

# International Exports Review and Outlook 2023/24

Ciarán Gallagher

January 19th 2024

**BORD BIA**  
IRISH FOOD BOARD

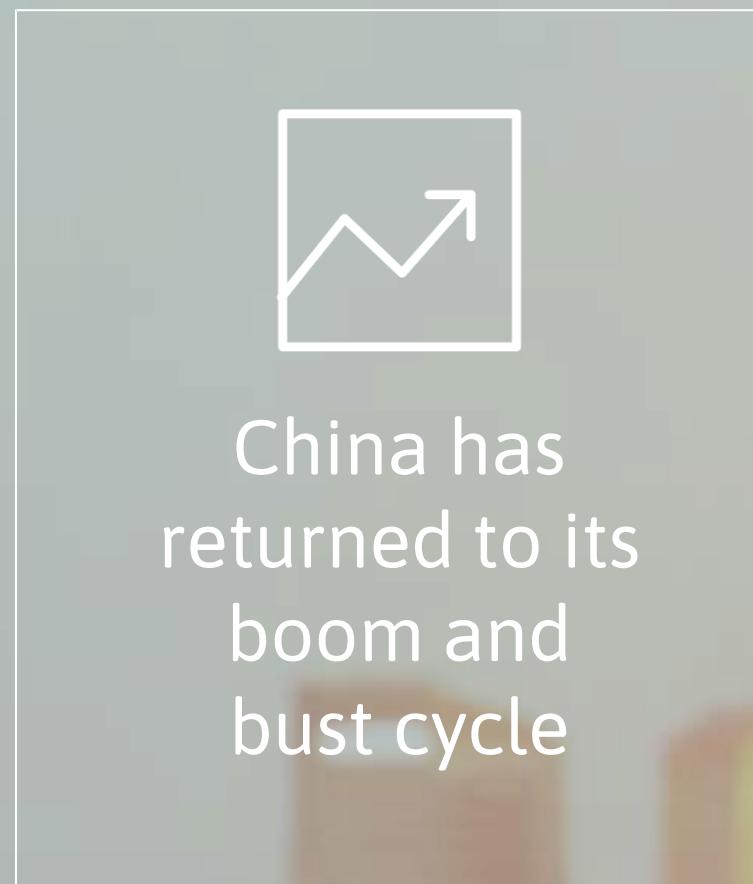


# China

## Performance and prospects



# Pigmeat in China



Pigmeat exports amounted to €115m in 2023, a slight decrease on 2022.

