



平成21年度
農林水産物産等海外販路創出・拡大委託事業
(海外展示・商談活動(米国))

実 施 報 告 書

The International Boston Seafood Show

平成22年3月
農林水産省委託事業
(共同ビーアール株式会社)

本報告書は、平成21年度農林水産物等海外販路創出・拡大委託事業により日本パビリオンを設置・運営した水産物等専門の国際見本市「International Boston Seafood Show」における同パビリオンの展示・商談活動について取りまとめたものである。

農林水産省では、農林水産物等の輸出を平成25年までに1兆円規模にするという政府の目標の実現に向け、各種の輸出促進事業を実施している。農林水産物等海外販路創出・拡大事業(海外展示・商談活動)は、日本産農林水産物・食品の海外への販路の創出・拡大を目的とし、輸出志向のある生産者等に対し、海外における展示・商談活動の場を提供するものである。

本事業においては、北米最大の水産物等専門の見本市である「International Boston Seafood Show」に日本パビリオンを設置し、北米地域への水産物・水産加工品の輸出に向けて新規参入・市場拡大を目指す日本企業等に対し、販路開拓のための場を提供した。

本報告書が関係各位にとって参考となれば幸いである。

なお、本事業は、共同ピーアール株式会社が農林水産省の委託を受けて実施した。

平成22年3月

・見本市開催概要

概 要

名 称	The International Boston Seafood Show 2010 (IBSS2010)
会 期	2010年3月14日(日)～16日(火) <開催時間> 10:00～17:00(最終日15:00まで)
会 場	Boston Convention & Exhibition Center <住所> 415 Summer Street, Boston, MA 02210, USA <URL> http://www.advantageboston.com/
主 催	Seafood Expositions
規 模	162,030sq.ft (約15,053m ² / 総展示面積 / 2010年実績)
出 展 者 数	869者(海外からの出展:32カ国 / 2010年実績)
来 場 者 数	17,178人(昨年度8%増 / 2010年実績)

日本パビリオン概要

名 称	Japan Pavilion	ブ ー ス 番 号	1805
出 展 内 容	展示ブース:10小間(90m ²) + 共用ブース:6小間(54m ²)		
出 展 物	いか、えび、かき、かんぱち、さば、さんま、しゃも卵、ずわいがに、海苔、はまち、ぶり、わさび、海藻加工品、魚介類加工品、水産練り製品 等		
開 催 内 容	輸出志向のある日本の水産物・水産加工品の生産者等が、海外へ輸出するための足がかりとして、米国・ボストンで開催される「International Boston Seafood Show」の展示・商談活動を実施。同時に日本水産品の普及を目的とする試食イベントを開催。		

日本パビリオン・全体スケジュール

日程	時間	内容	備考
3月12日(金)	08:00～16:00	日本パビリオン設営	夜:出展者現地入り
3月13日(土)	08:00～16:00		13:00～ 全体ミーティング
3月14日(日)	10:00～17:00	見本市開催	09:30～ 全体ミーティング
	17:00～19:00	プレス試食会	於: The Westin Boston Waterfront
3月15日(月)	10:00～17:00	見本市開催	
3月16日(火)	10:00～15:00	見本市開催	
	15:00～	撤去作業	

会場概要-1(フロア構成)



**Japan Pavilion
No.1805**

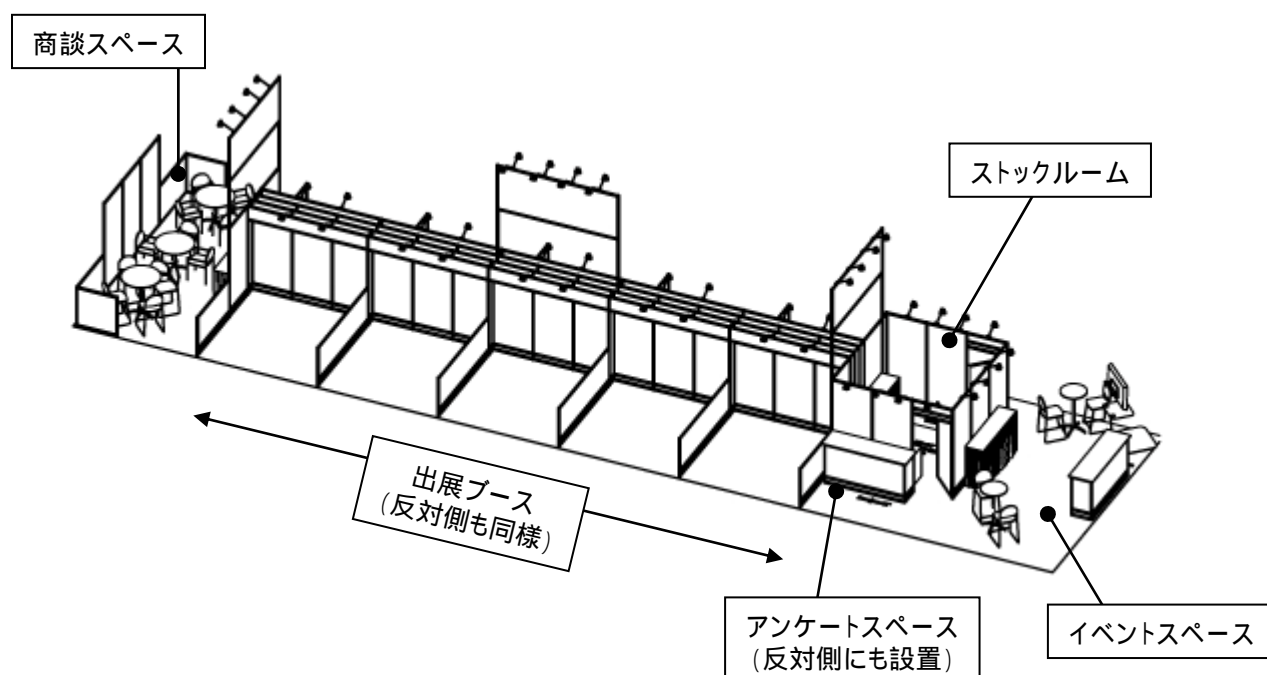
主要施設	A	SHOW MANAGEMENT OFFICE / CUSTOMER SERVICE DESKS (追加備品・冷蔵冷凍・電源等のリース及び氷のデリバリーサービス申込・問合せ先)
	B	PERISHABLE STORAGE (ローディングドック...IBSS共同保管場所<冷蔵・冷凍>)
	C	THE WESTIN BOSTON WATERFRONT

他国出展状況		1705	台湾	Taiwan Frozen Seafood Industries Assn
		1905	オマーン	The Omani Centre for Investment Promotion and Export Dev
		1833	中国	CAPPMA-China Aquatic Products Processing & Marketing Association
		2057	エストニア	Estonian Association of Fishery
		2105	チリ	Global Seafood Chile SA
		1033 939	ベトナム	Vietnam Association of Seafood Exporters and Producers
		951	マレーシア	Department of Fisheries Malaysia
		633	エクアドル	CORPEI

会場概要-2(日本パビリオン小間配置)

ブースNO	出展者名
1805-A	株式会社兵殖
1805-B	株式会社カネダイ
1805-C	株式会社スギヨ
1805-D	クニヒロ株式会社
1805-E	丸徳海苔株式会社
1805-F	マリンフーズ株式会社
1805-G	森松水産冷凍株式会社
1805-H	株式会社紀文食品
1805-I	株式会社ヤマヨ
1805-J	金印物産株式会社

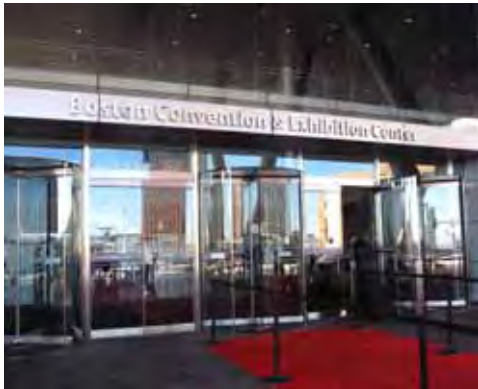
共有スペース (商談スペース)	
1805-J 金印物産	1805-E 丸徳海苔
1805-I ヤマヨ	1805-D クニヒロ
1805-H 紀文食品	1805-C スギヨ
1805-G 森松水産 冷凍	1805-B カネダイ
1805-F マリン フーズ	1805-A 兵殖
共有スペース (イベントスペース、ストックルーム、 アンケートスペース、受付)	



・会場概要-3(写真:日本パビリオン)



. 会場概要-3(写真:IBSS会場全体)



・ 出展者紹介-1(リスト)

株式会社兵殖 Hyoshoku Co., Ltd.	出展物	ぶり(養殖フィレ)		
	所在地	〒879-2412 大分県津久見市高洲町3824-7		
	担当者	山崎要介	U R L	http://hyoshoku.com/
株式会社カネダイ Kanedai Co., Ltd.	出展物	さんま加工品(甘酢しめ)、ずわいがに、えび(冷凍・刺身用)		
	所在地	〒988-0033宮城県気仙沼市川口町2-105-1		
	担当者	佐藤俊輔 / 小野寺正善	U R L	http://www.kanedai-kesennuma.co.jp
株式会社紀文食品 Kibun Foods Inc.	出展物	水産練り製品(魚河岸あげ、おでん、伊達巻、野菜天)		
	所在地	〒105-8626東京都港区海岸2-1-7		
	担当者	三井忠彦	U R L	http://www.kibun.co.jp/
金印物産株式会社 Kinjirushi Sales Co., Ltd.	出展物	わさび製品(本わさび、おろしわさび、きざみわさび)		
	所在地	〒104-0033東京都中央区新川1-28-25 東京ダイヤビルディング3号館		
	担当者	内田義人	U R L	http://www.kinjirushi.co.jp/
クニヒロ株式会社 Kunihiro Inc.	出展物	冷凍かき加工品(スチームかき、スチームかきフライ、スチームかきソテー)		
	所在地	〒722-0051 広島県尾道市東尾道15-13		
	担当者	鈴木 隆(ケーエス商会)	U R L	http://www.veristores.com/kunihiro/
マリンフーズ株式会社 The Marine Foods Corporation	出展物	海藻加工品(冷やしわかめ)、いか加工品(中華いか山菜、てりいか、海鮮えだ豆サラダ)、水産練り製品(かにかま)、その他水産加工品(味付ししゃも卵)		
	所在地	〒141-6011 東京都品川区大崎2-1-1 Think Park Tower 11F		
	担当者	丸井孝樹	U R L	http://www.marinefoods.co.jp/
丸徳海苔株式会社	出展物	海藻加工品(焼のり、塩のり、わさび味のり)		
	所在地	〒733-0833 広島県広島市西区商工センター7-1-40		
	担当者	古川 靖	U R L	http://www.noriya3.com
森松水産冷凍株式会社 Morimatsu Suisan Reito Co., Ltd.	出展物	はまち(養殖フィレ、養殖ロイン)、かんぱち(養殖フィレ)		
	所在地	〒794-0032 愛媛県今治市天保山町5-2-20		
	担当者	鎮西克彦	U R L	http://www.rumijapan.co.jp/
株式会社スギヨ Sugiyō Co., Ltd.	出展物	水産練り製品(かに風味かまぼこ)		
	所在地	〒926-8603 石川県七尾市府中町員外27-1		
	担当者	守 義信	U R L	http://www.sugiyō.co.jp/
株式会社ヤマヨ Yamayo Co., Ltd.	出展物	いか加工品(塩辛)、さば加工品(甘酢しめ)、さんま加工品(甘酢しめ)、海藻加工品(つるあめ昆布漬け)		
	所在地	〒031-8577 青森県八戸市江陽4-10-24		
	担当者	町田健司	U R L	http://www.yamayo.info/

・出展者紹介-2(ブース模様)

株式会社兵殖

1805-A



株式会社カネダイ

1805-B



株式会社紀文食品

1805-H



金印物産株式会社

1805-J



・ 出展者紹介-2(ブース模様)

クニヒロ株式会社

1805-D



マリンフーズ株式会社

1805-F



丸徳海苔株式会社

1805-E



森松水産冷凍株式会社

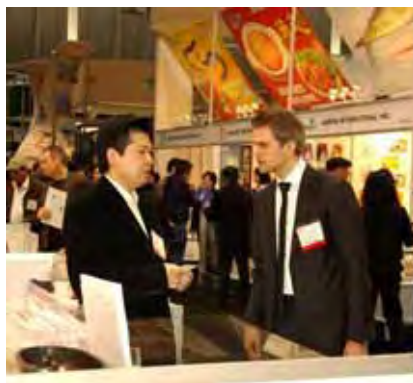
1805-G



・ 出展者紹介-2(ブース模様)

株式会社スギヨ

1805-C

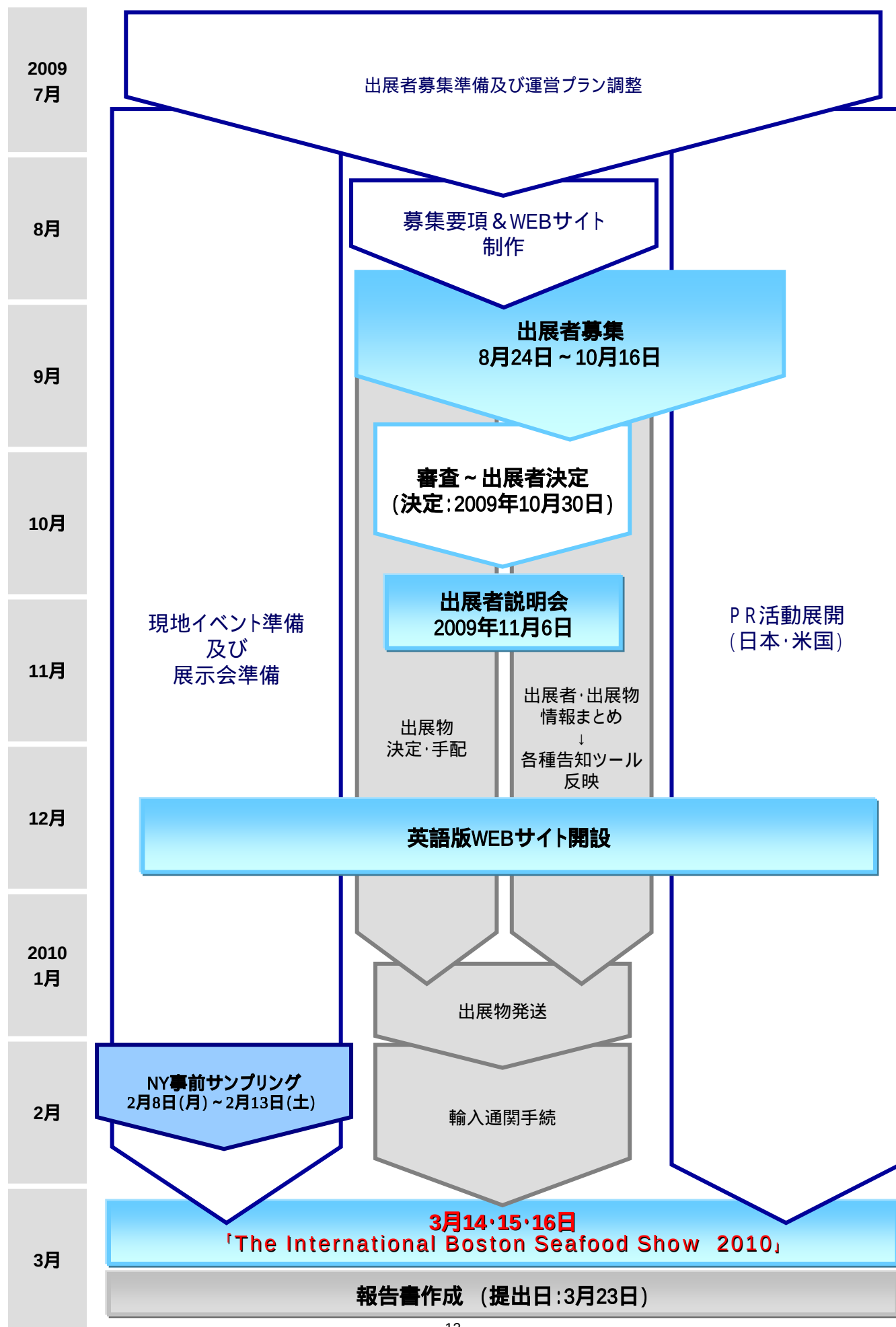


株式会社ヤマヨ

1805-I



・運営スケジュール



商談支援活動(施策概要)

商談マッチング施策の実施

商談支援のため、出展者とバイヤー等との商談をセッティングするマッチング施策を実施。会期2ヶ月前(2010年1月)より米国を中心とするバイヤー等に招待状の送付ならびに電話・メールによるコンタクト活動を通して、会期中の商談誘致や会期初日(3月14日)の試食レセプションへの招致を行い、商談機会の創出に努めた。

コンタクト内容

コンタクト内容		日付	送信数	問合せ件数
E-DM	初回	2/11(木)	662通	16件
E-DM	2回目	3/2(火)	697通	15件
E-DM	3回目	3/8(月)	738通	12件
電話 & E mail	フォローアップ	随時	43件	
電話 & Email	Reminder	3/12(金)	15通	
E-DM送信総数(Reminder除く)			2097通	
コンタクト企業総数			738社	

招待状



INTERNATIONAL BOSTON SEAFOOD SHOW

Japan Pavilion

THE JAPAN PAVILION IS LOOKING FORWARD TO MEETING YOU AT THE INTERNATIONAL BOSTON SEAFOOD SHOW!

Meetings available on Sunday and Monday, March 14th and 15th
Please contact akimura@colangelopr.com to make your appointment

Introducing processed and unprocessed high-quality seafood products from Japan, including amberjack, crab, crab flavored seafood, mackerel, oyster, saury, seaweed, shrimp, squid, surimi, yellowtail as well as wasabi products and much more!

International Boston Seafood Show
Date: Sunday, March 14th – 16th 2010
Location: Boston Convention & Exhibition Center
415 Summer Street, Boston, MA 02210, USA
Official website: www.bostonseafood.com
Japan Pavilion Booth: #1805
* VIP Passes are available from the Japan Pavilion for visitors with confirmed appointments.

You are also invited to a **Tasting Reception**
The Westin Boston Waterfront/Faneuil Room
425 Summer Street, Boston, MA 02210
(617) 532-4600
Date: Sunday, March 14th
Time: 5:00pm – 7:00pm
* Space is limited. Please RSVP.

For more information, please visit
<http://www.japan-seafood.net/english/index.html>
To make an appointment for a business meeting,
please contact
akimura@colangelopr.com or 646-346-1757

DMハガキの活用

出展情報をまとめたDMハガキを制作し、各社100部ずつ提供(参照資料-制作物4)。
出展者は事前の商談活動やまた事後のフォローアップ活動のツールとして活用した。

商談支援活動(商談成果)

事前に行った商談マッチング活動の結果、下記(上)の商談アポイントメントをセッティングした。また会期中に行った来場者アンケートの際、バイヤー及びレストラン関係者については、興味のある出展者(物)を聞き、都度、各出展ブースに案内し、商談へと誘導した。

商談マッチング施策による商談概要

西本貿易	日系商社	インポーターを探しているクニヒロとの商談設定のため連絡。当日は全出展者を案内して、個別に商談を行った。
共同貿易	日系商社	試食レセプションに招待。レセプションの前に日本パビリオンを案内して、個別に商談を行った。
JFC International Inc.	日系商社	牡蠣に興味があり、クニヒロとの商談を設定。その他、日本パビリオン全体を案内して個別に商談を行った。
Uoriki Fresh Inc.	卸業者	スギヨ、マリンフーズとの商談を設定した。その他、全出展ブースをまわって、連絡先と資料を持ち帰った。
Yama Seafood	卸業者・インポーター	養殖ハマチに興味があり、兵殖および森松水産との商談、さらに牡蠣も取り扱っているということでクニヒロとの商談を設定。
Pacific Seafood Group	インポーター	ぶり、はまち、かに、えび等に興味があり、兵殖、森松水産冷凍、カネダイとの商談を設定。
Oceanside Seafood Inc.	小売・卸業者	うに、たらこ、マサゴ、ハマチおよび調味料を探していたため、兵殖、森松水産冷凍、マリンフーズ、金印物産、ヤマヨとの商談を設定。
Rastelli Seafood	卸業者	養殖ハマチに興味があり、兵殖および森松水産との商談を設定。
SEAFOOD IMPORTS, INC	インポーター	すり身製品と海苔について商談を希望していたため、紀文食品、スギヨ、丸徳海苔、マリンフーズとの商談を設定。
SEATRADE INTERNATIONAL CO. INC	商社	すり身製品と海苔について商談を希望していたため、紀文食品、スギヨ、丸徳海苔、マリンフーズとの商談を設定。
SUN HING WHOLESALE	卸業者	丸徳海苔、金印物産との商談を設定。
Seasource Imports	インポーター	シーフードのインポーターで養殖ハマチと海草サラダの商談希望があり、森松水産、兵殖、マリンフーズ、ヤマヨとの商談を設定。
East Coast Seafood	卸業者・インポーター	出展者(物)を特定せず商談を設定。当日各製品の説明を行った後、養殖ブリ・ハマチおよび海草サラダに興味があり、森松水産、兵殖、マリンフーズとの商談を設定。その他、全出展者各社の連絡先を持ち帰った。
J.H. Miles & Co., Inc.	原料メーカー	キャンベルスープなど大手企業に原材料を卸している企業で、各ブースを案内して、個別に商談を行った。
Universal Seafood	レストラン	牡蠣に興味があり、クニヒロとの商談を設定。
Marder Trawling Inc.	卸業者	ホタテの商談を希望。ホタテのサプライヤーになれるという関カネダイ、マリンフーズ(株)、関ヤマヨとの商談を設定したが、当日は悪天候により来場できず、後日連絡があり、ホタテ商品の見積依頼があり、各社が直接コンタクトをとって交渉中。
Pacific Plus International	卸業者	森松水産冷凍とインポーターを通さず直接契約を希望していたが、ロット設定があわず、商談は成立せず。
Anna Maria Oyster Bar Inc.	レストラン	フロリダにあるオイスターレストランでクニヒロとの商談を中心に、兵殖、カネダイ、マリンフーズとの商談を設定。
Yum! Brands, Inc	レストラン	ケンタッキーフライドチキン、ピザハット等のファーストフード及びレストランチェーンを展開する企業。海藻を取り扱う生産者を探しているということでマリンフーズほか、スギヨ、カネダイとの商談を設定。

来場者アンケートを介して商談誘致した件数

合計:108 件	ディストリビューター	61件
	輸出入業者	24件
	ホテル・レストラン関係者	17件
	シーフードマーケット(卸関連)	6件

出展者における商談状況

	商談状況
A社	・一昨年、昨年の出展で引き合いがあった見込客へのフォローが十分でき、数件の成約がまとまる見込み。 ・会期後は出展で引き合いのあった企業(ニューヨーク、ロサンゼルス)に立ち寄り、具体的な商談に向けて準備中である。
B社	・テキサス州のディストリビューターがカニカマ製品で商談がまとまる見込み。 ・今回伊達巻を大々的に紹介し、バターで焼くことで風味がまるやかになる事をイベントで紹介して初めて分かった。アメリカでマーケット拡大していくために、どういった商品を考えていくべきかなどとても意味のあるイベントであった。昨年の方が来場者数は多かったが、今年の方が貴重なご意見をたくさんいただいた。今回の出展を足がかりに伊達巻のアメリカマーケット進出の足がかりを固めたい。
C社	・昨年同様、既存取引先の関係企業の出展者・来場者からの商談が10件前後まとまる見込み。 ・昨年の出展経験を活かし、今年は事前の調整が十分できたため、商談体制がスムーズだった。
D社	会期後商談について貿易会社やレストラン関係を含めて複数社の引き合いがあるが、取引量などの点から5から6社程度との商談がまとまる見込み。但し、検疫が厳しく、現在、輸出に関して問題がないかの再確認を平行して行っているため現時点では正式な成約には至っていない。HACCPや出展物(牡蠣)の輸出事情をふまえ、加工品がメインとなると想定していたので、今後はスーパーなどに卸していければと考え、現在、商談中である。
E社	・IBSSでは事前の調整も十分に出来たため中身の濃い商談が出来た。 ・新規ではWholeFoodsとの商談ができ現在交渉中。
F社	・ボストンで知り合ったAmericans Master of Tasteのメンバーからエントリーを勧められGoldMedalを受賞。 ・商談については現在進行中で全米に150店舗展開しているレストランから大口の依頼や、台湾のレストランから関税が高いのは承知の上で現在使用中のものから切り替えたいなどのニーズが出ている。 ・今回の出展を含め、本年度の輸出高は前年比数%UPが見込まれる。
G社	・問い合わせ内容から絞り込んで現在商談中。 ・引き合いは多いが現地拠点対応を求めるところもありその時点で進まなくなるものもある。 ・商談内容はスーパーやケンタッキーなどまとまればそれなりのものが見込めるところが6件進行中。
H社	・現在問い合わせに対してメールでの回答や見積を提出しているところ。 ・価格については中国産や韓国産と比較して厳しいが5～6件の商談成立を目指したい。 ・共同貿易に対しても日本側で商談中。
I社	・新規の成約がまとまる見込み。 ・見積依頼等の引き合いが多くあったが取引量をみながらターゲットを絞り、今後、商談フォローを行う。
J社	・現在、会期中の問い合わせや見積依頼に対応すると同時に今後の米国進出の方針を具体的に固めていきたい。 ・日系商社等と今後の商品展開について有益な話が聞けた。

商談支援活動(商談模様)



事前運営報告-1(募集)

出展者募集・選定

募 集 期 間	2009年8月24日～10月16日
募 集 ス ペ ース	最大10者・団体（小間形式）
募 集 内 容	日本産水産物、日本において最終加工された水産加工品及び日本産水産物を主原料とした水産加工品の生産者、加工業者、輸出・輸入業者等を対象に公募。但し、出展物に関しては米国において輸入・販売できるものに限る。
告 知 方 法	○農林水産省ホームページ ○専用ホームページ ○農林水産物等輸出促進全国協議会への告知 ○業界紙・一般紙へのパブリシティ
選 定 概 要	出展物に関しては、「日本産水産物、日本において最終加工された水産加工品及び日本産水産物を主原料とした水産加工品。ただし、米国に水産物を輸出するためには、対米水産食品加工施設の認定を取得していることが条件になるため、米国において輸入・販売できるもの」とし、これら対象出展物の生産者、加工業者、輸出・輸入業者から参加希望を募った。 結果として締切日までに12者の申し込みを受けたが、日本産農林水産物・加工品の輸出促進に資するものであるか、出展構成がバランスのとれたものとなるか、北米等での市場開拓・輸出拡大が見込まれる品目であるか、北米等での市場開拓・輸出拡大のために具体的な考えを有しているか、北米等のバイヤー等業者との商談をフォローする体制が整っているか、新規参加企業と北米等に既に輸出している企業のバランスがとれたものとなるか、などを出展者選定の基準とし、10者を決定した。

出展者説明会

出展者説明会には出展者10者のうち3者が出席（欠席：株式会社カネダイ、クニヒロ株式会社、丸徳海苔株式会社／いずれも委任状提出済）。説明会では、見本市および日本パビリオンの概要説明を行ったほか、食品の輸出について、セントラル貿易株式会社 代表取締役 田中均 氏による講演を実施。

出展者説明会

日時：2009年11月6日 13時～15時半

場所：共同PR（株）研修室

13:00	開会に先立って（名刺交換）	
13:10	開会	
13:15	農林水産省代表挨拶	輸出促進室 室長 竹内純一
13:25	委託事業会社代表挨拶	共同ビーアール 菅原豊
13:30	出展者・プロジェクト関係者紹介	共同ビーアール 木島康雄
13:40	出展の概要について	共同ビーアール 篠原見弦
13:55	ブース施工・装飾について	共同ビーアール 篠原見弦
14:10	質疑応答	
14:15	休憩（10分）	
14:25	輸送・物流について	商船三井ロジスティクス 中野徹
14:40	日本食品の輸出について	セントラル貿易 田中均
15:10	NYレストランにおける事前施策のご案内	共同ビーアール 菅原豊
15:25	質疑応答	
15:30	閉会	

IBSS2010日本パビリオン出展説明会 参加者リスト

農林水産省	大臣官房国際部貿易関税チーム輸出促進室 大臣官房国際部貿易関税チーム輸出促進室 大臣官房国際部貿易関税チーム輸出促進室 漁政部加工流通課水産物貿易対策室	竹内 純一 岩田 剛 國兼 洋平 高松 亜弥
出展者	株式会社紀文食品 金印物産株式会社 株式会社スギヨ 株式会社兵殖 マリンフーズ株式会社 森松水産冷凍株式会社 株式会社ヤマヨ	三井 忠彦 上田 博之 桑原 葉子 程 沙 椰 内田 義人 守 義 信 山崎 要介 中村 真理 丸井 孝樹 川瀬 博之 山本 和子 田面 木 努
物流アドバイザー 輸出促進アドバイザー 共同PR	東京営業部 食品チーム セントラル貿易 開発局 開発局 開発局 海外業務部	中野 徹 田中 均 菅原 豊 篠原 見弦 木島 康雄 阪井 達哉

（敬称略）

（敬称略）

事前運営報告-2(展示装飾関連)

デザイン・施工業者等

IBSS2010日本パビリオン事務局では、各出展者の展示ブースの仕様を取りまとめ、IBSS事務局が指定する関連業者を通して手配した。

The Show Management Office and Exhibitor Services Desks

主なデザイン・施工業者	FREEMAN	追加備品のリース ブースデザイン&設営 場内運搬業務
	Boston Convention & Exhibition Center	掃除、電源、電話・インターネット等
	ACME Ice	氷(無料)・ドライアイス(有料)の申込み
	Lowe Refrigeration	冷蔵・冷凍設備のリース
	Mass AV	オーディオ・ビジュアル機器類
	Atlantic Photo Service	写真
	Boston Party Rental	キッチン用品のレンタル
	800 Plant It	花・植物

展示装飾について

CONCEPT

日本を想起させる赤と白を基調としたシンプルなブースデザインを採用。各出展企業のブースはオプションで各種リース品の希望を募り、各社の要望が反映できるフレキシブル性のあるブース設計を心がけた。

EFFECT

赤と白のコントラストが遠目でも引き立ち、よく目に留まるという来場者の声が寄せられた(出展者より)。また床面を一面赤色にしたことで会場にあるエントランスフロアから見ても統一感があり目を引いた。



事前運営報告-3(物流・輸出促進アドバイザー)

通関・輸送関連

IBSS2010日本パビリオン出展事務局では、特定の通関・輸送業者は指定せず、輸送ルートを持っていない出展者へは、商船三井ロジスティクス社を紹介した。

【物流担当】

商船三井ロジスティクス株式会社
MOL Logistics (Japan) Co., Ltd.

〒112-8582 東京都文京区後楽2丁目5番1号
住友不動産飯田橋ファーストビル6階
TEL. 03-3830-7880(代表) FAX. 03-6891-1350

輸出促進コンサルティング

商談率の向上を目指し、IBSS日本パビリオン出展事務局では、農林水産省公認の輸出促進アドバイザーをつとめるセントラル貿易株式会社の田中均代表取締役に輸出促進アドバイザーを依頼。出展者説明会にて、食品の輸出に関する講演をした他、出展者から輸出や出展物に関する専門的な問合せの際は、田中氏はじめ、セントラル貿易株式会社に随時相談・対応してもらった。



農林水産省公認 輸出促進アドバイザー 田中 均 氏 (セントラル貿易株式会社 代表取締役)

農林水産省の輸出促進サポーターとしても名を連ね、創立昭和37年より日本食の輸出専門商社の代表取締役として、海外での日本食を通じて日本文化の普及に貢献。米国ではニューヨーク、カナダ、ハワイに日本食品総合卸問屋があり、特にニューヨークにおいては、創立明治40年片桐商会(日本食小売店)を経営。

輸出実績国	米国、カナダ、英国、オランダ、スイス、イスラエル、オーストラリア、ハワイ、グアム、台湾、中国、香港、韓国、タイ、ベトナム、マレーシア、シンガポール等
講演歴	「東南アジア及び北米への日本食品輸出について」 主催:しまね産業振興財団 / 実施年月日:H18年2月
	「農産物等輸出の取組と課題について」 主催:農林水産省近畿農政局 / 実施年月日:H18年10月
	「アジア及び北米への食品輸出について」 主催:JETRO北海道 / 実施年月日:H18年12月
	「海外における日本食品」 主催:八戸港国際物流拠点化推進協議会 / 実施年月日:H19年2月

事前運営報告-4(その他)

通訳・コミュニケーション支援要員の手配

商談アシスタントとして日本パビリオン内に専門的な商談にも対応できる通訳を2名配置した。
また出展者の要望によりコミュニケーション支援要員を有料で手配した。

試食イベントの手配(MC及び台本)

共有スペース内のイベントスペースにて、各出展者が実施する試食イベントのために、米国人MCを手配した。イベント内容の構想を事前に整理する目的も含め、MC用台本は各出展者が作成。英文での台本作成については、出展者の原稿をもとに事務局にて英訳等の編集を施し、事前にMCに送付して理解を促した。

事前運営報告-5(NY事前サンプリング施策)

実施概要

- § 会期前にニューヨーク市内の有名レストランにて、日本パビリオン出展物を使った限定メニューを提供。
- § 米国を代表する有名シェフが手がけるという話題性で、米国メディアにおけるパブリシティ活動を行い、開催までの認知度を高め、商談数の向上を目指した。

【開催時期】

2010年2月8日～2月13日（ニューヨークで開催されるレストランウィークにあわせて実施）

【開催レストラン】

Bouley

1987年にニューヨークのトライベッカにオープンした自身の名前を冠したレストランによって、ザガットなど各方面からかつて無い高い評価を得たデイヴィッド・ブーレイ氏は、以来、最先端のキュイジーヌとホスピタリティーの旗手として広く認識されている。キャリアの始めにフランスの高名なシェフ数名の下で研鑽を積んだブーレイ氏によるフランス料理は、日本を始めとするアジアの食材を革新的に取り入れていることで知られている。トライベッカを本拠地として現在までに他地域にもレストランを拡大、2008年にオープンしたBouley(ミシュラン2ツ星)を含む何れのレストランも高い評価を得ている。

住所：163 Duane Street, NY 10013

電話：212-964-2525

WEB：<http://www.davidbouley.com/>

時間：11:30am - 3:00pm / 5:00pm - 11:30pm

シェフ：David Bouley

期間中メディアを招致する他、一般客にも有償でメニュー提供



La Fonda Del Sol

2009年にオープンしたグランド・セントラル駅の近くにあるコンテンポラリー・スペイン料理レストラン。店内はガラス張りのモダンで開放的な「タパスバー」と、高級感が漂う「ダイニングエリア」に分かれており、それぞれ異なるメニューを提供している。厨房で指揮をとるのは日本の「スミレ・レストラン」、アメリカ風天ぷらレストラン「バー・フライ」等でエグゼクティブ・シェフをつとめたジョッシュ・デチェリス氏。

住所：Metlife Building, 44th street and Vanderbilt Ave, NY 10166

電話：212-867-6767

WEB：<http://www.patinagroup.com>

時間：11:30 am - 3:00 pm / 5:00 pm - 10:30 pm

シェフ：Josh DeChellis

期間中メディアを招致する他、限定客にメニュー提供



・事前運営報告-6(NY事前サンプリング施策)

参加出展者および提供食材

本施策には出展者10者のうち8者が参加し、下記の食材を提供した。

株式会社カネダイ	まるずわいがに
株式会社紀文食品	魚河岸あげ
金印物産株式会社	きざみわさび
クニヒロ株式会社	スチームかき
マリンフーズ株式会社	海鮮枝豆サラダ
森松水産冷凍株式会社	はまち
株式会社スギヨ	かに風味かまぼこ
株式会社ヤマヨ	いか塩辛

メディアコンタクト

メディアコンタクトの結果、下記10社を招致。(掲載実績は「PR活動報告-3(PR活動/米国)」を参照)

媒体名	記者名	媒体概要
Bite of the Best	Bonnie Leblang	食に関する有名英語ブログ。Leblang氏は、Associated Press他広くフードライターとして活躍すると共に、食に関する本を共著を含みこれまでに6冊出版している。
ChopSticks NY	Tomoko Omori	食を中心とした日本および日本文化を扱った月刊誌。発行部数5万部。
Fine Cooking Magazine	Lisa Waddle	クッキング・ファンのための調理方法やテクニックなどを満載した月刊誌。発行部数25万1,690部。
Food Arts	Juliet Glass	商品、トレンド、器具などのニュースや情報を扱うシェフやレストランなどに向けた業界月刊誌。発行部数5万5,750部。
Grocery Headquarters	Richard Turcsik	リテールおよび卸向け食品業界専門月刊誌。発行部数3万6,023部。
Japanese Food Report	Harris Salat	日本食に関する最大の英語ブログ。Salat氏は、ニューヨーク・タイムズ紙他、様々な刊行物でライターとして活躍。
Nation's Restaurant News	Sonya Moore	レストラン業界専門週刊誌。発行部数6万2,000部。
Restaurant Business Magazine	Patricia Cobe	レストラン、ホテル、リゾートなどのフードサービス業界専門月刊誌。発行部数7万6,100部。
Specialty Food Magazine	Dennis Marrero	Specialty Food Tradeの公式月刊誌。発行部数3万100部
Freelance Food Writer	Marcie Ver Ploeg	Seafood Cooking for Dummiesなど著作多数。スーパーマーケット・チェーンWegmans、料理学校、レストランの広報VPとしても活躍、日本食材に造詣が深い。

会場配布(掲載実績は「PR活動報告-3(PR活動/米国)」を参照)

Seafood Business Magazine

シーフード・パイヤーのための業界専門誌。IBSS第1日目(3月14日)付の「デイリー・スペシャル」にて、Japan Pavilionについて大きく扱った記事を掲載予定。参加登録をしているショー参加者のホテルの部屋に配布。

株式会社カネダイ(まるずわいがに)

Bouley

ポルチーニのフラン、蟹とブラック・トリュフのだし



蟹は非常にデリケートな食材であり、特にフレンチで使用する場合は、蟹本来の食感を損なわないように日本で出荷する以上に冷凍状態について細心の注意を払う必要がある。

La Fonda Del Sol

蟹と蟹風味かまぼこの衣のタラ、ギンディージャ・デ・バスカ (バスク風唐辛子)



たらの衣にかにかまぼこ(スギヨ)を使用している。蟹の風味がもっと欲しい。

【米国メディアのコメント】

- ・米国で広く使われる可能性がある。
- ・ポルチーニ・フランとの組み合わせが素晴らしいかった。



. 事前運営報告-6(NY事前サンプリング施策)

株式会社紀文食品(魚河岸あげ)

Bouley

魚河岸あげ、焼き南瓜のソース、かに風味かまぼことインゲン豆のあんかけ、ぶぶあられ、浅葱



フレンチ・レストランでは、魚のすり身を使ったソフトなフランやムースの技法もあるため、加工品を使うケースは少ないと思う。しかし、美味しく頂ける品なので、一般マーケットでは重宝されるかもしれない。

La Fonda Del Sol

魚河岸あげとスロウ・ポーチド・ダック・エッグ、レンテルとチョリーソ



魚河岸揚げは、米国人に馴染みが無いため、出されても何のことだかわからないと思う。スナックとして揚げると、米国人に受けるかもしれない。

【米国メディアのコメント】

それ自体ではあまり風味が無いが、レンティル豆と一緒に料理されると大変美味しく、シェフ・ディケリスの手にかかる素晴らしい料理になった。



・事前運営報告-6(NY事前サンプリング施策)

金印物産株式会社(きざみわさび)

Bouley

貝柱の黒トリュフ、だしソース、きざみわさび、七味、柚子添え



ソースは鰹出し汁にトリュフを利用。ホタテは塩をしてソテー。本品は、少し辛みが強すぎる。ニュー Yorkerには、わさびの知識が豊富な人も多く、加工品には偏見があるほどである。もう少し辛味を押さえるなどNY向けの味のものがあってもよい。

La Fonda Del Sol

【左】ハマチのブランチャ、わさびとスパニッシュ・オイル
【右】牡蠣のスープとポテト・リーク、牡蠣のセラノ・ハム包み



本品はMSG(グルタミン酸ソーダ)などの添加物や混ぜものが多いと使われているので、日本食材のピュアであるというイメージから離れてしまう。

【米国メディアのコメント】

- ・このように刻んだわさびは、今まで見たことがない。
- ・わさびの歯ごたえがよかった。
- ・米国で、広く使われる可能性があると思う。



. 事前運営報告-6(NY事前サンプリング施策)

クニヒロ株式会社(スチームかき)

Bouley

牡蠣のシチュー、黒玉葱のパウダー添え



La Fonda Del Sol

牡蠣のスープとポテト・リーク、牡蠣のセラノ・ハム包み



ニューヨークでは新鮮な牡蠣が入手できるため、冷凍品を使う必要性を感じない。蒸した牡蠣が必要な場合、シェフのやり方で蒸すことが出来ないという問題もある。ただし身も大きく味も悪くないので、一般的には売れるだろう。

便利で品質が均一である。
風味を引き立てる目的で使いやすい。

【米国メディアのコメント】

- ・もっと新鮮さがほしい(鮮度に関する意見が多い)
- ・ハムとの組み合わせが、驚くほど良かった。



マリンフーズ株式会社(海鮮枝豆サラダ)

Bouley

【左】枝豆サラダ、キャビア和え、キャベツラディッシュ
【右】枝豆サラダ、梅酒のゼリーのせ、かぶらの千枚漬け
バジルスプラウト、バジルオイルソース、バルザミコ醤油ソース



今回、枝豆サラダは、塩コショウしてバターで軽くソテーした。
本品はたこの食感が生っぽく、米国人には難しいだろう。

La Fonda Del Sol

枝豆サラダと塩辛キムチ漬け、ココナッツ・クラウド



枝豆サラダをふんわりとしたココナッツのフォームで包んだ一品。トッピングに塩辛キムチ漬けを使用。枝豆サラダは、La Fonda Del Solで使用することは無いと思うが、大衆的なスシの店では使えるだろう。

【米国メディアのコメント】

- ・つまみとして出される枝豆は塩味で気軽に食べられるが、この枝豆は、慣れている味と違う味がした。
- ・食材として使いやすいとは思わなかった。



. 事前運営報告-6(NY事前サンプリング施策)

森松水産冷凍株式会社(はまちロイン)

Bouley

ハマチの抹茶オイル(ハマチは軽く蒸し煮されている)
ジンジャー風味のソース添え



ブーレイでは既に、パキュームパックのものを既に使用している。品質と価格次第で、需要はあると思う。

La Fonda Del Sol

【左】ハマチのタコス、アボカドとハラペーニョ
【右】はまち ロインのセビーチェ、パイナップルのピクルス、コリアンダー、オリーブオイル



食材の取扱い、パッケージングが素晴らしい。魚自体は特別ではないかもしれないが、手軽に扱える商品として、非常に価値があると思う。U.S.市場での成功の可能性が大きいと思う。

【米国メディアのコメント】

- ・刺身としてサーブされたものは、マイルドなバターのようにとろけるようなフレーバーがあった。
- 調理されたものは、多少ポロポロとした食感が気になった。
- ・クリーミーなソースとピュアな魚のコンビネーションが素晴らしかった。
- ・脂っぽいと思った。



. 事前運営報告-6(NY事前サンプリング施策)

株式会社スギヨ(かに風味かまぼこ)

Bouley

魚河岸揚げ、焼き南瓜のソース、
かに風味かまぼことインゲン豆のあんかけ ぷいぷあられ、浅葱



魚河岸揚げと同様、フレンチ・レストランでの需要は厳しいと思うが、一般マーケットでは重宝されるであろう。

La Fonda Del Sol

蟹と蟹風味かまぼこの衣のタラ、ギンディージャ・デ・バスカ
(バスク風唐辛子)



たらの衣が、かにかまぼこで出来ている。La Fonda Del Solでは使わないだろうが、かに風味のかまぼこは、アメリカ人には馴染みのある食材だと思う。

【米国メディアのコメント】

- ・風味があまり感じられなかった。
- ・よく知られている食材なので、取り立てて新鮮味はなかった。



・事前運営報告-6(NY事前サンプリング施策)

株式会社ヤマヨ(いか塩辛)

