

Deep Dialogue Group Discussion Vol.1 :

EVENT OUTLOOK

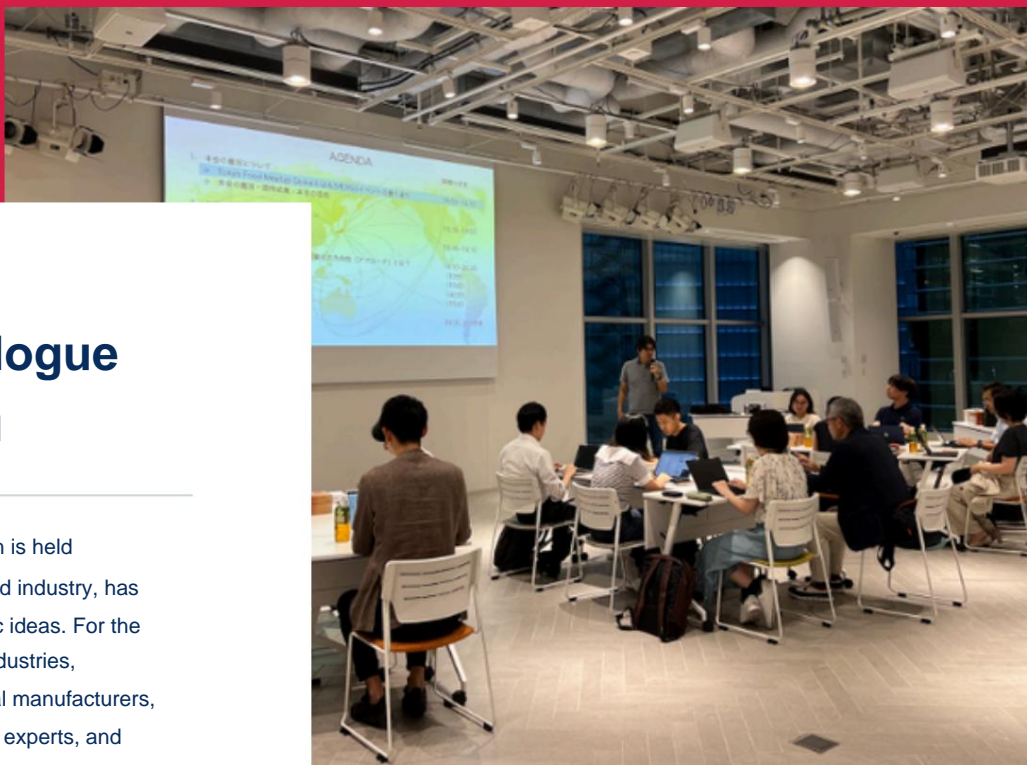
TFMG's Deep Dialogue kicks off in Yaesu

Tokyo Food Meetup Global (TFMG), which is held under the theme of globalization of the food industry, has started a deep dialogue to discuss specific ideas. For the first meeting, 25 members from various industries, including food manufacturers, raw material manufacturers, food startups, real estate, academia, legal experts, and government, gathered. First, everyone introduced themselves and shared how they are involved in "globalization."



More than 30 ideas were collected. Next time, we will explore the features necessary for implementation.

After the input, each participant came up with a hypothesis and keywords for the "Globalization 3.0" approach as individual work and shared them with everyone. From next time onwards, we plan to look ahead to Globalization 3.0 and consider what to globalize, what to do in Japan, what to do overseas, and what functions and mechanisms to implement in each phase: Japan → overseas, and overseas → Japan.



The theme is globalization of the food industry.

Approaches discussed in the first session.

