

EXPORTING A PRODUCT TO JAPAN: CROSS-CULTURAL WORKSHOP AND FOCUS ON THE FOOD SECTOR

[FR] Depuis l'entrée en vigueur de l'accord de partenariat économique UE-Japon (APE) en février de l'année dernière, les exportations de produits alimentaires de l'UE vers le Japon ont fortement augmenté. Pourtant, de nombreux exportateurs européens estiment que l'accès au marché japonais reste difficile en raison de pratiques commerciales peu familières. **EU-Japan Centre**, en collaboration avec le **réseau EEN - Enterprise Europe Network Wallonie**, propose un webinaire à destination des producteurs et exportateurs belges afin de les aider à se familiariser avec le marché japonais et les procédures d'exportation vers le Japon. Inscriptions : <https://www.eu-japan.eu/registration-form-wallonia-webinar-15-october-2020>

[EN] Since the EU-Japan Economic Partnership Agreement (EPA) launched in February of last year, there has been a sharp increase of food export from the EU to Japan. Yet, many EU exporters perceive an access to Japanese market is still difficult because of unfamiliar trade and business practices. This webinar is organized by **EU-Japan Centre** in collaboration with **EEN-Enterprise Europe Network Wallonie** to present useful and practical information for food producers and exporters in Belgium and help familiarize with Japanese market and export procedures to Japan. Registration : <https://www.eu-japan.eu/registration-form-wallonia-webinar-15-october-2020>

Full session covering:

- Topic 1: Understanding the Japanese culture and learning its business practices – 40 minutes including Q&A session
- Topic 2: Process, procedures and planning for exporting a product to Japan, FOOD SECTOR – 55 minutes including Q&A session
- Topic 3: EU-Japan Economic Partnership Agreement opportunities in the food sector – 40 minutes including Q&A session

Experts:

- Ms. Chieko Nakabayashi, Consultant
- Yvan Van Eesbeek, Expert food – EU-Japan Center for Industrial Cooperation/EEN Japan

Ms. C. Nakabayashi worked at the United Nations Agencies in the fields of industries, and agriculture, forestry & fisheries. She also worked for Japanese Government Agencies in all sectors concerned for Japan's ODA programs. She is a licensed lecturer on management for

manufacturing and service businesses. She is currently based in Brussels and teaches at European Universities.

Yvan Van Eesbeek worked for more than 25 years at the European Commission, mainly in departments dealing with international trade negotiations. He is currently working as a free-lance expert at the EU-Japan Centre for Industrial Cooperation.

Programme

Part 1

1. Belgium's Food Export to Japan.

- Facts and Images of Belgian Food and Drink – Royal and Historical Brands
- Recent Surge in Belgium's Food Export
- Trade Supports for Belgium's Food Exports

2. Belgium's Advantages in Japanese Food Market – Cases of Selective Products

- Beer
- Frozen Potatoes
- Dairy Products

3. How to Benefit from EU-Japan Economic Partnership Agreement (EPA) for Belgium Food Exports to Japan

- Preferential Tariff Treatment – REX Registration, Rules of Origin, Partnership with Japanese Importers
- Simplified and Efficient Trade – Import Processes & Procedures, Rules & Regulations

4. Knowing Japan's Food Market and Products

- Consumer Orientation
- Distribution and Sales – Geography and Outlets, E-commerce
- Trade Promotion and Due Diligence

5. Q&A

Part 2

EPA Introduction

Market access opportunities for EU food products exported to Japan

- Types of concessions

- Markets access opportunities

Rules of Origin

- Generalities
- Specific Product Rules or EU food products

Sources of Information