



Japan External Trade Organization

NEWSLETTER

JETRO Dubai Topics

~ Triannual Newsletter ~

ISSUE 1 | T1-2025 | VOL. 27

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NEWSLETTER – ISSUE 1, T1-2025, VOL.27

Date: 21st May 2025

Published by:

JETRO Dubai

35F, #3503-3506, The ONE Tower,
Barsha Heights, P.O Box 2272, Dubai, U.A.E

T: +971 4 564 5878

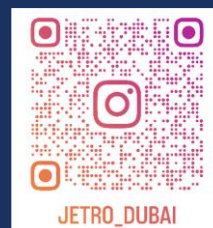
E: info_dubai@jetro.go.jp

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Innovative Showcase: JAPAN PAVILION at Arab Health 2025



JETRO organized the JAPAN PAVILION at the 50th edition of Arab Health, held from January 27 to 30, 2025 at the Dubai World Trade Centre. The event attracted over 68,000 visitors and featured 4,402 participating companies from 193 countries.

This year marked the 14th time that JETRO has set up the JAPAN PAVILION, featuring 26 exhibiting Japanese companies, the same number as the previous year. Notably, nine of these companies exhibited in the Start-up Area (hereinafter referred to as the "SU Area"), which specializes in digital health innovations. Participating companies in the SU Area reported highly positive experiences, with comments such as, "I found it very useful because I could talk directly with decision-makers, which is different from other exhibitions," and "I made valuable connections with government officials and distributors in the Middle East region."

For the first time, an admission fee was introduced for visitors, resulting in a higher-quality audience. Visitors to the JAPAN PAVILION demonstrated strong business interest in Japanese products and engaged in serious business discussions.

Additionally, Informa Life Science Exhibitions, the organizer of Arab Health, announced that the event will be rebranded as the **World Health Expo Dubai (WHX)**. The venue will also be relocated to the former site of EXPO 2020 Dubai. The inaugural edition of the World Health Expo Dubai will be held from **February 9 to 12, 2026**.

Following the event, JETRO organized a visit for the participating JAPAN PAVILION companies, as well as Japanese medical device-related companies based in the UAE, to the American Wellness Center, a multispecialty hospital located in Dubai Healthcare City.

During the visit, Dr. Koreki, a psychiatrist at the center, provided a presentation on the medical industry landscape.

48th Edition of Baghdad International Fair



The 48th edition of the Baghdad International Fair was held from February 1st to 7th at the Baghdad International Fairground. Under the theme "Development, Investment, and Prosperity," this year's event featured participation from over 1,000 local and international companies representing 20 countries.

Inaugurated by Iraqi Prime Minister Mohammed Shia' Al-Sudani, the exhibition attracted significant attention from investors, business leaders, and industry professionals, underscoring Iraq's potential as a key investment hub.

This year, the JETRO booth showcased product samples and catalogs from 11 Japanese companies within the JAPAN PAVILION, aiming to enter the Iraqi market. Responding to the strong demand for construction in Iraq, many exhibits included building materials and construction machinery, as well as daily necessities and cosmetics. Mr. Nobuyuki Nakajima, Managing Director of JETRO Dubai & MENA, attended the event to officially open the JETRO Booth and welcomed visitors to explore the featured high-quality Japanese products.

The Baghdad International Fair serves as a key platform for showcasing technological, industrial, and commercial advancements. A record number of Japanese companies exhibited within the JAPAN PAVILION, marking a significant presence at the event.

JETRO Dubai remains committed to supporting Japanese companies aiming to enter the Iraqi market, thereby contributing to the development of both Iraq and Japan.

JAPAN PAVILION Expands Presence at GULFOOD 2025

Showcasing Innovation & Quality in Japanese Food Products



From 17 to 21 February 2025, JETRO organized the JAPAN PAVILION at the 30th edition of GULFOOD, held at the Dubai World Trade Centre. This year marked a significant milestone, as the pavilion was set up on a larger scale than ever before, reflecting the growing interest of Japanese food companies in the UAE and Middle East market.

With an overwhelming response to the event, nearly 80 Japanese companies applied for participation, despite an initial allocation of only 25 booths. To accommodate this demand and maximize business matching opportunities, JETRO expanded the pavilion to include five additional booths, allowing 30 companies to take part. Furthermore, a dedicated annex specializing in seafood products was introduced, featuring seven participating companies. In total, 37 Japanese companies actively engaged in business negotiations throughout the event.



Among the standout offerings, matcha and oysters garnered significant attention from visitors. However, the highlight of the pavilion was the successful debut of fresh pears from Chiba Prefecture. Traditionally harvested between summer

and autumn, fresh pears have been challenging to export to winter events such as GULFOOD. However, thanks to Japan's advanced refrigeration technology, the pears were successfully preserved and presented in their freshest form. This innovation signals a promising future in which UAE residents may enjoy fresh Japanese fruits throughout the year.

