

NRW.Global Business Fireplace WebTalk

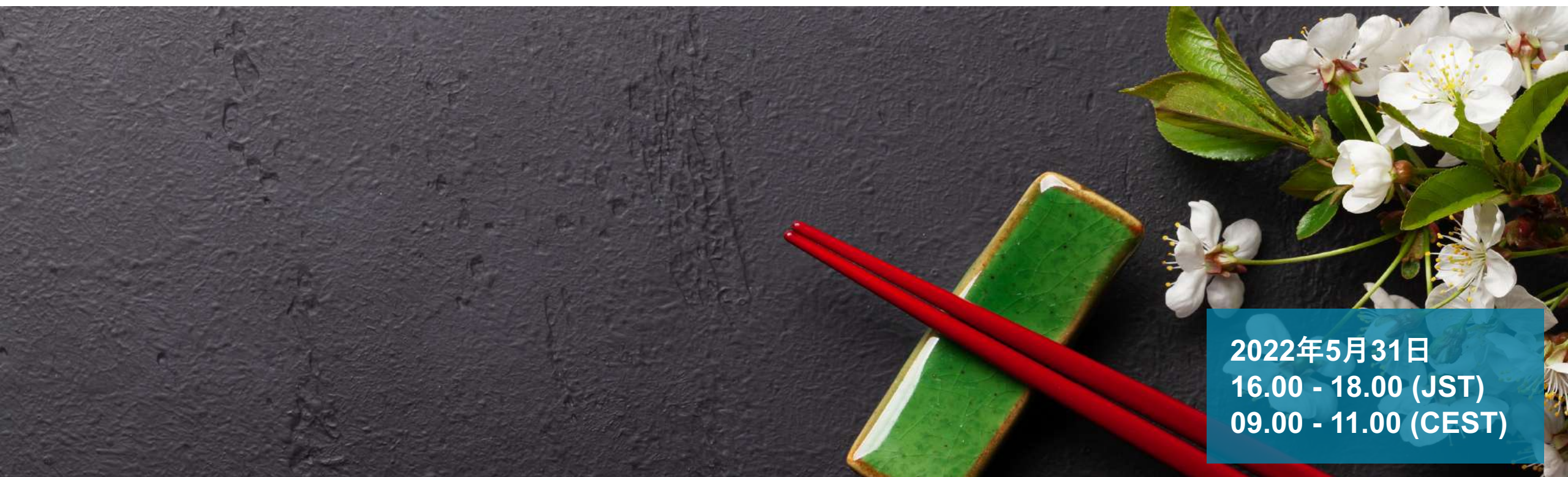
**Germany / NRW as an attractive Market for Japanese Food and Spirits -
How Japanese companies are getting market access and expanding
successfully in NRW**



**31st May 2022
16.00 - 18.00 (JST)
09.00 - 11.00 (CEST)**

NRW.Global Business Japan 炉端会議 ライブ配信

日本食材とお酒の海外展開 - ドイツ NRW州での 市場参入から欧州への事業拡大へ



2022年5月31日
16.00 - 18.00 (JST)
09.00 - 11.00 (CEST)



Create Success Stories

- Business Promotion & Consulting for Japanese and NRW Companies
- Research for Market Entry, FDI and Trade Promotion in Germany and Japan
- Support for Establishment of Rep. Office, Subsidiary, R&D Ctr., etc.
- Introduction of Universities, R&D Centers, Govt. and Stakeholders
- Hosting Seminars, „Fireplace Talks“ and other Virtual and Onsite Events
- Participation in Trade Fairs, Science Events and Industrial Exhibitions
- Special Focus on Innovative Technologies, Startups and Growth Markets

Connecting Clients with Key Stakeholders



Why choose NRW as your Location in Europe?

10 best location factors for North Rhine-Westphalia



Dynamic business location in the center of Europe



Industrial heartland of Germany



Home of the world market leaders



Germany's most important business location



Europe's Gateway with an excellent transport infrastructure



World class in research and development



One of Europe's best breeding grounds for talents



Logistics competence of world renown



Future-oriented digital location



Highest quality of life in NRW

NRW / Düsseldorf: JAPAN'S BUSINESS HUB in THE EU



NRW: No. 1 in Germany

Population	17.9mn
GDP	711.4bn EUR
FDI	162.5bn EUR

Japanese Business Hub

Population	14,800
Cos./Employ.	> 650 / 52.000
Infrastructure	KG / Schools



Food Industry in NRW – Introduction

Future-Oriented Location with High-Performance Regions / Industries

- Important position in Germany as high-performance and future-oriented location for food industry
- Strength of NRW's food industry: wide product range offered at various stages of the value chain

Domination by SMEs but Big Players with European / Global Footprint

- Food Industry in Germany/ NRW dominated by medium-sized companies but also with major players
- Majority of companies have fewer than 50 employees; only 1 % of companies > 1,000 employees

