

Report on Poster Exhibit at Medicare Foods Expo

Japan Reference Group exhibited a poster at the Medicare Foods Exhibition held at Tokyo Big Sight from February 26 to 28 as part of its activities to promote IDDSI.

The Medicare Foods Exhibition is Japan's largest gathering of companies involved in the dietary needs of the elderly, and is held within the Care Show Japan, which attracts about 10,000 visitors.

The PR team was in charge of the content of the exhibit, and displayed posters to raise awareness of iddsi and materials showing its levels and evaluation methods.



The exhibits were seen not only by visitors but also by various people, including manufacturers, overseas buyers, and wholesalers of materials.

Among them, manufacturers were looking at even the measurement methods and standard materials very seriously.

Reported by Japan IDDSI PR team (Yamashita K, Kondo H, Fukuyama T.)

