



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

Participation in the 9th "Japan's Food" Export Fair

Promoting Japanese processed meat products at a specialized food export exhibition directly linked to overseas market development

Dates: November 26 (Weds), 2024 – 28 (Fri) 2024 (10:00 AM – 5:00 PM)

Venue: Makuhari Messe

The Processed Meat Export Committee of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) participated in the 9th "Japan's Food" Export Fair held over three days from Wednesday, November 26 to Friday, November 28, 2024, to promote awareness and exports of Japanese processed meat products.

The event provided opportunities for business discussions with food buyers from 60 countries worldwide, alongside domestic food export trading companies. The committee conducted promotional activities including product displays, tastings, surveys and seminars.

This marked the committee's seventh time exhibiting, including overseas events. With the cooperation of 14 member companies, they hosted booth displays and tasting sessions.

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 fiscal year 2023, the committee has been participating in exhibitions, primarily overseas, and is advancing plans for

full-scale activities aimed at developing export markets and expanding exports.

This marks the seventh time participating in such exhibitions, including appearances in Taiwan, Hong Kong and Singapore. The booth was very well attended, attracting many visitors and interest from other exhibitors.



View of the booth environment



Tasting menu samples

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 14 cooperating companies.

The booth's prime location right at the venue entrance attracted a large number of visitors. Although it was an exhibition for industry professionals, attendance was exceptionally high. The 1,000 tasting plates prepared initially were completely consumed as soon as they were offered, clearly demonstrating a high level of interest among attendees.



Exhibited products (from 14 companies)

Visit by Senior Officials from the Ministry of Agriculture, Forestry and Fisheries

Shigeki Mori, Director General of the Export and International Affairs Bureau at the Ministry of Agriculture, Forestry and Fisheries (MAFF), a co-organizer of this exhibition, and Naritoshi Takayama, Senior Advisor for Export Promotion (concurrently serving in the Export and International Affairs Bureau), visited the booth on the second day of the event, Thursday, November 28. They reaffirmed the appeal of Japanese processed meat products through explanations provided by the committee and expressed further support for its activities.



Visit by Shigeki Mori, Director General of the Export and International Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries



Visit by Naritoshi Takayama, Director-General for Export Promotion (concurrently serving at the Export and International Affairs Bureau), Ministry of Agriculture, Forestry and Fisheries

Processed Meat Products Promotional Seminar

A seminar was held at a specially arranged site on Thursday, November 28, to promote the appeal of Japanese processed meat products.

The seminar began with an introduction to Japanese processed meat products on the whole, followed by presentations from each exhibiting member company. These presentations introduced each company and their products based on the newly created product catalog.



Commemorative photo after the seminar