Bouley

イカの塩辛、イクラ醤油漬け、
エンダイブのせ柚子と土佐酢のジュレ、刻み柚子



塩辛は、アメリカ人に馴染みがなく、フレンチ・レストランでの需要は無いだろう。塩辛キムチ漬けは、辛味と酸味、風味が他の食材や調味を寄せ付けないところがあるので、レストランでの使用は難しいと思われる。

La Fonda Del Sol

【上】枝豆サラダと塩辛キムチ漬け、ココナッツ・クラウド
【下】スパニッシュ・パエリア・ライス、イカの塩辛風味



パエリアのガーニッシュは、フレッシュなイカ。パエリアでは、塩辛をペースト調味料のようにして使用。いか塩辛は、味噌のように、調味料として使える可能性がある。

【米国メディアのコメント】

- ・非常にユニークで、米国ではあまり知られていない食材である。
- ・米国で広く使われる可能性があると思う。
- ・イカの塩辛のような珍しい食材が、スペイン料理に使うことが出来るのか想像できなかったが、シェフの食材の使い方は素晴らしいと思った。



実施模様 / Bouley



Bouley外観



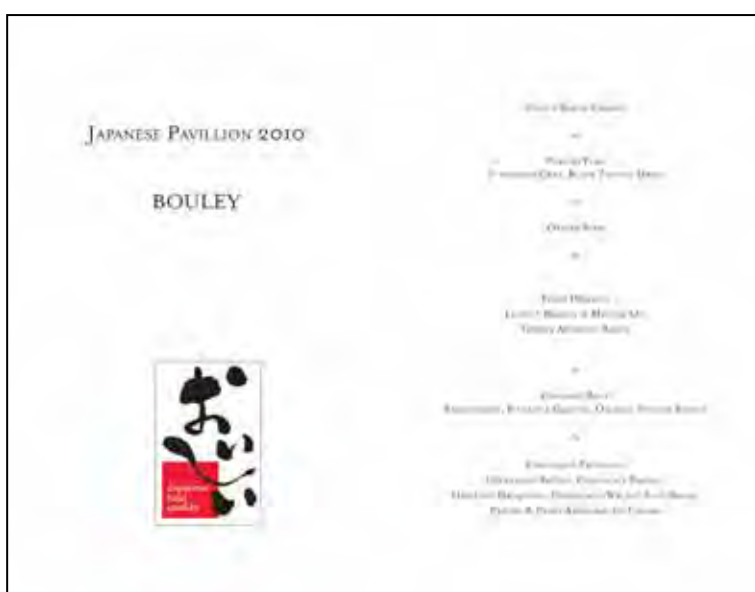
Bouley正面入口



Bouleyダイニングルーム



サンプリング



Japan Pavilion 2010 特別メニュー

. 事前運営報告-6(NY事前サンプリング施策)

実施模様 / La Fonda Del Sol



正面入口



メディア向けメニュー提供が行われた、
La Fonda Del Solダイニング・ルーム。

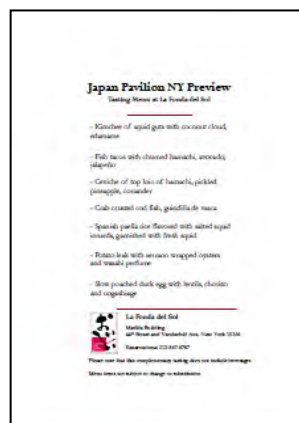
【キッチンにおける調理の状況】



ディケリス氏、アシスタントと共に



実施模様



Japan Pavilion NY Previewテースティングメニュー

・事前運営報告-6(NY事前サンプリング施策)

総評

所見	Bouley	ブーレイ氏は日本食に造詣が深いことで知られるシェフであるが、そのため、日本食材に関する評価基準も非常に高い。特に、氏のレストランで提供される料理となると、最高レベルを求め、一部の食材については厳しいコメントを述べている。
	La Fonda Del Sol	ディケリス氏はイベントに対して非常に協力的で、日本食材に対して非常に情熱的な方であった。最近注目されている若いシェフ、そしてスペイン料理に日本食材を取り込むという意外性のためか、メディアの関心も非常に高かった。
メディア 評価	Bouley	日本食材啓蒙に対するやる気をシェフから感じた。どの食材も輸入時に形や鮮度が保たれて、値段も求めやすければ、海鮮も野菜も調味料も可能性は非常に高いと思う。ハマチがバターのようにフレーバー。蟹を使ったボルチーニのフランが美味だった。
	La Fonda Del Sol	米国で入手が困難な日本のシーフードを試す、素晴らしい機会であった。魚河岸揚げ、わさびなどの日本食材を、パエリアやレンティルなどのスペイン料理に見事に取り入れられたフュージョンが素晴らしかった。ハマチは、米国で成功する確率が非常に高いと思う。
シェフの コメント	Bouley	レストランで使用する食材には冷凍状態に細心の注意を払うことが重要(ブーレイ氏)。加工品は一般向けで、レストラン業界には素材そのものの方がふさわしい。米国では既に同じものや代用品が流通しているものが多く違いをはっきりと伝えることが重要。(山田氏/日本人シェフ)
	La Fonda Del Sol	日本食材をスペイン料理に取り込むという、非常にエキサイティングな機会であった。日本食材には、純粹、ピュアというイメージがある。だからこそ、我々も日本食材に興味を持つのであり、今後もピュアな食材をプロモートして欲しい。なお食材にもよるが、冷凍されたものを使うことに抵抗は無い。
提供価格		(Bouley) プレフィックス・ランチとして一人90ドルで提供の準備がされた。 (La Fonda Del Sol) 一人125ドルのプレフィックス・ディナーとして提供の準備がされた。
総評		シェフの日本食材に対する知識は高く、メディアの関心の高まりも感じた。全体的に今回提供された食材は米国で受け入れられる可能性があるようだ。加工品についてはレストランとして使用しづらい面もあったようだが、一般の食材としては受け入れられると評価されているものもあり、メディアからは料理として高い評価を得ている。

・現地運営報告- 1(運営 & 出展スタッフ一覧)

出展事務局	共同ピーアール株式会社	開発局 執行役員 開発局局长	菅 原 豊
		開発局 開発企画室 部長	木 島 康 雄
		開発局 開発企画室 主任	篠 原 見 弦
		開発局 海外業務部 主任	阪 井 達 哉
		開発局 開発企画室	剣 隆
		開発局 米国パートナー	渡 辺 久 芳
協力企業	物流	商船三井ロジスティクス株式会社	中 野 徹
			田 村 彰 規
	米国PR	MSA PARTNERS	Ethan Mandel
			Yoko Urano
	商談マッチング	Colangelo and Partners Public Relations	Asako Kimura
			Michael Colangelo
出展者	株式会社兵殖	角田 晴夫、山崎 要介、村中 昭男、中村 真理	
	株式会社カネダイ	佐藤 俊輔	
	株式会社紀文食品	上田 博之、エドワード ジョン、桑原 葉子、笠井 範子	
	金印物産株式会社	内田 義人、五味 雄吾、蒲原 孝郎、縄稚 暢雄、國枝 真	
	クニヒロ株式会社	川崎 育造、鈴木 隆、川崎 志穂、鈴木 美代子	
	マリンフーズ株式会社	丸井 孝樹、川瀬 博行、武居 順平、平野 輝雄、田川 伯法	
	丸徳海苔株式会社	石井 雅子、尺田 詠子	
	森松水産冷凍株式会社	渡辺 等、加賀 智晶、重見 浩子、加賀 亜樹	
	株式会社スギヨ	氣戸 直人	
	株式会社ヤマヨ	町田 健司、田面木 努	

(敬称略)

・現地運営報告- 2(顔合わせMTG等)

会期中は、毎日、開催前後に事務局スタッフ・出展者が集まってミーティングを実施し、出展・運営にあたっての諸注意や伝達事項などの情報の共有を徹底した。



・現地運営報告-3(試食イベント)

実施概要

共有スペース内のイベントスペースを活用した試食イベント(デモンストレーション)は、昨年よりも実施希望が多く、出展10社中9社が実施。「おいしい」ロゴ入りエコバッグの配布やMCを交えたエンターテインメント性の高い演出効果によって、日本パビリオン周辺を往来する来場者のほとんどが足をとめて関心を示プレゼンテーションに耳傾けた。各社とも試食イベントを布石に自社ブースに来場者を呼び込んでいた。

- 参加社数...9社
- 開催回数...計9回(順番は出展品目のバランスを考慮して決定)
- 開催時間...1社あたり約30分程度(準備時間を入れて1時間)最終日は出展者の希望により対応。

スケジュール & 内容

	3月14日	3月15日	3月16日
10:00	O P E N		
30			希望者 利用枠
11:00	兵殖 (ぶり / 刺身)	カナダイ (まるずわいがに / そのまま)	
30			
12:00	マリンフーズ (珍味加工品 / 巻き寿司)	紀文食品 (野菜天ぷら / ソテー等)	
30			
13:00	クニヒロ (スチームかきフライ&ソテー・丼・巻き寿司・サンド等)	森松水産冷凍 (はまち / 寿司)	C L O S E
30			
14:00	スギヨ (かに風味かまぼこ / そのまま)	丸徳海苔 (そのまんま焼き海苔 / ソテー等)	
30			
15:00		ヤマヨ (塩辛 / そのまま等)	
30			C L O S E
16:00	17:00 ~ 19:00 試食レセプション (隣接ウエスティンホテル於)		
17:00	C L O S E		

MC

MCには日本語が堪能な米国人を手配した。

進行台本は各出展者が用意・作成。出展事務局にて英訳し、現場では会期前日からMCと共に演出プランを検討し、事前にリハーサルを実施。出展社の中には自ら英語スピーチによるデモンストレーションを実施する会社もあった。



・現地運営報告-3(試食イベント)

株式会社兵殖

3/14 11:00



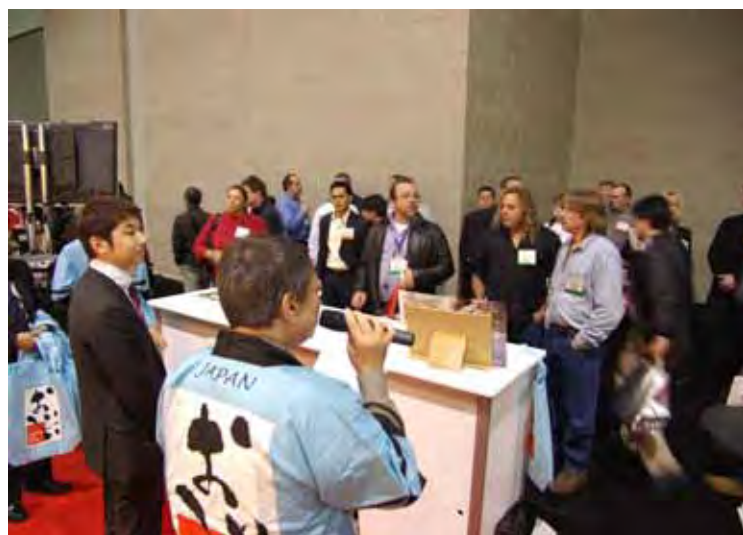
マリンフーズ株式会社

3/14 12:00



クニヒロ株式会社

3/14 13:00



・現地運営報告-3(試食イベント)

株式会社スギヨ

3/14 14:00



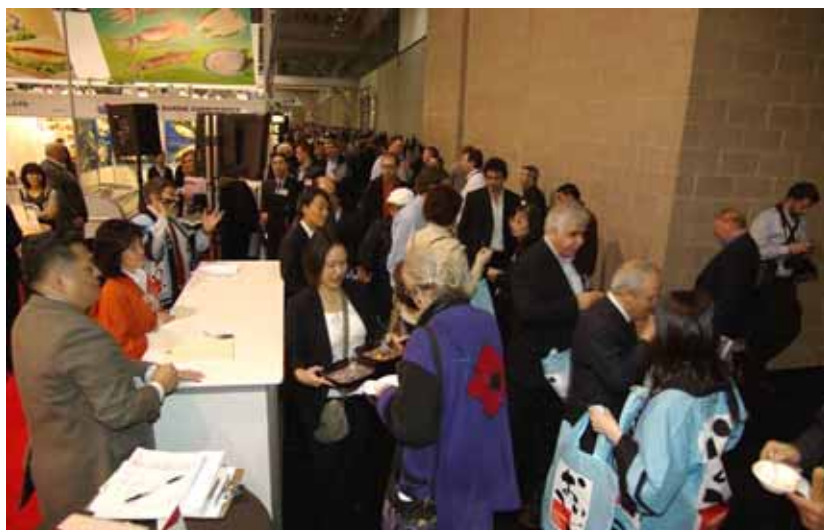
株式会社カネダイ

3/15 11:00



株式会社紀文食品

3/15 12:00



・現地運営報告-3(試食イベント)

森松水産冷凍株式会社

3/15 13:00



丸徳海苔株式会社

3/15 14:00



株式会社ヤマヨ

3/15 15:00

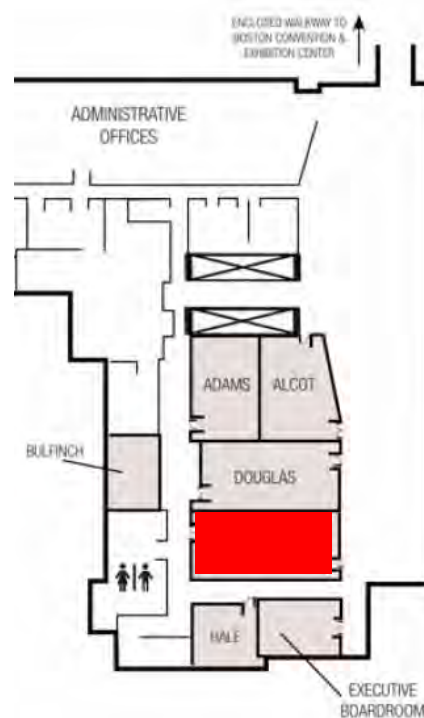


現地運営報告- 5(試食レセプション)

実施概要

会期初日(3/14)の展示会終了後、隣接するホテルのバンケットルームで、ホテルの日本人シェフのアレンジによる試食レセプションを実施。在ボストン日本総領事館の辻総領事、農林水産省の招聘で昨夏愛媛県でブリを取材したTVプロデューサー：Dave Eckert氏を来賓に招き、バイヤーおよびメディア関係者29名の参加を得た。出展物を実際に試食しながら出席したバイヤーが商談を行うと同時にメディア関係者がインタビューを行った。

日時	2009年3月14日(日曜日/会期初日) PM17:00～PM19:00			
場所	The Westin Boston Water Front FANEUIL ROOM 425 Summer Street Boston, MA 02210, MEZZANINE LEVEL TEL: 617-532-4600 FAX: 617-532-4630 位置: IBSS会場から渡り廊下を通して前方右			
目的	出展者様とバイヤー等との商談機会の創出を目的とした試食レセプションを開催します。レセプションには商談マッチングで招致したバイヤー等を招いて行います。また同時にメディア関係者を招き、輸出拡大に向けて積極的に取り組む日本パビリオンの出展模様、ならびに日本水産物への理解を深め、米国メディアの露出(記事化)を図ります。			
参加者	来賓	・在ボストン日本国総領事: 辻 優 様 ・TVプロデューサー: Dave Eckert 氏	2名	63名
	招待者	・バイヤー等(レストラン関係者も含む) ・メディア関係者	29名	
	出展者	各社2名様	15名	
	運営スタッフ	共同PR(6名)、協力企業(約5名)、通訳(3名)、カメラマン(2名)	17名	



・現地運営報告- 5(試食レセプション)

■ 内容

サーブ方式	10品目を2回に分けて社名アルファベット順に5者分ずつサーブ。 1品目ごとにMCが出展者及び出展品目の説明をし、その後、立食buffet形式で試食。
展示方法(テーブル用)	楕円形の皿に小さめのポーション(1口サイズ等)を50食分乗せた皿を出展者の社名アルファベット順に配置。各皿の側には会社概要のプレートを添えた。 各社メニューは下記参照
展示方法(撮影用)	試食用とは趣向の異なる別の料理にアレンジしたものをカウンターテーブルに10者分/10品目を並べて展示。あくまで撮影用のため1食分でディスプレイした。 各社メニューは下記参照

【出展食材提供MENU】

Appetizer

Datemaki, Baked surimi seafood/w egg (紀文食品)
 Flavored Crab meat sea food salad on Cracker (カネダイ)
 Sea food salad/w Edamame (マリンフーズ)
 Steamed oyster or fried oyster (クニヒロ)
 Fresh Vegetable/wasabi Avocado mayonnaise (金印物産)

Entrees

Yellow tail sushi or sashimi (兵殖)
 Yakiudon ,sauteedfry Japanese noodle/w seaweed flakes (丸徳海苔)
 Sushi/w crabmeat and assorted vegetable (スギヨ)
 Salted squid/steamed Japanese rice and vegetable (ヤマヨ)
 Yellow tail sashimi and Grilled yellow tail/w teriyaki style (森松水産冷凍) 敬称略

■ 試食会の流れ

17:00	受付開始	司会: Mr. John Ziemba
17:15	開始	
	来賓挨拶/主催挨拶/特別講演	来賓挨拶: 辻優 総領事(在ボストン日本国総領事館) 特別講演1: デイブ・エッカート(TVプロデューサー)
17:40	乾杯	食材が提供される順に、出展社5社ずつ、その代表者が舞台前に立ち、司会が会社概要や出展物について1社ずつ紹介。紹介が終わると同時に試食開始。試食開始後は、MCがテーブル横で1品ずつ特長を説明。
	試食サーブ開始(1回目 / 5者分)	
	試食サーブ開始(2回目 / 5者分)	
18:20	取材・歓談	司会: Mr. John Ziemba
18:55	終了	

・現地運営報告- 5(試食レセプション)

招待者リスト(バイヤー等)

NO	First Name	Last Name	Company	City	State	Country
1	Dar	Brinham	Canadian Fishing Company	Bedford	Nova Scotia	Canada
2	David	Morris	Canadian Fishing Company	Bedford	Nova Scotia	Canada
3	Park	Sam	Eitoku International Inc.	St.Laurent	QC	Canada
4	Frattaroti	Anna	Filippo Restaurant	Boston	MA	USA
5	Takahashi	Daisuke	New England Mutual Trading	Boston	MA	USA
6	Kentaro	Tsurushima	New York Mutual Trading	Moonachie	NJ	USA
7	Kosei	Yamamoto	New York Mutual Trading	Moonachie	NJ	USA
8	Taiki	Yasumatsu	New York Mutual Trading	Moonachie	NJ	USA
9	Hsiahua	McCartney	Rastelli Seafood	Egg Harbor City	NJ	USA
10	Betsy	Freeman	Seasource, Inc	Morristown	NJ	USA
11	Jeff	Freeman	Seasource, Inc	Morristown	NJ	USA
12	Ralph	Quisumbing	Soho Seafood, Inc	Bronx	NY	USA
13	Roland	Teves	Soho Seafood, Inc	Bronx	NY	USA
14	Jim	Dejoy	The Culinary Institute of America	Hyde Park	NY	USA
15	Yoshiki	Haibara	Uoriki Fresh Inc	Secaucus	NJ	USA
16	Michael	McNicholas	Uoriki Fresh Inc	Secaucus	NJ	USA
17	Hiroshi	Miyake	Uoriki Fresh Inc.	八王子	東京	日本

招待者リスト(メディア関係者)

FIRST	LAST	媒体	概要
Wendy	Chan	New Asian Cuisine	アジアのキュイジーヌとレシピ専門のブログ
Veronica	Chan	New Asian Cuisine	アジアのキュイジーヌとレシピ専門のブログ
Rachel	Ellner	Boston Globe	ボストン最大の日刊紙。発行部数: 平日35万部、日曜版53万部
Richard	Rush	Oyster Information newsletter	オイスター業界専門の季刊オンライン・ニュースレター
John	Saulnier	Quick Frozen Foods International	冷凍食品業界専門の季刊誌
Nika	Boyce	Nika's Culinary / Raw+Simple	料理書の書評、レシピ、製品サンプルを扱うフォトブログ
Steven	Mayer	PLATE MAGAZINE	料理業界専門家のための創造的なレシピやメニューのアイデアを扱う隔月刊誌
Capt Lou		Nautical Talk Radio	航海事情、海洋に関するストーリー、環境問題などを扱う、ニューイングランド地区のウィークリー・ラジオ番組
Rosemary	Lamont	Nautical Talk Radio	航海事情、海洋に関するストーリー、環境問題などを扱う、ニューイングランド地区のウィークリー・ラジオ番組
Noriko	Ochiai	J Magazine	ボストンを中心とした生活密着型のコミュニティ誌。
Akiko	Russel	J Magazine	ボストンを中心とした生活密着型のコミュニティ誌。
Clint	Hamblin	The Boston Courant	ボストンの週刊誌。発行部数5万5,000部。

来賓挨拶



在ボストン日本国総領事館
総領事 辻 優

講演内容

ご来場の皆様、今日はお集まりいただきましてありがとうございます。私自身がこの日本パビリオンのレセプションに出席するのは去年に続いて2回目になりますが、日本パビリオンは今回3回目の出展を果たしました。沢山の日本のシーフードの食材が出展され、とても喜ばしく思っております。日本の食材はとてもクオリティが高く、さまざまな種類があります。寿司だけでなく、他にもある素晴らしい日本食を皆さんに楽しんでいただきたいと思います。

特別講演



Dave Eckert

(デイブ・エックカート/TVプロデューサー)

エミー賞受賞経験を持つTVプロデューサー。フード&ダイニングのレポートを背景に20年に渡るテレビ放送の経験を持つ。‘食’に対する情熱とフード、ワイン&スピリッツの幅広い知識をもつDave Eckertによって作り出された「Culinary Travel with Dave Eckert」は、原産品やその土地の魅力を視聴者に紹介する人気番組であり、2009年には平成21年度 日本食・日本食材等海外発信事業～海外TVメディア等の招へいの実施～の一環として、愛媛県の水産物や酒をテーマにした番組が放映された。

講演内容

私はこれまで12年間に渡って300時間分の食に関する番組を、約50万人の視聴者に向けて届けてきました。この番組で、様々な土地の料理を紹介してきました。私は去年9月、日本の愛媛にブリと日本酒の取材で行ってきました。ブリ養殖場での地元の人々のブリを育てるためのこだわりや、加工場での鮮度を保つための努力を見て、とても感銘を受けました。食に関しては、「ブリのしゃぶしゃぶ」をはじめて食べ、とても美味しくて感動しました。今日は皆さんも是非、この美味しいブリとその他の日本食材を楽しんでほしいと思います。

・ 現地運営報告- 5(試食レセプション)

出展物紹介

株式会社兵殖	株式会社カネダイ
Yellow tail sashimi	Flavored Crab meat sea food salad on Cracker



株式会社紀文食品	金印物産株式会社
Datemaki, Baked surimi seafood/w egg	Fresh Vegetable/wasabi Avocado mayonnaise



クニヒロ株式会社	マリンフーズ株式会社
Steamed oyster and fried oyster	Sea food salad/w Edamame



・ 現地運営報告- 5(試食レセプション)

出展物紹介

丸徳海苔株式会社	森松水産冷凍株式会社
Yakiudon ,sauteedfry Japanese noodle/w seaweed flakes	Yellow tail sashimi



株式会社スギヨ	株式会社ヤマヨ
Sushi/w crabmeat and assorted vegetable	Salted squid/steamed Japanese rice and vegetable



・現地運営報告- 5(試食レセプション)

実施模様



・PR活動報告(PR活動概要)

本事業に関しては様々なシーンでパブリシティ手法を用いた。政府が推進する輸出促進事業という観点から、限られた費用の中で出来るだけ多くの関係者に知らせるために、一般紙/誌・業界紙/誌等での、本事業に関する記事化作業を、次の通り実施した(掲載記事クリッピングは ～ を参照)。

日本：出展者募集時

本事業の当社での受託の決定を受け、専用Webサイトの制作にあたった。また「受託の発表と出展企業の募集」のための記事化作業を実施。

米国：IBSS開催前(1～2月)

1月27日に、日本パビリオン出展する旨のリリースを配信。2月に開催する事前サンプリング施策をフックとして、日本パビリオン出展ならびに出展者情報を広く発信し、出展前の話題喚起を図った。

また2月8～13日に全米のメディアが集中するニューヨークにて有名レストランとタイアップによるPR施策(事前サンプリング施策)を開催。日本パビリオンならびに出展者・出展物についてより深く掘り下げた記事化の促進を図った。(詳細は -8章を参照)

米国：IBSS開催直前(2～3月)

初日(3月14日)に開催する試食レセプションにメディアを招致するために、開催地ボストンはじめとした有力メディアに個別コンタクトし、招待状を送付するなどして参加メディアの獲得に努めた。

米国：IBSS会期中

会期中はパビリオン内にて下記の体制でプロモート及びプレス対応にあたった。

また初日にあたる3月14日は展示会終了後に隣接するホテルの会議室にて試食レセプションを開催した(詳細 -5章参照)。

事後パブリシティに向けた活動	展示会場でのプレス対応	ブースでのプロモート活動
画像素材 カメラマンを使って、事後パブリシティ獲得のため画像素材を撮影した。	共有スペース内にプレス担当を設置。 取材や撮影申込の対応を担当した。	● 共有スペースでのパンフレット配布 ● 来場者アンケートエリアを設置。 エリア内には出展者情報をまとめたパネルを掲示。また回答者には広報資材を同梱した「おいしいエコバッグ」を配布して、有効なアンケート回答率の向上を図った。

IBSS会期後

会期初日(14日)に開催した試食レセプションを交えた日本パビリオン出展の様態をまとめた事後リリースを3月22日に配信。また試食レセプションに参加したメディアに掲載に向けたフォローコンタクトを実施。

PR活動報告(日本)

日本におけるPR活動

共同PRが本事業の運営にあたり、募集開始にあわせてリリースを配信。同時に、昨年度のIBSS日本パビリオンについて記事掲載したメディアに個別コンタクトし、記事掲載の獲得を図った結果、**紙媒体21紙、Web4媒体に掲載された。**

【掲載メディア一覧】

	社名	媒体名		掲載日
1	東京商工会議所	ホームページ(中小施設関連情報)	WEB	8月17日
2	水産タイムス社	日刊速報水産タイムス	新聞	8月18日
3	水産通信社	日刊水産通信	新聞	8月19日
4	日本商工会議所	ホームページ(トレンドボックス)	WEB	8月19日
5	水産新潮社	新水産新聞速報版	新聞	8月21日
6	日刊食料新聞新社	日刊食料新聞	新聞	8月21日
7	水産タイムズ社	日刊速報冷食タイムス	新聞	8月24日
8	水産タイムス社	日刊速報冷食タイムス(Web)	WEB	8月24日
9	みなと山口合同新聞社	みなと新聞	新聞	8月24日
10	化学工業日報社	化学工業日報	新聞	8月24日
11	水産経済新聞社	日刊水産経済新聞	新聞	8月24日
12	食品産業新聞社	食品産業新聞	新聞	8月24日
13	水産タイムズ社	水産タイムス	新聞	8月24日
14	水産新聞社	週刊水産新聞	新聞	8月24日
15	冷凍食品新聞社	冷食とチルド	新聞	8月26日
16	青森県庁	青森県(Web)	WEB	8月26日
17	日本食品出版	ジャパン・フードサイエンス	雑誌	9月号
18	大日本水産会	水産界	雑誌	9月号
19	食品研究社	フードリサーチ	雑誌	9月号
20	総合食品研究所	総合食品	雑誌	9月号
21	食品化学新聞社	月刊フードケミカル	雑誌	9月号
22	水産社	水産週報	雑誌	9月1日号
23	日本商工会議所	会議所ニュース	新聞	9月11日
24	食品化学新聞社	食品化学新聞社	新聞	9月17日
25	食品と科学社	食品と科学	雑誌	10月号

. PR活動報告(米国)

米国におけるPR活動

P46のPR活動の結果、紙媒体4紙、ラジオ局1媒体、Web61媒体に掲載された。

【掲載メディア一覧(事前) - NY事前サンプリング施策 & 日本パビリオン取材記事関連】

	掲載日	媒体名	
1	29-Jan	Seafood Source.com	WEB
2	1-Feb	GRUB STREET New York	WEB
3	10-Feb	The New York Times	WEB
4	15-Feb	Twitter -Restaurant Business Magazine writer-	WEB
5	24-Feb	ChopSticks NY	雑誌
6	24-Feb	ChopSticks NY	WEB
7	1-Mar	Grocery Headquarters	雑誌
8	1-Mar	Grocery Headquarters	WEB
9	1-Mar	Seafood Source.com	WEB

【掲載メディア一覧(事前) - 出展告知関連】

	掲載日	媒体名	
1	27-Jan	b BNET	WEB
2	27-Jan	BENZINGA	WEB
3	27-Jan	boston.com	WEB
4	27-Jan	Chron.com	WEB
5	27-Jan	CNBC	WEB
6	27-Jan	dBusinessNews (Boston)	WEB
7	27-Jan	dBusinessNews (New York)	WEB
8	27-Jan	denverpost.com	WEB
9	27-Jan	Earth Times	WEB
10	27-Jan	EON	WEB
11	27-Jan	Fidelity Investments	WEB
12	27-Jan	Fobes.com	WEB
13	27-Jan	globeinvestor.com	WEB
14	27-Jan	HPCwire	WEB
15	27-Jan	International Boston Seafood Show2010(開催者サイト)	WEB
16	27-Jan	International Business News	WEB
17	27-Jan	MORNINGSTAR	WEB
18	27-Jan	News Blaze	WEB
19	27-Jan	One News Page	WEB
20	27-Jan	Preshable News.com	WEB
21	27-Jan	Scottrard	WEB
22	27-Jan	Smart Brief	WEB
23	27-Jan	StreetInsider.com	WEB
24	27-Jan	TD AMERITRADE	WEB
25	27-Jan	TD waterhouse	WEB
26	27-Jan	the Boston10	WEB
27	27-Jan	THE FREELIBRARY	WEB
28	27-Jan	theRochester10	WEB
29	27-Jan	WBOnline	WEB
30	27-Jan	World Market Media	WEB
31	27-Jan	YAHOO! FINANCE	WEB
32	27-Jan	YAHOO!CANADA FINANCE	WEB
33	28-Jan	FinanzNachrichten.de	WEB
34	28-Jan	PR-inside	WEB

. PR活動報告(米国)

【掲載メディア一覧(会期中～事後)】

会期中			
	掲載日	媒体名	
1	14-Mar	Seafood Business SHOW DAILY	雑誌

事後リリース			
	掲載日	媒体名	
1	2010.3.22.	Business Wire	WEB
2	2010.3.22.	Ad HOC NEWS	WEB
3	2010.3.22.	Alpha Trade Finance	WEB
4	2010.3.22.	Restaurant News.com	WEB
5	2010.3.22.	BENZINGA the trading idea network	WEB
6	2010.3.22.	CitySpur	WEB
7	2010.3.22.	Financial CONTENT	WEB
8	2010.3.22.	EarthTimes	WEB
9	2010.3.22.	EON (Enhanced Online News)	WEB
10	2010.3.22.	EUROINVESTOR.co.uk	WEB
11	2010.3.22.	FinanzNachrichten.de	WEB
12	2010.3.22.	FoodBizDaily (ACTIONABLE NEWS FOR GLOBAL BIA)	WEB
13	2010.3.22.	Multichannel NEWS	WEB
14	2010.3.22.	News Blaze	WEB
15	2010.3.22.	News morningstar	WEB
16	2010.3.22.	PerishableNews.com	WEB
17	2010.3.22.	PR-inside.com	WEB
18	2010.3.22.	SEAFOOD NEWS TODAY	WEB
19	2010.3.22.	trading-house.net	WEB
20	2010.3.22.	YAHOO! FINANCE	WEB

会期後			
	掲載日	媒体名	
1	21-Mar	Nautica Talk with Captain Lou (局名: 95.9FM WATD in Boston)	Radio
2	3-Apr	週刊ビジネスニュース (Weekly Business News)	新聞

報道関係各位

平成 21 年 8 月 17 日

農林水産省 「平成 21 年度農林水産物等海外販路創出・拡大委託事業」
International Boston Seafood Show 2010：平成 22 年 3 月 14 日(日)～16 日(火)

日本パビリオン出展者募集開始

共同ビーアール株式会社（本社：東京都中央区、代表取締役社長：大橋 栄、以下、「IBSS2010 日本パビリオン出展事務局」という。）は、農林水産省から平成 21 年度農林水産物等海外販路創出・拡大委託事業を受託し、平成 22 年 3 月にボストン（米国）において開催される International Boston Seafood Show (IBSS) に設置する日本パビリオンの運営を行うこととなりました。つきましては以下の要領により、日本パビリオンへの出展者の募集を開始いたします。

【応募要項】

募集出展者数	最大 10 者（小間方式）
対象出展物	米国において輸入・販売が可能な日本産の水産物・水産加工品
出展資格	上記対象出展物の生産者、加工業者、輸出・輸入業者等
応募受付期間	平成 21 年 8 月 24 日（月）～9 月 28 日（月）
応募方法	出展申込書・承諾書（社印をご捺印ください）を事務局宛に FAX(03-3571-5106) にてご送付ください。 ※応募に必要な書類は IBSS 2010 日本パビリオン出展事務局ホームページ（ http://www.japan-seafood.net ）よりダウンロードしてください。

本事業では、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等の方々が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談活動の機会を提供することとしております。さらに、バイヤー等向けの試食会などの関連イベントを開催し、出展者の商談成立に向けた活動を支援します。

■ブースデザインイメージ



インターナショナル・ボストン・シーフード・ショーとは

International Boston Seafood Show (IBSS) は、今回で 28 回目を迎える、北米で最大の水産物専門展示・商談会です。前回（2009 年 3 月）は、世界 36 カ国から 818 の出展者が集い、会期中、世界 88 カ国から 1 万人以上の来場者が訪れました。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者の皆様にとっては、米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなる展示・商談会といえます。

本件につきましては、農林水産省より業務を委託された共同ビーアール株式会社が、International Boston Seafood Show における日本パビリオンの運営に関し、日米の各種メディアの誘致及び対応を徹底してまいります。詳細、ご不明な点等につきましては下記までお問い合わせください。

《取材・報道に関するお問い合わせ》

IBSS2010 日本パビリオン出展事務局（共同ビーアール株式会社開発局内）

〒104-8158 東京都中央区銀座 7-2-22

担当：種倉、岩澤

TEL:03-3571-5159 FAX:03-3571-5106

<参考資料>

前回開催 International Boston Seafood Show 2009 の概要
平成 21 年 3 月 15 日(日)～17 日(火) 開催

I. 概要

名称	International Boston Seafood Show 2009 (IBSS2009)
会期	2009 年 3 月 15 日(日)～17 日(火) <開催時間>10:00～17:00 (最終日 15:00 まで)
会場	Boston Convention & Exhibition Center <住所>415 Summer Street, Boston, MA 02210, USA <ホームページ> http://www.advantageboston.com/
主催	Seafood Expositions
規模	162,030 平方フィート (15,053 平方メートル)
出展者数	818 者 (36 カ国)
来場者数	10,288 人 (88 カ国)

II. 会場概要

<日本パビリオンの様子>



【日本パビリオンの模様】

会期中、各出展者のブースには世界各国から来た多くの業界関係者で賑わいました。日本パビリオン全体としては、エンターテインメント性の高いデモンストレーションやプレス試食会のイベント効果もあり、多くのディストリビューターや流通業者との商談・情報交換が交され、盛況を博しました。

【出展者の声(抜粋)】

「多くの商談が成約に結びついた」、「取引先との関係強化につながった」、「米国への自社ブランド浸透を実感でき今後の展開に期待が持てた」、「日本食以外の代理店を開拓できた」、「新規販売先が見つかった」など、多くの出展者から、米国をはじめとする海外販路の創出・拡大につながる成果が寄せられました。

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Japanese Seafood Companies Team Up with Star Chefs in New York City

Boston and New York, January 27, 2010 – The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed “Japan Pavilion” for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America’s largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion’s past success, this year’s show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors’ ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley’s exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan’s exports of agriculture and seafood products to over \$10 billion. While Japan’s exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public’s awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

“Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood,” said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. “The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood.”

Exhibitors at this year’s Japan Pavilion include:

- Hyoshoku Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjirushi Sales Co., Ltd., one of Japan’s oldest wasabi manufacturers
- Kunihiro Inc., Japan’s largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Morimatsu Suisan Reito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyo Co., Ltd., manufacturer of “Snow Leg Queen,” an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors’ ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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プレスリリース (事後開催告知)

2010.03.22



FOR IMMEDIATE RELEASE

Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Lesser-known Japanese Ingredients Positioned to Make Inroads into the US Market

Boston, March 22, 2010 – As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- **Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive "hirohiro ikesu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** – Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- **Deep-fried Surimi Seafood with Tofu (Uogashiage)** – Kibun Foods Inc. exhibited a variety of surimi-based products, including *nogashiage* (deep-fried surimi with tofu), *oden* (surimi soup) and *datemaki* (baked surimi with eggs).
- **Chopped Wasabi** – Kinjirushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** – Kunihiro Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- **Kaisen Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Seaweed** – Marutoku Nori Co. Ltd., which has been harvesting Japanese seaweed (*nori*) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and *sonomama yakinori* (toasted seaweed flakes).
- **Amberjack** – Morimatsu Suisan Reito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ikijime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- **Snow Leg Queen** – Sugiyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugiyo was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Innards (Iku-shiokara)** – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its *ika-shiokara* (fermented squid with salted fish innards) *shime-saba* (marinated Japanese mackerel), *shime-sanma* (marinated Pacific saury) and *tsururame konbu zuke* (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products. For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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来場者アンケート実施報告

実施概要

会期中、来場者向けにアンケートを実施。アンケートの質問項目は日本産品および日本パビリオンの印象の他、水産物の取り扱いや選定についての意識調査を行った。昨年同様に回答者に対してエコバッグを配布、233名の有効回答を得た。また今回はバーコードリーダーの使用により来場者データ約250件の収集を行った。



総評

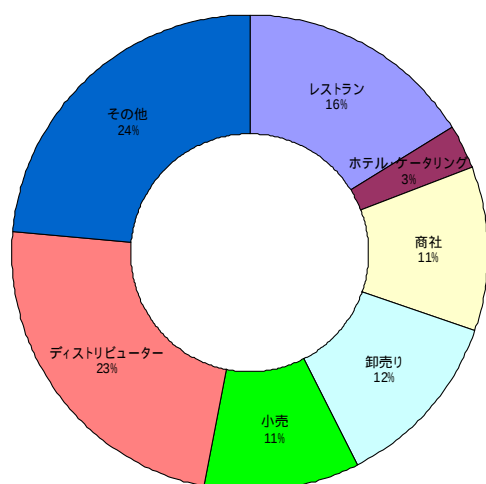
日本産水産物選定におけるポイントと価格意識について	選定のポイントについては昨年と大きな変化は見られない。レストラン関係者に若干「産地・ブランド」および「今までにない食材」に対する伸びが感じられるがこれは競争の激化によりより個性的なメニュー提供が必要なのではないかと考えられる。また価格意識に関しては今まで品質重視であったレストラン関係者が価格志向へ少しシフトしており、現在の米国の消費状況の厳しさを反映したものと考えられる。
日本産水産物の取り扱い状況について	取り扱い状況についても昨年と大きな変化は見られず半数が取扱ったことがあり、4割が今後取扱ってみたいと関心を示している。ただ取扱いたい品目では養殖魚への関心が伸びており水産資源減少の影響によるものではないかと思われる。また甲殻類・貝類についての関心も若干の伸びが感じられる。
日本産食品のイメージ	日本産食品のイメージも昨年と大差はなく高品質38%、健康に良い28%、おいしい20%。「健康に良い」の項目が若干のポイントアップとなっており米国市場における健康志向を受けて日本食の健康食材としてのイメージが定着しつつあるようである。興味のある出展者についてみると養殖ブリ（兵殖）および海藻サラダ（マリンフーズ）などは昨年よりも興味を引いているようで、資源問題や健康志向など米国市場の状況を反映しているのではないと思われる。
日本パビリオンおよび日本産食材の情報について	日本パビリオンの印象は昨年同様好意的に受け止められている。出展者のサンプリングなど積極的な取り組みによるものと考えられる。日本食材の情報に関しては昨年より若干不足のポイントがアップしており継続した情報発信が必要。情報伝達経路は昨年と同様にレストラン関係者の流通への依存度は高く、流通関係者への十分な情報発信による需要拡大が必要である。

来場者アンケート実施報告

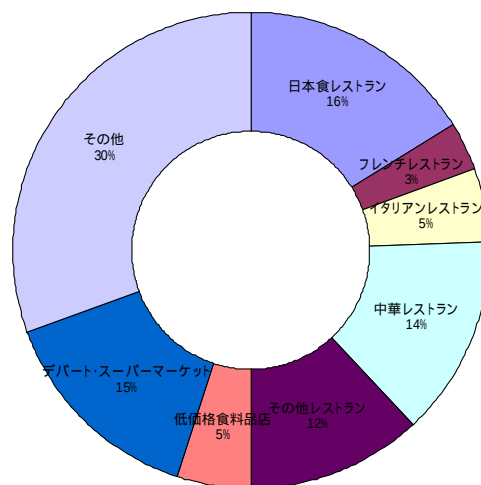
回答者基本分析

回答者に対してエコバッグを配布。昨年同様に好評で回収率アップに有効であった。なお、アンケート回答者については出展者(生産者および加工機器関連企業)も含まれるため集計の際に業種がその他で勤務先・納入先が未記入のものは削除して分析。合わせて有効回答者よりレストラン、流通関連の2種類のデータ抽出による分析も行うものとする。

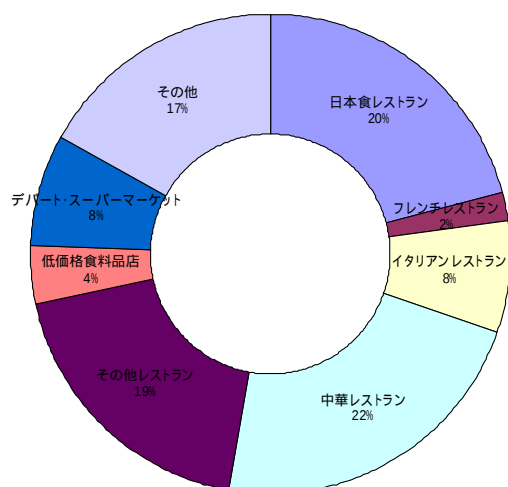
【回答者属性(全体)】



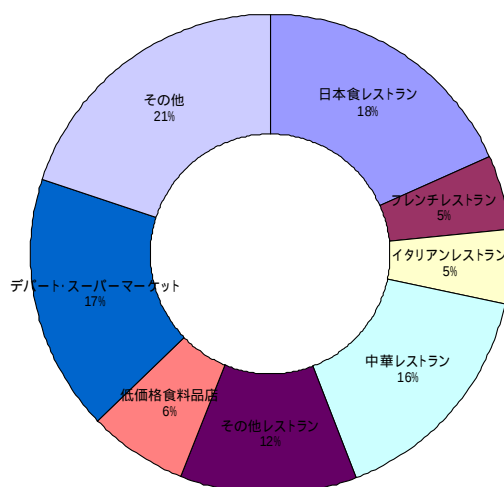
【仕事先および納入先(全体)】



【仕事先および納入先(レストラン)】



【仕事先および納入先(流通関連)】

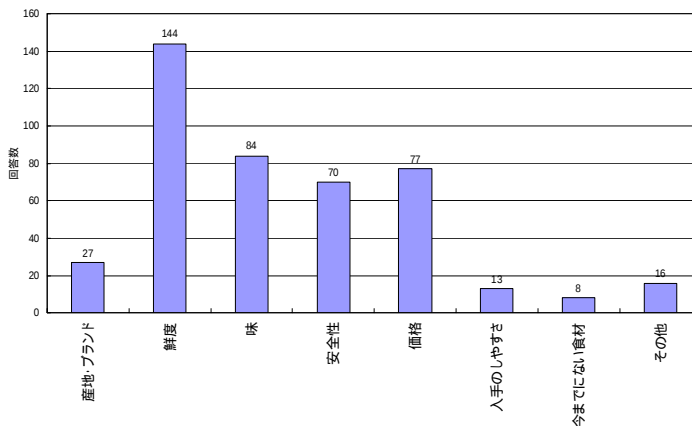


09年同様レストラン関係者、流通関係者とも幅広くブースに来場。属性の明確なアンケート回答者は2009年の66%から2010年の76%へと10ポイント伸びている。天候不良によって本当に情報を必要としている来場者の比率が増えたのではないかと考えられる。

