



FOOD & DRINK MISSION TO JAPAN FOR EU SMES

MISSION TO JAPAN / TRAINING & PARTNERING SUPPORT

PROMOTE YOUR ORGANIC FOOD PRODUCTS TO JAPAN AND MEET KEY CONTACTS DURING FOODEX 2021

ABOUT THE FOOD & DRINK MISSION

This 5-day mission will focus on the organic food and drink sectors (primarily processed food and drinks) and will include 4-day (free) exhibition space at the FoodEx Japan Chiba, Japan in March 2021 (<http://www.jma.or.jp/foodex/en>) and visits to companies.

Prior to the mission an online pre-departure briefing will be organised to enable participants to better prepare the mission and, during which experts will present an overview of the sector and how to communicate with future Japanese potential partners and how to benefit from the EU-Japan Economic Partnership Agreement.

OBJECTIVES

This mission will facilitate the first contact that could be the door leading to new business opportunities.

- Gain knowledge about market structure, sector analysis, Japanese business culture and EPA benefits
- Identify relevant key contacts (decision makers, potential business partners etc.)
- Establish relationships with potential partners (trade and technology)
- Benefit from face-to-face meetings leading to possible business opportunities



MISSION DATES

08 - 12 March 2021*

APPLICATION DEADLINE

Thursday, 24 September 2020

**Dates & content are subject to modification without prior notification.*

TARGETED PROFILE

This mission is addressed to EU SMEs working in the organic food & drink sectors and developing high quality and innovative products and **certified with the EU organic logo**.

WHO PAYS WHAT?

The EU-Japan Centre covers trade fair registration, booth rental & arrangements, experts and interpreters' fees. In addition, participants from EU SMEs receive a grant of € 600.

Participants cover their travel costs to and from Japan as well as living expenses in Japan, including accommodation, transport and storage of samples and products as well as additional equipment not included in the basic booth arrangements.

MORE INFORMATION

<https://www.eu-japan.eu/events/food-drink-mission-eu-smes>

**The information pertaining the March 2021 Food Mission is correct and accurate at the time of publication and may change at any time in the future without prior notice. The decision to go-ahead with the execution of the March 2021 Food Mission is currently pending assessment by the European Commission for approval and funding.*



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