

# INVITATION

## Danish Food & Innovation – Export Promotion to Japan

13 – 15 November 2013

*A unique opportunity to showcase Danish food, food technology & know-how in Japan*



In connection with the visit to Japan by the Danish Minister for Food, Agriculture & Fisheries, Mrs Karen Hækkerup, the Danish Agriculture & Food Council, in co-operation with the Danish Food & Drink Federation (DI Fødevarer) and the Danish Trade Council in Japan, is organizing an export promotion for Danish companies within the food, food technology and agricultural sectors.

This export promotion gives participating Danish companies a unique opportunity to promote their products and services directly to a large group of carefully selected business, media and official representatives within their own sector.

#### **JAPAN:**

##### **A VOLUME MARKET WITH HIGH PURCHASING POWER**

Japan is the world's fourth largest economy, and has for decades been an important volume market for Danish exports. Within the food sector, Japan is characterized as a high price market, with a mature and discerning consumer and industry base with high purchasing powers. In addition, Japan is the largest food importer in the world, and the country is depending on imports for close to 60 percent of its food consumption.

Once established in the market, the political and business risks are considered to be low, and although it can be notoriously difficult to enter into the Japanese market, those that have entered the market will be rewarded with very strong and dependable business relations with their Japanese partners from then on.

However, Japanese business etiquette also dictates attention to detail and continuous nurturing of personal relations with business partners, and this is where this export promotion can help new exporters establish valuable contacts to potential future business relations, and an opportunity for existing exporters to nurture their existing business relations.

##### **FOOD: JAPANESE INTEREST MEANS OPPORTUNITIES**

The Japanese consumers are renowned for their interest in and willingness to pay for high quality food products, and food from Denmark or Danish has already been established as a quality seal of approval with a very positive image in the market. Currently, the annual Danish food exports to Japan amount to DKK 4.9 billion per year but with the bulk of this export made up from pork and other raw materials for the Japanese processing industry.

Given the strong awareness of Danish food products in Japan, this presents significant opportunities for other Danish food products within the Japanese retail and food service sector.

##### **FOOD & AGRICULTURAL TECHNOLOGY: EFFICIENCY UPGRADE HAS HIGH PRIORITY**

With a food self-sufficiency of only 39 percent and a very traditionally based agricultural sector, there is strong focus on the need for modernization and efficiency measures within both the Japanese agricultural sector and the Japanese food industry. This presents an opportunity for export of Danish know-how, ingredients and equipment, as for example for suppliers of food industry ingredients, process and hygiene equipment and for suppliers of breeding materials, stable equipment and feed for animal husbandry.

Through networking with potential Japanese business partners at the dinner reception and business lunch, and through the opportunity to showcase selected Danish products or know-how at the seminar, this export promotion offers a platform for establishing or expanding relations with relevant business partners, who can help your company establish or expand business in Japan. Where required, this platform can always be supplemented by pre-arranged B-2-B meetings according to the targeted groups selected by you.

## SERVICES & PRICING

### Basic package (*mandatory*):

DKK 8,900 per participating company  
(*max. 2 persons per Danish company*)

Includes: Buffet dinner reception at the Embassy with Japanese guests (*100 people*), buffet business lunch with Japanese business partners (*100 people*), seminar on Danish Food Innovation and networking.

Travel offer from BCD Travel will be provided after signing up – price not included in Basic package.

### Optional add-ons:

A) B-2-B meetings (*mini-exhibition*) on 14 November 2013 at Hillside Plaza, Daikanyama

Includes: Facilitation of 3-5 pre-arranged speed dating meetings with potential Japanese business partners, identified and invited by the Danish Trade Council in Japan based on your target group information (*customers, distributors, etc.*).

The price per company will be calculated on an individual basis, based on an hourly fee of DKK 925 depending on the

services needed. For more information about the services and pricing structure of the Danish Trade Council, please refer to: <http://um.dk/da/eksportraadet/tilbyder/>.

B) Business meeting on subsequent dates and other business related assistance

In addition to the above, the Danish Trade Council in Japan (*the Embassy in Tokyo*) can also offer their usual services to companies interested in doing business in Japan, including market surveys, partner searches, individual meeting arrangements, translation and interpretation etc.

These services are offered on the usual commercial terms outlined in the link above but please also do not hesitate to contact the Trade Council in Japan directly (*Katja Goodhew / katgoo@um.dk*) if you are interested in knowing more about these services.

**Please return the completed registration form to Export Promotion Denmark no later than 24 September 2013 to Michael Stahlschmidt, [ms@ees.dk](mailto:ms@ees.dk)**

## TENTATIVE PROGRAMME:

**Tuesday, 12 November**

Arrival in Tokyo

**Wednesday 13 November**

Opportunities for individual meetings and/or company visits (*not included in basic package*).

Evening buffet reception at the Embassy of Denmark with Danish food products and invited Japanese guests (*retailers, importers, food industry, media, authorities, etc.*).

Reception opened by the Danish Minister for Food, Agriculture & Fisheries.

**Thursday 14 November**

Morning: B-2-B meetings (*mini-seminar*) for food companies with invited Japanese targeted business partners (*optional, not included in basic package*)

Buffet business lunch with Japanese business partners.

Afternoon: Seminar on 'Danish Food Innovation' opened by the Danish Minister for Food, Agriculture & Fisheries.

Presentations by selected companies, organizations and authorities.

**Friday 15 November**

Departure for Denmark or individual programme (*optional, not included in basic package*).

# INFORMATION

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Danish Agriculture  
& Food Council

### Danish Agriculture & Food Council

Hugo Høllede · Market Manager

Email: huh@lf.dk · Phone: +45 3017 8886



### Ministry of Foreign Affairs · The Trade Council

Katja Goodhew, Counsellor Food, Agriculture & Fisheries

Email: katgoo@um.dk · Phone: +45 3496 3001



Danish Food and Drink Federation

### Danish Food and Drink Federation

Søren Falck · Market Manager

Email: srfk@di.dk · Phone: +45 3377 3484



### Export Promotion Denmark

Michael Stahlschmidt · Event Manager

Email: ms@ees.dk · Phone: +45 2124 0711

# REGISTRATION

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### BINDING REGISTRATION

We hereby register for participation in the event as described in the invitation:

- Basic package (*mandatory*): DKK 8,900 per participating company (*max. 2 persons per Danish company*)
- B-2-B meetings (*mini-exhibition*) on 14 November 2013 at Hillside Plaza, Daikanyama: hourly fee of DKK 925
- Business meeting on subsequent dates and other business related assistance

NB! The above prices are based on an expected subsidy from the Danish Trade Council and an expected minimum number of participants as described in the invitation

Company: .....

Address: .....

Postal Code: ..... City: .....

Telephone: .....

Contact person: ..... Title: .....

Direct telephone: ..... E-mail: .....

Date & Signature: .....

**Please return the completed registration form to Export Promotion Denmark,  
Please return no later than 24 September 2013 to Michael Stahlschmidt, ms@ees.dk**

## Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

### 1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation

### 2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

### 3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

### 4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

### 5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

### 6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus, EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

### 7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

### 8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

EPD, September 2013