

Projekt 2020-1822

Export Japan

En rapport om möjligheter att exportera svensk sjömat till Japan och förberedelser för deltagande på mässa i Japan.

Den Japanska marknaden för sjömat är stor och japanska konsumenten är intresserad av kvalitet. Vi tror svensk sjömat har stor potential i Japan, speciellt nischade produkter producerade med hög svensk standard. Denna rapport beskriver

1. **Produktval.** Hur välja en produkt att starta med ?, en produkt som fungerar som exempel för andra produkter som exporten kan utökas med efter hand.
2. **Marknadssituation.** Hur ser marknaden ut i Japan för den valda produkten
3. **Initiering.** Hur vi skulle kunna delta på en sjömatmässa i Japan för att skapa kontakter och provsälja produkten.

Produktval

För att få grepp om möjliga produkter ställdes följande kriterium upp;

- Pris per kg bör vara högt eftersom transporten är lång och dyr
- Produkten och/eller produktionsmetoden bör vara unikt svensk
- Produkten bör vara känd i Japan

I första hand analyserades produkter från producentorganisationens medlemmar. Regnbåge, gös, ål, stör och produkter därav. Det som verkade mest lovande var rökt ål och störrom. Högt pris och Japaner känner väl till produkterna. Båda produkterna är dock reglerade enligt krav på hotade arter. Ålen visade sig dessutom ha exportförbud till Japan. Kvar har vi störrommen som produceras enligt en unik levandeskörds metod i Markaryd, förfinad av företaget Arctic Roe of Scandinavia AB.

Valet för marknadsanalysen föll på störrommen.

Andra produkter som produceras i Sverige och som skulle kunna vara aktuellt i Japan är ostron, regnbågsrom, kräftor och framöver kanske alger som är populära i Japan. Dessa produkter kan få nytta av att störrommen visar en väg in till den Japanska marknaden.

Marknadssituationen

Enligt Business Sweden är Japan en betydande marknad för störrom. År 2016 bedömdes värdet av till Japan importerad störrom ha uppgått till 2,5 miljarder Yen motsvarande ca 25 miljoner USD. Givet ett genomsnittligt bedömt importpris om 1000 USD per kg är det 25 ton. Om snittpriset var lite lägre blir volymen i motsvarande mån större. Världsmarknaden uppgår till 380 – 400 ton per år så Japan motsvarar därmed kring 8% av världsmarknaden. Det ska tilläggas att inhemsk produktion av kaviar samtidigt uppgick till 1,9 ton kaviar från 40 relativt små producenter. Den enskilt störste japanske producenten av dessa, Miyazaki Caviar, uppgavs producera 1 000 kg per år. Enligt Business Sweden

är kvalitetsdimensionen på inhemsk japansk kaviarproduktion inte ännu av världsklass. Därtill uppgavs att i princip all inhemsk kaviar produceras enligt traditionell metod med slakt istället för med levandemetod där rommen försiktigt masseras ut.

Världens största kaviarproducerande nation är för närvarande Kina. Och med tanke på geografiska avståndet mellan Kina och Japan, är kinesisk kaviar vanligt förekommande i Japan. Därav har observerats en fallande pristrend per enhet importerad kaviar till Japan under senare år.

Enligt markandsstudien säljs lejonparten av storrømmen i Japan via B2B-kanaler till hotell och restauranger. Mer än 90% av volymerna säljs på så vis. Därmed är retail-segmentet fortfarande ganska outvecklat om man jämför med till exempel Europa och Sverige. Bland de mest troliga kunderna för importerad kaviar av hög kvalitet är topprestaurangerna. Enligt Business Sweden fanns för något år sedan fyra stycken japanska restauranger med 3 stjärnor i Guide Michelin.

Marknaden för Black Caviar (störrom) i Japan är inte så gammal som i Europa. Andra mer traditionella kaviarsorter har dock konsumerats sedan länge (laxrom etc). Därav är det mest typiska sättet att äta storrømmen på pärlmorsked eller tillsammans med blinier.

