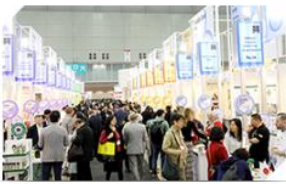


TRADE MISSION TO JAPAN



for EU Organic Food&Beverage SMEs at Foodex Japan

8-14 March 2020

Closing Date for applications: 10 September 2019

Thank you for your interest in this European company mission to Japan.

The Enterprise Europe Network, through the EU-Japan Centre and the EEN Agrofood Sector Group, organise an EU trade mission to Tokyo, during [Foodex Japan 2020](#).

The mission will take place between the 8th and 14th of March.

[FOODEX JAPAN](#) is Asia's largest exhibition dedicated to food and drink across Japan and the whole world. Over the 4 days of the exhibition, about 85,000 buyers from food service, distribution, and trading companies are expected to attend.

Attention will be given to the expansion of business opportunities domestically and internationally upon the activation of the EPA (EU Japan Economic Partnership Agreement).

Numerous buyers will also be attending from abroad, and business talks will be held with domestic and international manufacturers.

The delegation of EU SMEs will participate in the EEN Booth in the Organic & Wellness Hall.

General Information about Foodex

Exhibition	FOODEX JAPAN 2020 (The 45th International Food and Beverage Exhibition)	Date	March 10 (Tue.) - 13 (Fri.), 2020, for 4 days 10:00-17:00 (16:30 on last day)
Venue	Makuhari Messe Hall 1-11(Chiba, Japan)	Visitor	Admission 5,000-JPY(including tax) Registration card holders may enter free of charge. Members of the general public and those under 16 years of age will not be admitted.
Number of Exhibitors	3,316 exhibitors / 4,554 booth *FOODEX JAPAN 2019	Number of Visitors	85,000 trade professionals < FOODEX JAPAN 2019: 80,426 visitors >
Organized by	<ul style="list-style-type: none"> ◆ Japan Management Association ◆ Japan Hotel Association ◆ Japan Ryokan & Hotel Association ◆ Japan Restaurant Association ◆ Japan Tourism Facilities Association 	Supported by	<ul style="list-style-type: none"> ◆ Ministry of Foreign Affairs Japan ◆ Ministry of Health, Labour and Welfare ◆ Ministry of Agriculture, Forestry and Fisheries ◆ National Tax Administration Agency ◆ Japan Tourism Agency ◆ Chiba Prefecture ◆ Chiba City ◆ Japan External Trade Organization(JETRO)
Co-Sponsored by	53 trade associations		

If you would like to join the mission, please return the application form by the 10th of September to: innovazione@pie.camcom.it

Why the Organic & Wellness Hall

This mission, during FOODEX JAPAN, has a specific focus on **organic food and beverages**.

Companies will be invited to participate with a common EU booth to be located in the Organic Food Hall, different from the International area.

This action is not in conflict with the ones launched by Member States or the EU Commission. It rather complements the offer, and it focuses on a specific area (Organic) which has high potentialities in the Japanese market.

There are 8 places on this mission (with a maximum of two representative per company).

Prior to the mission, an online pre-departure briefing will be organised to enable participants to prepare for the mission and their communication with future Japanese potential partners.

Who can participate?

This mission is addressed at EU SMEs working in the **organic food and drinks sector**, who can offer high-quality products with packaging strategies towards Japan.

Programme (in progress)

DATE	ACTIVITY		
	AM	PM	Evening
Sunday 8	Arrival of European delegations in Tokyo		
Monday 9	10:00 to 17:00 @FoodEx Move-in starts setting up the booth		17:00 in Tokyo: Market Research Tour (TBC*)
		13:00 to 17:00 B2B meetings	
Tuesday 10	10:00 to 17:00 @ Foodex EU Booth in the organic zone		Informal Networking Dinner (TBC)
		10:00 to 17:00 B2B meetings	

Wednesday 11	10:00 to 17:00 @ Foodex EU Booth in the organic zone	Free
Thursday 12	10:00 to 17:00 @ Foodex EU Booth in the organic zone	Free
Friday 13	10:00 to 16:30 @ Foodex EU Booth in the organic zone - Closing	16:30 in Tokyo: Market Research Tour (TBC*) (*TBC if not organised on Monday)
Saturday 14	End of the mission, departure to Europe	

Benefits of joining this mission

SMEs who decide to participate can benefit from a wide range of benefits:

- Soft landing in Japan
- Pre-departure training providing market information and advice on how to do business in Japan organised by the EU-Japan Centre
- Receive 2 market reports by the EU-Japan Centre:
 1. the organic food & beverage market in Japan *and*
 2. the Food distribution channels in Japan
- Receive information about the opportunities for EU SMEs coming from the trade agreement between Europe and Japan
- Exhibit at FOODEX JAPAN, Asia's largest exhibition dedicated to food and drink
- Pre-Scheduled Business Matching service. This networking service allows international exhibitors to meet Japanese buyers on March 9th (set-up day of FOODEX) and 10th (1st day of the show). SMEs are entitled to do registration for this B2B business matching platform and can be matched up with one or more Japanese buyers. Note, matching is not guaranteed; it depends on mutual interest between a buyer and SMEs. Please prepare attractive information about the product.
- Establish first contact and potential business relationships with Japanese companies, clusters and/or subcontractors.
- The EU-Japan Centre will contact the list of 40 Food and Beverages wholesaler companies in Japan to promote EU delegation's profile and products portfolio prepared by EEN partners.
- Setting up of the booth for the EU delegation will be arranged by EU-Japan Centre.
- Access to Foodex and participation in internal activities
- Networking opportunities and client hospitality at business networking events during the whole mission
- Follow up support after the mission

Pre-departure briefing and infopack

A briefing meeting will be held online by the EU-Japan Centre (date and venue TBC).

The briefing will provide market information and advice on how to do business in Japan, as well as on the mission programme and logistics.

Prior departures, mission delegates will receive an infopack with all the practical details about the mission.

Eligibility

To participate in this company mission, your business must be established in Europe and selling or marketing an EU product or service.

The candidate must:

- work for a Small or Medium-Sized company that is > 50% EU
- have a product certified with the EU organic logo
- be able to participate in the entire programme
- have a good command of English

As the number of companies for this mission is limited to 8, a selection process will be made upon all received applications complying with the eligibility criteria.

Applications are subject to approval by the EEN Agrofood Sector Group.

You will be notified after the closing date for applications as to whether you have been successful.

Travel arrangements and costs

Participating EU SMEs will have to pay € 4000 in advance to participate in this mission.

The fee will cover the following :

- Booth space cost, booth design and booth construction costs.
- The use of interpreters during the fair will be depending on the leftover budget after the payment of the EU delegation booth. (Euro vs Japanese yen rate)

The EU companies will have to cover their travel costs to and from Japan as well as living expenses, including accommodation, and the transport of their samples and products or any additional equipment needed at the fair.

Just like the European EEN partners, the EU-Japan Centre will not cover costs related to this project, except indirect costs that would be resulting from Centre's staff resources allocated for this project.

Services not included in the mission

Insurance:

Insurance has not been included in the travel package, and mission members are strongly advised to take out adequate travel and sickness insurance.

We always recommend that this insurance includes cover for cancellation of the visit for reasons beyond the control of Sicindustria.

If a trade mission is cancelled for reasons beyond our control, the organisers can take no responsibility for any loss you may incur.

Vaccinations:

The organizers accepts no responsibility for advice in this specialised field. Please check necessary individual health precautions for the trade mission countries with your local travel nurse or GP.

How to participate

To apply for this trade mission, please complete and return the following:

- EU Mission application form
- Photo of the participant in jpg format
- Logo in jpg format

Action checklist

Enter the following dates in your diary now:

- Pre-Departure Briefing: TBC
- Trade Mission Dates: Sunday 8 – Saturday 14th of March 2020
- Closing date for applications: 10th of September 2019
- Deadline of participation fee € 4000 payment: Friday, 30th September 2019

Applications should be sent to:

Unioncamere Piemonte – Area Progetti e Sviluppo del territorio

Tel. 011 5669236 – Email innovazione@pie.camcom.it

Via Pomba 23, Torino

Payment should be wired to:

EU-Japan Centre for Industrial Cooperation

Rue Marie de Bourgogne, 52, B-1000 Brussels, Belgium

Account Number: 363-0999889-53

IBAN: BE53 3630 9998 8953

SWIFT: BBRU BE BB

Reference: FOODEX MISSION

APPLICATION FORM
TRADE MISSION TO JAPAN
for EU Organic Food&Beverage SMEs
at Foodex Japan
8-14 March 2020
Closing Date for applications: 10 September, 2019

To: Unioncamere Piemonte, Area Progetti e Sviluppo del territorio,
T: +39 0115669236 - E: innovazione@pie.camcom.it
Via Pomba 23, Torino

I wish to apply for the European Company Mission to Japan

Title: _____ First Name: _____ Surname: _____

Company Name: _____ Position: _____

Address: _____

Country: _____

State/province: _____

City: _____

Postcode: _____

Telephone: _____ Mobile: _____

(Only the Event Organisers can see your phone numbers)

Fax _____ Email: _____

Website: _____

Business Sector: _____

Print name: _____ Signed _____

Date: _____

COMPANY INFORMATION

VAT Number: _____

Year Established: _____

Number of Employees: _____

Annual Turnover: _____

Company Representative on the Mission (if different from the above):

Name: _____

Position: _____

Tel: _____ Fax: _____

Email: _____

Website: _____

Second company representative on the Mission:

Name: _____

Position: _____

Tel: _____ Fax: _____

Mobile: _____

Email: _____

Mobile: _____ Website: _____

Only two representatives per company are allowed.

