

## Japanese Exhibitor - JFC Japan Inc.

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### **Q: Please give us an overview of your company.**

Pacific Trading Co., Inc. was founded in 1912, as a California corporation. Then, the current JFC International Inc. was established in Tokyo in 1928. While trade with the US was suspended during WWII, it reopened in 1947. Later, Kikkoman Corporation joined the management and became a subsidiary company in 2013. Our company's philosophy is to deliver "Quality Merchandising & Good Services." We work under the motto of "providing healthy, delicious, and safe Japanese food to the world" and "providing delicious food from the world to Japan." By utilizing our JFC network that spreads across the globe, we help supply products that the vendors have put their heart and soul to consumers both inside and outside of Japan.

### **Q: How do you discover new products or categories?**

For the most part, different makers and clients introduce us to new products and give us proposals, but we also receive requests from our overseas clients to look for certain products.

Other than that, we exhibit and attend tradeshows such as Foodex and participate in business meetings to look for new manufacturers.

## **Q: What are your product selection standards or criteria?**

We don't have fixed standards or criteria but we select our products based on each country's import regulations. As for expiration dates, the longer they are, the easier to handle. If the product only lasts for 2 months, it could already be expired by the time it reaches the other country. So we want at least 8-10 months. Obviously, our products must be "delicious and safe." Our customers' needs are another standard. We can't simply bring Japanese-style kaiseki overseas and expect it to sell. People of Taiwan or Hong Kong heavily value the package design. Packaging is one criterion that people use for selecting products from Japan. Some say they would buy it since the package is cute and pop.

## **Q: How are Made-in-Japan products evaluated overseas?**

There is an image that Japanese products are high quality and safe. This is how people see it in the US, Asia, and Oceania. Made-in-Japan products definitely have a positive image.

## **Q: What are some points that you value in your partners?**

Food safety is very important. Having a HACCP or ISO certification is an advantage for companies. If they don't have these certificates, we prefer companies that have a similar management system.

## **Q: What are the main items that you handle?**

We handle all types of Japanese foods and kitchen items, but sushi, ramen, and seafood products are the main items.

## **Q: What are your terms and conditions, and payment conditions?**

In our case, we mainly deal with our group companies so we don't have problems or

difficulties with payment.

**Q: What are some barriers you experience when you trade with other countries?**

Regulations. There are still issues of radioactivity regulations with China, Taiwan, and Korea. In some cases, ingredients used in the products do not meet the standards of that country. Even if the product is wonderful, we cannot export those products. The bigger the company is, the more difficult it is for them to change their production line. In that case, small manufacturers have a greater advantage since they tend to be more flexible.

**Q: What country or item are you interested in?**

There are many countries that we are interested in. Our group company organizes SAKE EXPO, a tradeshow for sake and food. At that show, we conduct demonstration sales over and over so that consumers will be more familiar with the new products.

**Q: Please tell us your plans and goals for the future.**

To give you a brief overview, we want to introduce more and more Japanese products to foreign countries. Since Japanese foods are safe and delicious, whether they are vegetables or fruits, we want more people in the world to know about it.