



# Fiscal Year 2025 (General Incorporated Association) Japan Livestock Products Export Promotion Council Processed Meat Export Committee Activity Report

## Exhibition at Hong Kong Food Expo PRO 2025

Promoting Japanese processed meat products at an annual large-scale International Food Trade Fair in Hong Kong.

**Dates: August 14 (Thu) – 16 (Sat), 2025 (3 days)**

**Venue: Hong Kong Convention and Exhibition Centre (HKCEC)**

The Processed Meat Export Committee, a group member of the General Incorporated Association, Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association), exhibited at Food Expo PRO 2025, Hong Kong's largest international comprehensive food exhibition, for three days from August 14 (Thurs) – 16 (Sat), 2025. The purpose was to promote Japanese processed meat products and boost exports through activities such as product displays, tastings and surveys.

This marked the committee's third consecutive year exhibiting in Hong Kong, following participation in the previous two years, and was carried out with the cooperation of 14 companies.

### ○ Participating Companies (14)

- Itoham Yonekyu Holdings Inc. • Air Water Inc. • Kyushoku Co., Ltd. • JA Zennoh Meat Foods Co., Ltd.
- Shinshu Ham Co., Ltd. • Starzen Co., Ltd. • Yamato Foods Co., Ltd. • Tohoku Ham Co., Ltd.
- Nisshin Livestock Industry Co., Ltd. • Nippon Ham Co., Ltd. • Hayashikane Industries Co., Ltd.
- Fukudome Ham Co., Ltd. • Prima Meat Packers, Ltd. • Yagai Co., Ltd.

On August 13 (Wed), the day before the exhibition, starting at 7:00 PM, a pre-exhibition networking event was held at the Hong Kong Japanese Club, inviting local buyers and others. Twenty-four companies and 41 buyers, carefully selected by local partner companies knowledgeable in food distribution, participated. They freely sampled the products displayed by each company, and participated in active business discussions and exchange of information in a relaxed atmosphere.



View from the networking event

## Processed Meat Products Display, Tasting and Survey

At the booth, with the cooperation of PR staff and support personnel from each exhibiting company, pamphlets and brochures were distributed to convey the appeal and characteristics of Japanese processed meat products.

Tastings of products from the 14 cooperating companies were offered daily. On the tasting surveys, responses were received from nearly 300 people, with over 80% of respondents praising the products for their qualities such as "great meat texture" and "juiciness."

Further, among the survey respondents, over half (approximately 53%) of industry professionals reported that they currently handle Japanese processed products. The reasons cited were notably for their "deliciousness (69.8%)" and "safety (58.7%)." This indicates a high level of trust in Japanese processed meat products among Hong Kong consumers.



View of the booth atmosphere



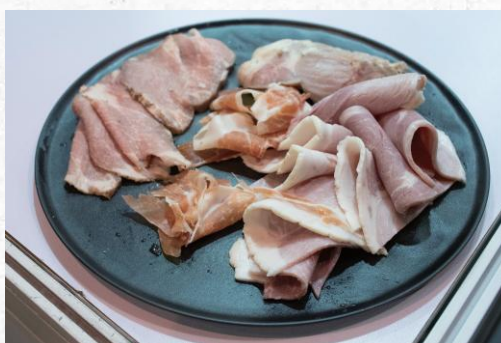
Exhibited products



Product tasting session



Networking was a success



Tasting menu example



## Meat Processing Products Promotion Seminar

The committee held a seminar on the JETRO special stage to highlight the appeal of Japanese processed meat products. It highlighted the variety and high hygienic standard of Japanese processed meat products, while covering topics such as Japanese food culture (like bento boxes and ramen, which are popular overseas) and processed meat products, alongside HACCP initiatives.

After the seminar, attendees were guided to the booth for sample tastings.



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

As the representative of the Japanese government, Director Suginaka of the Export and International Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries, visited the booth and sampled a number of products.

