

28th National Confectionery Exposition in Hokkaido

あさひかわ
菓子博 2025

SMILE SWEETS HOKKAIDO

About the 28th National Confectionery Exposition in Hokkaido

The National Confectionery Exposition, which started off as the "Imperial Confectionery and Candy Fair" in Tokyo in 1911, is held approximately once every four years in various cities across Japan as a celebration of all things sweet. Asahikawa Confectionery Expo 2025 will take place in the city of Asahikawa in Hokkaido.

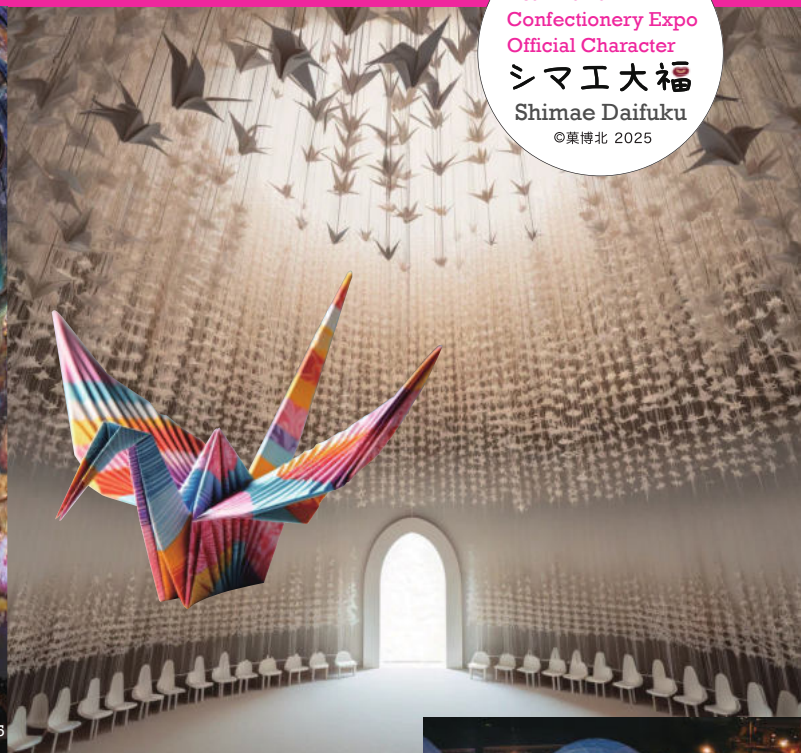


Asahikawa
Confectionery Expo
Official Character
シマエ大福
Shimae Daifuku
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May 30, 2025 FRI-June 15, 2025 SUN



Artist's rendering of the Asahikawa Confectionery Expo 2025



Asahikawa's First White Rock Dome Exhibition

Two white rock domes, one large and one small, will be set up inside the Taisetsu Arena. In the smaller dome, visitors will be greeted by a beautiful arrangement of 'origami cranes', folded by hand using wrapping paper from participating Confectionery Expo stores and imbued with prayers for peace. As visitors enter the main dome, they will be surrounded by a variety of Japanese and Western confectionery displayed on the interior walls of the dome, as well as an impressive and beautiful projection mapping of Hokkaido's vast farms, fields, and agricultural produce.



Artist's rendering of the domes

in Dohoku Arcs Taisetsu Arena (Asahikawa Taisetsu Arena)

Admission tickets

Advance tickets available online from October

Adults

Advance Ticket Price **¥1,200**

Same-Day Ticket Price **¥1,500**

Junior and Senior High School Students

Advance Ticket Price **¥1,000**

Same-Day Ticket Price **¥1,200**

Elementary School Students

Advance Ticket Price **¥600**

Same-Day Ticket Price **¥800**

Get up to 10% off when you show your admission ticket!

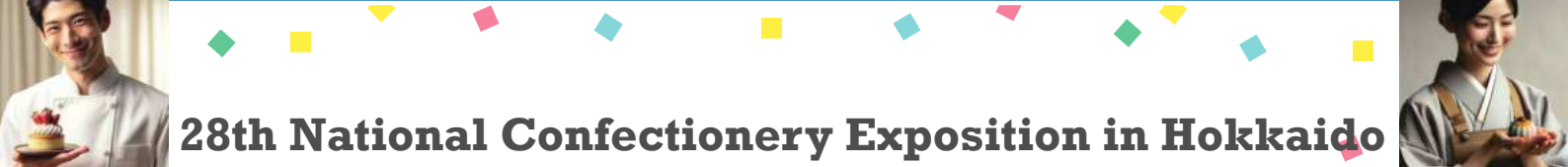
Special perks for admission ticket holders

Admission ticket holders are entitled to complimentary perks at various stores and facilities in Hokkaido. For more information, please check the list of participating stores and facilities on the website. Flash your admission ticket to enjoy these perks as many times as you like!



Organised by : 28th National Confectionery Expo in Hokkaido Executive Committee

Sponsored by : Ministry of Internal Affairs and Communications, Ministry of Foreign Affairs, Ministry of Agriculture, Forestry and Fisheries, Agency for Cultural Affairs, Small and Medium Enterprise Agency, Japan Tourism Agency, Hokkaido, Hokkaido Prefectural Board of Education, Asahikawa City, Asahikawa City Board of Education, Hokkaido Association of City Mayors, Hokkaido Association of Towns and Villages, Asahikawa Chamber of Commerce and Industry (As of June 2024)



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Exhibition of about 80 Decorative Confectionery Centerpieces

Behold the skills of confectionery artisans from across Japan, all in one place!



Photos from the 2017 "Oise-san Expo" in Mie

Sweets Family Land Hokkaido

Exhibits by major confectionery manufacturers. Fun for the whole family!



Photos from the 2017 "Oise-san Expo" in Mie



Sweets Demonstration Corner

Demonstration and tasting of sweets.



Exhibition of the Winning Works for Various Expo Awards

Award-winning products from the national confectionery competition will be on display.



Photos from the 2017 "Oise-san Expo" in Mie

National Sweets Market

Sweets that can normally only be purchased in specific regions of the country will be on sale.



Artist's rendering of the Asahikawa Confectionery Expo 2025

Photos from the 2017 "Oise-san Expo" in Mie

Calling for Origami Crane Contributions

~Confections that carry our hopes for peace~

Please contribute to our origami crane project.

Accepting contributions until February 28, 2025

The origami crane contributions that we receive as part of this project will be used to create the key visual for Asahikawa Confectionery Expo 2025. This event aspires to a future where everyone around the world can make and enjoy sweet treats with a smile, and your small contributions will help bring great happiness. We look forward to your cooperation.



Contact us : 28th National Confectionery Expo in Hokkaido Executive Committee
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Official homepage

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