



EU-Japan Centre  
for Industrial Cooperation  
日欧産業協力センター

# Exporting Food Products to Japan

Webinar for Wroclaw, Poland

10:30 (CET), 7 October 2021, Thursday, by C. Nakabayashi



EU-Japan Centre  
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## Exporting Food Products to Japan

### Today's Agenda

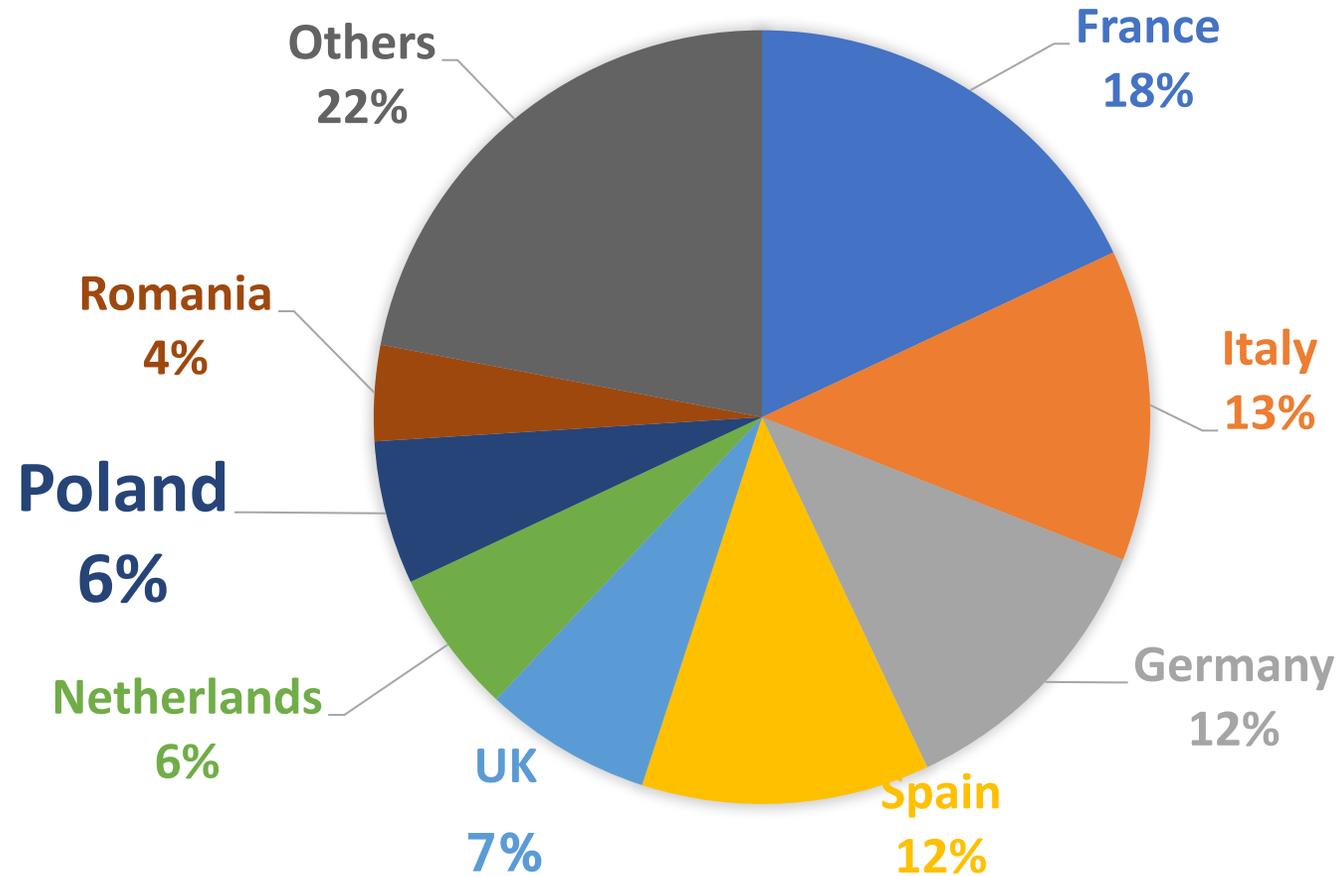
1. Poland's Food Export and Advantages
2. Japan's Food Market and Product Orientation
3. Distribution Systems and Sales Outlets in Japan
4. Trade Shows, Business Matching- Meeting Japanese Partners,  
Note on Organic Food and Beverage
5. Import Process and Procedures at Japan Customs, Legal and  
Regulatory Clearances
6. Q&A



