

## Food Services Industry Division

### Ethnic Perspectives of Rice Industry in Asia

Friday, June 5

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Chair: **Seojin Chung** (Ewha Womans University, Korea)

**D16-1** 14:00-14:40

Challenges of the Japanese Rice Industry in the Declining Rice Consumption: Development and Marketing Strategies for Value-added Rice

**Shoji Shinkai** (Fukuoka Women's University, Japan)

**D16-2** 14:40-15:20

Functional Property and Health Benefit of Thai Jasmine Rice

**Somsri Charoenkiatkul** (Mahidol University, Thailand)

Chair: **Hye Rye Yoon** (Kongju University, Korea)

**D16-3** 15:30-16:00

Consumer Customized Rice Breeding and Food Processing Technology Research

**Sea-Kwan Oh** (National Institute of Crop Science, RDA, Korea)

**D16-4** 16:00-16:30

Dietary Education to Promote Rice Consumption

**Juhyeon Kim** (Dong Seoul College, Korea)