

# Promotional Event to Introduce Japanese Rice to the Australian Market December 9, 2023 (Sat), Sydney

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You can also experience Omochitsuki (rice cake pounding) and traditional dance praying for a bountiful harvest!

Exclusive invitation for over 100 local Australian and Asian food and beverage professionals and the media.

We would like to take this opportunity to extend our sincere appreciation for your kind cooperation in covering this event.

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The Sydney Office of JETRO (Japan External Trade Organization), together with NNA Australia, a local Japanese-language news organisation, and Creator Union, a Chinese media and event company, will hold a promotional event to introduce Japanese rice to Australian consumers.

In addition to seminars, quizzes, and exhibitions, there will be sessions for tastings of Onigiri (rice balls) and Chirashi-sushi, Omochitsuki (rice cake pounding), and dance performances praying for a bountiful harvest.

We appreciate your time and kind cooperation in covering this event in advance.

## **Event Outline**

- ❖ **Date:** December 9th (Sat) 2023, 12:30 - 16:00
- ❖ **Venue:** 1 King St, Concord West NSW 2137  
(1 minute walk from Concord West station on the T9 line, Free Parking available)
- ❖ **Admission:** Free (By invitation only)
- ❖ **Outline:** Traditional Japanese Dance Performance, Omochitsuki (Mochi-Pounding) experience, Onigiri and Chirashi-zushi tasting, Lecture & Quiz, Goodie bag giveaway
- ❖ **RSVP:** Please RSVP from below URL by December 4th to confirm your attendance.  
<https://forms.gle/ZnFbwhQvHQUZkCRN7>  
*\*This event is by invitation only (RSVP required) . If more than one person from the same company is attending, please ensure that they all complete the registration form.*
- ❖ **Event Organiser:** JETRO (Japan External Trade Organization) Sydney Office
- ❖ **Cooperation:** NNA Australia Pty Ltd, Creator Union Pty Ltd

## **Inquiries**

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# INVITATION

2023

JAPANESE RICE FESTIVAL

## WHEN

09/12/2023  
12:30-16:00

## WHERE

1 King St, Concord West  
NSW 2137

- Traditional Japanese dance
- Japanese cooking showcase
- Japanese rice tasting
- Japanese rice museum
- Gift package



Registration for  
the Japanese Rice Festival

**RSVP by 04 December**

- ※ Free parking space, 1 minute walk from the train station.
- ※ Invitations are strictly non-transferable without prior consultation.

**Invitation Only for Food professionals and Media**




Online Website for Japanese  
rice Oct-Dec 2023

>> Please scan the QR code to get  
more information and recipes  
about Japanese rice



Please follow us

>> We will update more  
contents on our  
**FACEBOOK PAGE**

Organizer : 

Event planning and management: NNA Australia Pty Ltd, Creator Union Pty Ltd

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