



IUFOST-Japan

9th IUFOST-Japan Webinar on Food Science and Technology (Current Status and Future Prospects of Inbound Tourism and Global Markets)

Date: March 10th, 2025 (Mon) 15:40~17:55 (JST) (Online, Zoom webinar)

Organizer: IUFOST-Japan, The Japanese Society for Food Science and Technology (JSFST)

Chair: Yasuki Matsumura, Ken-ichi Honjoh, Masataka Uchino, Isao Kobayashi, Fumio Takenaga

Cochair: Kentaro Matsumiya

Program

15:40-15:45

Opening Remarks

Yasuki Matsumura (President of IUFOST-Japan and Chair of International Exchange Committee of JSFST)

15:45-16:15

Chair: Yasuki Matsumura (President of IUFOST-Japan and Chair of International Exchange Committee of JSFST)

Driving Inbound Tourism Growth~Updated Marketing Strategies in a Global Context~
Shinya Yokoyama (Food Diversity Inc., Japan)

16:15-16:45

Chair: Ken-ichi Honjoh (Board Member of International Exchange Committee of JSFST)
Can Inbound Tourism Help Sustain the Diversity of Japanese Foodways?

Greg de St. Maurice (Keio University, Japan)

16:45-16:50 (5 minutes) Break

16:50-17:20

Chair: Masataka Uchino (Board Member of International Exchange Committee of JSFST) Innovative Sake Experiences: ICHI-GO-CAN and the Opening of New Markets
Seishu Gen (Agnavi Co. Ltd., Japan)

17:20-17:50

Chair: Isao Kobayashi (Board Member of International Exchange Committee of JSFST)

The History, Current Status and Future Prospects of R&D about Yaegaki
Biotechnology, Inc.

Chang Yongin (Yaegaki Biotechnology Inc., Japan)

17:50-17:55

Closing Remarks

Fumio Takenaga (Board member of IUFOST-Japan and Vice President of JSFST)

Free of charge

Registration: <https://sites.google.com/view/iufost-japan-event>

