



Belgian-Japanese trade in food and beverages: trends and opportunities

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Fevia

Fevia, the voice of the Belgian food industry

we are

the voice
of the leading
industrial sector
in Belgium

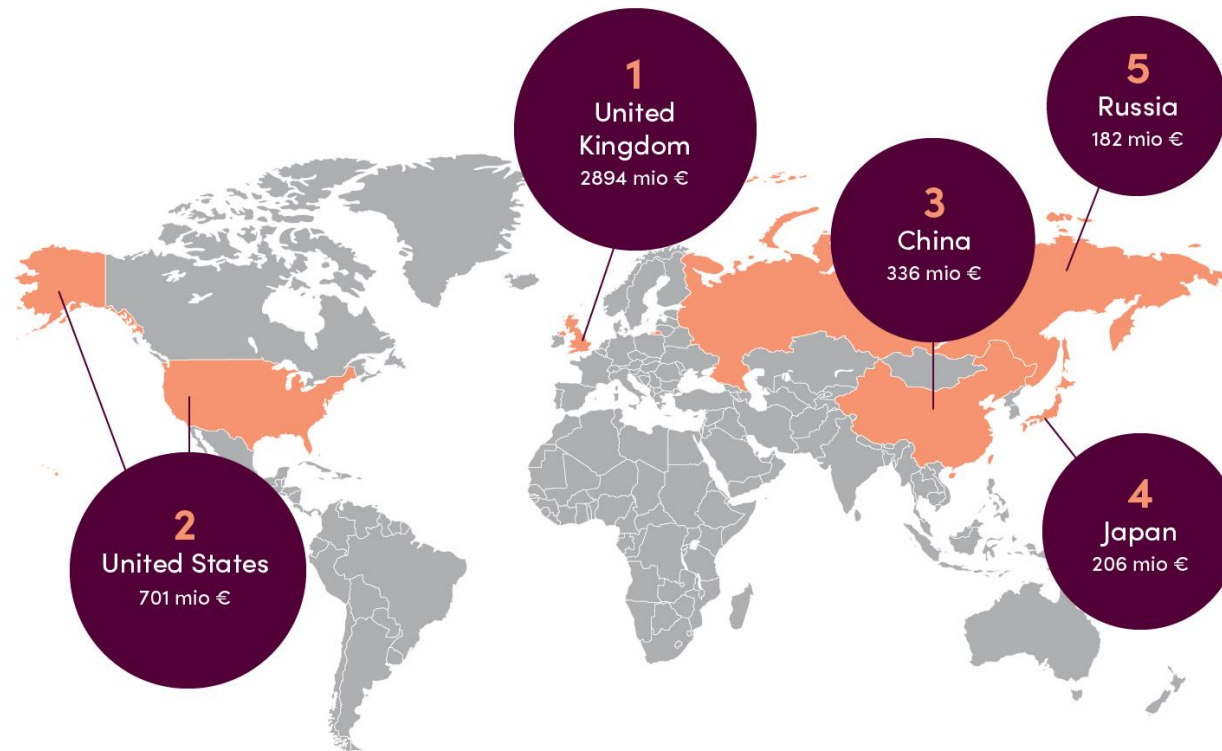
98.000
employees

4.000+
Belgian food
and beverage
companies

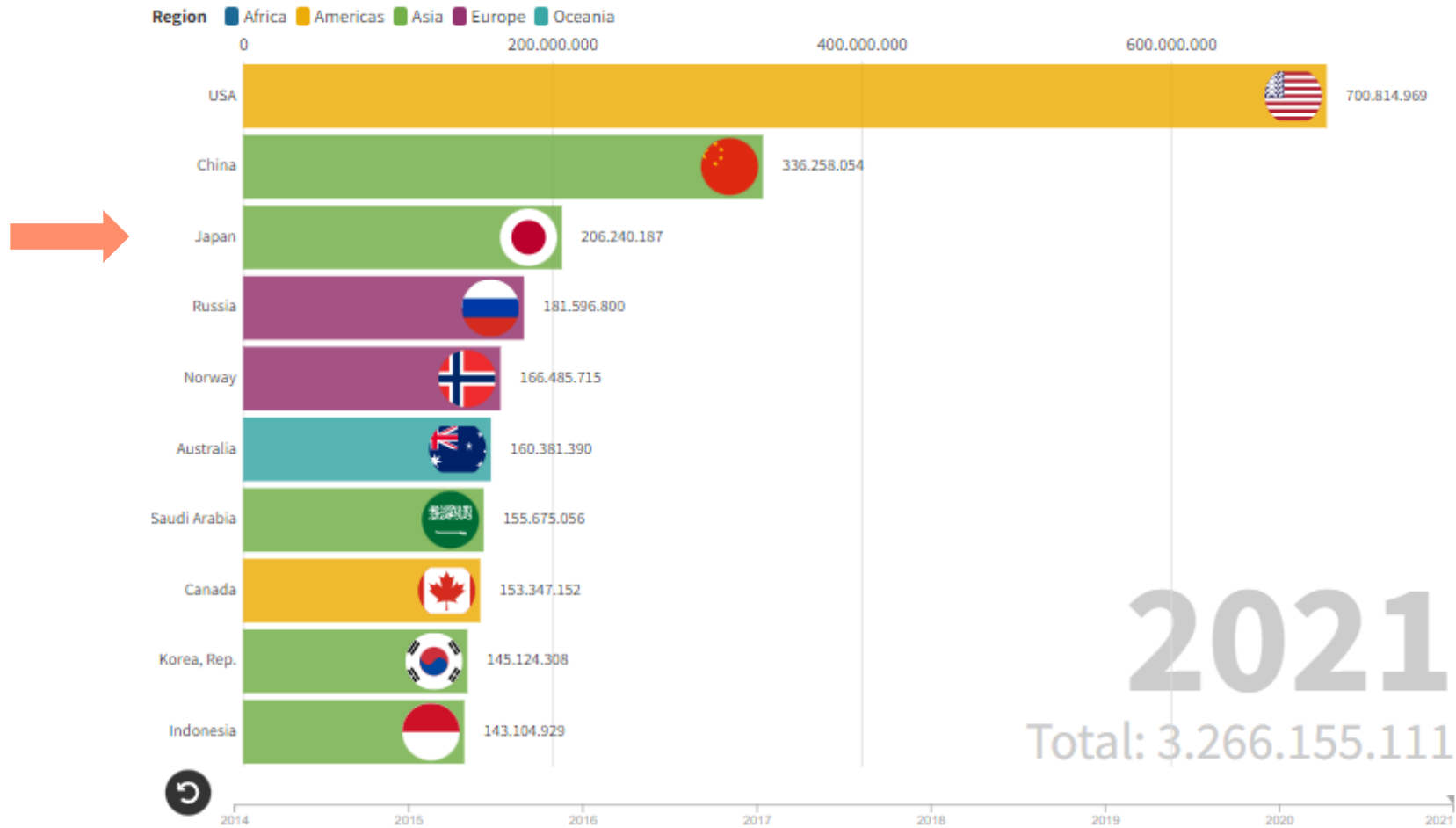
27
sectors

Fevia

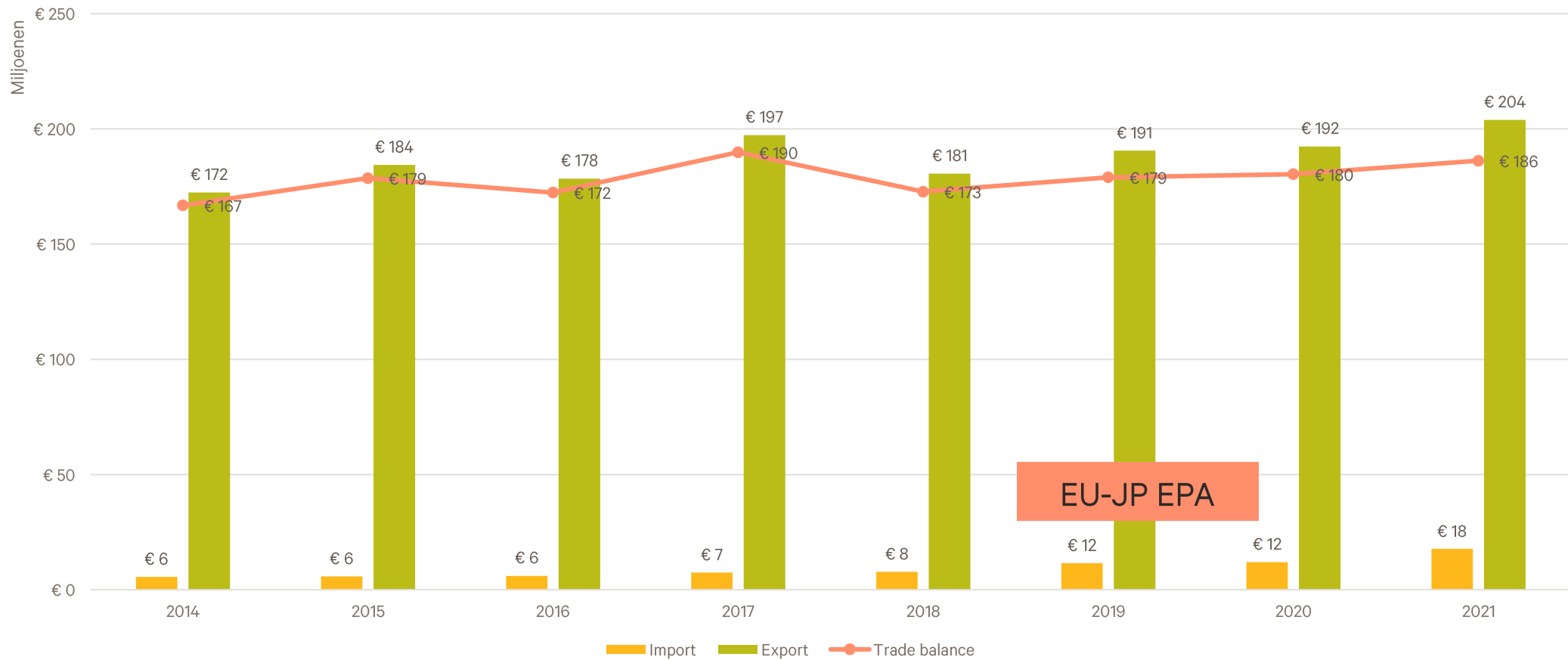
Japan: 4rd overseas export destination for Belgian F&B



