



Food Japan 2018

25-26-27 October

Suntec Singapore Convention & Exhibition Centre

Food Quality Management takes center stage at Food Japan 2018

Food quality, functional food, halal products and innovative technology continues to gain traction in Southeast Asia



SINGAPORE, 19 SEPTEMBER 2018 – [Food Japan 2018](#) returns to Singapore for the seventh year running, to bring together F&B businesses from across Japan and Southeast Asia. The exhibition is ASEAN's most prolific showcase of authentic Japanese food and beverage (F&B) products, culinary techniques and novel technologies.

Formerly known as Oishii Japan, Food Japan 2018 will be held at Suntec Singapore Convention and Exhibition Centre Hall 401-402 from 25 to 27 October 2018.

The three day long exhibition will see food quality management take center stage at Food Japan 2018. The superior quality of Japanese F&B products, which are subject to rigorous quality checks and produced using advanced food safety techniques will receive the spotlight.

Nippon Suisan Kaisha, a subsidiary of [NISSUI Group](#), utilizes a vertically-integrated operation to ensure the safety of its marine produce such as *kurose buri* (yellowtail) and pollock roe.

[Tsukuba Dairy Products](#) adopts an integrated hygiene management program, along with hazard analysis and quality management certifications to reduce the risks of cross-contamination in the processing of its dairy and nut products.



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With more and more consumers turning to healthier alternatives, the event will showcase key exhibitors responding to this demand. [Morinaga Nutritional Foods](#) will be bringing to the event an extensive range of dairy products which includes its vegetable oil free, full-dairy creamer *Creap*.

Daiei Foods will bring to the event various Halal-certified fishery food products – a nod to Japan's growing interest in Muslim-majority countries such as Malaysia and Indonesia. [21 Max New Solution](#) will showcase its latest line of productivity-boosting rice cookers – *KUBOTA*. These devices are designed to help restaurants cope with the challenges of a restricted labor force.

Over 200 exhibitors are expected to attend Food Japan 2018, which will play host to specialities from various Japanese prefectures. 35% are participating for the first time, bringing fresh seasonal produce, delectable ingredients, sake and cutting-edge Japanese technology to the region.

“Japan's agriculture, forestry and fishery exports surpassed JPY435 billion in the first half of 2018, a significant increase over the same period last year – this suggests consumer trust towards Japanese food export is on the rise. To maintain this momentum, we want to highlight key trends such as food quality, functional food and halal products at Food Japan 2018 to further cement Japan's leadership position in the food and beverage industry in Southeast Asia,” said **Mr Masanao Nishida, Director of Food Japan**.

The organizers of Food Japan will also be launching a brand new service by collaborating with various exhibitors to provide consolidated shipment for buyers. This value-added service aims to streamline logistics for purchases made at the event, providing greater convenience to buyers.

In addition to Singapore Tourism Board (STB), Food Japan 2018 is also backed by 17 supporting banks and 11 organisations including Japan External Trade Organisation (JETRO), Japan Tourism Agency (JTA), the Ministry of Agriculture, Forestry and Fisheries (MAFF), the ASEAN-Japan Centre, Council of Local Authorities for International Relations (CLAIR), the Embassy of Japan, Singapore Exhibition & Convention Bureau, the Japan Food Machinery Manufacturers' Association (FOOMA), Singapore Chefs' Association (SCA), Food and Beverage Management Association Singapore (FBMA) and Singapore Hotel and Tourism Education Centre (SHATEC).

For more information on Food Japan 2018, please visit <http://www.oishii-world.com/en/>



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Food Japan 2018 Information

Opening Hours:

Trade – 25 to 26 October – 10.00am to 5.30pm daily

Public – 27 October – 11.00am to 4.30pm

Admission Fee & Registration:

Trade – [Online pre-registration](#): Free; Onsite registration: \$20 per person

Public – \$4 per person. Free admission for children 12 years and below.

Address:

1 Raffles Boulevard, Suntec City, Singapore 039593

About Food Japan Executive Committee

Food Japan Executive Committee (of OJ Events Pte Ltd) is helmed by professionals with a strong track record in organizing 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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