



KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN

Ministry of Agriculture and Food Industries

Wisma Tani

No 28, Persiaran Perdana, Presint 4

Pusat Pentadbiran Kerajaan Persekutuan No. Telefon : 03-8000 8000

62624 PUTRAJAYA,

No. Faks : 03-8888 6020

MALAYSIA

Laman Web : www.mafi.gov.my

PRESS RELEASE

MAFI CONTINUES PANETRATING JAPANESE FOOD MARKET

TOKYO, 26 November - Ministry of Agriculture and Food Industries (MAFI) are strategizing to expand the commercialization of Malaysian food products in Japanese market for the upcoming 2022, covering Sapporo, Tokyo, Nagoya, Osaka and Fukuoka.

This effort is the continuation from the Malaysia Fair 2021 promotion program in collaboration with Don Quijote Japan which received very positive feedback and has been expanded to another two more Don Quijote branches by invitation which in Tokyo Station and Kyoto, as compared to only two branches in the initial planning in Shibuya and Osaka

“Based on the acceptance of this program, we are positive that we are on the right track to promote and commercialize Malaysian brand and food products. We believe with a proper planning and strategy such as My Kitchen big brand initiative, more products from Malaysia will penetrate Japanese market and benefits our entrepreneurs. This effort is also taken as to prepare Malaysia to tap the increasing food demand towards the organizing of World Expo Osaka 2025, Nagoya-Aichi Asian Games 2026 and Japan’s target to receive 60 million tourists in 2030 with the cooperation of every party along the value chain including the importers and distributors in Japan,” said Mr. Khalid Ibrahim, Under Secretary of Business Development and Investment Division.

Realizing the good prospect of Malaysian food market through in Japan, SD Impex Japan Co. Ltd. as Malaysian food importer and Tech Innovation Co. Ltd. as one of Don Quijote registered whole seller, had concluded a Memorandum of Understanding (MoU) to collaborate in strengthening Malaysia food products market in Japan. This partnership also thriving the knowledge sharing on halal and product development in Japan.

Both companies were represented by their Managing Director, Dr. Muhammad Amiruddin Wahab from SD Impex Japan Co. Ltd., and Mr. Noguchi Masahiro from Tech Innovation Co. Ltd.

#####

KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN

26 November 2021

SIARAN MEDIA

MAFI TERUS MENEMBUSI PASARAN MAKANAN JEPUN

TOKYO, 26 November – Kementerian Pertanian dan Industri Makanan (MAFI) sedang merangka strategi bagi mengembangkan pasaran produk makanan Malaysia di pasaran Jepun bagi tahun 2022 akan datang, meliputi Sapporo, Tokyo, Nagoya, Osaka dan Fukuoka.

Usaha ini merupakan kesinambungan dari program promosi Malaysia Fair 2021 dengan kolaborasi Don Quijote Jepun yang telah menerima maklum balas sangat positif di mana program ini telah diperluas ke tambahan dua lagi cawangan Don Quijote iaitu di Stesyen Tokyo dan Kyoto atas jemputan, berbanding hanya dua cawangan Shibuya dan Osaka pada awal perancangan.

“Berdasarkan penerimaan terhadap program ini, kita positif bahawa kita berada di landasan yang betul bagi mempromosi dan mengkomersialkan produk makanan jenama Malaysia. Kita yakin dengan strategi dan perancangan yang betul seperti inisiatif *big brand* My Kitchen, lebih banyak produk Malaysia akan menembusi pasaran Jepun dan memanfaatkan usahawan tempatan. Usaha ini juga diambil bagi mempersiapkan Malaysia dalam mengambil peluang terhadap peningkatan permintaan makanan bersempena penganjuran World Expo Osaka 2025, Sukan Asia Aichi-Nagoya 2026 dan sasaran Jepun bagi menerima 60 juta pelancong pada tahun 2030 dengan kerjasama baik daripada semua pihak di sepanjang rantai nilai termasuk pengimport dan pengedar di Jepun,” kata En. Khalid Ibrahim, Setiausaha Bahagian Pembangunan Perniagaan dan Pelaburan.

Menyedari prospek pasaran produk makanan Malaysia di Jepun, SD Impex Japan Co. Ltd. sebagai syarikat pengimport produk makanan Malaysia dan Tech Innovation Co. Ltd. sebagai salah satu pemborong berdaftar di Don Quijote, telah memeterai Memorandum Persefahaman (MoU) bagi berkolaborasi dalam memperkukuh pasaran produk makanan Malaysia di Jepun. Kerjasama ini juga meliputi perkongsian pengetahuan berkaitan halal dan pembangunan produk makanan di Jepun.

Kedua-dua pihak diwakili oleh Pengarah Urusan iaitu Dr. Muhammad Amiruddin Ab Wahab dari SD Impex Japan Co. Ltd., dan En. Noguchi Masahiro dari Tech Innovation Co. Ltd.

#####

KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN

26 November 2021