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ETPO
ASSOCIATION

European
Trade
Promotion
Organisations'
Association



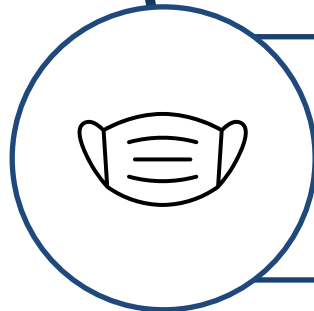
ETPOA PROPOSAL FOR ORGANIC FOOD PROMOTION IN JAPAN

Supporting importers of European food and drinks in Japan

A difficult current context for Japanese importers of European organic food and drinks products



Increased competition on the Japanese market for foreign food products linked to the different **free trade agreements** Japan has signed with third countries



Due to Covid19 pandemic, the numerous trade **fair cancellations** have weakened the promotion of European products and their images



Progress to be made on **equivalence issues** concerning organic food products

**Proposal:
Organisation
of a physical
B2B
promotion
event**

Objectives?

- Promote the image of European food and drink products. All kind of European products imported in Japan will be equally promoted
- Increase sales in Japan

When and where ?

- Second semester of 2021
- In a high-class location in the centre of Tokyo

Target exhibitors and visitors?

- 15-20 Japanese importers being already well connected to European exporters (Participation is free of charge).
- Only trade professionals and media (free of charge)

With Whom? EU-Japan Centre for Industrial Cooperation in collaboration with ETPOA

A coordinated activity with Member States' TPOs and ETPOA

- Closely aligned with the activity of EU-Japan Centre for Industrial Cooperation
- The objective is a coordinated action between the following different actors:



Questions



What DG
AGRI can
advise for the
organisation
and funding?

Are you aware
of previous
examples of
such
promotional
activities?