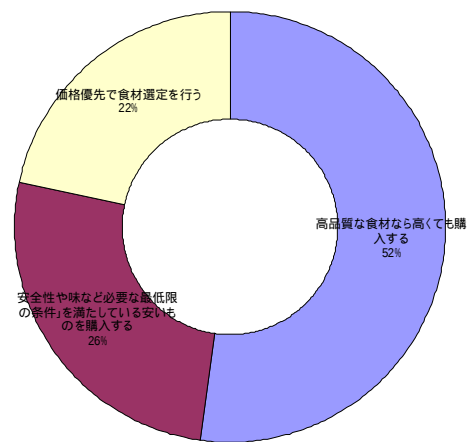
水産物選定の重視ポイントと価格についての意識(1)

水産物の選定を行う際に重要視するポイントと価格についてはどのように判断するかについて検証。重要視するポイントは昨年同様に鮮度が一番で、味、安全性、価格については同じ程度の基準となっている。ただしレストラン関係者の「産地ブランド」および「今までにない食材」のポイントが昨年比、若干伸びており他のレストランとの差別化のための新しいメニュー開発が必要になっていると考えられる。価格意識としては「品質が高ければ値段が高くても購入」が昨年の60%から52%にダウンする一方、「価格優先で食材選定」が昨年の15%から22%に上昇。食材の品質重視のレストラン関係者でもそれぞれ4ポイントダウンと3ポイントアップとなっており、米国市場の状況を反映して価格面での厳しさが増していると考えられる。

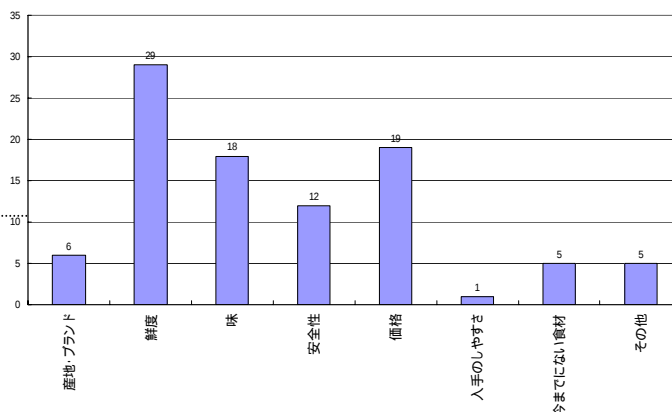
【水産物取り扱いで重要視するポイント(全体)】



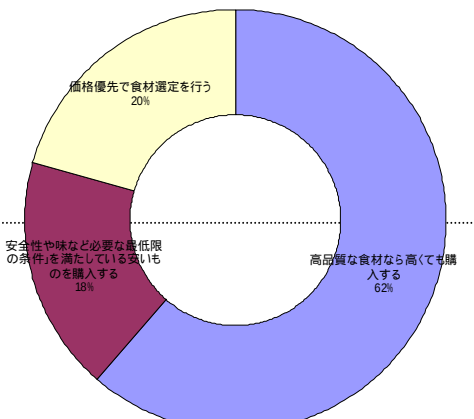
【価格意識(全体)】



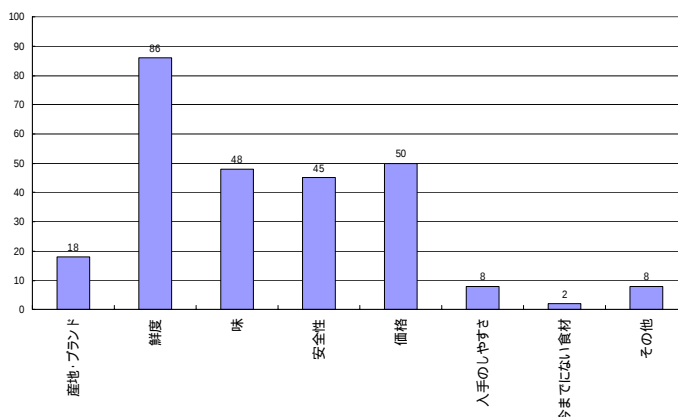
【水産物取り扱いで重要視するポイント(レストラン関連)】



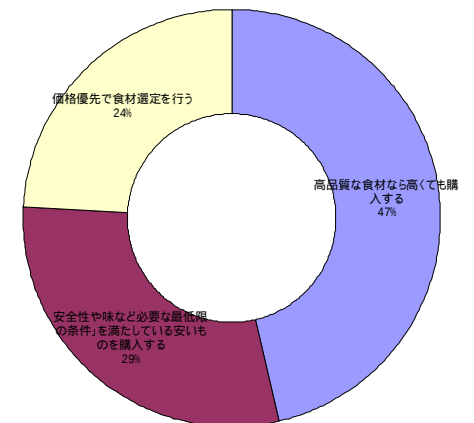
【価格意識(レストラン関連)】



【水産物取り扱いで重要視するポイント(流通関連)】



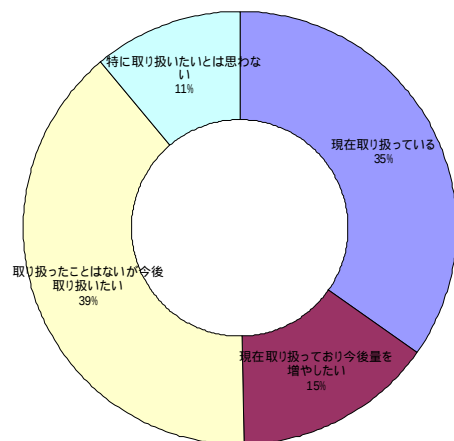
【価格意識(流通関連)】



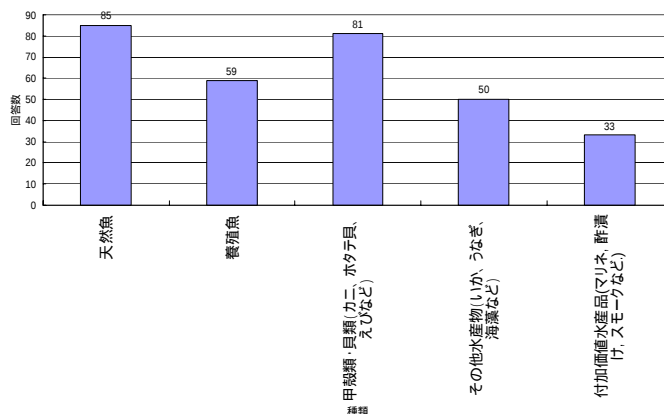
日本産水産物の取り扱い状況について

日本産水産物に関しては昨年同様約半数が取り扱ったことがあり4割が今後取り扱いたいとしていて日本産水産物への関心の高さが窺える。取扱いたい品目を見るとレストラン関連での養殖魚に若干の伸びが見られる。全体としては甲殻類への関心が高くなっているようである。

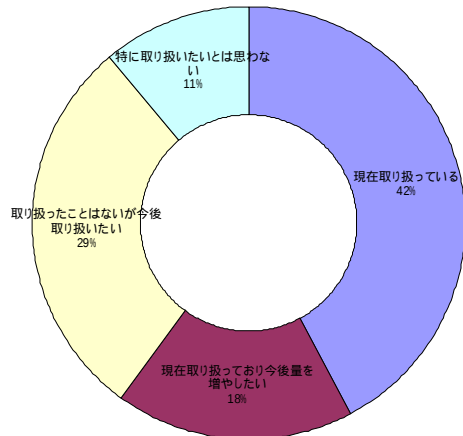
【現在の取り扱い状況(全体)】



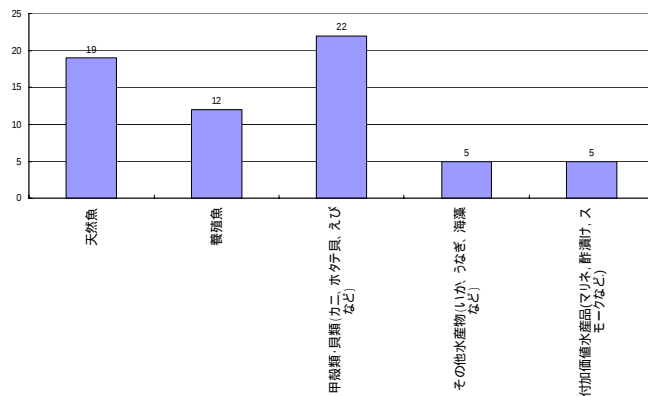
【今後取り扱いたい品目(全体)】



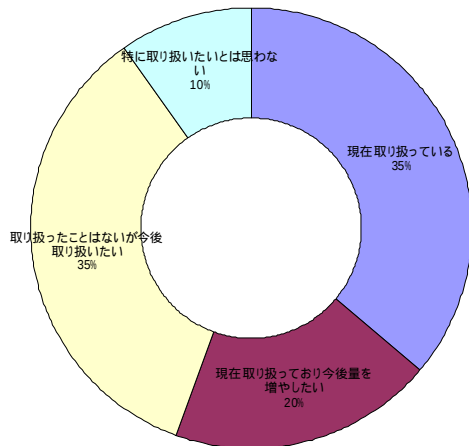
【現在の取り扱い状況(レストラン関連)】



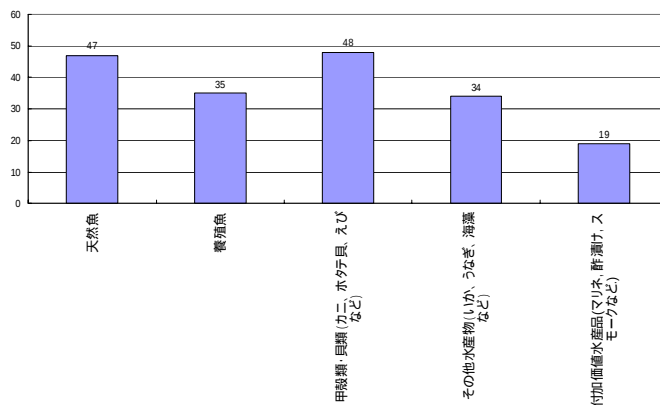
【今後取り扱いたい品目(レストラン関連)】



【現在の取り扱い状況(流通関連)】



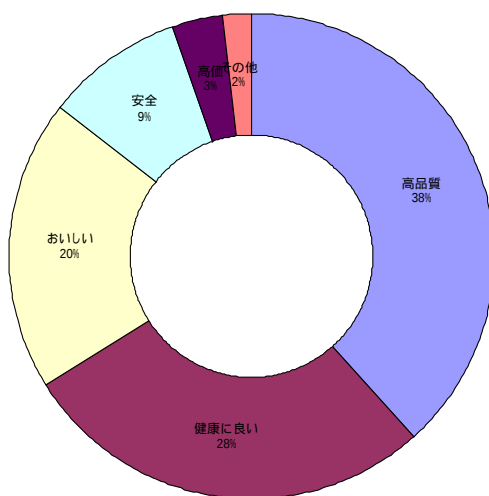
【今後取り扱いたい品目(流通関連)】



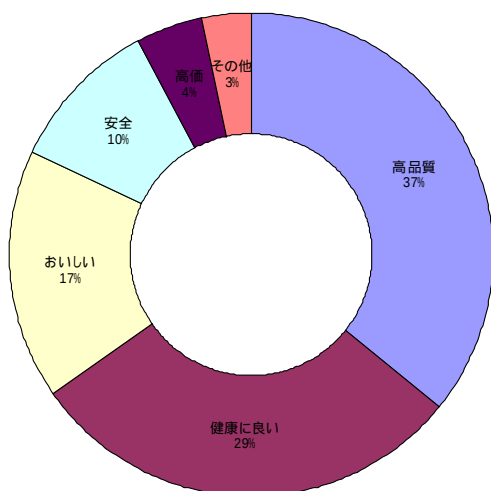
日本産食品のイメージ

日本産食品のイメージは高品質が38%でトップ、健康に良いが28%、おいしいが20%となっていて昨年と大きな変化は見られない。ただレストラン、流通とも「健康に良い」がレストラン関係で6ポイント、流通関係で3ポイントと若干ではあるがアップしており米国の健康志向にマッチしたイメージが作られている。

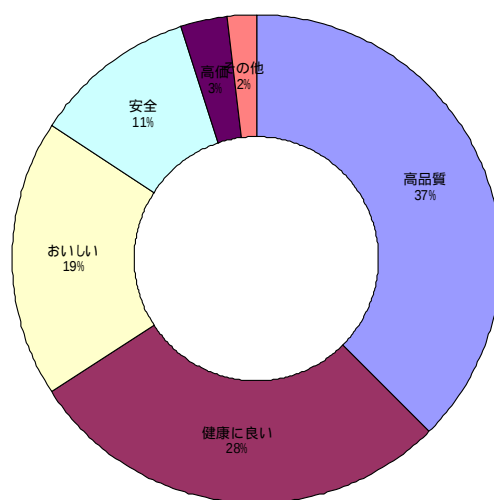
【日本産食品イメージ(全体)】



【日本産食品イメージ(レストラン関連)】



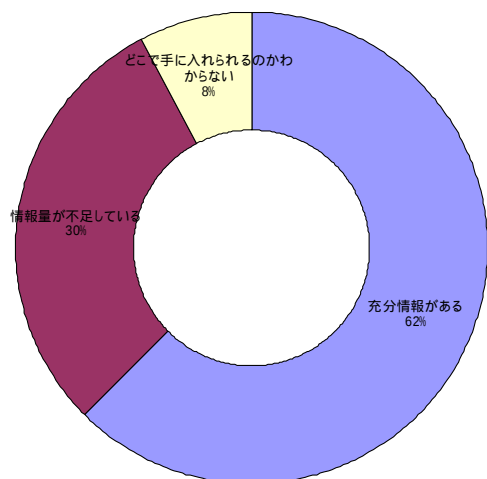
【日本産食品イメージ(流通関連)】



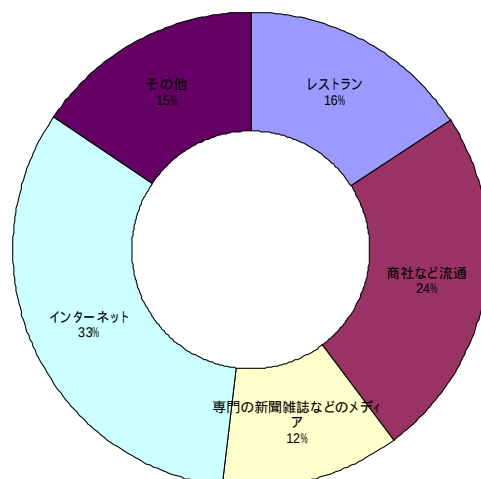
情報調査

日本産食品の情報について昨年同様約7割が十分な情報量としているが「充分情報がある」についてはレストラン関係で668%から62%へダウン、流通関係では69%から64%へダウンしており計測的な情報発信が必要と考えられる。また情報の入手経路を見てみるとレストラン関係では68%(6ポイントアップ)が同業のレストランおよび流通関連の現場情報に依存しており、一方流通関連の情報入手経路は42%(09年43%)が業界情報で44%がインターネットや業界専門媒体からの情報収集となっている。昨年の結果ともあわせやはりインターネットおよびメディアを通じた情報発信を行うことにより流通を通じて現場レストラン関係者に適正な情報が伝わると考えられる。

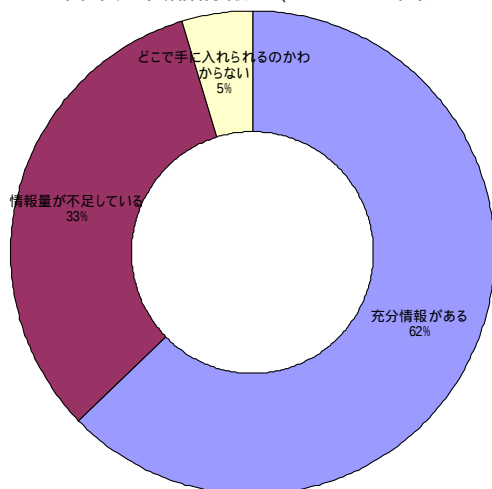
【日本産食品情報量(全体)】



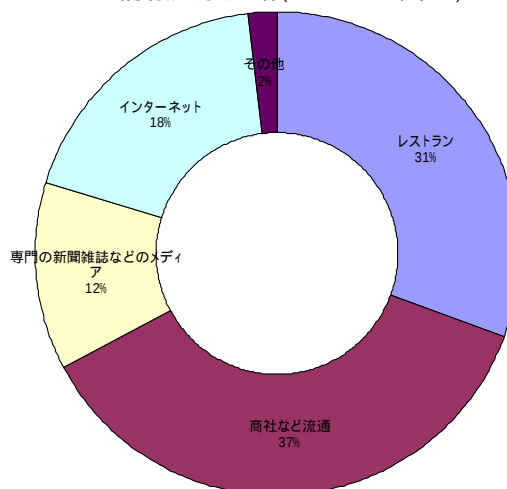
【情報入手経路(全体)】



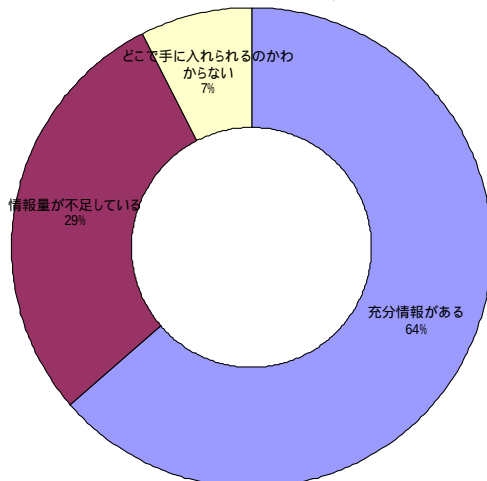
【日本産食品情報量(レストラン関連)】



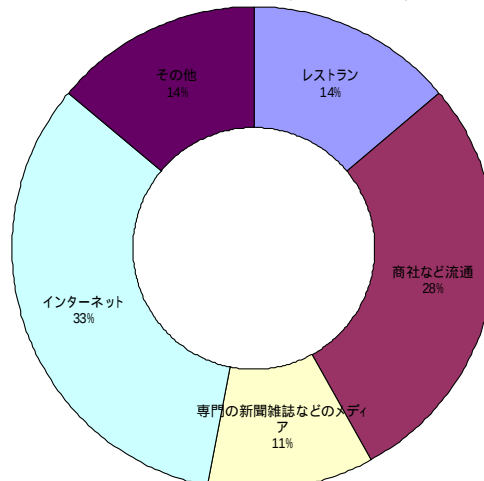
【情報入手経路(レストラン関連)】



【日本産食品情報量(関連)】



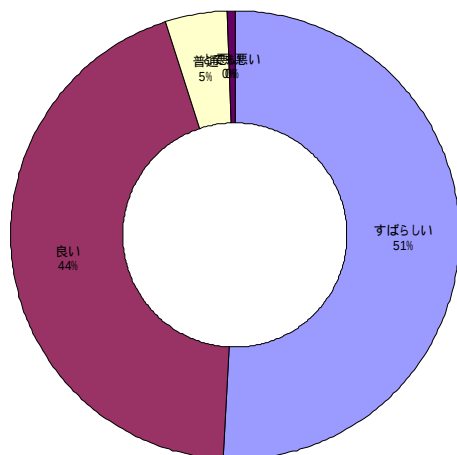
【情報入手経路(流通関連)】



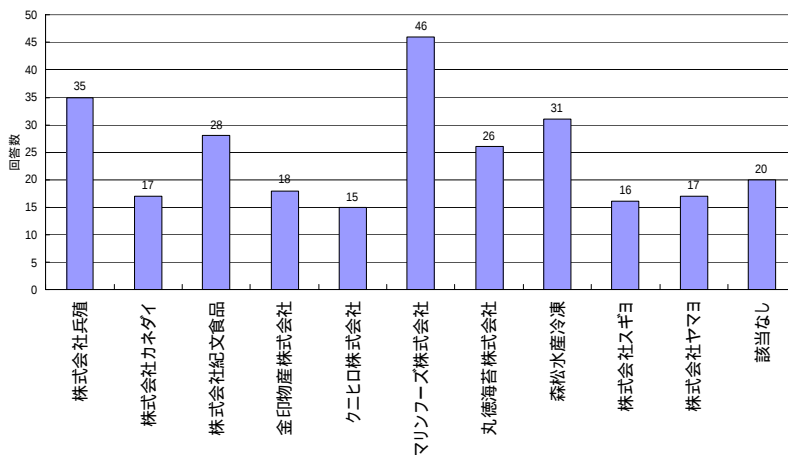
日本パビリオンの印象と興味ある出展者について

JAPAN PAVILIONの印象については昨年同様95%の回答者が好意的に受け止めている。出展者の積極的な試食など常に活動している点が好印象を与えていると考えられる。
興味のある出展者の回答を見てみるとブリおよび加工品への関心が高い。特に養殖ブリについては昨年よりも関心度がアップしており水産資源に対する意識によるものが影響しているのではないかと考えられる。

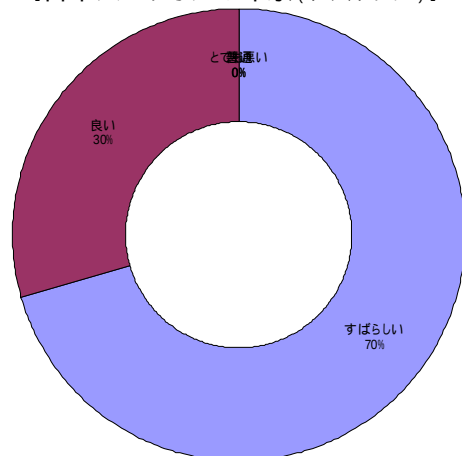
【日本パビリオンの印象(全体)】



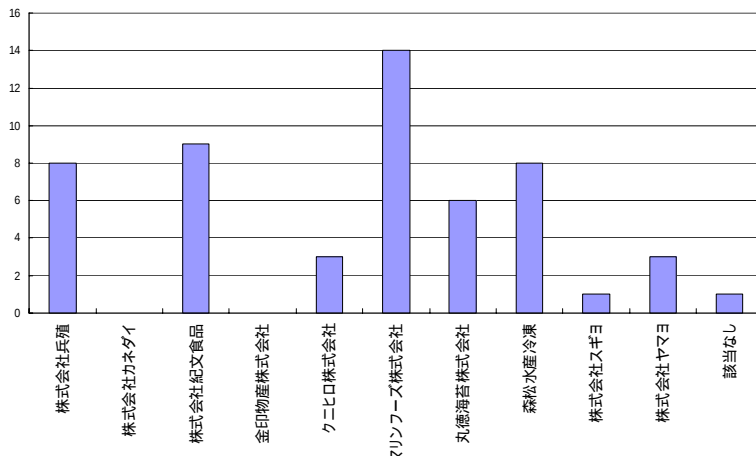
【興味のある出展者(全体)】



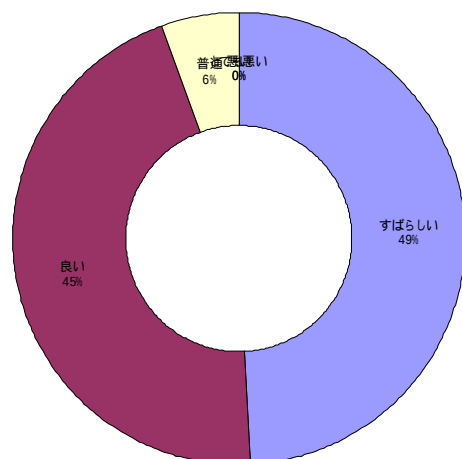
【日本パビリオンの印象(レストラン)】



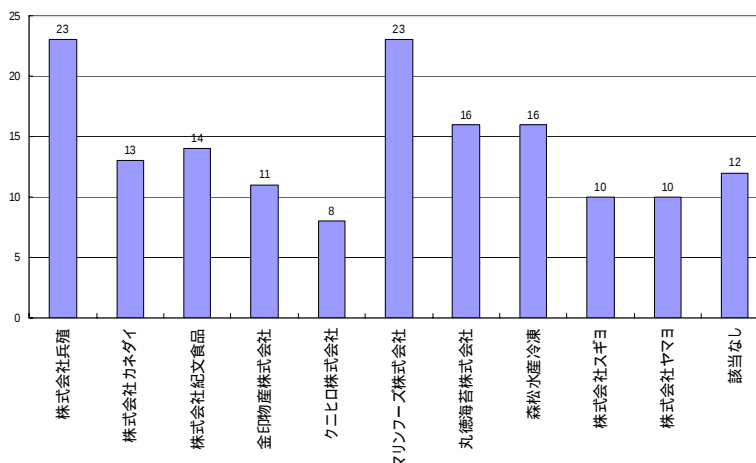
【興味のある出展者(レストラン・流通関連)】



【日本パビリオンの印象(流通)】



【興味のある出展者(流通)】



出展者アンケート実施報告

実施概要

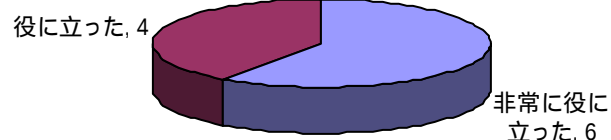
3月14日 - 16日の3日間、各出展者ブースへの来場者数、商談数などを尋ねるデイリーアンケートを実施。また、最終日には展示会出展や日本パビリオンに関するアンケートを行いイベントに参加しての総括アンケートを実施。いずれも即日回収を行った。

出展者数	回答者数	回収率
10者	10者	100%

アンケート結果：出展について

総 合

IBSS2010は非常に役に立ったが6社(09年4社)。天候不良に見舞われブース来場者がダウンしながら、逆に中身の濃い商談が出来たと出展者は評価している。

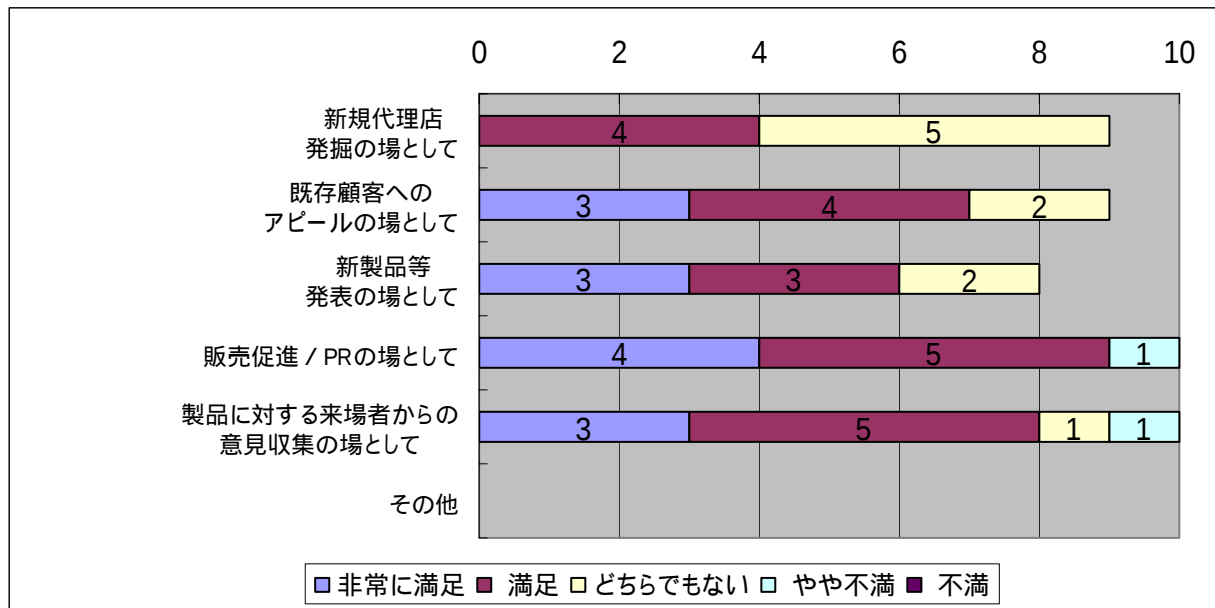


評価項目	%	社	理由
非常に役に立った	60%	6	現地販売代理店に直接会うことができ市場の把握に繋がった 会場でのデモ、事前商談のセッティング、会期中商談セッティングなど役に立った 見込み客の来場する可能性が高いため 2008,2009年のリピーターや現地インポーターの取引先など商売に繋がる来場者と多く商談が出来た 練り製品の認知度が高まり、また伊達巻の新しい食べ方が特に評価された 末端のお客さんと話す機会を得たから
役に立った	40%	4	現地の状況を知ることが出来た 非日本食レストランへの「わさび」の紹介、メニュー提案が出来た 良い商談が出来たし多くの人に商品のよさを知ってもらえた

出展者アンケート実施報告

出展目的における満足評価

販売促進・PRの場として、また製品に対する来場者からの情報収集の場所としての満足度が高い。
マーケットの現状を把握し商品を市場に送り出していくうえで展示会は直接商品を知ってもらい反応を見る場であり、今回の出展では満足な結果が得られたようである。



出展・試食イベントの成果について

株式会社兵殖	試食してもらうことで「本はまち」のよさをわかってもらえてよい商談へと繋がった
株式会社カネダイ	客数は少ないが具体的なビジネスのはなしが出来る相手が多く商流に繋がった
株式会社紀文食品	-
金印物産株式会社	総試食数が多く好評であった
クニヒロ株式会社	初出展で成約見込みおよび見積もり提出の商談が出来てよかった
マリンフーズ株式会社	生の声を聞けて開発に生かすことが出来る
丸徳海苔株式会社	実際の現地での反応を見ることが出来たので良かった
森松水産冷凍株式会社	デモ試食も多くの来場者に試食してもらい、ハマチへの興味も上がり話しの具体化が進んだ
株式会社スギヨ	事前準備が十分に出来たため試食後のセールスがスムーズに出来た。
株式会社ヤマヨ	今後の米国向け商品の開発に役立った

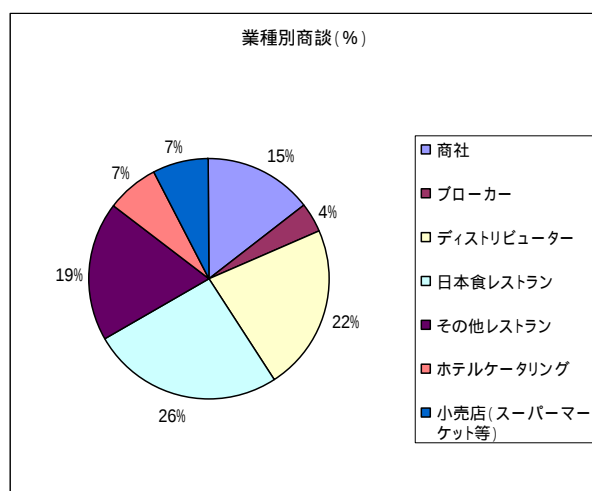
出展者アンケート実施報告

来場者数と商談件数

ブース総訪問者数は12,330人で昨年の15,240人より下回っている。また商談件数も465件と昨年の718件より大きく落ちているが出展各者からは内容のある商談が出来たとのコメントを得ている。一件あたりの商談内容がかなり具体的なもので商談時間もじっくり取ったものと考えられる。

商談内容について

成約件数26件、成約見込み数130件、見積提出107件。
悪天候の影響で会期初日、2日目は飛行機の欠航などあり目的意識の高い来場者が多かったのではないかと考えられる。商談対象となった業種および商品は以下の通り。



商談・成約の対象となった出展物

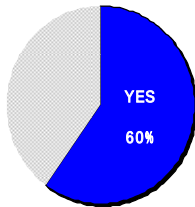
カキフライ
業務用焼きのり、わさび味のり
「本わさび」「きざみわさび」
プレミアム塩辛、しめ鯖、ジャン辛
ハマチフィーレ
SNOW LEG QUEEN
マルズワイガニ、ズワイ棒肉、甘エビ、さんま
本はまち
わかめサラダ、枝豆サラダ

出展者アンケート実施報告

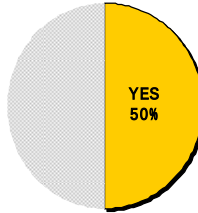
出展者間の情報交換および協力関係の構築について

業種は問わず米国市場の現状について積極的に情報交換が行われたようである。

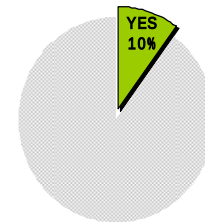
< 同業他社との有益な情報交換ができた >



< 異業種他社との有益な情報交換ができた >



< 販売提携を行うことができた >

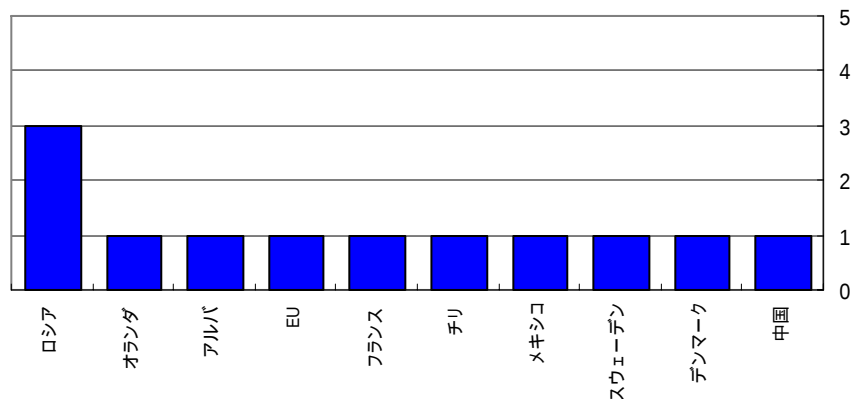
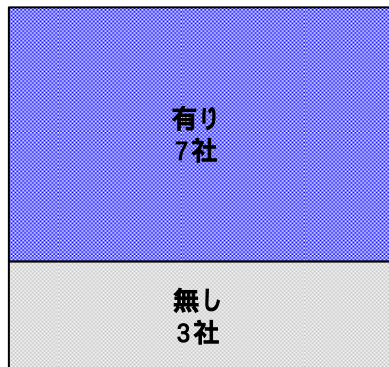


【具体的な内容を教えてください】

米国市場について分からないことが多かったため情報交換で役立った
他業種の情報収集が出来た
米国販売戦略などの情報交換と経済状況
最新の市場動向と新製品開発のヒント
市場原料等の情報交換
競合する業者とも情報交換が出来た
販売提携が出来た

米国以外のバイヤーとの商談状況

米国以外のバイヤーとの商談は昨年よりも数が減少している。
特に昨年あったアジア圏の台湾・韓国・ベトナム・シンガポールの国名がレポートに上がってきていない。



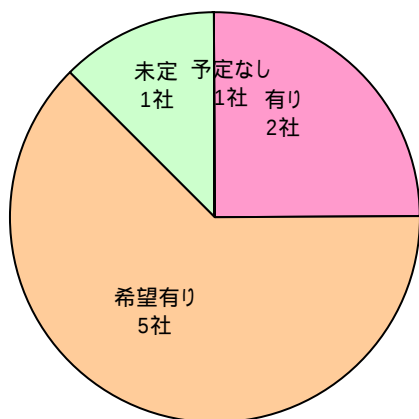
【米国以外でのビジネスにおける課題懸念事項】

配送と集金
与信管理
配送方法
証明書
価格
物流条件
EU、ロシアへは輸出が複雑で費用がかかる
コミュニケーション

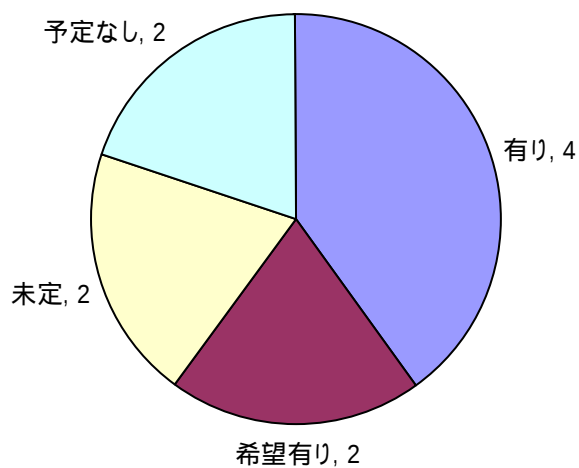
米国および
米国以外の展示会に対する出展意向

米国における出展意向は7社。水産関連の米国市場の重要性から継続出展意向が高い。また米国以外についても6社が希望している。

米国における出展意向



米国以外における出展意向



有り	4	社	台湾、中国
希望有り	2	社	アジア、インド、ブラジル、ロシア、香港など

出展者アンケート実施報告

IBSS2010を機に 予定されるビジネス展開について

米国における市場にあった商品開発と販売チャネルの確立。米国マーケット以外へ展開。

Q. 本展示・商談会を機に予定されるビジネス展開について概略をご記入ください。

代理店の開発・選定
代理店とともにエンドの販売強化と米国向け商品開発の実施
帰国後の礼状と見積の提出
ヨーロッパへの輸出の本格化
既存顧客を中心に北米市場へのかに、えび製品の拡大
白人系マーケットへの手ごたえがあった

米国でビジネスを 展開する上で課題と感じたこと

現地チャネルの確立が課題

Q. 米国でビジネスを展開する上で課題と感じられた点がありますか？

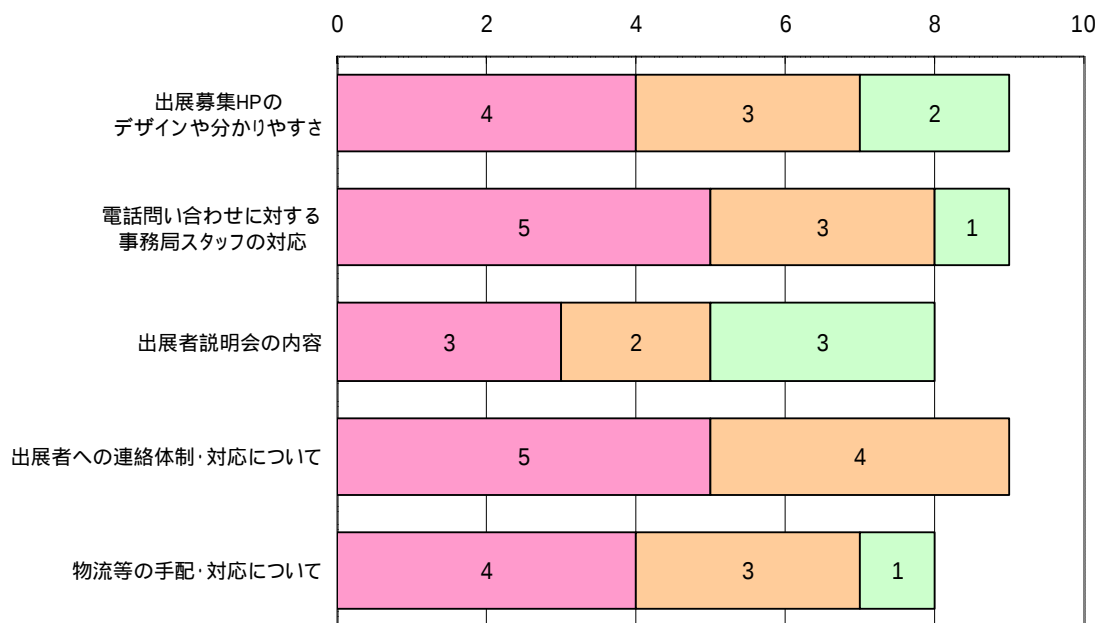
代理店の開発
地元ニーズの把握
価格(円高のため昨年より厳しい)
ディストリビューターの選定
現地支店の必要性

出展者アンケート実施報告

アンケート結果：日本パビリオンについて

出展者募集、その他準備業務について

3回目の事務局運営でさらに満足度は上がっている。
昨年あった物流面での不満についても改善されている。



非常に満足

満足

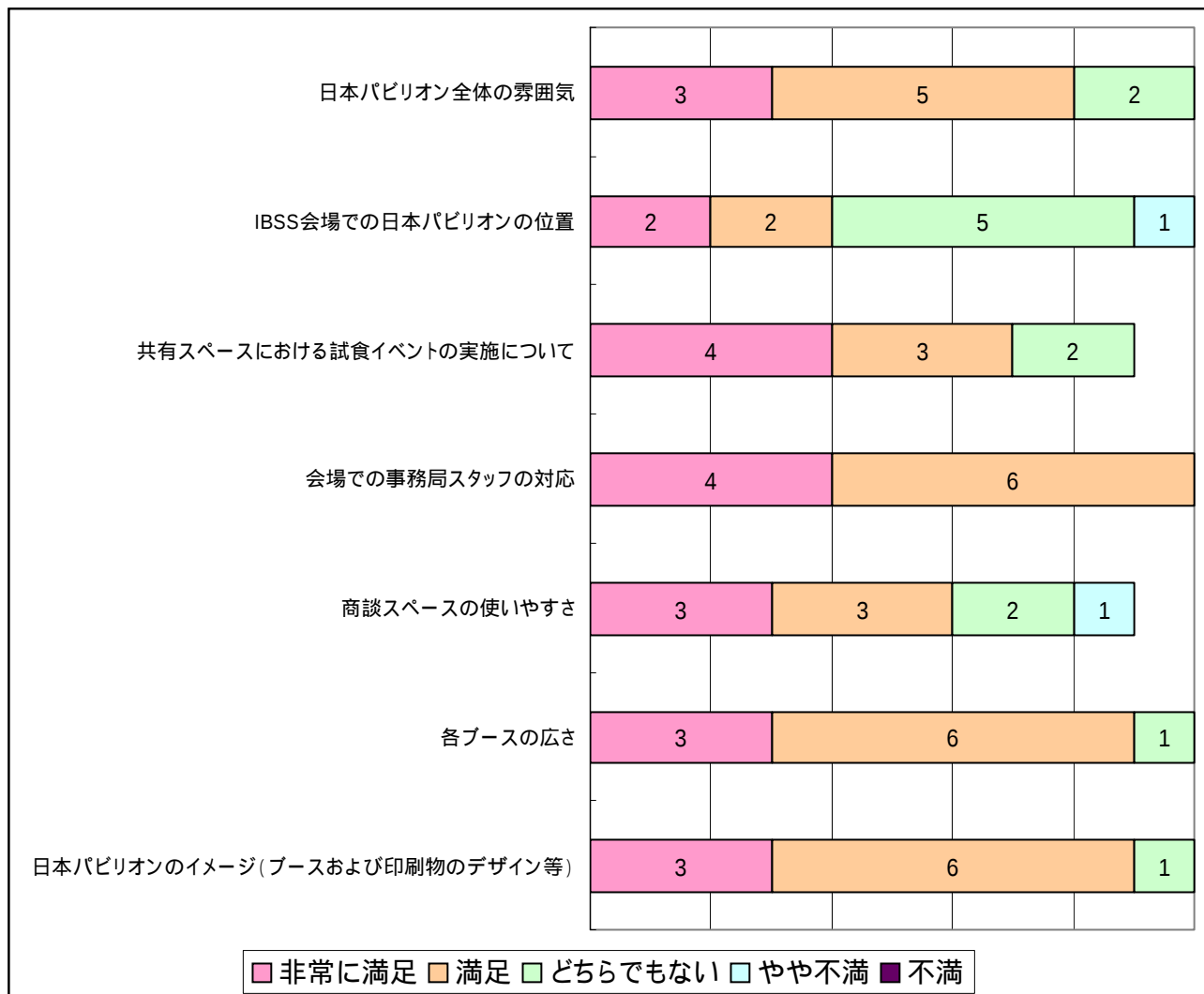
どちらでもない

やや不満

不満

IBSS2010
日本パビリオンの運営について

日本パビリオンのイメージや日本パビリオンの位置などについては前回より改善。共有スペースイベントについては参加各社とも満足を得ている。



日本パビリオンに対する意見

出展者からは全体的に満足の評価をもらっている。初日、2日目の悪天候のため来場者数が落ち込む中、各出展者の商談内容は満足のいくものであったようである。米国水産業界へのアプローチの場として事業継続を望む声も多く聞かれた。

