



FY2024 (General Incorporated Association)
Japan Livestock Products Export Promotion Council
Processed Meat Export Committee Activity Report

Participation in FOOD TAIPEI 2024

Promoting Japanese processed meat products at an annual large-scale international food fair in Taipei, Taiwan



Dates: June 26 (Weds) – 29 (Sat), 2024 (10:00 AM to 6:00 PM) (until 5:00 PM on the final day)

Venue: Taipei Nangang Exhibition Center, Taipei, Taiwan

The Processed Meat Export Committee of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) participated in FOOD TAIPEI 2024, Taiwan's largest international comprehensive food exhibition, from Wednesday, June 26 to Saturday, June 29, 2024. 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 committee's third overseas exhibition. It was conducted with the cooperation of three companies that have certified facilities approved by the Taiwanese government for manufacturing meat products destined for Taiwan. Approximately 90% of visitors to the booth rated the samples as "very delicious" or "delicious" in the tasting survey.

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.

Since last year, the committee has been exhibiting at trade shows, primarily overseas, as part of its plan to conduct full-scale activities aimed at developing and expanding export markets.

FOOD TAIPEI 2024 marked the committee's third overseas exhibition. With numerous exhibitors and visitors, the Processed Meat Export Committee booth was a huge success.



View of the 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.

We also offered tasting samples of our coarse-ground sausages and Wagyu roast beef processed meat products, which were a huge hit every day.

The tasting surveys also received very positive evaluations for all products. On the first day, Chairman Ide of the Japan Livestock Products Export Promotion Council visited, and on the final day, Minister Kuo of Taiwan's Ministry of Economic Affairs paid a visit.



Visit by Mr. Ide, Chairman of the Japan Livestock Products Export Promotion Council



Visit by Minister Kuo of Taiwan's Ministry of Economic Affairs



Tasting samples provided



Courtesy Visit to the Taiwan Central Livestock Association

Continuing from 2023, the committee again paid a courtesy visit to the Taiwan Central Livestock Association alongside PR staff. They promoted the appeal of Japanese processed meat products and exchanged information on Taiwan's food culture, characteristics and market potential.



At the Taiwan Central Livestock Association

Exhibition Booth Coverage and Interviews

The Processed Meat Export Committee booth was covered by the media.

[【Yomiuri Shimbun】](#)

[【Economic Daily News】](#)



Scene of coverage (Yomiuri Shimbun)