# Beef In China

爱尔兰牛肉厨艺挑战赛  
IRISH BEEF CULINARY CHEF CHALLENGE



Market access  
granted



China is now our  
largest beef  
market in Asia



Foodservice and  
retail channels are of  
particular interest

Exports amounted to €31.6m in 2023, despite  
setbacks on access

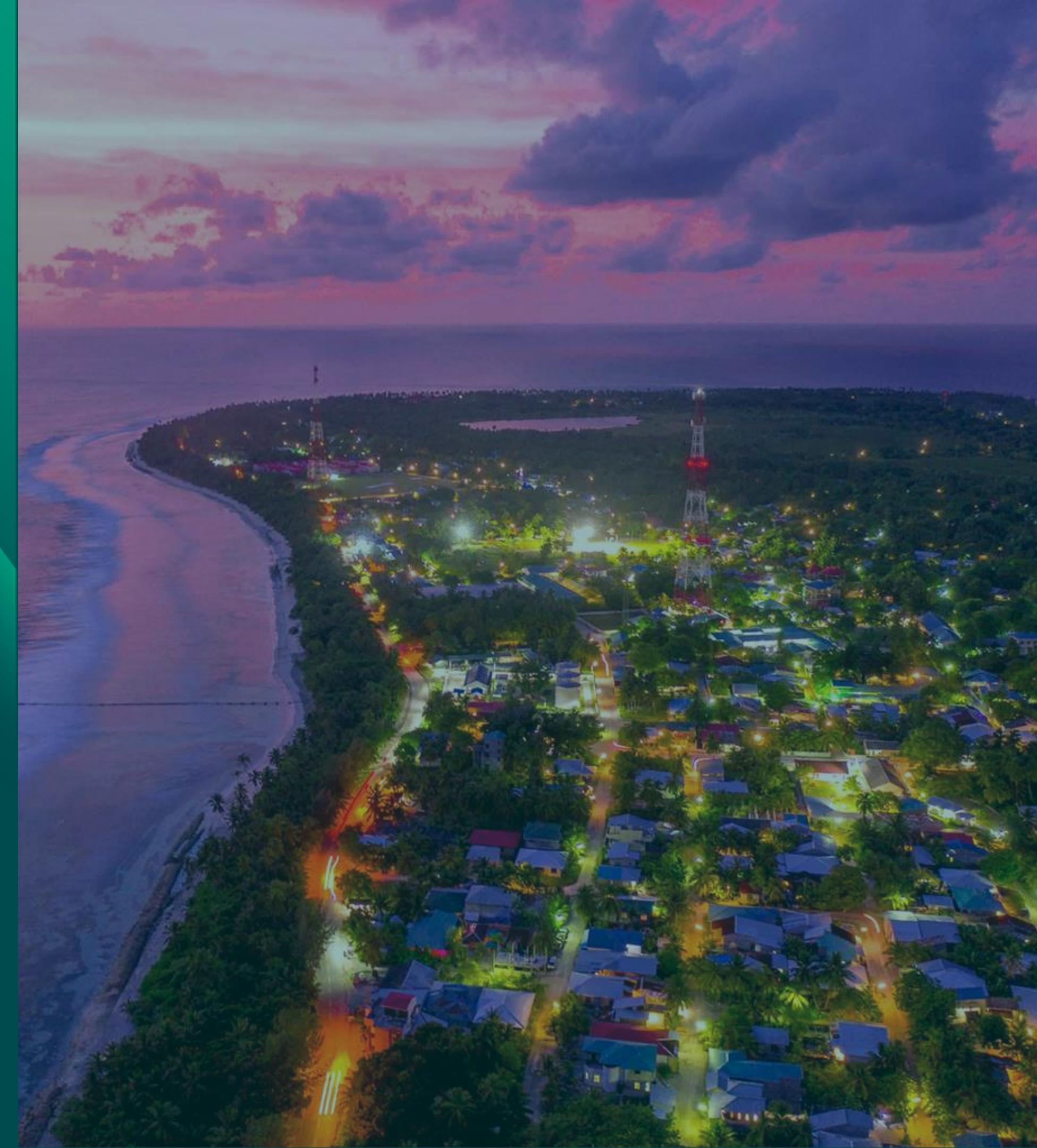
# Beef in China



China  
Video

# The Philippines

Performance and prospects



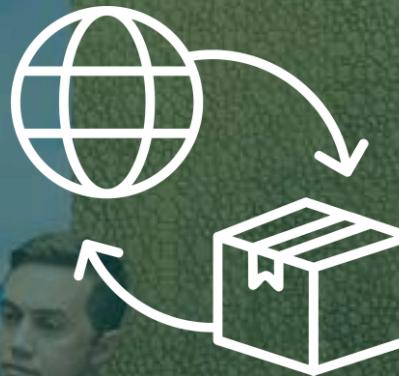
# Meat in the Philippines



Imports dropped as part of a broader trend from all suppliers



Low disposable income and cost of living crisis contributed to this downturn



Strong imports in 2022 and logistics delay led to full warehouses in 2023

# South East Asia Trade Mission 2023



# Malaysia

## Performance and Prospects



# Pork Market Access



# Japan

## Performance and prospects



# Meat in Japan



Japan experienced highest inflation in over a decade in 2023



Pigmeat and beef exports were down in 2023, but long-term potential is positive



Japan remains to be the 3rd largest beef importer, and 2nd largest pigmeat importer

