

## Online Seminar

### “How the EU ensures the high quality and safety standards of its agri-food products”

Tokyo-Brussels, 19-20 April 2021

Dear Mr, Ms

Building on the foundations laid down by the EU-Japan Economic Partnership Agreement, the European Commission continues to run its successful campaign “The Perfect Match”, to inform the consumer and business audiences in Japan about the excellence of the European agri-food products.

A flagship activity of the campaign will be the online seminar on “**How the EU ensures the high quality and safety standards of its agri-food products**” which will be held jointly in Tokyo and Brussels across two days, on **19 – 20 April 2021**.

On this occasion, we would like to invite you to this online seminar with the participation of European experts in food safety and quality policy, as well as representatives from the Japanese authorities, EU food sector organisations, local importers and retailers.

The live discussions will cover practical approaches towards quality and safety standards, including food and farming policy, labelling, controls, geographical indications, as well as opportunities to foster EU-Japan agri-food trade.

Kindly note, that this online seminar includes parallel sessions. You will be invited to select the session you wish to attend.

*Interpretation (EN<>JP) will be available in all sessions.*

Please register for the seminar here:

[REGISTER](#)

Registration will be open until 18 April 2021 (Sunday), 13:00 CET (20:00 JST)

The link to join this online seminar will be provided prior to the event.





The draft agenda includes:

19 April 2021

- **07:00 – 07:20 CET (14:00 – 14:20 JST)** Welcome and official opening
- **07:20 – 08:05 CET (14:20 – 15:05 JST)** Introductory presentation: Benefits of the Implementation of the Economic Partnership Agreement between the EU and Japan: Focus on agri-food sector
- **08:05 – 09:05 CET (15:05 – 16:05 JST)** General presentation on EU food safety and quality system - linked to eLearning presentations available on an online platform
- **09:20 – 10:05 CET (16:20 – 17:05 JST)** Parallel sessions:
  - Room 1: Animals and animal products. Free movement of animals and animal products within the EU: How the EU ensures safe and sustainable trade of animals and animal products?
  - Room 2: Plants and plant products: Free movement of plants and plant products within the EU: How the EU ensures the safe and sustainable trade of plants and plant products?
  - Room 3: Geographical Indications - opportunities for EU-Japan trade
  - Room 4: Organic farming - opportunities for international trade
- **10:20 – 11:05 CET (17:20 – 18:05 JST)** The EU Green Deal, Sustainable Agriculture and the Farm to Fork Strategy

20 April 2021

- **07:45 – 08:30 CET (14:45 – 15:30 JST)** Practical session on how to use trade facilitating tools provided under the EPA
- **08:45 – 10:00 CET (15:45 – 17:00 JST)** Product-Oriented Sessions on EU sanitary, technical and quality standards in different sectors - in Parallel Product-Oriented Sessions:
  - Room 1: Cheeses and dairy products
  - Room 2: Wines, spirits and beers
  - Room 3: Animal products: bovine meat, pork, processed meat products
  - Room 4: Fruits and vegetables, olive oil
- **10:15 – 11:30 CET (17:15 – 18:30 JST)** Roundtable Debate with EU and Japanese experts and business people: How to boost EU-Japan trade in agri-food products.

The Japanese market: challenges and opportunities for bilateral trade.

More Information: [perfectmatchjp@agripromotion.eu](mailto:perfectmatchjp@agripromotion.eu)

Official Site ► [www.euagrifoodsps.eu](http://www.euagrifoodsps.eu)

 ► [@FoodMatchEU](https://www.instagram.com/FoodMatchEU)

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Yours faithfully,

Organisation team

