



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

Exporting Food Products to Japan

Webinar on Bulgaria's Food Exports to Japan

3 December 2020, Thursday, by C. Nakabayashi



EU-Japan Centre
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Exporting Food Products to Japan

Today's Agenda

1. Japan's Food Market, Consumer Behaviour and Market & Product Orientation – Processed Foods, Packaged Foods
2. EU/Bulgaria's Food Export to Japan
3. Import Clearance Process and Procedures at Japan Customs – Organic and Functional Foods, Requirements for Nutritious and Health Claims
4. Trade Shows and Due Diligence - Meeting Japanese Partners
5. Q&A

Japan's Food Market Compared to Bulgaria's

(source: Ministry of Economy, Trade and Industry of Japan, 2018; FAO, 2010; EU 2018)

	 Japan	 Bulgaria
Consumer Base for Food Demand	127 million	7 million
Self-sufficiency of Food Supply	37%	171%
Spending (% in Disposable Income)	26%	22.7%



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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>)

7 Mandatory Ingredients	Egg, Milk, Buckwheat, Wheat, Peanuts, Crab, Shrimp/Prawn
20 Recommended Ingredients	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

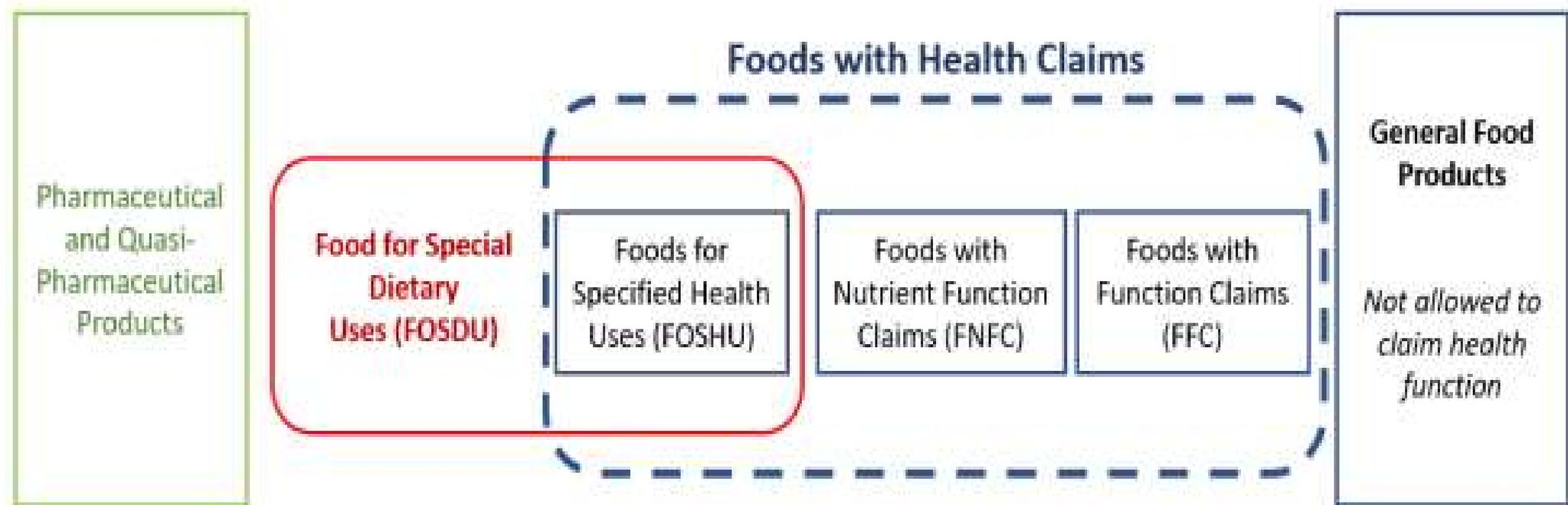
Mandatory labelling	Energy, Protein, Fat, Carbohydrate, Sodium (indicate as salt equivalent)
Voluntary but recommended labelling	Saturated Fat, Dietary Fibre
Voluntary labelling	n-3 Fatty Acid, n-6 Fatty Acid, Carbohydrate, Sugars, Cholesterol, Vitamins and Minerals



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.





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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



Bulgaria's Packaged Foods Sold in Japan

(source: various company information)





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More Bulgaria's Food Products Sold in Japan

(source: various company information)





Bulgaria's Packaged Food Products Sold in Japan

(source: various company information)

オーガニックココナッツチップス (シーソルト)

南国の太陽をたっぷり浴びたココナッツの果肉を、揚げずにオーブンでロースト。サクッと香ばしく仕上げました。フランス産の塩でほんのり効かせた塩味とココナッツの甘さがバランスよく調和。そのままはもちろん、デザートやシリアルのおトッピングにも！

●名称：有機ココナッツチップス ●原材料名：有機ココナッツ果肉(スリランカ産)、食塩(フランス産)

●内容量：40g ●賞味期限：2021年2月20日

●保存方法：直射日光、高温多湿を避け常温で保存

●原産国名：ブルガリア

●輸入者：プリリアントアース(株) 愛媛県松山市松末1丁目5-23 ●お客様ダイヤル：089-945-5056

栄養成分表示(1袋あたり)

エネルギー	287kcal	たんぱく質	3.0g	脂質	27.0g
炭水化物	6.8g	食塩相当量	0.3g		

※本品製造工場ではナッツ類を含む製品を生産しています

本体 : PP

JAS 有機認証協会 ND-14051903



認定機関名



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Japan Agriculture Standards (JAS) for Organic Foods

