

# A Japanese distributor of sake offers OEM services for product development and packaging design to partners in the EU under a commercial agreement

## Summary

Profile type

**Business Offer**

Company's country

**Japan**

POD reference

**BOJP20241105003**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

• **World**

Contact Person

[Alessandro PERNA](#)

Term of validity

**5 Nov 2024**

**5 Nov 2025**

Last update

**5 Nov 2024**

## General Information

### Short summary

The Japanese distributor of traditional sake and fruit liqueurs has a dedicated department specialized in Original Equipment Manufacturing (OEM) services for product development and packaging design. After some successful experiences in Asia, the company is approaching the EU market and is looking for local partners interested to personalize their products under a commercial agreement.

### Full description

#### OEM (Original Equipment Manufacturing) Product Development Service

The company offers Original Equipment Manufacturing product development services, enabling partners to utilize an original Japanese sake product while customizing it as per partner's requests. This includes redesigning the sake for overseas markets, such as modifying labels and packaging to meet specific regional preferences and regulations. The company is equipped to handle the entire process, from sourcing and production to customization and export. They also provide expert consultation on pricing, product content design, branding, and market positioning to ensure that the final product aligns with the partner's vision.

#### Product design and revitalization

Recognizing that cultural differences and language barriers can impact product promotion, the company has an

experienced in-house design team ready to assist in repackaging and revitalizing product labels and packaging designs to better align with target markets.

#### Target Oversea partnerships

The company has established a presence in Taiwan, Mainland China, Hong Kong, Thailand, Singapore, Malaysia, the United Kingdom, the United States, and Canada. They are now looking for enthusiastic and potential partners in the EU to join them in expanding their reach.

#### Advantages and innovations

##### Professional in-house designer team

The company boasts a skilled in-house design team that blends traditional cultural values with modern design elements. They specialize in revitalizing product packaging and have successfully completed projects ranging from shop design consultations to label creation and gift box design, delivering fresh and impactful ideas that enhance branding.

##### Multi-Language Support

The export team offers multilingual support, including English for daily communication and document preparation. This capability enhances business efficiency and saves time and resources for international partners.

#### Technical specification or expertise sought

#### Stage of development

#### Sustainable Development goals

- **Not relevant**

#### IPR Status

#### IPR Notes

## Partner Sought

#### Expected role of the partner

The company seeks overseas partners who:

- Have established experience and key accounts in the food and beverage industry, retail, or private customers.

## Type of partnership

**Commercial agreement**

## Type and size of the partner

- **SME 11-49**
- **Big company**
- **SME 50 - 249**
- **SME <=10**

## Dissemination

---

## Technology keywords

## Market keywords

- **09003007 - Other services (not elsewhere classified)**
- **07006 - Other Consumer Related (not elsewhere classified)**
- **07003001 - Wine and liquors**

## Targeted countries

- **World**

## Sector groups involved

## Media

---

## Images

[pic5.jpg](#)[pic4.jpg](#)



[pic6.jpg](#)