全般に関して	米国市場ののりについての情報収集が出来て良かったが、海苔に対する関心の薄さも改めて感じた 悪天候の中思ったより多数の来場者があった 非日本食市場へのわさびの紹介と言う点では満足の行く結果であり、元取引先との商談も出来て有意義であった 悪天候で来場者数は少なかったがハマチの認知度も高く、直取引の要望も多かった。帰国後のフォローで成約に結び付けたい。 来客数は少なかったがビジネスに繋がる展示会だった。 前回に引き続き良いコストパフォーマンスであった。続けて欲しい。
展示装飾について	備品到着に時間が少しかかった、また費用がかかる部分が多かった 配送状況確認も行ってもらい安心して展示会に取り組めた 文句なし。自分たちのブース工夫が必要
出展事務局について	対応がよくいろいろと教えていただいた 日本・現地での対応は丁寧で詳しく教えてもらい分かりやすかった。デモに関しても宣伝効果は大きかったと思う。 少量ではあるが確実に商流に繋がる商談が出来た 大きなトラブルも無く無事終わることが出来てよかった 細かく分かりやすい対応、事前の余裕のある説明会等、文句なし。今回で終わりとは寂しい限りである。

総括

総評	●世界的な経済環境の悪化を受け、出展社数が減少傾向にあるインターナショナル・ボストン・シーフード・ショー (IBSS) ではありますが、北米最大の水産品の見本市であることは変わらず、日本の水産品関係企業にとっては、米国でのマーケティング活動の中で非常に重要な見本市となっており、今回が3回目となる日本パビリオン事業ですが、出展企業10社のうち、2社が3回目、5社が2回目の出展となっています。 ●年度末の3月に実施される日本パビリオン事業であるという特徴を活かして、今回は、パビリオン出展企業が確定してから実施までの約6ヶ月間を、日本パビリオン出展に関する認知度向上と商談マッチングの支援期間と位置づけ、ニューヨークの有名レストランでの出展食材を使ったレシピの提供(2010年2月実施)及び、専門の会社を使ったマッチング交渉活動を実施しました。ニューヨークでの施策は、事前パブリシティの獲得に繋がっただけでなく、会期初日にIBSS会場内にて無料で配布されるShow Dailyにニュースとして取り上げられるなど、IBSS会場内での告知活動としても奏功しました。 ●今回は、前日、初日、二日目と暴風雨という悪天候(航空便の欠航など)の影響を受け、来場者が多少減少したようですが、3年連続の日本パビリオンの登場がもたらす日本の水産品への関心度は徐々に上がってきているようで、各出展者の商談は内容が濃く、質の高いものになりました。
成果	●まず、北米最大の水産品見本市への3年連続の日本パビリオンの出展は、北米のシーフード・ビジネスに関わるすべての人に対して日本の水産品の高品質性を伝えることに、大変貢献しており、この事はパビリオンに立ち寄る来場者の反応、声などから、容易に伺えます。 ●出展者による事後アンケートによれば、悪天候によってブース総訪問者数も商談件数も昨年より下回っていますが、各社からは「内容のある商談が出来た」とコメントを得ており、関心度の高いバイヤーと密度の濃い商談ができたようです。尚、成約件数は26件、成約見込みは数93件、見積提出件数は107件となっています。 ●また本事業では、事前に米国内のバイヤー等にコンタクトし、会期中の商談セッティング(アポイントメント)を実施。13社のバイヤー等との商談を設定(当初アポイントを取り付けた企業は18社だったが、初日～2日目の悪天候により会場に着けないバイヤーがいたため商談が流れた)。さらに会期中、来場者のうちバイヤー及びレストラン関係者には、関心のある出展者(物)を聞き、出展ブースに誘致して商談を促しました。結果として、出展者10社に対して全77件の商談セッティングを行い、そのうち34件が商談・交渉中に至りました。 ●一方で、「これまでの米国内での流通経路に関する情報が希薄だったことが分かった」という、販路開拓、輸出拡大に向けたテクニカルな情報を得た出展者も多かったようで、次の施策に活かされたいと思われます。
反省点	●出展会社、出展物の確定後、ショー開催までの期間を使って、商談マッチング支援活動を実施しましたが、「出展品目に関心のあるバイヤー」を探し、商談セッティングの交渉を行うという一方的なやり方になってしまい、出展企業各社がそれぞれ持っている「販売戦略」との刷り合わせが不十分のままのアポイントメントになってしまったケースがありました。今後は、小売店やレストラン関係者を求めている出展者なのか、輸入会社やディストリビューターを探している出展者なのか、を把握し、より適切な会社とのマッチングの支援を行っていく必要があります。 ●この事は同時に、出展会社それぞれの米国での販売戦略を、事務局がどう理解すべきか?という大きな問題をも提示しています。これは、商談マッチングというサポートに限らず、大規模な見本市への出展を最大限に活用するための各種のアドバイスから、恒常的な対米マーケティング活動のための方策まで、すべてに関わってきます。 ●例をあげれば、日本食レストランへの普及は特別な戦略を練らずとも問題ないが、洋食レストラン(フレンチやイタリアンなど)へのアプローチは、直接的なブースでの商談促進だけでなく、様々な戦略的な施策が必要になってくる……という認識を多くの出展社が持っており、これに対してどういうサポートが有効かを検討する必要があります。
課題	●日本の水産品の米国への輸出額の拡大を考えた場合、「日本の水産品は刺身や寿司だけではない」という考え方に基づいて、洋食レストランへの食材の流通を確立するにはどうすれば良いのか?という課題がよく挙げられます。米国人シェフに気に入られる食材とならなければ、ここへの流通量の拡大は不可能。どう調理してもらうか?という、レシピ開発が非常に重要なファクターの一つになってきています。 ●一方で、米国人シェフのいる洋食レストランへ販売しているディストリビューターへのアプローチも重要。 ●2011年のIBSSには、政府事業としての日本パビリオンの出展はありませんが、今後は、課題を「洋食レシピ開発」と「洋食レストランに導いてくれるディストリビューター発掘」の2つに絞り、見本市の出展などを有機的に組み合わせ、対米プロモーション策が求められてくると思われます。

・他国パビリオン模様

米国・カナダは、毎年おなじみの州自治体の出展が見られた。アメリカ以外の他国パビリオンは、過去2年よりも展示装飾に力を入れているところが目立ち、米国輸出への意気込みを感じるものの、ブースを上げての試食イベントや商談セッティングといった試みは特に見られず、商談活動は出展者単位に任せられているものが多かった。中国は規模の大小はあるが、複数の団体が出展しており、過去3年で一番多いと思われる。またタイ、韓国のパビリオンは、自国で開催するシーフードショーのPRを兼ね、商談活動の傍ら、IBSS出展ブースをまわってシーフードショーのPRを行っていた。



台湾



オマーン



中国



・他国パビリオン模様

韓国



エストニア



インド



エクアドル



ケベック



チリ



ベトナム



タイ



・他国パビリオン模様

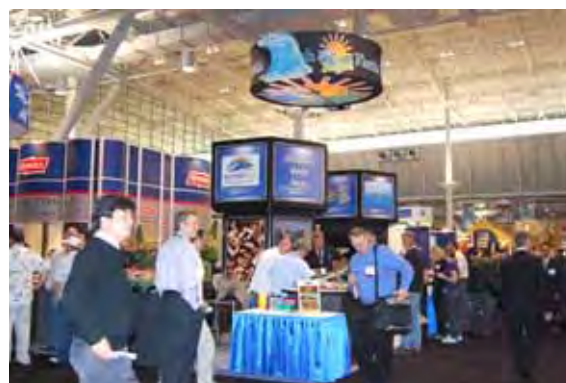
カナダ



ノースカロライナ



フロリダ



ペルー



メキシコ



・ 参照資料 - 出展案内

平成 21 年度 農林水産省委託事業 農林水産物等海外販路創出・拡大委託事業

International Boston Seafood Show 出展のご案内

2010 年 3 月 14 日(日)から 16 日(火)までの 3 日間、ボストン(米国)にて開催される International Boston Seafood Show (IBSS)において、農林水産省の農林水産物等海外販路創出・拡大事業(以下、「本事業」)により、日本パビリオン(Japan Pavilion)が設置されます。

今回は、現地での展示・商談活動に加え、食品関係で実績豊富なPR会社が、米国内のフードサービスやレストランに影響のある新聞や雑誌などのメディア向けにパブリシティ(記事化)活動を行なってまいります。パブリシティ活動は、新聞や雑誌などの信頼のおける第三者の目を通じた形で情報を広げていく活動であり、ご出展者様の、期間中及び終了後の商談を活性化させるのに役立ちます。

海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者等の皆様に、この機会を是非利用していただきたくご案内申し上げます。

1. 事業実施者

農林水産省の委託を受け、共同ビーアール株式会社(IBSS2010 日本パビリオン出展事務局)が本事業を運営します。

2. 展示会概要

展示会名: International Boston Seafood Show 2010
会期: 2010 年 3 月 14 日(日)～16 日(火)
会場: Boston Convention & Exhibition Center
主催: Seafood Expositions
規模: 162,030sq.ft(約 15,053 ㎡/総展示面積/2009 年実績)
出展者数: 818 者(海外からの出展:36 カ国/2009 年実績)
来場者数: 10,288 人(海外からの来場:88 カ国/2009 年実績)
出展品目: 魚介類(生鮮・冷凍・活魚介・ブランド品・自家商標品)、加工機械、冷凍機器、解凍機器、品質保持製品、輸送機器、パッケージ機械、調味料各種等

□□□ 日本パビリオン(Japan Pavilion)の概要 □□□

出展者数: 最大 10 者
主催: 農林水産省
面積: 約 144 ㎡ (商談スペース、イベントスペース等の共用スペース含)を予定
各ブース: およそ 9 ㎡、白と赤を基調としたブースデザイン、基本備品(受付机、パイプ椅子、社名板等)
ウェブサイト: <http://www.japan-seafood.net>

※開催については変更の可能性があります。

3. 募集要項

(1)募集出展者数: 最大 10 者 (小間形式)

※展示位置は IBSS2010 日本パビリオン出展事務局(以下「出展事務局」)に一任ください。

(2)対象出展物:

米国で販売可能な日本産の水産物及び日本製の水産加工品

※ 制度上、日本から米国へ輸出可能なものに限りです。申込時に HACCP 認定(米国に水産物を輸出するために必要となる、対米水産食品加工施設の認定)等についての確認をさせていただきます。また日本産水産物・食品の海外への販路創出・拡大事業の点から、出展事務局および当該展示会が適切と判断した品目とします。

※ 円滑な商談のためにも、卸値の設定(最小輸出ロット価格設定)、輸出ルートの設定等の準備及び出展物に米国の表示規制に即した表示を準備する必要があります。

※ 次に該当する品目を除きます。

- ①出展事務局が、本事業の趣旨を踏まえ、農林水産省の指導の下、認められないと判断したもの
- ②米国の輸入規制(動植物検疫、食品衛生に関する各種規制(食品添加物等))を満たさないもの
- ③日本の輸出入関係法規上、出展不可能な品目
- ④特許権、意匠権、商標権等を侵害するもの、あるいはその恐れがあるもの
- ⑤著しい臭気等を発し、パビリオン運営上支障をきたすもの
- ⑥その他、展示会の管理運営上、出展事務局が不適切と判断したもの

・ 参照資料 - 出展規定

(3) 出展資格:

上記(2)の対象出展物の生産者、加工業者、輸出・輸入業者等

4. サポート内容

(1) 出展サポート内容(農林水産省委託費により支弁されます)

- ① 出展スペース(会場借上費)
- ② 基礎ブースの設計・設置・基本備品 (受付机、パイプ椅子、社名板等)
- ③ 共用スペース(商談スペース・イベントスペース等の設備)及び基本ブース管理費
- ④ 一定量の電気料
- ⑤ 出展事務局・イベントの運営
- ⑥ 来場者向け DM、販促用ガイドブック等の作成
- ⑦ VWeb サイトの開設・運営
- ⑧ パブリシティ(記事化)
- ⑨ 出展物の輸送方法及び展示会終了後の対応に関わるフォワードアー及び対米 HACCP 認証(対米 HACCP 認証は各出展者の費用負担のもと直接執行)、バイオテロ法登録、その他、輸出入手続き等に係る情報提供
- ⑩ 第三者賠償責任保険
- ⑪ その他
 - 来場者誘致、商談サポート
 - イベントスペースの提供
 - 商談のための通訳者手配に係るサポート(通訳経費は出展者負担とする)
 - 装飾・追加備品リース等に係るサポート

(2) 出展サポートに含まない内容

上記(1)以外は出展者負担の経費となります。出展者の負担となる主な経費として次のものがあります。

① 輸送に要する経費

※通関、輸送等で支障が生じた場合、出展事務局は一切その責任を負わないものとします。

② 展示会終了後の出展物処理(環送・転送等)に係わる通関・輸送費

③ 出展物に係わる輸入税、通関費用、その他公租公課、輸送保険料

④ 出展者の独自アレンジに要する経費

出展者が特別または独自に必要なとする設備・備品(リース)等の設置、借上げ、撤去に要する経費

ただし、独自設備、備品、装飾等については事前に出席事務局の承認を得るものとします。

⑤ 実演等自社イベント、自社パンフレット等の配布に係わる経費

独自イベントの開催、独自パンフレット等の配布については、事前に出席事務局の承認を得て、イベント概要やパンフレット等の実物を提出するものとします。

⑥ 出展者の職員派遣に要する経費(旅航費、滞在費等)

⑦ 出展物・ブースの管理に要する経費

※展示会場等で生じた盗難については、出席事務局は一切の責任を負いませんので、各出展者においてしっかり管理してください。高価な出展物及び自社ブースに持ち込むパソコン、デジタルカメラ等の出展者所有物には会期中の盗難保険を付保されることをお勧めします。

⑧ その他

・本展示会に係り、出展者の都合により発生する個別経費

5. 申込の条件・義務

出展対象物の生産者、加工業者、輸出・輸入等業者等で、以下の条件を満たし、農林水産省及び出席事務局が適切と認めたものとします。

- (1) 会場全体の基本構成、小間位置は出展内容により出席事務局にて決定させていただきます。出展者様のご希望に沿えない場合がございますので、予めご了承ください。
- (2) 展示・商談会における出展物の管理、責任は出展者がすべて自ら負うものとします。
- (3) 会期前後及び会期中に出席事務局が行なうアンケート等、また、農林水産省が今年度以降に別途実施する農林水産物等海外販路創出・拡大事業のうちフォローアップ調査(聞き取り調査、アンケート調査等)に協力することを条件とします。
- (4) 本事業により開催する事前説明会への出席は出展の条件となります。
- (5) 展示・商談会全日程を通じて、社員等の方のブースへの派遣を条件とします。会期中、必ず出展者の社員等が各自の展示スペースを担当し、商談・PR 活動を積極的に行っていただくこととなります。
- (6) 展示会場での販売は主催者の規程により行わないものとします。
- (7) 展示会場への出品物の輸送に当たっては国内法令及び米国の法令に照らし、適法に行うものとします(不明点・疑問がある場合には出席事務局にご相談ください)。なお、違反したことが明らかとなった場合は、今後の農林水産省事業の参加が出来なくなる可能性があります。

6. 申込

(1) 申込方法

「出展のご案内」、「海外展示会出展規程」を必ずご確認ください。出展申込書・承諾書(社印押印)を期日(10月16日)までに出席事務局宛にFAX(03-3571-5106)にお送りください。出席事務局より折り返しお電話にてご連絡、確認をさせていただきます。事前調査票をお送りいたしますので、会社概要、出展物パンフレット等、提出書類を添付し、郵送にてご提出ください。

※ FAX 送付後、翌々日までに出席事務局担当者から電話連絡がない場合には、恐れ入りますが確認のためのご連絡をお願いいたします。

IBSS2010 日本パビリオン出席事務局

TEL:03-3571-5159 担当:藤原・木島・小助川(こすけがわ)

(2) 申込スケジュール

【申込締切日】 2009 年 10 月 16 日(金)

【事前調査票等提出期限】 2009 年 10 月 16 日(金)

会社概要、出展物パンフレット等の提出書類を添付し、郵送にてご提出ください。

【審査結果通知】 2009 年 10 月 19~23 日頃

審査結果の通知を郵送にてお送り致します。

【出展者向け事前説明会】 2009 年 11 月初旬を予定

審査結果のご連絡の後、あらためて詳細をお知らせ致します。説明会へのご出席は出展の条件となりますので、必ずご参加いただきますようお願い致します。

(3) 出展者の選定

出展者は申込締切後、出席事務局が審査を行い、農林水産省との協議の上、決定致します。

審査に当たっては、以下の点を考慮し、同点の場合は先着者を優先とします。

また、申し込みが募集数を上回らない場合でも出展物として日本パビリオンに相応しくないかと判断される場合には、

・ 参照資料 - 出展規定

出展をお断りすることがございます。

- ①品目として輸出増が期待できるものか
- ②出展予定品の品質、価格、物流面での要件等が現地で受け入れられるものか
- ③出展により新しい海外市場の開拓が期待できる商品
- ④日本産原料の使用割合
- ⑤応募者の輸出に取り組む姿勢・戦略、対象展示・商談会の位置付け
- ⑥応募者の生産・供給体制
- ⑦応募者の商談等への対応・フォローアップ体制
- ⑧法令遵守にかかる実績及び姿勢
- ⑨応募者の経営規模
- ⑩応募者の輸出入への関与度
- ⑪輸出のためのパートナー又は相当する事業者との連携度

7. その他:

- ①本案内にない事項及び補足事項は「海外展示会出展規程」に定めます。
- ②「出展のご案内」および「海外展示会出展規程」に定めのない事項に関しては、IBSS 2010 日本パビリオン出展事務局がその対応を決定いたします。
- ③出展確定後、出展者の都合で出展の取り消し、もしくは出展物の変更がある場合は、書面をもって出展事務局に届出し、その承認を得るものとします。
- ④戦争、政情不安定、天災、伝染病など、不可抗力により会期を変更、または本展示会への出展を解除することがあります。

■お問い合わせ先:

IBSS 2010 日本パビリオン出展事務局

担当者: 共同 PR 開発局 開発企画室 篠原

TEL: 03-3571-5159 FAX: 03-3571-5106

所在地: 東京都中央区銀座 7-2-22 同和ビル (〒104-8158)

平成 21 年度農林水産省委託事業 農林水産物等海外販路創出・拡大委託事業 海外展示会出展規程

共同ビーアール株式会社

共同ビーアール株式会社(以下「出展事務局」という)が参加する海外の展示会に、我が国の企業及び団体等が参加(以下「出展」という)する場合はこの規程の定めによるものとする。

1. 出展者の資格

- (1) 我が国の貿易業者、生産業者、工業会、輸出入組合及びこれに類する貿易関係団体並びに地方公共団体などで、出展事務局が適当と認めた者とする。
- (2) 海外の日系企業及び団体等並びに日本製品を取扱う現地代理店などで、出展事務局が適当と認めた者とする。

2. 出展物

- (1) 出展物(装飾資材、実演材料、配布物(宣伝物、見本品、カタログ及び実演による生産品等)等を含む:以下「出展物」)は、出展事務局が展示会毎に定める「出展のご案内」の対象出展物に限る。ただし、次に該当する物は禁止又は制限するものとする。
 - (a) 当該国の輸入禁止品目
 - (b) 我が国の輸出入関係法規で規制する物
 - (c) 特許権、意匠権、商標権などを侵害する物、あるいはその恐れがある物
 - (d) 展示効果上の理由によらない同一商品の多数出展
- (2) 出展物は日本食・日本製品の普及を踏まえた製品で、出展事務局並びに当該展示会主催者が認めた物とする。
- (3) 国内法令及び対象国の法令に照らして、適法に輸送を行うことができる取扱産品(出展物)に限る。

3. 出展サポート内容

出展サポートには次の内容が含まれる。

- (a) スペース料
- (b) 基礎ブースの設計・設営・基本備品
- (c) 一定量の電気料
- (d) 第三者賠償責任保険料
- (e) 出展事務局が雇用する出展補助員賃金・通訳費 (人数は別途展示会毎に定める)
- (f) 一般的な広報宣伝費
- (g) 商談支援のための施設費
- (h) 出展者リスト、会場案内等のパンフレット作成配布経費
- (i) 会場の復旧費
- (j) 開催報告書の作成費
- (k) 出展事務局の一般管理費
- (l) 出展物の紹介用 Web サイトの開設・運営費

・ 参照資料 - 出展規定

4. 出展サポートに含まない内容

出展者の負担となる主な経費には次のものがある。なお、前項 3. で明示していない経費は、全て出展者負担となる。

- (a) 日本から出展者ブース内所定場所までの出展に関連する輸送費、貨物保険料(原則オールリスク担保)及び通関諸経費
- (b) 日本への返送または再輸出の場合の出展者ブース内所定場所から日本までの再梱包経費(原則として往路の梱包材を再使用)、通関諸費、輸送費及び貨物保険料及び保管料
- (c) 出展者ブース内所定場所への出展物の据付け及び空箱保管に要する経費
- (d) 出展物に課せられる輸入税、公租公課及びその他の経費
- (e) 出展物の処理(売却、寄贈、転送、廃棄等)に要する正式通関費、輸送費、貨物保険料及び廃棄経費
- (f) 出展者が製作・調達する展示装飾(以下「自己装飾」という)に関わる資材の設計デザイン料、制作費、現場組立費及び現場付帯工事費(配線、配管など)並びに撤去費(復旧費を含む)。ただし独自装飾においては、出展事務局の承認を得るものとする。
- (g) 出展者が独自に注文する什器・備品等のレンタル料
- (h) 出展者独自の演技に要する経費(工事費、電気・水等の使用料、材料・機材費など)
- (i) 出展者ブース内における清掃並びに警備に係わる経費
- (j) 出展者の渡航費及び滞在費
- (k) 出展者が希望する場合の催事(プレゼンテーション、ワークショップなど)の開催費(会場費、設備費、通訳費など)

5. 出展の取り決め

- (1) 出展申込は、展示会毎に定める「出展のご案内」の期日(以下「所定の期日」という)までに、出展事務局所定の「出展申込書・承諾書」に所要事項を記入のうえ行うものとする。
- (2) 申込は原則として日本国内で手続きするものとする。
- (3) 出展事務局は「出展申込書・承諾書」受領後、速やかに受け取り確認の連絡を行い、これによって、出展事務局が出展申込を受領したこととする。
- (4) 申込者は、出展事務局が申込書受領後に送付する事前調査票に記入、必要書類を添付し提出することとする。また別途出展事務局から、審査にあたり問合せ等があった場合、これに迅速に対応することとする。
- (5) 計画規模を超えた場合、あるいは出展内容が適当でないと認められた場合は、申込のブース内所定場所の一部、もしくは全部を断るものとする。
- (6) 出展確定後、出展者の都合で出展の取り消し、変更、もしくは出展物の大幅な変更がある場合は、書面をもって出展事務局の承認を得るものとする。
- (7) 取り消し、又は変更によって出展事務局に損害が生じた場合、あるいはすでに出展事務局が支出した経費がある場合は、キャンセル料の請求をする場合があるものとする。

6. 展示装飾

- (1) ブースの形態は展示会毎に定めるものとする。
- (2) 会場内の構成、基本的設計・デザイン、ブース内所定場所の配置、基本装飾(施設、備品など)は全体の統一・調和を図るため、出展事務局が企画し、施工するものとする。
- (3) 自己装飾が必要な場合は、事前に所定の期日までに書面により申し出を行い、出展事務局の承認を得るものとする。
- (4) 展示装飾(自己装飾を除く)は原則として出展事務局が行うが、独自装飾等の組立、据付け等で特別な技術を要するものは出展者が行うものとする。また、陳列及びディスプレイは出展者が行うものとする。

- (5) 出展事務局の承認を得ずに出展者が持ち込んだ自己装飾資材等で、全体の調和、統一を阻害したり、他の出展者の迷惑になるような物は、撤去することがあるものとする。

7. 出展物の梱包と輸送

- (1) 出展物の出展者ブース内所定場所までの搬入並びに据付け業務は、出展者の費用と責任で行うものとする。
- (2) 通関等で支障が生じた場合、出展事務局は一切その責任を負わないものとする。

8. 出展物の演技等

- (1) 出展物は、出展者ブース内所定場所において演技することができる。ただし、会場条件及び現地安全諸法規等により規制されるもの、危険なもの、騒音の激しいもの、有害なもの等などは、演技を禁止又は制限するものとする。
- (2) 出展物を演技する場合は、演技の方法等を、予め出展事務局と協議の上、定めるものとする。
- (3) 会場内で通常使用可能な電気あるいは水は、必要量に応じ出展事務局及び運営側が出展者ブースまで配線、配管をするものとする。
- (4) 映像物(ビデオ上映等)については、予め出展事務局の承認を得、審査を受ける必要がある場合はその指示に従うものとする。
- (5) 料理ショー等、出展事務局が企画するイベントは、食材の提供等を求めることがある。

9. 出展物の管理並びに責任

- (1) 出展物に対する管理並びに責任は出展者がすべて自ら負うものとする。出展事務局は、盗難などの責任を一切負わないものとする。
- (2) 出展者独自で行う展示・据付けに基づく事故について出展事務局は一切責任を負わないものとする。

10. 出展者の現場アテンド

- (1) 出展者は出展物の出展者ブース内所定場所への搬入、開梱、据付け等の準備に立ち会うものとする。
- (2) 出展者は出展の効果を高めるため、全日程を通じて、出展者ブース内所定場所にてアテンドし、出展物の説明、引き合い、商談などに対応するものとする。アテンドする者は、海外における国際展示会である点に留意し、商談にふさわしい服装や節度を持つてのぞむものとする。
- (3) 展示会終了後は、事後処理の円滑化のために、出展物の処理に立ち会うものとする。
- (4) アテンドする人の氏名、期間について、事前に出展事務局に登録するものとする。
- (5) 現地渡航に関しては、出展者の責任において、ビザの手配等渡航準備をするものとする(ただし必要な場合)。

11. 宣伝物の配布

- (1) 展示会会期中、会場において、宣伝物、見本品、カタログ及び演技により生産された製品等を来場者に配布する場合、事前にその明細の提出を求める場合があるものとする。
- (2) 現地の諸規程により配布が許可されない物及び展示会の性格等から判断して不適当と認められる物等は、その配布を断ることがあるとする。

・ 参照資料 - 出展規定

12. 即売の禁止

会期中、会場内で出展物、その他の物品を即売することは禁止する。

13. 展示会終了後の出展物の処理

- (1) 出展物の処理は、全て出展者の責任によって行うものとする。
- (2) 展示会終了後、出展物の搬出は、会場使用期限内に出展者の責任で会場外へ持ち出すものとする。期限内に会場外へ持ち出さない場合は所有権放棄として処分するものとする。
- (3) 出展物を第三国へ転送する場合及び出展物を現地処理する場合、出展者は全て自社の責任で行うものとする。なお、再梱包、通関手続きは出展事務局が可能な限り協力するがその責任は負わないものとする。
- (4) 返送もしくは再輸出品の再梱包には出展者が立会い、内容及び梱包状態を確認するものとする。特に、破損事故が発生しやすいもの、または腐敗しやすいものは、必ず出展者が責任をもって再梱包に立ち会うものとする。
- (5) 出展者は返送もしくは再輸出品を引き取った後、すみやかにその内容を点検するものとする。

14. 調査協力

出展者は、出展事務局の求めにより、展示会による効果測定などの調査に協力するものとする。

15. 出展にかかる事故の処理

- (1) 出展事務局の管理期間中に発生した全ての事故について、出展事務局は出展者へ、また出展者は出展事務局へ連絡し、その対応を協議することとする。
- (2) 引取り後の出展物に異常がある場合は、ただちに出席事務局へ連絡し、その対応を協議するものとする。引取り後 1 週間以上経過すると保険求償が出来ない場合がある。

16. 展示会の開催中止等

- (1) 出展事務局は次項などの場合、展示会の開催を取りやめることが出来るものとする。
 - (a) 戦争、政情不安、天災、伝染病、その他出展事務局の責任に帰することの出来ない事由により展示会が開催中止等となった場合
 - (b) 開催期日、方法等の条件に変更があった場合
 - (c) 出展物輸送上のトラブルにより展示会開催が不可能になった場合
 - (d) 外交関係、経済関係等のやむを得ない事由により、出展事務局としての展示会の開催が不適当もしくは不可能となった場合
- (2) 前項の場合、出展事務局は事情に応じて出展物の措置等について速やかに定め、出展者はそれに従うものとする。

17. 出展の解除

出展事務局は、出展者が本規程に違反した場合、出展の取り決めに解除することができるものとする。これによって生じる損害について出展事務局は、賠償請求できるものとする。

18. 規程外事項

- (1) 本規程にない事項及び補足事項などは展示会毎の「出展のご案内」に定める。
- (2) 本規程に定めのない事項が発生した場合、又は展示会主催者等が新たな事項を定めた場合、出展事務局がその対策を決定することができるものとする。
- (3) 前項の場合、出展事務局はすみやかに出展者に通知するものとし、出展者は出展事務局の決定した対策に従うものとする。

19. 免責

本規程 16 項「展示会の開催中止等」及び 18 項「規程外事項」の場合、これによって生ずる出展者の損害及び不利益等について、出展事務局は一切その責任を負わないものとする。

20. 係争

この規程に関する係争は東京地方裁判所が専属管轄を持つものとし、日本法に準拠して処理されるものとする。

■お問い合わせ先:

IBSS 2010 日本パビリオン出展事務局

担当者: 共同 PR 開発局 開発企画室 篠原
TEL: 03-3571-5159 FAX: 03-3571-5106
所在地: 東京都中央区銀座 7-2-22 同和ビル (〒104-8158)

・参照資料 - 出展申込書・承諾書 / 問合せフォーム


IBSS2010日本パビリオン出展事務局 宛
FAX番号 03-3571-5106


平成21年度「農林水産物等海外販路創出・拡大委託事業」

The International Boston Seafood Show 2010
日本パビリオン出展申込書・承諾書

【会期】2010年3月14日(日)～16日(火) 【会場】Boston Convention & Exhibition Center(米国ボストン)

海外展示会出展規定、出展のご案内記載の事項を了承のうえ、下記の通り出展を申し込みます。

申 込 日： 年 月 日

(応募受付期間:2009年8月24日～10月16日)

■出展申込者

出展者名	和文 ふりがな	英文表記	
代表者名	和文 ふりがな	英文表記	
住 所	〒		
TEL			FAX
E-Mail			URL
資本金	円 従業員数		名
業種	製造・商社・卸・サービス・小売・生産者団体/地方自治体・その他()		

■出展ご担当者

担当者名	和文 ふりがな	英文表記	
部署・役職			
住 所	〒		
TEL			FAX
E-Mail			

※出展者申込者と異なる場合のみ記入

■出展希望詳細

対米HACCP認定	取得年	
	取得済商品	
希望出展物		

☐ 海外展示会出展規程に同意・承諾します。
 (同意・承諾の場合は□にチェックを入れてください。)

提出書類 ☐ 出展申込書・承諾書 ☐ 対米HACCP認証のコピー

IBSS2010日本パビリオン出展事務局
 (共同ビーアール株式会社 内)

担当者: 篠原・木島・小助川 (ユスケガワ)

〒104-8158 東京都中央区銀座7-2-22 同和ビル

TEL: 03-3571-5159 FAX: 03-3571-5106

出展社住所:

出展者:

代表者:


IBSS2010日本パビリオン出展事務局 宛
FAX番号 03-3571-5106


平成21年度「農林水産物等海外販路創出・拡大委託事業」

The International Boston Seafood Show 2010
日本パビリオン出展に関するお問合せ

【会期】2010年3月14日(日)～16日(火) 【会場】Boston Convention & Exhibition Center(米国ボストン)

記 入 日： 年 月 日

(応募受付期間:2009年8月24日～10月16日)

■下記の項目にご入力ください。

企業名 団体名		代表者名	
		担当者名	
部 課		役職名	
住 所	〒		
TEL			FAX
E-Mail			URL
業種	製造・商社・卸・サービス・小売・生産者団体/地方自治体・その他()		

■お問合せ内容

出展について	☐ 出展を希望する ☐ 出展を検討する ☐ 詳しい話を伺いたい ☐ その他
取扱品目	
ご質問・お問合せ	

IBSS2010日本パビリオン出展事務局
 (共同ビーアール株式会社 内)

〒104-8158 東京都中央区銀座7-2-22 同和ビル

担当者: 篠原・木島・小助川 (ユスケガワ)

TEL	03-3571-5159
FAX	03-3571-5106

The International Boston Seafood Show 2010

出展審査用 事前調査票

ご記入日 年 月 日

貴社名

部課・役職

ご記入者名

添付書類

- ☐ 会社パンフレット
- ☐ 商品パンフレット(日本語版/英語版)
- ☐ HACCP認定に関する確認資料
- ☐ 日本パビリオン出展申込書・承諾書(原本)

英文等のパンフレットがある場合は一緒に添付してください。

The International Boston Seafood Show2010 <出展審査用 事前調査票>

① 輸出に取り組む姿勢・戦略、対象展示・商談会の位置づけ

1	展示・商談会への出展目的（該当項目にチェックしてください）
	既存の現地法人を通じた更なる販売先の拡大
	新規代理店・取引先の発掘
	現地法人設立の検討
	自社ブランドの売り込み、反応を見るため
	市場調査、情報収集など
	その他（詳細）

2 輸出拡大に向けた出展目標及び位置づけ

輸出货量・額・取引先の拡大等に向けた具体的な出展目標や、御社の輸出事業における今回の出展の位置づけ等を具体的に記入してください。

3 出展後の対応について（該当項目にチェックしてください）

	直接見込み客へコンタクトを行う
	代理店等に営業を依頼し結果をフォローする
	代理店等にまかせる
	商談相手からの連絡を待つ
	その他（詳細）

4 海外展示会への出展実績

a	実績の有無	有	無
b	出展実績の詳細	回数	回
		国名	
c	bのうち国の委託事業による出展実績	回数	回
		事業名	

The International Boston Seafood Show2010 <出展審査用 事前調査票>

② 輸出に向けた生産・供給・商談等のフォロー体制について

1	生産・供給体制（該当項目をチェックして詳細欄に対応策等を記入してください）
	輸出に伴う需要増に対応できる生産体制を有している
	詳細
	販売適期にあわせた出荷調整が可能である
	詳細
	HACCP認定を取得済み・取得申請中である
	詳細 (申請中の状況等)
	安全性の確保、検査・衛生基準等の輸出規制に十分対応できる
	詳細
	米国輸出に向けたパッケージやラベル対応等の販促準備を整えている
	詳細
	米国での商品登録等、知的財産保護に対応している又は対応可能である
	詳細
2	商談等への対応・フォロー体制（該当項目をチェックして詳細欄に対応策等を記入してください）
	米国での具体的な商談に対応可能な担当者がある
	詳細
	展示・商談会後の問合せや受注に対応できる
	詳細
	米国に自社法人・代理店等のバックアップ体制を整えている
	詳細

③ 国内及び現地関連規制の遵守について

1	輸出取引は、国内及び現地の法令を遵守して行う必要がありますが、御社の輸出戦略において、法令遵守の重要性はどのように位置づけられますか？お考えをご記入ください。

The International Boston Seafood Show2010 <出展審査用 事前調査票>

④ 経営規模

1	業種 (該当項目にチェックしてください)	
	製造 ・ 商社 ・ 卸 ・ 小売 ・ 生産者団体 / 地方自治体等 ・ その他	
	その他の詳細	
2	資本金	
	円	
3	従業員数	
	人	

⑤ 輸出事業実績について

1	輸出事業の実績		
a	事業全体における輸出事業の比率	%	
b	主な輸出先		
2	輸出関与の比率		
	直接	%	間接
		%	
3	米国向け輸出に係る協力企業の有無 (該当項目をチェックして協力企業名・所在地等の概要を記入してください)		
	現地(米国)に自社法人・支社・関連会社等がある		
	社名	担当者	
	所在地	電話番号	
	現地(米国)代理店がある		
	社名	担当者	
	所在地	電話番号	
	国内に輸出に係る協力企業がある		
	社名	担当者	
	所在地	電話番号	
	特に協力企業と連携していない		
	備考		
4	米国向け輸出に係る協力企業との連携		
	輸出にかかる見積や計画を作成済みである		
	協力体制は築いているが具体的な輸出見積や計画は未作成である		
	その他	(詳細)	

The International Boston Seafood Show2010 <出展審査用 事前調査票>

⑥ 出展予定品に関する情報				製品NO.		(1)	
1 製品名							
a	日本語表記						
b	英語表記						
2 原材料の割合							
	日本産	%	日本産原材料名				
	外国産	%	外国産地(国名)				
3 製造地 (該当項目にチェックしてください)							
	日本						
	外国 (国名)						
4 製品概要及びPRポイント							
高品質性・独自性をはじめ、健康志向における訴求点や、調理や食べ方等の用途・汎用性の可能性、価格・供給面でのアピールポイント等の商品特徴についてご記入ください。							
5 米国への輸送方法及び輸出実績							
a	輸送方法		輸送形態				
b	米国への輸出実績の有無	有 ・ 無					
c	米国の輸出実績がある場合	年間輸出量		輸出頻度			
		年間輸出額		輸出先			
6 米国への輸出に向けた価格設定 (未定の場合は無記入) ※商談する上で必要な情報になりますので、ご記入をお願いします。							
	製品参考価格 (1kg又は4.5kg単位)		CIF価格		FOB価格		
7 米国への輸出に向けた生産体制 ※商談する上で必要な情報になりますので、ご記入をお願いします。							
	出荷時期		生産量		最小ロット		
8 米国市場における新規性・需要性について (該当項目にチェックしてください)							
	現地市場には殆ど紹介されていない商品である						
	現地市場では特定の市場において流通している商品である						
	現地市場において相当の流通がみられる商品である						
	分からない						
9 HACCP取得状況 (該当項目にチェックしてください)							
	取得済(確認資料添付) ・ 取得申請中 ・ 取得していない						
10 パンフレット等の商品データの有無 (送付の際はパンフレット原本を添付してください)							
	日本語版	有 ・ 無	英語版	有 ・ 無			

・ 参照資料 - 出展審査用 事前調査票

The International Boston Seafood Show2010 <出展審査用 事前調査票>

⑤ 出展予定品に関する情報				製品NO.	(2)
1 製品名					
a	日本語表記				
b	英語表記				
2 原材料の割合					
	日本産	%	日本産原材料名		
	外国産	%	外国産地(国名)		
3 製造地 (該当項目にチェックしてください)					
日本					
外国 (国名)					
4 製品概要及びPRポイント					
商品質性・独自性をはじめ、健康志向における訴求点や、調理や食べ方の用途・汎用性の可能性、価格・供給面でのアピールポイント等の商品特徴についてご記入ください。					
5 米国への輸送方法及び輸出実績					
a	輸送方法		輸送形態		
b	米国への輸出実績の有無	有 ・ 無			
c	米国の輸出実績がある場合	年間輸出量	輸出頻度		
		年間輸出額	輸出先		
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	製品参考価格 (キログラムあたり)	CIF価格	FOB価格		
7 米国への輸出に向けた生産体制 ※商談する上で必要な情報になりますので、ご記入をお願いします。					
	出荷時期	生産量	最小ロット		
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	日本語版	有 ・ 無	英語版	有 ・ 無	

The International Boston Seafood Show2010 <出展審査用 事前調査票>

⑤ 出展予定品に関する情報				製品NO.	(3)
1 製品名					
a	日本語表記				
b	英語表記				
2 原材料の割合					
	日本産	%	日本産原材料名		
	外国産	%	外国産地(国名)		
3 製造地 (該当項目にチェックしてください)					
日本					
外国 (国名)					
4 製品概要及びPRポイント					
商品質性・独自性をはじめ、健康志向における訴求点や、調理や食べ方の用途・汎用性の可能性、価格・供給面でのアピールポイント等の商品特徴についてご記入ください。					
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	製品参考価格 (キログラムあたり)	CIF価格	FOB価格		
7 米国への輸出に向けた生産体制 ※商談する上で必要な情報になりますので、ご記入をお願いします。					
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	日本語版	有 ・ 無	英語版	有 ・ 無	

The International Boston Seafood Show2010 <出展審査用 事前調査票>

⑤ 出展予定品に関する情報 (製品目録とは本様式別として別用にて付録)				製品NO.	()
1 製品名					
a	日本語表記				
b	英語表記				
2 原材料の割合					
	日本産	%	日本産原材料名		
	外国産	%	外国産地(国名)		
3 製造地 (該当項目にチェックしてください)					
日本					
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商品質性・独自性をはじめ、健康志向における訴求点や、調理や食べ方の用途・汎用性の可能性、価格・供給面でのアピールポイント等の商品特徴についてご記入ください。					
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c	米国の輸出実績がある場合	年間輸出量	輸出頻度		
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取得済(確認資料添付) ・ 取得申請中 ・ 取得していない					
10 パンフレット等の商品データの有無 (送付の際はパンフレット原本を添付してください)					
	日本語版	有 ・ 無	英語版	有 ・ 無	

農林水産省 平成21年度 農林水産物等海外販路創出・拡大委託事業



インターナショナル・
ボストン・シーフード・ショー
日本パビリオン



International Boston Seafood Show 日本パビリオンのご案内

ホーム
HOME

展示・商談会の概要
SHOW OUTLINE

出展のご案内
REGISTRATION

出展者情報
EXHIBITORS

IBSSの様様
ACHIEVEMENTS

お問い合わせ
CONTACT US

International Boston Seafood Show 出展者募集のご案内

高品質で安全・安心な日本の水産物・水産加工品を世界へ

弊社・共同ビーアール株式会社は、農林水産省からの委託を受け、「平成21年度農林水産物等海外販路創出・拡大委託事業」(以下「本事業」)の一環として、我が国の農林水産物等の輸出先として重要国である米国における最大の水産物専門展示・商談会「International Boston Seafood Show (IBSS)」において、日本パビリオンを出展することとなりました。

2010年3月14日(日)から16日(火)までの3日間、ボストン・コンベンション&エキジビション・センターにて開催されるIBSSにおける日本パビリオンでは、最大10者にご出展いただき、日本の水産物・水産加工品について積極的な展示・商談活動を行っていただくこととしております。会場借料、基本的なブースの設営・装飾等の経費につきましては、農林水産省の委託費により支弁されますので、出展者のご負担はございません。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者等の皆様は、この機会を是非利用していただきたくご案内申し上げます。

また、現地での展示・商談活動に加え、食品関係で実績豊富なPR会社が、米国国内のフードサービスやレストランに影響のある新聞や雑誌などのメディア向けに「パブリシティ(記事化)」活動を行なってまいります。パブリシティ活動は、新聞や雑誌などの信頼のおける第三者の目を通じた形で情報を広げていく活動であり、ご出展者様の展示・商談会会期中及び終了後の商談を活性化させるのに役立ちます。

農林水産省の委託事業によるInternational Boston Seafood Show日本パビリオンへの出展をご検討ください。







The International Boston Seafood Show
ボストンシーフードショーとは

International Boston Seafood Show (IBSS)は、今回で28回目を迎える、北米で最大の水産物専門展示・商談会です。前回(2009年3月)は、世界36カ国から818の出展者が集い、会期中、世界88カ国から1万人以上の来場者が訪れました。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者の皆様にとっては、世界的なマーケットである米国への足がかりとなる展示・商談会といえます。

■ [展示・商談会の概要](#)

個人情報保護方針 | 共同PRホームページ | 農林水産物輸出促進対策HP

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87

農林水産省 平成21年度 農林水産物等海外販路創出・拡大委託事業

インターナショナル・
 ホストン・シーフード・ショー
 日本パビリオン

Japan

INTERNATIONAL BOSTON SEAFOOD SHOW

International Boston Seafood Show 日本パビリオンのご案内

ホーム HOME
 展示・商談会の概要 SHOW OUTLINE
 出展のご案内 REGISTRATION
 出展者情報 EXHIBITORS
 IBSSの模様 ACHIEVEMENTS
 お問い合わせ CONTACT US

SHOW OUTLINE

展示・商談会の概要



International Boston Seafood Show (IBSS)は、今回で28回目を迎える、北米で最大の水産物専門展示・商談会です。前回(2009年3月)は、世界36カ国から818社・団体等の出展者が集い、会期中、世界88カ国から約1万人以上の来場者が訪れました。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者の皆様にとっては、米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなる展示・商談会といえます。

