

PUBLIC LECTURE ON JAPANESE STUDIES **REVISITING JAPANESE FOOD** **CONSUMPTION PATTERN**

Public Lecture by Dr. Alias Bin Abdullah

Date > **13TH DECEMBER 2012, THURSDAY**

Time > **10:00 AM - 12:00 NOON**

Venue > **DEWAN KULIAH B**
Faculty of Arts & Social Sciences,
University of Malaya, Kuala Lumpur

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PUBLIC LECTURE ON JAPANESE STUDIES
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*Public Lecture by **Dr. Alias Bin Abdullah***

PROGRAM

- 10:00 am Registration & Arrival of Guest
- 10:25 am Welcome Speech by MC
- 10:30 am Welcome Speech by
Mr. Asmadi Hassan
(President of MAJAS)
- 10:33 am Welcome Speech by
Mr. Shoichi TOYODA
*(Director of the Japan Foundation,
Kuala Lumpur)*
- 10:35 am Introduction of Guest Speaker
- 10:40 am Public Lecture by
Dr. Alias Abdullah
- 11:40 am Q&A Session
- 12:00 noon Refreshment

BIODATA OF SPEAKER

Dr. Alias bin Abdullah has recently been appointed as the Head of East Asian Studies, Faculty of Arts and Social Sciences at University of Malaya, Kuala Lumpur. Born in 1975, Dr. Alias Abdullah received his Diploma in Business Administration from MARA Community College in 1995; Bachelor's in Personnel and Industrial Relations from Saint Louis University, USA in 1997; Master's in Agriculture Economic Information Management in 2006, and PhD in BioProduction Science in 2012, both from Tottori University, Japan.



Dr. Alias began his career as a lecturer at various institutions and a Japanese company in Japan before he came back to Malaysia and joined the University of Malaya in 2006. Education has always been very close to his heart and since then, he has served as a lecturer and without turning back, he has gained valuable and extensive experience in leadership and management.

As an author and co-author, he has published numerous books and articles in various journals, and his publications include;

- * *World Rice Demand Towards 2050: Impact of Decreasing Demand of Per Capita Rice Consumption for China and India, Japan and East Asian Regionalism*, University of Malaya (2007)
- * *Japanese Household Demand for Fresh Fruits, 1991-2006 - Based on Cities With Prefecture Government and Highly Populated Cities*, Japanese Journal of Farm Management (2009)
- * *Tropical Fresh Fruits Demand Elasticity in Malaysia, Journal of Rural Economics, Agriculture Economic Society of Japan* (2010)
- * *Japanese Fruits Consumption Pattern, 1973-1992 and 1992-2008*, Trends in Agriculture Journal, 2011
- * *Japanese Halal Food Production in Malaysia: A Prospective Survey*, International Journal of East Asian Studies (2011/2012)

SUMMARY OF THE LECTURE

Japanese food consumption pattern has undergone dramatic changes over the last 40 years. There has been an increase in the consumption of meats, bread, other cereals and beverages, and a decrease in rice, noodles, fish and shellfish, dairy products, oil and fats, cakes and candies, juices, alcohol, as well as fresh fruits and vegetables. Many economists have attributed these changes to such factors as higher household income, aging population, and a more westernized lifestyle.

However, Japanese household income has declined since 1993 which also resulted in a drop in food consumption (FAO, 2002). Undoubtedly, many factors have influenced Japanese food consumption pattern. Understanding of these factors is very important for assessing the agricultural product market in Japan. Since Japan is one of the largest importer of

agricultural goods, its changing food consumption pattern will directly affect the world agricultural trade. The question of whether rice is an inferior good is key to evaluating the significance of Japanese domestic agricultural policy in WTO negotiations which also affect other agricultural products.

This study attempts to provide econometric evidence for answering such questions, using a cross-sectional data analysis. The objectives of this study are to analyze the food consumption patterns and to conduct econometric analyses of the food demand structure in Japan by focusing on rice and meat as the key determinant factors. This analysis of food consumption pattern is critical for understanding the consumption of different kinds of food by Japanese households.

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For further information, please contact:

> 03-2284 6228 (The JFKL)

> 03-7967 5631 (FASS,UM)