

## Oishii Japan 2013

Oishii Japan is ASEAN's largest dedicated showcase on Japanese food and beverage products. The exhibition aims to connect local and regional F&B trade professionals with the latest and the best of Japan's F&B industry.

The annual trade show targets the trade professionals including chefs, restaurateurs, hoteliers, importers and distributors, retailers as well as new business owners and investors in the F&B industry. Oishii Japan is open to the public on the last day (19 October 2013)

Japan's Ministry of Agriculture, Fisheries & Forestry (MAFF) is launching a concerted campaign "Celebrate Japanese Cuisine and Culture!". Oishii Japan 2013 is included in this campaign which contributes to raise the profile of Japanese cuisine and culture in Singapore.

### 1. Outline of Exhibition

<b>Exhibition name</b>	Oishii Japan 2013 ( <a href="http://www.oishii-world.com">http://www.oishii-world.com</a> )
<b>Venue</b>	Suntec Singapore, Hall 401-402
<b>Opening period</b>	October 17, 2013 ~ October 19, 2013
<b>Target visitorship</b>	6,000
<b>Organiser</b>	Oishii Japan Executive Committee

**Supported by** MAFF, JETRO, Japan Tourism Agency, JNTO, CLAIR, ASEAN-Japan Centre, Hokkaido Government, The Embassy of Japan in Singapore, The Japan Food Machinery Manufacturers' Association, and Singapore Tourism Board etc.

### 2. The image of Oishii Japan 2012