## Exporting Food Products to Japan

### TOP EU AGRICULTURAL PRODUCERS, 2018

(SOURCE: EUROSTAT)

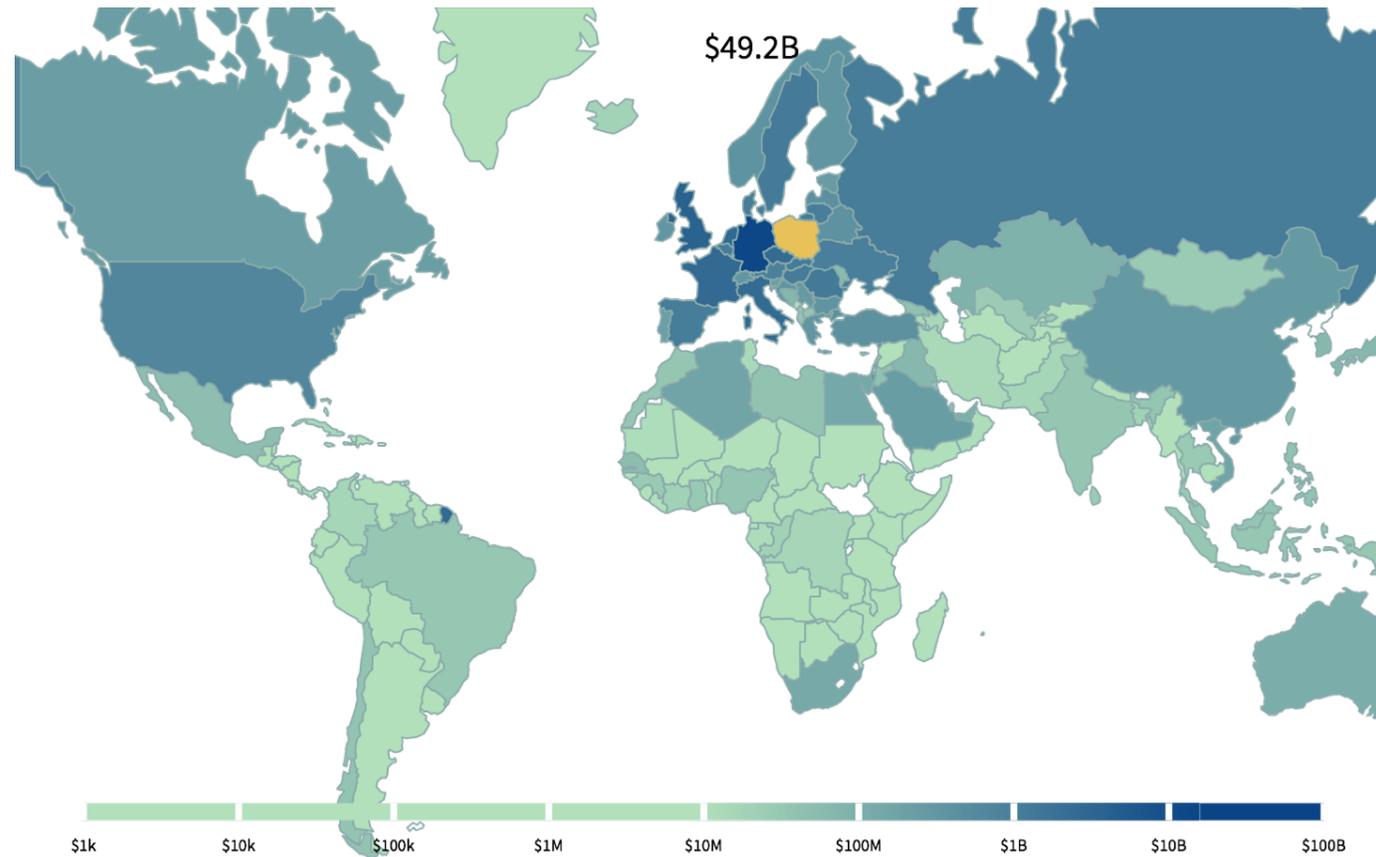




## Exporting Food Products to Japan

# Where Did Poland Export Agriculture to in 2018?

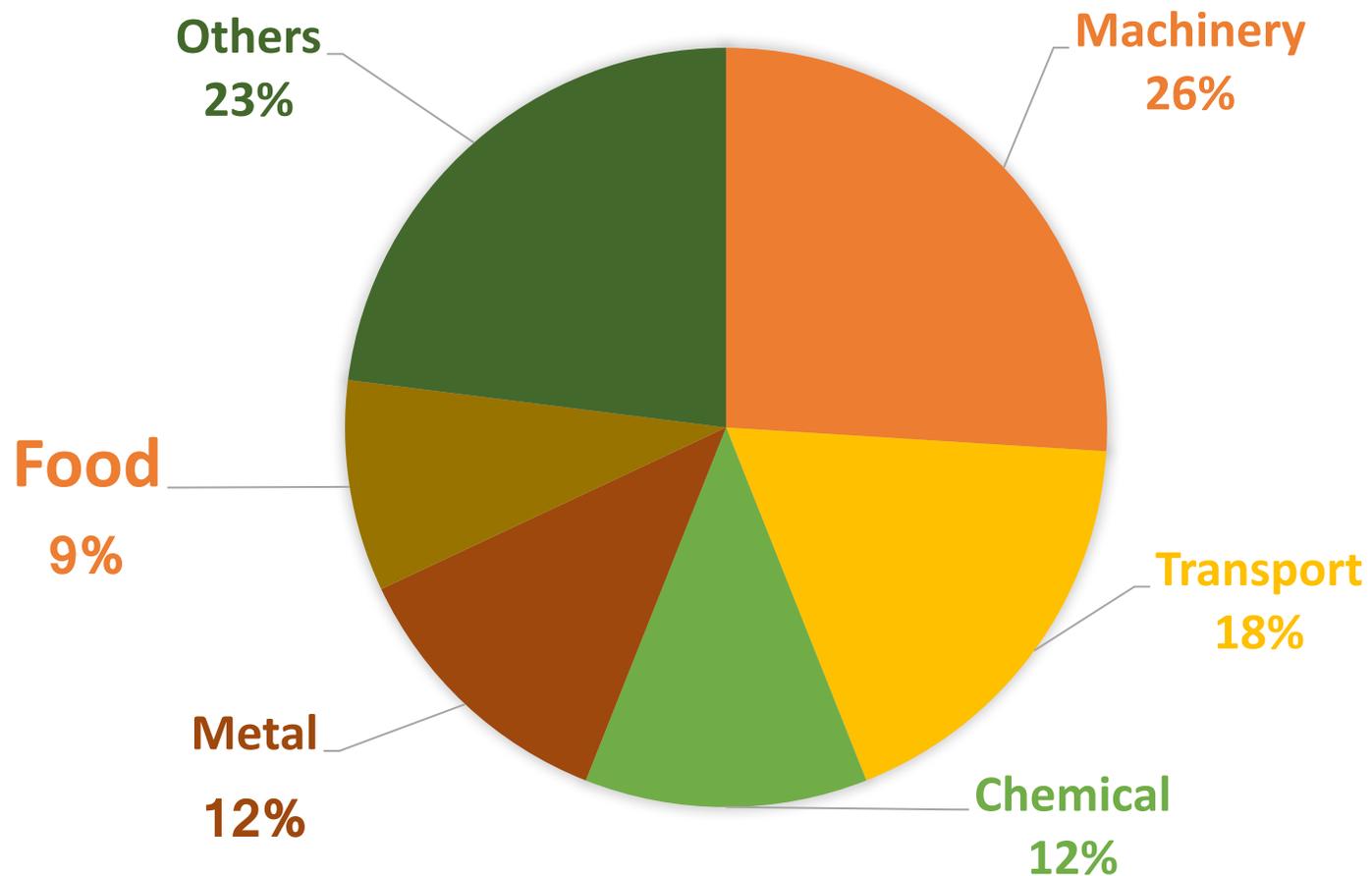
(source: Harvard University, Atlas of Economic Complexity)





## POLAND'S EXPORT TO JAPAN BY HS SECTION, 2017

(SOURCE: EUROSTAT)



## **Poland's Advantages on Food Export to Japan under EU-Japan EPA**

(source: European Commission)

### **❖ Custom duty elimination/reduction**

### **❖ Geographical Indicator (GI) protection of Polish products**

- Polska Wódka / Polish vodka (Poland)
- Herbal vodka from the North Podlasie Lowland aromatised with an extract of bison grass / Wódka
- ziołowa z Niziny Północnopodlaskiej aromatyzowana ekstraktem z trawy żubrowej (Poland)



