



Join us as we celebrate the vibrant opening of Food Japan 2024 in Singapore, featuring an impressive lineup of 194 exhibitors from 37 prefectures across Japan! The 12th edition kicked off with a bustling exhibition hall, highlighted by a captivating sake barrel ceremony on the J-Studio stage.

The "Kagami Biraki", or Sake Barrel, was ceremoniously broken, marking the official launch of ASEAN's largest exhibition dedicated to Japanese food, beverage, technology, and services.

## Check out the exciting highlights from Day 1!



### Opening Ceremony

(L-R): **Yoichi Kimura**, Managing Director of Japan External Trade Organisation (JETRO Singapore), **Poh Chi Chuan**, Executive Director of Singapore Tourism Board (Exhibitions & Conferences), **Masanao Nishida**, Director of OJ Events Pte Ltd, **Hiroshi Ishikawa**, Ambassador, Embassy of Japan, **David Chan**, Honorary Secretary-General of Association of Bartenders & Sommeliers Singapore

### J-Stage Studio

#### The World of Sake: From its History to Current Research

Dr. Ayaka Kinoshita presented the Annual Japan Sake Award, showcasing various sake types while attendees sampled exquisite sake with regional specialties.



### Discover Japanese Processed Meats

Representatives from six authorised factories showcased processed meats, including ham and sausages, inviting visitors to sample these high-quality offerings.





## Food Japan 2024 Showfloor

The show floor was packed with visitors exploring unique prefecture specialties from 37 regions through engaging displays and sampling opportunities across 194 exhibitors.

With just two days left, secure your spot and be part of the action!  
 Trade: 25 October, 10:00 am–5:00 pm  
 Trade & General Public: 26 October, 11:00 am–4:30 pm  
 Location: Suntec Convention and Exhibition Centre, Level 4, Hall 403  
 Onsite Tickets (25 October): SGD 50  
 Public Day (26 October): SGD 4  
 (Public day tickets may be purchased online or on-site.)

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