

FOR IMMEDIATE RELEASE



**FOOD JAPAN 2017:
BRIDGING JAPAN AND SOUTHEAST ASIA**

Singapore, 13 Sept 2017 – Food Japan 2017 is back for its sixth edition from 26-28 October 2017. This annual event provides a platform for F&B businesses in Japan and Southeast Asia to connect, network, and explore collaborations, as well as showcase ingredients, seasonal produce, prefecture specialities, and innovative food technologies that Japan has to offer. This year, specialities from over 37 Japanese prefectures will be represented and 50% of the exhibitors that are new to Singapore will be presenting unique items that have not been launched in Southeast Asia.

This year's Food Japan will shine a spotlight on leading food trends in Japan today – Functional Food and Elder Care Food, as well as top produce from the Tohoku region. Functional Food is defined as whole or fortified food that provide health benefits. Japan is the birthplace of functional food with Yakult kicking off the trend in the 1950s. Today, over 1,000 new products are released every year and include items such as Mamenoka Paste, a healthier substitute to butter and margarine; and Perilla Oil, which is an essential fatty acid that cannot be produced within the human body.

With Japan's burgeoning silver population, Elder Care Food is an industry that has seen a lot of development in the past few years. Elder Care Food is the provision of food for seniors that looks and tastes appealing, but is safe enough for them to swallow without choking. It has caught on in Singapore,

with several nursing homes serving food imported from Japan. As such, more exhibitors are showcasing their wares with new innovations such as *amazake*, a fermented non-alcoholic drink, and brown rice granola.

Located on the north-eastern region of Japan, Tohoku region is made up of six different prefectures, renowned for their seafood, apples, cherries, beef, sake, rice and more. Exhibitors will be showcasing products from the Tohoku region that include processed *sanma*, a type of Pacific Saury, gluten-free pasta, and premium jelly, made from these specialty ingredients.

In addition, Food Japan is also collaborating with e2i (Employment and Employability Institute) and Singapore Chefs' Association (SCA) for a series of masterclasses. Renowned chefs from SCA, such as Chef Edmund Toh, Chef Eric Low, and Chef Yew Eng Tong, will be showcasing Japanese ingredients in eight masterclasses. They will be demonstrating ways to cook the Lemongrass Glazed Chicken, Open Faced Spicy Tsukune Burger on Crispy Nori Maki, Umei Mayo and Pickled Scallions and Warm Olive-Miso Broth, among other dishes. Last year's masterclasses and workshops were sold out ahead of the showcase and it is expected that this year's will follow suit. Registration for these masterclasses are now open on the website.

Masanao Nishida, Director of Food Japan, says, "Not limiting to Japanese cuisine, all restaurateurs and F&B professionals want to be in the Southeast Asian market and the demand for Japanese ingredients, innovations and food products is high. We are thrilled that Food Japan serves as a strategic platform that connects relevant business parties together. We're committed to bringing in only the best, the most innovative, and the latest ingredients and trends to Southeast Asia and we are certain that the Southeast Asian market is ready for it."

Food Japan is supported by Singapore Tourism Board (STB), Japan External Trade Organisation (JETRO), Japan Tourism Agency, Ministry of Agriculture, Forestry, and Fisheries (MAFF), FOOMA, the Embassy of Japan, the ASEAN- Japan Centre, and the Council of Local Authorities for International Relations (CLAIR). Supporting banks are 77 Bank, Ashikaga Bank, Chiba Bank, Chugoku Bank, Fukuoka Bank, Hachijuni Bank, Hiroshima Bank, Hokkoku Bank, Hokuriku Bank, Hyakugo Bank, Hyakujushi Bank, Iyo Bank, Joyo Bank, Juroku Bank, Musashino Bank, Nagano-Ken Shinkumi Bank, Shizuoka Bank, and Bank of Yokohama.

Food Japan 2017 will be held at Suntec Singapore Convention and Exhibition Centre Hall 401-402. Over 200 exhibitors will be exhibiting over 3,000 ingredients, produce, F&B equipment and more, across the 5,000-square meter exhibition ground.

Address:

1 Raffles Blvd, Suntec City, Singapore 039593

Event Opening Hours:

26 and 27 October 2017, 10am-5.30pm daily (Trade admission only)

28 October 2017, 11am-4.30pm. Open to public at S\$4 per person

Official Website:

<http://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.

For more information, please visit: <http://oishii-world.com/en/>

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