På den positiva sidan kan noteras att kaviar inte beläggs med importtullar enligt Business Sweden. Dock är Japan med i det internationella CITES-systemet, vilket innebär krav på export/importtillstånd för importerad kaviar. Detta är tidskrävande. I övrigt kan noteras att det i Europa inte ovanliga Borax-saltet är förbjudet i Japan.

Ett antal kaviarimporterande japanska företag (distributörer) har identifierats.

Initiering

Hur vi skulle kunna delta på en sjömatmässa i Japan för att skapa kontakter och provsälja produkten.

Asiens största årliga Mat- och Dryckesmässa går av stapeln i mars och heter Foodex. Det är en B2B-mässa. Tio tusentals gäster medverkar varje år inklusive ett antal svenska företag. Detta är ett bra sätt att ta temperaturen på japanska marknadens intresse för svensk sjömat och att samtidigt göra det tillsammans med andra svenska mat- och dryckesproducenter som närvarar. Bifogat en Business Sweden förberedd EXHIBITOR MANUAL från nämnda mässa. Mässan 2020 blev inställd pga Covid men våren 2023 skulle det vara möjligt att delta.



Projektet genomfördes med stöd från



EXHIBITOR MANUAL – VERSION 14TH NOV 2019

SWEDISH PAVILION AT FOODEX JAPAN 2020

TOKYO, 10TH (TUE) – 13TH (FRI) MARCH 2020

The 45th International Food and Beverage Exhibition

FOODEX JAPAN 2020



第45回 国際食品・飲料展



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WELCOME TO ASIA'S LARGEST F&B B2B EXHIBITION

Dear Exhibitor,

This document is your Exhibitor Manual for the upcoming Foodex Japan exhibition in March 2020. It includes all the necessary information to help you to prepare your participation.

We wish you a successful exhibition and a rewarding experience!

/ Business Sweden Tokyo "Food Team"

For more information, please contact the project team at Business Sweden in Tokyo:

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Project Manager, Business Sweden Japan
Email: haruki.tsuji@business-sweden.se
T: +81 3 5562 5091 M: +81 80 4130 1700



In case none of the above can be reached:

Business Sweden Tokyo office: +81 3 5562 5000 (09:00 – 18:00)

Support staff will assist you during Foodex with interpretation and practical support.

EVENT SCHEDULE

Exhibition title

Foodex Japan 2020 (The 45th International Food and Beverage Exhibition)
<https://www.jma.or.jp/foodex/en/index.html>

Exhibition period

10th March (Tue) – 13th March (Fri) 2020 (4 days)

Timetable - Exhibitors

Activity	Date	Time
Samples arrive / prepare booth	9 th March (Mon) 2020	Afternoon, pending sample delivery
Exhibition hours	10 th March (Tue) – 12 th March (Thu) 2020	10:00 AM – 17:00 PM
	13 th March (Fri)	10:00 AM – 16:30 PM
Dismantling	13 th March (Fri)	16:30 PM – 22:00 PM

Samples can only be delivered on 9th March (Mon) 2020 between 08:00AM – 18:00PM

Timetable - Visitors

Activity	Date	Time
Exhibition hours	10 th March (Tue) – 12 th March (Thu) 2020	10:00 AM – 17:00 PM
	13 th March (Fri)	10:00 AM – 16:30 PM

Timetable – Preparations, reception & other activities

Activity	Date	Time
Store checks (optional) - See list with suggestions	9 th March (Mon) 2020 (suggestion)	Approx. 09:00-12:00 (TBC)
Prepare booth	9 th March (Mon) 2020	Afternoon, pending sample delivery
Welcome dinner (Time and date TBC, Location close to the hotel)	9 th March (Mon) 2020	Approx. 18:00AM – 20:00PM
Exhibitor's reception at Hotel New Otani Makuhari* (TBC)	10 th March (Tue) 2020	17:30 PM - 18:30 PM
B2B Networking Reception** (Time, date and location TBC)		
Swedish seminar at Foodex (Time and date TBC)		
Food demo at Swedish Pavilion - Embassy chef Johan Ahlstedt - Lilla Dalarna (TBC)	Every day	11:00 AM - 14:00 PM (depending on day)

*Only for exhibiting countries and companies.

