



2023 (General Incorporated Association) Japan Livestock Products Export Promotion Council Processed Meat Export Committee Activity Report

Participation in FOOD TAIPEI 2023

Promoting Japanese processed meat products
at a large-scale international food exhibition
held annually in Taipei, Taiwan



Dates: June 14 (Weds) – 17 (Sat), 2023 (10:00 AM - 6:00 PM) (until 5:00 PM on the final day only)

Venue: Taipei Nangang Exhibition Center, Taipei City, Taiwan

The Processed Meat Export Committee (formerly the Processed Meat Products Export Subcommittee) of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) participated in FOOD TAIPEI 2023, Taiwan's largest international comprehensive food exhibition, from June 14 (Weds) – 17 (Sat), 2023.

Over four days, the committee conducted promotional activities including product displays, tastings and surveys to enhance awareness and promote exports of Japanese processed meat products.

This marked the first overseas exhibition for the committee since its establishment in 2021. It was carried out with the cooperation of two companies that as of 2023 have certified facilities approved by the Taiwanese government for manufacturing meat products destined for Taiwan. Approximately 90% of visitors to our booth rated the samples as "very delicious" or "delicious" on tasting surveys.

The Processed Meat Export Committee (formerly the Processed Meat Products Export Subcommittee) of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) was established on February 1, 2021, and has followed the lead of other established subcommittees since its inception. This includes creating and trademarking a unified logo mark and producing promotional pamphlets. Starting in 2023, the subcommittee planned to conduct full-scale activities focused on developing export markets and expanding exports through exhibitions, primarily overseas. FOOD TAIPEI 2023 marked the beginning of these full-scale activities. As the first major event held after the easing of COVID-19 restrictions, it was very well attended.



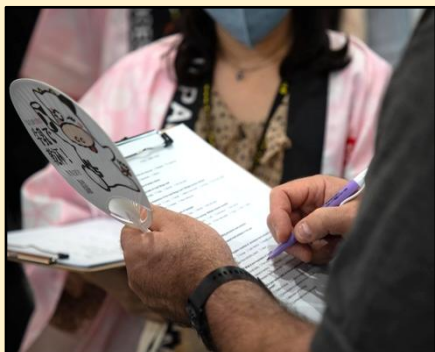
Processed meat product exhibition

Processed Meat Products Display, Tasting and Survey

At the booth, PR staff and the secretariat communicated the appeal and characteristics of Japanese processed meat products while promoting the unified logo mark. They also offered tastings of Wagyu roast beef and coarse-ground sausages, drawing large crowds every day. The tasting surveys also received very positive evaluations for all products.



View of the booth environment



Exhibition Booth Coverage and Interviews

Our exhibition was covered by the media. Video of the event can be viewed on JETRO's website "The World Now: JETRO Global Eye."

Event coverage and interviews
<https://www.jetro.go.jp/tv/internet/2023/08/4f95233cfd08df25.html>



Event coverage and interviews

Courtesy Visit to the Taiwan Central Livestock Association

We paid a courtesy visit to the Taiwan Central Livestock Association with PR staff, promoting the appeal of Japanese processed meat products while exchanging information on Taiwan's food culture, including its unique characteristics and market potential.

Processed Meat Products Promotion Seminar

At a specially arranged stage seminar titled "Japanese Processed Meat Products," we highlighted the appeal and characteristics of Japanese processed meat products. A special menu was provided to attendees.



View of the seminar proceedings



At the Taiwan Central Livestock Association