ACTIVITY REPORT

Participation in the 21st Sunchang Jangryu Festival

South Korea

On Saturday, 17 October 2026, Francesco Bellissimo, President and CEO of Billionaire Inc., participated in the 21st Sunchang Jangryu Festival, a major event dedicated to promoting Korean fermentation culture and culinary traditions, held in Sunchang, Jeonbuk Special Self-Governing Province, South Korea.

As Global Chef and representative of Italy, he took part in an international programme aimed at fostering dialogue among different culinary cultures through traditional ingredients and local food products.

During the event, a culinary demonstration was held featuring Sunchang gochujang as its main ingredient. The dish presented, “Italian-style chicken wings and meatballs with Sunchang gochujang,” was developed to highlight the international potential of this historic Korean ingredient and its possible applications in Italian cuisine.

The experience provided an important opportunity for intercultural exchange and for exploring the role that local food traditions can play in regional promotion, tourism, food education and the development of new economic opportunities.

Sunchang’s approach to promoting its fermentation culture was particularly noteworthy. The festival demonstrated how knowledge, techniques and traditions passed down through generations can become strategic assets—supporting local growth, strengthening cultural identity and increasing international visibility.

The meetings and activities held during the festival also reflected growing interest in fermentation and culinary heritage as tools for international dialogue. Food culture was considered not only an expression of identity, but also a potential driver of collaboration among institutions, businesses, regions and communities in different countries.

The initiative offered an opportunity to explore the cultural significance of gochujang and, more broadly, Korea’s fermentation heritage. It highlighted how tradition, innovation and international communication can contribute to new development opportunities.

Through initiatives of this kind, Francesco Bellissimo and Billionaire Inc. continue to promote projects focused on the value of food cultures, intercultural exchange and the development of new opportunities for cooperation between Asia and Europe.

Japan, where Francesco Bellissimo has lived and worked for more than 25 years, is a central point of reference in this ongoing cultural dialogue. His experience in Japan helps connect different culinary traditions and foster new opportunities for exchange and collaboration between Japan, Italy and other Asian countries.

PROFILE

Francesco Bellissimo is an Italian cultural communicator, chef, TV personality and entrepreneur based in Japan. For more than 25 years, he has promoted Italian cuisine and dialogue between Europe and Asia through activities in gastronomy, tourism, culture and hospitality. Throughout his career, he has worked with companies, institutions, public-sector organisations and international media, contributing to the promotion of local identities and the development of cultural and commercial cooperation projects.

EVENT DETAILS

Date	**Saturday, 17 October 2026**
Event	21st Sunchang Jangryu Festival
Location	Sunchang, Jeonbuk Special Self-Governing Province, South Korea
Role	Global Chef – Representative of Italy
Organisers	Jeonju University K-Food Industry Research Institute and Jeonbuk State Culture and Tourism Foundation