

HIGH LEVEL MISSION TO JAPAN, TOKYO – OSAKA tbc 2-6 July 2023

Draft Programme

Specific objectives of the HLM (referenced in the programme) include:

- SO1.** Delivering accurate and relevant market intelligence and market access information to the business delegates.

- SO2.** Facilitating business networking and establishment of relevant and viable business contacts between the business delegates and the local counterparts.

- SO3.** Facilitating networking between the business delegates and the Commissioner, other Commission officials, EU Delegation, MS diplomatic and commercial representatives, chambers of commerce and other organisations relevant to trade promotion.

- SO4.** Raising the visibility and profile of EU agri-food products by highlighting their key merits, mainly towards the local business audience and the media.

In parallel, the Commissioner’s programme will serve a **supporting objective** of improving and strengthening the market access for EU agri-food products in Japan.

Day 1: 2 July	Business Delegation
All day	<p>Arrival of the delegation in Tokyo</p> <p>Pick-up/ transfer to hotel</p>
<p>Evening</p> <p>18:45 – Registration</p>	<p>Internal Dinner (for Business Delegates only) with short introduction on the HLM</p> <p>Objectives: SO3, SO1</p>

<p>19:30 – Welcome drink</p> <p>20:00 – Welcome address</p> <p>20:10 – Talk “Understanding Japan”</p> <p>20:30 – Dinner</p> <p>22:00 - End</p>	<p>“TED” Talk “Understanding the Japanese society” <i>(do’s and don’ts – funny facts)</i></p> <p>Welcome by the Commissioner</p> <p>Buffet style dinner – Japanese food</p> <p><i>Venue: Hotel</i></p>
<p>Day 2: 3 July</p>	<p>Business Delegation</p>
<p>08:30 – 09:45</p>	<p>Working breakfast 1 with the Commissioner</p> <p>Organisation by product category tbc</p> <p>Objectives: SO3</p> <p><i>Venue : Hotel</i></p>
<p>10:00 – 12:30</p>	<p>Business seminar “How to export agri-food products to Japan” – plenary session</p> <p>Objectives: SO1</p> <p>TOPICS - tbc</p> <ul style="list-style-type: none"> • <i>The Japanese F&B market</i> • <i>Exporting F&B to Japan</i> <ul style="list-style-type: none"> ○ <i>EPA opportunities</i> ○ <i>Export procedures / regulations</i> ○ <i>Hygiene and Procedures at Quarantine Sections</i>

	<p><i>Coffee break</i></p> <ul style="list-style-type: none"> • <i>The wholesale, retail, e-commerce, transportation and delivery systems of the distribution channels in Japan</i> • <i>Consumer trends for F&B</i> • <i>Communicating in Japan on agrifood products</i> <p>The audience to include representatives of the EU MS and chambers of commerce</p> <p><i>Venue: Hotel</i></p>
<p>12:30 – 14:00</p>	<p>Business Forum networking lunch</p> <p>Objectives: SO3</p> <p>Standing buffet / European and Japanese Food</p> <p><i>Venue: Hotel</i></p>
<p>14:00 – 16:00</p>	<p>Product-specific sessions</p> <p>Objectives: SO1</p> <ul style="list-style-type: none"> - Specific sector information (consumers, EPA) - Market access, SPS/TBT - Marketing standards <p>Product categories: tbc depending on the composition of the BD</p> <p>The audience to include representatives of the EU MS and chambers of commerce</p> <p><i>Venue: Hotel</i></p>
<p>16:00 – 18:00</p>	<p>Free time</p>
<p>18:00 – 20:00</p>	<p>Visit to “Perfect Match” campaign events</p>

	<p>Or debriefing with the Commissioner</p> <p>Or free time for dinner</p>
Day 3: 4 July	Business Delegation
08:00 – 09:15	<p>Working breakfast 2 with the Commissioner</p> <p>Organisation by product category tbc</p> <p>Objectives: SO3</p> <p><i>Venue : Hotel</i></p>
09:30 – 12:30	<p>Retail and site visits arranged according to BD profiles</p> <p>Objectives: SO1, SO2</p> <p>Fixed itineraries per product category (TBD)</p>
12:30 – 13:30	Lunch depending on location and itinerary
13:30 – 18:00	<p>Business matchmaking: concept and format tbc</p> <p>Tentative programme:</p> <ul style="list-style-type: none"> - Opening, testimonials from successful business cooperation - Matchmaking meetings - Debriefing <p>Objectives: SO2</p>
<p>18:00 – Registration in lobby</p> <p>18:30 – 19:15 cocktail</p> <p>19:15 – 21:00 dinner</p>	<p>Official dinner hosted by the Commissioner in presence of Business Delegates, EU Member States Ambassadors, counsellors, chambers of commerce, leading Japanese importers, retailers, distributors, HORECA etc.</p> <p>Objectives: SO2, SO3, SO4</p> <p>Dinner will feature selected EU food products,</p>

	including GIs and wines <i>Venue: Hotel</i>
Day 4: 5 July	Business Delegation
07:00 – 11:00	A) Travel to Osaka OR B) Continuation of programme in Tokyo-Yokohama metropolitan area *Tokyo-Osaka: travel by plane: 1h, by train: 3h30'
12:00 – 13:00	<i>Lunch depending on location and itinerary</i>
13:00 – 17:00	Retail and field visits to continue – Osaka
17:00 – 18:00	Debriefing from political meetings held by the Commissioner / press conference Tokyo/Osaka
Evening	Free time
Day 5: 6 July	Business Delegation
All day	Return to Tokyo, flights back to Europe