## Exporting Food Products to Japan

### **Top EU Fisheries Exporters to Non-EU Countries, 2019**

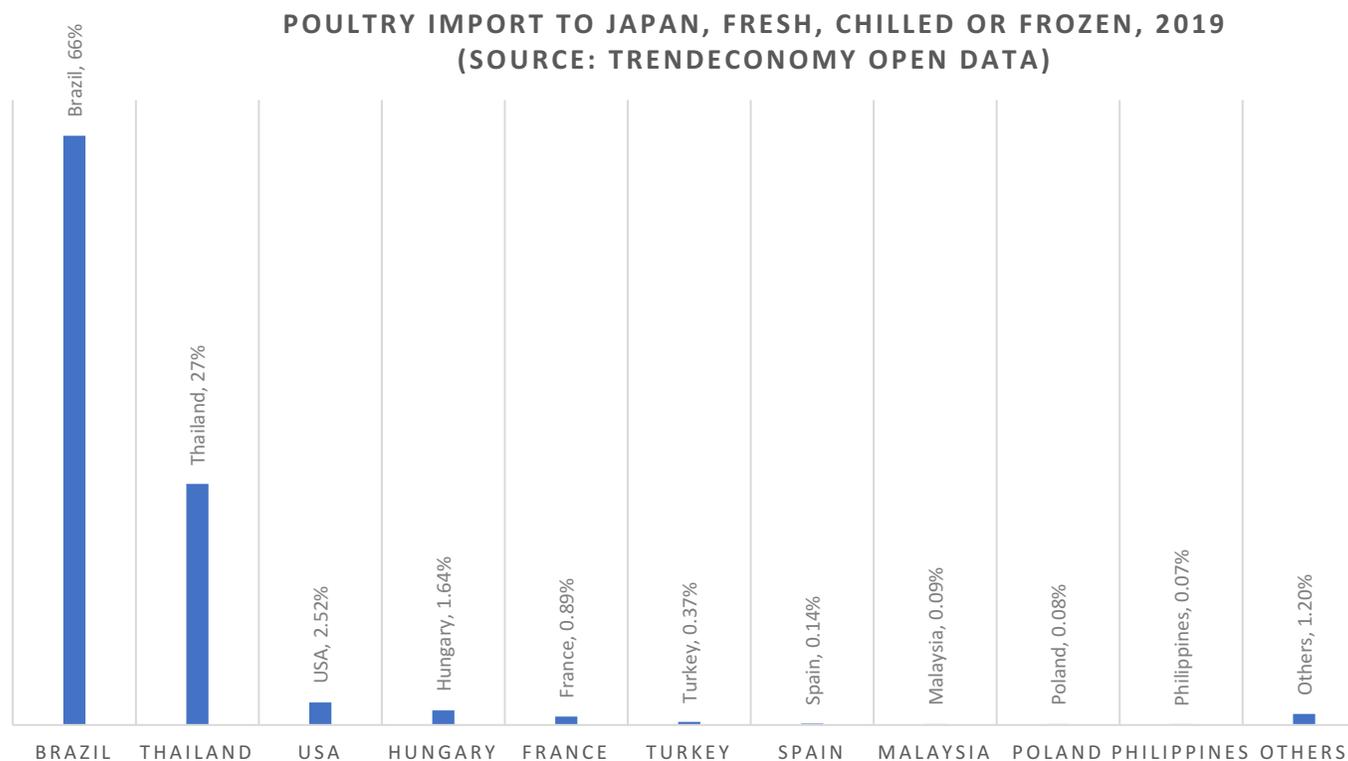
(source: European Commission)

<b>Member State</b>	<b>Value (in million €)</b>	<b>Share in %</b>
<b>Spain</b>	1.1	19.2%
<b>Denmark</b>	1.1	18.3%
<b>Netherlands</b>	0.8	14.5%
<b>UK</b>	0.6	11.1%
<b>France</b>	0.4	6.7%
<b>Germany</b>	0.3	6.0%
<b>Portugal</b>	0.2	3.5%
<b>Poland</b>	0.2	3.4%
<b>Others</b>	1.0	17.3%



## Exporting Food Products to Japan

# Poultry Exports to Japan, 2019





## Exporting Food Products to Japan

# Japan's Food Market Compared to Poland's

(Source: Ministry of Economy, Trade and Industry of Japan, 2018; The Economist, 2018; Central Statistical Office (GUS), 2016)

	 <b>Japan</b>	 <b>Poland</b>
Consumer Base for Food Demand	126 million	38 million
Spending (% in Disposable Income)	26%	19%
Self-sufficiency of Food Supply	40%	69%



## Exporting Food Products to Japan

# Japan's Market Orientation: Safety and Quality/Premium

- Purchase decision on safety and quality
- Price on quality
- 3 ways to win consumer trust and loyalty:
  - 1) safety and quality are guaranteed by authorities,
  - 2) safety and quality are proved with tradition,
  - 3) safety and quality are disclosed on labels.They are then realized into certifications, traditional production methods and product labels which attach accountability, authenticity and transparency to products.
- Ageing society creates a market segment for healthy foods.

