



## **JAPAN - NEWS SCAN**

### **Japan Looking to Thailand to Fill China's Food Export Position – 2009/02**

An agreement between the Japan External Trade Organization (JETRO) and the Government of Thailand's Ministry of Industry focuses on developing Thailand's food industry standards and logistics systems in order for it to replace China as Japan's major food supplier. With an emphasis on food safety standards and consistent supply, both governments are looking to increase Japan's level of imports of Thai food products.

Japan is a net food importer and relies on 60% of its food supply to be imported. However, due to issues of food contamination in China, consumer confidence has significantly declined in any products sourced from China leading Japan industry to decrease its reliance on China as its major food supply. China represents 80% of Japan's imported foods.

Knowledge and technology transfer for traceability systems development, cool chain logistics and cool storage practices are all part of Japan's commitment to developing Thailand's food industry capabilities and capacity. Japanese authorities have pledged to support and promote Thailand's value-added food development project and Thailand's "Thai Kitchen to the World" program. As well, Japanese industry are looking for Thai manufacturers to focus on product design and packaging quality to add value and increase food safety.

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