

A second base in Milan for the Expo 2015 Milano Japan Pavilion

**“SALONE DEL GIAPPONE”
Exhibitors and Program Details Finalized**

■Dates: June 25–July 13, 2015

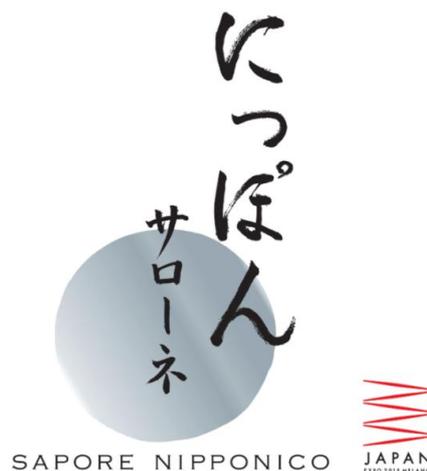
■Place: Palazzo delle Stelline

Expo 2015 Milano opened in Milan, Italy on May 1, 2015 as the first international exposition focused on food. A total of 140 countries and international organizations are participating with unique and attractive pavilions under the theme of “Feeding the Planet, Energy for Life.” Japan is presenting the theme of “Harmonious Diversity” and expressing to the world how Japan’s agricultural and food industries can contribute to global food issues.

The government and the private sector are exhibiting at the Milan Expo in collaboration, with many companies providing support in empathy of the Japan Pavilion theme. One initiative is the SALONE DEL GIAPPONE, which will open in Milan from June 25 through July 13 with the participation of the Japan government as well as companies and groups sponsoring the Japan Pavilion. SALONE DEL GIAPPONE will serve as a venue to strategically communicate Japan’s superb wisdom and techniques in relation to food and agriculture as exhibited at the Milan Expo.

SALONE DEL GIAPPONE will be used as a venue for symposiums and business meetings, as well as a showcase for Cool Japan content ranging from anime and characters to traditional crafts to promote Japan broadly.

We are pleased to announce that the SALONE DEL GIAPPONE logo, participating artists, exhibitors, and program details have been finalized.



<Outline>

- Name: SALONE DEL GIAPPONE
- Organizer: SALONE DEL GIAPPONE Executive Committee
- Dates/time: June 25–July 13, 2015, 10 am–8 pm
- Place: Palazzo delle Stelline
(Palazzo delle Stelline Congress Centre Corso Magenta, 61-20123 Milano, Italy)
- Content: Japan government exhibits
Introduction to Expo 2015 Milano Japan Pavilion
Exhibits/promotional activities by Japan Pavilion sponsors
Exhibits/promotional activities by groups
Exhibits, demonstrations, screenings of Cool Japan content
Exhibits by collaborating ministries and offices

<Introduction to Participating Companies and Programs>

*In order of dates held; current as of May 28; program content is subject to change.



◆ JAPAN EXTERNAL TRADE ORGANIZATION (JETRO)

JETRO

Title : 「An excellent spot to view the Japan Pavilion from afar」

Opening Period : June 25~July 13

The Japan External Trade Organization (JETRO), the official participant of Expo Milano 2015, has been participating in numerous expositions since 1958. This time, JETRO has also set up a satellite zone in the city of Milan to promote the pavilion and build greater excitement for it. This is the first time for the Japan Pavilion to have a satellite location in its history.



◆ Ministry of Agriculture, Forestry and Fisheries

農林水産省

Title: 「WASHOKU and Japanese Sweets Making Experience provided by ABC Cooking Studio」

Opening Period : June 25~26

The aim is trying to stimulate the demand towards the Japanese food and the Japanese food culture, to develop and increase the export of the Japanese products, through the experience of Japanese food and Japanese sweets making .

