

The Japanese Food Market & The Japanese Business Culture

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1. General characteristics of the Japanese market

- Macroeconomic indicators
- Demographic & social challenges for the Japanese economy
- Environmental & climate challenges for the Japanese economy

2. Food product export to Japan

- Strong and weak points of the Japanese market
- Tariff and non-tariff barriers in the Japanese market access
- The EU-Japan EPA
- Specific features of the Japanese market
- European goods in the eyes of the Japanese
- Brand building in Japan
- Tips for an exporter to Japan
- Japan-Italy official relations
- Italy exports to Japan



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3. Specific features of the Japanese agri-food market

- Food self-sufficiency coefficient in Japan
- Characteristics of the Japanese food market
- The Japanese agri-food / food / organic food market
- Food distribution network in Japan
- Food trade fairs and exhibitions
- The largest trading companies in Japan
- Top agri-food exporters to the Japanese market
- The largest foreign investors in the food sector

4. The Japanese business culture

- A business card
- Personal relations
- Hierarchy
- Negotiations
- Consumer patriotism versus curiosity about novelties

