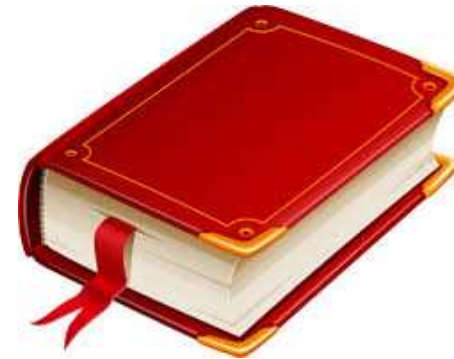


# Japanese Food Business Dialogue Event

Date: **18th and 19th March 2017** (2days event), 10:00~17:00

Venue: Intercontinental Cairo City Stars, Al Hambra ball room (BF 2)

## JAPAN FOODBIZ IN EGYPT



### ◆ Business dialogue of Japanese food companies

### ◆ [Side Event 2] Publishing release of the book “Irrigated Agriculture in Egypt: past present and future” (Japanese researchers, NWRC, ARC, Cairo Univ. )



استقدام الأرز الياباني لبرنامج الأرز المصري في عام ١٩١٧  
Introduction of Japanese rice to Egyptian rice program in 1917



### ◆ [Side Event 1] The Symposium of the 100 years' Anniversary of the Yabani rice\*

- \*Egyptian rice cultivation originated from Japanese varieties
- Egyptian Government has started the cultivation of rice in 1917 utilizing Egyptian local varieties and Japanese varieties etc.
- 2017 is the 100 years anniversary of cultivation rice in Egypt.
- JICA has started the cooperation from 1980's.

# JAPAN FOODBIZ IN EGYPT

## Day 1<sup>st</sup> (18<sup>th</sup> March)

10:00 ~11:00

Opening session

Embassy of Japan, JETRO, JICA

Ministers (Trade, Agriculture,

Irrigation, GAFI etc.), Chairman of EJBC, EJB

11:00~11:05 Signing ceremony of Grant aid support of the embassy (improving cold chain project)[New]

11:00~12:00 Presentation from Japanese companies(if required) and Egyptian government

\*coffee break

12:30~14:00 Side event 1

Symposium

[100 years' anniversary of Yabani rice\* cultivation]

\*Egyptian rice originated from Japanese varieties

14:00~14:20 Dance Show for celebration of Egyptian rice by Mahmoud REDA performance Troupe and Japanese dancers [New]

14:30~ 15:00 Providing Japanese Cuisine

15:00 ~17:00 Business Dialogue

17:00 Close

## Day 2<sup>nd</sup> (19<sup>th</sup> March)

10:00~11:30 Side event 2

Symposium

[Promotion of publishing book for "*Irrigated Agriculture in Egypt: Past, Present and Future* "]

\* coffee break

12:00~13:00 Presentation from Egyptian private companies

13:00~17:00 Business Dialogue

17:00 Close

## Day 3<sup>rd</sup> (20<sup>th</sup> March)

The Tour of Egyptian food factories or Japanese restaurants (If Japanese companies require)

Side Event 1( 18<sup>th</sup> March)

## 100 years' anniversary of Yabani rice\* cultivation

\*Egyptian rice cultivation originated from Japanese variety

- 1.5 hour (12:30~14:00, 18 March)
- Key note speeches<tentative>  
(15min presentation+ 5min Q&A)
- Rice research and training Center  
(Prof. Dr. Abd El-Azim El-Tantawi Badawi),
- National Water Research Center  
(or Ministry of Water Resource and Irrigation)[pending]
- JICA
  
- General Questions

**(14:00 ~14:20)** Dance show for celebration  
Egyptian rice by Mahmoud REDA  
performance Troupe and Japanese  
dancers

**(14:30~)** Promotion of Japanese Cuisine



استخدام الأرز الياباني لبرنامج الأرز المصري في عام ١٩١٧  
Introduction of Japanese rice to Egyptian rice program in 1917



All the governmental organization and private company both of Egypt and Japan are able to use this logo without any charge (for example, using the logo for the rice products, restaurants which use rice). When it is used, kindly inform to the Embassy of Japan in Egypt.



