

Course A (Osaka)

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Program (JST)

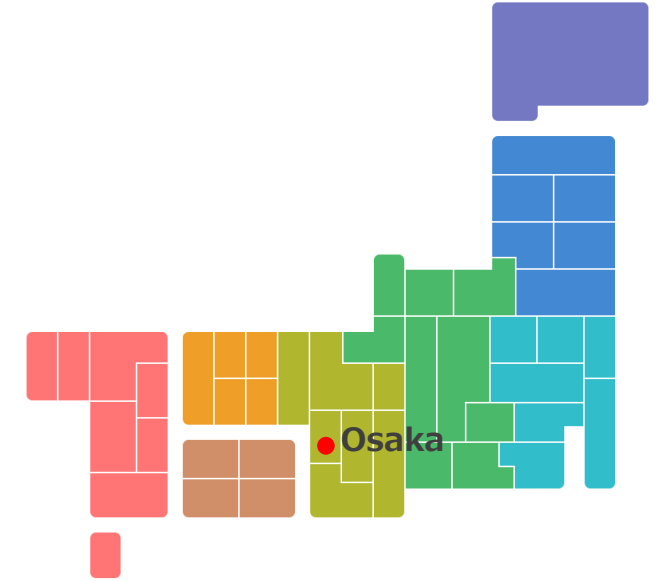
*Program contents are subject to change without notice.

<Day 1> Tuesday, September 17, 2024

- ◆ Business Matching Meetings in Osaka

<Day 2> Wednesday, September 18, 2024

- ◆ AM : Business Matching Meetings in Osaka
- ◆ PM : Walk-in business matching at FOODEX JAPAN in Kansai



▲ FOODEX JAPAN

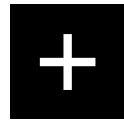


▲ Osaka city ©Osaka Convention & Tourism Bureau



▲ Osaka castle ©Osaka Convention & Tourism Bureau

Course B (Osaka+Wakayama)



Program (JST)

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<Day 1> Tuesday, September 17, 2024

- ◆ Business Matching Meetings in Osaka

<Day 2> Wednesday, September 18, 2024

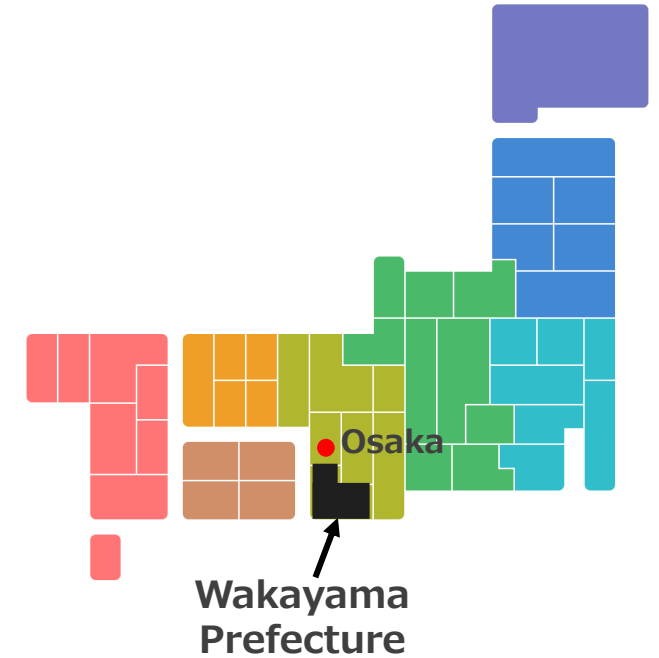
- ◆ AM : Business Matching Meetings in Osaka
- ◆ PM : Walk-in business matching at FOOD EX JAPAN in Kansai

<Day 3> Thursday, September 19, 2024

- ◆ Company visits/Production site tour in Wakayama , *TBD
Scheduled to visit : Sake brewery, Soy sauce manufacturer, *TBD

<Day 4> Friday, September 20, 2024

- ◆ Business Matching Meetings in Wakayama



▲ Plum farm in Wakayama



▲ Shirahama beach in Shirahama town, Wakayama



▲ Traditional architectures preservation district in Yuasa Town, Wakayama

Course C (Osaka+Niigata)

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Program (JST)

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<Day 1> Tuesday, September 17, 2024

- ◆ Business Matching Meetings in Osaka

<Day 2> Wednesday, September 18, 2024

- ◆ AM : Business Matching Meeting in Osaka
- ◆ PM : Walk-in business matching at FOOD EX JAPAN in K

<Day 3> Thursday, September 19, 2024

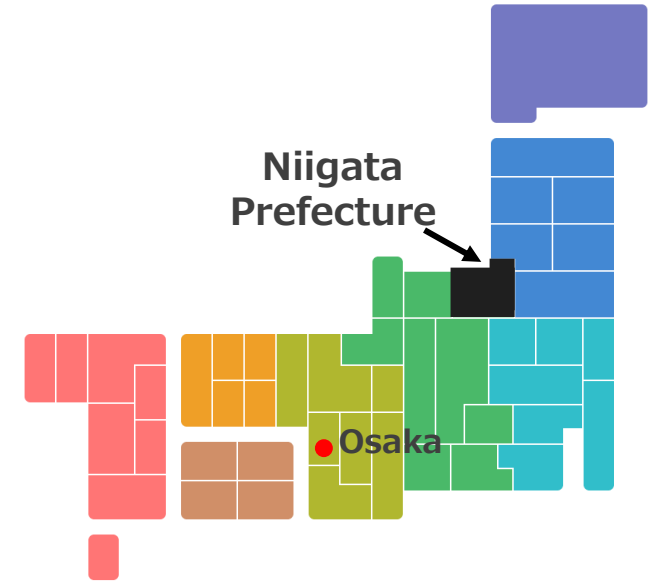
- ◆ Company visits/Production site tour in Niigata, *TBD