-Japanese cooking class

-Japanese sweets making workshop



◆ Cool Japan Contents

Title: 「Experience Japan's "Cool": From Characters to Traditional Crafts to the Screening of 19 Anime Works!」

Opening Period : June 25~July 13

- Meet to HELLO KITTY & MY MELODY! (June 25~July 6)
- Doraemon - 20 Life-Sized Statues Exhibition (June 25~July 13)
- Japan Anime Theater (June 25~July 6)
- Japan Traditional Crafts DENSAN (June 25~July 13)
- Exhibition of Japanese tea ceremony room, Japanese painting arts, hung scrolls and ink wash paintings. Also workshops of improvisational art. (June 25~30)
- The representation as by photography with AIJP (Awagami Inkjet Papers) (June 25~July 13)
- Ichii Ittobori Wood Carvings (July 1~6)
- Exhibition and sale of Kimono and Yukata (July 6~12)
- Cha-Kokoro-Kai (July 6~12)



◆ **Japan Tourism Agency / Japan National Tourism Organization**



Title: 「Providing information on tours that allow you to appreciate the beauty of Japanese culture」

Opening Period : June 25~July 13

In recent years, we have seen a significant increase in the number of foreign tourists to Japan. The beauty of Japanese culture, constituting a blend of traditional and modern culture, and the Japanese concept of hospitality extended to tourists never cease to attract visitors who come from outside Japan. At the SALONE DEL GIAPPONE, with the cooperation of our affiliate organizations*, we will convey the fascination of Japanese-style inns (ryokan) and areas where traditional Japanese handicrafts are born.

*All Japan Ryokan Hotel Association Junior and The Association for the Promotion of Traditional Craft Industries



◆ **Central Federation of Societies of Commerce and Industry**

Title : 「Sake as International Beverage」

Opening Period : June 25~July 3、 July 5~11



Japanese cuisine is well-known also abroad, but as far as SAKE is concerned, it is usually considered a drink "only for the Japanese cuisine". In the Salone of Central Federation of Societies of Commerce and Industry, Japan, we shall communicate to foreign visitors the concept that SAKE is an universal

drink, good for all countries' cuisine and ingredients, through tastings of SAKE accompanied by Italian cheese and ham, or with cocktails with a base of sake, or with seminars on SAKE.



◆ **Mitsubishi Chemical Holdings Corporation**



Title : 「Introduction of products and technologies contributing to realize KAITEKI in the area of food and healthcare」

Opening Period : June 29~July 2

"KAITEKI" is an original concept of the Mitsubishi Chemical Holdings Corporation Group that refers to a sustainable condition that is comfortable for people, society and the earth, transcending time and generations. At the Japan Salone, we are exhibiting products and technologies in the area of food and healthcare that contribute to the realization of KAITEKI. This includes our plant factory, technology for the concentration of alcoholic beverages, water purifiers, packaging materials for food, food preparation tools, cold storage bottles, as well as medical tools and other apparatuses. We are also hosting a number of fun events such as sake and purified water tastings. We hope many of you will come by and enjoy our exhibit.



◆ **YAMASA CORPORATION**

Title : "Tasty soy sauce is RED" by YAMASA
Opening Period : June 30~July 1



Exhibition: "TAMASA Drop of Freshness" uses a special container called "PID". The container preserves freshness of soy sauce for 120 days at room temperature even after opened. Comparison between oxidized soy sauce and fresh soy sauce. Panels and movies about Yamasa company profile



◆ **Panasonic Corporation**



Title: 「Demonstration of WASHOKU and fresh juice with the latest kitchen appliances」
Opening Period : July 4~8

Panasonic exhibits the latest innovations in its cooking appliances. Specialists from TSUJI Culinary Institute cook authentic Japanese food by using Panasonic Induction Hob, which can set precise cooking temperatures with its unique Genius Sensor. Panasonic also stages a Slow Juicer Demonstration offering to visitors nutritious and fresh juices.



◆ **Cabinet Office**



Japan. Sharing tomorrow.

Title : 「Business meetings for various products from each region of Japan」
Opening Period : July 5~7

Japan is rich in food and food culture reflecting the unique characteristics of each region. By utilizing those assets, food-related industry is a key player in revitalizing local economies, leading to sustainable growth of the country, which is one of the policies of high priority of the Japanese Government. Our booth offers business meetings between Japanese food-related operators who want to join and increase their business in the Italian market and Italian professional buyers, distributors, restaurant owners, and so forth. They will showcase a wide variety of traditional Japanese food, tableware and crafts. It is hoped that the meetings will be a gateway to expand business opportunities for both Italian and Japanese participants.



