

FOOD & DRINK TRADE DEVELOPMENT VISIT TOKYO, JAPAN

16-21 June 2019

Key Sectors

Food and Drink

TAKING
WALES TO
THE WORLD

Closing Date:
5 April 2019



Llywodraeth Cymru
Welsh Government



The Offer

We are inviting applications to participate in a Food and Drink Wales supported Trade Development Visit to Japan. This visit includes a bespoke programme of store tours, an in-market briefing, networking event and a meeting schedule with retail, food service buyers, distributors and importers.

This Trade Development Visit is suitable for more experienced exporters and companies who can devote the time and resources needed to be successful in this market.

Key food and drink opportunities include:

- Premium food items
- Chocolate
- Craft beer
- Spirits
- Cheese
- Red meat
- Organic, natural and functional foods
- Free from
- Convenience food and drink items, including smaller portions/pack sizes

Why Japan 2019

Japan has a population of 127 million, and is one of the wealthiest and most mature consumer markets in the world. Food and beverage is the largest expenditure for Japanese households and the country heavily relies on food imports to satisfy consumer demand. Japanese consumers are willing to pay more for premium food and drink products. Eating out is extremely popular in Japan.

This year, Japan will host the Rugby World Cup, followed by the Olympics in 2020; the Rugby World Cup is generating significant interest in Wales and Welsh food and drink, with importers actively looking for Welsh products. This presents an exciting opportunity for Welsh food and drink exporters to present their products to importers ahead of these major events.

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Itinerary

Sunday 16th June

—Depart Wales

Monday 17th June

—Arrive in Tokyo, own time

Tuesday 18th June

—Market Briefing, Store tours

Wednesday 19th June

—Meet the Buyer,
Networking Reception

Thursday 20th June

—Visit to distributor/importer/
logistics company

Friday 21st June

—Depart Tokyo

The cost to participate on this highly tailored Trade Development Visit is subsidised by the Welsh Government and will be **£1,995.00** plus VAT per person*. This includes:

- Pre-visit briefing
- Despatch of samples to Japan (shipping costs limit of **£750** per company)
- Company details and branding in the producer catalogue distributed to target buyers

—B&B 3* accommodation for 4 nights in Tokyo via Welsh Government's nominated travel agent

- Return flights to Tokyo
- Tailored in market programme including market briefing, meetings with buyers, distributors, importers, trade networking reception and store visit programme
- Support and advice pre, during and post the market visit

Please email angharad.evans@bic-innovation.com or call **01656 861536** for an application form.

*This offer is available for two representatives per company. Any additional representatives will be required to pay the full unsubsidised rate. Applicants should note that the assistance provided by this funding constitutes de minimis state aid as defined by the European Commission.
