

J Culture Sydney 2025 Project Report



J Culture Sydney Pty, Ltd

December 2025

Organisational History



FY2021

- Launch of JAPAN EXPO
(Supported by the Ministry of Foreign Affairs of Japan and JAPANAROO)

FY2022

- 2nd JAPAN EXPO held
(Supported by JAPANAROO)

FY2023

- **February:** Japan Travel Fair
(Project commissioned by JNTO)
- **November:** 3rd JAPAN EXPO held
(Endorsed by the Consulate-General of Japan in Sydney)
- **December:** Piano Recital by Kyohei Sorita
(Australian debut performance, organised by J Culture Sydney)

FY2024

- **July–January:** JAPAN EXPO Online
(September: Endorsed by the Consulate-General of Japan in Sydney)
- **November:** First Noh Theatre Performance in Australia
(Grant-supported project related to Expo 2025 Osaka, Kansai)
- **December:** Gin-Ken-Shi-Bu Performance
(Traditional performance combining poetry recitation, swordsmanship, and dance)
- **December:** 4th JAPAN EXPO Sydney
(Endorsed by the Consulate-General of Japan in Sydney)
- **December:** Piano Recital by Masaya Kamei
(Australian debut performance, organised by J Culture Sydney)

FY2025

- **February:** Launch of Study Abroad Support Solutions
- **March:** Launch of JAPAN EXPO Online 2025
- **May:** Launch of Japanese-Style Wedding Arrangement Services
- **October:**
 - 5th JAPAN EXPO Sydney
(Endorsed by the Consulate-General of Japan in Sydney)
 - B2B Business Matching Event
(Co-hosted with JETRO)

Overview of the 5th JAPAN EXPO Sydney



Date & Time	Saturday, 25 October 2025, 10:00–16:00
Objective	To promote and disseminate Japanese tourism, products, and culture in Australia.
Venue	Sydney Town Hall Centennial Hall / Vestibule Hall
Program Content	<ul style="list-style-type: none"> • Distribution of promotional materials, food sampling, and product sales at exhibition booths • Stage performances, speeches, and presentations • Commemorative event marking the 45th anniversary of the Sydney–Nagoya Sister City relationship • Australia’s largest international Kimono Contest
Exhibitors and Performers	<ul style="list-style-type: none"> • Total exhibiting organisations: 45 (56 booths) • Total stage participant groups: 11 (20 performances) • By Sector (Tourism: 16, Products: 14, Food: 17, Culture: 19) • Other Categories (Airlines and transport companies: 4, Travel agencies: 2, Housing-related organisations: 1, Japan-related local governments: 7) • Nagoya-related Participation (Exhibitors: 8, Performers: 4)
Kimono Contest Sponsors	Japanese and Australian companies: 5
Participation Benefits Provided By	<ul style="list-style-type: none"> • Australia-based companies: 5 companies (11 outlets) • Japan-based companies: 2
Sponsors	Japanese companies: 5, Taiwanese companies: 1
Endorsement	Consulate-General of Japan in Sydney
Number of Visitors	3,100 attendees

5th JAPAN EXPO Sydney : Visitor Satisfaction (1)



**SAMURAI
TRAINING**



**DRAGON
龍 LIVE**

**5 Most Popular
Stage Programs**



**KAGAMI
BIRAKI**

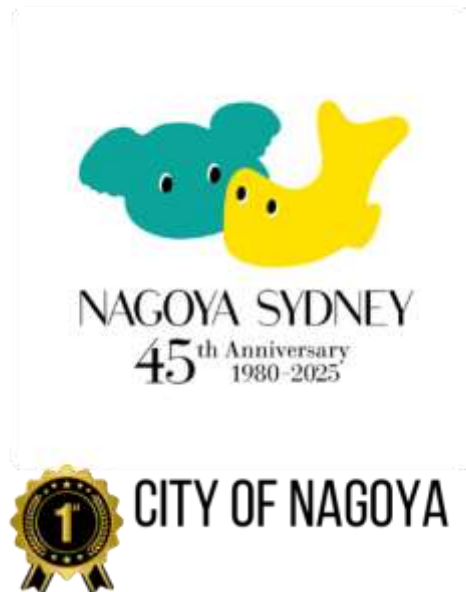


**KIMONO
CONTEST**



**JAPANESE
CALLIGRAPHY**

5th JAPAN EXPO Sydney: Visitor Satisfaction (2)



**Top 5 Exhibitor
Booths by
Satisfaction Rating**



B2B Business Matching Event Overview (1)