Passport Information (first participant)

Name (as in Passport): _____

Date of Issue: _____

Date of Passport Expiry: _____

Passport Number: _____

Date of Birth: _____

Country of Issue: _____

Passport Information (second participant)

Name (as in Passport): _____

Date of Issue: _____

Date of Passport Expiry: _____

Passport Number: _____

Date of Birth: _____

Country of Issue: _____

Complete your profile

Add information about you and your organisation to your profile so that participants can get a better understanding for what you are looking for and can offer.

Profile Picture

Add your personal picture in attachment

Use a picture that gives the attendees a good impression of who you are.

No logos or pictures of landscapes, please.

Organisation Description

Write a short description of what your organisation does.

Keep it clear, not too short, appealing, and enjoyable to read.

This is the way your potential partner will be able to see what you do.

Organisation Logo

Attach your organisation's logo. It will be visible inside your profile.

Areas of Activity *

Areas of Activity help us to categorize what you do and offer.

This makes easier for other participants to find you and makes your profile more expressive.

Please select areas of activity that suits your profile:

Supermarket

- Sweets, chocolates and candies
- Meat
- Seafood
- Pasta
- Rice and Beans
- Cocoa, cocoa powder, cocoa solutions
- Oils, Sauces, Salad Dressings and Condiments
- Cereals and breakfast foods
- Soups and Canned goods
- Frozen foods
- Dairy, Cheese and Eggs
- Biscuits, Cookies, Snacks and Crackers
- Drinks

Gourmet products distributor

- Cheese
- Charcuterie
- Foie Gras
- Baking and pastry
- Chocolates
- Pantry
- Oil and Vinegar

- Spices and condiments
- Truffles and Mushrooms
- Seafood
- Wine Beer Spirits

HORECA (hotels, restaurants and catering)

- Bakery
- Seafood
- Meat
- Poultry
- Potato
- Dairy
- Dry food
- Pasta
- Sauces & Condiments
- Savoury Solutions
- Sweet Solutions
- Desserts
- Still Water
- Sparkling Water
- Beverages Solutions
- Juices

Fresh

- Fruit
- Vegetables
- Frozen food
- Organic
- Healthy

Your offer/request

Add and describe one (or more) product/service/partnership/investment

NEW PRODUCT

Product

Add and describe a product you are offering to your profile

Title(max 160 characters): _____

Description (make your description clear and appealing):

What are you looking for? Please, select

- Distribution Partner
- Exporter
- Wholesaler
- Importer
- Suppliers
- Other (specify): _____

Market application keywords

- Food and Beverage
- Gourmet market for food and beverage
- Food and Beverage for HORECA
- Supermarkets
- Fresh food
- Non-Alcohol drinks
- DairyBakery
- Wine
- Oil

This event is organised by



EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター



Informativa ex art. 13 Regolamento (UE) 2016/679(Regolamento generale sulla protezione dei dati - RGPD)

Contitolari del trattamento: UNIONCAMERE PIEMONTE sede: via Pomba 23 10123 Torino; mail: segreteria@pie.camcom.it; CAMERE DI COMMERCIO DEL PIEMONTE; Responsabile della protezione dei dati (RPD): pec: segreteriaunioncamerepiemonte@legalmail.it , e-mail: rpd2@pie.camcom.it. Natura e finalità del trattamento e conservazione: I dati personali raccolti con il presente modulo saranno trattati ai soli fini organizzativi dell'iniziativa. A tali fini il conferimento dei dati ha natura obbligatoria ed il mancato conferimento preclude la partecipazione all'iniziativa. Base giuridica del trattamento: art. 6, paragrafo 1, lettera b) del GDPR. Modalità di trattamento: i dati conferiti verranno trattati esclusivamente dal personale e dai collaboratori dei contitolari con modalità informatiche e cartacee e saranno conservati sino alla conclusione delle procedure amministrativo-contabili cui si riferisce il presente modulo di registrazione. Diritti degli interessati: gli interessati hanno il diritto di chiedere al titolare del trattamento l'accesso ai dati personali e la rettifica o la cancellazione degli stessi o la limitazione del trattamento che li riguarda o di opporsi al trattamento (art. 15 e seguenti del RGPD), rivolgendosi al Responsabile della protezione dei dati personali (RPD) sopra indicato; possono altresì proporre reclamo all'autorità di controllo (Garante Privacy).

Ulteriori trattamenti: i dati conferiti possono essere utilizzati a scopo promozionale per l'invito ad eventi, manifestazioni o convegni nell'ambito della programmazione delle iniziative di Unioncamere Piemonte e delle Camere di commercio del Piemonte; a tale fine il conferimento dei dati ha natura facoltativa e la base giuridica del trattamento è l'art. 6, c1, lett a) del GDPR.

Le chiediamo di esprimere il suo consenso per questo ulteriore trattamento:

No

Si