

# JAPAN FOOD INNOVATION TOUR

**March 5-11, 2023**  
KYOTO - TOKYO

Join cutting-edge food tech startups, leading San Francisco Bay Area chefs, and investors as they convene to learn, explore, share innovative solutions and work to reinvent how the world produces and consumes food.

**Global:SF**



GlobalSF's high-impact  
Food Innovation Tours  
connect people and ideas,  
build partnerships, and  
spark innovation globally.



The Tour provides unique opportunities for entrepreneurs, investors, and companies to gain insights, access opportunities, share solutions, and form long-term partnerships in Japan.

Participants leverage GlobalSF's strong network to explore and gain a nuanced understanding of new markets, optimize business opportunities, establish a network of government and private sector partners, and introduce brands or products in the market.

GlobalSF's Food Innovation Tours provide access to site visits and meetings with top Japanese food artisans and innovators, bespoke matchmaking, dinners with purveyors, and collaborations between chefs from San Francisco Bay Area, and Japan.





# WHY JOIN THE TOUR?

## CONNECT + COLLABORATE

- Entrepreneurs, investors, and companies will gather to gain insights, share solutions, and form long-term partnerships across Japan.
- Participate in site visits in world-class cities, global business forums, and investment seminars, benefit from bespoke matchmaking, marketing support, and much more.

## ENGAGE + ACCESS

- Gain a deeper understanding of Japanese culinary culture through targeted site visits to leading food innovation hubs, purveyors, and companies.
- Experience and interact with pop-up food labs and culinary collaborations between San Francisco Bay Area + Japanese chefs, brands, restaurants, and agrifood tech companies.

## IMMERSE + UNDERSTAND

- Participate in GlobalSF forums, roundtables, and Chef collaborations with industry partners, investors, food innovators, and government officials from across the region.
- Access investment opportunities and meet with government partners in each city- Kyoto and Tokyo.



# BAY AREA CHEFS JOINING THE TOUR



## TANYA HOLLAND

Tanya Holland is the Executive Chef and Owner of internationally renowned and beloved [Brown Sugar Kitchen](#) and the author of three cookbooks — [New Soul Cooking](#), [Brown Sugar Kitchen](#), and her most recent release, [California Soul](#).

Chef Tanya has been leading the Bay Area - and California - into the future of food through a variety of impactful projects including her podcast, [Tanya's Table](#), a cooking show on Oprah's TV network, and [Town Fare](#), her cafe in the Oakland Museum of California.



## STUART BRIOZA

Stuart Brioza is one of the Chefs and Owners of [State Bird Provisions](#), [The Progress](#), and [The Anchovy Bar](#) in San Francisco, as well as a co-author of [State Bird Provisions: A Cookbook](#).

The award-winning State Bird Provisions has introduced a new way of thinking about dining and service. By following their own style, they are driven to consistently provide a unique environment where people can expect interesting food, distinctive wines, and meaningful service.



## GEORGE CHEN

George Chen is a serial entrepreneur, restaurateur, and chef. As the Executive Chef and Founder of the [China Live Complex](#), including [Cold Drinks Bar](#) and [Eight Tables](#), he has educated and changed the perception of Chinese cuisine in the West and beyond.

Chen has received many culinary awards, including the U.S. Congressional Award for Culinary Excellence. He has created, owned, and managed a dozen restaurants both in the Bay Area and across the U.S. and China.

# SPONSORSHIP

Food Innovation Tour Sponsors share our vision to connect people and opportunities, build unique experiences, and create innovation globally.

GlobalSF's unique capability to convene the public and private sector and combine business development, thought leadership, and experiential events and opportunities provide a valuable platform for sponsors and delegate companies to make a sustained impact at a global level.

The levels are a flexible sponsorship system. Benefits can be adapted to your marketing and business objectives and built into the Food Innovation Tour.



# EXCLUSIVE SPONSOR

\$100,000

## INCLUDES ALL BENEFITS OF THE LEAD SPONSOR IN ADDITION TO:

- Exclusive company category sponsorship for GlobalSF Food Innovation Tour
- Opportunity to create customized programming with GlobalSF to highlight company brand
- Opportunity to send a company representative on the Food Innovation Tour
- Option to host VIP “pop-up” events with GlobalSF Food Innovation Tour celebrity chefs
- Introductions to companies and global partners through the GlobalSF network before, during, and after the Tour





# LEAD SPONSOR

\$75,000

- Recognition as a Lead Sponsor with company logo on all GlobalSF Food Innovation Tour marketing collateral (video and podcast platforms, email, social media, website)
- Participate as a speaker at all events in key cities (Kyoto, Tokyo)
- Opportunity to create customized content featured in all Food Innovation Tour marketing collateral
- Customized marketing opportunities planned in close consultation with GlobalSF team
- Opportunity to include branded company materials in GlobalSF Food Innovation delegate gift bags
- Full list of Food Innovation Tour delegation event attendees



# GOLD SPONSOR

\$50,000

- Recognition as a Gold Sponsor with company logo on all GlobalSF Food Innovation Tour marketing collateral (video and podcast platforms, email, social media, website)
- Participate as speaker at select Food Innovation Tour events in key cities (Kyoto, Tokyo)
- Customized marketing opportunities planned in close consultation with GlobalSF team
- Opportunity to include branded company materials in GlobalSF Food Innovation delegate gift bags
- Full list of Food Innovation Tour delegation event attendees



# SILVER SPONSOR

\$25,000+

- Recognition as a Silver Sponsor with company logo on all GlobalSF Food Innovation Tour marketing collateral (video and podcast platforms, email, social media, website)
- Customized marketing opportunities planned in close consultation with GlobalSF team
- Opportunity to include branded company materials in GlobalSF Food Innovation delegate gift bags
- Full list of Food Innovation Tour delegation event attendees



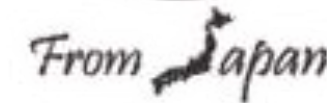
# PROGRAM & DELEGATE SPONSOR

- We will work with your company to identify sponsorship opportunities as part of the GlobalSF Food Innovation Tour.
- Recognition as a Program Sponsor with company logo on all GlobalSF Food Innovation Tour marketing collateral (video and podcast platforms, email, social media, website)

\$12,000



# 2023 PARTNERS





# 2023 DELEGATES





# 2022 DELEGATES



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# 2022 SPONSORS

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