



Media Release

For Immediate Release

Demand for Japanese F&B Products and Services Stay Strong as Food Japan 2016 Concludes With Over 11,500 Trade and Public Visitors

Singapore, 16 November 2016 – Rebranded as Food Japan this year, ASEAN’s leading exhibition for Japanese F&B related products and services, concluded for its fifth successful showcase. Over 11,500 trade and public visitors turned up over the three days, a slight increase from last year. Masterclasses and workshops, introduced for the first time, saw encouraging response, with the workshops sold out ahead of the showcase.

Focusing on Health, Innovation, and Productivity, Food Japan 2016 was held from 27 – 29 October, and featured 304 exhibitors from 39 prefectures who showcased over 1000 items, half of which are new. Popular mainstays such as confectionery and snacks, alcoholic and non-alcoholic beverages returned to the show as well. Visitors were able to better understand and experience a diverse spread of classic Japanese ingredients, unique prefecture specialities as well as innovative F&B technology and machinery.

“Food Japan 2016 is one of the key events in celebration of the 50 years of diplomatic relations between Singapore and Japan. We are delighted by the support from the F&B industries in Japan and Singapore in this year’s showcase. Food Japan will continue to inspire, educate and encourage the exchange of ideas to further enrich the food culture among both countries,” said Mr Masanao Nishida, Director of OJ Events Pte Ltd, Organiser of Food Japan 2016.

Debut Masterclasses and Workshops Well-received

As part of Food Japan’s Memorandum of Understanding with Singapore’s Employment and Employability Institute (e2i) to enhance, broaden and deepen skills for the Retail and F&B Industries, the showcase developed an inaugural Masterclass series of eight curated sessions for trade visitors, and two workshops for both trade and public visitors.

Conducted by Japanese and local industry experts, the sessions were warmly received by both trade and public visitors. Some of the most popular masterclasses include Chef Hashida’s *Sashimi Covering by New “Umami”* and Chef Joe’s *Halal Wagyu Beef on Pink Salt Slab and Pumpkin Soup with a touch of fresh miso*, while workshops were fully sold out ahead of the opening day.

Organisers have confirmed that the Masterclasses and Workshop series will continue for the 2017 edition.



OJ Events Pte Ltd

20 Kallang Ave, Level 2 Pico Creative Centre, Singapore 339411



Successfully Bridging Japanese and Local F&B businesses

With the aim to facilitate collaboration between Japanese and local F&B businesses, Food Japan was open to trade visitors only for the first two days. Exhibitors were impressed by the exhibitors' offerings and excited over possible new collaboration opportunities available.

Mrs Le Ngoc Huong, Founder/CEO from Huong My Joint Stock Company from Vietnam, said, "I was very impressed and happy about the exhibitors in Food Japan 2016. I bought products from some of the exhibitors and will be visiting their factories in Japan next month for more business meetings."

Mr Kritsada Sarakoon, a Purchasing Manager from Tatumi Food (Thailand) Co. Ltd, said, "The exhibitors are very good in Food Japan 2016. Food Japan 2016's concept is good as I can easily find deals and useful business meetings. The show gave me a good chance to know more about the market and updates of new products from Japan, which I can possibly use for my business."

Dates of Food Japan 2017 will be announced by the end of this year. For more details on Food Japan 2016, check out www.oishii-world.com/en .

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.



OJ Events Pte Ltd

20 Kallang Ave, Level 2 Pico Creative Centre, Singapore 339411



For media enquiries on Food Japan, please contact:

Asia PR Werkz on behalf of Food Japan 2016

Chua Wei Sin
(e) weisin@asiaprwerkz.com
(t) +65 9723 7177

Elynur Saad
(e) elynur@asiaprwerkz.com
(t) +65 9118 1915

Lim Wee Ling
(e) weeling@asiaprwerkz.com
(t) +65 9768 6827

May Lee
MP International
(e) may.lee@mpinetwork.com
(t) +65 6389 6615



OJ Events Pte Ltd

20 Kallang Ave, Level 2 Pico Creative Centre, Singapore 339411