

German Chamber of Commerce Japan and GEFA e.V.

Online Seminar Japan – Beer

December 10th, 2020, via Microsoft Teams

Context

With the entry into force of the JEFTA free trade agreement, many European goods have enjoyed preferential access to the Japanese market since 2019. German exports to Japan increased by 14.1% to 557 million euros in 2019. However, beer (EUR 4 million, - 0.1%) stagnated at the previous year's level. The Covid-19 situation has strongly affected the export of beer due to the decline of customers in the Ho-ReCa sector. However, new sales opportunities for German beer are arising due to the restructuring of the distribution channels.



Beer in Japan, source: iStock

Online Seminar about possible implications in the brewery sector

With regard to the situation in the Japanese beer sector, market experts consider the opportunities for German breweries.

Agenda for Dec. 10th, 2020 (CET)	
9.30 – 9.35 am	Welcome and introduction: GEFA e.V. (presentation), Mr. Holger Hübner
9.35 – 10.10 am	General overview of the Japanese market for alcoholic beverages, focus sector beer, and offers of support: Competence center for the German agricultural and food industry in Japan, German Chamber of Commerce Japan, Mrs. Miho Inui, Mr. Benedikt Reifenrath & Mr. Dr. Lucas Witoslawski
10.10 - 10.25 am	Reasons for the stagnating German beer exports to Japan: Elfen Co., Ltd., Mrs. Tomoko Morimoto
10.25 - 10.50 am	Sales and marketing of beer from a practical perspective: Kokubu Group, Sales and Marketing Department, Distribution Division (Importer in the alcohol sector), Mr. Yusuke Sakai
10.50 - 11.00 am	Q&A with subsequent end of the event

Conditions of Participation:

- PC with Microsoft environment: via MS Teams or Internet browser
- Mac: via MS Teams

Costs: Participation is free of charge for breweries based in Germany.

To register, please use the following registration form.

Please return until November 27th, 2020

hammann@germanexport.org

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German Chamber of Commerce Japan and GEFA e.V.
Online Seminar
Japan, Focus: Beer
via video conferencing software
on Thursday, December 10th, 2020

Dear Mrs. Hammann,

we book bindingly the participation in the above mentioned virtual country seminar.
We agree that a short overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture as well as to the Competence Center for the German Agricultural and Food Industry in Japan for project evaluation.
Our responsible contact for further project coordination is:

Company:

Address:

Participant:

Phone:

Mobile phone:

E-Mail:

We have the following specific questions:

Optional: I would like the quarterly newsletter Agri & Food Japan of the Competence Center for the German Agricultural and Food Industry in Japan to be sent to my e-mail address above. For this purpose, my personal data may be forwarded to the center of competence.

Place

Date