Japan Video

# B2B Activations

Shokuhin Sangyo  
Shimbun magazine



Japan Food Journal



Chikusan  
Nippo



Syokuniku Tsushin

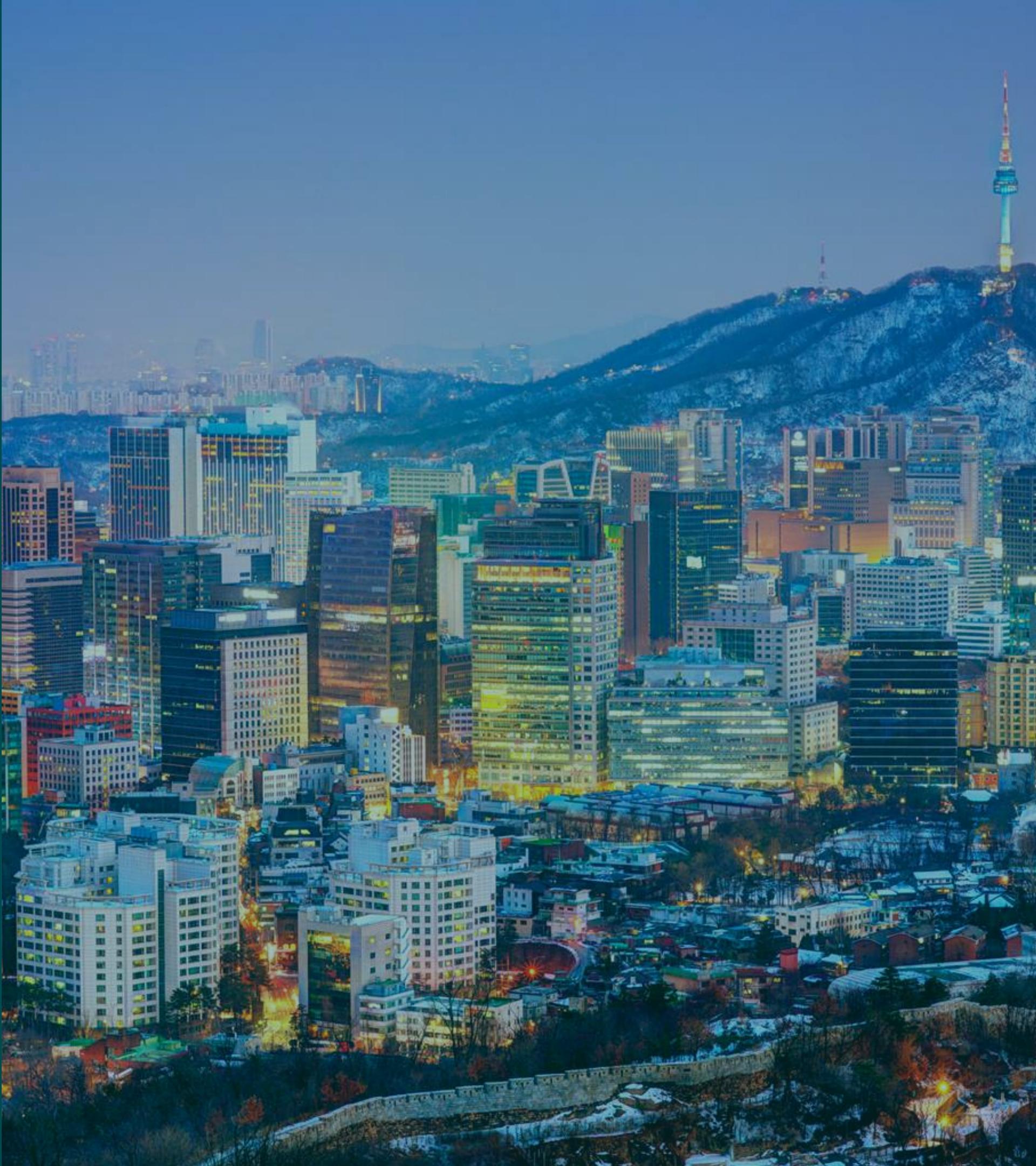


# Meat Promotion



# South Korea

## Performance and Prospects



# Meat in South Korea



South Korea  
was the 4th  
largest beef  
importer in  
2022



Korea took the  
place of 5th largest  
pork importer in  
2022



Despite recent  
economic  
difficulties,  
forecasts for 2024  
are promising



# Short term economic challenges

# Medium- to long-term, high potential markets

