



Deep Dialogue Group Discussion Vol.2 :

EVENT OUTLOOK

2nd TFMG Deep Dialogue held in Yaesu

The second Tokyo Food Meetup Global (TFMG), which focuses on the globalization of the food industry, was held on November 27, 2024 at Tokyo Midtown Yaesu. In addition to the members who participated in the first event, about 27 people gathered, including those who were unable to attend the previous event and new members, and for about three hours from 5:30 p.m., we dug deep into ideas for the globalization that Japan should aim for in the future. The self-introductions at the beginning, which also served as updates on current situations, were very lively, symbolizing how dynamic the activities of the participants were.



At the social gathering, participants had frank discussions that went beyond the boundaries of companies and industries.

After a three-hour intensive workshop,

We had a lively discussion over a meal at a restaurant in Yaesu Dotown, where we talked more honestly. Discussions in front of a computer are important, but by meeting face to face, we had meetings at each table about what we want to do together in the future and what we want to do in the future, and we also got to know each other outside of work, and we got the sense that we were forming a group of like-minded colleagues that went beyond the boundaries of our organizations. One member had a birthday on the same day, so all the participants sent their congratulations.



What is the direction of globalization of the food industry?

This time, the discussion began by looking back on the discussion at SKS JAPAN 2024 held in October 2024 on "The path to Globalization 3.0 that the Japanese food industry should aim for." This session was attended by Akiko Iida of the Ministry of Agriculture, Forestry and Fisheries, Yoshiyuki Ozawa and Hitoshi Tonomura of Ajinomoto Co., Inc., and Hideki Katagiri of Nishimura & Asahi. This time, additional ideas were extracted while looking back on the approximately 30 ideas gathered in the previous discussion on approaches to globalization that were identified. From there, a heat map vote was conducted to summarize the three themes that the participants wanted to focus on. In terms of the theme of disseminating information from Japan to the world, the discussion was divided into three groups: one group that considered the direction of turning Japanese food into art and branding, one group that utilized knowledge of Japanese cuisine to disseminate information to the world, and one group that considered an approach to expanding overseas.



TOKYO FOOD MEETUP GLOBAL

&mog REPORT

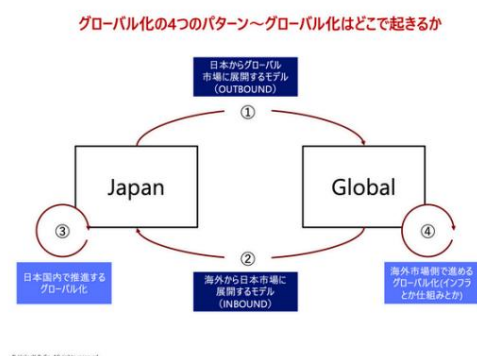
Deep Dialogue Group Discussion Vol.2

DEEP DIALOGUE-KEYWORDS

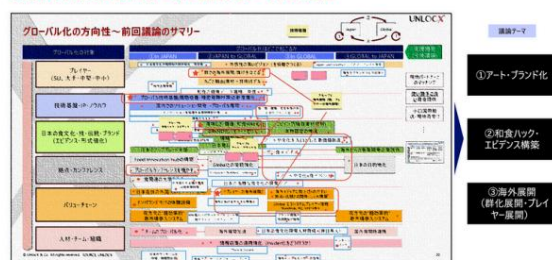
Globalization approach

When considering Globalization 3.0, which is driven by innovation and technology, there are four patterns: 1) Model in which Japan expands into the global market

(OUTBOUND), and (2) a model of expanding from overseas into the Japanese market (INBOUND). In addition to these, there is (3) globalization initiated within Japan (global conferences, experience facilities for inbound tourists, global marketing through tourists, etc.), which is possible in an era when many tourists and business people are flocking to Japan, and (4) globalization promoted overseas (joint manufacturing plants that are difficult for individual companies to have, new channels that make it easier for Japanese companies to increase their presence, etc.). What became clear from the discussion was that each pattern does not exist alone, but only when they exist in conjunction with each other can a new globalization be realized.



第2回のディスカッション内容～集中議論するテーマを3つ選別



After much discussion among the participants, a vote was taken to determine three in-depth themes, and each of the three groups came up with ideas on what exactly they would do, who the stakeholders (users, customers, supporters, etc.) would be, the issues and challenges they would face in realizing their goals, and the partners they should involve in order to make their goals a reality. As the members usually think about globalization from their own perspectives, there was a fair amount of concrete and essential ideas being exchanged, and the discussion helped to bring to light the contours of the themes they should tackle together. From this time onwards, we deliberately narrowed it down to three themes in order to link them to concrete actions, but the ideas that emerged at the TFMG-DD forum were quite varied, and we realized that there are many themes that need to be addressed in order to globalize Japan's food industry.

There are many things that need to be done and can be done - the key is who does them

Globalization of the food industry. This phrase is beginning to resonate with many players. As a Japanese person, I feel that the globalization of food, a wonderful asset of Japan, can contribute to solving food-related issues around the world, and above all, it can help make food delicious, healthy, and sustainable around the world. Furthermore, globalization will help Japan's food industry regain its earning power, making it a profitable industry from agriculture to restaurants and retail, attracting diverse human resources, and ultimately contributing to solving the issue of food self-sufficiency in Japan. In these forums, where members from industry, government, academia, and finance, as well as startups and companies, gather and discuss, what becomes apparent is the large number of themes that "everyone needs and wants to do" and their high resolution. However, I felt that the biggest missing piece was who can lead them. One participant at this event said, "A challenging flag-bearer should take the lead." In order to ensure that the ideas that came out today do not just remain ideas but are turned into concrete ideas, we will continue to hold this study group from the third meeting onwards, keeping in mind the question of "who will lead the ideas that come out here." Please look forward to the next discussion!



Hirota Tanaka (UnlocX
CEO/Organizer of SKS JAPAN)

