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Inaugural Håfa Adai Guam Festival in Japan Showcases Made in Guam Products

SHIZUOKA, JAPAN — The Guam Economic Development Authority (GEDA) hosted its inaugural Håfa Adai Guam Festival in Japan, showcasing seven local companies and their Made in Guam products to the Japan market. Held on September 5, 2026 at the Izu Gateway Kannami in Shizuoka, the festival introduced Guam's unique flavors to several thousand attendees and provided an opportunity for participating Guam companies to sell directly to Japanese consumers for the first time.

"The inaugural Håfa Adai Guam Festival is a celebration of the longstanding cultural and economic ties between Guam and Japan," said Governor Lourdes A. Leon Guerrero. "The festival is laying the groundwork for Guam businesses to have a stronger direct consumer presence in the Japan market."

Participating Guam companies included Asiga, Denanche Guam, Everything Guam, Local Jerk Guam, Green Turtle Coffee, Kingfisher's Noni, and The Coconut Tree Company. The Guam delegation also included representatives of the Guam Unique Merchandise & Art (GUMA) and the University of Guam, who provided support in organizing and implementing the event.

During the festival, Guma Famagu'on Tano' yan i Tasi and the Yoshiwara Gion Taiko entertained the crowd with cultural performances throughout the day. Two local Japanese businesses, Orange Pot Cafe and Yamamoto Shokuhin also sold food items that incorporated Guam products in their menu.

"For the past few years, GEDA has provided the training, resources and support as part of its Guam State Trade Expansion Program to prepare our local businesses for export opportunities and take them to another level," said Lt. Governor Joshua A. Tenorio. "I look forward to the continued growth of our Guam businesses and having the Håfa Adai Guam Festival open up even more doors for our entrepreneurs throughout Japan."

Prior to the festival, GEDA held a Taste of Guam at the historic Mishima Plaza Hotel to promote the event and provide a preview of the Made in Guam products to local Shizuoka elected officials and government officials, media and social media influencers, business entities and associations and other community leaders. Mishima Plaza Hotel's executive chef, specializing in French cuisine, presented an array of dishes highlighting the Guam products as part of a CHamoru-French inspired menu.

"Five years ago, GEDA had a vision to host a festival in Japan to showcase Made in Guam products as part of its ongoing efforts to support local entrepreneurs and create pathways into new markets," said Shin Taira, GEDA Board of Director. "This was a historic milestone for GEDA, our local entrepreneurs, and Guam and it was exciting to see our vision realized and experience it firsthand with our Guam delegation."

With the initial market entry achieved, GEDA met with several key business entities after the festival to discuss potential promotional and sales opportunities for a continued presence of Made in Guam products in the Japan consumer market and food industry.

For more information and learn more about our programs, contact the Guam Economic Development Authority at (671)-647-4332.

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Participating companies: Asiga, Denanche' Guam, The Coconut Tree Company, Everything Guam, Green Turtle Coffee, Kingfisher's Noni, and Local Jerk setting up for the Håfa Adai Guam Festival.



Håfa Adai Guam Festival Press Conference and Taste of Guam to promote the event, Guam's culture, cuisine, and Made in Guam products.



Crowd enjoying entertainment, sampling, and shopping for Made in Guam products at the Håfa Adai Guam Festival.



GEDA, together with our partners, GUMA and UOG GLE at the Håfa Adai Guam Festival bringing Made in Guam products and the Håfa spirit to Japan.