**Either at the Foodex venue at Makuhari Messe OR at the Embassy of Sweden.

Shipment of samples

Process

1. Product samples can be sent by air, arrival at Foodex Mon 9th March 2020.
2. We will put you in contact with a freight forwarder.
3. Shipping pro forma invoice will be required for the freight forwarder to estimate freight cost, documents required etc. **Please provide Pro Forma Invoice by 13th Dec 2020.**
4. Other documents are required before the samples can be sent early 2020.

Required Basic documents

1. **Shipping pro forma invoice** (incl. Product name, Material/Type, HS Code, quantity, unit price (price can't be zero), total amount (amount can't be 0), currency, incoterms).
2. **Packing List**
3. **Bill of Lading / Air Waybill (AWB)**
4. **Documents depending on product category you exhibit:**
 - i. Processing Food (Documents: a + b + c) – see below under “Documents”
 - ii. Meat and meat products (Documents: a + b + c + d)
 - iii. Plant and plant products (flowers, vegetables, fruits, etc.) (Documents: a + b + c + e)
 - iv. Beverage (Documents: a + b + c + f)
5. Certificate of Origin (Only if required)
6. Radioactive Certificate (Only if required)

Documents

- a. **List of ingredients (issued by manufacturer)**
- b. **List of additives (issued by manufacturer)** – Can be same document as “a”
- c. **Manufacturing Process Chart List (issued by manufacturer)**
- d. Health Certificate Original (issued by official authority in your Country)
- e. Phytosanitary Certificate Original (issued by official authority in your Country)
- f. Certificate of Analysis - For Beverage exhibitors (issued by Official or private laboratory, or manufacture and Alcohol % and ingredients details are required)

Shipping instructions (on your shipping invoice, Certificates and Air Waybill)

1. Consignee
 - a. [Your company name], Sweden Pavilion / Hall & Stand number is TBC
 - b. c/o Japan Management Association / The secretariat of FOODEX JAPAN 2020
 - c. 3-1-22 Shiba-koen, Minato-ku, Tokyo 105-8522, Japan
2. Notifying party
 - a. VANTEC HTS FORWARDING, LTD.
 - b. 1-8-10 Harumi, Chuo-ku, Tokyo 104-6026, Japan
 - c. Mr. H. Sakamoto, Business Development Dept., FAX: 81 3 6864 6525
3. Destination
 - a. By Air: NARITA (NRT) – (Please do NOT put destination as TOKYO or HANEDA)
4. Air Waybill must be surrendered for quick handling upon arrival to Narita.

Foodex location

Makuhari Messe (Hall XX Stand XX - Swedish Pavilion - International zone) - TBC
 2-1 Nakase, Mihama-ku, Chiba-shi, Chiba 261-8550, Japan
<https://www.m-messe.co.jp/en/>



