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USER MANUAL · 2026

FOMAC

User Manual

A B2B matching platform that connects
Japanese food producers with the world.



02

What is FOMAC

A B2B matching layer that connects Japanese food-related companies with overseas stores, buyers, and trading partners.

From profile and product publishing to condition-based search, matching, and conversation — handled in one place.

Core features (registration, profile, product publishing, search, matching, messaging) are free to use.

SUPPLY SIDE

Japanese food companies

Publish company profiles and product details for overseas stores and buyers.

DEMAND SIDE

Overseas stores & buyers

Search Japanese products that match your conditions and start conversations with companies.

03

A marketplace built for both sides

FOMAC is open to both suppliers and buyers, by design.

SUPPLY SIDE

Japanese producers & suppliers

Open your company and products to overseas stores and buyers who are interested.

- Company profile & product details
- Export-readiness flags
- Direct messages to relevant partners

DEMAND SIDE

Overseas stores & buyers

Compare and review Japanese foods that match your conditions, then start talks.

- Filter by country / category / export readiness
- Save candidates you like
- Private conversations for next steps



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Start in three steps

From sign-up to first conversation in three moves.

01

STEP 1

Register

Sign up for free as a company or store. A complete profile makes matching more accurate.

02

STEP 2

Prepare conditions

Suppliers fill in product details, buyers set the conditions they want. The more precise, the better matched.

03

STEP 3

Start trading

Reach out to companies you like. Use the three-party conversation to move the conversation forward.

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Account registration

Top → New sign-up · Free plan.

03

Free plan is the starting point. Switch role any time.

Pick your role and register an email and password.

① ROLE



Japanese company

Publish and find overseas stores and buyers.



Overseas store / buyer

Search Japanese products, begin conversations.

② EMAIL

③ PASSWORD

※ Use at least 8 characters.

☐ I have read and accept the Terms & Privacy Policy.

④ REGISTER

PLEASE NOTE

You can switch the role later. Prefer a dedicated inbox you can manage. Note that the address affects reply trust.

Already registered? [Log in](#)

Company profile registration

Via Sidebar → Profile → Edit. **Required** fields are marked.

Company name

required

Contact name

required

Country

req.

Region

req.

City

Website

Summary

required

Categories

Seasoning · Snacks · Beverages · Noodles · Rice · Seafood · Livestock · Dairy · Frozen · Alcohol · Health foods · Sweets

Save draft

Register

PLEASE NOTE

Required covers the minimum. Going further on optional fields improves match rate.

Categories are multi-select. Pick those that best describe your output.

Saved as draft

You can save a draft and finish the form later.

Use the formal registered name and full location detail (country / region / city).

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Profile set-up — Overseas stores & buyers

Sidebar → Profile → Edit.

※ Categories and country are surfaced to Japanese suppliers so they can recognize you as a relevant candidate.

Store / buyer profile

①

Store / entity / business name

②

Country / city

③

Categories & scale

④

Import conditions you want

Cancel

⑤ Save

PLEASE NOTE

Import steps depend on local regulation. FOMAC does not stand in for legal or compliance review.

- ② Country should be accurate.
- ④ Specify volume / temperature bands.
- ③ Detail raises matching precision.

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Product registration

Sidebar → Products → New entry.

※ Product entries drive buyer search. Be specific and accurate.

Product details

①

Product name / category

②

Summary / pitch

③

Export readiness / cert / temperature

④ Publish

PLEASE NOTE

Follow local regulation for allergen, labeling, and safety.
An “export-ready” tag does not guarantee any specific destination.

- ② is what buyers read first.
- ③ kept accurate gets you found more often.

Manage products

Sidebar → Dashboard or Products → List to edit or pause entries.

PUBLISHED

5

+2 this month

DRAFTS

0

not yet visible

OPEN DEALS

3

2 awaiting reply · 1 in spec

UNREAD

0

require attention

PRODUCT	CATEGORY	UPDATED	ACTIONS
Uji matcha latte base	Beverage	2026/09/12	EDIT PAUSE
White miso gift set	Seasoning	2026/08/30	
Setouchi lemon cake	Sweets	2026/08/14	
Hokkaido aged cheese set	Dairy	2026/07/22	
Organic roasted green tea	Tea	2026/07/02	+ NEW PRODUCT

OPERATIONS

Update stock, pricing, and target regions whenever they change.

Stale entries quietly disappoint and erode trust.

