



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

Export Support Webinar - Food Sector

Webinar for Belgian Food Exporters

15 October 2020, 10:30, by C. Nakabayashi



Exporting Food Products to Japan

Today's Agenda and Points of Discussion:

1. Belgium's Food Exports to Japan
2. Belgium's Advantages in Japanese Food Market
3. How to Enjoy Merits of EU-Japan Economic Partnership Agreement for Belgium Food Exports to Japan
4. Import Clearances, and Invitation to 30min Webinars
5. Q&A

Exporting Food Products to Japan

World Top 10 Agricultural Exporters

(source: FAO 2012)

Rank	Exporter	Value (billion \$)
1	USA	155
2	Netherland	87
3	Brazil	80
4	Germany	80
5	France	70

Rank	Exporter	Value (billion \$)
6	Canada	44
7	China	44
8	Spain	43
9	Belgium	42
10	Argentina	41



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Exporting Food Products to Japan

✓ High-end Branding: e.g.,
Chocolate



✓ Consolidate PR, Custom/Client-Oriented Approach: e.g., Meat



✓ Industrial Support Clusters:
Food & Drink



EU-Japan EPA Tariff Rates for Frozen Potato at Japan Customs

(source: EC Market Access Database)

071010.000 Potatoes

Staging Category Code: B5

Staging Category Description:

(c) customs duties on originating goods classified under the tariff lines indicated with "B5" shall be eliminated in six equal annual instalments, and these goods shall be duty-free as from 1 April of the sixth year;

Agreement entered into force date: 01.02.2019

Base Rate: 8.5%

Notes:

 [Read general notes for Category](#)

SCHEDULE		FTA JAPAN BOUND DUTY
YEAR	PERIOD, FROM - TO	
YEAR 1	01/02/2019 - 31/03/2019	7.1%
YEAR 2	01/04/2019 - 31/03/2020	5.7%
YEAR 3	01/04/2020 - 31/03/2021	4.3%
YEAR 4	01/04/2021 - 31/03/2022	2.8%
YEAR 5	01/04/2022 - 31/03/2023	1.4%
YEAR 6	01/04/2023 -	0%

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Butter Import to Japan in 2018

(source: Ministry of Finance of Japan)

Dairy item	Country	Import, tons	Share, %	CIF, yen/kg
Butter	Australia	196	1%	599
	New Zealand	11.422	58.2%	588
	USA	403	2.5%	639
	EU	6.498	33.1%	724
	Netherlands	3.361	17.1%	670
	Germany	1.654	8.4%	689
	France	1.231	6.3%	890
	Belgium	196	1%	838
	UK	3	0%	1.098
	Others	1.004	5.1%	628
	Total	19.612	100%	636

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EU-Japan EPA Tariff Rates for Butter at Japan Customs

(source: EC Market Access Database)

Click on the code to check additional duties and taxes that apply to your product

Code	Product description	EU	GEN	MFN	RoO	Schedule
04	CHAPTER 4 - DAIRY PRODUCE; BIRDS' EGGS; NATURAL HONEY; EDIBLE PRODUCTS OF ANIMAL ORIGIN, NOT ELSEWHERE SPECIFIED OR INCLUDED:					
0405	Butter and other fats and oils derived from milk; dairy spreads:					
0405.10	- Butter:					
	- - Of a fat content, by weight, not exceeding 85 %:					
0405.10.11	- - - Imported by the Agriculture and Livestock Industries Corporation to the extent of the quantity stipulated by Paragraph 1 of Article 17 of Act on Stabilization of Livestock Management or imported with approval of the Minister of Agriculture, Forestry and Fisheries by means stipulated by the Paragraph 2 thereof	35%	35%	35%	RoO	Schedule

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Global Beer Consumption by Country, 2018

(source: Kirin Holdings Company, Ltd.,)

	Country	2018 Total Consumption (‘000 KI)	Global Market Shares (%)	Growth (2017-2018)
1	China	39,362	20.9%	-2.0%
2	USA	24,029	12.7%	-0.4%
3	Brazil	12,662	6.7%	+0.8%
4	Mexico	8,982	4.8%	+5.3%
5	Germany	8,321	4.4%	+1.3%
6	Russia	7,819	4.1%	-2.4%
7	Japan	5,108	2.7%	-0.1%
8	UK	4,856	2.6%	+5.7%
9	Vietnam	4,667	2.5%	-7.1%
10	Spain	4,051	2.1%	0



