**EXPORT SUPPORT WEBINAR ON FOOD SECTOR (ZOOM PLATFORM)   
The EU-Japan Economic Partnership Agreement (EPA)**

1. January 2021, 10.30 – 13.00

**10:30-11:10 Understanding the Japanese culture and learning its business practices**

*Speaker: Chieko Nakabayashi*

1. Japanese Business Culture
2. Japanese Business Practices
3. Polish Export and Japanese Market
4. Modes of Export to Japan
5. Distribution System and Outlets in Japan
6. Q&A

**11:10-12:10 Process, procedures and planning for exporting a product**

*Speaker: Chieko Nakabayashi*

* + 1. Poland’s Food Export and EU/Poland Advantages
    2. Japan’s Food Market and Product Orientation
    3. Marketing, Distribution and Sales in Japan
    4. Trade Shows, Business Matching- Meeting Japanese Partners, Note on Organic Food   
       and Beverage
    5. Import Process and Procedures at Japan Customs, Legal and Regulatory Clearances
    6. Q&A

**12:10-13.00 EPA opportunities for food sector**

*Speaker: Yvan Van Eesbeek*

Japan is currently the 5th most important export destination for EU agricultural products.  The tariffs cuts resulting from the EPA will further boost EU-Japan trade for many agricultural, food & fish products.  Japan has agreed to liberalise 87% of all agricultural tariff lines.  These lines cover almost 90% of trade value. The EPA furthermore recognises and protects more than 200 EU Geographical Indications on the Japanese market.

1. EPA Introduction
2. Market access opportunities for certain EU agricultural, food & fish products exported to Japan
   1. Beef & pork meat
   2. Cheese & dairy products
   3. Processed food products
   4. Wine & spirits
   5. Fish & seafood
3. Geographical indications
4. Rules of Origin
5. Sources of Information

**Speaker’s Profile:**

**Ms. C. Nakabayashi** worked at the UN Industrial Development Organization (UNIDO) in Vienna and the UN Food and Agriculture Organization (FAO) in Rome, as well as for Japanese Government Agencies for Japan’s ODA programs. She is a licensed lecturer on business management for manufacturing and service businesses.  She is currently based in Brussels and in Tokyo for consultancy and lecturing.

**Yvan Van Eesbeek** worked for more than 25 years at the European Commission, mainly in departments dealing with international trade negotiations in the field of agriculture. He is currently working as a freelance expert at the EU-Japan Centre for Industrial Cooperation.

[Registration Form for Wroclaw Webinar on 28 January 2021 | EU-Japan (eu-japan.eu)](https://www.eu-japan.eu/registration-form-wroclaw-webinar-28-january-2021)