



**A UNIQUE OPPORTUNITY TO PROMOTE, SAMPLE OR SELL YOUR FOOD & BEVERAGES AT THE DANISH EMBASSY PAVILION IN TOKYO DURING THE OLYMPICS AND PARALYMPICS FROM 22 JULY TO 5 SEPTEMBER, 2021**  
*VERY LIMITED AVAILABILITY - DEADLINE 18 JUNE 2021*

During the Tokyo Summer Olympics the Royal Danish Embassy in cooperation with the Confederation of Danish Industry, the Danish Agriculture & Food Council and the Danish Chamber of Commerce will establish a sustainable pavilion designed by the young talented Japanese architect Kato Hiroshi.

The purpose of the pavilion is to provide the many expected Japanese visitors with an introduction to Denmark, Danish culture and competencies. Food is an important and integrated part at the pavilion it will be possible for you/your distributor **to promote and sample and sell your products** during an extended period of time.

The pavilion, located next to the Embassy, will be **open to the Japanese public** every day (incl. weekends) between 11:00 and 18:00 and has been established in order to provide support to Danish companies present in Japan through importers and agents.

At the pavilion a number of Danish companies will exhibit, there will be live streaming of sports and promotional videos on a large TV screen, a café area, a traditional Danish hot dog stand, a stage and a kids area.

**It will be fun and memorable!**

OPENING CEREMONY ON JULY 23 AT 12:00 NOON WITH THE PARTICIPATION OF HRH CROWN PRINCE FREDERIK OF DENMARK (IN PERSON, SITUATION PERMITTING, OR ELSE VIRTUALLY). OTHER VVIPs WILL ALSO PRESENT (TBC)

EXPECTED VISIT AT THE PAVILION BY THE DANISH MINISTER OF CULTURE AND THE DANISH PRIME MINISTER (TBC)

**THE CHANCE OF A LIFETIME TO SUPPORT YOUR JAPANESE PARTNER AT A LIMITED COST!**

EACH COMPANY WILL RECEIVE AN ALLOCATED 5-6 SQM SPACE WITH TABLE, BACK WALL AND ELECTRICITY WITH THE RIGHT TO PROMOTE, SELL AND SAMPLE PRODUCTS DURING PAVILION OPENING HOURS BETWEEN 11:00 AND 18:00.

**PRICE: 9,800 DKK**  
INCLUDING 75 PER CENT SUPPORT FROM THE TRADE COUNCIL



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*



Confederation of Danish Industry



Danish Agriculture  
& Food Council

**DANSK ERHVERV**  
Danish Chamber of Commerce



Solutions of tomorrow  
By Denmark

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**YOU WILL GET!**

Each company will have the possibility of promoting, sampling and selling products in the courtyard from July 22 to 5 September, 2021:

- *Each company will receive an allocated 5-6 sqm space with a table, back walls and electricity in order to display graphics and promotional material*
- *The right to promote, sell and sample products during pavilion opening hours between 11:00 and 18:00.*
- *The right to suggest pavilion activities that are aligned with your commercial interests, e.g. events on the stage.*

Please note that only a limited number of companies can participate due to the limited space and availability is on a first-come, first-served basis.

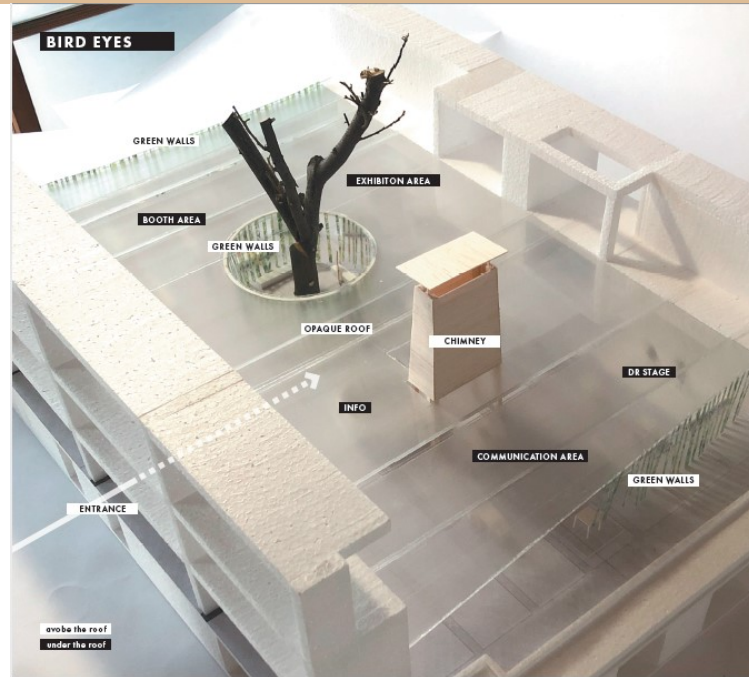
The price is based on an already approved 75 per cent funding from The Trade Council. If not enough companies are signed up we will not be able to offer participation at the mentioned price.

If the price ends up higher your registration will not be binding, and you can choose to opt out. To receive funding from The Trade Council you will need to sign up with your Danish VAT number and you Danish HQ will be invoiced.

**SIGN UP!**

Please register by clicking 'REGISTER HERE' and follow the link to the online registration form. Deadline for binding registration is **FRIDAY 19 JUNE 2021**

Please read the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry on the registration page.



**PRICE**

Participation fee for the entire period is **DKK 9,800 excl. VAT**

The companies must man the booths themselves, however, facilities including tables, walls and electricity is included in the price.

The pavilion will be closed to the public between the end of the Olympics and the start of the Paralympics.

The embassy will provide supervision at the pavilion as well as ensure that the COVID-19 mitigation measures are in place in order to secure a safe venue for visitors

[\*\*REGISTER HERE\*\*](#)

**CONTACT**



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