

Food Japan 2018 showcases the best of Japan to Southeast Asia

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Back for the seventh consecutive year, Food Japan 2018 will feature a dazzling mix of Japanese produce, ingredients, sake, and technology at the Singapore Convention and Exhibition Centre Halls 401 and 402. The convention will open exclusively to trade visitors on 25th and 26th October, with general admission opening on 27th October.

On 25 October, the Narita Market Seafoods Trading Cooperative Association will present a demonstration of *maguro* (tuna) filleting on the first day of the exhibition. Trade visitors will have the opportunity to sample the trademarked Kindai tuna bred from Kindai University Fisheries, which adopts full-cycle aquaculture to ensure a continuous supply of farmed tuna in meeting the rising demand for seafood.

Those with a special interest in sake will delight in a masterclass held on the 25th and hosted by Adrian Goh, director and sake sommelier of Inter Rice Asia. He will introduce attendees to the potent world of the revered rice liquor with a vertical tasting of *nihonshu* from Hideyoshi.

For trade guests who attend on 26 October, a seminar held by Warees Halal will also help shed light on the opportunities for Japanese food companies in the global Halal industry. Additionally, representing the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) will be renowned sushi chef Maetomo. To encourage the export of Japanese ingredients, he will host a culinary demonstration for trade visitors using premium *Wagyu* to prepare *sushi roll* and *takikomi gohan* (seasoned Japanese mixed rice).

Of particular interest are the 23 secondary schools participating in 12th NYP-Swensen's Ice Cream Competition *Instagram-worthy Creative Ice Cream Sundaes* on 27th October. The ice-creams will be concocted from an assortment of high-quality Japanese produce provided by nine exhibitors at Food Japan 2018.

"There is more to Japanese exports than end products like *sushi* and *shabu shabu*. Waiting to be discovered is a full suite of original equipment manufacturers (OEM) in food materials, processing technology, and kitchen instruments that currently do not receive much fanfare in Southeast Asia. Through this year's programming, we hope to impart the rich heritage of Japanese culture and best practices in food quality management in an interactive and engaging fashion," said Mr Masanao Nishida, Director of Food Japan.

In a bid to support relief efforts for the Hokkaido earthquake, Food Japan will donate S\$1 for every Hokkaido food item purchased at the exhibition's J Food Court to the Japanese Red Cross Society's (JRCS) Hokkaido Earthquake Disaster Relief Fund.