

Results of Main Initiatives (FY2024 Projects)

The Japan Rice and Rice Industry Export Promotion Association (JRE) undertakes a wide range of promotional activities, overseas market research, and other activities to expand the export of made-in-Japan rice and processed rice products. JRE's main projects in FY2024 include the following:

(1) Participation in a trade show in the US (WFFS2025)



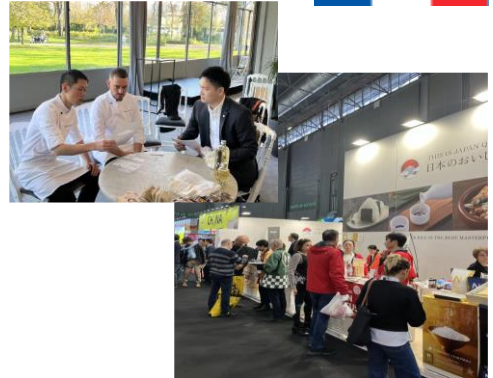
- JRE participated in one of the largest trade shows for high-end specialty food on the West Coast of North America, which takes place in Las Vegas and other major West Coast cities each winter, by running its own booth at the show.
- A three-day show hosted more than 1,000 companies and other organizations participated as exhibitors, and attracted over 10,000 distributors and other attendees.
- Nineteen JRE members joined the show as exhibitors, resulting in the signing of business deals worth about 200 million yen.



(2) Participation in a trade show in France (SIAL Paris 2024)



- JRE participated in the largest food industry trade show in Europe, which takes place biennially in Paris, France, in years in which another large biennial food industry trade show in Germany (Cologne) is not held, by running its own booth in the show.
- A five-day show hosting more than 7,000 companies and other organizations as exhibitors, plus nearly 300,000 importers and other related people.
- Fifteen JRE members joined the show as exhibitors, resulting in the signing of business deals worth nearly 200 million yen.



(3) Promotion of rice and rice-related food products in Mexico



- Japanese food products have been attracting increasing attention, following the lifting of an import ban on milled rice from Japan in 2023. Taking advantage of this momentum, JRE hosted a trade fair offering seminars, workshops, and tasting opportunities to more than 10 local importing companies to promote Japanese rice and rice-related products to them.
- Eight JRE members joined this event, resulting in the signing of business deals worth about 70 million yen.



(4) Promotion of rice and rice-related food products in the United Arab Emirates



- Japanese food has gained increasing attention, as suggested by an increase in the number of Japanese restaurants. Taking advantage of this momentum, JRE hosted door-to-door business negotiations and a trade fair offering seminars, workshops, and tasting opportunities to about 20 local distributors and other related companies to promote Japanese rice and rice-related products to them.
- Nine JRE members joined the negotiations and event, resulting in the signing of business deals worth about 100 million yen.



(5) Support for the export of made-in-Japan rice and processed rice products to the UK



- With the aim of expanding the export of rice and processed rice products, on which tariffs were going to be eliminated as the result of the UK acceding to CPTPP, JRE hosted a trade fair offering seminars, workshops, and tasting opportunities to about 50 local importers and other related companies to promote Japanese rice and rice-related products, as well as Japanese-style curry, to them.
- Seven JRE members joined this event, resulting in the signing of business deals worth about 30 million yen.
- This project was implemented as a collaboration with JETRO and the All Japan Curry Manufacturers Association, a government-designated organization exporting a specific item.



(6) Promotion of Japanese rice and fishery products in the US



- With the aim of expanding exports to the southern and central regions of the US, which have received less marketing attention than the east and west regions, JRE hosted trade fairs in two cities, Houston and Miami, offering seminars, workshops, and tasting opportunities to about 50 local distributors and other related companies to promote Japanese rice and rice-related products, as well as made-in-Japan farmed fish (yellowtail and sea bream), to them.
- Besides this, JRE also ran a promotional campaign at retail stores and restaurants as public relations efforts targeting consumers.
- Ten JRE members joined this project, resulting in the signing of business deals worth about 50 million yen.
- The project was implemented as a collaboration with JETRO, JFOODO and Japan Farmed Fish Export Association, a government-designated organization exporting a specific item.

