HASEKURA2.0PROGRAM
International Business Exchange Program · 国際ビジネス交流プログラム

WASHOKU @ALIMENTARIA 2014

Barcelona, 31.03-01.04.2014

OUTLINE

1. Background

Japanese cuisine is renowned worldwide not simply for its deliciously refined taste but also for its sophisticated presentation, healthiness and nutritional balance. It also treasures the values of a millenarian culture that, no doubts, deserves a deeper and broader understanding overseas as well as domestically.

The recent recognition of "*washoku*" (Japanese gastronomy) as UNESCO intangible cultural heritage, further acknowledges the value of Japan's food products and cusine.

Although foreign, and especially Western, cuisines are well established in Japan, overseas consumers in most countries do still have a limited awareness of the variety and richness of Japanese food and beverage.

Within this context of mutual interest yet reduced knowledge of Japan's products, the Hasekura 2.0 Program organizes its Third Mission around the subject of Gastronomy.

2. Structure and Methodology

Focused around the celebration of **Alimentaria International Food Trade Show 2014**, the Third Hasekura2.0 Mission wishes to:

a) Explore the many possibilities for **innovation and international "marriages"** between dishes, recipes and ingredients from Japanese and Mediterranean cuisines in order to **create new business opportunities**, especially for small producers in regional areas of Japan and Spain.

b) Introduce to international audiences what small-size and social business are doing within Japan to promote a more **sustainable, community-based and consumer supported fishery and agriculture.**

c) Give participants the opportunity to **establish personal relations and to exchange ideas** on subjects such as innovative gastronomy or sustainable food production and consumption, through seminars, networking events and field trip experiences.

PROGRAM

MONDAY 31.03.2014

11.00h: **Welcome to the Hasekura2.0 Delegation and guided Tour of Alimentaria**

13.30h: **Welcome Cocktail with Spanish and Japanese authorities to celebrate the 400th anniversary of Spain-Japan bilateral relations**

14:00h: **Lunch: "*España el país de los 100 quesos*" (cheese tasting)**

18.00-19.00h:
Pavilion 6 – The Alimentaria Experience – Aula Gastronómica (42pax)

Conference: "EU-wa-fu": a conversation on the wonders of Japanese and Mediterranean cuisines.
(Conference in Japanese-Spanish with consecutive interpretation)

Speakers:

Ms Carme Ruscalleda, Chef and Owner Restaurant Sant Pau, (San Pol de Mar, Barcelona/ Tokyo).

Mr Matsushima Keisuke, Chef and Owner Restaurant Keisuke Matsushima, Nice (France)

Moderator:

Ms Annette Abstoss, Founder and Director, Abstoss World Gastronomy

OUTLINE:
A Spanish chef with a two Michelin Stars awarded restaurant in Japan and one of the very few Japanese chefs with a Michelin Star awarded restaurant in France, discuss the differences, similarities and richness of Japanese and Mediterranean gastronomy, their personal experience and their plans for the future in their successful careers.

Target public:

Restaurateurs, expert of international cooking, journalists and anyone interested in Japanese and Mediterranean cuisine and creative international cooking.

TUESDAY, 01.04.2014

11.00-12.00h
Pavilion 6 – The Alimentaria Experience – Aula Gastronómica (42pax)

Monographic session: "Tofu, miso, seaweeds. Uses and applications"
(Conference in Japanese with Spanish consecutive interpretation)

Speaker:

Mr Ichiro Kubota, Director Planning Division, Japanese Agency for Reconstruction

Ms Reiko Yamada, Founder and Owner "Salon de R" school of Japanese cuisine

Moderator:

Ms Renata Piazza, Director NPO Hasekura Program

OUTLINE:
This session will provide detailed information on the peculiarity of Japanese cuisine "washoku".
Mr Kubota, an expert from the Ministry of Agriculture, will introduce the historical and cultural value of traditional Japanese cuisine, with special reference to the gastronomy of North East Japan.
Ms Yamada will talk about three of the basic ingredients of Japanese cuisine, their nutritional value and properties, traditional as well as new applications and creative ways to use them in Japanese as well as Western style cooking.
The session will be accompanied by a tasting of nori, wakame and miso from the Tohoku region and tofu made in Barcelona.

Target public:

Importers/buyers looking for new-traditional products
Experts of nutrition
National producers of Japanese products looking for new uses and applications
Producers/distributors of healthy products (eco, vegetarian, etc.)

