



The mall JAPAN DISCOVERY

## "The Mall JAPAN DISCOVERY 2025" Call for Exhibitors

An event to showcase the charm of Japan, open the market in Thailand, and promote inbound tourism.

"The Mall JAPAN DISCOVERY" is a Japanese cultural promotion event organized by The Mall Group, one of Thailand's leading retail businesses. This annual event has been held since 2011 and will take place this year at four branches of The Mall: three in Bangkok and one in Korat, a major economic city in northeastern Thailand.

Celebrating its 12th year, the theme of this year's event is "Tanabata Festival". The venue will be beautifully decorated with colorful Tanabata-themed designs, and the event will highlight Japan's culinary delights, tourism, and traditional culture. Special emphasis will be placed on regions related to Japan's three major Tanabata festivals, including Sendai City (Miyagi Prefecture), Kanagawa Prefecture, and Aichi Prefecture.

Additionally, The Mall Group will leverage its media network for extensive event promotion, making this an excellent opportunity to publicize Japanese products in the Thai market, conduct market testing, and promote inbound tourism.

### Event Details

Overall event period: Friday, July 25 – Tuesday, October 14, 2025 (32 days total)



The Mall Bangkapi: July 25 – August 3 (10 days)  
 The Mall Ngamwongwan: August 14 – August 20 (7 days)  
 The Mall Bangkae: September 25 – October 1 (7 days)  
 The Mall Korat: October 7 – October 14 (8 days)

☆ It is possible to participate in just one location.

### Supporting Organizations

(Pending Approval)



Embassy of Japan in Thailand, Japan National Tourism Organization (JNTO Bangkok)  
 The Japan Foundation, Bangkok Cultural Center, Japan External Trade Organization (JETRO Bangkok)

# TANABATA MATSURI

BANGKAPI/NGAMWONGWAN/BANGKAE/KORAT

## Event Venue

- ① The Mall Bangkapi (Bangkok): July 25 – August 3 (10 days)
- ② The Mall Ngamwongwan (Bangkok): August 14 – August 20 (7 days)
- ③ The Mall Bangkae (Bangkok): September 25 – October 1 (7 days)
- ④ The Mall Korat (Nakhon Ratchasima): October 7 – October 14 (8 days)

\* Korat is the second-largest economic city in Thailand, located about four hours by car from Bangkok.

## Event Hours

10:00 AM - 10:00 PM (subject to change depending on the branch)

## Booth Rental Fees

Approximately 50,000 - 70,000 THB (220,000 - 300,000 JPY) per branch (7 - 11 days), depending on the event duration.

## Event Concept

"Showcasing the charm of Japan while expanding into the Thai market and promoting inbound tourism."

- Enhance awareness of Japanese products.
- Conduct market testing in Thailand.
- Promote Japanese tourism.

## Booth Categories

- Japanese food, products, services, business introductions, and tourism promotion by Japanese local governments.
- Products or displays that align with the event theme, "Tanabata Festival," are especially welcome.
- Both food and non-food products are eligible.
- Imported food products must be FDA-registered.

\* We offer FDA registration support. Please contact us for more details.



## About the JAPAN Highlight Booth

Products and services that align with the Tanabata theme will be featured in the "JAPAN Highlight" section, providing additional promotional opportunities. Only 10 booths available, so secure your spot early!

## Application Deadlines

First round: Monday, April 7, 2025      Second round: Wednesday, May 7, 2025

\* FDA registration takes at least 2.5 months—please apply in advance.

## Visitor Statistics

The Mall's 3 Bangkok branches:

Weekdays: 30,000 - 50,000 visitors, Weekends: 70,000 visitors

The Mall Korat: Weekdays: 30,000 visitors, Weekends: 50,000 visitors

## Examples of Participating Organizations & Companies

Reconstruction Agency, Japan, J-FOODO, Kumamoto Prefecture, Hiroshima Prefecture, Kagawa Prefecture, Hokkaido Tourism Organization, Shiraoi Tourism Organization, JTB, Ministry of Agriculture, Forestry and Fisheries (MAFF), Japan, Famous food and snack companies: Aoyagi Sohonke, Nishiki-do, Uegaki Rice Crackers, YAMAMORI Thailand JALUX, Anri, Oita Asahi Broadcasting, Miyazaki Beef (TMJ), Yum! Yam! SOUL SOUP KITCHEN

## Organizer

The Mall Group

**THE MALL**  
GROUP



## How to Apply & Contact Information

JAPAN Highlight Booth Operations

Torari Enterprise Co., Ltd.

\* For details on booth participation, please contact via the QR link on the right.

Contact: Ms. Ikeuchi / Ms. Noon

Tel: 02-627-9494 / 062-408-1586

(Japanese inquiries welcome)