GULFOOD 2025 welcomed more than 144,000 visitors and 5,500 exhibitors from 198 countries, underscoring its role as the undisputed global hub for food innovation, trade, and economic transformation. The JAPAN PAVILION's expanded presence and innovative offerings underscored Japan's commitment to deepening trade ties and delivering premium-quality products to the global market.

Establishment of Japan Food Export Platform in the UAE to Strengthen Japanese Food Market Expansion



In a significant step toward expanding the international presence of Japanese agricultural, forestry, fishery products, and foods, the Government of Japan has outlined strategic objectives of reaching 2 trillion yen in exports by 2025 and 5 trillion yen by 2030. As part of the comprehensive Export Expansion Action Strategy for Agriculture, Forestry, and Fishery Products and Food, the "Japan Food Export Platform" has been established in key overseas markets, with Dubai, UAE, becoming the 16th location globally to host this initiative.

On February 18, 2025, an opening ceremony was held in Dubai to formally inaugurate the Japan Food Export Platform in the UAE. The platform is designed to serve as a comprehensive support hub for Japanese food exporters by offering consultation services, addressing export-related inquiries, supporting promotional initiatives, and fostering the development of new commercial distribution channels in collaboration with local partners. It also aims to strengthen ties with food-related businesses and stakeholders across the UAE.



The ceremony was attended by H.E. Dr. Mohamed Salman Al Hammadi, Assistant Undersecretary for the Food Diversity Sector at the UAE Ministry of Climate Change and Environment (MOCCA), and Sheikh Suhail Al Maktoum, founder of Dubai-based Japanese café Yamanote Atelier. The event served as a valuable networking opportunity, enhancing the momentum for the promotion and expansion of Japanese food products in the UAE market.



Through this platform, Japan is committed to deepening its engagement with the UAE's food industry and enhancing the availability of high-quality Japanese food products in the region.

GULFOOD 2025 Delegation: Exploring Opportunities in the UAE's Food and Agriculture Markets

JETRO Dubai hosted delegates for Gulfood 2025 from February 20th to 22nd, focusing on the UAE's food and agriculture markets. JETRO led the visit of 11 Japanese companies specializing in these sectors.

On the first day, JETRO organized a UAE Food Market Briefing at the Dubai World Trade Centre (DWTC). Mr. Yomogida, a consultant at Cross Reach, delivered a lecture on the UAE food market. Cross Reach provides consulting services to support Japanese companies entering Middle Eastern and North African markets, as well as trading services focused on Japanese food products. Following the briefing, the delegation toured the Gulfood 2025 exhibition, conveniently located at the same venue.

On the second day, the delegation visited Deans Fujiya, the UAE's first exclusive Japanese retail supermarket. Mr. Panikkan, Managing Director of Deans Fujiya, provided an overview of the UAE food market, discussed their product offerings, and led a tour of the store. The group then proceeded to TOMO, a luxury Japanese restaurant in Dubai, for lunch. Prior to the meal, Chef Takahashi briefed the delegates on the current status of Japanese restaurants in the UAE, including typical customer spending, popular menu items, and food import regulations.



Later, the delegation visited 1004 Gourmet, a Korean supermarket in Dubai that also offers a selection of Japanese products. Mr. Chang, CEO of 1004 Gourmet, provided insights into their product selection process and guided a tour of the store. The day concluded with a visit to the Mall of the Emirates, the second largest shopping mall in the UAE, where participants explored Japanese brand stores such as YOKU MOKU and YATSUDOKI (Chateraise), and visited Carrefour, the country's largest hypermarket.



On the third day, the delegation traveled to Abu Dhabi for lunch at Niri, a renowned sushi and grill restaurant. Before lunch, Chef Takemoto provided a briefing on the Japanese restaurant industry in the UAE, including how non-halal products are managed in kitchens and the sourcing of ingredients. Following lunch, the group visited the warehouse of Summit Trading, the largest Japanese food trading company in the UAE. Mr. Okubo, Managing Director of Summit Trading, delivered a presentation on their operations, food import regulations in the UAE, and their product lineup, followed by a warehouse tour.

The program concluded with a feedback session at the JETRO Dubai office, where participating companies shared their insights and reflections on the delegation experience.

MENA Hydrogen & CCUS Business Networking Event



On 24 February 2025, JETRO Dubai, in collaboration with Qamar Energy, successfully hosted the MENA Hydrogen & CCUS Business Networking Event. The gathering brought together approximately 40 participants from both Japanese and UAE-based companies across Dubai, Abu Dhabi, Sharjah, and Ras Al Khaimah.

The event was specifically designed to foster dialogue among companies already engaged in concrete business activities within the hydrogen and carbon capture, utilization, and storage (CCUS) sectors, with the aim of fostering meaningful business matching opportunities.



The session commenced with a comprehensive market overview of the MENA region's hydrogen and CCUS landscape, presented by Qamar Energy. This was followed by interactive discussions that enabled participants to exchange insights and explore potential avenues for future collaboration.

