

Certification Ceremony for Japanese Food Supporter Restaurants and Japanese Food
Showcase held in Bangladesh

(Bangladesh, Japan)

From Dhaka

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On December 21, 2025, JETRO held a certificate award ceremony for “Japanese Food Supporter Stores” and a Japanese food showcase as part of the “Japanese Food Global Gateway Project” in Dhaka, the capital of Bangladesh.



Group photo of the participants (provided by the Embassy of Japan in Bangladesh)

The Japanese restaurants “Izakaya,” “Takumi,” and “Izumi” were certified for the first time in Bangladesh as Japanese Food Supporter Stores, and Naoki Takahashi, Minister of the Embassy of Japan in Bangladesh, presented the certificates. Zarzis Ali, Head of Operation of Izakaya, said, “We are honored to be certified. We want to continue supporting Japanese ingredients and hope to diversify our suppliers.”

At the Japanese food showcase, seven Japanese companies introduced their products to 11 Bangladeshi buyers (importers, restaurants, retailers, and hotels), either in person or online. In Bangladesh, Japanese food products are not yet widely distributed, and low awareness remains a challenge. Therefore, the products were presented in ways suited to local tastes,

and buyers were asked to evaluate the potential for market entry and business transactions. One of the products that attracted a great deal of interest from buyers was wasabi. Although wasabi is already distributed in Bangladesh, when authentic frozen wasabi was introduced, seven buyers responded that they would like to consider purchasing it. Khaled Noor, Managing Director of Noor Trade House, a leading food service importer of Bangladesh, commented, “Fresh wasabi goes very well with steak. Japanese wasabi has a more natural flavor than Korean or Chinese products.” In addition, four companies said they would like to consider purchasing matcha, three rice crackers, two bean-based processed products, two Japanese sweets, and one sauce. Abdullah Al Mamun, Cluster Head of Unimart, a supermarket chain mainly operating in Dhaka, said, “Many consumers are interested in authentic Japanese food, and it is important to explore the genuine taste.”



Buyers giving comments after explanations by Japanese companies and tastings (photographed by JETRO)

At the showcase venue, samples from more than 20 companies were displayed, and interviews were conducted with buyers. Shota Kikuyama, Manager of the Japanese-affiliated company TAKUMI, which operates “Takumi,” said, “Wasabi oil can be used for sushi and salads, and the spiciness is not an issue.” Japanese companies that participated in person commented that “through initial business meetings with import agents, we were able to gain ideas about sales destinations and target customer segments.”



Conducting interviews in the sample exhibition area (photographed by JETRO)

(Tomotaka Minoura, Israt Jahan)

(Bangladesh, Japan)

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