



Organic export promotion to Japan

2nd - 6th November 2024* - Danish Days in Daikanyama, Tokyo

The Danish Agriculture & Food Council invites you to join the organic export promotion to Japan, Tokyo, in occasion of the festival Danish Days in Daikanyama. The export promotion consists of activities targeted both B2B (decision makers from retail, foodservice, importers etc) as well as B2C activities.

The festival Danish Days in Daikanyama will take place in the Danish Embassy's courtyard for the first two days. Here there will be open access for Japanese consumers, but also organic stakeholders are invited. Each company will have an individual stand where they can showcase their products and get immediate reactions from Japanese consumers. Furthermore, openair events, speeches and networking will take place during the festival.

The Danish Agriculture & Food Council along with the Danish Embassy in Japan executed the event in 2022 and 2023 with great success. More than 8.000 Japanese visitors visited the courtyard during the Danish Days in Daikanyama festival's first two days, more than 50 B2B contacts participated in B2B events, and dedicated buyer meetings and presentations from Costco and Bio C' Bon were just some of the highlights from the past years.

This year the export promotion will also include a dedicated foodservice focus as the post pandemic foodservice market show significant positive development partially due to an increased tourism in the country post Covid. The foodservice contacts have been nurtured during many years by the Danish Agriculture & Food Council local office in Tokyo and include among others: Four Seeds, Vie de France / Yamazaki, Pronto, Maruya, Ippudo, Wendy's First Kitchen etc

The promotion will ensure a Danish setup tailored towards the Japanese market and contacts to retail and foodservice buyers in connection with Danish Days in Daikanyama at the Danish Embassy's courtyard. Get in touch with relevant stakeholders and have a dialogue on how your company should adapt your product(s) to the Japanese market.

*TBC – awaiting final Daikanyama festival dates which might change the dates +/- 1 day.

By joining this delegation you will receive**:

- A stand with product display and graphics at the Embassy's courtyard at Danish Days in Daikanyama (2 days festival open to the public) Samplings and/or selling of your product is possible.
- An expected attendance of 8.000 Japanese consumers/businesspeople at the festival
- 30 minutes on stage at Danish Days in Daikanyama – you can organize storytelling, tasting event, workshop/ masterclasses with your products highlighted
- 1:1 meetings with 3-4 different buyers in targeted B2B meetings
- Seminar and networking event with decision makers from retail, wholesalers, distributors etc and industry stakeholders
- Preparation seminar on organic regulation in Japan and how to operate.
- Preparation seminar on Japan and the Japanese market for organic food
- Exclusive networking events at the Residence of the Danish Ambassador with your products on the buffet
- Networking with other Danish companies already present in the Japanese market

** Preliminary content

Price: **13.950 DKK excl. VAT** per company for one representative (based on 10 participating companies). Please note participation is subject to EU legislation on de minimis.



ROYAL DANISH EMBASSY
Tokyo

The export promotion is supported by
Fonden for **økologisk landbrug**



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the European Union
NextGenerationEU





”Vi var meget spændte på igen at møde de store retailere, som vi havde fået kontakt med sidste år, da de har en volumen, vi aldrig kunne drømme om i Europa.

Et varmt ”good to see you again” og gode konstruktive møder, så var de klar til at lave aftaler – Bio c’bon bestilte med det samme og får leveret fra vores distributør.

Ud over det havde en række nye spændende kunder ønsket at møde os, og disse møder gik også rigtig godt – så alt i alt nogen fantastisk arrangerede og hektiske dage i Japan.”

Sanne Nørgaard
CEO
POPSECO

”Vi har de seneste 2 år deltaget i Danish Days in Daikanyama. Programmet er komprimeret, intensivt, og har givet os mulighed for at etablere kontakt til mulige forretningspartnere på en meget effektiv måde.

Vi står tilbage med flere muligheder for at komme ind på det Japanske marked. Disse muligheder kunne vi ikke have opnået med samme effektivitet på egen hånd.”

Petter Aagesen
Sales and Marketing Director
Thise Mejeri

Registration

The export promotion is supported by Fonden for Økologisk Landbrug and the European Union NextGenerationEU. The participating companies are subject to EU legislation on de Minimis.

Company Name

Address

Zip code and city

Contact and title in the company

Phone

CVR

E-mail

Product category

Do you wish to register additional representatives?

(Please indicate amount)

NB: For every additional representative you will be invoiced further 1.500 DKK excl. VAT. Please indicate in the email the name(s) and title(s) of the additional representative(s).

The price is based on 10 participating companies.

We reserve the right to offer a changed price if the number of participating companies changes.

I agree that the registration is binding: (indicate "X" for yes)

I have read and accepted the terms of the Danish Agriculture & Food Council:

(indicate "X" for yes)

Date:
(DD/MM/YY)

Signature:
(Use Adobe reader or write by hand)

Registration has to be done manually/digitally and send no later than June 28th 2024.

For further information or questions, please contact:

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Terms of Participation, July 2019

Danish Agriculture & Food Council

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC is comprised of:

- 1) a binding registration form filled in and signed by a duly authorised representative of the company, and
- 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation, as well as the services to be provided by DAFC, are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DAFC is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DAFC.

DAFC's handling of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DAFC. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to pay the cost indicated for participating in the export promotion event. DAFC's cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DAFC reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows:

- 1) 100% on account with binding registration,
- 2) final invoice is sent before the event takes place and when the event is over additional costs, such as any extra services agreed upon, are invoiced.

If DAFC's terms of payment are not met, DAFC reserves the right to consider the agreement repudiated under section 6. If the invoices issued are not paid by the deadlines set, DAFC is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be applied for by DAFC. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DAFC. Thus, DAFC has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted. If a company, for any reason, cancels its participation, the company must pay the full participation fee, including any subsidy, if the subsidizing partner decides to withdraw its subsidy to the company's participation as a consequence of the company's cancellation.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their necessary insurance for their employees and goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.



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