## Japanese Consumer Profile for Healthy Foods

- Lack interest in organic foods.
- Trust domestic ingredients for food safety than imported organic alternatives.
- Labelling regulations: 1) product name, 2) storage method, 3) expiration date, 4) shelf life, 5) producer, 6) importer, 7) allergen, 8) GMO, 9) country of origin, 10) ingredients, and 11) additives.
- Details required on:
  - 1) allergic components,
  - 2) nutritious components,
  - 3) health claims.



# Regulatory Requirements on Labelling

## Labelling Requirements on Allergen

(source : <http://www.caa.go.jp/foods/index18.html>)

<b>7 Mandatory Ingredients</b>	<b>Egg, Milk, Buckwheat, Wheat, Peanuts, Crab, Shrimp/Prawn</b>
<b>20 Recommended Ingredients</b>	Abalone, Mackerel, Squid, Salmon, Salmon Roe, Cashew Nut, Walnut, Matsutake Mushroom, Sesame, Soybean, Yam, Apple, Banana, Kiwifruit, Orange, Peach, Beef, Chicken, Gelatine, Pork

## Regulatory Requirements on Labelling

### Food Labelling Act, Effective from April 2020

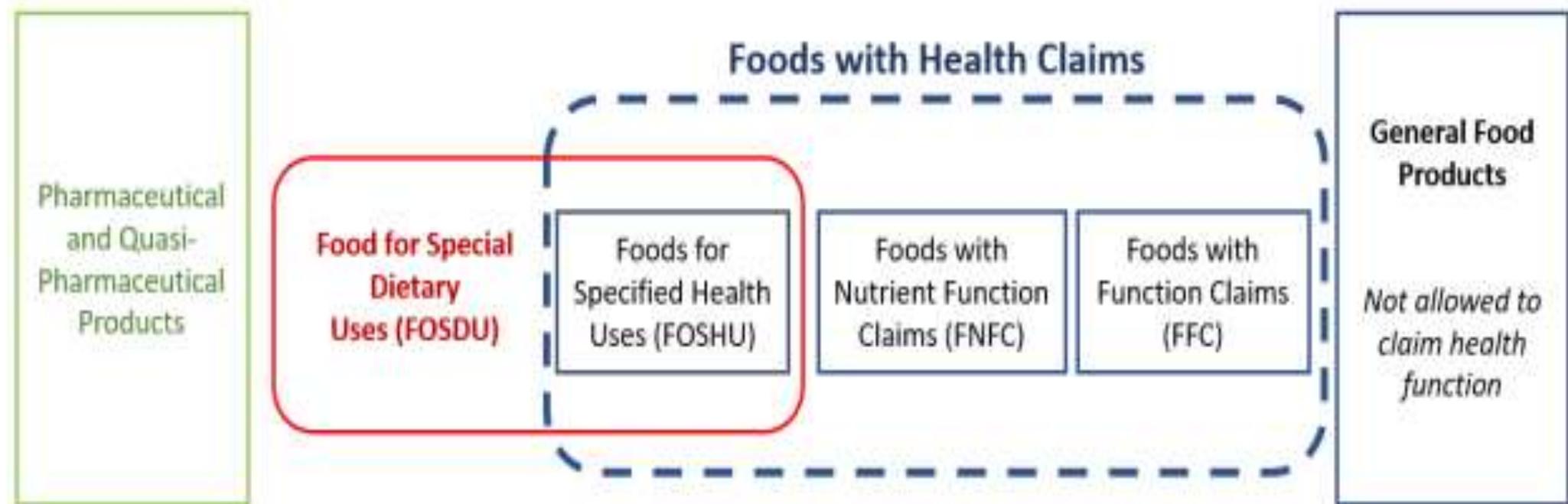
#### Labelling Requirements on Nutritional Components

<b>Mandatory labelling</b>	Energy, Protein, Fat, Carbohydrate, Sodium (indicate as salt equivalent)
<b>Voluntary but recommended labelling</b>	Saturated Fat, Dietary Fibre
<b>Voluntary labelling</b>	n-3 Fatty Acid, n-6 Fatty Acid, Carbohydrate, Sugars, Cholesterol, Vitamins and Minerals

## FYI: Regulatory Requirements on Labelling

### Labelling for Foods with Health Claim

- Not allowed to claim health functions for ‘general food products’ as well as ‘pharmaceutical and quasi-pharmaceutical products’.
- 3 Foods which can make health claims with or without registration.