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Search

Sidebar
 →
 Search
 →
 filter by country, category, and export readiness.

※ Results and scores are references. The final trading decision is yours.

Conditions

①

Keyword

②

Country / region

③

Category / tag

④

Export readiness

0 candidates		Sort: by score
	Uji matcha latte base Beverage · matcha · Kyoto	87
	Setouchi lemon cake Sweets · citrus · Hiroshima	74
	White miso gift set Seasoning · miso · Kyoto	62

What the matching score is

A 0–100 reference computed from registered conditions and history.

The score is a reference. The trading decision is yours — FOMAC does not guarantee fit or outcomes.

SCORE EXAMPLE

Uji matcha latte base

An example score inferred from category, temperature band, and target country fit.

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What moves the score

- Category & tag match
- Target country / region match
- Export readiness, certifications
- Profile completeness

Score bands at a glance

Strong fit

Conditions and interests line up well. Worth reading first.

80+

Moderate fit

Worth a closer look. Inspect details before deciding.

60–79

Reference band

Conditions don't quite match, or information is still thin — your profile or product copy might benefit from a refresh.

~59

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Three-party messaging

A conversation that includes the Japanese company, the overseas buyer, and FOMAC ops.

※ Keep sensitive material out of the message body — share it as attachments when needed.

①

Japanese company

Shares product & company
info and pitches.

②

FOMAC ops

Mediates, supports flow,
and prevents misuse.

③

Overseas buyer

Sends questions, specs,
and conditions.

PLEASE NOTE

- Thread history is shared across all three parties. No silent third parties.
- Messages are reference, not a binding agreement. Finalize terms between the parties directly.
- Keep sensitive or personal data out of the message body; share it through attachments instead.

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Conversation management

Open Sidebar → Deals to see live threads and the next step for each.

IN PROGRESS	NEGOTIATING	CONSIDERING	CLOSED	this month
12	05	08	03	

PIPELINE

Considering CONSIDERING · 08 Matcha / Green Lab First reply sent Preparing samples Lemon cake / HK store Terms sent Awaiting reply White miso / Kyoto MP Confirming temperature band Preparing extra info	In progress IN PROGRESS · 05 Cheese / NY Foods Quote & specs in negotiation Next: confirm lead time Green tea / Issuui Co. Negotiating volume & temp Next: draft contract Amazake / Body Goods Sample sent Next: await tasting	Closed CLOSING · 03 Matcha / Buyer F PO signed / awaiting payment Term: 12 months Sweet set / Store G Recurring PO, prepping next ship Natto / Wholesale H 5 months recurring Next: propose volume uplift
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Prohibited conduct & safety

The following are not allowed on FOMAC.

01 False or misleading info

Posting content that misleads or harms others' interests.

02 Impersonation

Signing up as someone else or without proper authority.

03 Illegal products

Items you cannot lawfully trade, or items you lack authority for.

04 Spam & indiscriminate pitches

Mass or untargeted contact that harasses other users is not OK.

05 Off-purpose use of data

Don't collect, resell, or repurpose data unrelated to your use.

06 System misuse

Probing vulnerabilities, overloading, or disrupting service is declined.

07 Rights & defamation

Violating IP, privacy, or trade secrets is not permitted.

REPORT

If you see signals of any of the above, please reach FOMAC ops. We review and act where appropriate.

Serious violations can trigger formal follow-up where needed.

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Account & security

Sidebar → Account → manage credentials or close your account.

① Verify & update your email

Keep a working business address reachable. Confirm changes via the email we send.

Update

② Refresh your password

Long, unique strings are recommended. Avoid reuse, and never share credentials.

Refresh

③ Close your account

Closing does not erase open trades, payments, or obligations. Resolve ongoing threads first.

Close

PLEASE NOTE

If credentials might be compromised, or you suspect unauthorized use, contact FOMAC ops right away.

You are responsible for your account. Sharing or lending it is not permitted.

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Help & support

When in doubt, start with one of these.

CONTACT

Support desk

When something is unclear or unexpected, reach the support desk first.

AI SUPPORT

AI assistance chat

A trained AI assistant is on hand to answer product-flow questions at any hour.

PARTNERS

Partner programs

Reseller and AI partner programs. Reach out to ops for details.

UPDATES

What's new

Some UI bits and features may have changed since this guide shipped.

READY WHEN YOU ARE

Let's begin.

A polished profile and a first saved entry are where most matches begin. Take it from there, one step at a time.

[Get started](#)