



The EU-Japan Free Trade Agreement
Seizing the opportunities of the biggest trade zone ever
Michael Nisen – 24 May 2019





ExporuN

ExporuN is a foreign trade specialist working with brands in different sectors:



Beer

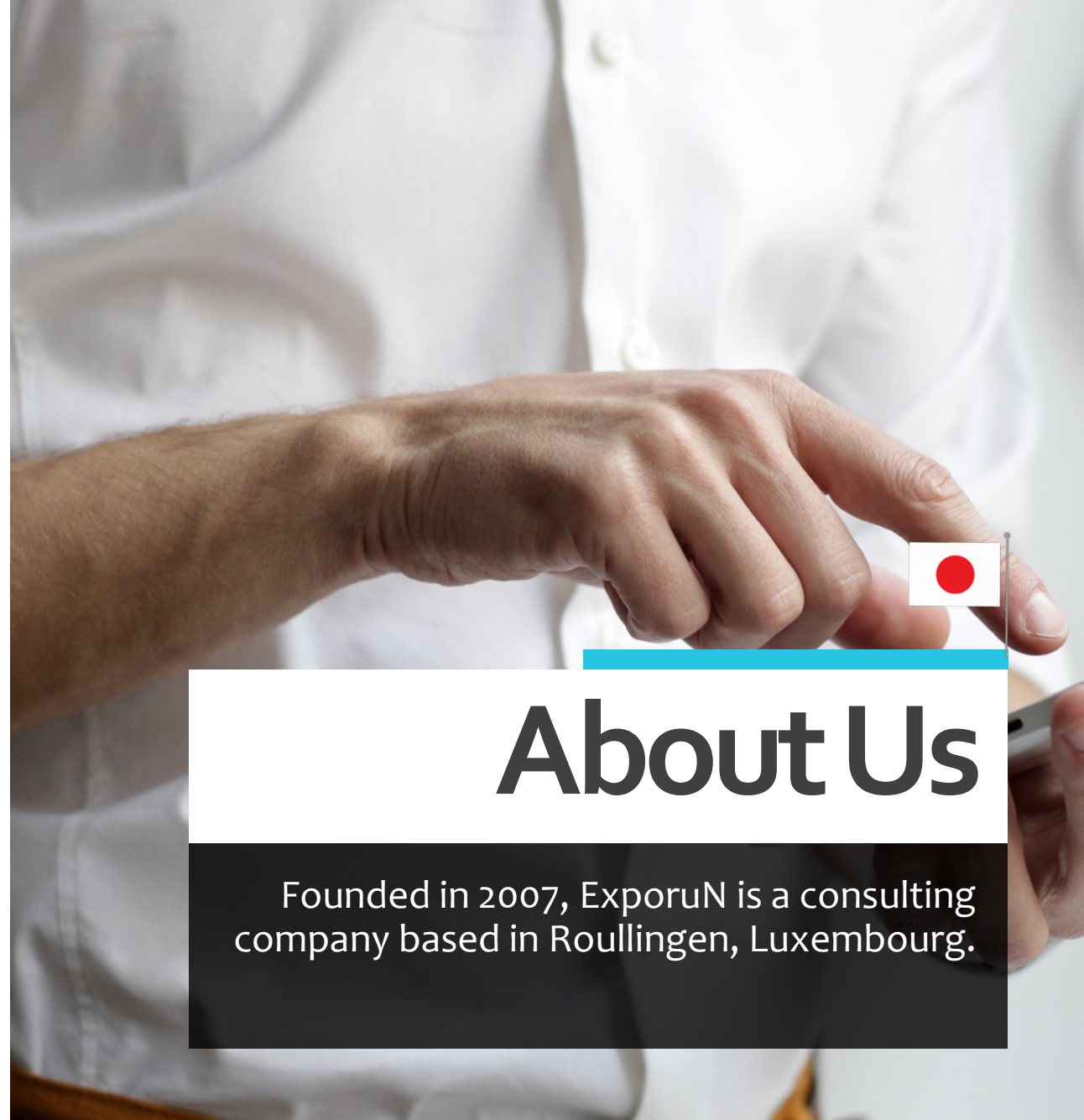


Food



Wine

Been working with Japan since 2005



About Us

Founded in 2007, ExporuN is a consulting company based in Roullingen, Luxembourg.

