

Press Release

The Japan Rice and Rice Industry Export Association
15-15, Nihonbashi Kodenma-cho, Chuo-ku,
Tokyo, Japan 103-0001
URL: <https://zenbeiyu.com/en/>



JAPAN RICE AND RICE INDUSTRY
EXPORT PROMOTION ASSOCIATION



THIS IS
JAPAN QUALITY
日本のおいしい米。



Promotional Events on Japanese Rice in February 2022

The Japan Rice and Rice Industry Export Promotion Association (JRE) is delighted to announce two events to be held in February showcasing the essential ingredient of Japanese cuisine – rice produced in Japan. In recent years, the range of Japanese dishes on offer in the UAE has increased significantly. The two events aim to highlight the value and benefits of using rice produced in Japan by introducing recipes and proper cooking techniques. The events will be held with leading UAE food industry organizations.

- *Exploring Authentic Japanese Rice* (j-r-e.com) will take place on 14th February at the International Centre of Culinary Art (ICCA). iccadubai.ae
- The monthly meeting of the Emirates Culinary Guild (ECG) will take place on 15th February at Miramar Al Aqah Beach Resort, Fujairah. Member chefs will be presented with authentic rice dishes by a Japanese chef and rice sommelier. emiratesculinaryguild.net

We would like the experiences that the two events have to offer to be an opportunity to help rice produced in Japan become more popular with Japanese authentic dishes, in a way that the local market is willing to appreciate its value and benefits.

JRE is a non-profit organization that works to raise awareness of rice produced in Japan by promoting the export of rice and rice related products. This event is organized with support from the Ministry of Agriculture, Forestry and Fisheries of Japan.

Contact Information

Mr. Kenzaburo Takahashi on behalf of JRE
TORITON Inc.
#209 4-5-14 Ebisu Shibuya-ku
Tokyo, Japan 150-0013
Email: kenza.t@tritoninc.co.jp