本事業ではIBSS 2010Jにおきまして、農林水産省の委託事業により日本パビリオン(Japan Pavilion)を設置します。この機会を是非ご活用ください。

● 開催概要

名称	International Boston Seafood Show 2010 http://www.bostonseafood.com/
会期	2010年3月14日(日)～16日(火)
会場	Boston Convention & Exhibition Center 415 Summer Street, Boston, MA 02210, USA http://www.advantageboston.com/
地図	http://map.mapnetwork.com/destination/boston/cmc/
主催	Seafood Expositions
規模	162,030sq.ft(約15,053m ² /総展示面積/2009年実績)
出展者数	818者(海外からの出展:36カ国/2009年実績)
来場者数	10,288人(海外からの来場:88カ国/2009年実績)
出展品目	魚介類(生鮮・冷凍・活魚介・ブランド品・自家商標品)、加工機械、冷凍機器、解凍機器、品質保持製品、輸送機器、パッケージ機械、調味料各種等

出展のご案内はこちらから

IBSS 2010日本パビリオン出展事務局

担当者: 共同PR 開発局 開発企画室 篠原・木島・小助川(コスケガワ)

TEL: 03-3571-5159 FAX: 03-3571-5106

所在地: 東京都中央区銀座7-2-22 同和ビル (〒104-8158)

個人情報保護方針 | 共同PRホームページ | 農林水産省輸出促進対策HP

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・参照資料 - 制作物1 (WEBサイト / 日本語版)

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・参照資料 - 制作物1 (WEBサイト / 日本語版)

農林水産省 平成21年度 農林水産物等海外販出促進大賞受賞

インターナショナル・セーフティ・ショー
日本パビリオン

INTERNATIONAL BOSTON SEAFOOD SHOW

International Boston Seafood Show 日本パビリオンのご案内

ホーム HOME | 展示・商談会の概要 SHOW OUTLINE | 出展のご案内 REGISTRATION | 出展者情報 EXHIBITORS | IBSSの模様 ACHIEVEMENTS | お問い合わせ CONTACT US

EXHIBITORS

出展者情報

International Boston Seafood Show 2010日本パビリオンは、以下の企業が出展します。

● 出展者一覧

株式会社兵船 【大分県】

所在地 〒879-2412 大分県津久見市高瀬町3824-71 TEL: 0972-82-8200 FAX: 0972-82-8241 URL: <http://bousen.co.jp/>

主要出展品 ぶり(養殖フィレ)

株式会社カネダイ 【宮城県】

所在地 〒988-0033 宮城県気仙沼市川口町2-105-1 TEL: 0226-23-1721 FAX: 0226-23-5371 URL: <http://www.kaneda-hyosyu.co.jp>

主要出展品 さんま加工品(甘酢しめ)、ずわいびり加工品、えび加工品(刺身用)

株式会社紀文食品 【東京都】

所在地 〒105-8826 東京都港区海岸2-1-7 TEL: 03-6891-2676 FAX: 03-6891-2636 URL: <http://www.kibun.co.jp>

主要出展品 小魚練り製品(魚司用、おでん、伊達巻)

金印物産株式会社 【東京都】

所在地 〒104-0033 東京都中央区新川11-28-26 東京ダイビルディング3号館 TEL: 03-3633-4707 FAX: 03-3633-4706 URL: <http://www.kinsumi.co.jp/>

主要出展品 わさび製品(串わさび、おろしわさび、きざみわさび)

クニヒロ株式会社 【広島県】

所在地 〒722-0051 広島県尾道市東尾道15-13 TEL: 0849-46-0994 FAX: 0849-46-2027 URL: <http://www.kunihiro.com/kunihiro/>

主要出展品 かし加工品(冷凍スチームかし)

マリンフーズ株式会社 【東京都】

所在地 〒141-6011 東京都品川区大崎2-1-1 TEL: 03-6420-1179 FAX: 03-6420-2259 URL: <http://www.marinefoods.co.jp>

主要出展品 海産加工品(海苔しめ、しめ加工品(中巻、山盛、でしめ))

丸徳海苔株式会社 【広島県】

所在地 〒733-0833 広島県広島市西区扇工センター7-1-40 TEL: 082-277-3638 FAX: 082-277-3845 URL: <http://www.marutoku.com>

主要出展品 海産加工品(焼のり、塩のり、わさびのり)

森松水産冷凍株式会社 【愛知県】

所在地 〒794-0002 愛知県今治市大坪山5-2-20 TEL: 0599-33-1774 FAX: 0599-31-6527 URL: <http://www.morisawa.co.jp/>

主要出展品 はまち(養殖フィレ)、養殖ロイン、かんぱち(養殖フィレ)

株式会社スギヨ 【石川県】

所在地 〒926-8803 石川県七尾市南町町外27-1 TEL: 0767-53-0180 FAX: 0767-52-2571 URL: <http://www.sugiyoko.jp/>

主要出展品 小魚練り製品(かに風味かまぼこ)

株式会社ヤマヨ 【香川県】

所在地 〒031-8577 香川県八幡市江尾4-10-24 TEL: 0778-24-3211 FAX: 0778-24-1783 URL: <http://www.yamayo.jp/>

主要出展品 いか加工品(塩辛)、えび加工品(甘酢しめ)、さんま加工品(甘酢しめ)、海産加工品(つるもろめ昆布漬)

IBSS 2010日本パビリオン出展事務局

担当: 共同PR 開発局 開発企画室 徳原・木島・小嶋川(コスケガワ)

TEL: 03-3571-8189 FAX: 03-3571-8106

所在地: 東京都中央区銀座7-2-22 同和ビル (〒104-8158)

農林水産省 | 農林水産物等海外販出促進大賞受賞 | 農林水産物等海外販出促進大賞受賞

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・参照資料 - 制作物1(WEBサイト/日本語版)

農林水産省 平成21年度 農林水産物等海外販路創出・拡大委託事業

International Boston Seafood Show 日本パビリオンのご案内

HOME SHOW OUTLINE REGISTRATION EXHIBITORS ACHIEVEMENTS CONTACT US

CONTACT US お問い合わせ

International Boston Seafood Show 日本パビリオン出展に関するお問合せは、下記のPDFをダウンロードの上、IBSS 2010日本パビリオン出展事務局までFAXにてお願いします。

 **出展に関するお問合せフォームのダウンロード**
PDF形式BQKB

IBSS 2010日本パビリオン出展事務局
担当者: 共同PR 開発局 開発企画室 篠原・木島・小助川(コスケガワ)
TEL: 03-3571-5159 FAX: 03-3571-5106
所在地: 東京都中央区銀座7-2-22 同和ビル (〒104-8158)

個人情報保護方針 | 共同PRホームページ | 農林水産省輸出促進対策HP

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農林水産省 平成21年度 農林水産物等海外販路創出・拡大委託事業

International Boston Seafood Show 日本パビリオンのご案内

HOME SHOW OUTLINE REGISTRATION EXHIBITORS ACHIEVEMENTS CONTACT US

PRIVACY POLICY 個人情報保護方針

共同ピーアール株式会社は、顧客のコミュニケーション活動を支援し、顧客の繁栄と適切な情報社会の構築に寄与することを経営理念としています。

PR業務を遂行する過程において顧客から預かった『情報』に関しては、当社に課せられた社会的責務として高い意識を持って適正に取り扱っております。特に『個人情報』については、当社が取り扱う『情報』のなかでも、その保護の重要性と必要性を認識しなければならない『情報』であると位置付け、その法令およびその他の規範を遵守します。

取り扱いに当たり次の通り「個人情報保護方針」を定め、これを実行いたします。

- 1 当社は、顧客との業務委託契約にもとづいたPRコンサルティング、パブリシティ活動、広告・販売促進などの業務を通じて『個人情報』を収集することがありますが、その収集、利用、提供、預託を適正に行い、特に『個人情報』の廃棄に関しては万全を期します。
- 2 『個人情報』への不正アクセス、『個人情報』の紛失、破壊、改ざんおよび漏えいなどを防止するため、適切な安全対策を講じます。
- 3 『個人情報』の取り扱いに関する安全管理仕様マニュアルを策定し、その内容を全社員に周知・認識させる教育を実施し、維持し、および継続的改善に努めます。
- 4 『個人情報』に関する法令およびその他の規範を常に最新状態に維持するとともにこれを遵守します。
- 5 当社のセキュリティ状態の監視、運用の改善提案および調整を実施していくために情報セキュリティ委員会を設置し、定期的な活動を行います。

個人情報保護方針 | 共同PRホームページ | 農林水産省輸出促進対策HP

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JAPANESE | ENGLISH

International Boston Seafood Show
Japan Pavilion (Booth #1805)

MAFF
Ministry of Agriculture, Forestry and Fisheries

[HOME](#)

[MESSAGE](#)

[EXHIBITORS](#)

[PROMOTION EVENTS](#)

[ACHIEVEMENTS](#)

[JAPAN PAVILION
MANAGEMENT](#)

**IBSS2010 Japan Pavilion
Booth #1805**

Processed and unprocessed high-quality seafood products from Japan.

Including amberjack, crab, crab flavored seafood, mackerel, oyster, saury, seaweed, shrimp, squid, surimi, yellowtail, as well as wasabi products, and much more!

**Japanese Seafood Companies Team Up
with Star Chefs in New York City**

From February 8-13, the star chefs will prepare special dishes using the Japanese ingredients from the exhibitors' during a series of tasting events at their restaurants in New York!

[CLICK HERE](#)

EXHIBITORS

[Hyoshoku Co., Ltd.](#)

[Kanedai Co., Ltd.](#)

[Kibun Foods Inc.](#)

[Kinirushi Sales Co., Ltd.](#)

[Kunihiro Inc.](#)

[The Marine Foods Corporation](#)

[Marutoku Nori Co., Ltd.](#)

[Morimatsu Suisan Reito Co., Ltd.](#)

[Sugino Co., Ltd.](#)

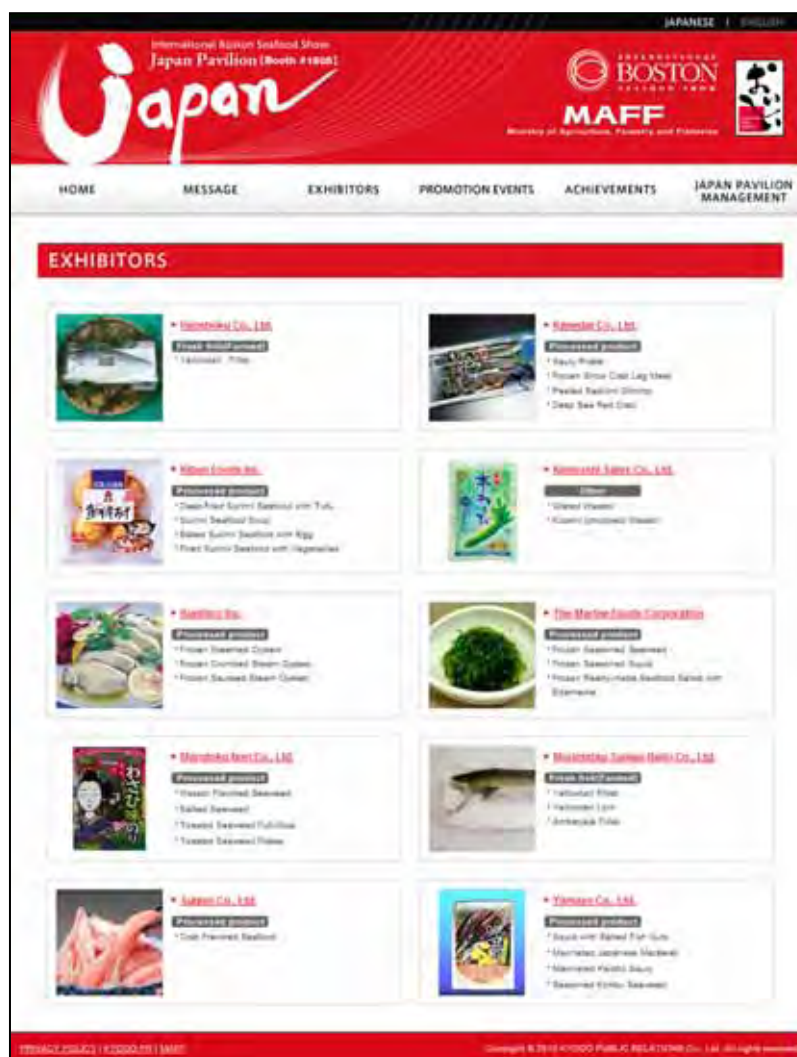
[Yamaya Co., Ltd.](#)

IBSS2010 SHOW INFORMATION

Date	March 14th (Sun) to 16th (Tue), 2010
Venue	Boston Convention & Exhibition Center <Address> 415 Summer Street, Boston, MA 02210, USA <URL> www.mccahome.com/bcec.html
Exhibitors	818 companies / organizations (37 countries in 2009)
No. of visitors	10,228 (89 countries in 2009)
Official website	www.bostonseafood.com

PRIVACY POLICY | KYODO PR | MAFF

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INTERNATIONAL BUREAU SEAFOOD SHOW
JAPAN PAVILION (BOOTH # 1400)





**INTERNATIONAL BUREAU
SEAFOOD SHOW**
MAFF
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HOME
MESSAGE
EXHIBITORS
PROMOTION EVENTS
ACHIEVEMENTS
JAPAN PAVILION MANAGEMENT

EXHIBITORS

Kibun Foods Inc.

Kibun Foods Inc. is the leader of Surimi-based products in Japan. Leveraging its expertise, it is a company that produces natural seaweed into quality food products. Kibun understands the need to appreciate nature's bounty and is committed to harmony with the environment. For this reason, we have obtained ISO9001 certification and are HACCP certified. (Tokyo, Japan, N. 0201-K001) (certified)

Company profile

Address : JPN40023-1-1 Kagan, Ichikawa, Tokyo 299-8420 Japan
 USA212151 Fourth Avenue, Suite 1240 Seattle WA 98101 USA
Tel. : JPN40031-1-04819-2070
 USA2106-290-4327
Fax : JPN40031-1-04819-2056
 USA2106-297-8812
Contact : JPN4003 Tarumaru (Tokyo) 03-1-10412000 Kusan (Osaka)
E-mail : JPN4003 seaweed@kibun.co.jp
 USA21 usa@kibunfoods.com
URL : JPN4003 <http://www.kibun.co.jp>



- [Kibun Foods Inc.](#)
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- [Kibun Foods Inc.](#)
- [Kibun Foods Inc.](#)
- [Tokyo Agency Product Information](#)
- [Kibun Foods Inc. USA](#)
- [Kibun Foods Inc.](#)

Exhibition product

We are introducing our "Surimi Seafood Products," which have been consumed in Japan since ancient times. Each of the listed surimi products is processed in its own way. For this event, we would like to introduce a selection of our products:

- * UOGASHIAGE «Deep-fried Surimi Seafood with Tofu»
- * ODEN «Surimi Seafood Soup»
- * DATENMAKI «Baked Surimi Seafood with Eggs»
- * YASAI TEN «Fried Surimi Seafood with Vegetables»

UOGASHIAGE
«Deep-fried Surimi Seafood with Tofu» Processed product

Deep-fried Surimi with Tofu, with a smooth and soft texture. UOGASHIAGE can be added to a salad (without heating), cooked in soup, or pan-fried and served with sauce.

Production schedule : Available throughout the year
Annual production volume :
Maximum shipping units :



ODEN «Surimi Seafood Soup» Processed product

Processed Surimi seafood stewed in a light, soy-flavored "dashi" broth. Oden is a popular Japanese winter dish.

Production schedule : Available throughout the year
Annual production volume :
Maximum shipping units :




DATENMAKI «Baked Surimi Seafood with Eggs» Processed product

Baked (fried) surimi mixed with Surimi seafood. DATENMAKI is traditionally served during the Japanese New Year.

Production schedule : Available throughout the year
Annual production volume :
Maximum shipping units :



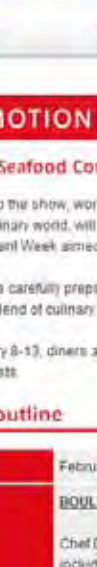

YASAI TEN
«Fried Surimi Seafood with Vegetables» Processed product

Production schedule : Available throughout the year
Annual production volume :
Maximum shipping units :

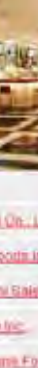


PRODUCT POLICY | EXHIBITOR | MAFF
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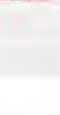
JAPANESE | ENGLISH



International Boston Seafood Show
Japan Pavilion (Booth # 1005)



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SEAFOOD SHOW
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[HOME](#)
[MESSAGE](#)
[EXHIBITORS](#)
[PROMOTION EVENTS](#)
[ACHIEVEMENTS](#)
[JAPAN PAVILION MANAGEMENT](#)

PROMOTION EVENTS

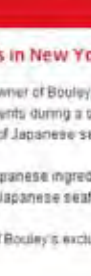
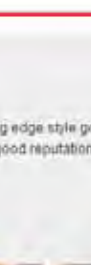
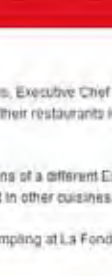
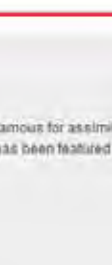
Japanese Seafood Companies Team Up with Star Chefs in New York City

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood.

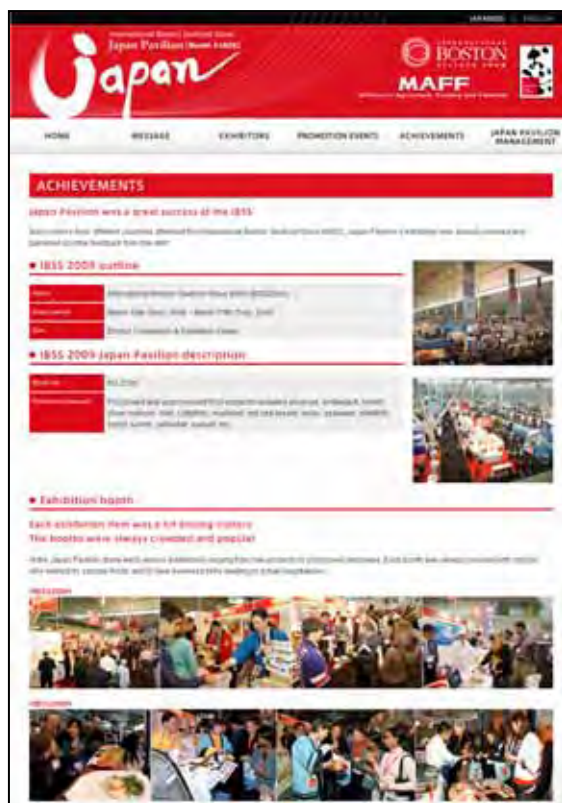
Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines.

From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

Event outline

Date	February 8th, Mon ~ February 13th, Sat																	
Restaurants	BOULEY (David Bouley, French cuisine chef) Chef David Bouley is known not only for his cutting edge style gourmet, but is also famous for assimilating Asian ingredients including Japanese creatively. He has gained a good reputation as his restaurant has been featured in the ZAGAT Survey, as well as rated two stars by the Michelin guide. ADDRESS : 163 Duane Street, NY 10013 WEB : http://www.davidbouley.com/  	LA FONDA DEL SOL (Josh DeChellis, Spanish cuisine chef) The contemporary Spanish cuisine restaurant opened in 2002, near the Grand Central Station. Executive Chef Josh DeChellis of La Fonda del Sol was previously the Executive Chef at "sumile TOKYO" in Japan and also at "Garfy" which is an American style Tempura restaurant. It is popular among New Yorkers. ADDRESS : MetLife Building, 44th street and Vanderbilt Ave, NY 10166 WEB : http://www.lafondadelosol.com  																
Exhibitors & Ingredients	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 50%;">Kameda On, Ltd.</td> <td style="width: 50%;">Deep Sea Red Crab</td> </tr> <tr> <td>Osaka Foods Inc.</td> <td>UDGASHIAGE <Deep-fried Surimi Seafood with Tolu></td> </tr> <tr> <td>Funomichi Sales Co., Ltd.</td> <td>KIZAMI (chopped) WASABI</td> </tr> <tr> <td>Wondrich Inc.</td> <td>Frozen Steamed Oysters</td> </tr> <tr> <td>The Marine Foods Corporation</td> <td>KAISEN EDAMAME SALAD <Frozen Ready-made Seafood Salad with Edamame></td> </tr> <tr> <td>Morimoto Suisan Rengo Co., Ltd.</td> <td>Yellowtail Loin</td> </tr> <tr> <td>Sagami Co., Ltd.</td> <td>Snow Leg Queen® <Crab Flavored Seafood></td> </tr> <tr> <td>Yamaguchi Co., Ltd.</td> <td>IKA-SHIKARU <Squid with Salted Fish Guba></td> </tr> </tbody> </table>		Kameda On, Ltd.	Deep Sea Red Crab	Osaka Foods Inc.	UDGASHIAGE <Deep-fried Surimi Seafood with Tolu>	Funomichi Sales Co., Ltd.	KIZAMI (chopped) WASABI	Wondrich Inc.	Frozen Steamed Oysters	The Marine Foods Corporation	KAISEN EDAMAME SALAD <Frozen Ready-made Seafood Salad with Edamame>	Morimoto Suisan Rengo Co., Ltd.	Yellowtail Loin	Sagami Co., Ltd.	Snow Leg Queen® <Crab Flavored Seafood>	Yamaguchi Co., Ltd.	IKA-SHIKARU <Squid with Salted Fish Guba>
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CONTACT | INFO | MAKE
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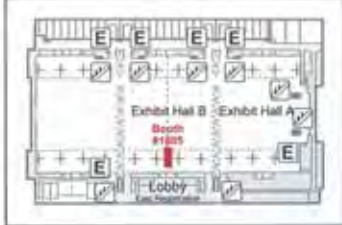


Japan Pavilion [Booth No. 1805]

Common space Business meeting space	
Kinjirushi Sales Co., Ltd.	Marutoku Nori Co., Ltd.
Yamayo Co., Ltd.	Kunihito Inc.
Kibun Foods Inc.	Sugiyu Co., Ltd.
Morimatsu Suisan Rette Co., Ltd.	Kaneda Co., Ltd.
The Marine Foods Corporation	Hyoshoku Co., Ltd.
Common space Promotional events, service desk, etc.	

Exhibition Products

Processed and unprocessed high-quality seafood products from Japan, including amberjack, crab, crab flavored seafood, mackerel, oyster, saury, seaweed, shrimp, squid, surimi, yellowtail, as well as wasabi products, and much more!



Japan Pavilion Guide

○ The International Boston Seafood Show 2010
March 14-16th, 2010

Sponsored by Ministry of Agriculture, Forestry and Fisheries of Japan
Assisted by Seattle Seafood Commission Co., Ltd.



Booth No. 1805



Ministry of Agriculture, Forestry and Fisheries of Japan
Address: 1-2-1 Kasumigaoka, Chiyoda-ku, Tokyo 100-8505 JAPAN Tel: +81-3-3502-8111 FAX: +81-3-3502-0136
URL: <http://www.maff.go.jp>

For inquiries: KYODO PUBLIC RELATIONS CO., LTD.
Address: Dowa Bldg., 7-2-22 Ginza, Chuo-ku, Tokyo 104-8158 JAPAN Tel: +81-3-3571-5217 Fax: +81-3-3571-8106

<http://www.japan-seafood.net/english/>

MAFF
Ministry of Agriculture, Forestry and Fisheries

TO SEAFOOD LOVERS IN AMERICA,



Japan is made up of four main islands and approximately 6,800 islets, surrounded by the richest fishing grounds consisting of both the cold and warm currents. Since ancient times, the Japanese have taken advantage of this "blessing of the sea" and caught various kinds of fishes and shellfish. We have established and developed various unique preparation methods according to the type of fish, throughout the years.

"SUSHI" was originally developed by Japanese people to make the most of its fresh seafood; however, recently it is enjoying a major boom throughout the world due to its nutritional value, exoticism, and above all, tastiness. This fact suggests the possibility that people all around the world would indeed someday readily accept Japanese seafood culture and its ingredients.

High quality seafood from Japan is now favored by specialists including celebrity chefs, cooking teachers, as well as mass media people in the USA. This shows application of Japanese seafood ingredients in western cuisine becoming more prevalent over the past several years. We expect that this trend to continue and expand with Japanese seafood ingredients utilized in cuisines "beyond sushi."

This being our third participation in the IBSS, we present the Japan Pavilion as a venue for our American visitors to experience and taste a wide variety of excellent seafood products gathered from various regions across Japan.

The Japan Pavilion showcases high quality raw seafood products from the Japanese coasts and also processed products made by the latest techniques, which goes well with not only Japanese dishes, but also with various cuisines throughout the world. We hope that a lot of our American friends will visit the Japan Pavilion to enjoy their first experience of authentic Japanese food and become fans.

Export Promotion Office
Ministry of Agriculture, Forestry and Fisheries
Government of Japan

Hyoshoku Co., Ltd.

Vacuum packed fillet of firm leanishily raised yellowtail.

Exhibition products

1 Yellowtail Fillet

ADDRESS : 2824-11 Takatsu-machi, Takatsu-shi, Chiba 879-2412 Japan
TEL : 81-472-52-6230 FAX : 81-472-82-6241
CONTACT PERSON : Yoko Yamauchi (Ms.)
E-MAIL : y.yamauchi@hyoshoku.co.jp
URL : http://www.hyoshoku.com/

Kanedai Co., Ltd.

We are mainly exhibiting locally caught premium seafood as sashimi. In addition, we also plan to introduce our crab products, which are widely accepted in the Japanese market.

Exhibition products

- 2 Saury Pickle
- 3 Frozen Snow Crab Leg Meat
- 4 Peeled Sashimi Shrimp
- 5 Deep Sea Red Crab

ADDRESS : 3-1-1 Kawaguchi-shi, Kawaguchi-shi, Miyagi 981-0801 Japan
TEL : 81-226-23-1721 FAX : 81-226-23-5371
CONTACT PERSON : Shunsuke Sato (Mr.)
E-MAIL : s.sato@kanedai-kawaguchi.co.jp
URL : http://www.kanedai-kawaguchi.co.jp/english/

Kibun Foods Inc.

We are introducing our "Natural Seafood Products," which have been consumed in Japan since ancient times. Each of the various seafood products is prepared in its own way. For this event, we would like to introduce a selection of our innovative products.

Exhibition products

- 1 UOGASHIAGE (Deep-fried Surimi Seafood with Tofu)
- 2 OZEN (Surimi Seafood Sauté)
- 3 DATEMAKI (Sautéed Surimi Seafood with Egg)
- 4 YASAI TEN (Fried Surimi Seafood with Vegetables)

ADDRESS : 3-1-7 Kageya, Minamiku, Tokyo 105-0026 Japan
TEL : 81-3-6991-2678 FAX : 81-3-6991-2636 CONTACT PERSON : Takahiko Matsui (Mr.)
E-MAIL : y.matsui@kibun.co.jp URL : http://www.kibun.co.jp
USA Office
ADDRESS : 2121 Fourth Avenue, Suite 1240 Seattle, WA 98121 USA
TEL : 206-252-6117 FAX : 206-487-6812 CONTACT PERSON : Naoko Kase (Ms.)
E-MAIL : n.kase@kibunusa.com

Kinjirushi Sales Co., Ltd.

HON-WASABI (FRESH) is our first product to be introduced in the US market. It is 100% made from "Wasabi Japonica." GRATED WASABI (D-100) is an easy-to-use, refrigerated, tub-type wasabi. KIZAMI (chopped) WASABI (YK-100) is a very unique, ultra hot, new type of wasabi product.

Exhibition products

- 1 KINJIRUSHI HON-WASABI (FRESH)
- 2 KINJIRUSHI GRATED WASABI (D-100)
- 3 KINJIRUSHI KIZAMI (chopped) WASABI (YK-100)

ADDRESS : 1-23-25 Shinjuku, Chuo-ku, Tokyo 104-0032 Japan TEL : 81-3-3523-4101 FAX : 81-3-3523-4108
CONTACT PERSON : Yoshitaka Uchida (Mr.) E-MAIL : y.uchida@kinjirushi.co.jp URL : http://www.kinjirushi.co.jp
USA Office
ADDRESS : 385 Van Ness Way, Suite 504, Torrance, CA 90501 USA
TEL : 310-782-6790 FAX : 310-782-6155 CONTACT PERSON : Takao Katsura (Mr.)
E-MAIL : katsura@kinjirushi.co.jp URL : http://www.kinjirushi.co.jp/english/

Kunihiro Inc.

Kunihiro Inc. is a producer of high quality frozen and dried seafood products, especially Japanese seafood.

Exhibition products

- 1 Frozen Steamed Oysters
- 2 Frozen Sautéed Steam Oysters
- 3 Frozen Crumbed Steam Oysters

ADDRESS : 15-13 Higashi-Onomichi, Onomichi-shi, Hiroshima 722-0001 Japan
TEL : 81-848-47-4380 FAX : 81-848-47-4380
CONTACT PERSON : Takumi Suzuki (Mr.)
E-MAIL : tsuzuki@kunihiro.co.jp URL : http://www.kunihiro.co.jp/english/

The Marine Foods Corporation

In recent years, there has been a global market expansion and rapid growth in the demand for sushi. Consumers are more health oriented and are increasingly focused on quality and safety. We at Marine Foods confidently respond to these trends.

Exhibition products

- 1 HIYASHI WAKAME (Frozen Steamed Wakame)
- 2 CHUKA IKA SANSAI (Frozen Steamed Squid)
- 3 TERI IKA (Frozen Steamed Squid)
- 4 KAISEN EDAMAME SALAD (Frozen Steamed Soybean Salad)

ADDRESS : 2-1-1 Otsu, Shingu-shi, Tokyo 143-0211 Japan
TEL : 81-3-6429-1180 FAX : 81-3-6429-2359
CONTACT PERSON : Takaki Maeda (Mr.)
E-MAIL : t.maeda@marinefoods.co.jp
URL : http://www.marinefoods.co.jp/english/

Marutoku Nori Co., Ltd.

We deal in various seaweeds products and consumers, around the world. We are mainly exhibiting locally caught premium seafood as sashimi.

Exhibition products

- 1 WASABI AJI NORI (Wasabi)
- 2 SHIO NORI GOLD 65
- 3 YAKINORI TOKUYOU (Yakimori)
- 4 SONOMAMA YAKINORI

ADDRESS : 1-1-40 Shiro-Center, Nishi-Tokyo, Tokyo 165-0831 Japan
TEL : 81-3-277-3838 FAX : 81-3-277-3845
CONTACT PERSON : Masahiro (Mr.)
E-MAIL : m.hiro@marutoku.com

Yamayo Co., Ltd.

Harvested in Japan, for use by including frozen seaweed, frozen etc.

Exhibition products

- 1 FULL-SIZE 10 SHEETS

Exhibition products

- 1 FULL-SIZE 10 SHEETS

ADDRESS : 3-1-1 Higashi-Onomichi, Onomichi-shi, Hiroshima 722-0001 Japan
TEL : 81-848-47-4380 FAX : 81-848-47-4380
CONTACT PERSON : Takumi Suzuki (Mr.)
E-MAIL : tsuzuki@kunihiro.co.jp URL : http://www.kunihiro.co.jp/english/

Morimatsu Suisan Reito Co., Ltd.

Our unique "Daijima" (instant preparation) method ensures the freshness of our yellowtail, which is vacuum-packed with speed under thorough hygiene and quality control. It is known as one of the most popular sushi toppings.

Exhibition products

- 1 Yellowtail Fillet
- 2 Amberjack Fillet

ADDRESS : 5-2-25 Yaguchi-machi, Imabishi-shi, Ehime 794-0032 Japan
TEL : 81-898-35-1774 FAX : 81-898-31-5527
CONTACT PERSON : Katsuhiko Chono (Mr.)
E-MAIL : k.chono@morimatsu.co.jp URL : http://www.morimatsu.co.jp/english/

Sugiyo Co., Ltd.

"Snow Leg Queen" is an exquisite recipe of snow crab legs, identical in appearance, flavor and texture. The natural tomato and paprika coloring provide nutritional benefits.

Exhibition products

- 1 Snow Leg Queen (Crab Flavored Sausage)

ADDRESS : 27-1 Inagi, Fuchu-machi, Nanto-shi, Ishikawa 926-8503 JAPAN
TEL : 81-757-63-0180 FAX : 81-757-62-2571
CONTACT PERSON : Yumiko Mori (Ms.) E-MAIL : y.mori@sugiyo.co.jp URL : http://www.sugiyo.co.jp
USA Office
ADDRESS : 3301 N. Avenue, Anacortes, WA 98221 USA TEL : 360-293-0180 FAX : 360-293-0994
CONTACT PERSON : Naoko Kase (Ms.) E-MAIL : n.kase@sugiyo.com URL : http://www.sugiyo.com

Yamayo Co., Ltd.

Our high quality marine products, produced using HACCP certified processes, include squid with wild fish guts, marinated Pacific saury, and seaweed kani seaweed.

Exhibition products

- 1 IKA-SHOKARA (Squid with Seaweed Frit Squid)
- 2 SHIME-SANMA (Marinated Pacific Saury)
- 3 TSURUJIRAME-KONBU-ZUKE (Marinated Kombu)

ADDRESS : 1-10-24 Koyu, Hachioji-shi, Tokyo 021-8577 JAPAN
TEL : 81-118-24-3211 FAX : 81-118-24-1153 CONTACT PERSON : Kengo Mochizuki (Mr.) / Fumiko Tamaki (Ms.)
E-MAIL : k.mochizuki@yamayo.co.jp, f.tamaki@yamayo.co.jp URL : http://www.yamayo.co.jp





Hyoshoku Co., Ltd.

Vacuum packed fillet of firm healthily-raised yellowtail.

We farm yellowtail in an expansive (40m x 40m) enclosure, "Hirobire Ikasu." The density of yellowtails in this "Hirobire Ikasu" is one third less compared to a regular aqua farm's enclosure. Thus these yellowtails can get more exercise, producing firmer meat. We have obtained HACCP certification from SGS (The world's largest international certification authority headquartered in Switzerland) for all our production processes, from our aquaculture sites to our processing factory. We strive on a daily basis for safety and taste.

Tel: 81-972-82-8200
Fax: 81-972-82-8241
E-mail: yamasaki@hyoshoku.jp

Address: 3824-71 Takasu-machi, Tsukuma-shi,
 Oita 879-2412 Japan
 Contact person: Yosuke Yamasaki (Mr.)
<http://hyoshoku.com/>

Exhibition products

- Yellowtail Fillet



Kanedai Co., Ltd.

We are mainly exhibiting locally-caught processed seafood products, such as saury. In addition, we also plan to introduce our crab and shrimp products, which are widely accepted in the Japanese market.

Established in 1955, Kanedai Co., Ltd. has always played an important role in Japan's food industry. Presently, our major business focus is seafood processing. Our two factories, one in China and one in Japan, are both HACCP compliant, and our Kawaguchi Factory obtained ISO22000 certification in 2009. As the largest crab processing company in northwest Japan, we continually provide top quality seafood products.

Tel: 81-226-23-1721
Fax: 81-226-23-5371
E-mail: s-sato@kanedai-kesennuma.co.jp

Address: 2-105-1 Kawaguchi-cho, Kesennuma-shi, Miyagi 985-0033 Japan
 Contact person: Shunsuke Sato (Mr.)
<http://www.kanedai-kesennuma.co.jp/english/>

Exhibition products

- Saury Pickle
- Frozen Snow Crab Leg Meat

- Peeled Sashimi Shrimp
- Deep Sea Red Crab



Kibun Foods Inc.

We are introducing our "Surimi Seafood Products," which have been consumed in Japan since ancient times. Each of the various surimi products is processed in its own way. For this event, we would like to introduce a selection of our innovative products.

Kibun Foods Inc. is the leader of Surimi-based products in Japan, which help to support a healthy life. As a company that transforms natural resources into quality food products, Kibun understands the need to appreciate nature's bounty and to operate in harmony with the environment. For this reason, we have obtained ISO9001 certification and are HACCP compliant. (Tokyo Factory is ISO14001 certified)

Tel: [JAPAN] 81-3-6891-2678 [USA] 206-292-6337
Fax: [JAPAN] 81-3-6891-2636 [USA] 206-467-6612
E-mail: [JAPAN] tadahiko_mitsui@kibun.co.jp
 [USA] noriko@kibunusa.com

Address: [JAPAN] 2-1-7 Kaigan, Minato-ku, Tokyo 105-8826 Japan
 [USA] 2101 Fourth Avenue, Suite 1240 Seattle, WA 98121 USA
 Contact Person: [JAPAN] Tadahiko Mitsui (Mr.) [USA] Noriko Kasai (Ms.)
<http://www.kibun.co.jp>

Exhibition products

1. UOGASHIAGE
«Deep-fried Surimi Seafood with Tofu»
2. ODEN
«Surimi Seafood Soup»
- DATEMAKI
«Baked Surimi Seafood with Egg»
- YASAI TEN
«Fried Surimi Seafood with Vegetables»



Kinjirushi Sales Co., Ltd.

HON-WASABI (FS-208) was our first product to be introduced in the US market. It is 100% made from "Wasabia Japonica." GRATED WASABI (RC-808) is an easy-to-use, refrigerated, tube-type wasabi. KIZAMI (chopped) WASABI (YK-100) is a very unique, ultra hot, new type of wasabi product.

Kinjirushi Sales is a division of Japan's largest and oldest Wasabi products manufacturer, Kinjirushi Wasabi Co., Ltd.. We distribute high quality Wasabi all over the world, with five international offices in Los Angeles, New York, London, Paris and Frankfurt. All three of our factories are in Japan and are HACCP compliant and ISO certified. We produce the best quality products using our proprietary "Ultra Low Temperature Processing" technique.

Tel: [JAPAN] 81-3-3523-4707 [USA] 310-782-8700
Fax: [JAPAN] 81-3-3523-4706 [USA] 310-782-8755
E-mail: [JAPAN] y-uchida@kinjirushi.co.jp
 [USA] kambara@kinjirushiusa.com

Address: [JAPAN] 1-28-25 Shinkawa, Chuo-ku, Tokyo 104-0033 Japan
 [USA] 385 Vint Niles Way, Suite 504, Torrance, CA 90501 USA
 Contact Person: [JAPAN] Yoshinobu Uchida (Mr.) [USA] Takao Kambara (Mr.)
<http://www.kinjirushi.co.jp/english/>

Exhibition products

1. KINJIRUSHI HON-WASABI (FS-208)
2. KINJIRUSHI GRATED WASABI (RC-808)
- KINJIRUSHI KIZAMI (chopped) WASABI (YK-100)



Kunihiro Inc.

Kunihiro Inc. is a processor of high-quality frozen and dried seafood products, especially Japanese oysters. We are also the biggest oyster manufacturer in Japan. Making use of our experience and knowledge over many years as broker and process manufacturer, we know how to keep the freshness and produce the most delicious oyster products. We have acquired the ISO9001 and HACCP certifications, adhering to strict quality control during each processing step to ensure that only the best quality products are delivered to customers.

Tel: 81-848-47-4580
Fax: 81-848-47-4580
E-mail: takashi-reds0405@nifty.com

Address: 15-13 Higashi-Onomichi, Onomichi-shi, Hiroshima 722-0051 Japan
 Contact person: Takashi Suzuki (Mr.)
<http://www.veristores.com/kunihiro/>

Exhibition products

1. Frozen Steamed Oysters
- Frozen Crumbed Steam Oysters
- Frozen Sauteed Steam Oysters



The Marine Foods Corporation

In recent years, there has been a global market expansion and rapid growth in the demand for sushi. Consumers are more health oriented and are increasingly focused on quality and safety. We at Marine Foods confidently respond to these needs.

We at Marine Foods Corporation offer various processed seafood products to consumers based on our commitment to safety and security, as well as great taste. We comply with all related laws, standards, and industry rules.

Tel: 81-3-6420-1180
Fax: 81-3-6420-2359
E-mail: t.marui.marine@nipponham.co.jp

Address: 2-1-1 Osaki, Shinjigawa-ku, Tokyo 141-8011 Japan
 Contact person: Takaki Marui (Mr.)
<http://www.marinefoods.co.jp/english/>

Exhibition products

1. HIYASHI WAKAME
 <Frozen Seasoned Seaweed>
2. CHUKA IKA SANSAI
 <Frozen Seasoned Squid>
- ・ TERI IKA
 <Frozen Seasoned Squid>
- ・ KAISEN EDAMAME SALAD
 <Frozen Ready-made Seafood Salad with Edamame>



Marutoku Nori Co., Ltd.

We deal in various seaweeds harvested in Japan, for use by restaurants and consumers, including toasted seaweed, flavored seaweed (wasabi flavored seaweed), etc.

Marutoku Nori Co., Ltd. has been processing seaweed ("nori" in Japanese) in Hirashima for 60 years. Nori is commonly used as a wrap for sushi. Furthermore, it is also popular as a snack. We only use nori that is made in Japan. Please come to our booth and try our high-quality Japanese nori.

Tel: 81-82-277-3838
Fax: 81-82-277-3845
E-mail: m-ishii@e-marutoku.com

Address: 7-1-40 Shoko-Center, Nishi-ku, Hiroshima-shi, Hiroshima 753-0833 Japan
 Contact person: Masako Ishii (Ms.)
<http://www.noriys3.com>

Exhibition products

1. WASABI AJI NORI
 <Wasabi Flavored Seaweed>
2. SHIO NORI GOLD 65
 <Salted Seaweed>
- ・ YAKINORI TOKUYOU FULL-SIZE 10 SHEETS
 <Toasted Seaweed Full-Size>
- ・ SONOMANMA YAKINORI
 <Toasted Seaweed Flakes>



Morimatsu Suisan Reito Co., Ltd.

Our proprietary "Ikijime" (Instant preparation) method ensures the freshness of our yellowtail, which is vacuum-packed with speed under thorough hygienic and quality control. It is known as one of the most popular sushi toppings.

"Food that you can comfortably serve to your children." More than a slogan, this is the belief that drives our team of dedicated professionals to produce foods that you can feel safe about feeding to your own family every day. Our HACCP certified production process ensures that all of the products from Morimatsu Suisan Reito are of a quality and standard that is suitable for not just our local community but for our customers all around the world. Efficient, safe, hygienically-produced seafood of the highest quality standards.

Tel: 81-898-33-1774
Fax: 81-898-31-6527
E-mail: trade@rumijapan.co.jp

Address: 5-2-20 Tenpozan-cho, Imabari-shi, Ehime 794-0032 Japan
 Contact person: Katsuhiko Chinzei (Mr.)
<http://www.rumijapan.co.jp/en/>

Exhibition products

1. Yellowtail Fillet
 ・ Yellowtail Loin
2. Amberjack Fillet



Sugiyo Co., Ltd.

"Snow Leg Queen" is an exquisite replica of snow crab legs, identical in appearance, flavor and texture. The natural tomato and paprika coloring provide nutritional benefits.

In 1973, Sugiyo developed "Crab Flavored Seafood," the first product of its kind to be introduced in the North American market. In 1990, Sugiyo launched the next generation of its crab flavored seafood, "Alaskan Snow Leg," featuring the fiber pattern of real crab. Now, Sugiyo is introducing another cutting edge product, "Snow Leg Queen," the most unique and exciting product in the market.

Exhibition products

1. Snow Leg Queen®
 <Crab Flavored Seafood>

Tel: [JAPAN] 81-767-53-0180 [USA] 360-293-0180
Fax: [JAPAN] 81-767-52-2571 [USA] 360-293-6964
E-mail: [JAPAN] mori@sugiyo.co.jp
 [USA] kido@sugiyo.com

Address: [JAPAN] 27-1 Inagi, Fuchu-machi, Nanto-shi, Ishikawa 926-8603 JAPAN
 [USA] 3200 T-Avenue, Anacortes, WA 98221 USA
Contact Person: [JAPAN] Yoshinobu Mori (Mr.)
 [USA] Naoto Kido (Mr.)
 [JAPAN] <http://www.sugiyo.co.jp/> [USA] <http://sugiyo.com>



Yamayo Co., Ltd.

Our high quality marine products, produced using HACCP certified processes, include squid with salted fish guts, marinated pacific saury, and seasoned konbu seaweed.

Yamayo has been engaged in deep-sea fishery and has been a successful marine product manufacturer for 60 years in Hachinohe, Japan, located near the seafood-rich North Pacific Ocean. Our company provides high quality seafood products including salmon, surimi, saury and squid products. Our products have received three awards from Japan's Ministry of Agriculture, Forestry and Fisheries (salmon, squid and Pacific saury products). We proudly present to the U.S. market our raw products (including sashimi) produced using HACCP certified processes.

