

Virtual Country Seminar Japan

Focus: Food, via video conferencing software

on Tuesday, 18 October 2022

- only for members of the GEFA branch organisations -

Situation

German exports to the world's third biggest economy Japan stood at € 434.3 million in 2021 (-10 % compared to 2020), which is still significantly below the pre-pandemic level of about € 557 m. in 2019. However, the biggest export categories in 2021 were dairy products (€ 142.7 m., +15 % compared to 2020), processed fruits, vegetables, and potatoes (€ 24.7 m., -4 %), sweets and confectionary (€ 24.3 m., +8 %), wine (€ 22.7 m., +21 %), and bakery products (€ 12.3 m., +18 %).

Partner

The seminar is organised in close collaboration with [Elfen Co., Ltd.](#)

Objective

Presentations by speakers with years of experience will provide participants with expert knowledge about the current market situation and enable them to assess their potential market opportunities. The seminar is aimed at companies / export employees who are either newcomers to the Japanese market or those who want to update / deepen their existing knowledge.

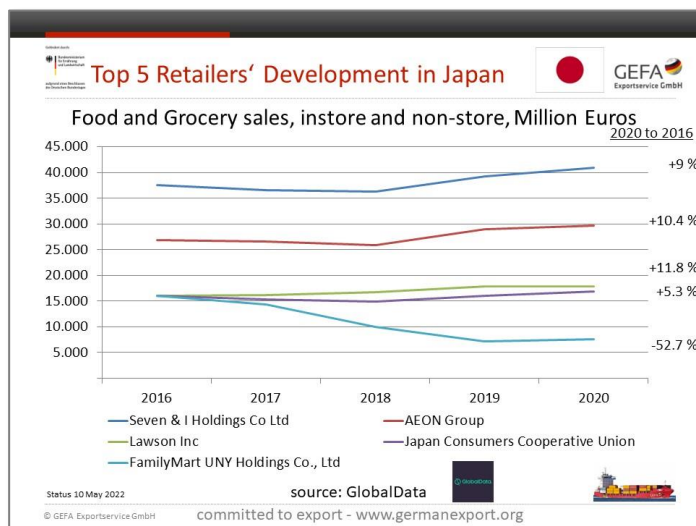


Figure: Top 5 food retailers' development in Japan

Agenda on 18 October	
in Central European Standard Time (CEST) / Japan Standard Time (JST)	
08:00–08:05 am CEST 3:00–3:05 pm JST	Greetings and introduction: GEFA Exportservice GmbH, Ms. Sonja Hammann, Int. Project Manager
08:05–08:30 am CEST 3:05–3:30 pm JST	The Food sector in Japan: German Agriculture and Food Competence Center in Japan, Ms. Miho Inui & Mr. Benedikt Reifenrath
08:30–08:45 am CEST 3:30–3:45 pm JST	Japan in brief: export statistic, retailer and consumer data: GEFA Exportservice GmbH, Ms. Sonja Hammann, Int. Project Manager
08:45–09:10 am CEST 3:45–4:10 pm JST	Import conditions: Manufactured Import and Investment Promotion Organization (MIPRO), Mr. Makoto Nakamura, Business Advisor
09:10–09:45 am CEST 4:10–4:45 pm JST	Import of food and agricultural products from the EU to Japan: SKW East Asia Ltd., Mr. Hajime Sasaki, Manager of Nature Products Department & Mr. Jürgen Schmid
09:45–10:10 am CEST 4:45–5:10 pm JST	Practical experience in Japan: Dos and Don'ts: Elfen Co., Ltd., Ms. Tomoko Morimoto
10:10–10:15 am CEST 5:10–5:15 pm JST	Q&A and closing words: GEFA Exportservice GmbH, Ms. Sonja Hammann, Int. Project Manager

GEFA service package

- **Practical orientation:** Speakers with years of experience and practical knowledge.
- **Target market specific market data:** Participants additionally receive current trade market data (source: GlobalData) and the export statistics (source: AMI) on the Japanese market.
- **One-off cost contribution:** Several company representatives can participate.
- **Implementation in English:** The seminar will be held in English.
- **AHK consultancy services:** For individual support on the Japanese market.

The speakers in brief	
Ms. Miho Inui & Mr. Benedikt Reifenrath , Consultants, German Agriculture and Food Competence Center in Japan	By order of the German Federal Ministry of Food and Agriculture, the AHK Japan established a German Agricultural and Food Competence Center in Japan in April 2020. The competence center promotes the export of German food and agricultural products and supports German companies with the initiation of their business in Japan. The BMEL finances the services of the competence center in order to make them more accessible and cost-effective for German companies.
Mr. Makoto Nakamura , Business Advisor, Manufactured Import and Investment Promotion Organization (MIPRO)	MIPRO was established in 1978 as a nonprofit organization by the joint efforts of the Japanese Ministry of International Trade and Industry (now the Ministry of Economy, Trade and Industry) and the private sector. The organization managed International Exhibition Halls and an Imports Information Center where it hosted exhibitions, seminars and sold products to promote imports of foreign manufactured products with the view to expanding trade and rectifying trade imbalance. It has now become a general incorporated foundation as of April 1, 2013 along with the institution of the new public-interest corporation system.
Mr. Hajime Sasaki , Manager of Nature Products Department and Mr. Jürgen Schmid , SKW East Asia Ltd.	SKW East Asia Ltd. is an independent trading company supplying a variety of industry sectors in Japan. Metallurgical products, construction polymers, food ingredients, food products and building materials are our primary lines of business. Careful selection of high quality products, efficient adaptation to the requirements of the Japanese market and a dedicated customer service are the key factors of our lasting success.
Ms. Tomoko Morimoto , Elfen Co., Ltd.	Elfen Co., Ltd was founded to support importers (finding new products from Germany and communication with suppliers), to coordinate events and exhibitions, to attend business visitors to Germany and Japan, etc.
Mr. Holger Hübner , Managing Director Ms. Sonja Hammann , Project Manager GEFA Exportservice GmbH	GEFA has been implementing export projects worldwide since 2010. These include country and export seminars, trade fair participations, business trips, b2b matchmaking events and promotional campaigns. Since 2020, 22 country seminars have already been realised.

For registration, please use the following registration form.

Please return until **15 September 2022 to**

hammann@gefaexportservice.com

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Sonja Hammann
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10178 Berlin
Tel.: +49 30 4000 477 13

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Dear Ms Hammann,

We book bindingly the participation in the above-mentioned virtual country seminar at the price of 245 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the GEFA partner [Elfen Co., Ltd.](#)

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

Place

Date

legally binding signature