



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

## Exhibition at Hong Kong Food Expo PRO 2024

Promoting Japanese processed meat products  
at an annual large-scale international food  
trade fair in Hong Kong

Dates: August 15 (Thurs) – 17 (Sat), 2024 (10:00 AM to 6:00 PM) (until 5:00 PM on the final day only)

Venue: Hong Kong Convention & Exhibition Centre, Wan Chai District, Hong Kong

The Processed Meat Export Committee of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) participated in Food Expo PRO 2024, Hong Kong's largest international comprehensive food exhibition, from Wednesday, August 15 to Saturday, August 17, 2024.

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

This marked the committee's fourth overseas exhibition, with participation this time as a member of the Japan Livestock Products Export Promotion Council. Ten member companies cooperated in booth displays and tasting sessions. Approximately 70% of visitors who completed tasting surveys claimed they were either "very satisfied" or "satisfied" with the experience.

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 undertaking activities such as creating and trademarking a unified logo mark and producing promotional pamphlets. Since 2023, the committee has been exhibiting at overseas trade shows, advancing plans for full-scale activities aimed at developing export markets and expanding exports. Hong Kong Food Expo PRO 2024 marked our fourth overseas exhibition. With many exhibitors and visitors, our booth was also a great success.



Six representatives from the committee gave greetings

**Processed Meat Products Display, Tasting and Survey**

At the booth, supported by PR staff from participating companies and the secretariat, we distributed pamphlets and brochures to convey the appeal and characteristics of Japanese processed meat products. We also offered daily tastings of products from the 10 cooperating companies. Nearly 200 people responded to the tasting survey, with over 70% claiming they were "very satisfied" or "satisfied" with the experience. Further, in a survey about impressions of Japanese processed meat products, over 80% of respondents cited "high quality," "attractive appearance" and "safe and reliable." This demonstrates a high level of trust in Japanese processed meat products within Hong Kong.



Exhibited products (from 10 companies)



View of the exhibition booth



Tasting menu samples



Surveys being conducted



**Seminars Held Daily**

At a booth co-hosted by the Japan Livestock Products Export Promotion Council, seminars were held daily to highlight the appeal of Japanese processed meat products. The booth highlighted the safety and security of Japanese meat products, covering topics ranging from the relationship between Japanese food culture (such as bento boxes and ramen, which are gaining popularity overseas) and meat products, to HACCP initiatives. After each seminar, sample tastings were provided on daily rotation (3 products per day x 3 days), receiving many comments such as "delicious" and "where can I buy this?"



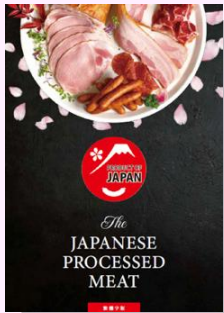
View of a seminar in progress

**Visit by Tetsushi Sakamoto, Minister of Agriculture, Forestry and Fisheries**

After participating in the Japan Pavilion opening ceremony as the representative of the Japanese government, Tetsushi Sakamoto, Minister of Agriculture, Forestry and Fisheries, also visited the All Japan booth.



Tetsushi Sakamoto, Minister of Agriculture, Forestry and Fisheries



Distributed brochures (Traditional Chinese versions)