

# 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



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

# 5th JAPAN EXPO Sydney : Visitor Satisfaction (1)



**1<sup>st</sup>**  
**SAMURAI  
TRAINING**



**2<sup>nd</sup>**  
**DRAGON  
龍 LIVE**



**3<sup>rd</sup>**  
**KAGAMI  
BIRAKI**



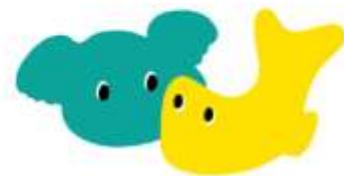
**4<sup>th</sup>**  
**KIMONO  
CONTEST**



**5<sup>th</sup>**  
**JAPANESE  
CALLIGRAPHY**

**5 Most Popular  
Stage Programs**

# 5th JAPAN EXPO Sydney : Visitor Satisfaction (2)



NAGOYA SYDNEY  
45<sup>th</sup> Anniversary  
1980-2025



CITY OF NAGOYA



Japanese lunchware



MAJIME LIFE

Top 5 Exhibitor

Booths by

Satisfaction Rating



Knot 'n Ki  
Mizuhiki Jewellery & A

Traditional Japanese Knot C  
Gifts • Celebrations • Lucky C



KNOT 'N KNOT

Shiro  
Matcha



SHIRO MATCHA



AZUKI

JAPANESE ARTISAN BREAD AND CAKES



AZUKI JAPANESE  
ARTISAN BAKERY

# B2B Business Matching Event Overview (1)

## Background

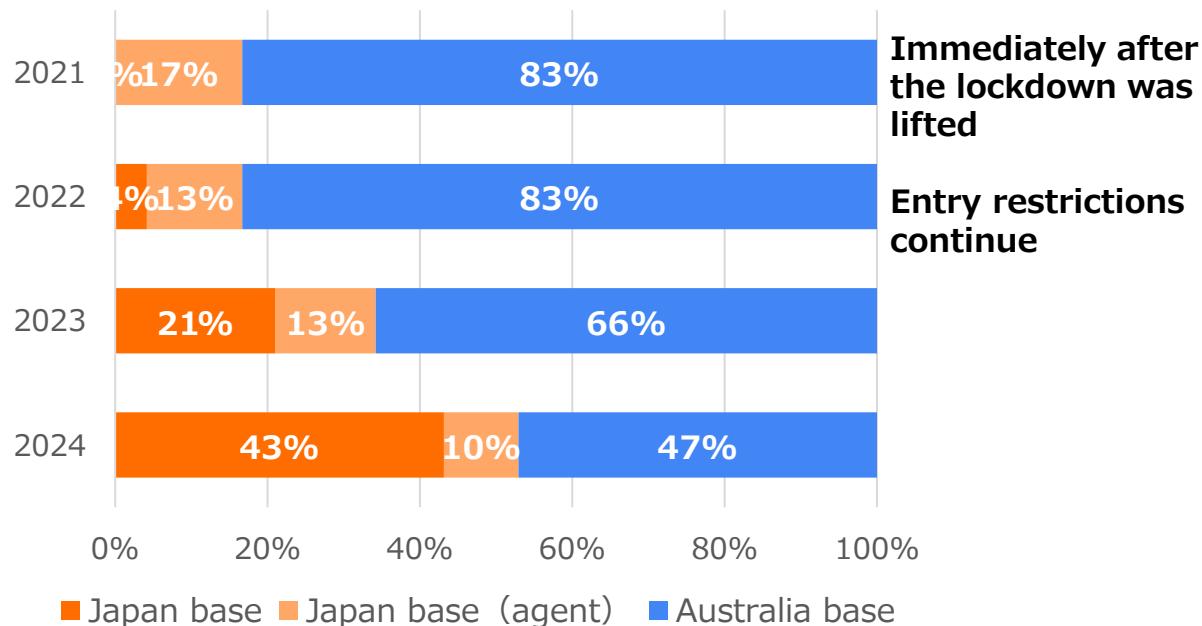
Since the complete lifting of international entry restrictions in 2023, the number of exhibitors based in Japan has increased.

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%**.

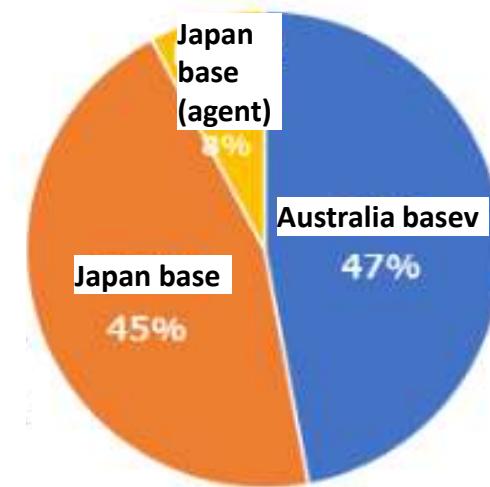
## Objective

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

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

## Results

<b>Participants</b>	JAPAN EXPO Sydney 2025 exhibitors based in Japan: 5 companies (out of 10 eligible companies)
<b>JETRO-Registered Buyers</b>	Sydney- and Melbourne-based buyers: 4 companies × 4 buyers
<b>Other Buyers</b>	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

<p><b>Pre-event</b>  <i>(41 articles / 23 organisations)</i></p>	<p>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</p>
<p><b>Post-event</b>  <i>(20 articles / 13 organisations)</i></p>	<p>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</p>