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Custom Duty, Liquor Tax and Consumption Tax for Imported Beer

(source, Japan Customs, Ministry of Finance of Japan)

Sparkling Beverages/Beer	Custom Duty	Liquor Taxes (per kilolitre, Japanese yen)			Current Consumption Tax Rate
		Liquor Tax Revision 1, 1/10/2020	Liquor Tax Revision 2, 1/10/2023	Liquor Tax Revision 3, 1/10/2026	
Not less than 50% by weight of malt or not less than 10% by volume of an alcoholic strength	Zero	200,000	181,000	155,000	10% of import price plus liquor taxes
Not less than 25% but less than 50% by weight of malt		167,125	155,000		
Less than 25% by weight of malt		134,250	134,250		
Any other sparkling beverages, not mentioned above		108,000			

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Major Imported Beers in Japanese Market (source: Diamond Online)

Brands	Brand Holders	Origin, Production	Sales By
Heineken	Heineken	Japan, Kirin	Kirin Beer
Budweiser	ABI	Japan, Kirin	Kirin Beer
Corona Extra	ABI	Mexico	ABI Japan
Hoegaarden White	ABI	Belgium	Asahi Beer
Stella Artois	ABI	Belgium	Asahi Beer
Leffe	ABI	Belgium	Asahi Beer
Bass Pale Ale	ABI	UK	Asahi Beer
Löwenbräu	ABI	Japan, Ashahi	Asahi Beer
Carlsberg	Carlsberg	Japan, Suntory	Suntory Beer
Draft Guinness	Diageo	Ireland	Kirin Beer

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Growth of Belgium's Exports to Japan under EU-Japan EPA

- Japan is Belgium's 5th largest non-EU trade partner and of particular importance for agri-food, chemicals, technology and automotive industries.
- Under EU-Japan EPA, European exports were up 6.6% in the first year while Belgian exports to Japan increased 10.2% or by €3.0 billion compared to 2018 exports.
- Adding to these bilateral exports, Belgium enjoys indirect exports via European neighbours (specifically, Belgian components included in goods exported to Japan from another EU Member State).

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Tariff Elimination Rates for EU Agricultural Products

(+ Deregulation, + Protection of Quality Products)

Immediate Elimination Rate	Elimination Rate for 2 – 11 Years	Elimination Rate for After 12 Years	Final Elimination Rate
54%	26%	2%	82%

Indicative Rates without/with Preferential Tariff Treatment

(Source: DG Trade Calculation, Extract from Economic Impact of EU-Japan EPA, p46)

	Base Tariff	EPA Tariff (2019- 2035)
Dairy	24.5%	2.9%
Processed Food	12.0%	0.4%
Beverage, Tobacco	5.7%	0
Meat	5.1%	1.1%
Livestock	3.6%	0
Fisheries	3.0%	0

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EPA Utilization Rate = (A) / (B) =

import value that actually uses the EPA's preferential tariff (A)

import value of items that may be subject to the preferential tariff (B)

- EPA utilization rate for February 2019 to December 2019 was 54% for EU exports to Japan and 39% for Japan's export to the EU.
- Missed opportunity for duty free or reduced tariff available for EU and Japanese products.

Exporting Food to Japan

2. How to Use EU-Japan EPA When Exporting to Japan

Step1

Check Tariff Rates

- EC Market Access Database (MADB): list all tariff rates including duty free
https://madb.europa.eu/madb/datasetPreviewFormATpubli.htm?datacat_id=AT&from=publi



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When Checking Tariff Rates on EC Market Access Database

https://madb.europa.eu/madb/datasetPreviewFormATpubli.htm?datacat_id=AT&from=publi

- Select country 'Japan' by scrolling down arrow sign
- Enter product code if you know
- Click 'Find Product Code' if you don't know
- 6 digit product code is the universal HS (Harmonized System) code

Country:

Japan



Product code (4 or 6 digits):

Find product code

Search



Exporting Food to Japan

2. How to Use EU-Japan EPA When Exporting to Japan

Step
2

Self-Certification of Product Origin

- First EU exporters register in Registered Export System (REX) and obtaining a REX number.
- When exporting, self-certify that a product is ‘made in the EU’. There are 2 ways:

(1) EU manufacturers and exporters give a statement on origin in commercial documents; For the former, EU exporters include the following statement in commercial documents such as invoice, packing list or delivery note.

