



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

Inviting Vietnamese Buyers to Japan

Inspection of Japanese meat processing plants and business matchmaking event introducing products from 10 companies

Dates: November 25 (Mon) – 28 (Thurs), 2024

The Processed Meat Export Committee of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association) invited four buyers from Vietnam to Japan from November 27 (Weds) – 29 (Fri), 2024, coinciding with the timing of the "Japan's Food" Export Fair. From November 25 (Mon) – 28 (Thurs), the committee invited four buyers from Vietnam to tour Japanese meat processing plants and held a Business Matchmaking Event where export representatives from ten companies gathered to introduce their products.

Purpose and Background

Among countries and regions without concluded sanitary agreements with Japan, even sample exports for exhibitions often require import permit procedures and individual product registrations. This makes proposing Japanese processed meat products at local exhibitions challenging. In Vietnam, many people hold the impression that "Japanese processed meat products are high-quality and safe." However, imports from Japan are currently almost nonexistent, making Vietnam a highly promising export target country. In preparation for this invitation, the secretariat traveled to Vietnam in July 2024 for preliminary research. They explained the details of the invitation to local distributors and secured their participation in the program.

Invitees

- **ANNAM GOURMET**
Mr. Nguyen Dinh Huy (Purchasing Department Manager)
- **SIM BA TRADING JOINT STOCK COMPANY**
Ms. Nguyen Thi Thuy Linh (Senior National Sales Team Leader)
- **LOTUS FOOD GROUP JOINT STOCK COMPANY**
Ms. Le Van May (CEO / President)
- **VIETNAM KATO SANGYO GROUP**
Mr. Yuji Wada (Director)

Overall Schedule

- November 25 (Mon)
Arrival in Japan
Visit to JA Zennoh Meat Foods Co., Ltd. Yamato Plant
Supermarket Inspection
- Tuesday, November 26
Visit to Nipponham Factory Co., Ltd. Ibaraki Plant
Business Matchmaking Event (Hotel The Manhattan)
- Wednesday, November 27
"Japan's Food" Export Fair
Inspection & Business Meetings
- Thursday, November 28
Return to Vietnam

Plant Tour



Visit to JA Zennoh Meat Foods Co., Ltd. Yamato Plant, with a focus on observing roast beef production processes and tasting samples



Tour and tasting of sausage production processes at Nipponham Factory Co., Ltd. Ibaraki Plant

PROCESSED MEAT BUSINESS MATCHMAKING EVENT

- Date & Time: Tuesday, November 26, 5:30 – 8:30 PM
- Location: Hotel The Manhattan (Mihama Ward, Chiba City), 2F "Luna"
- Participating Companies (10)
 - Ginga Foods Co., Ltd. • Nippon Ham Co., Ltd.
 - National Federation of Agricultural Cooperative Associations (JA Zennoh International Co., Ltd.)
 - Hayashikane Industries Co., Ltd. • Prima Meat Packers, Ltd. • Shinshu Ham Co., Ltd.
 - Marudai Foods Co., Ltd. • Starzen Co., Ltd. • Yagai Co., Ltd. • Yamato Foods Co., Ltd.
- Event Overview
 - At each company's booth, select products were available for tasting. Buyers toured all booths, conducted business discussions while sampling products, and recorded evaluations and impressions on evaluation sheets.
 - After the tasting and the networking event there was a social gathering with a hotel buffet-style meal.



View of the product tasting and networking event