Our Mission

ExporuN provides trusted market intelligence, practical advice and business tools to help companies expand in global markets.

- Our **solid experience** is based on very concrete achievements and network of reliable and professional partners.
- Our **strength** is multilingual team of about 15 people, whose will allow you to launch your products into new targeted markets.



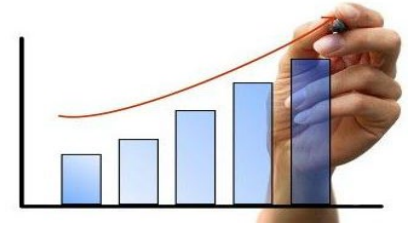
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Our Objectives

Depending on your needs and expectations we agree with you

- Help SME's increase their turnover

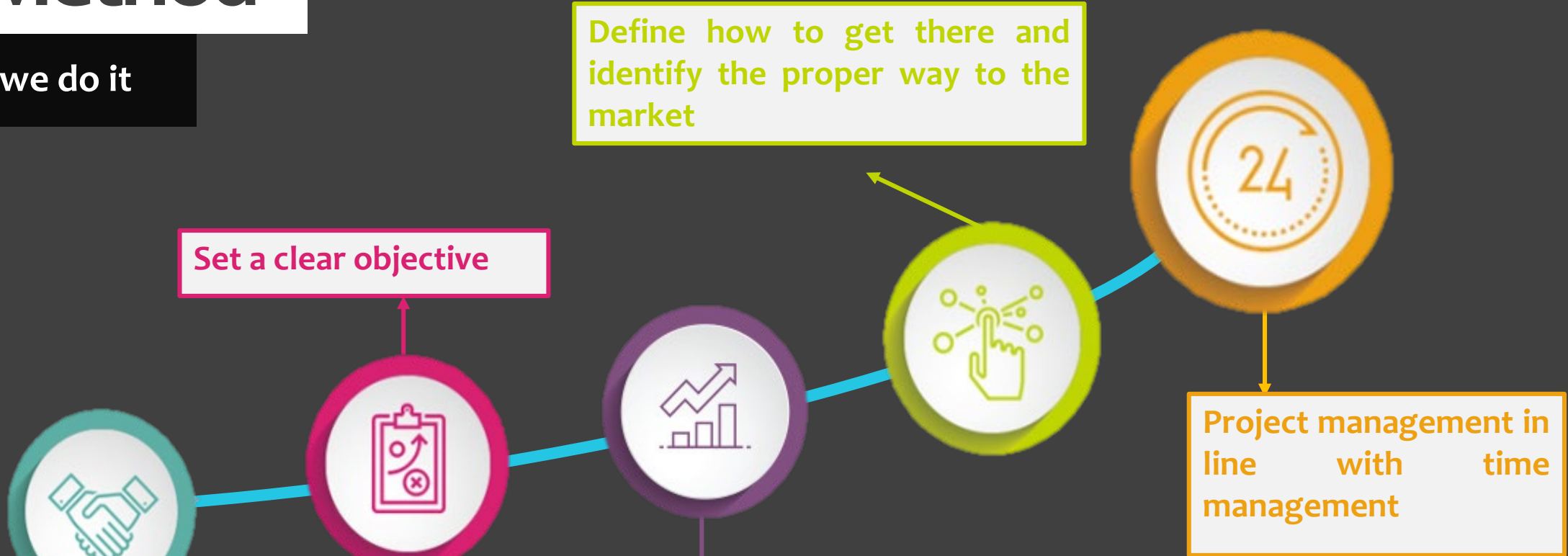


- Expertise in sales, marketing, distribution,...
- Personalised support through our experts
- Follow up, customer meetings and reporting
- Private label



Our Method

This is how we do it



Set a clear objective

Define how to get there and identify the proper way to the market

Project management in line with time management

Establish a viable economic project

Develop an international project in line with your company's strategy based on our advice



Some of our Clients

We work with producers active in the industrial elements, food and beverage sectors based in Belgium, France, Luxembourg or in the Netherlands.

