

High Level Mission to Japan: 2 - 6 July 2023



In accordance with his mission to promote Europe's high-quality agri-food products worldwide, the EU Commissioner for Agriculture, Mr Janusz Wojciechowski, will continue his diplomatic efforts in support of EU agri-food producers from the EU 27 Member States. This time, his high-level business mission will take place in Japan from 2 to 6 July 2023.

The high-level mission is aimed to facilitate exchange and agreements between European and Japanese businesses active in the agri-food sector. The programme will be designed to offer possibilities to promote Europe's high-quality food standards, to explore various possibilities and requirements for doing business in Japan as well as business networking.

What does participation in Commissioner's business delegation offer?

- ✓ **First hand market intelligence.** Seasoned experts and practitioners will explain how to export agri-food products from the EU to Japan and how to market them effectively to different target groups.
- ✓ **Visits to selected importers, retailers, distributors,** particularly relevant for the companies selected to the EU business delegation.
- ✓ **Matchmaking and other forms of networking** with Japanese buyers of agri-food products.
- ✓ **Networking and interaction** – built-in the agenda of the mission: meetings with the EU Commissioner, up to 80 EU business representatives (companies or representative organisations), officials from the European Commission and EU Delegation, diplomatic and commercial representatives of the EU Member States in Japan.

Who can participate?

- Entities eligible to take part in the business delegation:
 - organisations representing EU agri-food producers, headquartered in any of the 27 EU Member States
 - companies producing agricultural food and beverage products, headquartered in any of the 27 EU Member States.

Additionally, only the candidates representing or producing products and schemes [eligible for EU promotion measures](#) (as defined in Article 5 of the Regulation (EU) No. 1144/2014) may be eventually selected to take part in the business delegation.

- This business delegation will comprise senior representatives of European food and beverage companies or producers' organisations covering mainly (but not exclusively) the sectors of:
 - meat (beef, pig meat and poultry),
 - processed agricultural products,
 - dairy (with a focus on cheeses),
 - wine, beer, spirits and non-alcoholic beverages,
 - olive oil,
 - fruit and vegetables.

- The business delegation travelling to Japan will count **maximum 80 business participants**. In case more applications are received, the European Commission will carry out a selection, guided by the following criteria:



- Overall geographical balance of the business delegation, ensuring that it represents as many Member States, in as equal manner as possible;
- Overall balance between product categories and sectors identified for this particular high level mission;
- Ability to carry out international business: assessed on the basis of company description, number of employees, turnover, previous international experience, etc. Candidates with strong ability to export their products will be prioritised;
- Newcomers to EU high level missions and newcomers to the Japanese market, including the SMEs will be prioritised.

Which costs need to be considered?

The participants need to cover their travel costs for the inbound and outbound flights Europe-Japan, accommodation expenses and visa or insurance costs (if applicable). The organisers will cover the costs of the local transport between locations/ meetings/ activities/ venues as well as meals on selected occasions.

Please note that only one person per company/organisation will officially take part in the business delegation. Other representatives may accompany the group on their own initiative but might be refused to take part in certain events if the size of the group needs to be kept limited.

How to apply?

Interested participants must fill in and submit the [application form](#) by **31 January 2023 at the latest**. Business delegation candidates can expect to be notified about the results of the selection by mid-February 2023.

Important: Please be sure of your commitment to participate in the business delegation in order not to block a place which could be made available to other candidates.

Important notice

The sanitary situation due to the Covid-19 pandemic may require the Commission to cancel the high level mission or to modify the programme of the business delegation visit as regards dates. Selected business delegates will be updated on the status of the project and the European Commission will ensure that business delegation activities are only organised when the travel and sanitary situation allows. The Commission cannot be held liable for any costs incurred by participants in the event of such modifications and therefore encourages the selected participants to make flexible travel arrangements.



More information: [here](#).

What did the participants of the most recent high level mission to Vietnam and Singapore (July 2022) have to say?

“The HLM was an exceptionally well-organized event that certainly achieved its goal of intensifying trade relations with the countries visited. the model is also perfect for many other countries.” (Dairy organisation, Austria)

“Networking events were most valuable and led to separate visits as well.” (National agri-food organisation, Sweden)

“The business networking session opened new possibilities for business development.” (Dairy company, France)

High Level Mission to Vietnam & Singapore

- 83% of the participants very satisfied with their participation, 17% satisfied.
- 91% of the delegates expect that their business in Vietnam will grow as a result of this visit and 6 of them have already closed business deals
- 83% of the delegates expect that their business in Singapore will grow as a result of this visit

Among other main deliverables from their participation, delegates quoted:

- Improved understanding of the agri-food market in Vietnam: 77% and in Singapore: 65%;
- New and relevant business contacts: both Vietnam and Singapore: 66%;
- Insights into communication and promotion strategy for agri-food products: 54%.
- All respondents expressed their interest in participating in future high-level missions



To get more flavour of a typical business delegation visit, **watch this [short summary video](#).**