

Statement by Ambassador Ishikawa Hiroshi at  
Food Japan 2025

16 October 2025

Distinguished guests, Ladies and gentlemen,

Good morning. Today, I am so delighted to be here to make a welcome remark at the opening of FOOD JAPAN 2025. Thank you for coming to this event.

FOOD JAPAN began in 2012 and has been a great success every year, generating numerous business opportunities. As many of you know, Japanese cuisine is extremely popular in Singapore, and thanks to its strong reputation among consumers, the export value of Japanese food products to Singapore reached approximately 500 million Singapore dollars last year. This makes Singapore the 8th largest export destination for Japanese food globally, highlighting its importance as a key market for Japan.

Japan offers a wide variety of high-quality and appealing food products—such as wagyu, seafood, matcha, fruits, and sake. I am confident that the quality of these products is among the best in the world. In recent years, to explore new markets, more and more Japanese food producers have obtained Halal-certificate for their products. I understand that this year's FOOD JAPAN features over 30 Halal-certified Japanese food items, a significant increase from fewer than 10 products last year.

To deliver new value to Singaporean consumers, Japanese food producers have brought a wide range of innovative and carefully developed products to this event. I strongly encourage all attendees to take full advantage of this opportunity to discover and experience these exceptional offerings.

Next year marks the 60th anniversary of the establishment of diplomatic relations between Singapore and Japan—SJ60, a truly significant milestone. I believe that Japanese cuisine has played an important role in strengthening the close friendship between our two countries. Looking ahead, I am confident that “Food” will continue to serve

as a vital bridge that deepens our mutual understanding and connection.

In closing, thank you once again for being here. I encourage you to explore the event and enjoy all that it has to offer.

Thank you for your attention.