

SAVE THE DATE



DANISH ROYAL VISIT TO JAPAN

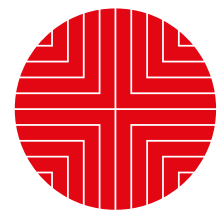
OCTOBER 10-13, 2017



On the occasion of the 150 years anniversary of diplomatic relations between Denmark and Japan, TRH the Crown Prince Couple of Denmark will visit Japan in October 2017. The Crown Prince Couple will lead a business delegation from 10 to 13 October, and you will have the opportunity to join.

The trade promotion will embrace more than 200 participants and will be followed by specific sector activities tailor-made for the business delegation.

Kindly indicate your interest in joining the business delegation by **Thursday, April 27**. For more information, please contact the organising team.



JAPAN
DENMARK
日本・デンマーク 百五十周年
150 YEARS
2017



Confederation of Danish Industry



Danish Agriculture
& Food Council



CONFEDERATION OF DANISH ENTERPRISE

DANISH ROYAL VISIT TO JAPAN 2017

SECTOR FOCUS

Activities, seminars and events during the visit will take place within the three sector themes mentioned below. Please note that the final programs will be adjusted according to the overall profile and interests of the delegation. Companies operating within other sectors are welcome to participate and to join relevant activities. Participation in the trade promotion is primarily relevant to companies that already have commercial activities in the Japanese market.

HEALTHCARE

Pharmaceuticals, medical devices, welfare technologies, health services and e-health.

FOOD & AGRICULTURE

Quality food, beverages and ingredients.

DESIGN & FURNITURE

Furniture, interior, design services, design related to families and kids and digital services.

TRADE RELATIONS BETWEEN THE TWO COUNTRIES

Japan is the world's 3th largest economy with 126 million consumers. Exports of goods and services from Denmark to Japan almost represent DKK 20 billion. This number is expected to grow up to 70 per cent over the next years, due to the upcoming free trade agreement between EU and Japan.

In the past years there has been an increasing demand in Japan for Danish products and services. Denmark and Japan are much alike regarding our demands for high quality and documentation, and both countries operate within a high level of mutual trust.

CONTACT

The planning of the visit is moving ahead at a rapid pace, therefore, prompt feedback is recommended. If you would like to express your interest in participating, please direct your response towards your business organization or the Embassy of Denmark in Tokyo. Questions are welcome.

Kind regards,

The organising team

Trade Council of Denmark Japan/ Embassy of Denmark in Tokyo

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TENTATIVE PROGRAMME ELEMENTS

Tuesday October 10th

- Arrival in Tokyo
- Briefing of the Danish Business Delegation
- Informal networking dinner with the Danish Business Delegation

Wednesday October 11th

- Official opening
- Market place / sector specific activities
- Business lunch
- Market place / sector specific activities
- Business reception with New Nordic Cuisine

Thursday October 12th

- Sector specific activities
- De-briefing of the Danish Business Delegation
- Grand Dinner

Friday October 13th

- Departure from Tokyo