



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



## Exhibition at Food Japan 2024 in Singapore

Promoting Japanese processed meat products at a regularly held trade fair  
in Singapore specializing in Japanese food

**Dates:** October 24 (Thurs) – 26 (Sat), 2024, 10:00 AM to 5:00 PM (Final day only: 11:00 AM to 4:30 PM)  
**Venue:** Suntec Singapore Convention & Exhibition Centre Hall 403

The Processed Meat Export Committee of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) exhibited at Food Japan 2024, one of the largest Japanese food-focused trade shows in the ASEAN region market, from October 23 (Thurs) to October 26 (Sat), 2024. The three-day event promoted awareness and worked to increase exports of Japanese processed meat products through product displays, tastings, surveys, tasting sessions of special menus created by renowned chefs, PR video and promotional photo shoots, seminars and other promotional activities.

This marked the committee's fifth overseas exhibition. It was conducted with the cooperation of six companies that have certified facilities approved by the Singapore government for manufacturing meat products destined for Singapore. In tasting surveys conducted at the booth, approximately 90% of visitors rated the products as "very delicious" or "delicious."

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 2023, the committee has been exhibiting primarily at overseas trade shows, advancing plans for full-scale activities aimed at developing export markets and expanding exports. While this was the first exhibition at Food Japan 2024 in Singapore, it marked the fifth overseas exhibition following Taiwan and Hong Kong. With many exhibitors and visitors, our booth was also a great success.



Representatives from all participating  
exhibiting companies

## Processed Meat Products Display, Tasting and Survey



On the first day, Ambassador Koji Ishikawa visited our booth. Throughout the event, PR staff from the six exhibiting companies and the secretariat distributed pamphlets and brochures to convey the appeal and characteristics of Japanese processed meat products. They also offered tastings of products from the six exhibiting companies, resulting in great success daily.

Over 1,000 people responded to the tasting survey. For every product, over 90% of respondents rated them "very delicious" or "delicious." Regarding impressions of Japanese processed meat products, over 90% of answers were "favorable," with "high quality" cited as the reason by over 80% of respondents. Further, concerning future handling and purchase intent of Japanese processed meat products, over 70% responded "want to increase" or "want to increase depending on price," demonstrating high interest. These responses revealed very high potential for Japanese processed meat products in the Singapore market.



During Ambassador Koji Ishikawa's visit



Product display



Tasting session



Surveys being conducted

## Special Chef Menu Tasting and Photo / Video Shoot



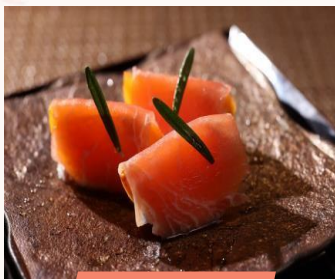
For our first exhibition in Singapore, we invited Chef Akihiro Maetomo, a Japanese Food Goodwill Ambassador active on the local scene, to create special menus using products from the six exhibiting companies. These six special menus were offered for tasting daily during the event at the booth during limited time slots. They attracted significant attention and proved very popular among visitors and the media.

To continue promoting the appeal of Japanese processed meat products to overseas markets, including Singapore, PR photos of the special menu were taken. A PR video was also produced, featuring the chef's message highlighting the unique characteristics, strengths, and future potential of Japanese processed meat products. This video was posted on the Japan Ham & Sausage Processors Cooperative Association website.

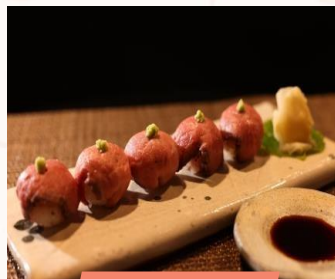


YouTube video link

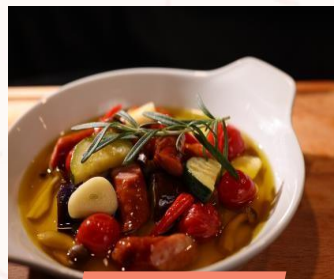
[https://www.youtube.com/watch?v=1oQ\\_kF5jwJc](https://www.youtube.com/watch?v=1oQ_kF5jwJc)



PR Photo 1  
Prosciutto



PR Photo 2  
Roast Beef



PR Photo 3  
Sausage



PR Photo 4  
Loin Ham