JETRO Dubai will continue to demonstrate its commitment to fostering partnerships that advance sustainable energy development and strengthen collaboration between Japan and the MENA region in the hydrogen and CCUS sectors.

JETRO Dubai's IP Department: Q1 2025 Activities Update



JETRO Dubai's IP Department continues to make significant strides in actively engaging with authorities and stakeholders by organizing impactful IP-related activities.

The first quarter of 2025 kicked off with the GCC Invitation Program to Japan, which took place from January 21-24 as part of the IIPPF Middle East and Africa Project. This initiative brought together representatives from esteemed IP associations, including the Bahrain IP Society, GCC IP Training Centre in Kuwait, Omani Association for Intellectual Property (OAIP), Intellectual Property Protection Association (IPPA), Emirates Intellectual Property Association (EIPA), and the Gulf BPG.

During the invitation program, invitees engaged in fruitful discussions with several authorities and associations. They also visited Japanese companies and took part in an IP seminar organized by JETRO, enhancing their understanding of best practices in intellectual property management.

And to continuously enhance cooperation with relevant authorities, an online opinion exchange between the Middle East Intellectual Property Group (ME-IPG) and Egypt Customs was facilitated on February 5, focusing on anti-counterfeiting strategies and effective enforcement measures in Egypt.

ME-IPG also held its 29th quarterly meeting on March 17, as part of its regular information-sharing efforts. The members were provided updates on last year's activities and discussed future plans, ensuring they remain informed and engaged.

Furthering its commitment to addressing pressing issues, a webinar was organized on April 24, focusing on anti-counterfeit measures in the Greater Maghreb Region.

Presented by Ms. Nihel Bernard from Cabinet Map, the session aimed to shed light on the critical issue of counterfeiting in the region, particularly highlighting challenges faced in Algeria.

JETRO Dubai's IP Department remains dedicated to enhancing collaboration with the relevant enforcement authorities and sharing knowledge among IP stakeholders, through these initiatives.

Ms. Mayu Okumura takes charge as new Director for Agriculture, Forestry, Fisheries, and Food



Ms. Mayu Okumura joined JETRO Dubai in April 2025 as the new Director in charge of Agriculture, Forestry, Fisheries, and Food, succeeding Mr. Kenro Takahashi.

Ms. Okumura began her career at the Ministry of Agriculture, Forestry and Fisheries (MAFF) in 2022, following prior experience in the fields of logistics, aviation, and food distribution. At the Ministry, she was actively involved in bilateral coordination efforts aimed at advancing the global expansion of Japanese agricultural exports, contributing to Japan's national goal of achieving 5 trillion yen in export value by 2030.

In her current role at JETRO Dubai, Ms. Okumura will focus on strengthening stakeholder relationships, offering strategic insights, and enhancing the visibility and competitiveness of Japanese products in overseas markets. She will leverage her multidisciplinary expertise to provide on-the-ground support to Japanese companies.

In parallel with her professional responsibilities, Ms. Okumura is pursuing a Master's Degree in Business Administration, believing that this academic pursuit will further enhance her ability to drive impactful initiatives and deliver meaningful results in the field of international trade and export development.

We extend our warmest wishes for Ms. Okumura's success in her new assignment at JETRO Dubai.

Mr. Kozo Ono joins JETRO Dubai as new Director for Business Development



Mr. Kozo Ono assumed the role of Director in charge of Business Development at JETRO Dubai in mid-April 2025, succeeding Mr. Takahisa Ota, who served in the same position for the past four years.

Mr. Ono holds a degree in Cultural Anthropology from Yokohama National University, graduating in 2016. During his academic journey, he took part in an exchange program at Cairo University in Egypt, deepening his understanding of cross-cultural dynamics. He began his career with JETRO in 2016 and soon joined the Global Strategy Development Team, covering the Middle East region from 2017 to 2019.

In 2019, Mr. Ono undertook a year of hands-on business training in Morocco, gaining valuable insights into international development. From 2020 to 2023, he served as the Representative of JETRO's Suwa office in Nagano Prefecture, where he supported local businesses in expanding their global presence. Prior to his current assignment in Dubai, Mr. Ono was based at JETRO Tokyo's Planning Division, where he contributed to the development and implementation of key organizational strategic initiatives.

In his new role, Mr. Ono is responsible for supporting the overseas expansion of Japanese companies, with a particular focus on the healthcare sector. His work includes spearheading key initiatives such as the World Healthcare Expo and programs aimed at supporting small and medium-sized enterprises (SMEs). In addition, he plays a vital role in enhancing the appeal of the United Arab Emirates to Japanese businesses by organizing annual business delegations. These delegations are designed to showcase investment and collaboration opportunities in the Northern Emirates and to highlight emerging strategic themes such as food security. His portfolio also encompasses business development efforts in Iraq and other neighbouring countries.

We extend our warmest welcome to Mr. Ono and wish him every success in his new role at JETRO Dubai.