Exhibition products

1. IKA-SHIOKARA
 <Squid with Salted Fish Guts>

2. SHIME-SABA
 <Marinated Japanese Mackerel>

• SHIME-SANMA
 <Marinated Pacific Saury>

• TSURUARAME-KONBU-ZUKE
 <Seasoned Konbu Seaweed>

Tel: 81-178-24-3211
Fax: 81-178-24-1783
E-mail: k-machida@yamayo.info
 tamoki@yamayo.info

Address: 4-10-24 Koyo, Hachinohe-shi, Aomori 031-8577 JAPAN
Contact person: Kenji Machida (Mr.), Tsutomu Yamaki (Mr.)
<http://www.yamayo.info/>





平成21年度農林水産物等海外販路創出・拡大委託事業
(海外展示・商談活動(米国(International Boston Seafood Show))) 報告書

発 行:平成22年3月

委託先:共同ピーアール株式会社

〒104-8158 東京都中央区銀座7-2-22 同和ビル

Tel : 03-3571-5159 Fax : 03-3571-5106



平成21年度
農林水産物産等海外販路創出・拡大委託事業
(海外展示・商談活動(米国))

掲 載 実 績 報 告 書

The International Boston Seafood Show

平成22年3月
農林水産省委託事業
(共同ビーアール株式会社)

見本市開催概要

概 要

名 称	The International Boston Seafood Show 2010 (IBSS2010)
会 期	2010年3月14日(日)～16日(火) <開催時間> 10:00～17:00(最終日15:00まで)
会 場	Boston Convention & Exhibition Center <住所> 415 Summer Street, Boston, MA 02210, USA <URL> http://www.advantageboston.com/
主 催	Seafood Expositions
規 模	162,030sq.ft (約15,053m ² / 総展示面積 / 2010年実績)
出 展 者 数	880者(海外からの出展:32カ国 / 2010年実績)
来 場 者 数	17,178人(昨年度8%増 / 2010年実績)

日本パビリオン概要

名 称	Japan Pavilion	ブ ー ス 番 号	1805
出 展 内 容	展示ブース:10小間(90m ²) + 共用ブース:6小間(54m ²)		
出 展 物	いか、えび、かき、かんぱち、さば、さんま、しゃも卵、ずわいがに、海苔、はまち、ぶり、わさび、海藻加工品、魚介類加工品、水産練り製品 等		
開 催 内 容	輸出志向のある日本の水産物・水産加工品の生産者等が、海外へ輸出するための足がかりとして、米国・ボストンで開催される「International Boston Seafood Show」の展示・商談活動を実施。同時に日本水産品の普及を目的とする試食イベントを開催。		

日本パビリオン・全体スケジュール

日程	時間	内容	備考
3月12日(金)	08:00～16:00	日本パビリオン設営	夜:出展者現地入り
3月13日(土)	08:00～16:00		13:00～ 全体ミーティング
3月14日(日)	10:00～17:00	見本市開催	09:30～ 全体ミーティング
	17:00～19:00	プレス試食会	於: The Westin Boston Waterfront
3月15日(月)	10:00～17:00	見本市開催	
3月16日(火)	10:00～15:00	見本市開催	
	15:00～	撤去作業	

・PR活動報告(PR活動概要)

本事業に関しては様々なシーンでパブリシティ手法を用いた。政府が推進する輸出促進事業という観点から、限られた費用の中で出来るだけ多くの関係者に知らせるために、一般紙/誌・業界紙/誌等での、本事業に関する記事化作業を、次の通り実施した(掲載記事クリッピングは ～ を参照)。

日本：出展者募集時

本事業の当社での受託の決定を受け、専用Webサイトの制作にあたった。また「受託の発表と出展企業の募集」のための記事化作業を実施。

米国：IBSS開催前(1～2月)

1月27日に、日本パビリオン出展する旨のリリースを配信。2月に開催する事前サンプリング施策をフックとして、日本パビリオン出展ならびに出展者情報を広く発信し、出展前の話題喚起を図った。

また2月8～13日に全米のメディアが集中するニューヨークにて有名レストランとタイアップによるPR施策(事前サンプリング施策)を開催。日本パビリオンならびに出展者・出展物についてより深く掘り下げた記事化の促進を図った。(詳細は -8章を参照)

米国：IBSS開催直前(2～3月)

初日(3月14日)に開催する試食レセプションにメディアを招致するために、開催地ボストンはじめとした有力メディアに個別コンタクトし、招待状を送付するなどして参加メディアの獲得に努めた。

米国：IBSS会期中

会期中はパビリオン内にて下記の体制でプロモート及びプレス対応にあたった。

また初日にあたる3月14日は展示会終了後に隣接するホテルの会議室にて試食レセプションを開催した(詳細 -5章参照)。

事後パブリシティに向けた活動	展示会場でのプレス対応	ブースでのプロモート活動
画像素材 カメラマンを使って、事後パブリシティ獲得のため画像素材を撮影した。	共有スペース内にプレス担当を設置。 取材や撮影申込の対応を担当した。	● 共有スペースでのパンフレット配布 ● 来場者アンケートエリアを設置。 エリア内には出展者情報をまとめたパネルを掲示。また回答者には広報資材を同梱した「おいしいエコバッグ」を配布して、有効なアンケート回答率の向上を図った。

IBSS会期後

会期初日(14日)に開催した試食レセプションを交えた日本パビリオン出展の様態をまとめた事後リリースを3月22日に配信。また試食レセプションに参加したメディアに掲載に向けたフォローコンタクトを実施。

PR活動報告(日本)

日本におけるPR活動

共同PRが本事業の運営にあたり、募集開始にあわせてリリースを配信。同時に、昨年度のIBSS日本パビリオンについて記事掲載したメディアに個別コンタクトし、記事掲載の獲得を図った結果、**紙媒体21紙、Web4媒体に掲載された。**

【掲載メディア一覧】

	社名	媒体名		掲載日
1	東京商工会議所	ホームページ(中小施設関連情報)	WEB	8月17日
2	水産タイムス社	日刊速報水産タイムス	新聞	8月18日
3	水産通信社	日刊水産通信	新聞	8月19日
4	日本商工会議所	ホームページ(トレンドボックス)	WEB	8月19日
5	水産新潮社	新水産新聞速報版	新聞	8月21日
6	日刊食料新聞新社	日刊食料新聞	新聞	8月21日
7	水産タイムズ社	日刊速報冷食タイムス	新聞	8月24日
8	水産タイムス社	日刊速報冷食タイムス(Web)	WEB	8月24日
9	みなと山口合同新聞社	みなと新聞	新聞	8月24日
10	化学工業日報社	化学工業日報	新聞	8月24日
11	水産経済新聞社	日刊水産経済新聞	新聞	8月24日
12	食品産業新聞社	食品産業新聞	新聞	8月24日
13	水産タイムズ社	水産タイムス	新聞	8月24日
14	水産新聞社	週刊水産新聞	新聞	8月24日
15	冷凍食品新聞社	冷食とチルド	新聞	8月26日
16	青森県庁	青森県(Web)	WEB	8月26日
17	日本食品出版	ジャパン・フードサイエンス	雑誌	9月号
18	大日本水産会	水産界	雑誌	9月号
19	食品研究社	フードリサーチ	雑誌	9月号
20	総合食品研究所	総合食品	雑誌	9月号
21	食品化学新聞社	月刊フードケミカル	雑誌	9月号
22	水産社	水産週報	雑誌	9月1日号
23	日本商工会議所	会議所ニュース	新聞	9月11日
24	食品化学新聞社	食品化学新聞社	新聞	9月17日
25	食品と科学社	食品と科学	雑誌	10月号

報道関係各位

平成 21 年 8 月 17 日

農林水産省 「平成 21 年度農林水産物等海外販路創出・拡大委託事業」
International Boston Seafood Show 2010：平成 22 年 3 月 14 日(日)～16 日(火)

日本パビリオン出展者募集開始

共同ビーアール株式会社（本社：東京都中央区、代表取締役社長：大橋 栄、以下、「IBSS2010 日本パビリオン出展事務局」という。）は、農林水産省から平成 21 年度農林水産物等海外販路創出・拡大委託事業を受託し、平成 22 年 3 月にボストン（米国）において開催される International Boston Seafood Show (IBSS) に設置する日本パビリオンの運営を行うこととなりました。つきましては以下の要領により、日本パビリオンへの出展者の募集を開始いたします。

【応募要項】

募集出展者数	最大 10 者（小間方式）
対象出展物	米国において輸入・販売が可能な日本産の水産物・水産加工品
出展資格	上記対象出展物の生産者、加工業者、輸出・輸入業者等
応募受付期間	平成 21 年 8 月 24 日（月）～9 月 28 日（月）
応募方法	出展申込書・承諾書（社印をご捺印ください）を事務局宛に FAX(03-3571-5106) にてご送付ください。 ※応募に必要な書類は IBSS 2010 日本パビリオン出展事務局ホームページ（ http://www.japan-seafood.net ）よりダウンロードしてください。

本事業では、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等の方々が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談活動の機会を提供することとしております。さらに、バイヤー等向けの試食会などの関連イベントを開催し、出展者の商談成立に向けた活動を支援します。

■ブースデザインイメージ



インターナショナル・ボストン・シーフード・ショーとは

International Boston Seafood Show (IBSS) は、今回で 28 回目を迎える、北米で最大の水産物専門展示・商談会です。前回（2009 年 3 月）は、世界 36 カ国から 818 の出展者が集い、会期中、世界 88 カ国から 1 万人以上の来場者が訪れました。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者の皆様にとっては、米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなる展示・商談会といえます。

本件につきましては、農林水産省より業務を委託された共同ビーアール株式会社が、International Boston Seafood Show における日本パビリオンの運営に関し、日米の各種メディアの誘致及び対応を徹底してまいります。詳細、ご不明な点等につきましては下記までお問い合わせください。

《取材・報道に関するお問い合わせ》

IBSS2010 日本パビリオン出展事務局（共同ビーアール株式会社開発局内）

〒104-8158 東京都中央区銀座 7-2-22

担当：種倉、岩澤

TEL:03-3571-5159 FAX:03-3571-5106

<参考資料>

前回開催 International Boston Seafood Show 2009 の概要
平成 21 年 3 月 15 日(日)～17 日(火) 開催

I. 概要

名称	International Boston Seafood Show 2009 (IBSS2009)
会期	2009 年 3 月 15 日(日)～17 日(火) ＜開催時間＞10:00～17:00 (最終日 15:00 まで)
会場	Boston Convention & Exhibition Center ＜住所＞415 Summer Street, Boston, MA 02210, USA ＜ホームページ＞ http://www.advantageboston.com/
主催	Seafood Expositions
規模	162,030 平方フィート (15,053 平方メートル)
出展者数	818 者 (36 カ国)
来場者数	10,288 人 (88 カ国)

II. 会場概要

<日本パビリオンの様子>



【日本パビリオンの模様】

会期中、各出展者のブースには世界各国から来た多くの業界関係者で賑わいました。日本パビリオン全体としては、エンターテインメント性の高いデモンストレーションやプレス試食会のイベント効果もあり、多くのディストリビューターや流通業者との商談・情報交換が交され、盛況を博しました。

【出展者の声(抜粋)】

「多くの商談が成約に結びついた」、「取引先との関係強化につながった」、「米国への自社ブランド浸透を実感でき今後の展開に期待が持てた」、「日本食以外の代理店を開拓できた」、「新規販売先が見つかった」など、多くの出展者から、米国をはじめとする海外販路の創出・拡大につながる成果が寄せられました。

掲載・報道実績-1 (日本 - 出展者募集告知)

日本

出展者募集告知 / WEB

東京商工会議所 (2009.08.17 / 募集告知)

The screenshot shows the homepage of the Tokyo Chamber of Commerce and Industry (Tokyo CCI). The header includes the CCI logo and the tagline '企業力を未来へつなぐ' (Connecting corporate power to the future). Below the header, there are several navigation links and a search bar. The main content area is divided into several sections, including '入会のご案内' (Joining Information), '東京商工会議所' (Tokyo Chamber of Commerce and Industry), '東京商工会議所' (Tokyo Chamber of Commerce and Industry), '東京商工会議所' (Tokyo Chamber of Commerce and Industry), and '東京商工会議所' (Tokyo Chamber of Commerce and Industry). The page also includes a calendar for August 2009 and a sidebar with various links and information.

<http://www.tokyo-cci.or.jp/>

日刊速報 水産タイムス (2009.08.18 / 募集告知)



先駆的ビジネス連携支援、説明会を20日開催

水産物の生産・加工・流通・販売の各分野にわたる水産物のビジネス連携支援の促進を図るため、8月19日(木)日本経済新聞の掲載が予定されている。関係機関に先立ち、8月20日(金)に東京・品川で説明会を開催する。説明会には、水産物の生産・加工・流通・販売の各分野にわたる水産物のビジネス連携支援の促進を図るため、8月19日(木)日本経済新聞の掲載が予定されている。関係機関に先立ち、8月20日(金)に東京・品川で説明会を開催する。

6月までのスルメ水揚げ、累計9%増

水産物加工業協会は6月までの水揚げ実績を発表した。1～6月の水揚げ量は前年同月比で9%増の11万7千トンと、前年同月比で112.1%、前年同月比で140%の増加となった。また、水揚げ量は前年同月比で112.1%、前年同月比で140%の増加となった。

農水省、ボストン展示会の出展者募集

農林水産省は来年3月14～16日に米国ボストンで開催されるインターナショナル・ボストン・シーフードショー (IBSS 2010) に設置する日本パビリオンの出展者 (最大10社) を募集する。応募受付は8月24日～9月28日まで。

IBSSは北米で最大の水産物専門展示・商談会。28回目。前回は世界36カ国から818の出展者が集まり、水産物や加工機械、冷凍・解凍機器、輸送機器など様々な製品が並んだ。88カ国から1万人以上が来場した。

IBSS 2010の総展示面積は約1万5000㎡。そのうち、日本パビリオンの広さは約144㎡ (共用スペース含む)、各ブースは約9㎡。赤と白を基調としたブースデザインを予定している。

米国で輸入・販売可能な日本産水産物・水産物加工品の生産者・加工業者・輸入業者などが対象。出展料のほか、基礎ブースの設計・設営、共用スペースの管理費などは農水省が負担する。

輸送に要する経費 (輸入税や通関費用など含む) や職員派遣に要する経費 (渡航費や滞在費など) などは自己負担。

募集要項の詳細及び応募書類はIBSS 2010日本パビリオン出展事務局ホームページ (<http://www.japan-seafood.net/>) まで。

日刊 水産通信 (2009.08.19 / 募集告知)



**ポストン・シーフードショー
来年3月開催の出展募集**
共同ピーアール欄は、農水省の「平成二十一年度農林水産物等海外販路創出委託事業」を受託し、来年三月に米国で開かれるインターナショナル・ポストン・シーフードショーに設置する日本パビリオンの運営を行うこととなり、出展者の募集を開始する。

ポストン・シーフードショーは今回で二八回目を迎える北米で最大の水産物専門展示・商談会。今年三月の前回は世界三六カ国から八八の出展者が集い、八八カ国から一万人以上が来場した。募集出展者数は最大一〇者。対象は米国で輸入・販売が可能な水産物・水産加工品の生産者、加工業者、輸出・輸入業者等。応募受付期間は二十四日〜九月二十八日。出展申込書・承諾書を事務局宛てにFAX(〇三―三五七―一五〇六)へ送付する。必要書類は左記のホームページからダウンロードできる。
<http://www.japan-seafood.net>

日本商工会議所 (2009.08.19 / 募集告知)

The screenshot shows the JCCI website with a red header. The main navigation bar includes links for Policy, Small Business, Members, Regional Development, Research, International, IT, and Organization. A search bar is on the right. The left sidebar has links for News, Daily News, Regional Frontline, and Trend Box. The main content area features a 'Trend Box' titled 'アメリカ「International Boston Seafood Show」への出展者募集(農林水産省)' (Recruitment of exhibitors for the 2010 International Boston Seafood Show (Ministry of Agriculture, Forestry and Fisheries)). The article text states that recruitment for the 2010 IBSS (March 14-16) in Boston is underway. It mentions that the recruitment is part of the '2010 International Boston Seafood Show (IBSS)' and that the recruitment period is from August 19 to September 28, 2009. The article also provides links for more information, including the JCCI website and the Ministry of Agriculture, Forestry and Fisheries website.

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お問い合わせ | 個人情報保護方針

<http://www.jcci.or.jp/news/trend-box/2009/0819105952.html>

新水産新聞 速報版 (2009.08.21 / 募集告知)



◎・ボストン・シーフードショーの出展者を募集

共同ピーアール㈱は、農水省の「21年度農林水産物等海外販路創出・拡大委託事業」を受託し、来年3月米国ボストンで開催されるインターナショナル・ボストン・シーフードショーの日本パビリオンを運営することになり、24日から出展者の募集を開始する。対象は米国で輸入販売が可能な日本産の水産物・水産加工品の生産、加工、輸出業者。募集出展者数は最大10、応募受付期間は8月24日から9月28日まで。応募に必要な書類は出展事務局のホームページからダウンロードできる (<http://www.japan-seafood.net>)。

日刊食料新聞 (2009.08.21 / 募集告知)

昭和25年7月13日第3種郵便物認可
発行所
〒135-0042 東京都江東区木場2-13-21
新和印刷内
(株)日刊食料新聞新社
電話 03(3642)1075
FAX 03(3642)1077
ゆうちょ銀行振替口座 00160-2-411553

THE NIKKAN-SHOKURYO SHIMBUN

日刊食料新聞

平成21年 2009年

8月21日

【金曜日】

©日刊食料新聞新社 2008年
日刊(土・日・祭日・休市日休刊)

第16700号

生鮮食料品流通に
ジャーナリズムを
再興します
日刊食料新聞新社

来年3月
北米開催

水産物展示・商談会

パビリオン出展者募集

共同PR

共同ピーアール(株)は、
来年3月14～16の3日
間アメリカ・ボストン
で開催される農林水産
物等海外販路創出・拡
大委託事業「インター
ナショナル・ボストン
・シーフードショー」
(農林水産省主催)の
パビリオン出展者を募
集する。
同ショーは今回で28

回を迎える北米最大の
水産物専門展示・商談
会。輸出志向のある日
本産水産物・水産加工
品の生産者、加工業者
等が北米地域への販路
を開拓するための足が
かりとなる。また出展
者の商談を成立させる
ためのバイヤー等向け
試食会など関連イベン

トも実施される。前回
(今年3月開催)は世
界36か国から818の
出展者が集い、世界88
か国から1万人以上の
来場者が訪れた。
応募受付は8月24日
～9月28日、募集出展
者数は最大10者(小間
方式、対象出展物は
米国において輸入・販

売が可能な日本産水産
物・水産加工品、出展
資格は前記対象物の生
産者、加工業者、輸出
・輸入業者等。
申込みは日本出展事
務局ホームページから
ダウンロードした出展
申込書・承諾書に必要
事項を記入し事務局宛
にFAXする。

問い合わせは同事務
局(☎03・3571・
5159)

日刊速報 冷食タイムス (2009.08.24 / 募集告知)



農水省、ボストンシーフード出展募集 海外販路創出へ日本パビリオン設置

農水省は平成21年度農林水産物等海外販路創出・拡大委託事業として、米国ボストンで来年3月14～16日開催される水産物専門展示・商談会「第28回インターナショナル・ボストン・シーフード・ショー（IBSS2010）」に日本パビリオンを設置する。ここに出展を希望する企業・団体を最大10者、日本パビリオン出展事務局を務める共同ピーアール㈱が募集している。

出展対象は米国において輸入・販売が可能な日本産の水産物・水産加工品の生産者、加工業者、輸出・輸入業者等。応募受付期間は8月24日～9月28日。応募に必要な書類はIBSS2010日本パビリオン出展事務局ホームページ (<http://www.japan-seafood.net>) からダウンロードする。出展申込書・承諾書は事務局宛にファックス(03-3571-5106)する。

農水省は平成21年度農林水産物等海外販路創出・拡大委託事業を通じ、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談会の出展機会を提供している。

インターナショナル・ボストン・シーフード・ショーは北米で最大の水産物専門展示・商談会であり、前回(今年3月)は世界88カ国から1万人以上の来場者が訪れた。海外への新たな販路開拓に意欲的な水産物・水産加工品の生産者にとって、世界各国のバイヤーに対するアプローチのきっかけとなる展示・商談会といえる。

掲載・報道実績-1 (日本 - 出展者募集告知)

日本

出展者募集告知 / WEB

日刊速報 冷蔵タイムス (2009.08.24 / 募集告知)

The screenshot shows the homepage of 'The Suisan Times The Frozen Food Times'. The header includes the site name in Japanese (水産タイムス), English (The Suisan Times The Frozen Food Times), and Japanese (冷蔵タイムス). Below the header, there is a navigation bar with links for '水産業界・冷凍食品業界の動向・最新ニュース' (Latest news and trends in the aquatic and frozen food industries), '購読のお申込み' (Subscription), and '購読料がPDFでご覧いただけます' (You can view the subscription fee in PDF). The main content area is divided into two columns: '最新ニュース' (Latest News) and '最新ヘッドライン' (Latest Headlines). The '最新ニュース' column lists several articles, including '宝条、秋の新商品53品を発表' (Hosokawa announces 53 new products for autumn) and 'ハウディ、熊本で総合展示会開催' (Hawdy holds a comprehensive exhibition in Kumamoto). The '最新ヘッドライン' column lists headlines for both '水産タイムス' and '冷蔵タイムス'. The sidebar on the left contains links for '日刊速報サービス' (Daily News Service), 'English Page', and 'お問い合わせ' (Contact Us). The sidebar on the right contains links for 'FEN' (Food Engineering News), '水産食品展覧会2009' (Aquatic Food Exhibition 2009), and '好評発売中!' (Now on sale!).

<http://www.suisantimes.co.jp/>

日本

出展者募集告知 / 新聞

日刊 みなと新聞 (2009.08.24 / 募集告知)



国際食料博覧会

日本パビリオン出展事務局

きょうから出展者募集

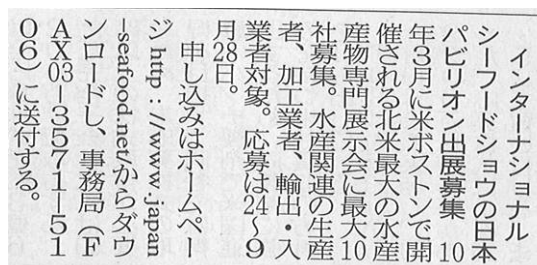
農水省は2009年 リオン出展事務局は24 度農林水産物等海外販 日から、出展者募集を 務局あてにファクス (03・3571・51 路創出・拡大委託事業 開始する。

ら対象。応募受け付 けは9月28日まで。出 展申込書・承諾書を事 務局あてにファクス 03・3571・51 まで送付する。

国際食料博覧会 日本パビリオン出展事務局の 募集要項は、日本パビ リオン出展事務局の 募集要項を参照する。 日本パビ リオン出展事務局の 募集要項は、日本パビ リオン出展事務局の 募集要項を参照する。



科学工業日報 (2009.08.24 / 募集告知)



国際食料博覧会

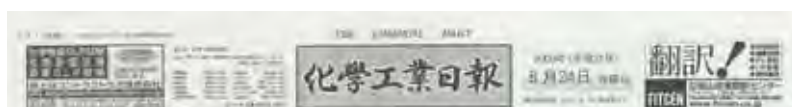
日本パビリオン出展事務局

きょうから出展者募集

農水省は2009年 リオン出展事務局は24 度農林水産物等海外販 日から、出展者募集を 務局あてにファクス (03・3571・51 路創出・拡大委託事業 開始する。

ら対象。応募受け付 けは9月28日まで。出 展申込書・承諾書を事 務局あてにファクス 03・3571・51 まで送付する。

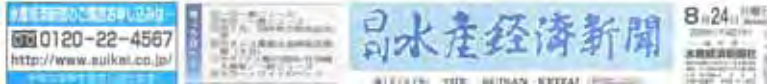
国際食料博覧会 日本パビリオン出展事務局の 募集要項は、日本パビ リオン出展事務局の 募集要項を参照する。 日本パビ リオン出展事務局の 募集要項は、日本パビ リオン出展事務局の 募集要項を参照する。



日本

出展者募集告知 / 新聞

日刊 水産経済新聞 (2009.08.24 / 募集告知)



日本パビリオン出展者募集
 農林水産省、ボストン・シーフードショー
 農林水産省は、21年度農林水産物等海外販路創出・拡大委託事業「International Boston Seafood Show (IBSS) 2010」に、今年も日本パビリオンを出展するにあたって、出展者を募集する。募集期間は、9月24日から9月28日まで、IBSS 2010の会期は2010年3月14日から16日まで。
 日本パビリオンでは、HACCP認定済みなど、米国での輸入・販売が可能で日本水産物・水産加工品の生産者や加工業者、輸出・輸入業者を対象に最大10業者を募集する。パイヤーらに向けた試食会の関連イベントや、メディア向けの情報公開活動なども予定している。
 09年度はサンマやイワシの加工品、伊達巻、海苔加工品など幅広く出展され、試食や商談で好評を集めた。出展スペースや通訳者による通訳サポートなど基本出展料は無料。詳細は問い合わせ先・IBSS 2010日本パビリオン出展事務局(共同ビジュアル開発局内) 03-3571-5159、ホームページ http://www.japan-seafoods.net

食品産業新聞 (2009.08.24 / 募集告知)



ボストン昨年の風景
 募集する出展者数は最大10者(小間方式。応募受付期間は9月28日まで。詳細は日本パビリオン出展事務局の日(HP) p://www.japan-seafood.net)まで。

日本パビリオン出展者を募集
 ポスト・シーフードショー
 インターナショナル・ボストン・シーフード・ショーが来年3月、米国ボストンで開催されるが、日本パビリオン出展者を募集している。農水省平成21年度農林水産物等海外販路創出・拡大委託事業によるもの。
 同展示会は、今回で28回目を迎える北米で最大の水産物専門展示・商談会。この事業では、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談活動の機会を提供する。さらにパイヤー等向けの試食会などの関連イベントを開催し、出展者の商談成立に向けた活動を支援する。

日本

出展者募集告知 / 新聞

日刊 水産タイムス (2009.08.24 / 募集告知)

**農水省 来年3月14～16日開催
ボストン展示会の出展者募集**

農林水産省は来年3月14～16日に米国ボストンで開催されるインターナショナル・ホストン・シーフードショー(IBS2010)に設置する日本パビリオンの出展者(最大10社)を募集する。

応募受付は8月24日～9月28日まで。IBSSは北米で最大の水産物専門展示・商談会。28回目。前回は世界36カ国から818の出展者が集まり、88カ国から1万人以上が来場した。

総展示面積は約1万5000㎡。そのうち、日本パビリオンの広さは約144㎡(共用スペース含む)、各ブースは約9㎡。赤と白を基調としたブースデザインを予定している。

米国で輸入・販売可能な日本産水産物・水産物加工品の生産者・加工業者・輸入業者などが対象。出展料のほか、基礎ブースの設計・設営、共用スペースの管理費などは農水省が負担する。輸送に要する経費や職員派遣に要する経費などは自己負担。

募集要項の詳細と応募書類はIBSS2010日本パビリオン出展事務局ホームページ(<http://www.japan-seafood.net>)を参照。

2009年(平成21年)
8月24日(月)
第4267号
毎週月曜日発行

水産タイムス
THE SUISAN TIMES

発行所 水産タイムス株式会社
〒108-0014 東京都港区芝5-9-6
電話 03(3456)1411
FAX 03(3456)1416
定価1カ月2,300円

購読申込みは 〒108-0014
株式会社 水産タイムス社
東京都港区芝5-9-6
電話 03(3456)1411
FAX 03(3456)1416
定価1カ月2,300円

週間 水産新聞 (2009.08.24 / 募集告知)

水産物商談会
出展者を募集

ボストンで来年3月14～16日開催のインターナショナル・ホストン・シーフードショー(IBS2010)に設置する日本パビリオンの出展者(最大10社)を募集する。

共同ヒアリング(東京)の日本パビリオン出展事務局(電話03・3571・5159、担当:種吉・岩瀬)は、来年3月に米国ボストンで開催されるインターナショナル・ホストン・シーフードショー(IBS2010)の出展者を募集している。

同社が農林水産省の農林水産物等海外販路創出・拡大委託事業を委託し、

Weekly Paper ◆ Suisan Shinbun
週刊水産新聞

平成21年 8月24日
(2009年)
第368号 毎週月曜日発行

発行所/株式会社 水産新聞社
〒108-0014 東京都港区芝5-9-6
電話 03(3456)1411 FAX 03(3456)1416
URL: <http://www.suisan.jp/> E-mail: sapp@water.suisan.jp

て募集するもの。▽出展対象物▽米国で販売できる日本の水産物と加工品▽出展資格▽出展物の生産者・加工業者・輸入業者など▽募集出展者数▽最大10者(小間方式で1小間3畳四方、小間代3350円)▽ショーの期間▽来年3月14～16日▽募集期間▽8月24日～9月28日▽応募方法▽書類を同事務局ホームページからダウンロード

米商など海外への販路拡大を検討している業者を支援(前年度版など若干の支援がある)するもの。同ショーは今回で28回目。北米最大の水産物展示・商談会。今年3月の前回は世界36カ国から818者が出展。来場者は世界88カ国から1万人以上だった。

前回、日本から生産者・加工業者・商社など10社がサンマ加工品(冷凍・甘酢しめ、サケ(冷凍・スモーク)、イクラ、イカ加工品(イカ山菜エッセ風など)、練り製品、ズワイガニなどを展示した。

冷凍食品新聞 速報版 冷凍とチルド (2009.08.26 / 募集告知)

冷凍食品新聞 速報版 冷食とチルド 2009年 8月 26日 (水) 5656号 発行所: 株式会社冷凍食品新聞社 TEL03-3359-9191 FAX 03-3359-9190 〒160-0008 新宿区三栄町9 <発行・平日刊(月～金) 祝祭日は休刊>	
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■ボストンシーフードショー、出展者募集開始

共同ピーアールは24日より、農林水産省の委託のもと、平成22年3月にボストンで開催される「International Boston Seafood Show (IBSS)」の日本パビリオンへの出展者募集を開始した。応募要領は下記の通り。

【応募要領】▽募集出展者数: 最大10者 (小間方式)
▽対象出展物: 米国において輸入・販売が可能な日本産の水産物・水産加工品▽出展資格: 上記対象出展物の生産者、加工業者、輸出・輸入業者▽応募受付期間: 平成21年8月24日～9月28日▽応募方法: 応募に必要な書類をIBSSホームページ (<http://www.japan-seafood.net>) よりダウンロード。FAXにて送付。

日本

出展者募集告知 / WEB

青森県庁 (2009.08.26 / 募集告知)

青森県
AOMORI PREFECTURE

ホーム > 産業・雇用・労働 > 農工業 > 北米見本市・展示会情報のご案内

北米見本市・展示会情報のご案内

更新日: 2009年08月26日 国際交流推進課

県で参加者を募集している見本市等

- ① **Natural Products Expo of West 2010(米国食品見本市/青森県ブース)**
参加者募集中! <平成21年9月4日申込み締切>
- ② **農林水産省 農林水産物等海外販路創出・拡大事業対象見本市(出展者募集中)**
②-1 **インターナショナル・ホスト・シーフードショー**
期間: 3月14日(日)～16日(火)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
(内国PR株式会社) <9月28日申込み締切>
- ②-2 **食品見本市 International Restaurant and Foodservice Show of New York 2010(日本飲食ブース)**
期間: 2月28日(日)～3月2日(火)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
(JTRC) <9月24日申込み締切>

北米地域で行われる見本市等

- ① **オタワ・プロダク・エキスポ・イースト**
期間: 3月22日(木)～23日(金)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
詳細は、[こちら](#)をクリックしてください。
- ② **ピオリア・アメリカ・オーガニック・プロダク・エキスポ2009**
期間: 3月24日(土)～25日(日)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
詳細は、[こちら](#)をクリックしてください。
- ③ **ハイデイ・イ・マーケット (国)インターナショナル・ホスト・シーフード・マーケット**
期間: 3月18日(土)～20日(月)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
詳細は、[こちら](#)をクリックしてください。
- ④ **カリフォルニア・フーズ・ショー**
期間: 3月18日(土)～19日(日)
場所: カリフォルニア州ロサンゼルス市 Los Angeles Convention Center
詳細は、[こちら](#)をクリックしてください。
- ⑤ **食品見本市 International Restaurant and Foodservice Show of New York 2010 (インターナショナル・ホスト・シーフード・サービス・ショー)**
日本飲食ブース参加者募集中! 9月24日申込み締切
期間: 2月28日(日)～3月2日(火)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象
- ⑥ **カナダ食品見本市(カナダ・フーズ・サービス・ショー)**
期間: 3月7日(日)～9日(火)
場所: オンタリオ州トロント市 Direct Energy Centre
詳細は、[こちら](#)をクリックしてください。
- ⑦ **Natural Products Expo of West 2010 (オタワ・プロダク・エキスポ・イースト・オタワ・エキスポ2010)**
日本・見本市・展示会情報(見本市/青森県ブース)参加者募集中! <平成21年9月4日申込み締切>
期間: 3月22日(木)～23日(金)
場所: カリフォルニア州ロサンゼルス市 Anaheim Convention Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象
- ⑧ **インターナショナル・ホスト・シーフード・ショー**
日本・見本市・展示会情報(見本市/青森県ブース)参加者募集中! 9月28日申込み締切
期間: 3月14日(日)～16日(火)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象
- ⑨ **食品見本市 International Restaurant and Foodservice Show of New York 2010 (日本飲食ブース)**
日本飲食ブース参加者募集中! 9月24日申込み締切
期間: 2月28日(日)～3月2日(火)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象

② 県内・リンク等

- ②-1 **北米見本市・展示会情報のご案内**
更新日: 2009年08月26日 国際交流推進課
- ②-2 **農林水産省 農林水産物等海外販路創出・拡大事業**
更新日: 2009年08月26日 国際交流推進課

ホーム > 産業・雇用・労働 > 農工業 > 北米見本市・展示会情報のご案内

北米見本市・展示会情報のご案内

更新日: 2009年08月26日 国際交流推進課

県で参加者を募集している見本市等

- ① **Natural Products Expo of West 2010(米国食品見本市/青森県ブース)**
参加者募集中! <平成21年9月4日申込み締切>
- ② **農林水産省 農林水産物等海外販路創出・拡大事業対象見本市(出展者募集中)**
②-1 **インターナショナル・ホスト・シーフードショー**
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場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
(内国PR株式会社) <9月28日申込み締切>
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場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
(JTRC) <9月24日申込み締切>

北米地域で行われる見本市等

- ① **オタワ・プロダク・エキスポ・イースト**
期間: 3月22日(木)～23日(金)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
詳細は、[こちら](#)をクリックしてください。
- ② **ピオリア・アメリカ・オーガニック・プロダク・エキスポ2009**
期間: 3月24日(土)～25日(日)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
詳細は、[こちら](#)をクリックしてください。
- ③ **ハイデイ・イ・マーケット (国)インターナショナル・ホスト・シーフード・マーケット**
期間: 3月18日(土)～20日(月)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
詳細は、[こちら](#)をクリックしてください。
- ④ **カリフォルニア・フーズ・ショー**
期間: 3月18日(土)～19日(日)
場所: カリフォルニア州ロサンゼルス市 Los Angeles Convention Center
詳細は、[こちら](#)をクリックしてください。
- ⑤ **食品見本市 International Restaurant and Foodservice Show of New York 2010 (インターナショナル・ホスト・シーフード・サービス・ショー)**
日本飲食ブース参加者募集中! 9月24日申込み締切
期間: 2月28日(日)～3月2日(火)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象
- ⑥ **カナダ食品見本市(カナダ・フーズ・サービス・ショー)**
期間: 3月7日(日)～9日(火)
場所: オンタリオ州トロント市 Direct Energy Centre
詳細は、[こちら](#)をクリックしてください。
- ⑦ **Natural Products Expo of West 2010 (オタワ・プロダク・エキスポ・イースト・オタワ・エキスポ2010)**
日本・見本市・展示会情報(見本市/青森県ブース)参加者募集中! 9月4日申込み締切
期間: 3月22日(木)～23日(金)
場所: カリフォルニア州ロサンゼルス市 Anaheim Convention Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象
- ⑧ **インターナショナル・ホスト・シーフード・ショー**
日本・見本市・展示会情報(見本市/青森県ブース)参加者募集中! 9月28日申込み締切
期間: 3月14日(日)～16日(火)
場所: マサチューセッツ州ボストン市 Boston Convention & Exhibition Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象
- ⑨ **食品見本市 International Restaurant and Foodservice Show of New York 2010 (日本飲食ブース)**
日本飲食ブース参加者募集中! 9月24日申込み締切
期間: 2月28日(日)～3月2日(火)
場所: ニューヨーク州ニューヨーク市 Jacob K. Javits Convention Center
詳細は、[こちら](#)をクリックしてください。
農林水産省、平成21年度「農林水産物等海外販路創出・拡大事業」対象

② 県内・リンク等

- ②-1 **北米見本市・展示会情報のご案内**
更新日: 2009年08月26日 国際交流推進課
- ②-2 **農林水産省 農林水産物等海外販路創出・拡大事業**
更新日: 2009年08月26日 国際交流推進課

ジャパン フードサイエンス (2009.9月号 / 募集告知)



IBSS 2010 —日本パビリオン出展者を募集

2010年3月、米国・ボストンにおいて、北米最大の水産物専門展示・商談会International Boston Seafood Show (IBSS) 2010が開催される。今回で28回目を迎え、前回(2009年3月)は、世界36カ国から818の出展、世界88カ国から1万人以上の来場者を集めた。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者にとって、米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなっている。

農林水産省から平成21年度農林水産物等海外販路創出・拡大委託事業を受託し、IBSS 2010に設置する日本パビリオンの運営を行うIBSS 2010 日本パビリオン出展事務局(共同ビジュアル棟内)は、同パビリオンへの出展者を募集している。

《応募要項》

▽募集出展者数：最大10者(小間方式)

▽対象出展物：米国において輸入・販売が可能な
日本産の水産物・水産加工品

▽出展資格：上記対象出展物の生産者、加工業者、
輸出・輸入業者等

▽応募受付期間：8月24日～9月28日

▽応募方法：詳細は下記事務局まで

前回の日本パビリオンでは、会期中、エンターテインメント性の高いデモンストレーションやプレス試食会のイベント効果もあり、多くのディストリビューターや流通業者との商談・情報交換が交わされ、盛況を博した。前回出展物：ぶり・かんばち・たい・すずき・しまあじ・あじ(養殖フィレ)、はまち(養殖フィレ、養殖ロイン)、さんま加工品(冷凍、甘酢しめ)、ずわいがに(冷凍・棒肉)、しまがつお(フィレ)、水産練り製品、海藻加工品、いか加工品、本わさび(冷凍)、など。

農林水産物等海外販路創出・拡大委託事業では、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談活動の機会を提供、さらにバイヤー等向けの試食会などの関連イベントを開催し、出展者の商談成立に向けた活動を支援している。

《事務局》 ☎ 03-3571-5159 FAX 03-3571-5106

水産界 (2009.9月号 / 募集告知)



IBSS 2010 —日本パビリオン出展者を募集

2010年3月、米国・ボストンにおいて、北米最大の水産物専門展示・商談会International Boston Seafood Show (IBSS) 2010が開催される。今回で28回目を迎え、前回(2009年3月)は、世界36カ国から818の出展、世界88カ国から1万人以上の来場者を集めた。海外への新たな販路の開拓に意欲的な水産物・水産加工品の生産者にとって、米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなっている。

農林水産省から平成21年度農林水産物等海外販路創出・拡大委託事業を受託し、IBSS 2010に設置する日本パビリオンの運営を行うIBSS 2010 日本パビリオン出展事務局(共同ビーアール㈱内)は、同パビリオンへの出展者を募集している。

《応募要項》

▽募集出展者数：最大10者(小間方式)

▽対象出展物：米国において輸入・販売が可能な
日本産の水産物・水産加工品

▽出展資格：上記対象出展物の生産者、加工業者、
輸出・輸入業者等

▽応募受付期間：8月24日～9月28日

▽応募方法：詳細は下記事務局まで

前回の日本パビリオンでは、会期中、エンターテインメント性の高いデモンストレーションやプレス試食会のイベント効果もあり、多くのディストリビューターや流通業者との商談・情報交換が交わされ、盛況を博した。前回出展物：ぶり・かんばち・たい・すずき・しまあじ・あじ(養殖フィレ)、はまち(養殖フィレ、養殖ロイン)、さんま加工品(冷凍、甘酢しめ)、ずわいがに(冷凍・棒肉)、しまがつお(フィレ)、水産練り製品、海藻加工品、いか加工品、本わさび(冷凍)、など。

農林水産物等海外販路創出・拡大委託事業では、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談活動の機会を提供、さらにバイヤー等向けの試食会などの関連イベントを開催し、出展者の商談成立に向けた活動を支援している。

《事務局》 ☎03-3571-5159 FAX 03-3571-5106

Monthly フードリサーチ (2009.9月号 / 募集告知)



農水省が水産関係の日本企業を支援 「インターナショナル・ボストン・シーフードショー」 日本パビリオンの出展者募集

農林水産省は「平成21年度農林水産物等海外販路創出・拡大委託事業」として、3月14日（日）から16日（火）までの3日間、米国ボストン・コンベンション&エキジビション・センターにて開催される「International Boston seafood Show2010 (IBSS2009)」の日本パビリオン出展者を募集している。

対象は、米国において輸入・販売が可能な日本産の水産物・水産加工品を扱う生産者、加工業者、輸出・輸入業者等で、最大10社（小間方式）に出展料を補助する。

出展を希望する場合は、2009年8月24日（月）～9月28日（月）までに、出展申込書・承諾書（社判を捺印）を事務局宛にFAX（03-3571-5106）する。応募に必要な書類はIBSS 2010 日本パビリオン出展事務局ホームページ（<http://www.japan-seafood.net>）よりダウンロードできる。

同展示会は、今回で28回目を迎える北米で最大の水産物専門展示・商談会で、2009年（3月15日～3月17日）は、36カ国818社、延べ10,288人88カ国が参加したという。

「平成21年度農林水産物等海外販路創出・拡大委託事業」は、輸出志向のある日本産の水産物・水産加工品の生産者、加工業者等の方々が海外、特に北米地域への販路を開拓するための足がかりとして、展示・商談活動の機会を提供するもので、バイヤー向けの試食会などの関連イベントを開催し、出展者の商談成立に向けた活動を支援があるという。

総合食品 (2009.9月号 / 募集告知)



●共同PR

ボストンシーフードショー 日本パビリオンへの出展者募集

農林水産省の「平成21年農林水産物等海外販路創出・拡大委託事業」を受託した共同PRは、来年3月にアメリカ・ボストン

で開催される国際ボストンシーフードショー(International Boston Seafood Show)に設置する日本パビリオンへの出展者を募集 중이다。募集出展社数は最大10名、対象出店物はアメリカで輸入・販売が可能な日本産の水産物・水産加工品。出店資格者は対象出店物の生産者、加工業者、輸出・輸入業者など。応募申込み受付期間は8月24日～9月28日。申し込み方法は、出展申込書を日本パビリオン出展事務局ホームページ(<http://www.japan-seafood.net>)からダウンロードし、同事務局宛にFAX(03-3557115106)する。

月刊 フードケミカル (2009.9月号 / 募集告知)



ボストンのシーフードショーで出展社を募集ー農水省

農水省は21年度の海外販路創出・拡大委託事業の一環として、2010年3月14日(日)～16日(火)にかけて開催される「International Boston Seafood Show (IBSS)」に設置する日本パビリオンへの出展社の募集を開始した。IBSSは北米最大の水産物専門展示・商談会で、水産物および水産加工品に関連する事業者を対象としている。今年2009年の展示会では、世界36カ国から818の出展社が集まり、世界88カ国から1万人以上が来場した。日本パビリオンには、世界各国から数多くの業界関係者が集まり、エンターテインメント性の高いデモンストレーションやプレス試食会なども行われたことから盛況を博した。

応募要項は次記の通り。

募集出展社数：最大10社

対象出展物：米国で輸入・販売が可能な日本産の水産物・水産加工品

出展資格：上記対象出展物の生産者、加工業者、輸出・輸入業者等

応募受付期間：平成21年9月28日(月)まで

応募方法：出展申込書・承諾書(社判を捺印)を事務局宛にFAXで送付する。

送付先：共同ビーアール(株) 開発局内 IBSS2010 日本パビリオン出展事務局 (FAX:03-3571-5106)

