



NRW.Global Business Japan-Fireplace WebTalk 2022.05.31

"Germany / NRW as an attractive Market for Japanese Food and Spirits - How Japanese companies are getting market access and expanding successfully in NRW"

Overview over Japanese Promotion Measures for the Food and Spirits Industry

ジェトロの日本食材・酒類輸出支援について



JETRO Düsseldorf, Director in Charge of Food Export Promotion

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JETRO
Düsseldorf



What is JETRO?

JETRO

Japan External Trade Organization

1. Facilitating innovation through inward FDI in Japan and support for overseas expansion of startups
- 2. Supporting exports of Japanese agricultural, forestry and fishery products and food**
3. Supporting the overseas business of Japanese companies
4. Contributing to the activities and trade policies of Japanese companies through surveys and research

Current Situation in Germany

ProWein 2022

2022.05.15 – 05.17

@ Düsseldorf



International Trade Fair
for Wines and Spirits

Exhibitors:

2022: **5,700** from **62** countries

2019: 6,900 from 64 countries

Visitors:

2022: **38,000** from **145** countries

2019: 61,500 from 142 countries



*For more details (Japanese)

<https://www.jetro.go.jp/biznewstop/biznews/europe/de/>



JETRO's Agri-Food Supports

1. Exhibiting at Trade Fairs
2. Conducting Online BtoB Matching
3. Providing Information

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1. Exhibiting at Trade Fairs

ANUGA 2021

2021.10.09 – 10.13

@ Köln



Japan Pavilion: **32** exhibitors

Exhibitors:

2021: **4,600** from **98** countries

2019: 7,500 from 106 countries

Visitors:

2021: **70,000** from **169** countries

2019: 170,000 from 201 countries



*For more details (Japanese)

<https://www.jetro.go.jp/tv/internet/2021/11/05047a5cf0c7aa5d.html>



1. Exhibiting at Trade Fairs

Upcoming Trade Fairs...

BIOFACH 2022

2022.07.26 – 07.29 @ Nürnberg, Germany



SIAL Paris 2022

2022.10.15 – 10.19 @ Paris, France



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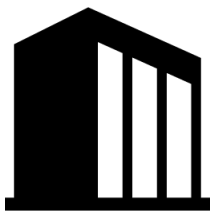
2. Conducting Online BtoB Matching

SAKE Online BtoB Matching in Fukushima

(2022.01-03)



SAKE Breweries



Koriyama City



Online Matching



Importers in Germany

JETRO
Fukushima / Germany

*JETRO Fukushima SAKE Export Project
(English / Japanese)