TEXT OF THE STATEMENT ON ORIGIN

English version

(Period: from..... to(1)) **Fill in for repeating exports of same products up to 12 month period**

The exporter of the products covered by this document (**REX Number (2)**) declares that, except where otherwise clearly indicated, these products are of **the European Union** preferential origin (3).

Date: 16 DEC 2019

(Origin criteria used(4))

.....**Refer details to EPA Help Desk on www.eu-japan/epa-helpdesk**

(Place and date (5))

.....

(Printed name of the exporter)

.....



Exporting Food Products to Japan

Clearances at Japan Customs

EU Export Permit, Commercial Documents

Import Declaration

Legal and Regulatory Clearances

Import Payments

Labelling



Invitation to 30 min Online Training Webinars

	Webinar/online training details	Wednesdays
1	Online Training (1) Before, During and After Custom Clearance at Japan Customs	23 September 2020
2	Online Training (2) Quarantines for Animal and Plant Protection, and Sanitary and Phytosanitary Clearances (SPS)	30 September 2020
3	Online Training (3) Requirements for Labelling on EU Food Products and Household Goods	7 October 2020
4	Online Training (4) Japan Industrial Standard (JIS), Preferential Rules of Origin (RoO), and Intellectual Property Right (IPR) – Geographical Indicators (GIs) and other IPRs	14 October 2020
5	Online Training (5) Technical Regulations – Motor Vehicles	21 October 2020
6	Online Training (6) Technical Regulations – Medical Devices	28 October 2020
7	Online training 7. Technical Regulations - Pharmaceuticals	4 November 2020
8	Online training 8. Technical Regulations - Textiles Labelling	18 November 2020

	Webinar/online training details	Wednesdays
9	Online training (9). Technical Regulations - "Quasi Drugs"	20 January 2021
10	Online training (10). Technical Regulations - Beer	27 January 2021
11	Online training (11). EU Advantages – Agriculture and Food Products: Pork & Dairy including Cheese	3 February 2021
12	Online training (12). EU Advantages – Textiles	10 February 2021
13	Online training (13). EU Advantages – Footwear & Leather	17 February 2021
14	Online training (14). Setting up a Business in Japan – Representative Office, Branch Office, Subsidiary Companies	24 February 2021
15	Online training (15). Markets, Distribution System and Sales Channels for B2B and B2C	3 March 2021
16	Online training (16). Trade Shows and Due Diligence - Finding Business Partners	10 March 2021

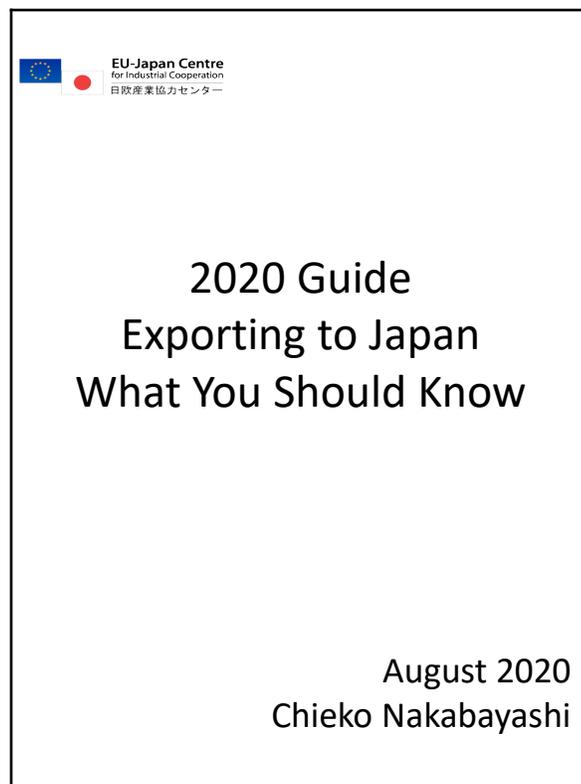


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Available on

<https://www.eubusinessinjapan.eu/library/publication/report-2020-guide-exporting-to-japan-what-you-should-know>



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8. Q&A Session

Thank you.

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