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E-Paper

Time ripe for Japanese cos to invest in India's food sector: FSSAI chief Press Trust of India

The time is ripe for [Japan](#) to increase volume of its [food](#) items in [India](#) through imports or investment in the [food](#) processing sector as regulatory environment has undergone a paradigm change, [FSSAI Chairman Ashish Bahuguna](#) said today. *"The time is ripe for increasing volume of availability of Japanese foods in [India](#) whether through imports or increasing investment in [India](#)'s [food](#) processing sector,"* Bahuguna said at an event.

The [Food](#) Safety and Standards Authority of [India](#) (FSSAI) has harmonised the regulations in tune with international requirement of CODEX. All standards and regulations are transparent, he said.

"I would like to underscore that regulatory environment has undergone a paradigm change. There is huge scope for Japanese [food](#) products in [India](#). Invest in this sector. You will be assured of all kind of support not only from government of [India](#) but also from private [food](#) businesses," he added.

The FSSAI [chief](#) said that the regulator is no longer obsessed with [food](#) safety concerns alone. "Obviously, it is still paramount. It is equally emphasizing and focusing on nutritional value," he said.

Stating that Japanese cuisines is known for its purity, simplicity and nutritional value world over, he said in [India](#) too, a large section of consumers are trying to adapt to Japanese foods but companies keen to invest in [India](#) need to innovate their products and modify to suit to the Indian palate.

Speaking on the occasion, Mitsuhiro Miyakashi -- [Special Advisor](#) to the [Prime Minister](#) of [Japan](#) -- said the signing of agreements between two countries in the area of [food](#) processing is an important milestone.

Japanese [food](#) processing firm [Ise Foods](#) today signed a memorandum of agreement (MoU) with Ministry of [Food](#) processing with an investment commitment of Rs 271 crore. Another MoU has been signed between two governments on phyto-sanitary certification of [marine products](#). Miyakashi further said that [India](#) and [Japan](#) have decided to set up a joint working group on cold [food](#) chain development.

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"I do believe that with these several initiatives, food safety related procedures on Indian side will become smoother and I expect that it will be give impetus to export of food products from Japan as well as give impetus to Japanese companies in food related business here," he added. He was speaking at an event organised by industry body CII and Japan External Trade Organisation (JETRO).