Background

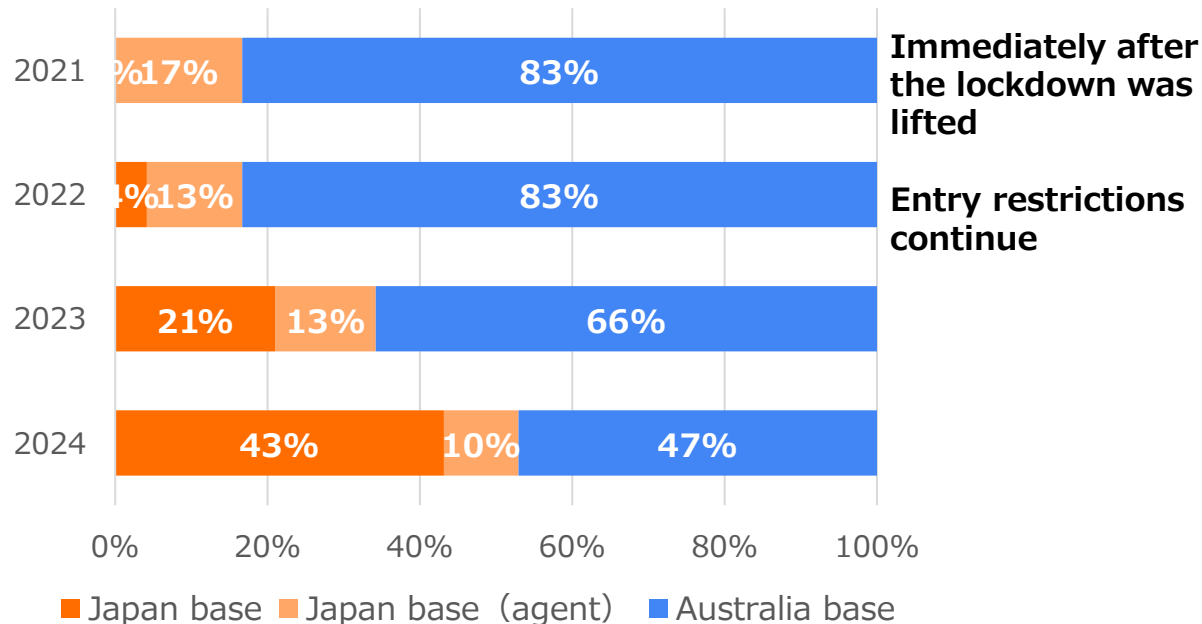
Since the complete lifting of international entry restrictions in 2023, the number of exhibitors based in Japan has increased.

In 2024, exhibitors based in Japan accounted for **45%** of all participants. When including exhibitors represented by Sydney-based agents, this figure rose to **53%**.

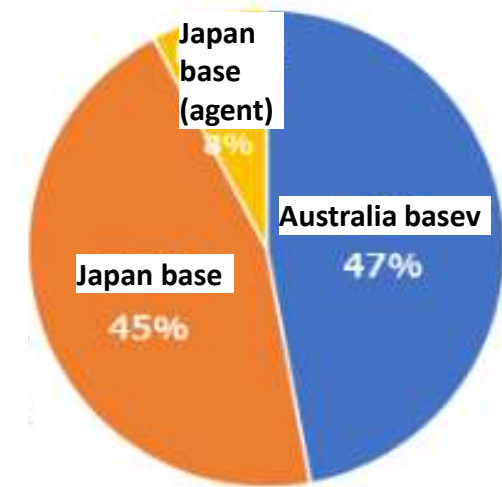
Objective

To provide JAPAN EXPO exhibitors from Japan with opportunities for B2B meetings with local Australian companies, thereby supporting business development and the establishment of ongoing commercial relationships.

JAPAN EXPO Exhibitor Locations



JAPAN EXPO 2024 Exhibitor Locations



B2B Business Matching Event Overview (2)

Event Summary

Positioning of the Event	Conducted as part of the JAPAN EXPO program
Organisers	Co-hosted by JETRO Sydney Office and J Culture Sydney
Operational Structure	<ul style="list-style-type: none"> • JETRO: Buyer coordination, venue provision, opening remarks, and event operation • J Culture Sydney: Recruitment and coordination of participating exhibitors • Other partners: Expansion of buyer participation through third-party introductions
Target Categories	Food products, Consumer goods (including cultural products for retail)
Product Pre-registration	Mandatory product registration on <i>JETRO Japan Street</i> https://www.jetro.go.jp/services/japan_street/
English-language Meetings	<ul style="list-style-type: none"> • Participants must be able to conduct meetings in English • If English proficiency is limited, exhibitors are required to attend with an interpreter
Venue	Meeting room, JETRO Sydney Office
Date & Time	Monday, 27 October, 10:00–14:00
Meeting Format	<ul style="list-style-type: none"> • Reservation-based, one-on-one pre-matched meetings • 30 minutes per meeting × 2–3 buyers per exhibitor
Buyer Recruitment	<ul style="list-style-type: none"> • Primarily coordinated by JETRO Sydney • Additional buyers arranged to increase business opportunities

Results

Participants	JAPAN EXPO Sydney 2025 exhibitors based in Japan: 5 companies (out of 10 eligible companies)
JETRO-Registered Buyers	Sydney- and Melbourne-based buyers: 4 companies × 4 buyers
Other Buyers	For traditional crafts, where buyer numbers tend to be limited, J Culture Sydney approached approximately 40 companies and successfully arranged individual meetings on separate dates.

Media Coverage



Pre-event <i>(41 articles / 23 organisations)</i>	10times, All Event in Citys, Bathurst Locals, CBS trade shows Guide, Chinese Gold Pages, Eastern Suburbs Locals, everi, Japan Club of Sydney, Japan Foundation, JETRO, Limelight, mirkout, NNA Australia, Sydney Mums Group, Sydney Nagoya Sister City Committee, Sydney Times, Timely fun, Upper Northshore Locals, WeekendsNote, What's on Sydney, the Consulate-General of Japan in Sydney, 展示会ナビ, NICHIGO Press
Post-event <i>(20 articles / 13 organisations)</i>	CLAIR Sydney, JAMS.TV, Katana Sword Art, NNA Australia, PR Times, Reddit, SBS Japanese, Yahoo News, KYODO, サードニュース, サザンクロス・プロモーションズ, ニコニコニュース, NICHIGO Press