

# Main Projects Scheduled for FY2025

## (1) Participation in a trade show in the US (WFF)



- JRE will join one of the largest trade shows for high-end specialty food on the West Coast of North America, a three-day event that more than 1,000 companies and other organizations from across the world will participate in as exhibitors, as well as over 10,000 distributors and other attendees, by running its own booth at the show as it has done in the past.
- To be held in San Diego in January 2026.

## (2) Participation in a trade show in the US (SFFS)



- One of the largest trade shows on the East Coast, about the same scale as the above one. A three-day event that more than 2,000 companies and other organizations from across the world will participate in as exhibitors, as well as nearly 30,000 visitors. JRE will participate in this event for the first time this fiscal year, running its own booth at the show.
- To be held in New York in June 2025.

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



- As part of the efforts to develop the market in the central region of the US, JRE will carry out promotional activities in Dallas, which is said to be where many importers and other related companies in the district are based. JRE will host a trade fair offering seminars, workshops, and tasting opportunities.
- To be held in October 2025.

## (4) Participation in a trade show in Germany (ANUGA)



- JRE will join one of the largest trade shows in Europe, which takes place biennially in years in which SIAL Paris, another large biennial trade show which JRE participated in France (Paris) last year, is not held, running its own booth at the show.
- Nearly 7,900 companies and other organizations participate in this event as exhibitors, and there are about 140,000 visitors.
- To be held in Cologne in October 2025.

## (5) Promotion of rice and rice-related food products in the UK



- With the aim of expanding the export of rice and processed rice products, on which tariffs have been eliminated as the result of the UK acceding to CPTPP, JRE will host a trade fair offering seminars, workshops, and tasting opportunities to local distributors and other related parties.
- To be held in London in September 2025.

## **(6) Promotion of rice and rice-related food products in Mexico**



- With the aim of expanding the export of rice and rice-related food products to Mexico, JRE will host a trade show offering seminars, workshops, and tasting opportunities to local distributors and other related parties.
- To be held in Mexico City in August 2025.

## **(7) Promotion of rice and rice-related food products in the United Arab Emirates**



- With the aim of expanding the export of rice and rice-related food products to the UAE, JRE will host a trade show offering seminars, workshops, and tasting opportunities to local distributors and other related parties.
- To be held in Dubai in December 2025.

## **(8) Feasibility study for the export of rice and rice-related food products to China and participation in a trade show for food (FHC)**



- JRE will conduct research to explore what changes have occurred to the rice and rice-related product markets in China over the past several years, during which, the Japan-China relationship has been stagnating, as well as what products and messages are likely to be effective. JRE will reflect the results in preparations for the upcoming trade show and market development in China.
- JRE will participate in Shanghai FHC in November 2025. This event hosts more than 3,000 exhibitors and attracts more than 180,000 visitors.

## **(9) Research project for expanding recognition of the made-in-Japan logo (Hong Kong)**



- JRE will label the rice and rice-related products which it will market in Hong Kong with the “unified logo for export promotion,” shown on the right, to increase public recognition and understanding of these products. It will also conduct research to measure the project’s effectiveness.
- It will be implemented from summer/fall 2025 to the end of the year, targeting products marketed in Hong Kong, the largest export destination.