North Rhine-Westphalia's food industry in transition offers opportunities

- The Food Industry is one of the major industry sectors of North Rhine-Westphalia
- At the same time, it is undergoing change due to a multitude of changing conditions

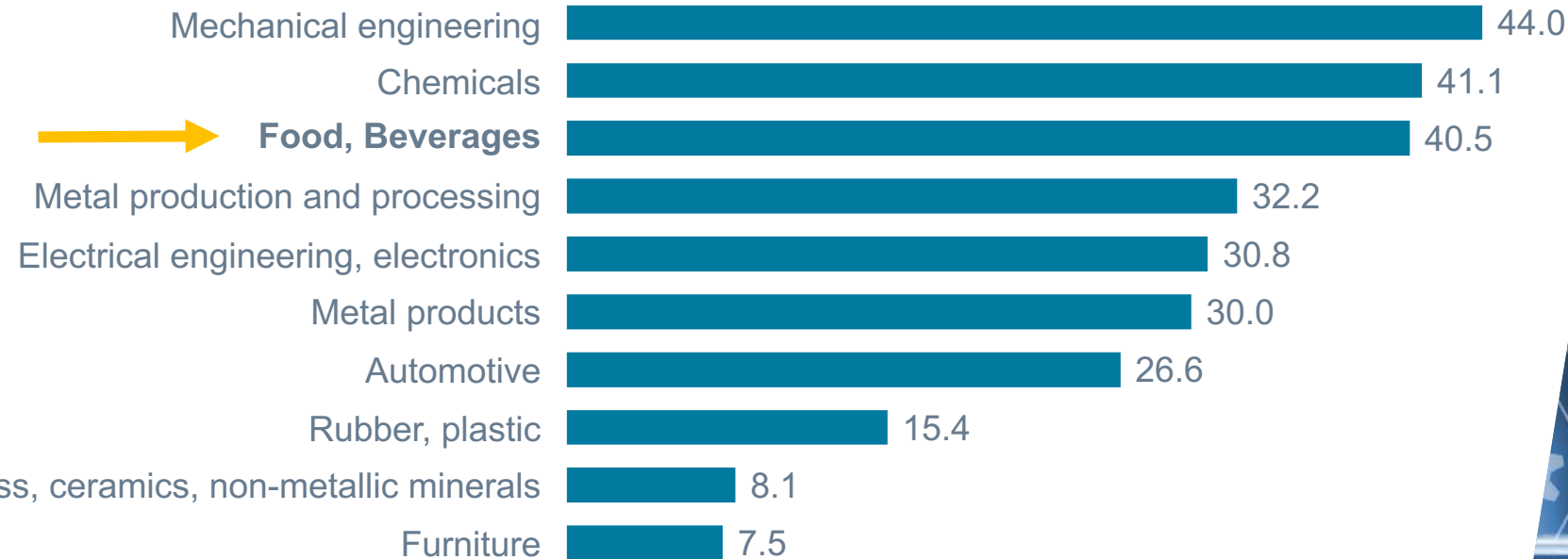
Food Industry in Germany/ NRW – Some Facts

- Sales of the food industry in Germany: **186.25 billion €**
- Export ratio of the food industry in Germany: **25,02 %**
- Number of companies in the food industry in Germany: **5.581**
- Number of employees in the food industry in Germany: **577.312**
- Gross annual earnings in the food industry in NRW: **40.886 €**



Top location for Manufacturers and Suppliers

Sales in NRW (in bn EUR, 2020)



Source: IT.NRW; the figures refer to companies with 20 and more employees



NRW: Food & Beverage Producers (Selection)

WEST FLEISCH



MARS
deutschland



Intersnack

Kamps



Pfeifer & Langen



THE
FAMILY
BUTCHERS



CONTACT IN JAPAN



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CONTACT IN GERMANY

NRW.Global Business

- NRW state-owned trade & investment agency
- Established in 1959
- Service agency for international investors to NRW
- Promotion of foreign trade for NRW companies
- Head office in Düsseldorf – the capital city of NRW
- 15 representative offices worldwide
- More than 30 years of engagement in Japan

Our Service and Expertise for Foreign Companies

- Business information and advice
- Consulting and support or relocation and settlement
- Location scouting from office space to greenfield areas and manufacturing sites
- Networking in business, science and public administration



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NRW.Global Business Japan Fireplace WebTalk | 31th May 2022

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**NRW.GLOBAL
BUSINESS**

Trade & Investment Agency

NRW.Global Business GmbH

- NRW州貿易・投資機関
- 1959年設立
- NRW州への国際投資家のためのサービス機関
- NRW州企業の海外取引の促進
- 本部デュッセルドルフ市(NRW州都)
- 全世界に15の海外オフィス
- 日本での活動は25年以上

外資系企業への専門的なサービス

- ビジネス情報とアドバイス
- コンサルティングとサポート、リロケーション
- オフィススペースからグリーンフィールドエリア、製造現場まで立地拠点の提案・設立
- ビジネス、科学、行政において広範なネットワーク

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