## Exporting Food Products to Japan

# Japan's Product Orientation: Processed and Packaged Foods

- Busy modern life & small family unit: **Processed food**, freshly prepared and controlled under strict expiry date and time
- City life: '**Packaged or convenient food**' for everyday life, often sold under Japanese OEM/private labels to gain consumer loyalty



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## Exporting Food Products to Japan

### Trade Shows In Japan

❖ Promote your products and meet Japanese partners at:

- Supermarket Shows (every February)
- FOODEX (every March)
- Many focused shows in Japan
- Show schedule available on [www.jetro.go.jp/en/database/j-messe/tradefair](http://www.jetro.go.jp/en/database/j-messe/tradefair)







## Exporting Food Products to Japan

### Clearances at Japan Customs

EU Export Permit, Commercial Documents

Import Declaration

Legal and Regulatory Clearances

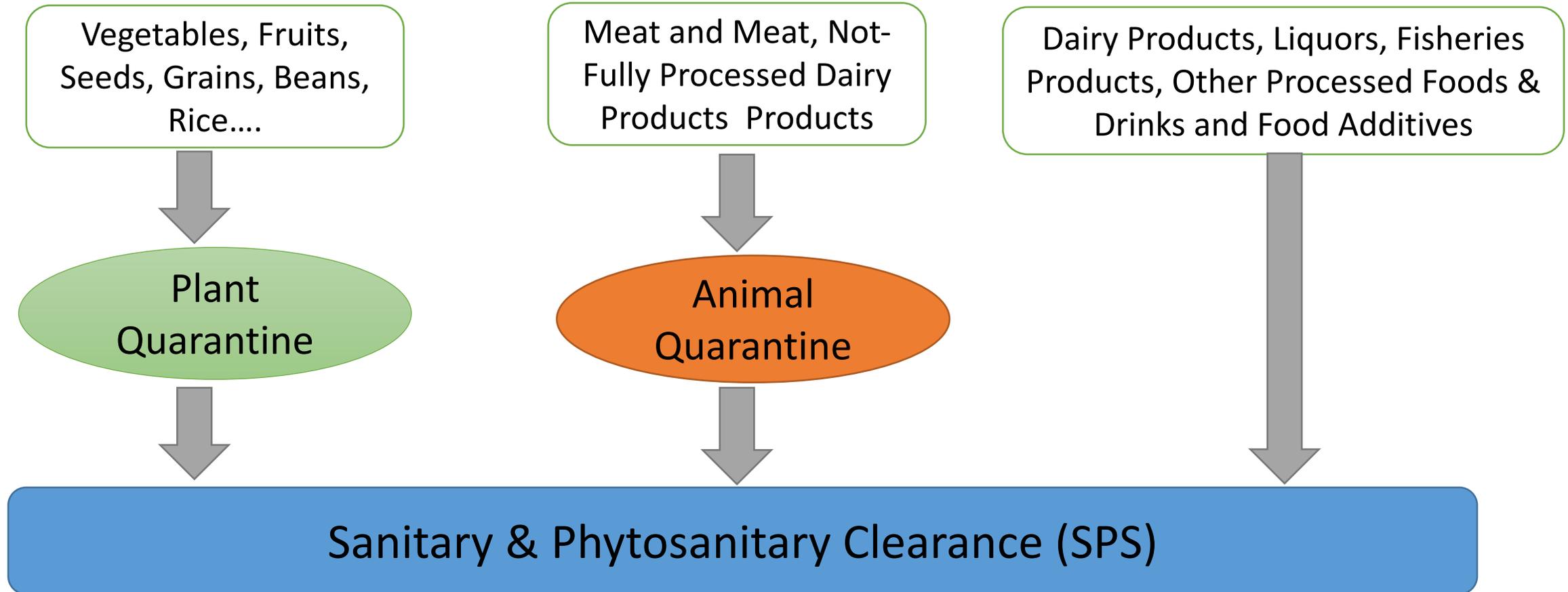
Import Payments

Labelling



## Exporting Food Products to Japan

### Legal and Regulatory Clearances





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Exporting Food Products to Japan

# Q&A Session

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