**第3ミッション：食文化-食育**

**THIRD MISSION:**

**GASTRONOMY and SUSTAINABLE CONSUMPTION**

**和食＠**

**アリメンターリア国際食品展示会2014年**

**WASHOKU @ALIMENTARIA 2014**

**概要　OUTLINE**

1. **Background**

Japan’s 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 cooking.

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.

1. **Structure and Methodology**

Focused around the celebration of [**Alimentaria International Food Trade Show 2014**](http://www.alimentaria-bcn.com/en/)**,** 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.

**日程(原稿)/ PROGRAM (DRAFT)**

**MONDAY 31.03.2014**

**11.00h: Welcome to the Hasekura2.0 Delegation and visit 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)**

**Pavilion 6 – The Alimentaria Experience – Aula Gastronómica (42pax)**

**18.00-19.00h**

* **“EU-wa-fu”: a conversation on the wonders of Japanese and Mediterranean cuisines.**

**Carme Ruscalleda**, a Spanish chef with a Michel Star awarded restaurant in Japan and **Matsushima Keisuke**, one of the only two Japanese with a Michelin Star awarded restaurant in France, discuss the differences, similarities and richness of Japanese and Mediterranean gastronomy, their personal experiences and future plans 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**

**WASHOKU AT ALIMENTARIA 2014**

**Pavilion 3 – The Alimentaria HUB - Sala Agora (100pax)**

**10.15-11.45h,**

**Panel discussion**: “Re-connecting high quality food producers with consumers: Sharing experiences and points of view between Spain, Italy and Japan”.

**Speakers:**

Mr Akihiko Sugawara, President Slow Food Association, President Chamber of Commerce, President Città Slow, Kesennuma City

Mr Hiroyuki Takahashi, President NPO Tohoku Taberu Tsushin (CSA Magazine)

Mr Guillem Miralles, coordinator, Xarxa de Productes de la Terra, Diputació de Barcelona.

Mr Massimo Borrelli, Slow Food Italy\*

**Moderator: Mr Ramón Santmartí**, Coordinator Fundació Alicia,

Promoter of [“Gastroteca”](http://www.gastroteca.cat/) (Catalonian Government)\*

**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

**Pavilion 3 – The Alimentaria HUB - Sala Agora (100pax)**

**13.00-14.00h**

* **Round table: “Go Japan”!** Promoting the export to Japan of Small-size business and producers of quality products. Barrier, regulations and incentives.

**Speakers:**

Mr Kato, Director Madrid office, Japan External Trade Organization\*

Speaker from the Japanese Agency for Reconstruction

Moderator: Mr J.Maria Cervera, Director of IIRR, the Barcelona Chamber of Commerce

**Target public:**

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

**Pavilion 6 – The Alimentaria Experience – Aula Gastronómica (42pax)**

**11.00-12.00h**

* **Monographic sessions**: “Tofu, miso, seaweeds. Uses and applications”

How to get the best from some three of the fundamental ingredients of Japanese cuisine.

Nutritional value and properties, history and new applications.

Creative ways to use them in Japanese as well as Western style cooking.

The session will be followed by a tasting.

**By Ms Yamada Reiko**, teacher of Japanese cuisine

**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.)

**15.30-16.30h**

* **Conference: “Modern *shudou*: when culture competes with taste”**

**By Mr Jihei Isawa,** Vice president Katsuyama sake breweries.

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 with the occasion of the celebration of the 400th Anniversary of Spain-Japan bilateral relations.

Mr Izawa will introduce not only this delicious sake reach in taste as well as history but also will show us how sake is a very adaptable spirit very apt for today’s taste.

**Target public:**

Restaurateurs (both western and Japanese), Importers/buyers/distributors of spirits, Sommeliers

**Pavilion 3 – The Alimentaria HUB – Media Set Area (50pax)**

**16.00-17.00h**

* **Conference: “Entrepreneurship: Iwaki’s *Kome* Burger**”

**By Mr Kenji Suzuki**, CEO Iwaki Yoyakeichiba

Mr Suzuki, a 30 years old 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.

**20.30 – Alimentaria 2014 International Cocktail at Llotja de Mar**

**NOTE: This is a draft program subject to changes.**

**For more information:**

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