



Il Giappone ed il nuovo accordo economico EPA con l'Unione Europea

Opportunità di business per le aziende del settore Agroalimentare

in collaborazione con:

Desk EU-Japan Centre for Industrial Cooperation
&
Partners EEN Umbria e Marche

15 giugno 2020 ore 10.30 – 13.00

webinar tramite piattaforma **ADOBE CONNECT**
Il webinar sarà in lingua inglese.

Per info info@een-marche.eu





BASIC INFOS

- 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**
- **Many EU exporters perceive an access to Japanese market is still difficult because of culture, language and other international trade barriers**
- **This webinar aim is to present useful and practical information for food producers and exporters in Umbria and Marche (Italy) and help familiarize with Japanese business culture & practices, food markets, and custom clearance process and procedures.**



AGENDA 1/5

WEBINAR PART 1 & 2

EU JAPAN Expert introduction by **Ms. C. Nakabayashi**

She 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.



AGENDA 2/5

WEBINAR PART ONE:

Webinar on Japanese business culture and practices (40min):

1. Business Culture
2. Business Practices
3. Modes of Export
4. Distribution System
5. Q&A session



CAMERA DI COMMERCIO
DELLE MARCHE

AGENDA 3/5

WEBINAR PART TWO:

Webinar on Japanese food market and export process & procedures (55min):

1. Japan's Food Market
2. Japan's Food Market Orientation
3. Japan's Food Product Orientation
4. EU Advantages on Food Supply to Japan
5. Italy's Advantages at Product Level
6. Market Distribution & Sales – Geography and Outlets (B2B, B2C)
7. Import Process and Procedures at Japan Customs
8. Trade Shows and Due Diligence
9. And webinar will be concluded with Q&A



AGENDA 4/5

WEBINAR PART 3

EU JAPAN Expert introduction by **Mr Van Eesbeek**

He 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.



AGENDA 5/5

EPA opportunities for EU agricultural and food products exported to Japan

1. Highlights
2. Wines & Spirits
3. Cheese
4. Olive oil
5. Cereals
6. Beef & pork meat
7. Processed food products, including chocolates & pasta

End of webinar!