



EXPORT TO JAPAN – ONLINE WEBINAR

ONLINE - 18 February 2021

10:30 – 12:30 CET

Topics: Culture, Export of food products & EPA (EU Japan Economic Partnership Agreement)

10:30 – 10:35 Welcome and introduction

- Representative of CCE

10:35 – 11:05 Culture Webinar (30min)

- Ms. Chieko Nakabayashi, Consultant
- Japanese Business Culture
- Japanese Business Practices
- Modes of Export to Japan
- Distribution Outlets in Japan
- Q&A

11:05 – 11:45 Food Export Webinar (40min)

- Ms. Chieko Nakabayashi
- EU Food Export to Japan
- Japan's Food Market and Product Orientation
- Marketing, Distribution and Sales in Japan
- Trade Shows, Business Matching- Meeting Japanese Partners
- Import Process and Procedures at Japan Customs, Legal and Regulatory Clearances
- Q&A

11:45 – 12:30 EPA webinar (40min)

- *Mr. Yvan Van Eesbeek*
- EPA Introduction
- Market access opportunities for certain EU agricultural products exported to Japan
- Types of concessions
- Highlights
- Meat products
- Cheese and other dairy products

- Wines, spirits & beers
- Processed food products, including
- Geographical indications
- Rules of Origin
- Sources of Information

Working Language: English

Moderator: *TBD*

Speaker's Profiles

Ms. Chieko Nakabayashi

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.

Mr. Yvan Van Eesbeek

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 freelance expert at the EU-Japan Centre for Industrial Cooperation.