

## JAPANESE ICE CREAM IN THE PHILIPPINE MARKET?

Monday, 18 June 2018

On 19 June 2018, Ms. Misako Kanaya (in stripes) of the NNA Research Group of Kyoda News from Tokyo, Japan visited the offices of PAGASA to interview Mr. Steven Cua regarding the state of the Philippine market for frozen products such as ice cream drops/delights given the huge consumer base. They were in the country for some 11 days to study the feasibility of bringing in Japanese ice cream delights most likely after seeing the success of their Korean counterpart in penetrating the local market.