Japan and South Korea, early promotion phases of Interporc

Tokyo and Seoul will be the first two countries to Interporc visit in 2016 to publicize the qualities of pork of white layer produced in Spain. On February 10, the tour starts in the Supermarket Fair in Tokyo (Japan), Japan's most important commercial distribution and hence the Interprofessional Interporc event will offer information on meat products.

The Supermarket Fair in Tokyo (Japan) reaches its 50th anniversary, this time. This is the most important for Japanese commercial distribution event and is expected to attend more than 100,000 professionals. Interporc display and provide information about the qualities of pork of white layer and meat products that she also makes exporting companies to the Japanese market.

Parallel to the presence at the fair, Interporc has organized demonstrations as a course cut hams and sausages at the Cervantes Institute in Tokyo. In this event media quoted Japanese media will. Furthermore, the Embassy of Spain in Japan is to develop a meeting with importers of meat and various personalities providing information on the Spanish meat industry pig, and a tasting with dishes prepared by chef Javier Aranda has a Michelin Star in his restaurant La Cabra de Madrid.

A week later, on February 15, Interporc will be in Seoul (South Korea) which will develop various promotional activities throughout a week: a showroom in Seoul Global Center, the most important business center of the country in addition to a reception at the Embassy of Spain in South Korea to be attended by both importers and Korean authorities.

This time will be the cook Iñigo Urrechu, who has conducted several promotional activities with Canal Interporc through cooking, prepare various dishes of pork with white coat and meat products that will delight the audience.
Finally, Interporc presented at Hyundai, which owns a chain of commercial distribution, pork and Spanish meat products to Korean importers. In this briefing course cutting cured ham and sausages are made.

Both the Korean and Japanese market have become two of the main destinations of Spanish pork white layer outside the European Union, both the quantity and the quality of the products that consumers demand. Hence the importance Interporc is putting in promoting and publicizing the

quality of Spanish products in these markets.

Source: Interporc