

IN:FUSE

Japanese INgredients FUSEd with International Cuisine

a seafood edition



15 February 2019

Media Release

IN:FUSE – Back for the third time in Singapore! Bringing you Japanese seafood INgredients FUSEd with International Cuisine.

JETRO Business Matching of Japanese Seafood in Singapore 2019

With the increasing popularity and demand for Japanese cuisine in Singapore, the Japan External Trade Organization (JETRO) will be holding the third edition of IN:FUSE, an exclusive one-day-only F&B industry showcase, as part of their continued efforts to promote safe, healthy and delicious Japanese foods for export. Unlike the past editions, this year's IN:FUSE will be featuring only seafood and marine products from Japan. The event will be held at At-Sunrice GlobalChef Academy on **21st February 2019**.

This Japanese Seafood PR Seminar and business matching will bring together local restaurants, import wholesalers and many more who are interested in bringing in Japanese seafood and related products. Japanese producers and manufacturers who are interested in entering the Singapore market or expanding sales channels will be present to showcase their products and business ideas to both Japanese and non-Japanese companies.

Highlights:

- Meet and network with 35 participating suppliers of fresh and frozen seafood products as well as ready-to-eat Japanese foods.
- Import of live oysters from Mie Prefecture has been approved for the first time on 14th December 2018, and will be available for tasting at the event as three oyster suppliers will be exhibiting there.

Reference links of live oysters (Written in Japanese):

JETRO: <https://www.jetro.go.jp/biznews/2018/12/381199cbb36beea8.html>

Mie Prefecture: <http://www.pref.mie.lg.jp/TOPICS/m0025100030.htm>

IN:FUSE will see an increased line-up of 35 vendors compared to 29 in 2017; it is the ideal platform for business and networking opportunities between Japanese suppliers and interested buyers. In this intimate event space, face to face discussions will be the key. Suppliers present will showcase their wide range of Japanese seafood products and how they can be incorporated into different cuisines for new tastes. Buyers will be able to hear and taste first-hand, from the suppliers, about the quality produce and meticulous production processes used to produce such premium ingredients and products for international consumption. As the demand for Japanese ingredients and foods continue to rise, this event will be a rare but valuable opportunity for buyers to seek out potential partners and carve out prospective business ventures and opportunities together. In addition to business matching opportunities, buyers can open their eyes to the versatility of ingredients that Japan has to offer. Suppliers hailing from various prefectures will bring along marine products unique to their prefectures and recommend how they can be incorporated into fusion dishes. In addition, sake vendors will showcase a myriad of delectable sake that Japan has to offer. JETRO is looking to invite buyers, including restaurant chefs, owners, hotel managers, restaurant managers, food wholesalers and many more.

More Information:

Schedule:

21 February 2019 (Thursday)

11:30 ~ 12:00: Registration

12:00 ~ 13:00: Japanese Seafood PR Seminar & Foods sampling
hosted by

National Federation of Fisheries Co-operative Associations (Fisheries Union)

13:00 ~ 17:00: Business Matching session

Organiser: Japan External Trade Organization (JETRO)
Japan Aquatic Products Export Council / National Federation of Fisheries
Co-operative Associations (Fisheries Union)

Exhibitors: 35 Japanese seafood manufacturers and trading companies in Japan
<https://infuse-jetro.biz/>

Visitors: Restaurant Chefs, Owners, Hotel Purchasing Managers, Restaurant
Purchasing Managers, Food import wholesalers.

Venue: At-Sunrice GlobalChef Academy
(28 Tai Seng Street, Level 5 Sakae Bldg, Singapore 534106)

About Seminar

The land of Japan is 3,000 km wide from North to South. A huge range of different marine produce can be caught during varying seasons and areas. The attractiveness in Japanese foods lies in the seasonal tastes that changes from Spring, Summer, Autumn, to Winter. Previously, we have successfully introduced many marine products in our seminars. This time, oysters from Mie Prefecture will be introduced as AVA (Agri-Food & Veterinary Authority of Singapore) has approved of importing oysters from Mie to Singapore in December, 2018. This amazing feat is the first for Japan's oysters and we are proud to bring you the oysters that are rich, creamy and properly groomed and raised in the beautiful ocean. Free tasting of these oysters will be available.

About JETRO

The Japan External Trade Organization (JETRO) is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

JERTO TOKYO: <https://www.jetro.go.jp/en/>

JETRO SINGAPORE: <https://www.jetro.go.jp/singapore/>

For media queries, please contact:

Teo Han Rui
Project Manager
Vivid Creations Pte Ltd
Mobile: 8188 1012
Email: hanrui@vivid-creations.biz