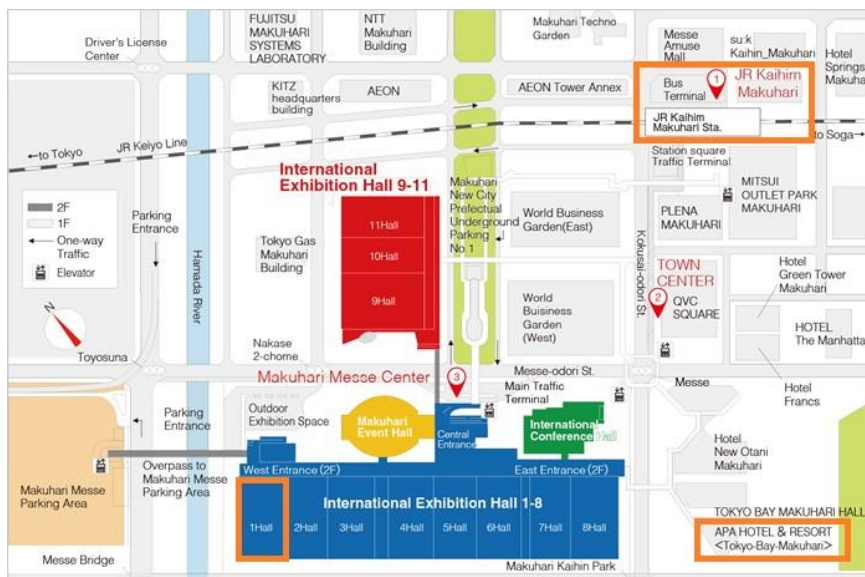
Makuhari Messe Access

<By Train>

- Approx. 30 minutes from Tokyo Station or 12 minutes from Soga Station to Kaihim Makuhari Station on the JR Keiyo Line. 5 minutes walk to Makuhari Messe.
- Approx. 40 minutes from Akihabara Station to Makuhari Hongo Station on the JR Sobu Line. 15 minutes by bus to Makuhari Messe.

<By Bus>

- Limousine Bus services from both Tokyo international Airport (Haneda) and Narita International Airport are available.



Hotel information

We have reserved rooms according to your request at APA Hotel Makuhari Bay, please let us know immediately if any updates to your travel itinerary.

Payment for the hotel stay will be done at the hotel by the individual guests. No costs will be covered by Business Sweden.

APA Hotel & Resort Tokyo Bay Makuhari – [Japanese website](#) – [English brochure](#)

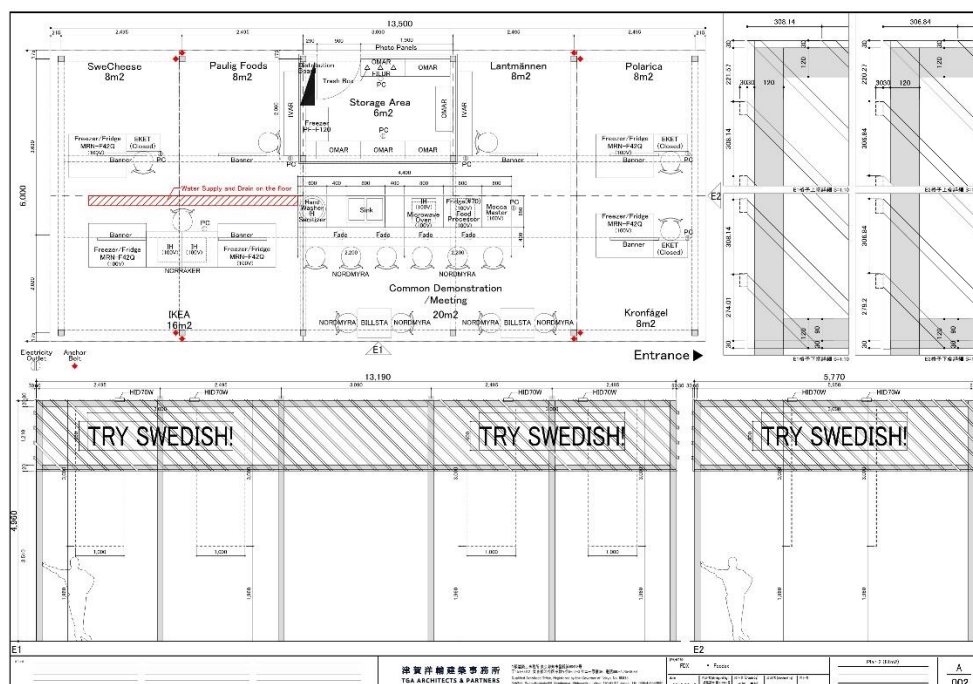
2-3 Hibino, Mihama-ku, Chiba, 261-0021 Japan

0570-070-111

Check-in/Check-out: 14:00 / 11:00

Swedish Pavilion booth design & layout - TBC

- Below is sketch from 2019, the design will be updated for 2020





Categories of visitors

We will leave Exhibitor Badges at the Hotel Reception that you can pick up Monday morning.



● 来場者バッジ Visitor Badge

※ 有効期限：当日のみ
※ Valid on the day of admission only



表面 / Front



裏面 / Back



● 報道関係者 Press Badge



● 海外来場者 Overseas Visitors



海外来場者については、上記来場者バッジに左記シールを貼り、対応します。

Overseas visitors will be indicated by an additional sticker on the color band of the Visitor Badge.

