

Export Support Online Workshop (food sector)

27 May 2021, Hungary

10:30 – 12:45 AM CET

Registration link: <https://www.eu-japan.eu/registration-form-budapest-hungary-webinar-27-may-2021>

1. Agenda for presentation on business culture:

➤ **Business culture webinar (30min) (Chieko Nakabayashi)**

- 1) Japanese Business Culture and Practices
- 2) Business Communication with Japanese – Physical and Virtual
- 3) Japanese Consumer Behavior – Demand for EU Products
- 4) Q&A

2. Agenda for presentation on food export:

➤ **Food export webinar (40min) (Chieko Nakabayashi)**

- 1) Japan's Food Market – Consumer Behavior and Product Orientation
- 2) Export Process and Procedures to Japan
- 3) Distribution System, Sales Channels and E-commerce for B2B and B2C
- 4) Q&A

Speaker's Profile:

Ms. C. Nakabayashi worked at the UN Industrial Development Organization (UNIDO) in Vienna and the UN Food and Agriculture Organization (FAO) in Rome, as well as for Japanese Government Agencies for Japan's ODA programs. She is a licensed lecturer on business management for manufacturing and service businesses. She is currently based in Brussels and in Tokyo for consultancy and lecturing.

3. Agenda for EPA presentation (food sector)

➤ **EPA webinar (40min) (Yvan Van Eesbeek)**

Introduction

Japan is currently the 5th most important export destination for EU agricultural products. The tariffs cuts resulting from the EPA will further boost EU-Japan trade for many agricultural and food products.

Japan has agreed to liberalise 87% of all agricultural tariff lines. These lines cover almost 90% of trade value.

The EPA furthermore recognises and protects more than 200 EU Geographical Indications on the Japanese market.

Webinar Content

EPA Introduction

Market access opportunities for certain EU agricultural & food products exported to Japan

- *Introduction*
- *Highlights*
- *Beef & pork meat*
- *Cheese and other dairy products*
- *Wine, beer & spirits*
- *Processed food products*
- *Fish products*

Geographical indications

Rules of Origin

Sources of Information

Speaker's profile:

Yvan Van Eesbeek worked for more than 25 years at the European Commission, mainly in departments dealing with international trade negotiations in the field of agriculture.

He is currently working as a free lance expert at the EU-Japan Centre for Industrial Cooperation.