(Image)Mahmoud REDA performance Troupe

## Side Event2 (19<sup>th</sup> March)

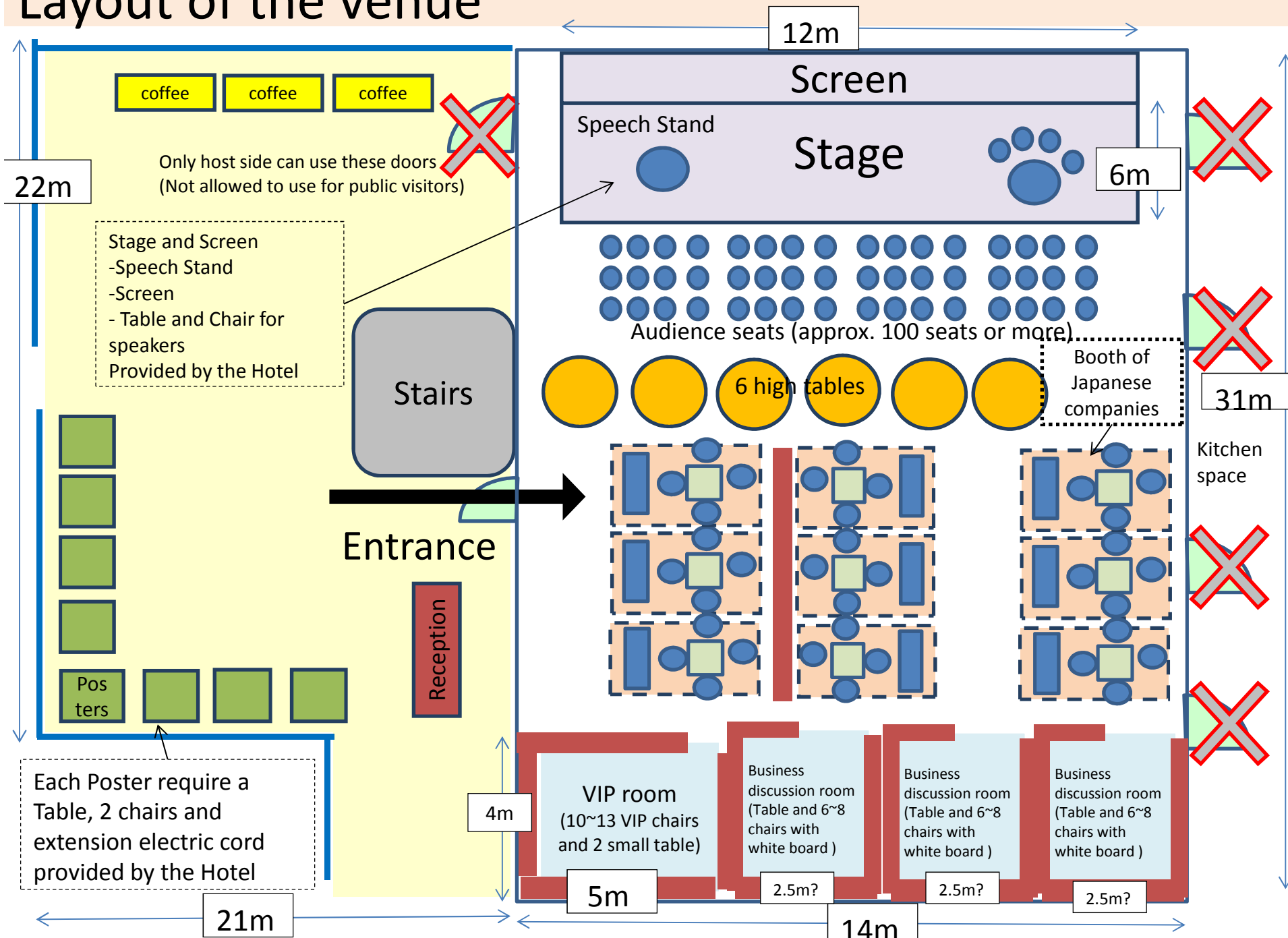
Celebration of book publication by two-country cooperation:  
*“Irrigated Agriculture in Egypt: Past, Present and Future”*

- 1.5 hours (10:00~11:30, 19 March)
- Key note speeches (15min presentation + 5min Q&A) <tentative>
  - Dr. Masayoshi Satoh, Emeritus Professor, University of Tsukuba, Japan  
(Editor)
  - Dr. Talaat El Gamal, Researcher, Water Management Research Institute,  
National Water Research Center
  - Dr. Maher Noaman Mohamed, Field Crops Research Institute,  
Agricultural Research Center

(Refer to the Springer.com)

<http://www.springer.com/us/book/9783319302157>

# Layout of the venue



# JAPAN FOODBIZ IN EGYPT

## Exhibition Image



Stage, Screen and audience  
(image)



The lobby outside of the  
exhibition room  
(Poster session is available)



The image of the Room size of  
Al Hambra ballroom  
(\*display is not totally different of this  
picture)