



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



Participation in
FOODEX JAPAN 2024
Promoting Japanese processed meat products at Asia's largest annual food and beverage trade show

Dates: March 5 (Tues) – 8 (Fri), 2024 (10:00 AM - 5:00 PM) (until 4:30 PM on the final day)

Venue: Tokyo Big Sight

The Processed Meat Export Committee of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) exhibited at FOODEX JAPAN 2024, Asia's largest specialized food and beverage exhibition, for four days from Tuesday, March 5 (Tues) – 8 (Fri), 2024.

The purpose was to promote Japanese processed meat products and boost exports through activities such as product displays, tastings and surveys.

This marked the committee's third exhibition participation following Taiwan in June and Hong Kong in August 2023, carried out with the cooperation of 11 companies. Many overseas distributors visited the booth, resulting in a highly successful event.

Established on February 1, 2021, the Processed Meat Export Committee has, since its inception, followed the lead of other established committees for different product categories. This includes creating and trademarking a unified logo mark and producing promotional pamphlets. Starting this fiscal year, the committee plans to exhibit primarily at overseas trade shows to actively pursue export market development and expansion.

FOODEX JAPAN 2024 marked the committee's third exhibition, following Taiwan and Hong Kong. Both exhibitors and visitors were numerous, and the booth was very well attended.



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 offered tastings of 16 items (1–2 items per company), including coarse-ground sausage, boneless ham, roast beef, salad chicken, salami and luncheon meat. The booth was packed every day, and the tasting surveys received very positive evaluations for all products. Mr. Takemura, Deputy Minister of Agriculture, Forestry and Fisheries also visited the booth. (Center in the photo on the right)



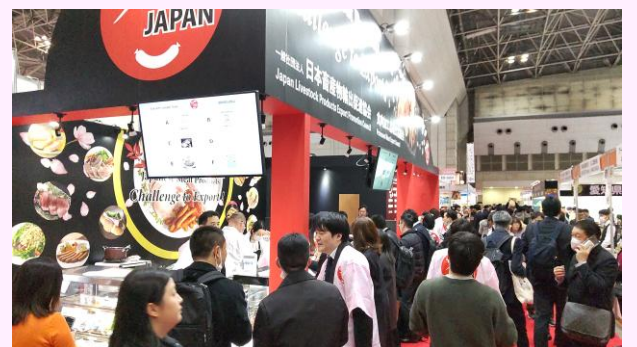
Samples offered

Distributed pamphlets



Exhibition Booth Coverage and Interviews

The committee's exhibition was covered by the media. Video from the event was streamed on the Japan Livestock Industry Association's website: "Livestock Video Information Ganbaru! Livestock! 7" here: <https://jlia.lin.gr.jp/ganbaruchikusan/> It was also broadcast on CS Green Channel.



Event Impression

The event was a great success every day, demonstrating a high level of interest in Japanese processed meat products and raising expectations for increased exports. In 2025, we will continue to build on our experience to promote exports of Japanese processed meat products further.



View of coverage and interviews