◆ **BULL-DOG SAUCE CO., LTD.**

Title 「TOKYO TONKATSU」
Opening Period : July 5~11



Bull-Dog

"Tonkatsu" is a kind of washoku, or Japanese dish, made by coating thick slices of pork in beaten egg, flour, and panko (Japanese breadcrumbs) and then deep-frying them in oil. Finely-chopped raw cabbage and ample amounts of sauce perfectly complement the crispy fried tonkatsu. One essential element for tasty tonkatsu is Bull-Dog Sauce!



◆ **Ministry of Internal Affairs and Communications**



Ministry of Internal Affairs and Communications

Title: 「4K/8K Next Generation Broadcasting Seminar」
Opening Period : July 6

Ultra high definition “4K” video will support the next generation broadcasting. Eventually, it will be succeeded by even higher definition “8K” video. This technology will make the images on your television more beautiful than ever before. The “4K/8K NEXT GENERATION BROADCASTING SEMINAR” will reveal how television is set to change in the near future, clearly explaining all you need to know about plans to spread 4K/8K in Japan and policy & technology related undertakings. As well as the seminar, you’ll also be able to experience the latest 4K televisions and 8K footage. Please take this opportunity to enjoy the cutting edge broadcasting of which Japan is so proud.



◆ **Japan Broadcasting Corporation**

Title 「8K Super Hi-Vision Italian Premiere!」

Opening Period : July 6~11



NHK will start 8K satellite test broadcasting in Japan next summer. But what does 8K Super Hi-Vision (UHDTV) look like, with 16 times the resolution of conventional HDTV? Come and see for yourself at our special 8K theater! With respect to the theme of the Expo Milano 2015, our video lineup will feature Sushi, as well as the scenic beauty of Mount Fuji, the splendors of traditional Japanese fireworks, the latest fashion from the Tokyo Girls Collection, and much more, all free of charge.



◆ **FUJI OIL CO.,LTD.**

Title: 「The World’s First “Premium Soy Milk” Made by USS Manufacturing Method

~The birth of brand new food material which bridges Japanese and western cuisine~

Opening Period : July 6~11

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Introducing the “Premium Soy Milk,” and its special patented manufacturing method named “USS Manufacturing Method,” which is exhibited in the Japan Pavilion as the new food processing technology. We are also holding a tasting event of the “Premium Soy Milk,” and cooked dish using the “Premium Soy Milk.” Taste our rich, creamy “Premium Soy Milk,” and excellent fusion cuisine of Japanese-Italian. Feel and enjoy the brand new gastronomic world.



◆ **Kagome Co., Ltd. Kewpie Corporation House Foods Group Inc ITOHAM FOODS INC.**

YOSHOKU –Cucina giapponese stile occidentale -

Title:Wagyu hamburg steak in Japanese-style sauce

Opening Period : July 9~11

- Kagome Co., Ltd. Italian-style saffron rice omelet with ketchup & Worcester sauce
- Kewpie Corporation Western-style creamy okonomiyaki with sesame dressing flavored mayonnaise
- House Foods Group Inc Chicken leg meat, eggplant & tomato curry
- ITOHAM FOODS INC. ITO Wagyu loin cuts marinated in white miso with a Japanese pepper tree bud and marinade puree

◆ **Mizuho Financial Group, Inc.**
Title: Mizuho Financial Group Seminar at Expo Milano 2015 (By invitation only)
Opening Period : July 10

Mizuho Financial Group aims to contribute to "strengthening of the competitiveness of Japanese Food and Agricultural Industry" and "regional revitalization", through hosting an event consisting of seminars for corporate customers and introduction of the initiatives taken by Japanese local governments.



◆ **Zero Japon, Co. Ltd.**
Title: Zero Chocolate
~sugarless chocolate rich with flavor~
Opening Period : July 10~13



The brand 'zéro-chocolat', representative sugarless chocolate brand in Japan, is born from Chocolate Shop in Hakata which has been loved by local Japanese since its establishment in 1942.

'zéro-chocolat' is rich in flavor but half the calorie of sugar base chocolates. To provide delicious taste of chocolate and more healthy and beautiful lifestyle at the same time, 'zéro-chocolat' is born.