● VIPバッジ VIP Badge

※ 有効期限 4日間 ※ Valid for 4days

出展者招待企業



事務局招待企業



● 出展者バッジ Exhibitor Badge

※ 有効期限：FOODEX JAPAN 2019 搬入出・会期中

※ Valid period: Exhibition Set-up & Breakdown period and during exhibition period.



● 入門証 Entrance Badge

※ 有効期限：FOODEX JAPAN 2019 搬入出期間
※ 会期中は、「入門証」では入場できません。

※ Valid period: Exhibition Set-up & Breakdown period
※ This badge is not valid during the exhibition period.



Suggested store visits in Tokyo

Supermarkets & specialty stores (around Kaihim-Makuhari area)

AEON Makuhari
<https://goo.gl/maps/xMHGvv5ehK12>

AEON Style Makuhari Shintoshin
<https://goo.gl/maps/yUEU6HRtVtD2>

Ito-Yokado Makuhari
<https://goo.gl/maps/sGPrDDDaxX12>

Seijo Ishii
<https://goo.gl/maps/ryxKATGc7rk>

KALDI Coffee Farm
<https://goo.gl/maps/RHEcSmBPguN2>

Convenience stores
7/11, Family Mart, Lawson, Ministop

Premium & specialty stores (walking distance from Tokyo station)

- Direct train from Kaihim-Makuhari station with Keiyo line, approx. 30 min)

Meidjiya Kyōbashi Store
<https://goo.gl/maps/1xzSUDKX6qE2>

Seijo Ishii
<https://goo.gl/maps/1aBUq3o7u2R2>

DEAN & DELUCA
<https://goo.gl/maps/dAHkd1p16az>

Kaldi coffee farm Yaesu underground mall store
<https://goo.gl/maps/9mnhyD4wRFw>

KINOKUNIYA entrée (inside Nihombashi Takashimaya S.C. B1)
<https://goo.gl/maps/MK5vbmeC2BC2>

Department stores (walking distance from Tokyo station)

Daimaru in Tokyo station
<https://goo.gl/maps/TJDWidPK31ARdkt6>

Nihombashi Takashimaya
<https://goo.gl/maps/dityiqhTNcp>

Mitsukoshi Nihonbashi Main Building
<https://goo.gl/maps/nR2i2fKjLdJ2>

Organic stores (train to Omotesando)

Natural House
<https://goo.gl/maps/BkkuCvEcgvU2>

Bio c' Bon Gaien-nishi-dori
<https://goo.gl/maps/hdXcZPQ57ME2>

International supermarkets (around Hiroo and Azabu-Juban)

National Azabu – Hiroo
<https://goo.gl/maps/1T9kcoNJspL2>

Nissin World Delicatessen – Azabu-juban
<https://goo.gl/maps/tmnMEaY3WgQ2>

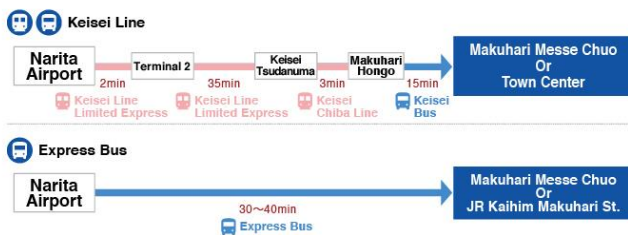


PRACTICALITIES

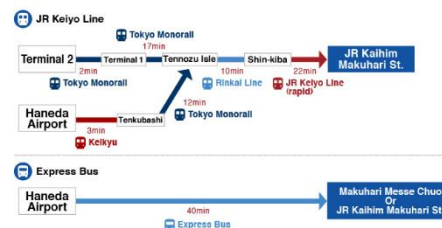
Arriving in Tokyo

There are two international airports in Tokyo; Narita located northeast of Tokyo and Haneda located southwest of Tokyo. APA Hotel & Resort Makuhari and Makuhari Messe can be accessed both by train and bus within one hour. Most hotels provide airport pick-up services.

