



## Belgian Food & Drinks Week in Expo 2025 Osaka

**Brussels, 2 June 2025 – Belgium is ready to take the spotlight at the World Expo in Osaka with the Belgian Food & Drinks Week, held from 9 to 12 June at the Belgian Pavilion. This initiative of BelExpo and Fevia, the federation of the Belgian food industry, is part of the Expo's thematic week "Necessities of Life: Food, Clothing and Shelter." Over four days, Belgium will highlight its expertise in food and health, along with its diverse and world-renowned gastronomic culture. Through tastings, presentations and interactive experiences, the Belgian Pavilion will showcase why Belgium is a global leader in food and drinks.**

### Belgian food & drinks are big in Japan

Belgian food and drinks enjoy a strong reputation in Japan, where "Belgian" is synonymous with quality, reliability and craftsmanship. Products such as beer, fries and frozen vegetables have a strong reputation and chocolate and biscuits are particularly popular during Japan's traditional gift-giving seasons, *ochugen* (summer) and *oseibo* (year-end).

Bart Buysse, CEO of Fevia, highlights the strategic opportunity: "Belgian products are well-positioned in Japan, but we must build on this momentum to expand our presence in this established market. Following the successful Belgian economic mission to Japan in 2022, the upcoming Belgian Food & Drinks Week presents another unique opportunity to strengthen commercial ties."

### Fifth overseas export market could use a boost

The Belgian food industry is export-driven, generating half of its revenue through international trade. Although Japan was once the second-largest export destination outside of Europe, it has been overtaken by faster-growing markets these past few years. Japan currently ranks as Belgium's fifth-largest overseas export market, following the United States, Saudi Arabia, China and Australia. Still, it remains a mature and promising market with untapped potential. To further deepen bilateral trade relations, a delegation of Belgian food and drink companies will participate in the World Expo.

On their official visit to Japan, TTRRHH Princess Astrid and Prince Lorenz will visit the world exhibition in Osaka on June 9th. They will underline the diplomatic and economic significance of the Expo hosted by Japan, participate in the Belgian food & drink program at the Belgian Pavillion and support Belgium's commitment to the Japanese market.

### Belgian Food & Drinks Week

For 6 months, Belgium will showcase its best assets to the world at the World Expo 2025 in Osaka. A highlight will be the Belgian Food & Drinks Week. With a plant-based lunch, a showcase on non-alcoholic drinks and a seminar on traceability in the chocolate chain, Belgium will showcase its commitment to health, sustainability and innovation. Initiatives such as the We're Smart World Future Awards will reinforce Belgium's commitment to responsible food production and consumption.

At the same time, Belgian classics such as chocolate and biscuits will be featured in tastings and seminars. These activities tap into Japan's strong appreciation for premium, giftable sweets. The shop of the Belgian Pavilion, already attracting significant foot traffic, is a showcase of Belgium's confectionery and bakery

excellence. Its popularity reflects the growing demand for premium imported goods in Japan and reinforces Belgium's image as a trusted, high-end food brand.

[Discover the program here >](#)

**Fevia members that are partners of the Belgian Pavilion:** AB InBev, Astra Sweets, Avieta, Belgian Chocolate Group, Brouwerij De Halve Maan, Brouwerij Huyghe, Centho Chocolates, Chant d'Eole, Chimay, Duvel, Godiva, Jules Destrooper, Leonidas, Lotus, Lutos, Neuhaus, Rombouts, Val Dieu, Vermeiren, Vondelmolen.

## About Expo 2025 Osaka

The World Expo 2025 takes place in Osaka, Japan, from 13th April to 13th October 2025. The theme of the expo is "Designing Future Society for Our Lives". The Belgian Pavilion is managed by the Belgian Commission General for International Exhibitions (BelExpo), an entity of the FPS Economy and led by Commissioner General Pieter De Crem. The overall theme of the Belgium Pavilion is "Human Regeneration". For more information on the Belgian participation to Expo 2025 Osaka, visit [BelExpo's website](#).

## About We're Smart World

[We're Smart® World](#) is a unique player in providing guidance & developing solutions for a smarter future, based on a strong global network. They raise awareness among policy makers, food producers, the hospitality industry and consumers and form a powerful community of like-minded people.

## About Fevia

Fevia, the federation of the Belgian food industry, is committed to building a more sustainable food system, in joint consultation with all stakeholders. As the mouthpiece of the Belgian food industry, Fevia represents over 4,000 companies that produce innovative quality food and drinks in Belgium. In fielding the "Food.be – Small country. Great food." brand, we are showcasing the strong suits of the industry around the globe.

The food sector is the undisputed frontrunner of the overall Belgian manufacturing industry, accounting for close to 102,500 jobs and representing 82,9 billion euros in turnover, of which 39,6 billion euros derives from export sales. Fevia represents 27 sub-sectors and over 750 businesses which jointly account for nearly 90% of all jobs generated by the Belgian food industry. Fevia's mission is to guide and support the Belgian food industry in creating sustainable added value.

### Press contact

Aurélië Gerth  
Spokesperson  
[aug@fevia.be](mailto:aug@fevia.be)  
+32 (0)498 58 62 05

### Fevia contact person as part of the delegation

Tine Vandervelden  
International Business Director  
[tvdv@fevia.be](mailto:tvdv@fevia.be)  
+32 (0)478 26 74 72