<Day 4> Friday, September 20, 2024

- ◆ Business Matching Meetings in Niigata



▲ Sasa zushi (Niigata traditional food)



▲ Tokamachi City in Niigata



▲ Lake Ginzan in Niigata

Information about **Kansai**, Centering on Osaka

+ Characteristics

- **Osaka is said that it is the center of food culture in Japan**
Osaka has flourished as a gathering place for Japan's food products since the early modern period, and has developed a diverse food culture and restaurant industry
- **Food culture represented by dashi**
Osaka has unique food culture, such as "takoyaki" and "okonomiyaki," is attractive, and it boasts high name recognition and popularity in abroad
- **A wide variety of ingredients from the sea, mountains, and villages**
Osaka is geographically located in the center of Kansai area. Kansai area consists of 6 prefectures (Osaka, Kyoto, Hyogo, Nara, Shiga, and Wakayama). A wide variety of ingredients are produced and processed, such as Wakayama, the birthplace of miso and soy sauce in Japan, Kyoto and Nara, where traditional food culture lives, and Hyogo and Shiga, which are famous for brand beef.



▲ Okonomiyaki



▲ Miso (left) / Brewing Soy Sauce (right)



▲ Wagyu (Brand Beef)

+ Local specialties

- **Alcoholic Beverages** : Plum wine/Sake
- **Seasoning** : Miso/Soy Sauce/Variety of Sauce
- **Meat** : Beef
- **Tea** : Sencha/Matcha
- **Fruit** : Mandarin Orange/Hassaku/Plum
- **Others** : Variety of Processed Foods

Information about **Wakayama prefecture**

+ Characteristics

- Abundant tourism resources represented by **the World Heritage Site** "Sacred Sites and Pilgrimage Routes in the Kii Mountain Range"
- **Wakayama Umesu (Plum Wine)** was certified as a GI (Geographical Indication) in 2020
- **A wide variety of Agricultural Products** (Wakayama is the largest producer of Plums and Mandarin Oranges in Japan)
- **Rare Foodstuffs** such as Jambara (kind of citrus) and Budo Sansho(kind of pepper)
- **Soy Sauce Brewing Culture** is a Japanese Heritage (the Birthplace of Soy Sauce Brewing)



▲ Plum Wine



▲ Rich fruits region



▲ Brewing Soy Sauce

+ Local specialties

- **Alcoholic Beverages** : Plum wine/Sake/Craft Beer
- **Agricultural Products** : Mandarin Orange/Plum/Peach/Persimmon/Jabara/Budou Sansyo
- **Seasoning** : Soy Sauce/Vinegar/Miso
- **Marine products** : Tuna/Shirasu/Beltfish
- **Others**: Yuzu Juice/Premium Juice, etc.

Information about Niigata prefecture



C

+ Characteristics

- Snowy climate, ski resorts, **abundant melted snow water.**
- Niigata is one of **the largest rice-producing regions** in Japan.
- The headquarters of major manufacturers of sake and rice crackers made from rice are located **HERE in NIIGATA.**
- **Many hidden** and influential manufacturers are scattered throughout the region, and the ability to make **NEW proposals to meet overseas needs**
- **The world's first "Sakeology" course** offered at a university as academia for in-depth research on Japanese sake.
- JETRO Niigata has accepted more than **100 overseas buyers from all over the world.**



+ Local specialties

- **"The Rice"** Koshihikari, Shinnosuke, Koshibuki, etc...
- **"The Sake"**: The largest number of sake breweries in Japan (89 breweries, over 500 varieties)
- **"The Rice crackers"** which has the largest market share in Japan
- Fruits of Niigata "Le Lecce, Echigohime, persimmon, pear"
- The birthplace of Nishikigoi, the largest producer of Nishikigoi



The Top of
RICE production volume

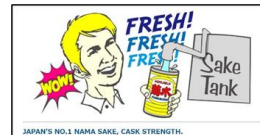
Niigata Brand Rice



Rice ball made
from snow



More than 500 kinds of SAKE
from 89 breweries!



Niigata Sake no Jin

No. 1 rice cracker
in terms of market share in Japan



Osaka Kansai's products

Seasoning

- U-side in Kyoto
Kyoto Vegetable Dressing
<https://u-side.net/>



Wagyu

- DAIKICHI BEEF in Shiga
Oumi Beef
<http://www.omibeef.asia/>



Tea

- UJINOTSUYU SEICHA in Kyoto
Sencha
<https://www.ujinotsuyu.co.jp/english/>



Fruit

- Ito-noen in Wakayama
Mandarin Orange Juice
<https://www.ito-noen.com/>



Sake

- Kizakura in Kyoto
Kizakura (sake)
<https://kizakura-brewery.com/>



Processed Products

- Miwayamakatsu in Nara
Udon noodles
<https://miwayamakatsu.co.jp/>



Processed marine products

- Matsumaeya in Osaka
High-grade kelp processed products
<https://www.matumaeya.jp/>



Sweets / Snack

- AIR WATER AGRI & FOODS in Osaka
Sweets / Snack
<https://www.saveur.co.jp/english.php>