12.30-14.00h
Pavilion 3 – The Alimentaria HUB - Sala Agora (100pax)

Panel discussion: "Re-connecting producers with consumers: CSA, Slow Food, Local production-local consumption. Sharing experiences between Spain, Italy and Japan".
(Conference in Japanese-English with consecutive interpretation)

Speakers:

Mr Dino Borri, Director, Eataly New York (USA)

Mr Akihiko Sugawara, President Kesennuma Slow Food Association, President Kesennuma Chamber of Commerce, President Città Slow Kesennuma City Miyagi Prefecture, (Japan)

Mr Hiroyuki Takahashi, President NPO Tohoku Kaikon, Hanamaki, Iwate Prefecture, (Japan)

Mr Guillem Miralles, General coordinator, Xarxa de Productes de la Terra, Diputació de Barcelona, (Spain)

Moderator:

Mr Ramon Sentmartí, Coordinator Fundació Alicia, Barcelona (Spain)

OUTLINE:

This round table wishes to present to the public newly emerged and well established projects that aim at reconsidering the role of food and nutrition in our society. The economic progress in developed countries, the introduction of a life style based on fast consumption rather than enjoyment, the widespread concentration of the population in large metropolitan areas are some of the factors that have caused a radical and often abrupt transformation of the millenarian relation of mankind with the environment, traditional society and local nutrition. Seasonality, natural rhythm of production, local wisdom, direct relation between producer and consumer, are all elements that in the past few generations have gradually lost ground to an industrialized form of food consumption. The round table "CSA, Slow Food, Local production-local consumption" presents successful projects from Spain, Italy and Japan that are changing the way people relate with the food they eat, produce and consume.

Target public:

Governmental institutions devoted to the promotion of local food production/consumption. Entrepreneurs (buyer, distributors, retailers, etc.) interested in conscious, human-based food consumption. Small-size, high end producers interested in international expansion. Eco-Consumers Associations

15.00-16.00h
Pavilion 3 – The Alimentaria HUB - Sala Agora (100pax)

Round table: "Go Japan"! Business opportunities for SMEs
(Conference in Japanese-Spanish with consecutive interpretation)

Speakers:

Mr J. Maria Cervera, Director of International Relations, the Barcelona Chamber of Commerce

Mr Makoto Kitamura, Deputy Director General, Japanese Agency for Reconstruction

Mr José Ricardo Mañueco, Director of Institutional Relations, Japan External Trade Organization, Madrid Office

Moderator:

Mr Amadeo Jensana, Director Business Department, Casa Asia

OUTLINE:

This round table will inform the audience on business opportunities available for SMEs interested in exporting to or investing in Japan. Representatives from Japanese and Spanish institutions will explain the current situation in terms of barriers, regulations and incentives.

Target public:

Domestic SMEs and family business with an interest in accessing the Japanese market.

15.30-16.30h
Pavilion 6 – The Alimentaria Experience – Aula Gastronómica (42pax)

Round table: "Modern *shudou*: when culture competes with taste. Traditional and modern ways to enjoy sake.
(Conference in Japanese-Spanish with consecutive interpretation)

Speakers:

Mr Jihei Isawa, Vice president Katsuyama Sake Breweries.

Mr Antoni Campins, Author "Sake, la seda liquida"

Ms Pilar Cavera, Sommelier, El Celler de Can Roca

Moderator:

Ms Nan Ferreres, Director, CETT Tourism&Hospitality University

OUTLINE:
Katsuyama is a 400 years old sake brewery established by Lord Date Masamune, quite uniquely inside his Sendai Castle. Date Masamune is the samurai who organized the Keicho Mission to Spain and Italy back in 1613.
We are pleased to host the 12th generation of sake makers for the Date family at Alimentaria, on the occasion of the 400th Anniversary of Spain-Japan bilateral relations.
Together with Spain's most renowned sake expert and the "World Best Restaurant"awarded sommelier, this round table will show to the public how to enjoy sake, a millenarian spirit full of history, reach in taste and still little appreciated outside Japan.

Target public:
Restaurateurs (both western and Japanese), Importers/buyers/ distributors of spirits, Sommeliers, professionals and the general public interested in Japan's gastronomy and innovation

16.00-17.00h
Pavilion 3 – The Alimentaria HUB – Media Set Area (50pax)

Conference: "Entrepreneurship: Iwaki's *Kome* Burger"
(Conference in Japanese-Spanish with consecutive interpretation)

Speaker:
Mr Kenji Suzuki, CEO Iwaki Yoyakeichiba, and 47 Dining, Iwaki, Japan

Moderator:
Ms Anna Saura, Entrepreneur, Owner of Japanese Restaurant Sakuraya, Barcelona, Spain

OUTLINE:
Mr Suzuki, a young energetic entrepreneur, will talk about his multi faceted business in Fukushima prefecture and how his creativity and innovation, combined to his entrepreneurial spirit have gained him international appraisal.

Target public:
Young entrepreneurs of the food sector and restaurateurs looking for new ideas and innovative products.

20.30h: Llotja de Mar, The Alimentaria 2014 International Cocktail

NOTES:

1. **"*Washoku*@Alimentaria2014" is part of the Hasekura2.0 Third Mission and it is made possible thanks to the generous sponsorship of Alimentaria International Food Fair 2014.**

3. **Special thanks go to institutions, students, professionals and collaborators for their continuous support to the Hasekura2.0 Program both in Spain and Japan.**

For more information:
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