

## PRESS RELEASE

報道発表資料



※ This press release is from JNTO Singapore Office.

9 January 2024

### **Japan Travel & Food Fair: A Sharing of Japanese Culture and Cuisine by JNTO and JFOODO in Singapore**

*Cultural marvels, culinary delights, and unique 2024 travel inspiration combine at this immersive fair*



**9 January 2024, Singapore** – [Japan National Tourism Organization \(JNTO\) Singapore Representative Office](#) in collaboration with [Japan Food Product Overseas Promotion Center \(JFOODO\)](#) announces the upcoming “Japan Travel & Food Fair,” a three-day event to welcome the new year with the showcasing of rich cultural tapestry of Japanese tourism and cuisine. Food being an essential element of new year affairs and certainly a vital part of Japan travel, the fair, scheduled to take place from 12 to 14 January 2024 at the Level 1 atrium event space of Great World, Singapore, aims to inspire cultural interaction and exchange between Singapore and Japan through Japanese foods presented during the event.

JNTO Singapore and JFOODO recognise the love Singaporeans have for Japan, and the fair is set to bring Singaporeans on an indulgent and dynamic culinary adventure, to inspire them to explore hidden gems and interesting corners of Japan. Japan Travel & Food Fair is expecting more than 20,000 event-goers to indulge in all things Japan at this three-day event.



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As the fair welcomes Japan's New Year (*Oshogatsu*) and cherry blossom season, event-goers will have the opportunity to engage with experienced travel advisors to get ample inspiration for planning their Japan trips in 2024. Guests can also try a unique form of Omikuji (Japanese fortune telling) to give them hints on their next travel destination in Japan, look at beautiful Sakura viewing spots via the photo panel corner, and receive a free foldable travel bag by filling out a survey.\* *\*while stocks last*

Recognising the importance of food in bridging cultures, JNTO Singapore has teamed up with JFOODO to offer the chance through the fair to event-goers to sample premium Japanese fruits and dessert, as well as other delicious Japan products. At the fair, five diverse booths will showcase the best of Japanese flavours, with highlights including *Warabi Mochi*, *Daifuku* and flavoured Sake (flavours include lemon, Yuzu and even ginger). Event-goers can also expect to taste fresh seafood such as scallops, crab, Uni (sea urchin), and Ikura (salmon roe).

A dedicated fruit stall will offer fresh and juicy Japanese oranges, strawberries and apples, as well as dried persimmon. Here, guests may also try their hands at a workshop, where they can learn the art of constructing a perfect Fruit Sando (Japanese Fruit Sandwich).

For more information, please visit <https://www.japan.travel/en/sg/japan-travel-food-fair/>

Pertaining to the recent Noto Peninsula Earthquake, Mr. Takuya Shiraishi, Executive Director of JNTO Singapore Office said, “We would like to extend our deepest sympathies to everyone affected by the recent Noto Peninsula Earthquake and would also like to express our gratitude to everyone in Singapore who has given Japan much encouragement. We hope that the disaster-stricken areas will recover speedily, and that people of Singapore will be able to enjoy visits to these once beautiful places again in the post-recovery state in the near future.”

**ENDS**

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### **About Japan National Tourism Organization (JNTO) and its Singapore Representative Office**

Japan National Tourism Organization (JNTO) is the official tourism organization of Japan. Established in 2006, JNTO Singapore Office is one of its 25 overseas offices worldwide. Aside from the commitment of promoting international sustainable tourism in Japan, it also provides tourism statistics and market reports, and tourism-related support through information centres, international conventions, and events.

For more information, visit: <https://www.japan.travel/en/sg/about-singapore-office/>

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