

October 2021

## MESSAGE FROM H.E. JUN YAMAZAKI, AMBASSADOR OF JAPAN TO SINGAPORE



FOOD JAPAN is the single largest dedicated event on Japanese food and beverage in Singapore. As you may know, many events including FOOD JAPAN were cancelled in 2020 due to Covid-19 restrictions. I am glad that it is being held again this year, though virtually.

Similar to past events, many attractive producers are participating in the event this year. I am certain that you will be able to find suitable product for your business.

It is heartening to know that the demand for Japanese food has continued to grow in Singapore despite the effect from Covid-19. I am most happy to say that Singaporeans' taste for Japanese cuisine continues to widened and deepened, judging from the broad spectrum of Japanese food and beverage being served in restaurants here, beyond just sushi and sake.

It is my sincere hope that this event not only will serve to further enhance the economic ties between the businesses of Singapore and Japan, but also will spark interest in Japanese food and culture among many Singaporean consumers. This, in turn, hopefully will also lead to people wanting to travel to Japan when the border control measures are eased.

Meanwhile, please enjoy the event, and stay safe.

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### [Food Japan 2021 ONLINE](#)

Platform Will be Online: 2021 08.01 to 10.28

Live Event Dates: 2021 10.20 (Wed) 10.21(Thu) 10.22 (Fri)

*ASEAN Exhibition of Oishii Japanese F&B, Technology, and Services*