<https://www.youtube.com/playlist?list=PLowQcjMbhGytg9Uo7nYIG4HsHmRaaUab9>



2. Conducting Online BtoB Matching



JAPAN STREET - Online Catalog Exclusive for Buyers

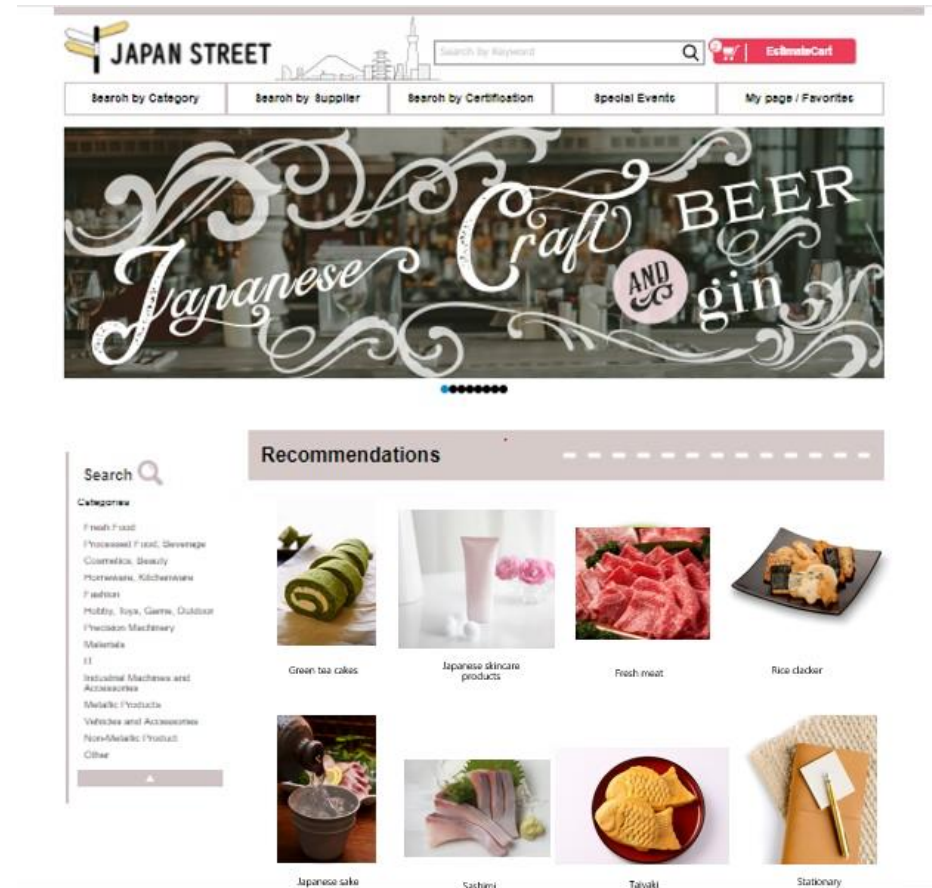
For Japanese Suppliers

https://www.jetro.go.jp/services/japan_street.html



For German Buyers

<https://www.jetro.go.jp/en/mjcompany/japanstreet.html>



JETRO's Agri-Food Supports

1. Exhibiting at Trade Fairs
2. Conducting Online BtoB Matching
- 3. Providing Information**

3. Providing Information

-JETRO Agri-Food Portal

<https://www.jetro.go.jp/agriportal/>



-JETRO Agri-Food Newsletter

<https://www.jetro.go.jp/industry/foods/mail/>



-JETRO Overseas Agri-Food Coordinator

<https://www.jetro.go.jp/services/coordinator/>



農林水産物・食品の輸出支援ポータル

日本産農林水産物・食品の輸出を支援します!

PICK UP

- ・インクワイアリー事業 有望バイヤーとのオンライン輸出商談マッチング
- ・海外現地専門家への輸出可能性相談 海外コーディネーターによる輸出相談サービス

ジェトロや関係機関による輸出支援策	品目・国別に輸入手続きや規制を調べる	日本産農林水産物・食品輸出マッチングサイト (JAFEX)	海外食品市場セミナー・映像紹介
輸出に役立つ各国の情報 ・マーケティング基礎情報 ・現地市場価格調査 ・輸出品目別レポート	国・地域別イベントカレンダー	海外における日本産食材サポーター店認定制度	海外で注目の日本産食材ピックアップ

Important Point for Your Overseas Business

-Besides your own company's effort,
please consider **working with partners.**

-JETRO could also be one of your supporting partners!

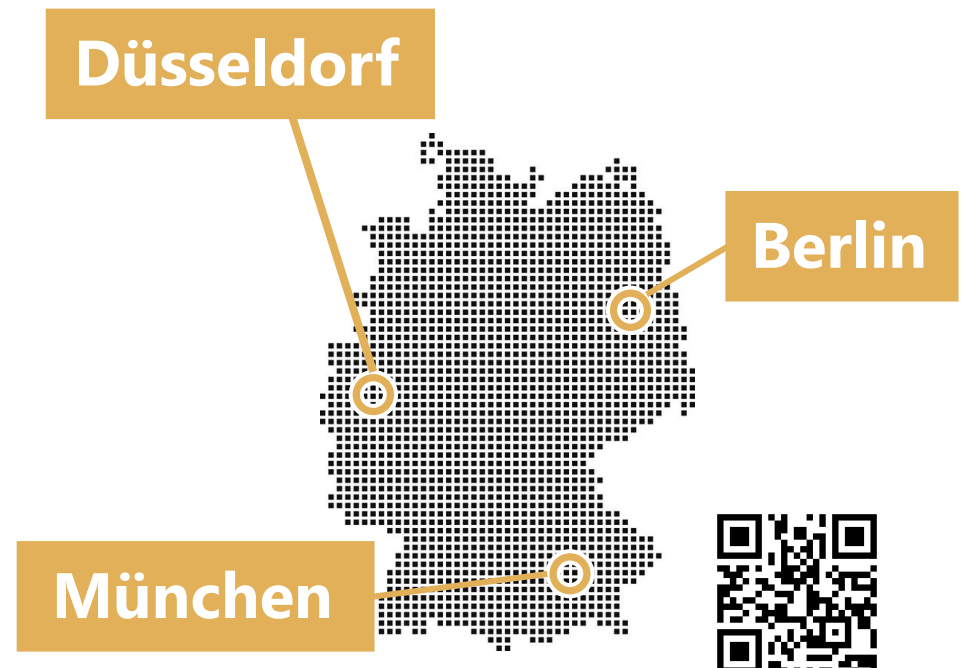
Feel Free to Contact JETRO!

JETRO in Japan



<https://www.jetro.go.jp/jetro/japan/list.html>

JETRO in Germany



<https://www.jetro.go.jp/germany/>