水産週報 (2009.09.01 / 募集告知)



日本パビリオン出展者募集

ボストンシーフードショー

農林水産省「平成二一年度農林水産物等海外販路創出・拡大委託事業」の一環として行われる「インターナショナル・ボストン・シーフードショー」で、日本パビリオン出展者の募集を開始する。

「インターナショナル・ボストン・シーフードショー」は、平成二二年三月十四日から一六日まで開催される。

応募要項は次のとおり。

★募集出展者数Ⅱ最大一〇者

★対象出展物Ⅱ米国において輸入販売が可能な日本産の水産物・水産加工品

★出展資格Ⅱ前記対象物の生産者、加工業者、輸出・輸入業者等

★応募受付期間Ⅱ平成二二年八月二四日から九月二八日

★応募方法Ⅱ出展申込書・承諾書を事務局宛にFAX。

必要書類は、

<http://www.japan-seafood.net>より

ダウンロード。

北米最大の国際水産見本市

International Boston Seafood Show 2010



日本パビリオン出展者募集中

北米最大の国際水産見本市「International Boston Seafood Show 2010」が、9月15～17日、ボストン・コンベンションセンターで開催されます。日本パビリオン出展者募集中です。

昨年の様子

「International Boston Seafood Show 2010」は、北米最大の国際水産見本市として、毎年開催されています。今年は、9月15～17日、ボストン・コンベンションセンターで開催されます。日本パビリオン出展者募集中です。

出展者募集の要項は、以下の通りです。

- 募集期間：2009年9月11日～2009年10月31日
- 募集対象：日本産水産物の輸出業者、加工業者、流通業者、関連企業等
- 出展料：10,000ドル（税別）
- 出展スペース：100㎡以上
- 出展内容：水産物の展示、加工品の展示、関連商品の展示等
- 出展場所：ボストン・コンベンションセンター
- 出展時間：9月15～17日、午前9時～午後5時
- 出展者へのサービス：出展者専用バス、出展者専用トイレ、出展者専用ロッカールーム等
- 出展者へのサポート：出展者専用通訳員、出展者専用案内員等
- 出展者への特典：出展者専用割引券、出展者専用招待券等

出展者募集の詳細は、以下のウェブサイトをご覧ください。

<http://www.japan-boston.com>

会議所ニュース

日本商工会議所

〒100-0005
東京都千代田区丸の内3-2-2
03-3283-7918 FAX:03-3211-4899
振込口座：一宮120号、東京4200号
発行人：神田清彦
編集：1・11・21日発行
<http://www.jcc.or.jp>

食品化学新聞 (2009.09.17 / 募集告知)

食品化学新聞

発行所 食品化学新聞社
〒101-0051 東京都千代田区神田神保町3-2-8
増文部ビル
電話：03-3238-7518/0
FAX：03-3238-7598
振替口座 東京 00140-5-17557
(郵便料別力月前納) 税込価格 17,640円
<http://www.foodchemicalnews.co.jp>

米国水産展で出展社募集 —農水省—

SS」の日本パビリオンへの出展社を募集している。水産物および水産加工品の生産者や加工業者などを対象としている。

IBSSは水産物および水産加工品に関する展示・商談会。09年の展示会では、世界36カ国から818の出展社が集まり、世界88カ国から1万人以上が来場した。日本パビリオンは、海外販路創出・拡大委託事

農水省は、2010年3月14日(日)16日(火)に米国ボストンで開催される北米最大の水産物専門展示・商談会「International Seafood Show (IBSS)」の日本パビリオンへの出展社を募集している。

業の一環として実施されており、世界各国から数多くの業界関係者が集まり、エントナータイムメント性の高いデモンストラレーションやフレスコ試食会なども行われたことから盛況を博した。

応募要項は次記の通り。

- ▽募集出展社数：最大10社
- ▽対象出展物：米国で輸入・販売が可能な日本産の水産物・水産加工品
- ▽出展資格：上記対象出展物の生産者、加工業者、輸出・輸入業者等
- ▽応募受付期間：平成21年9月28日(月)まで
- ▽応募方法：出展申込書・承諾書(社判を捺印)を事務局宛にFAXで送付する。
- ▽送付先：共同ヒール(株) 開発局内IBSS2010日本パビリオン出展事務局 (FAX: 03-3571-5106)

食品と科学 (2009.10月号 / 募集告知)



日本パビリオンの出展者を募集

共同ピーアールは農林水産省から

平成21年度農林水産物等海外販路創

出・拡大委託事業を受託した。2010年3月に米国・ボストンで開かれる「インターナショナル・ボストン・シーフードショー」に設ける日本パビリオンの運営を行う。同社はこのほど、同パビリオンへの出展者の募集を開始した。同展は今回で28回目を迎える、北米で最大の水産物専門展示・商談会。前回世界36カ国から818の出展者が集った。会期中、世界88カ国から1万人以上の来場者が訪れた。出展者には米国をはじめ、世界各国のバイヤーに対するアプローチのきっかけとなる展示・商談会。募集出展者は最大で10者。募集の締め切りは9月28日。

. PR活動報告(米国)

米国におけるPR活動

P46のPR活動の結果、紙媒体4紙、ラジオ局1媒体、Web61媒体に掲載された。

【掲載メディア一覧(事前) - NY事前サンプリング施策 & 日本パビリオン取材記事関連】

	掲載日	媒体名	
1	29-Jan	Seafood Source.com	WEB
2	1-Feb	GRUB STREET New York	WEB
3	10-Feb	The New York Times	WEB
4	15-Feb	Twitter -Restaurant Business Magazine writer-	WEB
5	24-Feb	ChopSticks NY	雑誌
6	24-Feb	ChopSticks NY	WEB
7	1-Mar	Grocery Headquarters	雑誌
8	1-Mar	Grocery Headquarters	WEB
9	1-Mar	Seafood Source.com	WEB

【掲載メディア一覧(事前) - 出展告知関連】

	掲載日	媒体名	
1	27-Jan	b BNET	WEB
2	27-Jan	BENZINGA	WEB
3	27-Jan	boston.com	WEB
4	27-Jan	Chron.com	WEB
5	27-Jan	CNBC	WEB
6	27-Jan	dBusinessNews (Boston)	WEB
7	27-Jan	dBusinessNews (New York)	WEB
8	27-Jan	denverpost.com	WEB
9	27-Jan	Earth Times	WEB
10	27-Jan	EON	WEB
11	27-Jan	Fidelity Investments	WEB
12	27-Jan	Fobes.com	WEB
13	27-Jan	globeinvestor.com	WEB
14	27-Jan	HPCwire	WEB
15	27-Jan	International Boston Seafood Show2010(開催者サイト)	WEB
16	27-Jan	International Business News	WEB
17	27-Jan	MORNINGSTAR	WEB
18	27-Jan	News Blaze	WEB
19	27-Jan	One News Page	WEB
20	27-Jan	Preshable News.com	WEB
21	27-Jan	Scottrard	WEB
22	27-Jan	Smart Brief	WEB
23	27-Jan	StreetInsider.com	WEB
24	27-Jan	TD AMERITRADE	WEB
25	27-Jan	TD waterhouse	WEB
26	27-Jan	the Boston10	WEB
27	27-Jan	THE FREELIBRARY	WEB
28	27-Jan	theRochester10	WEB
29	27-Jan	WBOnline	WEB
30	27-Jan	World Market Media	WEB
31	27-Jan	YAHOO! FINANCE	WEB
32	27-Jan	YAHOO!CANADA FINANCE	WEB
33	28-Jan	FinanzNachrichten.de	WEB
34	28-Jan	PR-inside	WEB

. PR活動報告(米国)

【掲載メディア一覧(会期中～事後)】

会期中			
	掲載日	媒体名	
1	14-Mar	Seafood Business SHOW DAILY	雑誌

事後リリース			
	掲載日	媒体名	
1	2010.3.22.	Business Wire	WEB
2	2010.3.22.	Ad HOC NEWS	WEB
3	2010.3.22.	Alpha Trade Finance	WEB
4	2010.3.22.	Restaurant News.com	WEB
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11	2010.3.22.	FinanzNachrichten.de	WEB
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2	3-Apr	週刊ビジネスニュース (Weekly Business News)	新聞

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Japanese Seafood Companies Team Up with Star Chefs in New York City

Boston and New York, January 27, 2010 – The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed “Japan Pavilion” for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America’s largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion’s past success, this year’s show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors’ ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley’s exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan’s exports of agriculture and seafood products to over \$10 billion. While Japan’s exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public’s awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

“Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood,” said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. “The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood.”

Exhibitors at this year’s Japan Pavilion include:

- Hyoshoku Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
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- Kinjirushi Sales Co., Ltd., one of Japan’s oldest wasabi manufacturers
- Kunihiro Inc., Japan’s largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Morimatsu Suisan Reito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyo Co., Ltd., manufacturer of “Snow Leg Queen,” an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors’ ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

Media Contact:

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【SeafoodSource.com】

IBSS主催企業の関連メディア「Seafood Business」誌のWEB版に日本パピリオン出展の記事が掲載された。

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ANELLA'S NEW MENUS; SECRET CAFÉ IN CLINTON HILL

2010 FEB 1 11:59 AM | Comment

Boerum Hill: Mile End closed early today because it couldn't keep up with Brooklyn's demand for meat. The deli will try again tomorrow starting at 8 a.m. for brekkie, and noon for the beef. [Eater NY]

Clinton Hill: Behind metal gates and papered windows, a new café called NeroDoro soft-opened at 395 Classon Avenue, serving coffee and pastries early, and piadinas for lunch. [Brownstoner]

East Village: Ko serves a tortellini in an oxtail broth spiked with Amaro, perfect to sip on while preparing the recipe. [Moment/NYT]

Greenpoint: Chef Joseph Ogradnek takes on the kitchen at Anella starting Wednesday. Preview his new menu here, along with the \$45 Valentine's Day menu. [Grub Street]

Tribeca: Try Japanese ingredients like surimi, wasabi, and saury pickles in French cuisine at Bouley during a series of special seafood lunches served February 8 to February 13. [Grub Street]

Upper West Side: Carmine's celebrates its twentieth anniversary with a special menu of \$20 entrées (linguine with clam sauce, spaghetti and meatballs, chicken cutlets) served Monday through Wednesday during lunch and dinner. [Grub Street]

West Village: On March 9, the brothers Voltaggio host a \$165 dinner at the James Beard House that begins with foie-gras jelly doughnuts. [JHH]

By: Alexandra Villa

FILED UNDER: NEIGHBORHOOD WATCH, ANELLA, BOERUM HILL, CLINTON HILL, EAST VILLAGE, ROOSEVELT, GREENPOINT, JAMES BEARD HOUSE, KO, MILE END, NERODORO, VOLTAGGIO/VEST VILLAGE

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[Restaurant Business Magazine]

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上記クリッピングは業界専門誌『Restaurant Business Magazine』の記者(Patricia Cobe)がNY事前サンプリング施策の実施店「La Fonda Del Sol」に出かけることをTwitterした記事。本誌には5月号又は6月号にて「snapshots」というコーナーにて、食材についてリストされる見込み。



EVENT / ENTERTAINMENT / LEISURE

March 10-12, 10-11, and 12-13
Japanese Food Festival
 The Japanese Food Festival is a celebration of Japanese cuisine and culture. It features a variety of Japanese food stalls, live performances, and a children's area. The festival is held at the Japanese Consulate in New York City. For more information, visit www.japanesefoodfestival.com.

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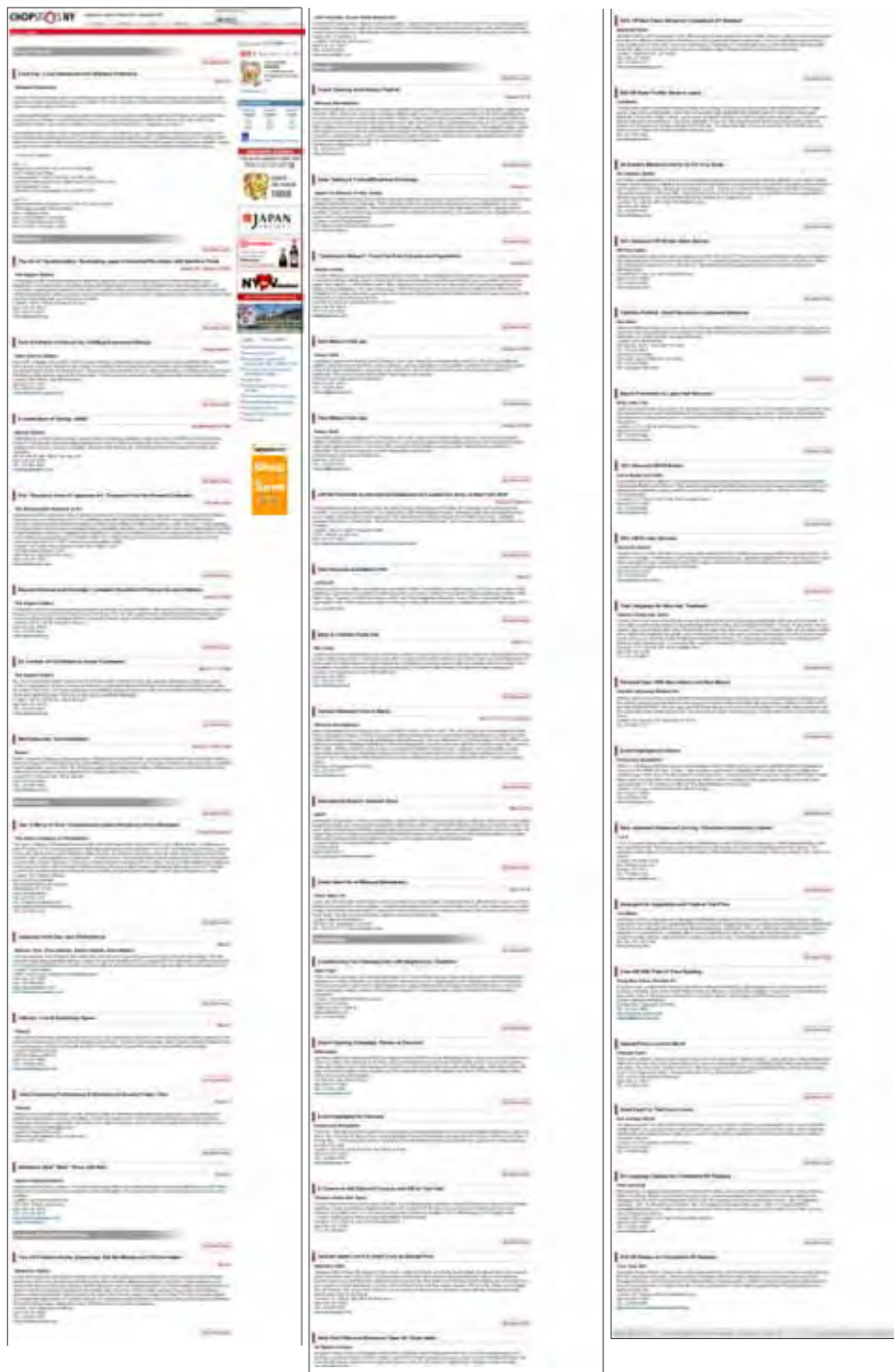
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CHOPSTICKS NY™
International Boston Seafood Show

MAFF
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Location: Boston Convention & Exhibition Center
415 Summer St.
Boston, MA 02210
Info: www.japan-seafood.net/english/

March 14-16





【Grocery Headquarters】

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FOCUS • ON • FRESH

At this year's International Boston Seafood Show, look for versatility and affordability to be the catch of the day.
BY RICHARD TURCSIK

SeaQuest

IN A MOVE REMINISCENT OF THAT CLASSIC FOLGERS CRYSTALS INSTANT COFFEE COMMERCIAL, Joshi DeChellis, the executive chef at New York's famed La Fonda del Sol seafood restaurant has secretly replaced many of the key seafood items used in the restaurant's award-winning Spanish cuisine with Japanese substitutes. Yellowtail has replaced tuna in the grilled taco appetizer; shell-less crab legs surround the roasted cod; a diced Japanese fish cake is served with spicy chorizo, lentils and a poached egg; and the Spanish paella rice is flavored with salted squid inwards and garnished with fresh squid.

"Most paella rice is just a vehicle to place the seafood on, but the way the flavor of the squid inwards comes out and permeates the paella; it can just do wonders to a dish like this," DeChellis tells *Grocery Headquarters*. "With Japanese seafoods you can make remarkably successful dishes with distinct, unique flavors and textures."

DeChellis' restaurant was one of two New York eateries chosen by the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) to showcase Japanese seafood. It's all part of a campaign to increase consumption of Japanese seafood in the American diet. Ten of Japan's leading seafood producers will be exhibiting their wares at the Japanese Pavilion at the International Boston Seafood Show.

"The majority of the products are harvested in Japanese waters and all of the ingredients are handled and processed in Japan," says Hidenobu Mizuno, consul of the Consulate General of Japan in New York. "MAFF has launched a global campaign to boost the popularity of lesser-known Japanese ingredients. While many Americans are familiar with certain aspects of Japanese cuisine, such as sushi and tempura, our campaign aims to expand the American public's awareness of other

areas of Japanese dining."

Louisiana is about to embark on a similar effort. The Bayou State is launching a certification program that seeks to educate consumers about its shrimp and other seafood. "The whole premise is to get our product out of the commodities market and have a premium branding, much like a Niman Ranch pork," says Ewell M. Smith, executive director of the Louisiana Seafood Promotion & Marketing Board in New Orleans. "We cannot compete on price against countries like Vietnam and China, but we can compete all day long on quality, heritage, the story, taste and the process."

HOOKING NEW CUSTOMERS

To increase consumption seafood marketers are stepping up the advertising.

"I still think promotion is key in seafood, from a lot of different facets," says Larry Andrews, retail marketing director of Seattle-based Alaska Seafood Marketing Institute (ASMI). "That can be everything from trying to incite someone to try a product with a cents-off coupon to promoting based on health, flavor profile or preparation. They're all driving folks to pick up product."

Alaska is promoting its seafood through the www.cookitfrozen.com website. "We have six videos that tell people how to poach, sauté, steam and grill. We are trying to really aid retailers and consumers by showing them some simple preparation methods they can follow," Andrews says.

To make it even simpler, ASMI has created an iPhone app where consumers can watch videos, select recipes and create a shopping list. "You can actually take your iPhone and go shopping and check things off your shopping list as you walk the store," Andrews says.

Andrews sees more prepared and semi-prepared items hitting the



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SeaQuest

SeaQuest Food
SeaQuest Food

At this year's International Seafood Show, look for versatility and efficiency as the trends of the day.

In a move reminiscent of that classic, Eugene O'Neill's *Long Day's Journey into Night*, the restaurant at New York's Grand La Fonda del Sol seafood restaurant has recently replaced many of the key seafood items used in the restaurant's award-winning Spanish cuisine with Japanese substitutes. Yabowai has replaced tuna in the giant taco appetizer, shell-less crab legs surround the roasted cod, a dried Japanese fish cake is served with spicy chicken, and a poached egg, and the Spanish paella is a favorite with sautéed squid, shrimp and garnished with fresh squid.

"Most people see it as a vehicle to place the seafood on, but the way the flavor of the squid inside comes out and permeates the paella, it can just do wonders to a dish like this," DeChello says. "With Japanese seafoods you can make remarkably successful dishes with distinct, unique flavors and textures."

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Chowdhury is also in contact with a similar effort. The Bayou Seafood is launching a similar program that aims to increase consumption of about its shrimp and other seafood. "The whole premise is to get our product out of the commodities market and have a premium branding much like a Human Ranch pork," says David M. Smith, executive director of the Louisiana Seafood Promotion & Marketing Board in New Orleans. "We cannot compete on price against countries like Vietnam and China, but we can compete all-day long on quality, heritage, the story, taste and the process."

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Andrews sells more prepared and semi-prepared items fitting the seafood department fresh and frozen cases. "Different ethnic profiles are popular, especially items that are already sauced and marinated. At least on the frozen side that is taking the guesswork out for consumers and making it easy and convenient," he says.

COLORFUL TROUT

That's exactly what Blue, stone-based Cedar Springs Foods is doing with its Seafood Perfection line of trout, sea (Pangloss) and Mabo dishes.

"Rainbow trout is a species it's beginning to get a little bit better demand," says Chris Howard, director of marketing. "A lot of that has to do with the price of salmon."

Eleven different Seafood Perfection dishes will be sampled and displayed at the show, including Trout Cakes with Truffled Vegetables, Almondine-Style, the kid-aimed Rainbow Trout Treasures and Rainbow Trout Sliders. "They are frozen and usually sold near the fresh seafood counter, but some are going into the frozen seafood aisle as well," Howard says.

Baltimore-based Phelps Foods, Inc. is focusing on its core products, mainly crab and crab cakes, at this year's show. "We have done a lot of research that shows crab cakes are still very strong on menus," says Honey Koozoff, vice president, marketing. "You would think that with the recession you'd see a decline in crab cakes, but they are actually as strong as ever. Upscale restaurants have fully embraced crab cakes and now you're seeing them in midscale and even some QSR. That they are penetrating the QSR market says a lot. It means crab cakes are high on consumers' radar screens."

That's why at this year's show Phelps is promoting its new Sea Perfection Crab Cakes, fully cooked, deli-compatible crab cakes. "We believe there is opportunity for more seafood in deli/prepared," Koozoff says. "These are fully cooked so they can be sold in the deli counter. They are shipped to the retailer frozen, stacked at the shelf and sold to the consumer refrigerated."

SMOKED SALMON

With its Smoked Salmon, Birmingham, Wash.-based Trans-Ocean Products, Inc. is also a major player in the refrigerated case. It's now increasing its presence with its Atlantic Smoked, Black Pepper Atlantic Smoked and West Coast Smoked salmon that it will be showcasing in Boston. "They are all cold-smoked, all natural, so there are no preservatives," says Mark Aaron Ross, Southeast & Gulf Coast regional business development manager/corporate chef at Trans-Ocean's Chapel Hill, N.C. office.

"We launched them last year in test markets and they became the number-one salmon. So now we are going national," Ross says. "They are shipped frozen and stacked out."

Trans-Ocean is also entering the frozen shrimp business with what officials call "no-chemicals" shrimp in both cooked and raw varieties that will be sold in one-pound bags.

It is also using the show to debut its Hokkaido scallops, imported from Japan. "They are the first eating scallop there is," Ross says.

THINK SUSTAINABLE

According to Gavin Gibbons, director of communications at the National Fisheries Institute in McLean, Va., sustainability is a key trend in 2010. "There is a trend of stores saying they are looking at responsibly managed fisheries and are going to do their best to source from those fisheries," he says. "They are taking a really responsible view of sustainability, as opposed to saying there's a one-size-fits-all solution to seafood sustainability issues."

Another hot topic in 2010 is net weight, says Zach Krivos, national sales associate for Kirkland, Wash.-based Sea Port. "With people being more conservative in their buying power, net weight has kind of come back and related to ugly head as an issue again," he says. "Sea Port is a 100% net weight house, meaning if you buy a case of Sea Port fish that weighs 10 pounds, a retailer gets 10 pounds of fish. Other fish houses might have a 90% net weight, meaning the box contains only nine pounds of product. The difference that you are paying for is ice," he says. "On higher end products, like lobster, that can be a substantial price for ice. It is an issue that really needs addressing."

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January 27, 2010 06:36 PM Eastern Time

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Permalink: <http://www.businesswire.com/news/home/20100127007011/en/Leading-Japanese-Seafood-Producers-Set-Reel-Market>



The screenshot shows the BNET website interface. The main article is titled "Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show". The article discusses the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsoring the "Japan Pavilion" at the Boston Seafood Show. It mentions that the show will feature ten exhibitors representing a diverse selection of high-quality seafood ingredients from all across Japan. The article also highlights the efforts of chefs like David Bouley and Josh DeChellis to promote Japanese seafood in the US market.

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Posted on 02/07/08 by B. Bennett, Benzinga Staff
BENZINGA & NEW YORK (Benzinga Wire).

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 4-6, 2008 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature new exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh LeClerc, Executive Chef of La Vinella del Sol and owner star in the culinary world, are about to be showcasing the revolutionary ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Vinella del Sol will only be available to invited guests.

This month, the MAFF initiated a two-year plan to double Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of the worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I thank speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Susumu Takemuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- **Mitsubishi Co., Ltd.**, producer of seafood.
- **Nissin Foods Inc.**, producer of a variety of products, including ramen, pasta, frozen pizza, soy leg meat, protein instant noodle, and deep sea fish oil.
- **Nissan Foods Inc.**, producer of a variety of instant products.
- **Kikkoman Soybean Oil Co., Ltd.**, one of Japan's oldest soybean manufacturers.
- **Ishikawa Inc.**, Japan's largest perilla producer.
- **The Marine Fishes Corporation**, maker of fish processed seafood products.
- **Marukichi Food Co., Ltd.**, producer of seaweed products (nori/seaweed, etc.).
- **Marukichi Food Products Co., Ltd.**, producer of fish-based seafood products.
- **Soyuzo Co., Ltd.**, manufacturer of "Household Green", an essential ingredient of sushi heat.
- **Unimex Corp., Ltd.**, producer of a variety of processed seafood products such as smoked salmon, tuna, etc.

The Japan Pavilion will be located at booth #808 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the 2nd-floor room of the nearby Weston Waterfront Hotel on Sunday, March 2, from 12:00 to 1:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japanseafood.com/english/>.

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Business Wire News Release Published: 03/27/13 09:08 PM CDT

Japanese Seafood Companies Team Up with Star Chefs in New York City

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be showcasing its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2013 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Jean DeChellis, Executive Chef of La Fonda del Sol and mingling star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in stiller cuisines. From February 9-12, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$1 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an intensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutrition value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

(Exhibitors at this year's Japan Pavilion include:

- Hiyoshi Co., Ltd., producer of yuzu-daiwa
- Kaneda Co., Ltd., producer of a variety of products, including saury-pinkie, frozen skewer (raw fish meat, peeled salmon shrimp, and deep sea red crab)
- Kibun Foods Inc., producer of a variety of surimi products
- Minjushi Sales Co., Ltd., one of Japan's oldest surimi manufacturers
- Kurumi Inc., Japan's largest eel oil producer
- The Marine Foods Corporation, maker of five processed seafood products
- Marukou Non Co., Ltd., producer of seaweed products (wakame-flavored, etc.)
- Morimatsu Surimi Foods Co., Ltd., producer of fish, such as yellowtail and amarrisco
- Sugito Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **Booth #1B05** at the IBSS. Exhibit demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Winter Waterfront hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients, as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafoodshow.com/en/>

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

BOSTON & NEW YORK--(BUSINESS WIRE)-- The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 24-26, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the variety and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 10% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the U.S. market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

The Japan Pavilion will be located at booth #1105 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.



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January 27, 2010 2336 +0000 UTC

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

BOSTON & NEW YORK -- (BUSINESS WIRE) -- The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 18-19, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Susichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I eagerly look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Pavilion Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Wednesday January 27, 2010 12:16 PM EST
Business Wire News Release

Japanese Seafood Companies Team Up with Star Chefs in New York City

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh Ozisaki, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hosotateki Co., Ltd., producer of yellowtail
- Kanada Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, peeled jumbo shrimp, and deep sea red crab
- Ribun Foods Inc., producer of a variety of sushi products
- Kosher Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunifone Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Manduku Inc. Co., Ltd., producer of seaweed products (seaweed-flavored, etc.)
- Morimoto Tsujin Foods Co., Ltd., producer of fish, such as salmon and amberjack
- Sogipe Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Tamago Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Wharf of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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The screenshot shows a Fidelity website page with a green header. The main article is titled "Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show". The article text discusses the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsoring the Japan Pavilion at the 2010 International Boston Seafood Show (IBSS). It mentions that the pavilion will feature two exhibitors, representing a diverse selection of high-quality seafood ingredients from across Japan. The article also highlights the opportunity for American buyers to meet with exhibitors and discuss potential business opportunities. A list of exhibitors is provided, including Hyakutake Co., Ltd., Kameda Co., Ltd., Kitan Foods Inc., Koshirushi Sake Co., Ltd., Kurimori Inc., The Marine Foods Corporation, Marubishi Suisan Ryoku Co., Ltd., Morimoto Suisan Ryoku Co., Ltd., Sugio Co., Ltd., and Yamaya Co., Ltd. The article is dated 1/27/2010 and is sourced from the Ministry of Agriculture, Forestry and Fisheries of Japan.

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

BOSTON & NEW YORK--BUSINESS WIRE-- The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed Japan Pavilion for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-18, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature two exhibitors, representing a diverse selection of high-quality seafood ingredients from across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeCicco, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of 2010 Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared menus that interpret the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 6-13, diners at Bouley will have the opportunity to try Chef Bouley's enticement menu. The taping at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

Japan's cuisine has enjoyed incredible popularity in recent years, which is due in part to the excellent quality, nutritional value and flavor of Japanese seafood, said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan.

The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood.

The exhibitors at this year's Japan Pavilion include:

- Hyakutake Co., Ltd., producer of a variety of products, including sauteed pickles, frozen green hairy leg meat, pickled sashimi shrimp, and deep-sea crab
- Kameda Co., Ltd., producer of a variety of products, including frozen green hairy leg meat, pickled sashimi shrimp, and deep-sea crab
- Kitan Foods Inc., producer of a variety of sushi products
- Koshirushi Sake Co., Ltd., one of Japan's oldest sake manufacturers
- Kurimori Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubishi Suisan Ryoku Co., Ltd., producer of seaweed products (nori, wakame, etc.)
- Morimoto Suisan Ryoku Co., Ltd., producer of fish, such as yellowtail and amurshark
- Sugio Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamaya Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibitor demonstrations and tastings will be available in the pavilion. A tasting reception will also be held at the Fanciful Room of the nearby Wyndham Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://show.jp-jan-seafood.net/english/>.

Source: Ministry of Agriculture, Forestry and Fisheries of Japan

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at

By [Name] | March 14, 2013

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BUSINESSWIRE - The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Oceanic Seafood Show (IOSS), North America's largest seafood trade event, to be held from March 18-19, 2013 at the Boston Convention & Exhibition Center. Capitalizing on the positive past success, this year's show will feature two exhibitions, representing a diverse selection of top-quality seafood ingredients from all across Japan.

As a result it is the show, which has increased chef David Boulet, chef and owner of Boulet, and Josh DeChellis, Executive Chef of La Trinité on East and living due to his culinary work, will like to be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the end of ITC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that respects the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-12, chefs at Boulet will have the opportunity to try Chef Boulet's signature menu. The sampling at La Trinité del Sol will stay as available to loved guests.

This month, the MAFF entered a five-year plan to double Japan's exports of aquaculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of those items, the country has doubled an aggressive campaign to increase interest in Japanese seafood among the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of more home indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think opens up the excellent quality, nutritional value, and flavor of Japanese seafood," said Mr. Junichi Takemura, Director, Export Promotion Office at the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our new previous Japan Pavilion booth at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- **Purefish Co., Ltd.** ([producer of catfish](#))
- **Kanawa Co., Ltd.**, producer of a variety of products, including crayfish, green, fillets, raw fish, etc.; sweet salmon, shrimp, and they used to do;
- **Waka Foods Inc.**, producer of a variety of frozen products;
- **Akagumi Sake Co., Ltd.**, one of Japan's oldest sake manufacturers;
- **Sunrise Inc.**, Japan's largest shrimp producer;
- **The Marine Food Corporation**, making of the processed seafood products;
- **Matsuda Tool Co., Ltd.**, producer of seaweed products (nori-based); etc.);
- **Morimoto Suisen Kasei Co., Ltd.**, producer of EBI, such as prawns, and anchovies;
- **Gyogyo Co., Ltd.**, manufacturer of "Snow Crab Queen," an expensive variety of snow crab legs;
- **Farmory Co., Ltd.**, producer of a variety of processed seafood products, such as squid with salad fish cake.

The Japan Pavilion will be located at booth #B08C at the IOSS Exhibit Space (second floor) and samples will be available in the pavilion. A tasting reception will also be held at the Funchi Room of the nearby Westin Waterfront Hotel on Tuesday, March 14 from 5:00 PM to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to connect the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit [http://www.japan-trade.org/ioss2013/](#).

SOURCE: Ministry of Agriculture, Forestry, and Fisheries of Japan

Media Contact: MSA Partners, LLC | 400 South Street | Bristol, MA 01521-7600 | [msapartners.com](#)

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LEADS FROM BOSTON WIRE

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Japanese Seafood Companies Team Up with Star Chefs in New York City

18:36 EST Wednesday, January 31, 2012

BOSTON & NEW YORK (Business Wire) — The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2012 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh Dieckhoff, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a five-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Toshiaki Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our few previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiroshiki Co., Ltd., producer of yellowtail
- Kinokuni Co., Ltd., producer of a variety of products, including skewer planks, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sunmi products
- Kinjoshiki Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurumi Inc., Japan's largest oyster producer
- The Marine Food Corporation, maker of fine processed seafood products
- Mantoku Nippon Co., Ltd., producer of seaweed products (wasabi, nori, etc.)
- Matsutani Sansei Retsu Co., Ltd., producer of fish, such as yellowtail and amberjack
- Saguro Co., Ltd., manufacturer of "Snow King Queen," an exquisite replica of snow crab legs
- Samurai Co., Ltd., producer of a variety of processed seafood products, such as squid with yafed fish guts

The Japan Pavilion will be located at **Booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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Leading Japanese Seafood Producers Set to Roof in New Market of American Buyers at International Boston Seafood Show

By: [Author Name] Published: 01/27/10 02:28 PM EST

Japanese Seafood Companies Team Up with Star Chefs in New York City

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, work-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of Le Fonds du Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the ball end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at Le Fonds du Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I strongly look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hyohoku Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including tawny pike, frozen snow crab leg meat, peeled salmon shrimp, and deep sea red crab
- Kikun Foods Inc., producer of a variety of sushi products
- Kikkawa Suisan Co., Ltd., one of Japan's oldest seafood manufacturers
- Kureha Inc., Japan's largest oyster producer
- Meiwa Foods Corporation, maker of five processed seafood products
- Meiwa Nippon Co., Ltd., producer of processed products (crabmeat, seaweed, etc.)
- Morimoto Suisan Kogyo Co., Ltd., producer of fish, such as yellowtail and salmon
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with salad fish guts

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Pavilion Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafoodshow.com>.

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Japanese Seafood Companies Team Up with Star Chefs in New York City

Boston and New York, January 27, 2010 – The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be conducting its highly acclaimed "Japan Pavilion" for the second straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh Cochran, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week, aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-15, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports, of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Taketoshi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hyosokoku Co., Ltd., producer of yamabiko
- Kameda Co., Ltd., producer of a variety of products, including sweet pickles, frozen snow crab leg meat, peeled saffron shrimp, and deep sea red crab
- Kikun Foods Inc., producer of a variety of frozen products
- Kinoshita Sales Co., Ltd., one of Japan's oldest seafood manufacturers
- Kurohira Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine preserved seafood products
- Marutsu Nori Co., Ltd., producer of seaweed products (seaweed-flavored, etc.)
- Morimoto Suisan Betsu Co., Ltd., producer of fish, such as yamabiko and amberjack
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," all-natural replica of snow crab legs
- Yamano Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **Booth #1005** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Rooms of the nearby Boston Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.ibss-seafood.net/japan/>.

March 14-16, 2010

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Media Contact:

Etian Mandel (United States)

MSA Partners, LLC

emandel@msapartners.com

41-212-764-4760

The screenshot shows the International Business Times website. The main headline is "Leading Japanese Seafood Producers Set to Real in New Market of American Buyers at International Boston Seafood Show". The article is dated February 6, 2010, at 06:30 PM EST. The article text is as follows:

Japanese Seafood Companies Team Up with Star Chefs in New York City

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and John DeChellis, Executive Chef of La Foresta del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYO Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Foresta del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takauchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hyoshoku Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including luxury prawns, frozen king crab legs, peeled saffron shrimp, and deep fried red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kirinushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunshiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubaku Hori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Mikorikiku Suisan Pisto Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiyro Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamaya Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish gulls

The Japan Pavilion will be located at booth #995 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Pavilion Room of the nearby Walden Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood-usa.com/>.

Contact:
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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-18, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DaChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week, aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese cuisine through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 6-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

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Exhibitors at this year's Japan Pavilion include:

- Hyunshoku Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, peeled jumbo shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kinoshita Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kushiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marutoku Neri Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Monmatsu Susan Rento Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiy Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **booth #1005** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>

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January 27, 2010

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Leading Japanese Seafood Producers Set to Roll in New Market of Americas

Boysen at International Boston Seafood Show

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Boston & New York
(BUSINESS WIRE) - The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonta del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonta del Sol will only be available to invited guests.

This month, the MAFF initiates a two-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an intensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and to the popular (if lesser-known) indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Taniguchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiroshika Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including saury pickle, frozen shrimp, crab leg meat, peeled salmon shrimp, and deep sea red crab
- Kobun Foods Inc., producer of a variety of sushi products
- Kinokuni Sake Co., Ltd., one of Japan's oldest sake manufacturers
- Kurashiki Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of the processed seafood products
- Masutoku Nani Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Moonatsu Suisan Rieki Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with sautéed fish guts

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Waltham Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.ibss-japan.org>.

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Ethan Marshall, +1-212-764-4760
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Japanese Producers Partner With NYC Chefs
by Ellen Meidel, MSA Futten, LLC
Posted: 2010-03-02 16:29:48 EDT

BOSTON & NEW YORK -- The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Penda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Penda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 10% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

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Exhibitors at this year's Japan Pavilion include:

- Hyoshibiki Co., Ltd., producer of yellowtail
- Kameda Co., Ltd., producer of a variety of products, including tsuyu pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kikun Foods Inc., producer of a variety of furu products
- Kurematsu Sake Co., Ltd., one of Japan's oldest washi manufacturers
- Kusanagi Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marubishi Nori Co., Ltd., producer of seaweed products (Wasabi-Savored, etc.)
- Minamoto Suisan Kasei Co., Ltd., producer of fish, such as yellowtail and amberjack
- Soggy Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Fauntleroy Room of the nearby Wertheim Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. This reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.


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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Updated on 03/02/2010 10:00 AM EST

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature two exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two premier Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Himehiko Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of sushi products
- Kiriushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Junhiro Inc., Japan's largest printer producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marukatsu Niri Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Monmatsu Susan Porto Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugito Co., Ltd., manufacturer of "Sebei Uig Queen," an exquisite recipe of snow crab legs
- Tattayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1885 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Weston Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

SOURCE: Ministry of Agriculture, Forestry and Fisheries of Japan

Media Contact:
SEA Partners, LLC (United States)
Ethan Wender, +1-212-764-4780
wender@seapart.com

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Jan 27, 2010 5:39 PM CDT

Japanese Seafood Companies Team Up with Star Chefs in New York City

BOSTON & NEW YORK – (BUSINESS WIRE) – The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-18, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh Oshichiwa, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients using a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary expertise that underscores the potential for Japanese seafood to be incorporated in other cuisines. From February 5-13, direct at Bouley will have the opportunity to by Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a five-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junzhe Takouchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our first previous Japan Pavilion booth at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiroshige Co., Ltd., producer of yamawatai
- Kanekuni Co., Ltd., producer of a variety of products, including saury pickle, frozen snow trailing meat, peeled cashim shrimp, and deep sea red crab
- Kibon Foods Inc., producer of a variety of sushi products
- Kinoshita Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kumada Inc., Japan's largest royster stocker
- The Marine Food Corporation, maker of fine processed seafood products
- Matsuyuki Maru Co., Ltd., producer of seaweed products (wakame flavored, etc.)
- Motomatsu Suisan Rieki Co., Ltd., producer of fish, such as yamawatai and amayakaki
- Sagami Co., Ltd., manufacturer of "Snow Log Queen," an exquisite recipe of snow crab legs
- Yamao Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **booth #B505** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Paneti Room of the nearby Walden-Waldorf Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its activities, please visit <http://www.japan-seafood.org/english/>.

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Jeffrey P. Bezos, Amazon.com Inc.
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+2.37M (+4.82%)
Holdings: 43.73M
Salary: 36.79M

Robert D. White, Cardinal Health Inc.
CAH (News) (Chart) (Profile)
+755.75K (+1.71%)
Holdings: 45.67M
Salary: 866.84K

John B. Gierach Jr., Lancaster Colony Corp.
LANC (News) (Chart) (Profile)
+480.72K (+1.41%)
Holdings: 45.26M
Salary: 3.56M

John E. Pepper, Procter & Gamble Company
PG (News) (Chart) (Profile)
+583.87K (+0.48%)
Holdings: 114.08M
Salary: 313.58K

Sara Wedemeyer, Kite Corporation
KITE (News) (Chart) (Profile)
+485.42K (+4.57%)
Holdings: 10.68M
Salary: Unknown

Shari S. Horvath, Speedup Corp.
SPDC (News) (Chart) (Profile)

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January 27, 2010 5:36 PM EST

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Japanese Seafood Companies Team Up with Star Chefs in New York City

BOSTON & NEW YORK--(BUSINESS WIRE)--The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

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Exhibitors at this year's Japan Pavilion include:

- Hiroshiki Co., Ltd., producer of yellowtail
- Kanadai Co., Ltd., producer of a variety of products, including saury, pickles, frozen snow crab, leg meat, peeled sashimi shrimp, and deep sea
- red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjirushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kunihiko Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Marukoku Kori Co., Ltd., producer of seasoned products (wasabi-flavored, etc.)
- Moriotsu Suisan Route Co., Ltd., producer of fish, such as yellowtail and seabass
- Sazaya Co., Ltd., manufacturer of "Shoe Leg Queen," an exquisite recipe of snow crab legs
- Yabayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1805 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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The screenshot shows the TD Ameritrade website interface. At the top, there's a navigation bar with links like Home, Accounts, Trade, Research & Ideas, Trading Tools, Planning & Retirement, and Client Services. Below this is a search bar and a date indicator: 'Tuesday, February 9, 2010 12:27 PM EST'. The main content area features a 'News' section with a headline: 'Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show'. The article text discusses the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsoring the 'Japan Pavilion' at the International Boston Seafood Show (IBSS) from March 14-16, 2010. It highlights the pavilion's success in previous years and the diverse selection of high-quality seafood ingredients from across Japan. A list of exhibitors is provided, including Hyoshoku Co., Ltd., Kameda Co., Ltd., Kibun Foods Inc., Kinkunshi Sales Co., Ltd., Kunshiro Inc., The Marine Foods Corporation, Marukoku Non Co., Ltd., Monmeitu Susan Retsu Co., Ltd., Sugino Co., Ltd., and Yamao Co., Ltd. The article also mentions a tasting reception on Sunday, March 14, from 5:00 to 7:00 PM. On the right side of the page, there's a 'February 4, 2010' section with a list of news headlines, including '12/10/10 Empower Reports Third Quarter 2009/10 Results', '12/10/10 Level 3 Announces Completion of Tender Offer and Consent Solicitation', '12/09/10 World Vision Held Update Conference', '12/09/10 Egypt's stocks ahead of earnings, safety statement', '12/09/10 Brazil's GDP share makes biggest jump ever', '12/09/10 Good news and bad news on tax debt based', '12/09/10 Amazon looks bullish as Apple looks gloomy', '12/09/10 Update on high-tech, varied timing system', '12/09/10 Sustaining success and keeping your nest egg intact', '12/09/10 Obama's budget cracks estate-plan rifts', '12/09/10 "January Indicator" shows stock investors are bullish', '12/09/10 Get ready to benefit from Obama's jobs plan', '12/09/10 New Research Shows Growth of Pregnant Women and Their Fetuses Can Increase the Risk of Preterm Labor', and '12/09/10 AMD Professional Graphics Certified for Autodesk Design Software'.

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

A report by TD Waterhouse Inc. on 1/27/2010 at 10:00 AM EST

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Conference & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

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Exhibitors at this year's Japan Pavilion include:

- Hiyoshiko Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including eel's pickle, frozen snow crab leg meat, prepped sashimi shrimp, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Konjushi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurohira Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Mantoku Neri Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Monmarco Suisan Seito Co., Ltd., producer of fish, such as yellowtail, and amberjack
- Suguro Co., Ltd., manufacturer of "Snow Leg Dishes," an exquisite recipe of snow crab legs
- Yamaya Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibition demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

SOURCE: Ministry of Agriculture, Forestry and Fisheries of Japan

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January 27, 2010 09:38 PM Eastern Time

Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

—Japanese Seafood Companies Target U.S. and U.K. Markets at New York City—

BOSTON is a key U.S. BUSINESS WIRE—The Ministry of Agriculture, Forestry and Fisheries in Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the first straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-18, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the previous year's success, this year's show will feature ten exhibitors, showcasing a diverse variety of high-quality seafood ingredients from all across Japan.

