



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



Directly promoting Japanese processed meat products to local buyers, media and influencers in Singapore

The Processed Meat Export Committee, a member organization of the Japan Livestock Products Export Promotion Council (Secretariat: Japan Ham & Sausage Processors Cooperative Association), conducted promotional activities in Singapore from October 7 (Tues) – 8 (Weds), 2025. These activities included a business meeting for local buyers and a promotional event inviting media and influencers, aimed at promoting exports of Japanese processed meat products and raising awareness of the unified logo mark. This was the committee's first attempt at organizing a business meeting by renting out a local Japanese restaurant. Following the great success of a collaborative menu featuring exhibition products created by Chef Maetomo of this restaurant during last year's Food Japan 2024 event in Singapore, we once again enlisted his assistance. The event was held with the participation of six companies possessing export certification facilities for meat products destined for Singapore.

About the Venue

The venue for this Singapore event, Maetomo Japanese cuisine Kaiseki & Sushi, is a restaurant owned and operated by Chef Maetomo, who is also a Japanese Cuisine Goodwill Ambassador appointed by the Ministry of Agriculture, Forestry and Fisheries. Located within the Sheraton Singapore Towers, the restaurant has captivated Singaporeans with its refined Japanese cuisine since opening in 2019.

○ Participating Companies (6)

- Itoham Yonekyu Holdings Co., Ltd.
- JA Zennoh Meat Foods Co., Ltd.
- Nisshin Livestock Industry Co., Ltd.
- Air Water Inc.
- Daiwa Foods Co., Ltd.
- Nipponham Co., Ltd.



Networking Meeting for Local Buyers

On the first day (Tuesday, October 7), the business meeting for local buyers brought together 22 representatives from 18 pre-selected leading local wholesalers and restaurant buyers. While we have exhibited primarily at overseas trade shows since 2023 and each event was very well-attended, the efficiency of business negotiations was somewhat lacking due to dealing with a large, unspecified number of visitors. This time, however, the event was held in a calm and composed atmosphere, creating a focused and meaningful environment for business discussions. Director Takada from JETRO Singapore also visited the venue.

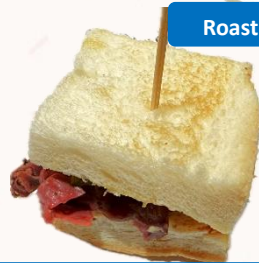


Collaborative Menu Offered

Following last year's Singapore Food Japan 2024, the collaborative menu created with Chef Maetomo's cooperation was highly acclaimed at both the networking meeting and press event. To provide even more Singaporeans with the opportunity to experience Japanese processed meat products, part of this tasting menu was incorporated into the course menu at Chef Maetomo's restaurant for two weeks in November.



Roast Beef Temari Sushi



Roast Beef Sandwich



Roast Beef Over Rice



Ham "Aemono" Salad



Persimmon and Prosciutto



Sausage Ajillo

Media and Influencer Invitation

The second day (Wednesday, October 8) featured a media and influencer invitation event. To promote Japanese meat products to the local audience, we welcomed representatives from three media outlets and six influencers for interviews and photo shoots. Videos uploaded to different social media platforms can be viewed via the codes available here.



YouTube



Facebook



Instagram



TikTok