◆ **JA Group**
Title : Enjoy Japanese agricultural products, Feel the rural culture.- Japan Agricultural Co-operatives (JA) -
Opening Period : July 10~12



Japan Agricultural Co-operatives, or JA, is organized in every prefecture and municipality throughout the country, based on the principle of mutual cooperation, with the purpose of protecting farming and living of its individual members.

We promote Japanese agricultural products including ZEN-NOH Wagyu beef, and take you to the rural areas with breathtaking scenery in Japan. Also, an international symposium with theme "Empowering people for sustainable development and zero hunger" is held by JA Group, Food and Agricultural Organization of the United Nations, International Co-operative Alliance and Confcooperative.





- ◆ **AJINOMOTO CO.,INC.**
Title : 「Challenging the Future through Food」
Opening Period : July 10~12



Ajinomoto Group Challenges the Future through Food
 At PIAZZA AJINOMOTO, Ajinomoto will offer a menu under the concept of "Simple, Tasty, Healthy." You can enjoy Gyoza dumplings, yakisoba fried noodles, Ramen, and Japanese-style pasta. We are proposing these dishes that are familiar in Japan to the people of Italy, the home of pasta, as we communicate the global expansion of the Ajinomoto Group through exhibits and video.



- ◆ **Artisan of SHIGA-OUMI**
Title : Feel the ZEN spirit with SHIGA Omi's original " Washoku Bento stuffed Vegetables".
Our local farmers, chefs and producers prepare natural, healthy and traditionally influenced vegetarian japanese lunch boxes.
Opening Period : July 11



Feel the ZEN spirit with SHIGA Omi's original " Washoku Bento stuffed Vegetables". Our local farmers, chefs and producers prepare natural, healthy and traditionally influenced vegetarian japanese lunch boxes. Our area, near Kyoto has a deep and rich heritage, topped by the HIEIZAN ENRYAKUJI Temple. The spirit of ZEN means live our lives in the moment. Our meals are also prepared with this same philosophy and feeling. Please enjoy ZEN while eating with us!



- ◆ **Kikkoman Corporation**
Title: 「Heart of Japanese Cuisine」
Opening Period : July 12~13



Through Washoku exhibitions, workshops and tasting sessions created around the theme "Heart of Japanese Cuisine", Kikkoman Corporation will introduce Japanese food culture to professional in the food industry in Europe, as well as the European general public.

At the same time, by hosting these events, Kikkoman Corporation aims to build awareness of its commitment to spreading the use of soy sauce and Japanese ingredients in Europe over the last 30 years.

<Participating Creators>



【Creative Director, SALONE DEL GIAPPONE】

Tadahiro Konoe

General Producer of Japanese Culture

Born 1970

Mr. Konoe, following his motto of “creatively linking the world together with Japanese culture,” works as a creative director for many international projects. At the same time he is deeply involved with the traditional culture of ancient Japan, for example, serving as a koji (reader of all poems) at the Ceremony of the Utakai Hajime (Imperial New Year’s Poetry Reading).



【Installation Artist】

Motoi Yamamoto

Born 1966

Mr. Yamamoto uses salt to draw gigantic patterns, such as labyrinths and spirals, on floors over a long period of time. He also carries out projects at locations across the world at which he disassembles the piece and returns the salt used to the sea after the exhibit has ended. Mr. Yamamoto has presented his works at museums such as MoMA PS1, The State Hermitage Museum, the Museum of Contemporary Art Tokyo, and the 21st Century Museum of Contemporary Art, Kanazawa.



Forest of Beyond, 2011
Photo: Makoto Morisawa

【Entrance Installation SHIO by Motoi Yamamoto】

The entrance space will feature a salt installation by artist Mr. Motoi Yamamoto.

In Japanese, both “salt” and “tide” are pronounced “shio.”

This installation represents the Japanese “shio,” which are sources of life, as well as symbolic of the ocean.

This project is supported by the Subsidy for the Localization & Promotion of Japanese Visual Media (J-LOP)

■ Contact for media inquiries regarding this matter ■

SALONE DEL GIAPPONE Executive Committee PR Office

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