

# Japan Brand Program

## The Wagashi's Charm

Date: January 22-30, 2016 Sites: Denmark, Czech Republic, Hungary

### ■ Dispatched Expert



**Chikara Mizukami**  
Master Wagashi Craftsman  
Owner of IKKOAN

He opened IKKOAN in 1977 after training as a wagashi expert. Not limited to the creation of traditional wagashi, but he also collaborates with patissiers and western confectionaries from around the world. Mr. Mizukami actively lectures and demonstrations and is involved in various activities in communicating wagashi to the world.

### ■ Review of Activities

#### ● Denmark



Lecture at the main stage of a Tourism Expo



Demonstration of the wagashi making

#### ● Czech Republic



Workshop for cooking experts at a gastronomy culinary school



Workshop at a kitchen studio in Kralupy nad Vltavou

#### ● Hungary



Interaction at the Augustzt cafe



Lecture and demonstration at the Ambassador's residence

### ■ Achievements

Participants showed strong interest in the lecture delivered on stage at Tourism Expo in Denmark, and many people started visiting the Japan tourism booth thereafter. In the Czech Republic, activities included a lecture at the Ambassador's residence as well as the events arranged by local cooks association and confectionery specialists aiming at raising interest in wagashi. In Hungary, Mr. Mizukami interacted with patissiers at historic cafes and restaurants, and gave a lecture and conducted a workshop on wagashi and Japan's sense of the seasons for an audience of patissiers and representatives from food-related media at the Ambassador's residence. The events received media coverage in Hungary from the "Dining Guide", national paper "Népszava", and the "Origo" website. In the Czech Republic, a decision was reached to the create of a television program about Japanese food.