As a leader in the show, world-renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and long time in the culinary world, will be showcasing the "winning" ingredients during a series of tastings at their restaurants in New York at the end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 5-13, chefs at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF released a two-year trade study Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to promote its products in Japanese markets within the U.S. market. As part of this effort, the ministry also hopes to expand the American public's awareness of seafood items and sources, both of which are already enjoyed around the world, and boost the popularity of home-grown indigenous Japanese ingredients.

"Japanese cuisine has enjoyed worldwide popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Taniguchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiroshima Co., Ltd., producer of yellowtail
- Kaneko Co., Ltd., producer of a variety of products, including saury, cod, frozen shrimp, crab legs, meat, peeled salmon, shrimp, and deep-sea red crab
- Kusan Foods Inc., producer of a variety of sushi products
- Marukawa Sales Co., Ltd., one of Japan's oldest seafood manufacturers
- Nurikawa Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fish products (seafood products)
- Marukawa Sea Co., Ltd., producer of seaweed products (wakame, nori, etc.)
- Mitsubishi Suisan Foods Co., Ltd., producer of fish, such as yellowtail and anchovies
- Sagami Co., Ltd., manufacturer of "Shiro-Lag Quasi," an exquisite recipe of shrimp crab legs
- Yamamoto Co., Ltd., producer of a variety of processed seafood products, such as squid with salad fish gel

The Japan Pavilion will be located at **booth #108** at the IBSS. Exhibitor demonstrations and samples will be available to the public. A networking reception will also be held at the Pavilion Room at the nearby Sheraton Waterford Hotel on Sunday, March 14 from 5:30pm-7:00pm. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/ibss>.

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show.

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Japanese Seafood Companies Team Up with Star Chefs in New York City

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Exhibitors at this year's Japan Pavilion include:

- * Hyoshoku Co., Ltd., producer of yellowtail
- * Kanedai Co., Ltd., producer of a variety of products, including saury pickle, frozen snow crab leg meat, peeled gastrea shrimp, and deep-sea red crab
- * Kibun Foods Inc., producer of a variety of gummy products
- * Konjishi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- * Kurihito Inc., Japan's largest oyster producer
- * The Marine Foods Corporation, maker of fine processed seafood products
- * Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- * Marutoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- * Moematsu Suisan Retsu Co., Ltd., producer of fish, such as yellowtail and amberjack
- * Sugyo Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite recipe of snow crab legs
- * Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with baked fish guts

The Japan Pavilion will be located at booth #1805 at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

Business Wire News Release
Published: 01/27/2010 06:36 PM EST
Japanese Seafood Companies Team Up with Blue Crab in New York City

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As a lead-in to the show, world renowned chef David Bouley, chef and owner of Bouley, and Josh DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary culture that underscores the potential for Japanese seafood to be employed in other cuisines. From February 8-13, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

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Exhibitors at this year's Japan Pavilion include:

- Hirotsugu Co., Ltd., producer of yellowtail
- Kaneda Co., Ltd., producer of a variety of products, including salty pickles, frozen snow crab leg meat, packed sashimi, shrimp, and deep sea red snapper
- Kobun Foods Inc., producer of a variety of sushi products
- Kiryuichi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Konihira Inc., Japan's largest oyster producer
- The Maruya Food Corporation, maker of fine processed seafood products
- Masuzoku Hon Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Motomatsu Suisan Reito Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugino Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish guts

The Japan Pavilion will be located at **booth #1005** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Farnall Room of the nearby Walden-Walshfront Hotel on Sunday, March 14, from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and to exhibitors, please visit <http://www.japan-seafood.net/english/>

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Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show

By Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF)

BOSTON & NEW YORK (BUSINESS WIRE) - The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors, representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a lead-in to the show, world-renowned chef David Bouley, chef and owner of Bouley, and Joshi DeChellis, Executive Chef of La Fonda del Sol and rising star in the culinary world, will also be showcasing the pavilion's ingredients during a series of tastings at their restaurants in New York at the tail end of NYC Restaurant Week aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 9-11, diners at Bouley will have the opportunity to try Chef Bouley's exclusive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF unveiled a five-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 20% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese products within the U.S. market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

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Exhibitors at this year's Japan Pavilion include:

- Hyshoku Co., Ltd., producer of yakiwatai
- Kanetori Co., Ltd., producer of a variety of products, including saury pickles, frozen snow crab leg meat, peeled salmon shrimp, and deep sea red crab
- Kibun Food Inc., producer of a variety of sushi products
- Kishimori Sake Co., Ltd., one of Japan's oldest sake manufacturers
- Kushiro Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Matsuki Hori Co., Ltd., producer of seaweed products (nori and kombu, etc.)
- Mitsubishi Sake Nippon Co., Ltd., producer of sake, such as yakiwatai and amebachi
- Sugyo Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite replica of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish glaze

The Japan Pavilion will be located at booth #1005 at the IBSS. Exhibit demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Faneuil Room of the nearby Westin Waterford Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood-nation.com/>

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Wednesday, January 27, 6:36 pm ET

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"Japanese cuisine has enjoyed worldwide popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilion booths at the IBSS has convinced us to strengthen our presence at the show, and I sincerely look forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hyohoku Co., Ltd., producer of yellowtail
- Kanedai Co., Ltd., producer of a variety of products, including spiny ickles, frozen snow crab leg meat, peeled sashimi, sliced, and deep sea red crab
- Kibun Foods Inc., producer of a variety of surimi products
- Kinjishi Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Kurehito Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Maruyoku Nori Co., Ltd., producer of seaweed products (wasabi-flavored, etc.)
- Morimatsu Suisan Kente Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sagami Co., Ltd., manufacturer of "Snow Leg Queen," an exquisite recipe of snow crab legs
- Yamayo Co., Ltd., producer of a variety of processed seafood products, such as squid with salted fish gubi

The Japan Pavilion will be located at **booth #1805** at the IBSS. Exhibitor demonstrations and samples will be available in the pavilion. A tasting reception will also be held at the Eneuro Room of the nearby Westin Waterfront Hotel on Sunday, March 14 from 5:00 to 7:00PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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Business
Leading Japanese Seafood Producers Set to Reel in New Market of American Buyers at International Boston Seafood Show
By: Etsuko Arai (Jan 28, 2010)
2010-01-28 00:28:02

The Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) will be sponsoring its highly acclaimed "Japan Pavilion" for the third straight year at the upcoming International Boston Seafood Show (IBSS), North America's largest seafood trade event, to be held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Capitalizing on the pavilion's past success, this year's show will feature ten exhibitors representing a diverse selection of high-quality seafood ingredients from all across Japan.

As a head-on to the U.S. market, renowned chef David Bradley, chef and owner of Boule, and Josh DeChellis, Executive Chef of La Fonda del Sol will bring star in the culinary world, will also be showcasing the exhibitors' ingredients during a series of tastings at their restaurants in New York.

At the tail end of NYC, Restaurateur Wine aimed at highlighting the versatility and diversity of Japanese seafood. Each chef has carefully prepared a menu that interprets the authentic Japanese ingredients through the lens of a different European cuisine, resulting in a remarkable blend of culinary cultures that underscores the potential for Japanese seafood to be employed in other cuisines. From February 9-13, chefs at Boule will have the opportunity to try Chef Bradley's extensive menu. The sampling at La Fonda del Sol will only be available to invited guests.

This month, the MAFF initiated a ten-year plan to double Japan's exports of agriculture and seafood products to over \$10 billion. While Japan's exports of agriculture, seafood, and food products to North America currently account for less than 30% of its worldwide exports of these items, the country has launched an extensive campaign to increase interest in Japanese seafood within the US market. As part of this effort, the ministry also hopes to expand the American public's awareness beyond sushi and sashimi, both of which are already enjoyed around the world, and boost the popularity of lesser-known indigenous Japanese ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," said Mr. Junichi Takeuchi, Director, Export Promotion Office of the Ministry of Agriculture, Forestry and Fisheries of Japan. "The success of our two previous Japan Pavilions at the IBSS has convinced us to strengthen our presence at the show, and I am very much looking forward to giving visitors an opportunity to experience and learn about the excellence of traditional Japanese seafood."

Exhibitors at this year's Japan Pavilion include:

- Hiyokoku Co., Ltd., producer of yellowtail
- Kankai Co., Ltd., producer of a variety of products, including dairy products, frozen snow crab leg meat, peeled scallops, shrimp, and deep sea red snapper
- Kishida Foods Inc., producer of a variety of sushi products
- Kiyomasa Sales Co., Ltd., one of Japan's oldest wasabi manufacturers
- Nishino Inc., Japan's largest oyster producer
- The Marine Foods Corporation, maker of fine processed seafood products
- Mandou Tei Co., Ltd., producer of seaweed products (seaweed-based, etc.)
- Morimoto Suisan Photo Co., Ltd., producer of fish, such as yellowtail and amberjack
- Sugiya Co., Ltd., manufacturer of "Orme Leg Queen," an exquisite recipe of snow crab legs
- Yamato Co., Ltd., producer of a variety of processed seafood products, such as squid with effect fish guts

The Japan Pavilion will be located at booth #1605 at the IBSS.

Exhibitor demonstrations and samples will be available in the pavilion.

A tasting reception will also be held at the Faneuil Hall of the nearby World Waldorf Hotel on Sunday, March 14 from 5:00 to 7:00 PM. The reception will give buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss potential business opportunities.

For further information about the Japan Pavilion and its exhibitors, please visit www.japan-seafood.net/english/.

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2010.03.22



FOR IMMEDIATE RELEASE

Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Lesser-known Japanese Ingredients Positioned to Make Inroads into the US Market

Boston, March 22, 2010 – As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- **Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive “*hirohiro ikesu*” enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** – Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- **Deep-fried Surimi Seafood with Tofu (*Uogashiage*)** – Kibun Foods Inc. exhibited a variety of surimi-based products, including *nogashiage* (deep-fried surimi with tofu), *oden* (surimi soup) and *datemaki* (baked surimi with eggs).
- **Chopped Wasabi** – Kinjirushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** – Kunihiro Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- **Kaisen Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Seaweed** – Marutoku Nori Co. Ltd., which has been harvesting Japanese seaweed (*nori*) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and *sonomama yakinori* (toasted seaweed flakes).
- **Amberjack** – Morimatsu Suisan Reito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the “*ikijime*” vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- **Snow Leg Queen** – Sugiyo Co., Ltd. exhibited its “Snow Leg Queen” replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugiyo was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Innards (*Iku-shiokara*)** – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its *iku-shiokara* (fermented squid with salted fish innards) *shime-saba* (marinated Japanese mackerel), *shime-sunna* (marinated Pacific saury) and *tsururame konbu zuke* (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Tsuji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of “Culinary Travels with Dave Eckert” that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

“Seafood producers in Japan display such passion and pride in everything they do,” explained Mr. Eckert. “As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable.”

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products. For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

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デイリー版(号外)の『Seafood Business』は、IBSS会期中、会場内にて毎日5000部発行。

News Line

Supply

Japan rides star power into Boston

National pavilion returns for third straight year

For the third consecutive year, Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) is sponsoring the Japan Pavilion at the International Boston Seafood Show.

Capitalizing on past success, this year's pavilion will feature 10 companies that represent a diverse selection of Japanese seafood ingredients.

"Japanese cuisine has enjoyed incredible popularity in recent years, which I think speaks to the excellent quality, nutritional value and flavor of Japanese seafood," says Junichi Takeuchi, director of the MAFF Export Promotion Office.

Leading up to this year's show, David Bouley, chef and owner of Bouley, and Josh DeChellis, executive chef of La Fonda del Sol, showcased the exhibitors' seafood ingredients last month in a series of



Chief Josh DeChellis prepares a sushi roll for New York City's Restaurant Week.

tastings at their restaurants during New York City's Restaurant Week. Bouley and DeChellis each prepared various dishes interpreting Japanese ingredients through the lens of a different European cuisine, which underscored the potential for

Japanese seafood to be employed in other cuisines.

MAFF also recently launched a 10-year plan to double Japan's exports of agriculture and seafood products to more than \$10 billion, sharpening its focus on seafood exports to the United States. The ministry seeks to expand American consumers' horizons beyond sushi and sashimi to some lesser-known Japanese ingredients.

The Japan Pavilion will be located at booth 1805. Exhibitor demonstrations and samples will be available and an open tasting reception will be held at the Faneuil Room of the nearby Westin Waterfront Hotel today from 5 to 7 p.m. — *James Wright*

Sustainability

NFI Crab Council gaining steam

Group earns World Bank grant

Because U.S. crabmeat supplies are mostly imported — about three-quarters of the crabmeat Americans consume is from overseas — a group of U.S. importers has banded together to address sustainability issues in foreign waters.

The companies, all members of the National Fisheries Institute, formed the NFI Crab Council after convening last September to discuss challenges with the sustainability of crab fisheries in Indonesia and the Philippines.

In just a short time, the group — Twin Tails Seafood, Handy International, Chicken of the Sea, Lawrence Street Seafood, Newport International, Phillips Foods, John Keeler and Co., Heron Point Seafood, Crab Associates and RGE Agrivest Corp. — has already made an impact.

The World Bank's AllFish program awarded the

council a \$50,000 grant, which the founding companies matched. Today at 9:30 a.m., the council will officially commission its business plan at the International Boston Seafood Show in Room 158.

"This is a group that went from an idea to a multilateral reality in just a few months. When you have plans in place and money in the bank in less time than it takes some to put out a press release, you'll find organizations like the World Bank take notice," says Gavin Gibbons, NFI spokesperson.

"There is work to be done when it comes to the sustainability of blue-swimming crab, and the council isn't claiming it's going to impact things overnight, but participating companies are clearly putting their time, money and effort where their mouths are." — *JW*

Show HIGHLIGHTS

Be sure to visit the **Seafood Marketplace**, a working model of a sustainable seafood marketplace on the show floor at booth 215. The space is staffed by Seafood Marketplace team which includes regional (to show profitable sales and demonstrate their commitment to sustainable seafood development).

The year's **Free Keynote Address** by Kevin Cadogan, the executive chef at the Country Club of Birmingham, Conn., will be held today from 12:30 to 1:30 p.m. in Room 234A. A former contestant on the TV show "Iron Chef America," Cadogan will talk about why sustainable seafood makes sense.

At 3:30 p.m., three-time Boston Marathon winner "Chopper" Cooke, the 2008 world champion triathlete, will bring his strongest skills to defend his title as the fastest triathlete in the world. The **4th Annual Oyster Shucking Contest** is also to be held on the show floor.

Follow the year's best on the **Twitter Wall**, in which show exhibitors can post their show-related tweets, which will be displayed in the registration area. Add #IBSS10 to your show-related tweets.

Supply

Thai shrimp going green

Delegation to promote sustainability, quality

The United States' top shrimp supplier wants to turn your shrimp green.

Thailand, the source of roughly one-third of all U.S. shrimp imports, is promoting its commitment to improve the sustainability, quality and safety of its farmed shrimp, including organic shrimp.

"Everyone knows Thailand is one of the largest shrimp exporters in the world," says Ratchit Chundarasirong, agriculture minister and head of Thailand's Office of Agricultural Affairs. "We want to show American consumers that we are also leaders in

sustainability, safety and human rights."

Thai producers are also beginning to raise and export organic shrimp. A few select farms are raising the shrimp in closed-containment systems with water-recirculation canals and organic water-treatment ponds, in which no waste material is discharged into the surrounding environment. The Thai black tiger prawns are certified organic by Naturland, a German-based organic-certification organization.

Thailand has been exceeding global aquaculture

standards while making human rights our priority for years. And although we've been well accepted internationally, we've never stopped improving," says Chundarasirong.

Thailand is also participating in a U.S. Food and Drug Administration pilot program to gauge the effectiveness of third-party certification for shrimp.

Senior-level Thai officials, including the Thai ambassador to the United States and the director general of the Department of Fisheries, will host a seminar on shrimp quality and production tomorrow at 2 p.m. in Room 225. Visitors to booth 2047 can sample Thai shrimp and tilapia. — *JW*



Nautica Talk with Captain Lou (局名:95.9FM WATD in Boston)	会期後	ラジオ 2010.3.21
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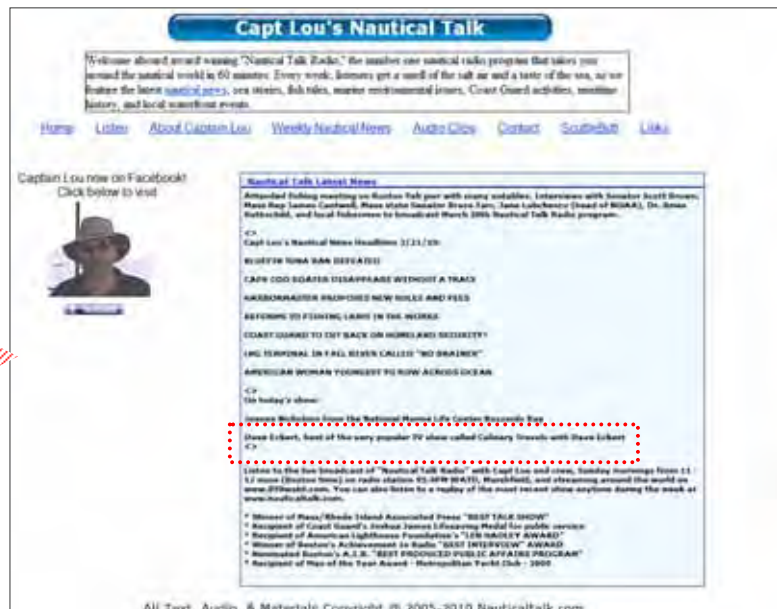
【キャプテン・ルーの「Nautical Talk Radio」のデイブ・エカート氏のインタビュー要訳】

ボストンの地元のラジオ番組『Nautical Talk Radio』の司会のキャプテン・ルーは、ボストン・シーフードショーの日本パビリオンの出展者10社の食材を試食できるレセプション・パーティーに招待されました。パーティーでは、お刺身、海草などの色々な日本のシーフードをアレンジした料理を楽しみました。

そこで彼は、レセプション会場に招かれた特別ゲストのデイブ・エカート氏にインタビューしました。

エカート氏の番組『Culinary Travel with Dave Eckert』は世界中の料理や食文化などを紹介しており、過去300回にわたって放送されています。

エカート氏は「先日、日本の愛媛県に取材に行き、地元の漁師、数々の素晴らしい魚料理と、美しい自然などを撮影し、アメリカに持ち帰って放送することが出来た。また、地元の料理のブリしゃぶを食べた。薄く切ったブリの刺身を熱いだし汁にさっとすいで食べるのがとてもユニークで味も素晴らしかった。」とコメントしました。



番組名 : Nautica Talk with Captain Lou

ラジオ局: WATD in Boston (http://www.959watd.com/)

放送日 : 3月21日(日)午前11時～正午

ボストンのラジオ局「95.9FM WATD in Boston (www.959watd.com)」の番組「Nautica Talk with Captain Lou」にて試食レセプションの来賓Dave Eckert氏のインタビューの様子が約9分にわたって放送された。



International Boston Seafood Show 2010のジャパン・パビリオンの様子 (Photo: Business Wire)

3月14日から16日にかけて、ボストン・コンベンション&エキジビション・センターで北米最大規模の水産物専門展示・商談会「International Boston Seafood Show 2010」が開催され、農林水産省によって設置された日本パビリオンには日本の水産物10社が出展した。

物等輸出促進支援事業の一環として行っているもので、日本の農林水産物第2位の輸出先である米国への販売促進を一層強化する狙い。14日には展示場隣接のウエスタン・ウオーターフロント・ホテルでメディアおよびバイヤーなどの関係者を招き、日本食料に関するセミナー、試食会、商談会が開かれた。すしや刺身など、定番の日本食はもちろんのこと、あまり知られていないさまざまな食材を使った日本のメニューにバイヤーから高い関心が集まった。

農水省が北米最大規模の水産物専門展示・商談会 日本パビリオンが大反響 ボストンでユニークな食材が人気を集める

出展者と主要出展物

株式会社カネダイ	まるずわいがに
株式会社紀文食品	魚河岸あげ
金印物産株式会社	きざみわさび
クニヒロ株式会社	冷凍スチームかき
マリンフーズ株式会社	枝豆サラダ
森松水産冷凍株式会社	ハマチロイン
株式会社スギヨ	かに風味甜酢
株式会社ヤマヨ	いか塩辛
株式会社兵衛	ブリフィレ
丸徳海苔株式会社	わさび

【週刊ビジネスニュース (Weekly Business News)】

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March 22, 2010 6:00 AM Eastern Daylight Time

Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Lesser-known Japanese ingredients positioned to make inroads into the US market

BOSTON—(BUSINESS WIRE)—As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/eng/jsp/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has witnessed the influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products originated from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Yellowtail** – Hyoshoku Co., Ltd. exhibited its still-freshly caught yellowtail. Hyoshoku farms its yellowtail in an expansive "hydro-heat" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- Sashimi String** – Kaneda Co., Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and shrimp products locally farmed in Kanagawa, Miyagi Prefecture.
- Deep-fried Surimi Seafood with Tofu** (Udagashirae) – Kibun Foods Inc. exhibited a variety of surimi-based products, including udagashirae (deep-fried surimi with tofu), odor (surimi soup) and daimaki (fried surimi with eggs).
- Chopped Wasabi** – Kinyushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi produced using low temperature processing techniques.
- Steamed Oysters** – Kumiko Inc. – Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sashimi, deep frying and for use as-is.
- Kakuni Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wakame and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wasabi Flavored Seaweed** – Mantoku Hon Co., Ltd., which has been harvesting Japanese seaweed (nor) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and konsumame yakitori (broasted seaweed flakes).
- Amberjack** – Shomatsu Suisan Rins Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "iki-jime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- Snow Leg Quern** – Sugyo Co., Ltd. exhibited its "Snow Leg Quern" replica crab product, which is almost identical to real snow-crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- Fermented Squid with Salted Fish Inwards** (Ika shikhorori) – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hiroshima, Aomori Prefecture, exhibited its ika-shikhorori (fermented squid with salted fish inwards) (shimabiki (fermented Japanese mackerel), shumai-same (fermented Pacific saury) and konsumame konbu zuke (seasoned konbu seaweed)).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Wynn Waterfront Hotel on March 14. After opening remarks from Masaru Tsuji, Consul General of the Consulate General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wipeout TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/eng/jsp/>.

Photo/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/img.cgi?year=2010&month=03&day=22&id=100322006729&lang=en>

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Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Monday, March 22nd, 2010 at 1:18 pm

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As part of an initiative to increase an appreciation for the diversity and excellent quality of Japanese seafood within the U.S. market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored by Bord Japan Japan Pavilion (<http://www.japan-seafood.net/english/>) at the year's International Boston Seafood Show (IBSS), North America's largest seafood trade event which was held from March 14-15, 2010 at the Boston Convention & Exhibition Center.

Sponsored by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese themselves have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients in the United States. According to official statistics, in 2008, exports of seafood represented 35.5% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed the influx of Japanese seafood, particularly given the growing popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about high-quality Japanese ingredients.

Drawing on this excitement and the tremendous popularity of past events, this year's pavilion showcased products from one of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations, and samplings of each of the participating exhibited products and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Tokushima – Hyoshoku Co., Ltd.** exhibited its carefully raised akabara. Hyoshoku farms its akabara in an expansive "thousand-acre" ecosystem, reducing the density of the fish to one that is of standard aqua farms with the goal of replicating the peaceful natural environment.
- Sashimi Shrimp – Kanamaru Co. Ltd.** exhibited a selection of premium sashimi shrimp, which are widely popular at major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and scud products locally famous in Akita Prefecture.
- Deep-fried Surimi Seafood with Tofu (Uogashitake) – Kikumori Foods Inc.** exhibited a variety of premium surimi products, including uogashitake (deep-fried surimi with tofu), suari (surimi balls) and gyoza (baked surimi with eggs).
- Chopped Wazabi – Kikunori Foods Co., Ltd.** exhibited a range of wazabi products, including chopped and grated wazabi, produced using low temperature processing techniques.
- Steamed Oysters – Kikumori Inc.** Japan's largest producer of oysters, exhibited a selection of its famous oysters that can be easily employed by chefs in a variety of applications, including sashimi, deep-frying and for use as-is.
- Kaisen Daimonji Sake – Kikumori Foods Co., Ltd.** exhibited the company's carefully prepared brewed sake, wazabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wazabi Flavored Seafood – Kikumori Foods Co., Ltd.** which has been handling Japanese seafood (from its headquarters) for over 50 years, exhibited a selection of seaweed products, including wazabi flavored seaweed and sashimi-grade yabuta (fried seaweed flakes).
- Atsuta-ryu – Kikumori Foods Co., Ltd.** exhibited a selection of its marketable prepared and packaged products and seafood. The company is known throughout Japan for utilizing the "hot" vacuum packing method that preserves the flavor of the fish and ensures its freshness.
- Semi-Leg Oysters – Sogaya Co., Ltd.** exhibited its "Semi-Leg Oyster" replica oyster product which is almost identical to real oyster in appearance, taste and texture. Sogaya was one of the first companies to introduce replica oysters to the North American market.
- Fermented Squid with Setted Fish Heads (Ika no Jikan) – Yamaki Co., Ltd.** one of Japan's most successful deep-sea fisheries based in Hiroshima, Akumori Prefecture exhibited its sea-fermented squid with setted fish heads (Ika no Jikan) and its sea-fermented squid (Ika no Jikan) and its sea-fermented squid (Ika no Jikan).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masao Tsuji, Consul General of the Consulate-General of Japan in Boston, Entry Award-winning producer Dave Ebert, who inspired Japanese seafood in an episode of "Culinary Travel" with Dave Ebert that aired on the cable network (H&B-TV) last December, spoke about his experience in theme protection, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," remarked Mr. Ebert, "so a visit, their products would be an extremely high level of quality and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products introduced to the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibited ingredients as well as meet with exhibitors to discuss business opportunities in the U.S. market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agriculture, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its activities, please visit <http://www.japan-seafood.net/english/>.

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Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Posted on 03/22/10 at 7:07pm by Benzinga Staff
BOSTON--(BUSINESS WIRE)--

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (http://www.japan-seafood.net/english/) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the booming popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Yellowtail** – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an exclusive "Kinsuho Utsu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- Sashimi Shrimp** – Kanetsu Co., Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- Deep-fried Surimi Seafood with Tofu** (Uogashiragi) – Kibun Foods Inc. exhibited a variety of surimi-based products, including uogashiragi (deep-fried surimi with tofu), edam (surimi soup) and daimaki (baked surimi with eggs).
- Chopped Wasabi** – Kinjutsu Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- Steamed Oysters** – Kurihito Inc., Japan's largest producer of oysters, exhibited a selection of its frozen systems that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- Kaisen Edamame Salad** – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and saury products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wasabi Flavored Seaweed** – Marutsu Neri Co., Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and zoniomame yekuro (baked seaweed flakes).
- Amberjack** – Morimatsu Suisan Kobo Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "hajime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- Snow Leg Queen** – Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- Fermented Squid with Salted Fish Inwards** (Ika-shiokara) – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Akomori Prefecture, exhibited its ika-shiokara (fermented squid with salted fish inwards) shime-saba (marinated Japanese mackerel), shime-anime (marinated Pacific saury) and tsururame konbu zuke (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Wartin Waterfront Hotel on March 14. After opening remarks from Masaru Treji, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?cid=60200908&lang=en>

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The screenshot displays the EUROINVESTOR.co.uk website. At the top, there's a navigation bar with the site's name and a search bar. Below this, a banner for 'Get Free Money on Your First 5 Deposits!' is visible. The main content area features a news article from 'Business Wire' titled 'Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show'. The article text is partially visible, discussing the success of the Japan Pavilion at the seafood show. To the right of the article, there's a sidebar with a 'Download Casino' button and a table of stock prices. The table has columns for 'Name', 'Change', and 'Volume'. The bottom of the page shows a 'New Google' button and a 'Print' link.

The screenshot shows the homepage of FinanzNachrichten.de, a German financial news website. The main headline is "3rd Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show". The article describes the success of the Japanese pavilion at the seafood show, highlighting various products like yellowtail, scallops, and squid. The website layout includes a top navigation bar, a search bar, and a sidebar with additional news and advertisements.

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12.03.2010 19:04

Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Japan's Aquaculture Industry Represented to Mass Brands from the US Market

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (http://www.japan-seafood.net/english) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese has centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2008, exports of seafood represented 26.5% of Japan's total agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has witnessed this influx of Japanese seafood, particularly given the increasing popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly aware of other lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samples of each of the participating exhibitory products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Showcased products included:

- Yellowtail** - Miyahiko Co., Ltd. exhibited its Miyahiko brand yellowtail. Miyahiko farms its yellowtail in an exclusive "terrace basin" enclosure, reducing the density of the fish to one-third that of standard aquaculture with the goal of replicating the yellowtail's natural environment.
- Scallop Spring** - Kaneko Co. Ltd. exhibited a selection of pre-cooked scallop spring, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and dairy products locally famous in Kanagawa Prefecture.
- Deep-fried Surimi Seafood with Tofu** (Umagami) - Umagami Foods Inc. exhibited a variety of home-cooked products, including cup-noodle (deep-fried surimi with tofu), oven (surimi soup) and dumpling (fried surimi with egg).
- Chopped Wazabi** - Kiyomichi Sales Co., Ltd. exhibited a range of seafood products, including chopped and graded wazabi, produced using low temperature processing techniques.
- Assorted Oysters** - Kurihara Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sashimi, deep frying and for use as a dip.
- Salmon Edamame Salad** - Hama Foods Corporation exhibited the company's carefully prepared pickled, vegetable and salad products, which are frequently ordered in both Japanese and Chinese cuisine.
- Wazabi Flavored Seaweed** - Matsubara Ken Co., Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 50 years, exhibited a selection of seaweed products, including wazabi flavored seaweed and konjac (nori-flavored seaweed).
- Andarjack** - Marubishi Iwanoishi Co., Ltd. exhibited a selection of its home-made prepared and packaged andarjack and yamaguchi. The company is known throughout Japan for utilizing the "sujime" vacuum-sealing method that preserves the flavor of the fish and ensures its freshness.
- Stone Top Queen** - Sugito Co., Ltd. exhibited its "Stone Top Queen" replica crab product, which is popular identical to real snow crab in appearance, flavor and texture. Sugito was one of the first companies to introduce replica crab to the North American market.
- Fermented Squid with Sealed Fish Bonito** (Chikuzensho) - Yamaji Co., Ltd. one of Japan's best seafood (shimizu) producers based in Hiroshima, exhibited its signature fermented squid with sealed fish bonito (chikuzensho), chikuzensho (fermented Japanese mackerel), chikuzensho (fermented Pacific saury) and chikuzensho (fermented bonito skewers).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Weston Waterfront Hotel on March 14. After opening remarks from Masao Tsuji, Consul General of the Consulate-General of Japan in Boston, Evans Award-winning producer Dave Kiser, who exhibited Japanese yellowtail at an episode of "Culinary Traveler with Dave Kiser" that aired on the cable network "South TV last December, spoke about his experience in Hiroshima Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Kiser, "As a result, their products exhibit an extremely high level of consistency and quality. Sealed by deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring display events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its activities, please visit <http://www.japan-seafood.net/english>.

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Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Business Wire News Releases Published: 03/22/10 02:03 PM EDT

Lesser-known Japanese Ingredients Positioned to Make Inroads into the U.S. Market

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the U.S. market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

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Yellowtail – Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive "huroiro ikasu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.

Sashimi Shrimp – Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.

Deep-fried Surimi Seafood with Tofu (Jogashiguri) – Kibun Foods Inc. exhibited a variety of surimi-based products, including uogashiguri (deep-fried surimi with tofu), oden (surimi soup) and datemaki (baked surimi with eggs).

Chopped Wasabi – Kinjushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi produced using low temperature processing techniques.

Steamed Oysters – Kanhiro Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.

Kaisen Edamame Salad – Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.

Wasabi Flavored Seaweed – Marutoku Niri Co. Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and zonomama yakitori (toasted seaweed flakes).

Amberjack – Morimatsu Susan Reito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ikijime" vacuum packing method that preserves the flavor of the fish and ensures its freshness.

Snow Leg Queen – Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.

Fermented Squid with Salted Fish Innards (Ika-shikara) – Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its ika-shikara (fermented squid with salted fish innards) shime-saba (marinated Japanese mackerel), shime-santa (marinated Pacific saury) and tsururame konbu zuki (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Tsui, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Weath TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6222999&lang=en>

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Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

3-22-10 2:02 PM EDT

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- **Yellowtail** - Hyoshoku Co., Ltd. exhibited its skillfully raised yellowtail. Hyoshoku farms its yellowtail in an expansive "hissho ikasu" enclosure, reducing the density of the fish to one-third that of standard aqua farms with the goal of replicating the yellowtail's natural environment.
- **Sashimi Shrimp** - Kanedai Co. Ltd. exhibited a selection of peeled sashimi shrimp, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and saury products locally farmed in Kesennuma, Miyagi Prefecture.
- **Deep-fried Surimi Seafood with Tofu** (Uopashage) - Kibun Foods Inc. exhibited a variety of surimi-based products, including uopashage (deep-fried surimi with tofu), oden (surimi soup) and dymaki (baked surimi with eggs).
- **Chopped Wasabi** - Kinjushi Sales Co., Ltd. exhibited a range of wasabi products, including chopped and grated wasabi, produced using low temperature processing techniques.
- **Steamed Oysters** - Kunihito Inc., Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including sautéing, deep frying and for use as-is.
- **Kaisen Edamame Seaweed** - Marine Foods Corporation exhibited the company's carefully prepared seaweed, wasabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- **Wasabi Flavored Seaweed** - Marutoku Hori Co. Ltd., which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wasabi flavored seaweed and santomama yakitori (toasted seaweed flakes).
- **Amberjack** - Morimatsu Susan Kaito Co., Ltd. exhibited a selection of its masterfully prepared and packaged amberjack and yellowtail. The company is known throughout Japan for utilizing the "ajime" vacuum-packing method that preserves the flavor of the fish and ensures its freshness.
- **Snow Leg Queen** - Sugyo Co., Ltd. exhibited its "Snow Leg Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugyo was one of the first companies to introduce replica crab to the North American market.
- **Fermented Squid with Salted Fish Innards** (Ika-shiokara) - Yamayo Co., Ltd. one of Japan's most successful deep-sea fisheries based in Hachinohe, Aomori Prefecture, exhibited its Ika-shiokara (fermented squid with salted fish innards), shime-saba (marinated Japanese mackerel), shime-sanma (marinated Pacific saury) and tsuraname kimbuzuke (seasoned konbu seaweed).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Westin Waterfront Hotel on March 14. After opening remarks from Masaru Toudi, Consul General of the Consulate-General of Japan in Boston, Emmy award-winning producer Dave Eckert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Eckert" that aired on the cable network Wealth TV last December, spoke about his experience in Ehime Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agricultural, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

For further information about the Japan Pavilion and its exhibitors, please visit <http://www.japan-seafood.net/english/>

Photos/Multimedia Gallery Available: <http://www.businesswire.com/ct/ben/mna.co?sid=522299&lang=en>

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Seafood Highlights
2010W 03F 27F Wed Feb 24

Japanese Producers Expand Into U.S. Market
 By Ethan Winfield, SFAA Partner, LLC
 Posted Monday, March 22, 2010 at 3:59PM EDT

BOSTON — As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center.

Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years, Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, imports of seafood represented 38.6% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed this influx of Japanese seafood, particularly given the increasing popularity of dishes such as sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about lesser-known Japanese ingredients.

Drawing on this momentum and the tremendous popularity of past exhibits, this year's pavilion showcased products from ten of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of each of the participating exhibitors' products, and representatives from each company were in attendance to introduce their seafood ingredients to visitors to the pavilion. Shown and products included:

- Yokohama – Hyodoko Co., Ltd.** exhibited its skillfully raised yellowtail. Hyodoko farms its yellowtail in an expansive "barren forest" enclosure, reducing the density of the fish to one third that of standard aquaculture with the goal of replicating the yellowtail's natural environment.
- Sekisui Iseya – Kanoda Co. Ltd.** exhibited a selection of peeled tuskfish chigaki, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of crab and snary products locally farmed in Kozushima, Miyagi Prefecture.
- Deep-fried Surimi Seafood with Toba (Ugahitane)** – **Kibun Foods Inc.** exhibited a variety of surimi-based products, including wagochige (deep-fried surimi with tobo, oden (surimi soup) and datsukuki (baked surimi with egg).
- Chopped Wazubi – Kajiwara Sales Co., Ltd.** exhibited a range of wazabi products, including chopped and ground wazabi, produced using low temperature processing techniques.
- Steamed Oysters – Kusuriki Inc.**, Japan's largest producer of oysters, exhibited a selection of its frozen oysters that can be easily employed by chefs in a variety of applications, including souping, deep frying and for use as is.
- Kawan Tadomasa Sake – Marine Foods Corporation** exhibited the company's carefully prepared seaweed, wazabi and squid products, which are frequently utilized in both Japanese and Chinese cuisine.
- Wasshi Flavored Seaweed – Marumori Nori Co. Ltd.**, which has been harvesting Japanese seaweed (nori) in Hiroshima for over 60 years, exhibited a selection of seaweed products, including wazabi flavored seaweed and tsunamuna (yabiko (baked seaweed flakes)).
- Auberjack – Morimoto Suisan Retsu Co., Ltd.** exhibited a selection of its masterfully prepared and packaged unobachi and yellowtail. This company is known throughout Japan for utilizing the "kajimo" vacuum packing method that preserves the flavor of the fish and seasons its flesh.
- Shiro Egi Queen – Sugino Co., Ltd.** exhibited its "Shiro Egi Queen" replica crab product, which is almost identical to real snow crab in appearance, flavor and texture. Sugino was one of the first companies to introduce replica crab to the North American market.
- Freshened Squid with Salted Fish Sauce (Ika-shikara)** – **Yamano Co., Ltd.**, one of Japan's most successful deep-sea fisheries based in Hachiohke, Aomori Prefecture, exhibited its ika-shikara (freshened squid with salted fish sauce) shimo-saba (marinated Japanese mackerels), shimo-tanaka (marinated Pacific snare) and tanomame koshi nabe (seasoned koshi miso soup).

A tasting reception was also held in conjunction with the Japan Pavilion at the nearby Weston Waterfront Hotel on March 14. After opening remarks from Minister Enki, Consul General of Japan in Boston, Emory travel-vision producer Dave Lickert, who explored Japanese yellowtail in an episode of "Culinary Travels with Dave Lickert" that aired on the cable network Wealth TV last December, spoke about his experience as Illinois Prefecture, Japan.

"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Lickert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

The reception also gave buyers, distributors and journalists an additional chance to sample the exhibitors' ingredients as well as meet with exhibitors to discuss business opportunities in the US market.

The Ministry of Agriculture, Forestry and Fisheries of Japan, whose mission includes the promotion of agriculture, seafood, and other food exports, is sponsoring special events around the world that showcase the rich variety and high quality of Japan's food products.

Source: Ministry of Agriculture, Forestry and Fisheries of Japan

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High the Japan Pavilion with our 3D floor display

 3D floor display


2010 Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

22/10/2010 12:22 PM 14.522

As part of an initiative to increase appreciation for the diversity and excellent quality of Japanese seafood within the U.S. market, the University of Agriculture, Forestry and Fisheries of Japan (UAF) sponsored its third annual Japan Pavilion (JAPAV) at the 2010 International Boston Seafood Show (IBSS). Each America's largest seafood trade event, which was held

from March 14-15, 2010 at the Boston Convention & Exhibition Center.

Sponsored by a nationally operated and well established marine aquarium, JAPAV is known as one of the world's foremost presentations of quality seafood products. Among the Japanese seafood exhibitors that showcased a variety of top-quality seafood that ranges from traditional Japanese seafood ingredients to recent years' Japanese seafood specialties have been thousands enjoying first-hand the rich ingredients in the United States. According to official statistics, in 2009, exports of seafood represented 16% of Japan's overall agricultural and seafood exports, with the U.S. as Japan's second largest seafood export market. The U.S. market has welcomed the influx of Japanese seafood, particularly given the increasing popularity of Japanese sushi and sashimi. In recent years, however, American consumers have also become increasingly excited about Japanese seafood specialties.

Displaying its rich resources and the tremendous popularity of seafood, the UAF's JAPAV showcased products from 14 of Japan's leading seafood producers, representing a diverse offering of seafood products imported from local regions across the country. The pavilion featured cooking demonstrations and samplings of many of the participating company's products, and representatives from each company were on hand to help visitors their seafood ingredients to visitors to the pavilion. Seafood products included:

- Yakushima – Yamaguchi Co., Ltd.** announced its utilization of seaweed (gelatinous) hydrocolloids as a natural preservative for seafood products, including the benefits of the fish to low food that is abundant with omega-3 fatty acids, and the goal of reducing the reliance on a natural preservative.

- Seafood Storage – Kureha Co., Ltd.** exhibited a selection of seafood products, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of raw and ready products (including frozen) in a convenient, easy-to-use format.

- Chilled and Frozen Seafood with High Quality – Nippon Food Co., Ltd.** exhibited a variety of frozen seafood products, including salmon, tuna, and other seafood products, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of raw and ready products (including frozen) in a convenient, easy-to-use format.

- Chilled and Frozen – Kureha Co., Ltd.** exhibited a variety of seafood products, including salmon and other seafood products, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of raw and ready products (including frozen) in a convenient, easy-to-use format.

- Seaweed Products – Kureha Co., Ltd.** Japan's largest producer of seaweed, exhibited a selection of its seaweed products that can be easily imported to the U.S. as a variety of applications, including seaweed, seaweed, and seaweed, which are widely popular in major supermarkets and restaurants throughout Japan. It also displayed a selection of raw and ready products (including frozen) in a convenient, easy-to-use format.

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Statistik » News » Wirtschaft » Third Annual Japan Pavilion » Splashing Success at the 2010 International Boston Seafood Show

Third Annual Japan Pavilion a Splashing Success at the 2010 International Boston Seafood Show

Monday, 22.05.2010 | 17:00 Uhr

As part of an initiative to cultivate an appreciation for the diversity and excellent quality of Japanese seafood within the US market, the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) sponsored its third annual Japan Pavilion (<http://www.japan-seafood.net/english/>) at this year's International Boston Seafood Show (IBSS), North America's largest seafood trade event, which was held from March 14-16, 2010 at the Boston Convention & Exhibition Center. Surrounded by a remarkably diverse and abundant marine ecosystem, Japan is known as one of the world's foremost producers of quality seafood products. While the Japanese for centuries have practiced a variety of rich culinary traditions that employ indigenous seafood ingredients, in recent years Japanese seafood producers have turned towards expanding their exports of these ingredients to the United States. According to official statistics, in 2009, exports of seafood represented 38.6% of Japan's

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- Two-spined Soft-shell Scud, an extremely soft-shelled crustacean. Scudzilla Shell Co. produced an innovative "Scudzilla" franchise, developing the concept around how to cook and eat this delicious food item with low levels of cholesterol. Its product is highly nutritious.
- Sakana Baiten® Tuna Caviar Co., Ltd. introduced a selection of gourmet caviars composed of sustainably sourced fish. These caviars are of superior quality and flavor. They are available in a variety of sizes and are sold through various channels.
- Deep-sea Brown Seabass and Sole (*Micropterus*). Tokyo Fishery produces a sustainable product, resulting in high-quality seafood products. This includes a variety of sizes and is sold through various channels.
- Chikara Gohan® / Chikara Gohan Co., Ltd. produces a range of fresh seafood including salmon and goldfish. Products include frozen and fresh seafood.
- Sakeed Oyama / Oyama Co., Ltd. produces a range of fresh seafood including salmon and goldfish. Products include frozen and fresh seafood.
- Sakura Flavored Bread® / Sakura Flavored Bread Co., Ltd. produces a range of fresh seafood including salmon and goldfish. Products include frozen and fresh seafood.
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"Seafood producers in Japan display such passion and pride in everything they do," explained Mr. Eckert. "As a result, their products exhibit an extremely high level of consistency and quality. Seafood is deeply embedded in Japanese culture, and the depth and breadth of seafood products consumed in the country on a daily basis is remarkable."

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For further information about the Japan Pavilion and its activities, please visit <http://www.japan-seafood.net/english/>.

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