(source:Ministry of Agriculture, Fisheries and Forestry of Japan)

- Standards for organic plants and organic processed foods of plant origin.
- Companies need be registered and receive JAS logo.
- JAS logo is required for any organic livestock products and organic processed products with animal origin ingredients from 16 July 2020!
- Details for JAS application, please visit https://www.maff.go.jp/e/policies/standard/specific/organic_JAS.html

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Bulgarian Wine Exports to Japan in 2019

(source, United States Department of Agriculture's Wine Market Report)

Destinations	Volume in litre, %	Value in US\$, %
World	20,120,485 litres	US\$ 30,536,714
EU	79.8%	68.6%
Japan	3.4%	5.6%



Exporting Food Products to Japan

Geographical Indications (GIs) under EU-Japan EPA

BULGARIA

Name to be protected	Transcription into Japanese (for information purposes)	Category of good and short description [in square brackets, for information purpose]
Тракийска низина (Transliteration into Latin Alphabet: Trakijska nizina)	トラキイスカ・ニズィナ	Wine
Дунавска равнина (Transliteration into Latin alphabet: Dunavska ravnina)	ドゥナフスカ・ラヴニナ	Wine



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Japanese Geographical Indications (GIs)

- Japanese National GI Legislation Acts for agricultural products and liquors in 2015 using the logo below and protect agricultural products and liquors marketed and sold in Japan including non-Japanese products.
- E.g., in September 2017, Italian *Prosciutto di Parma /Parma Ham* applied and obtained Japanese GI protection.





Exporting Food Products to Japan

Clearances at Japan Customs

EU Export Permit, Commercial Documents

Import Declaration

Legal and Regulatory Clearances

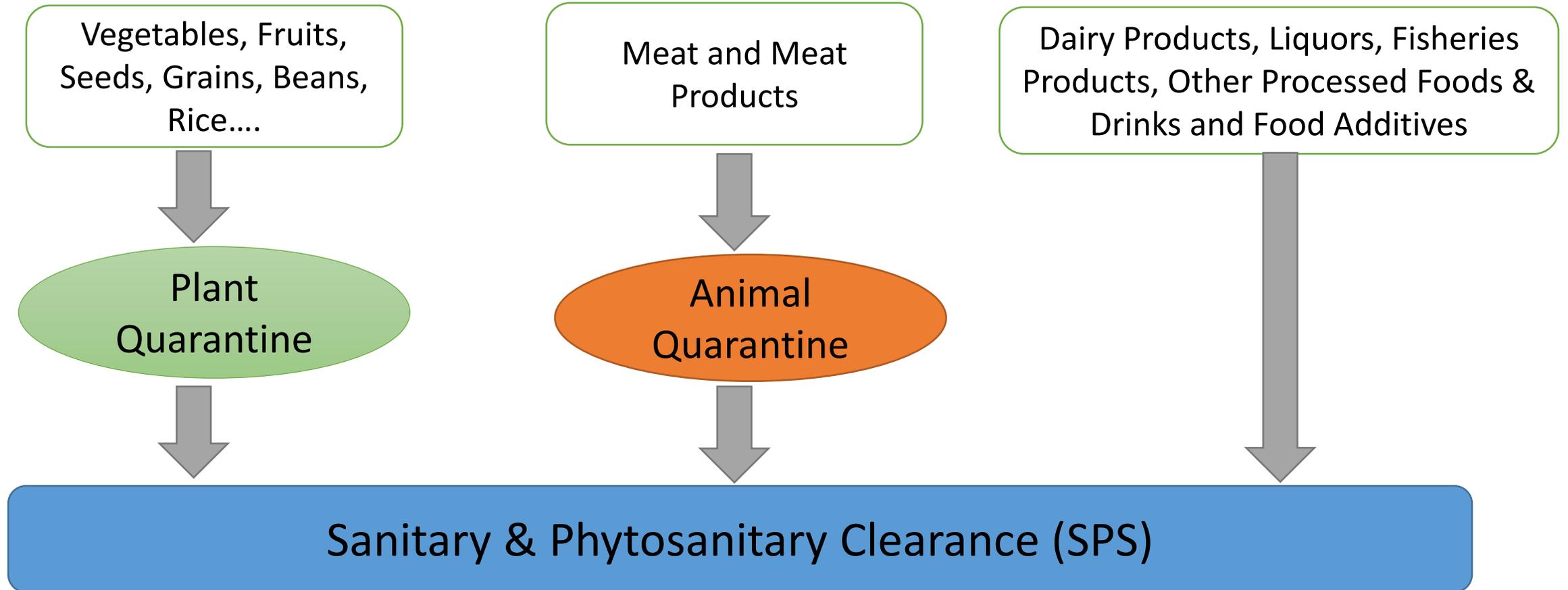
Import Payments

Labelling



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Legal and Regulatory Clearances





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Exporting Food Products to Japan

Trade Shows and Due Diligence

- ❖ 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

- ❖ Japanese buyers may be at food fairs in Bulgaria



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2020 Food Fairs in Sofia, Bulgaria

- Interfood & Drink
- Salon de Vin
- Meatmania
- The World of Milk
- BULPEK- International Exhibition for Bakery and Confectionary



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Trade Shows and Due Diligence

❖ Due Diligence on selection of Japanese partners

- Norm to have an introduction
- Choose those who are specialized in imported foods and drinks

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Q&A Session

Please forward your questions to office@eu-japan.eu with reference to 'Expert Support Webinar on Bulgarian Food Exports to Japan'