

Sirha- International Hotel Catering and Food Trade Exhibition 2009
Guide to 'Japan Day' – Japan, the only featured country

With the global boom in health food and Japanese food, and with Japanese food culture enjoying such a high reputation, Japan is the only one, featured country to be invited for the Sirha - International Hotel Catering and Food Trade Exhibition being held in Lyon, France, from the 24 January 2009.

The Japanese pavilion 'Healthy Island Japan' will introduce Japanese food and traditional Japanese culture, as outlined below, in cooperation with the Matsumoto International Culture Festival Office from Matsumoto in Nagano Prefecture.

As well as participants from France and the rest of Europe, some 20,000 people from food and catering service related businesses around the world will visit the market – an opportunity to celebrate 150 years of friendly Japan-France relations. 'Japan Day' is a perfect occasion to introduce the real Japan, and one which will, without doubt, revitalize interest. We ask everyone for their kind cooperation and support for this event, one aimed at telling the world about Japan's food culture.

Event information

Time: 1100 – 1730 (local time) on Saturday 24 January 2009

Place: Sirha International Hotel and Catering Food Trade Exhibition Halls at EUREXPO venue

- 4th Sushi Chef Introductory Concours

Time • Place: From 1300 at the Cuisine en Scène event stand inside the Exhibition (Hall 1)

Host: Sushi Chef Introductory Concours Committee (SBA LTD)

Organized by: All Japan Sushi, EUROHODIP

Details: Top flight sushi chefs from eleven countries will prepare wonderfully imaginative sushi using essential skills and making use of ingredients special to each country. There are also plans for lectures on Japanese sushi, world sushi, and essential sushi techniques.

- Japanese Traditional Arts (Matsumoto International Culture Festival)

Time: From 1100 in the Japan pavilion and the Cuisine en Scène event venue

Presented by: Matsumoto International Culture Festival

Details are given below.

- Big Character Calligraphy '*Shoformance*'

Sango Bokusen (<http://sango-bokusen.hp.infoseek.co.jp/>)

Japanese calligraphy is a traditional art form which evolves with the times but keeps alive a history of Chinese characters 3000 years old. The art of writing is not simply about using characters to transfer signified meaning through symbols. It is as much about the formation of the characters, the strength of the lines, the importance of rhythm, and an art which expresses the spirit of individuals. It has been called the 'art of lines'. Writing in collaboration with music is known as *shoformance*.

- Tôdô - The Way of Learning and the Martial Arts

Sadohara Daisuke (<http://www5e.biglobe.ne.jp/~kensi/>)

Tôdô is an ancient martial art aimed at training in the arts of war, with formal training using real swords, as well as cutting practice using sheaves of straw or bamboo. The bamboo or sheaves are regarded as moving targets; the swordsman trains by moving in an instant to avoid being struck whilst, at the same time, striking his opponent.

- Poetry and dance - Kikusui School of Japanese Poetry Recital

Deputy Chairman Uesugi Suirei and Master Komatsu Suimei

Using a fan, there will be a recital of the following three melodies. Meisô Nippongô, a poem recited at celebratory events, with hakama being worn to express traditional Japanese culture. The enduring Japanese masterpiece Kôjô no Tsuki, the poetry movingly expresses the vicissitudes of life, and in Sakura Sakura, the much-loved sakura cherry blossoms symbolize the brilliant and ephemeral nature of existence.

- Magic Show- Matsumoto Magic Club

Chairman GB Fujii and Assistant Masako Fujii

A history of 30 years in magic. Based on the idea that 'magic makes people happy, and make me happy. Constant surprises in a changing world of mystery', Doctor Fujii will present a Japanese art that has been handed down through the ages.

- Japan Pavilion - Healthy Island Japan – Event (Hall 6, Booth No: 6D06 and 6E06)

Time • Place: From 1100 in the Japan pavilion booth in the centre of the venue

Hosts: Healthy Island Japan Office Partners Tanseisha Co. Ltd., SBA LTD

Partner: Matsumoto International Culture Festival, Yoshida Metal Industry Co. Ltd.

Official partner: Japanesque Modern, Matsumoto International Culture Festival

Supported by: Yoshida Metal Industry Co., Ltd., Miyazaki Co., Ltd., Aozoraichiba Corporation

Details : 20 companies from Japan will come together to exhibit the latest techniques from Japan, focusing on foods, as well as food-related trades, design, and culture, with the aim of introducing 'The Pleasure of Japanese Food' to the world.

Enquiries relating to this press release should be addressed to

Matsumoto International Festival Office

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The Silha International Hotel Catering and Food Trade Exhibition, is the biggest food-related exhibition in the world, boasting some 2,000 exhibitors from around the world, and about 200,000 visitors. It is held every other year in Lyon in France. Japan will be the sole country at the next event in 2009 to be chosen as a 'guest nation'. There will be demonstrations in booths and, at the 30 or so concours held over the duration of the event, top chefs from around the world will come together to make this exhibition a very special occasion.