The goal of the first session was to come up with a hypothesis on what the best approach would be for the "globalization of the food industry." First, we held an input session with examples of the current state of Globalization 3.0 and globalization, especially in the area of Future Food.*

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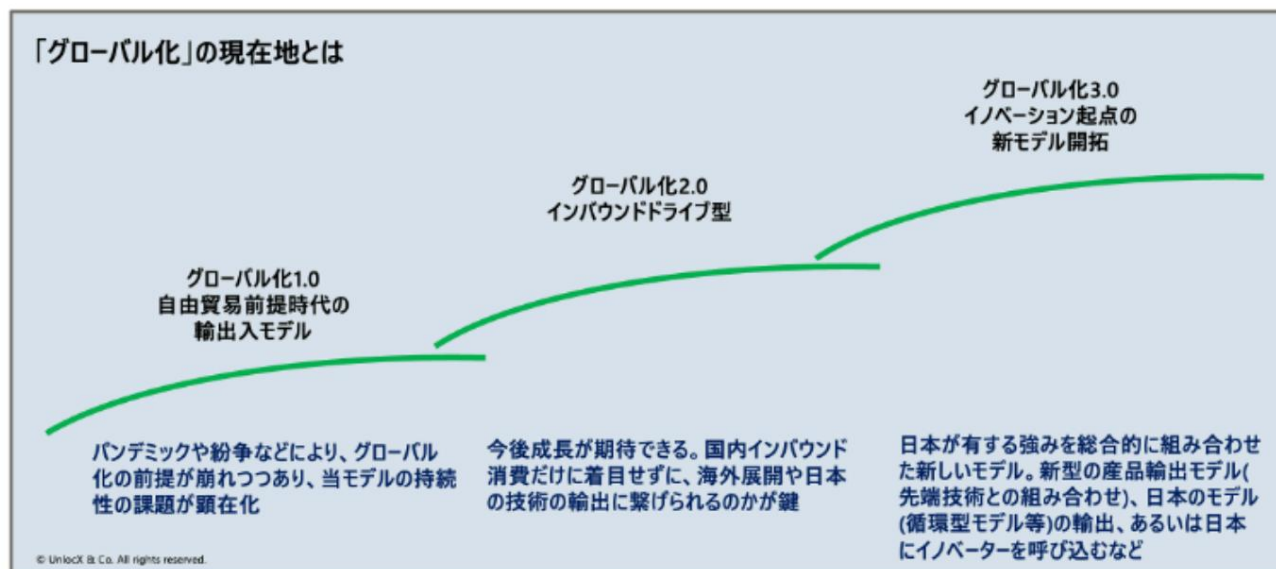
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DEEP DIALOGUE-KEYWORDS

What is Globalization 3.0?

The theme of this issue is the globalization of the food industry. It may sound like a new topic, but why is it so important now? In fact, globalization is now entering a new phase. When free trade was still in full swing, Japan turned to importing large amounts of agricultural produce. This was the era of Globalization 1.0. Japan began to receive an abundance of food ingredients from overseas. However, due to pandemics and the outbreak of international conflicts, relying on imports from overseas has become a risk. There is also the issue of climate change, and there is a need to reduce food miles. Although importing chicken from Brazil is economically rational, it will result in a large amount of CO2 emissions. Now, under such circumstances, Japan has entered the era of Globalization 2.0. The trigger for this is the rapid expansion of inbound demand. Due to the weak yen, tourism to Japan from overseas is rapidly becoming more popular. On the other hand, there are also cases where people overseas imitate foods that they have eaten and found delicious in Japan.

With the "recipe IP" remaining unclear, it cannot be said that there has been a return to the Japanese economy despite the popularity of Japanese food.



Food Innovation Realizes Globalization 3.0

Japanese food is packed with the techniques that have been cultivated up to now, the way of dealing with food including the seasons and nature, and culture and traditions. Japan has been practicing since ancient times what the world is trying to tackle to solve social issues now, such as preserving food by fermentation to reduce food waste, and the shojin ryori (traditional vegetarian cuisine) that was once used and still is today based on plant-based ingredients such as tofu. By updating these wisdoms to modern techniques and spreading them globally, it is possible to make food sustainable and rich all over the world. For this reason, it is important to combine Japan's food strengths and techniques and create a place where Japan's food innovation model can be put into practice. There are many ecosystem bases around the world that accelerate such food innovation, and they are focusing on nurturing entrepreneurs while sharing global techniques. At this Tokyo Food Meetup Global Deep Dialogue kickoff, many ideas were gathered and discussed toward Globalization 3.0. Please look forward to future developments to see how they will be implemented.



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