisements, Online Banner Ads, and Articles Posted in Asian and European Trade Media Outlets**
- **Email Newsletter**
- **PR at Foreign Exhibitions**
- **Distributed International Promotional Videos via the "FOOMA JAPAN ch." on YouTube**  
Reaching 130,000 views in multiple Asian countries.



# FOOMA JAPAN in Brief

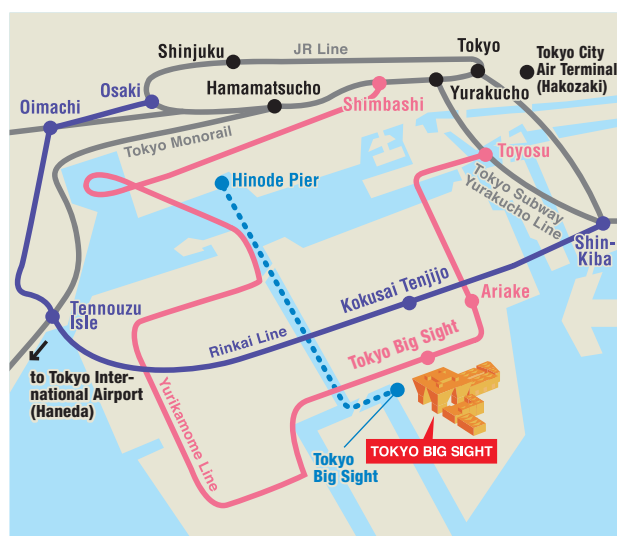
**When** 10 a.m. to 5 p.m., June 10 (Tuesday) to 13 (Friday) , 2025

**Where** Tokyo Big Sight (East Hall 1-8)

**Organizer** The Japan Food Machinery Manufacturers' Association

**Cooperation** 52 food-related industry organizations (scheduled)

## Access

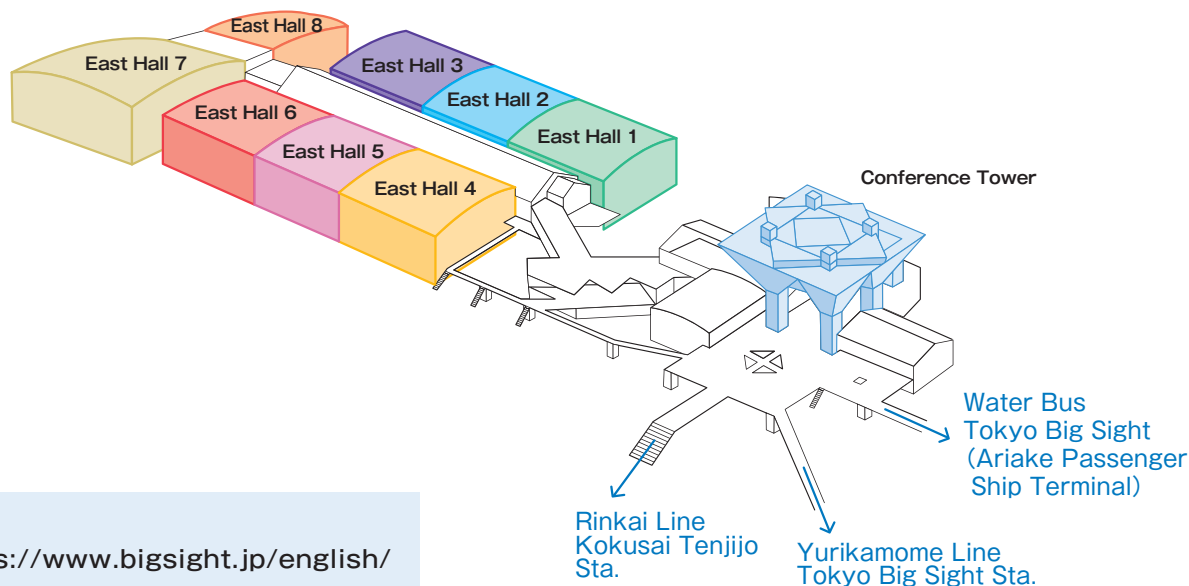


| Train                                   |                        |
|---|------------------------|
| <b>[Yurikamome Line]</b>                |                        |
| Shimbashi Sta. (JR, Tokyo Metro) .....  | about 22 minutes ..... |
| Toyoosu Sta. (Tokyo Metro) .....        | about 8 minutes .....  |
| <b>[Rinkai Line]</b>                    |                        |
| Shinkiba Sta. (JR, Tokyo Metro) .....   | about 5 minutes .....  |
| Osaki Sta. (JR) .....                   | about 14 minutes ..... |
| Bus                                     |                        |
| <b>[BRT]</b>                            |                        |
| Shimbashi Sta. (JR, Tokyo Metro) .....  | about 17 minutes ..... |
| <b>[Toei Buses]</b>                     |                        |
| Tokyo Sta. (JR, Tokyo Metro) .....      | about 40 minutes ..... |
| Monzennakacho (Tokyo Metro) .....       | about 35 minutes ..... |
| <b>[JR Bus Kanto] (JR, Tokyo Metro)</b> |                        |
| Tokyo Sta., Yaesu South Exit .....      | about 30 minutes ..... |
| Water Bus                               |                        |
| <b>[Tokyo Big Sight]</b>                |                        |
| Hinode Pier .....                       | about 30 minutes ..... |

\*Times and bus stop locations are subject to change.

## [ Venue ]

### Tokyo Big Sight / East Hall 1-8 Map



**URL**

<https://www.bigsight.jp/english/>

# FOOMA JAPAN 2025

For further  
information

## FOOMA JAPAN Secretariat

FOOMA Bldg., 3F, Shibaura 3-19-20, Minato-ku, Tokyo 108-0023, Japan Phone : +81 (3) 6809-3745  
Email: [notification@foomajapan.jp](mailto:notification@foomajapan.jp) FOOMA JAPAN Website: <https://www.foomajapan.jp/int/>