

FYI: FoodTech x Japan  
Food for Thought – How Innovation & Technology Transform the Food Manufacturing Sector

**In this Episode Brief,**

We recap the latest trends and technologies in FoodTech from Singapore and Japan shared during the **FYI Japan: Food for Thought - How Innovation & Technology Transform the Food Manufacturing Sector** webinar held on **18 May 2021** with close to **100 attendees**.

As the world races to embrace innovation and adopt technology, global food sectors are transforming towards sustainable food supply. Singapore is emerging as a food tech hub while Japan is ramping up the use of advanced technologies to reduce food waste. Could there be opportunities for us to collaborate in food science and manufacturing?

**FoodTech Landscape in Singapore and Japan**

- Growing FoodTech ecosystem in Japan
  - Upcoming university entrepreneur programs and pitch contests
  - Food focused CVCs such as Future Food Fund are emerging
  - Investments are increasing on crowdfunding platforms CAMPFIRE and FUNDINNO
  - K,D,C,,, Foodlab is a place where innovators can realise their ideas
- Big corporations in Japan are supporting innovation
  - JR East is supporting Connected Robotics, a PoC with robotic chef
  - Nipponham is pursuing a capital tie-up with cellular meat startup Integriculture
- Contactless shopping, next generation products and automation are not ubiquitous, but gaining traction
  - Recent hot topics include SDGs, plant-based meats and robotics

**Latest Technologies**



**Sustainable Craft Beers**

FoodTech start up CRUST Group makes beverages such as sustainable craft beer from surplus bread to reduce food waste. Recently launched in Japan, they are looking to expand into new markets such as Thailand.



**Superfoods**

Using superfood ingredients which undergo minimal processing to ensure a nutrient-dense food that boosts immunity and improves gut health, OsomeFood also makes a conscious effort to reduce waste while providing healthy food. They are looking to distribute their products in Japan.



**Meatless Meat**

With no chemical additives or animal ingredients, Next Meats and DAIZ Inc. are Japanese companies developing plant-based proteins that replicate the taste of chicken, pork and beef. Both are looking for Singaporean partners to expand in the region.

This FYI Brief distills the best of the conversations held in the FYI Episode of 18 May 2021 with the following distinguished speakers:

**Mr Eugene Wong**  
Vice Chairman, SBF China & North Asia Business Group EXCO;  
Founder and Managing Director, Sirius Group

**Ms Jennifer Perez**  
Future Food Fund

**Mr Travin Singh**  
Founder and CEO, CRUST Group

**Mr Jason Fong**  
Founder and CEO, Wholesome Savour Pte Ltd

**Ms Michelle Mak**  
Director of Sales (Asia), Western Union Business Solutions

**Mr Koji Ochiai**  
CTO, DAIZ Inc.

**Mr Akira Yasuda**  
CEO (Singapore), Next Meats



For more information or assistance, do not hesitate to connect with **Ms Alaxys Liu** at [alaxys.liu@sbf.org.sg](mailto:alaxys.liu@sbf.org.sg)



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