

Day One Highlights

Featuring 200 exhibitors from 40 prefectures and regions in Japan this year, the 8th edition of Food Japan kicked off in Singapore with a packed exhibition hall and a sake barrel ceremony on J-Studio stage. Here's a quick recap of the highlights from Day 1.

The Sake barrel or "Kagami Biraki" was broken to symbolise the official opening to the ASEAN's largest exhibition on Japanese F&B, technology & services.



Opening Ceremony (L-R) Ms Junko Ishii, Managing Director, Japan External Trade Organisation (JETRO Singapore); Mr Andrew Phua, Director, Singapore Tourism Board (Exhibitions & Conferences); Mr Masanao Nishida, Director, OJ Events; H. E. Jun Yamazaki, Ambassador, Embassy of Japan and Mr Tsugumasa Muraoka, Governor, Yamaguchi Prefecture.



Kagoshima Fish Market took the stage to demonstrate their Special Fish Cutting Show of Amber jack fishes and the audience sample the delicious sashimi.



The show floor was packed with visitors who got the opportunity to discover the new-to-market and unique prefecture specialties from the 40 prefectures through a range of displays and sampling.



The workshop on Japanese Sake by Sean Ou, DipWSET, SSA Master Sake Sommelier attracted a full audience as he guided the participants through the tasting and taste profile for sake pairing with food.



The largest egg company in Japan, Ise Foods showcase and presented to the crowd on their latest innovative egg beverage products.



Visitors get up-close with the exhibitors to conduct business discussion and meetings the unique prefecture specialties from the 40 prefectures this year.



At the business lounge, buyers and exhibitors connected and potential business relationships was made during the meetings and discussions.

Admission Details

Trade: 31 Oct - 1 Nov, Thursday to Friday

10.00am - 5.30pm

Free admission for those who have pre-

registered online.

SGD \$20 for registration at the door.

Trade & Public: 2 Nov, Saturday

11.00am - 4.30pm

Public admission Ticket is SGD \$4

Free entry for children 12 years & below.

J Studio Stage Programme

Exhibitor List

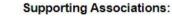
Floor Plan

J-Food Court

Organised by

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