From Narita:



From Haneda:



Business cards

Business cards are essential for the generation of business contacts. This is particularly true in Japan. Don't forget to bring them with you to the exhibition and possibly have them translated into Japanese.

Climate

Early March is in the end of winter with temperatures of around 5-10°C, generally milder than Sweden.

Credit cards

Credit cards are widely used in Japan but less so than for example in Sweden, therefore you should always check beforehand at stores, restaurants and taxis if credit cards are accepted as well as which cards they accept. VISA and Mastercard are the most widely accepted overseas cards and generally your best options. For cash withdrawals, Post Offices (〒) or 7-Eleven convenience stores accept foreign issued VISA and Mastercard. There are more than 20 000 post offices and 10 000 7-Eleven stores across Japan so withdrawing cash is seldom a problem. For your own convenience, it is advisable to always carry enough cash to cover one day's worth of expenses.

Customs

Sales materials (brochures, video tapes) and product samples can be brought through customs if limited quantity and if not intended for sale. Contact Business Sweden for help with customer clearance.

Foreign exchange

Currency is the Japanese Yen (JPY). 1000 JPY equals approximately 80 SEK.

Internet

If you travel with a laptop, most hotels provide Wi-Fi services. It is also possible to rent wifi or purchase a sim card at the airport. Wifi rental at Narita: <http://biz.telecomsquare.co.jp/en/telecomsquare/>

Language

The language spoken in Japan is Japanese. However, English is generally used in hotels and tourist destinations. It's mostly possible for English speakers to navigate their way around Tokyo without speaking any Japanese. Signs at subway and train stations include the station names in romaji (Roman alphabet). Though most people under the age of 40 have learned English in school, proficiency is generally poor, and most locals would not know more than a few basic words and phrases. Some restaurants may have English menus, but it does not necessarily mean that the staff will speak much English. Reading and writing comes much better though, and many people can understand a great deal of written English without knowing how to speak it.

Taxis

Taxi fares generally start at ¥710 for the first two kilometers and can add up rapidly. A 20% night surcharge is added on from 22:00-05:00. Do not count on your taxi driver speaking English, or knowing more than the best-known locations, though most taxis have GPS "car navi" systems installed. The best and easiest thing to do is to prepare a map marked with where you want to go, and point it out on the map to the taxi driver. No tips are expected or given for taxis or restaurants. Taxi passenger doors are operated by the driver and open and close automatically. Don't open or close them by yourself. Please check when you get into the taxi that credit cards are accepted, not all drivers accept cards. Ask the receptionist at the hotel for a taxi card to show to taxi drivers.

Vaccination

No vaccination required.

Visa

Swedish residents are allowed to stay a maximum of 90 days in Japan without visa for the purpose of holiday or business trip. Passports must be valid six (6) months following the return date.

Time difference

With continental Europe (CET): + 8 hours in winter, + 7 hours in summertime.

Voltage

The voltage in Japan is 100 Volt, which is different from Central Europe (230V) and most other regions of the world. Japanese electrical plugs have two, non-polarized pins. They fit into North American outlets. We advise you buy a multi-plug adaptor prior to your trip.

Transport information

It is recommended to get a PASMO or SUICA card if you are going to travel by public transportation. PASMO/SUICA cards can be used for almost all public transportation, taxis and in convenience stores. PASMO/SUICA cards can be purchased and charged at ticket vending machines at stations. Most train lines in Tokyo run from around 05:00 to 01:00. After 01:00 you have to go by taxi.

Route search for trains can be done using Google Maps. Another good route planner in English can be found here: <http://www.jorudan.co.jp/english/norikae/>

Stay safe and smart

Tokyo is one of the safest cities in the world and petty crimes such as pickpocketing, thefts etc. are rare. Small police stations known as Koban are found all over Tokyo and they will be happy to assist you with directions etc. even though their English is not always the best. Foreigners are sometimes targeted by scammers so please be aware. If you are visiting a bar or other type of drinking establishment, do not follow street solicitors to the bars that they promote as these can carry exorbitant fees for drinks etc. Ask the staff at your hotel for recommendations in the area you are staying.

