



Press release 28.05.2018

## RUSSIAN TOURISM GASTRONOMY WEEK IN JAPAN-2018

In the period from November 27 to December 2, 2018, the **Russian Tourism Gastronomy Week in Japan** will be held.

During the visit of Vladimir Putin, the President of the Russian Federation, to Japan in December 2016 and his meetings with the Prime Minister of Japan Shinzō Abe, the parties of negotiations came to the decision about holding the Year of Russia in Japan and the Year of Japan in Russia as one of the tools of widening of Japanese-Russian humanitarian exchange.

In frames of the Year, the outstanding events are planned, including different areas of bilateral relationships — politics, economics, culture, science, education, youth exchange, sport, sharing experience of municipal entities and many others. On 21 September 2017 in Tokyo Oleg Safonov, Chief of the Federal Agency for Tourism (Rostourism), and Ryoichi Matsuyama, Chief of Japan National Tourism Organization (JNTO) signed a “Memorandum of cooperation in organization of Weeks of Gastronomy and Tourism”. International Center of Wine and Gastronomy (Moscow) is officially authorized to provide support on the organization of the Week on behalf of the Russian Federation. **Russian Tourism Gastronomy Week in Japan** is included in item 71 of the Consolidated programme of the Year of Russia in Japan on January 25, 2018, approved by the government of the Russian Federation.

International Center of Wine and Gastronomy (ICWAG, [www.icwag.com](http://www.icwag.com)) has a saturated experience of holding similar events in different countries of the world within the “Russian Gastronomy Weeks” project ([www.rusgw.com/en](http://www.rusgw.com/en)):



Holding of the **Russian Tourism Gastronomy Week in Japan** is supported by the Ministry of Foreign Affairs of the Russian Federation, the Ministry of Culture of the Russian Federation, the Federal Agency for Tourism (Rostourism), the Federal Agency for Ethnic Affairs, the Embassy of the Russian Federation in Japan, the Federation of Restaurateurs and Hoteliers of Russia, the Russian National Culinary Association, the Union of Winegrowers and Winemakers of Russia and other major Russian professional associations and societies.

From the Japanese side the Week is supported by the Japan Tourism Agency (JTA), the Japan National Tourism Organization (JNTO), the Japan Association of Tourism Agents (JATA), the All Japan Food Association (AJFA). The Official Air Partner of the Week (協力) is the Japan Airlines (JAL), the national air carrier and the flagship airline of Japan.

The project has an official support of the United Nations World Tourism Organization (UNWTO).

### **The CONCEPT of the project is aimed at:**

- ✓ fortification of cultural and business relationships between Russia and Japan;
- ✓ promotion of Russia and Japan in general and its separate regions as the attractive tourism destinations and revealing their potential for the tourism development;
- ✓ presentation of dishes of Russian national cuisine, regional F&B products for Japanese audience;
- ✓ attraction of attention to regional investment projects of hospitality industry;
- ✓ contribution to the growth of sales volume and export turnover of F&B products and services between Russia and Japan.

Russian Gastronomy Weeks (RGW) consistently garner the most positive feedbacks from the officials of member-countries, business representatives, heads of the professional organizations, opinion makers, experts and wide audience. The events of the RGW are widely covered in Russian and foreign media of different specialty and format.

### **PROGRAMME of the Russian Tourism Gastronomy Week in Japan:**

The business programme of the Russian Tourism Gastronomy Week in Japan will start on November 27, 2018. The Week will be opened with a solemn reception in Tokyo with the participation of the Russian Ambassador to Japan Mikhail Galuzin, heads of Rostourism, representatives of Japanese and Russian ministries, delegations of Russian regions, business communities, figures of culture and art, media. A chefs' team from several regions of the Russian Federation will make the author's gastronomic accompaniment of the official opening ceremony.



### **Key events:**

- exhibitions of gastronomic routes, tourism, F&B producers of Russian regions;
- regional themed dinners in the performance of the Russian chefs' team;
- seminar for Japanese tour operators on the opportunities of tourism in the Russian regions (jointly with Rostourism and JATA);
- master-classes by leading Russian experts in the wine and gastronomy sphere:
  - Russian vodkas and distilled spirits (by the President of the ICWAG Leonid Gelibterman);
  - Legends of the Kremlin's kitchen (by the President the Russian National Culinary Association Victor Belyaev);
- culinary summit "Russia-Japan" together with Federation of Restaurateurs and Hoteliers of Russia, Russian National Culinary Association and AJFA;
- cultural programme.



The culmination of the Russian Tourism Gastronomy Week will be a Gala dinner of Russian cuisine, where each member of the chefs' team will demonstrate his best culinary masterpiece.

**Please contact us:**

**Organizing Committee of the Russian Tourism Gastronomy Week in Japan**

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Website of the project: [www.rusgw.com/en](http://www.rusgw.com/en)

FB: [www.facebook.com/rusgastroweek/](https://www.facebook.com/rusgastroweek/)

[Project presentation and programme.](#)

## Organizers of the event RUSSIA:



ФЕДЕРАЛЬНОЕ АГЕНТСТВО  
ПО ТУРИЗМУ



INTERNATIONAL  
CENTER OF WINE  
AND GASTRONOMY

## Organizers of the event JAPAN:



ALL JAPAN FOOD  
Association  
一般社団法人 全日本・食学会

## With the assistance:

With the participation of



## With the support:



## Official Air Partner of the Week (協力):



## Please contact us:

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