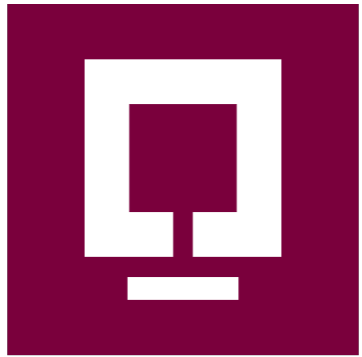




ExporuN

TESCO

X5 RetailGroup



SAQ

AEON
Enriching Your Lifestyle



About doing business with Japan:

Comparing Japanese market with overseas markets

- More time to establish

- **Business**
- **Trust**
- **Cooperation**



- **Getting very loyal and long term business**
- **Good mature market**

- Any specificity of the market? Good points and Challenges?

- **QC control level is higher**
- **more administrative work**



About FTA :



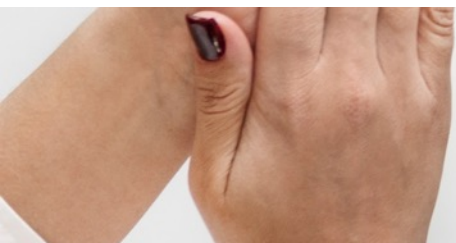
Does FTA affect your business? YES

- For confectionery and foodstuff → slows-down business!
 - ↳ Japanese customer require documents for declaration under EPA regulation.
 - ↳ Ask details of ingredient, certificate of origin of area in particular country.

EU producer normally don't send such document. It takes long time to discuss between Japanese customs and producer.

It opens as well new doors:

- Competitivity of the products
- New buyers and sales Channels are open now
- Increase of volumes at middle terms



About FTA :



Which are the sectors that typically profit from FTA?

- Food sector

↳ Japanese customer require documents for declaration under EPA regulation.

↳ Ask details of ingredient, certificate of origin of area in particular country.

Consumer are the getting lower prices.

Importer and distributor discount to consumer based on EPA.

	Before	Now	Futhre
Wine	15% or JPY125/L, choose lower rate	zero	
Milk Chocolate	29.8% to 10%, depends on ingredients	24.4% to 8.2%, depends on ingredients	will decrease year by year, will be zero in April 2028
White chocolate	25%	20.50%	will decrease year by year, will be zero in April 2028
biscuit	10% to 15%	8.2% to 10%	will decrease year by year, will be zero in April 2023

About FTA :



Is FTA easy to understand? How do you get information?

- Custom's website. For consumer, it's difficult to understand because customs decline import tax step by step.

Did you already use FTA?

- For **our client**, yes

How to know if our products are eligible?

- Get details of ingredient from producer, apply to customs

About future opportunities and advice to EU exporters :

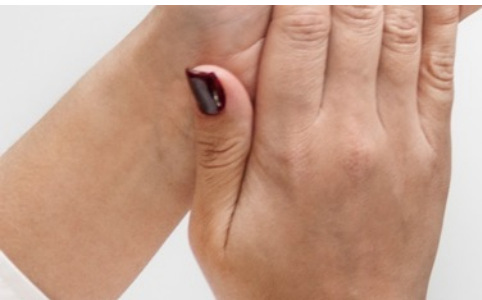
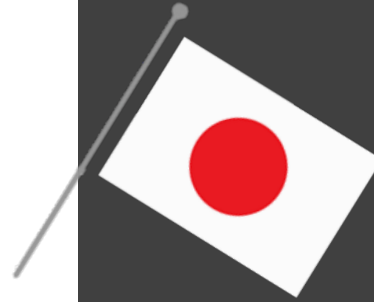
To declare the cargo to Japanese customs based on EPA, they need:

- exact percentage of ingredient,
- certificate of each ingredient including country of origin.

↳ **It's mandatory!**

However EU producer normally don't open the information before / after they receive order.

- ✓ *Japanese importer cannot get good tariff of import tax without these information.*
- ✓ *Japanese importer strongly want EU producer to agree to provide plenty of information for declaration*



Thank you for your attention !
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