Earthquakes

Japan is an earthquake-prone country. Be prepared and don't panic when it happens. If you are in your hotel, then follow the instructions given by the hotel staff.

More detailed information about earthquake prevention can be found here:

http://www.tokyo-icc.jp/guide_eng/kinkyu/05.html

Important telephone numbers

Police:	110
English speaking police (Tokyo):	+81-3-3501-0110 (Weekdays: 08:30 – 17:00)
Ambulance:	119 (Regular emergency number)
English speaking ambulance (Tokyo)	03-5285-8181

OTHER GENERAL RULES AND REGULATION

Business Sweden will help you with preparations prior to the exhibition, however you should be aware of the following information from the exhibition guidelines

Carriage, storage and removal of exhibits

- The exhibition center will not accept any freight deliveries/shipments or C.O.D. deliveries on behalf of exhibitors before the Move-in Period.
- During the move-in, construction of stands and removal of exhibits, passageways in the exhibition hall must not be obstructed with packing materials, construction materials or debris.
- Personal property and portable exhibits must be removed from the exhibition hall after the exhibition closes on the last day. While the Organizer will maintain security surveillance at all times, exhibitors are reminded that goods will be most at risk at this time and that stands should not be left unattended until all items and equipment are collected.

Fire regulation

- All exhibitors must comply with and ensure that their agents, contractors comply with the prevailing government fire protection law and the fire safety regulations and building codes of the exhibition center.
- Fire lanes in and around the Centre must remain clear and unobstructed.
- Open flame cooking requires special permit application.
- Special care must be taken not to obstruct or hide from view the fire protection system, air conditioning, mechanical ventilation vents, fire safety equipment, fire hose reel/riser cabinets, fire alarm pull stations, house lighting fixtures and supervising systems.

Operation at pavilion

- All activities of exhibitors and their staff must be confined to the allocated stand space. No advertising or canvassing may take place elsewhere in the exhibition hall. The distribution of catalogues, advertising pages and other promotion material shall be strictly restricted to the booth area.

Regulations for cooking

- All preparation and cooking of food are to be confined to the stand area.
- Commercial sink with PUB water supply are to be provided on the site by the exhibitor for the preparation and cooking of the food within the designated area.
- Proper storage facilities / food warmers for the storage of food for consumption shall be provided.

Security Notice

- The center maintains twenty-four (24) hours security surveillance team.
- The Organizer is exempted from all liability for losses which may be suffered by exhibitors (including disturbance of possession and commercial prejudice) for any reason.
- The exhibitor shall take out an insurance policy in connection with the exhibition covering against the following risks: third party liability, damage to goods. This policy should cover any risks which may occur during the exhibition (including setting up and dismantling). The Organizer will not be held liable for the damage occurred during the period.

Special events on stands and food samplings

- Foodex Japan has established standards in order to ensure that the exhibition runs smoothly and provides maximum comfort for the visitors. Exhibitors are free to liven up their events, subject to the conditions listed below.

Non-authorized activities:

- Events in the aisles (robots, hostesses, sandwich board advertising, etc).
- Tasting alongside the aisles or in the aisles, these activities are allowed within your stand area
- Loud music or loud speaker.
- Activities undertaken without authorization from the exhibitors' management office are forbidden at the show.
- Tasting alongside the aisles is expressly forbidden. If the exhibitor intends to provide samples for tasting, this must be done inside the stand.
- Sales of goods.

Force majeure

- This exhibition may be postponed, shortened or extended due to any cause whatsoever beyond the control of the Organizer. The Organizer shall not be responsible for any loss sustained by the exhibitor directly or indirectly attributable to the elements of nature or 'force majeure' including orders or directives imposed by any government authorities. In this case, refund is at the sole discretion of the Organizer.

Kitchens

- The floor or table supporting cooking appliances must be made of fireproof materials or covered with fire proof painting.

Intellectual Property Rights

- The organizer arranges the Intellectual Property Consulting booth on site during the Foodex Japan show period.
- For the exhibits which are alleged of violating intellectual property, any possible intellectual property rights legal consequence as a result will have to be borne by the exhibitors concerned.