



**Get
Ready
For
Japan!**

Japanese Food Market

AGENDA WEBINARIUM

1. General characteristics of the Japanese market

- Macroeconomic indicators
- Demographic & social challenges of the Japanese economy
- Environmental & climate challenges of the Japanese economy

2. Specific features of the Japanese agri-food market

- Strong and weak points of the Japanese market
- Tariff and non-tariff barriers in the Japanese market access
- Food self-sufficiency in Japan
- Japanese agricultural market
- Japanese organic market
- Food distribution network in Japan
- The largest trading companies in Japan

3. Food product export to Japan

- Main food product exporters to the Japanese market
- The largest foreign investors in the food sector in Japan
- European goods in the eyes of the Japanese
- Food trade fairs and exhibitions
- Brand building in Japan
- Tips for an exporter to Japan

4. Japanese business culture

- A business card
- Personal relations
- Hierarchy
- Trust
- Negotiations
- Consumer patriotism versus curiosity about novelties