

PRESS RELEASE

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Europe on the plate of Japanese consumers

Not only *sushi* and *sake*, but also Italian tuna and German fine wines. Japanese consumers more and more appreciate European gastronomy, and this offers interesting market opportunities for European companies of the food and drink sector.

“Getting to know the Japanese seafood market was an enriching experience for us. It will give a small enterprise like ours a competitive advantage”, said Marco Giachetta, Managing Director of the Association of Tuna Producers of the Tyrrhenian Sea (Italy).

“Although Japan is a difficult market for foreign wines, in two days we managed to set up contacts with a very suitable importer. We would have never succeeded in this without the EU Gateway to Japan programme”, said Julius Lenz, from “Premium Wein” company (Germany).

Both companies were amongst the 46 participants of the final Food & Drink trade mission to Japan, organised in the context of the EU Gateway to Japan programme. The event, held from 20-24 February, attracted almost 600 visitors, confirming the high attention Japanese consumers pay to European alimentary products.

Japan has always depended heavily on food imports (Japan currently imports 60% of their food supply), and the outlook is for an even greater dependence in the future. Moreover, Japanese consumers attach a high value to quality and healthy products: this represents a big opportunity for European SMEs, traditionally specialised in the production of “slow food”.

Since the launch of EU Gateway to Japan, nearly 190 companies have already benefited from a Food & Drink trade mission, expecting to generate more than € 14 million business within 24 months.

EU Gateway to Japan

EU Gateway to Japan, an export-support programme for European SMEs, is funded and managed by the European Commission. EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, co-ordinates the promotion of this programme in Europe.

For more information on the campaign: www.gatewaytojapan.org

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