



- 1 Shoppers checking out the Japanese products offered by the participating companies.
- 2 Pan-fried Cod with Orange Sauce prepared by Kampachi's Japanese chef Koji Tamaru.
- 3 Shoppers sampling products at the event.
- 4 Chef Tamaru using ingredients flown in for the fair and showing participants how to use them at a cooking demo.

— Photos by M. AZHAR ARIF

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A treat for Japanese food lovers

Nineteen companies offer more than 50 products at food fair

JAPANESE food lovers can look forward to more than 50 food products from the Land of the Rising Sun, which have been specially flown in for the Japan Food Fair at Pavilion Kuala Lumpur.

All the products, including more than 60 other non-food items, are being made available in Malaysia for the first time at the food fair, which is on until March 14.

The fair is also aimed at opening business ventures between the countries by holding special business matching sessions.

"A total of 19 companies are involved in this fair," said the organiser, JTB Western Japan Corporation producer Miyuru Navaratne, after the launch of the fair recently.

"Through this fair, we hope to introduce Japanese small- and medium-sized enterprises to Malaysian consumers as well as the food and beverage industry here," he said.

He added that the fair marked the organiser's first collaboration with the Japanese Central Federation of Societies of Commerce and Industry.

The food fair offers exclusive fruits, confectioneries and beverages while crafts and beauty products add to the shopping enjoyment.

The merchandise were produced in Kansai, Kyushu, Kanto and Chugoku, using local resources and unique methods.

There are sampling and special give-aways, while cooking demonstrations were held over the weekend at Kampachi Japanese Restaurant in Pavilion.

During the period, participating restaurants including Kampachi, Kunya Japanese Restaurant and Ichibanboshi will also offer special food promotions.

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— MIYURU NAVARATNE

