



Food Japan 2016 receives investment from East Japan Railway Company (JR East), rebranded from Oishii Japan and expands portfolio

MEDIA RELEASE

For immediate release

Singapore, 20 July 2016 – Food Japan, ASEAN’s leading exhibition for Japanese F&B related products and services has received investment from East Japan Railway Company (JR East), Japan’s largest train operator. As an annual event held in Singapore for Japanese F&B businesses to bridge into the ASEAN market, **Food Japan** has a proven track record of 10,910 attendees and 51% new trade visitors at the event last year. JR East’s investment into the established event, will lend itself the perfect opportunity to enter the ASEAN market, with Singapore as a key gateway into the region.

JR East has subsidiaries in the food business and is looking to expand this sector in ASEAN, a growth region whose population is forecasted to grow to 706 million by 2030, according to the United Nations. Aligned with its plans, JR East has recently announced a new travel concept café that will open in Singapore this November. Japan Rail Café will adopt the latest F&B recipes developed by JR East’s F&B outlets in Tokyo for its menu, with the hope of introducing Japanese F&B trends to this part of the world. With a common vision to promote Japanese F&B to ASEAN, the collaboration will see more opportunities for both parties to strengthen their positions in ASEAN’s food industry.

“**Food Japan** has established itself as a premier business ground and has grown from strength to strength. JR East is looking to expand its food businesses, especially in the ASEAN region where the potential for growth is recognised and we have identified **Food Japan** as the platform that will offer valuable synergies. We are very excited with the upcoming business opportunities and look forward to spreading Japan’s food culture to ASEAN through **Food Japan**,” remarked Mr. Hiroyuki Takeshima, Director Singapore from JR East.

Food Japan - rebrand to align with new industry verticals

Evolving to keep abreast with the industry’s needs, Oishii Japan has undergone a rebranding exercise to become **Food Japan** this year. The new name better reflects the growing portfolio of the exhibition, and is expected to draw in larger participation from the industry.



“When we started out with Oishii Japan five years ago, our focus was mainly on Japanese foodstuff and beverages and the term ‘Oishii’, which means ‘delicious’ in Japanese, described our exhibition profile fittingly. In its fifth year now, the event has grown to encompass other segments such as food technologies and machinery, which have contributed to a significant part of the exhibition. We are now ready to move towards a rebrand, with a new name that will better reflect the wider portfolio. **Food Japan** will showcase a wide spectrum of exhibits that will also include innovations, materials, education and services,” stated Mr Masanao Nishida, Director of **Food Japan**.

While Japanese food, ingredients and beverages alongside technologies will continue to be a mainstay at the exhibition, **Food Japan 2016** will include new products and services such as salt monitor, oil filtering, packaging machine, POS, ramen franchise, logistics technology, broadcasting station amongst others. The versatility of Japanese ingredients will be demonstrated in menu creations that will feature products by participating exhibitors from different prefectures. Attendees can expect to learn about authentic Japanese culinary techniques, quality seasonal produce, prefecture specialities and innovative use of common Japanese ingredients at master classes to be held alongside the exhibition. Seafood will also be a key highlight at this year’s exhibition.

Food Japan is expected to attract 320 exhibitors and 13,000 visitors this year from 27 – 29 October at Suntec Singapore Convention and Exhibition Centre. For more information, please visit <http://www.oishii-world.com/en/>.

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About Food Japan Executive Committee

Food Japan Executive Committee (of OJ Events Pte Ltd) is helmed by professionals with a strong track record in organising leading trade shows in various sectors, including the food and beverage (F&B) sector. The company was set up with the aim of supporting Japanese enterprises keen on tapping international markets by providing effective sales and marketing platforms for their products and services. Food Japan is one such platform for the F&B industry.



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