



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

Participation in Food Expo PRO 2023

Promoting Japanese processed meat products at a large-scale international food exhibition held annually in Hong Kong

Dates: August 17 (Thurs) – 19 (Sat), 2023 (10:00 AM – 6:00 PM) (until 5:00 PM on the final day only)

Venue: Hong Kong Convention and Exhibition Centre (HKCEC)

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) exhibited at Food Expo PRO 2023, Hong Kong's largest international comprehensive food trade fair, for three days from August 17 (Thurs) – 19 (Sat), 2023. The event's purpose was to promote awareness and exports of Japanese processed meat products. Promotional activities included product displays, tastings and surveys. This marked the committee's second overseas exhibition following its participation in Taiwan in June, carried out with the cooperation of 12 companies (12 exhibiting companies, 11 offering tastings).

Established on February 1, 2021, the Processed Meat Export Committee (formerly the Processed Meat Products Export Subcommittee) of the Japan Livestock Products Export Promotion Council has, since inception, followed the lead of other established subcommittees by creating and trademarking a unified logo mark and producing promotional pamphlets. Starting this fiscal year, the division plans to actively participate in overseas exhibitions to develop export markets and expand exports. Food Expo PRO 2023 marked its second overseas exhibition after Taiwan. As the first major event since COVID-19 restrictions eased, both exhibitors and visitors were numerous, making our booth popular and a huge success.



Tasting session

Processed Meat Products Display, Tasting and Survey

At the booth, PR staff and the secretariat distributed pamphlets and brochures to convey the appeal and characteristics of Japanese processed meat products. They also promoted the unified logo mark through a "Guess the Unified Logo Mark Quiz."

The booth also offered tastings of 34 processed meat products, including coarse-ground sausage, loin ham, roast beef, hamburgers and prosciutto, drawing huge crowds every day. The tasting surveys also received very positive feedback for all products.



Product display



Logo guessing quiz



View of the networking event



Distributed pamphlets



Processed Meat Products Promotional Seminar

At the special stage seminar titled "Japanese Processed Meat Products," the committee highlighted the appeal and characteristics of Japan's processed meat products.

Representatives from the 11 participating companies also gave brief product introductions as PR ambassadors.



View of the seminar environment



Seminar presenters

Event Impression

The event was a huge success every day, demonstrating the high level of interest in Japanese processed meat products and raising expectations for increased exports.