

JETRO Invitation Program to Japan Business Matching Program for Japanese Food Industry

JETRO is accepting applications to participate in a business matching program for the Japanese food industry throughout the year. If your company has an interest in buying made-in-Japan agricultural and marine products, the JETRO invitation program will be a great opportunity to connect with relevant Japanese firms. We look forward to your participation in this program.

Event details

JETRO's business matching events aim to connect Japanese companies and producers to foreign buyers in the food and agriculture industry. In fiscal 2017 (from April 2017 to March 2018), JETRO is planning to hold about 20 business matching events focusing on the food industry in various regions throughout Japan. Each program includes pre-arranged business meetings, local food factory visits and networking receptions in several cities. Through pre-arranged meetings, participants are able to meet potential companies with diverse and unique products.



Major business matching events in fiscal 2017

There are two types of business matching programs:

Type A visits a leading food exhibition in Tokyo or Osaka followed by a trip to secondary cities.

Type B arranges schedule around a food-related event in regional cities.

Above programs include:

- A) Pre-arranged business meetings with Japanese companies participating from all over Japan.
- B) Business meetings with exhibitors from each exhibition (during free time).
- C) Pre-arranged business meetings and company and factory visits at secondary cities.
- D) Networking reception (depending on the program)

Schedule example of an invitation program

Below is an example of a type A program in March 2017. The duration of programs is normally from a week to 10 days including travel days to/from Japan. JETRO will give you a detailed timetable upon approval of your application as a member of the delegation.

Date	Activities	
Day 0	Departure from home country	
Day 1	Arrival in Japan	
Day 2	Orientation meeting for the JETRO program Foodex Japan 2017 (free visit to the exhibition)	
Day 3	Pre-arranged business meetings at Foodex Japan 2017 (Day 1) (7 meetings, 40 minutes per a meeting)	
Day 4	Pre-arranged business meetings at Foodex Japan 2017 (Day 2) (7 meetings, 40 minutes per a meeting)	
Day 5	Stay in Tokyo	
Day 6	Group A	Group B
	Move to City A	Move to City B
Day 7	Business meetings in City A	Business meetings in City B
Day 8	Company and factory visits	Company and factory visits
		Move to City C
Day 9	Departure from Japan	Business meetings in City C
Day 10	Move to Tokyo	
	Departure from Tokyo, Japan	

Note: Itinerary and schedule will change depending on the program. Buyers are able to choose the course of the trip to secondary cities, subject to the availability of program arrangements at those cities.

Qualifications/requirements

Participant companies must meet the requirements below:

- A) Understand the aim of the program under the government initiative to support Japanese companies' efforts to export their products.
- B) Therefore, are required to take part in business meetings arranged by JETRO.
- C) Interested in importing and purchasing products from Japanese producers and manufactures. (Experience importing Japanese products in the past is not required.)
- D) Participants should be responsible for purchasing products for their companies.
- E) Companies of the following business types should apply to the program
 - (1) Wholesalers, distributors and importers
 - (2) Retailers (department stores, supermarkets, food specialty shops and other stores)
 - (3) Restaurant chains
 - (4) Other companies
- F) Participants must be able to take part in the entire program.
- G) Invitees are limited to one person per company.
- H) Participants must submit a simple report during the program to confirm the results of the business sessions and respond to JETRO's follow-up surveys.

Expenses to be borne by JETRO

- ◆ A round-trip airline ticket via the most direct route between the closest airport to the Invitee's home and the airport in Japan designated by JETRO (one person per company)
- ◆ Accommodation in Japan designated by JETRO during the period of the program (one person per company)
- ◆ Program-related transportation within Japan during the period of the program (one person per company)
- ◆ Interpreter during the business meetings organized by JETRO.

How to apply

Contact your nearest JETRO office and provide your company information. JETRO staff will interview your company to acquire more detailed information such as on product lines.

Screening

JETRO will screen applicants and select around 5-30 buyers (varies according to each program) to participate. Results will be available after the closing date for application from JETRO Toronto.

For more information, please contact your local JETRO representative.
JETRO Toronto Tel:416-861-0000 E-mail: inquiry@jetro.go.jp