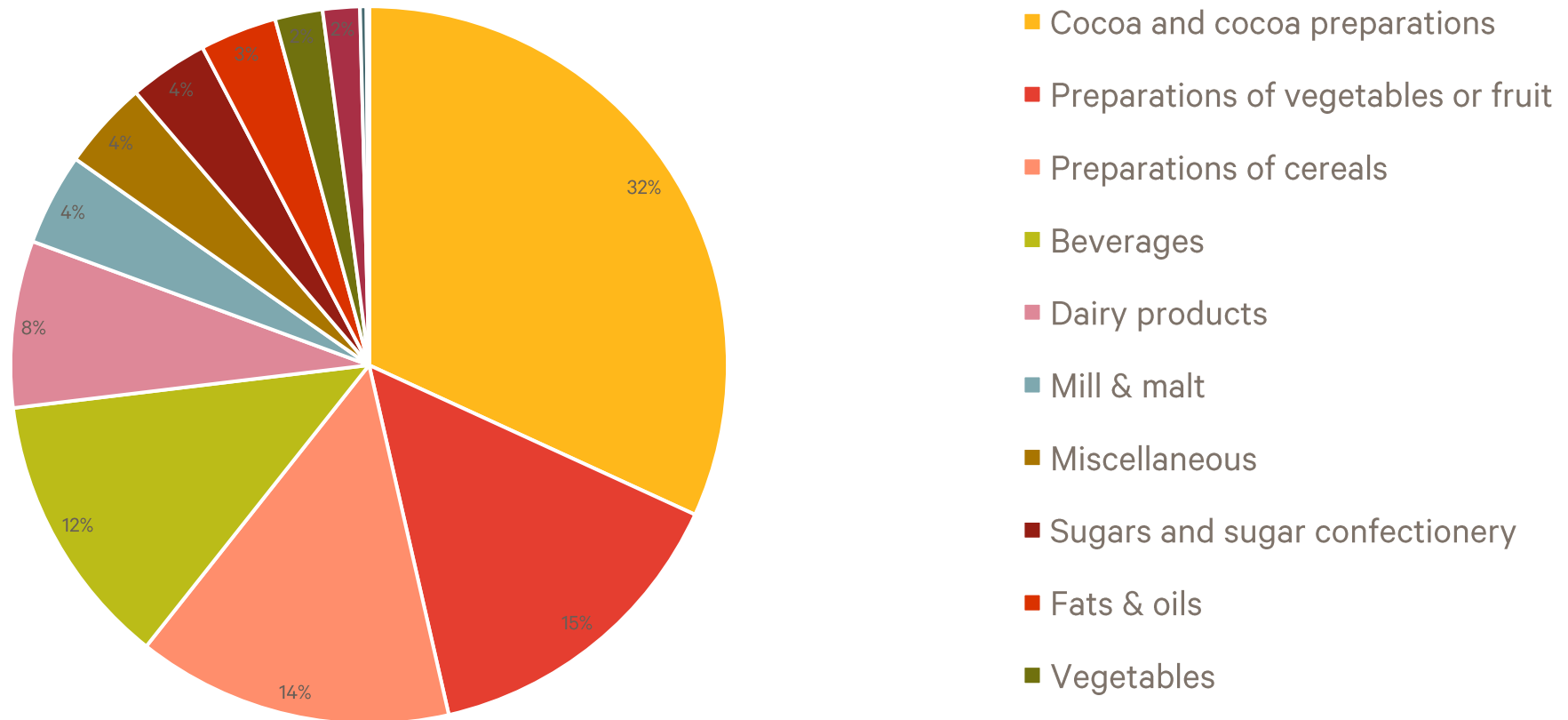
Evolution export 2014-2021



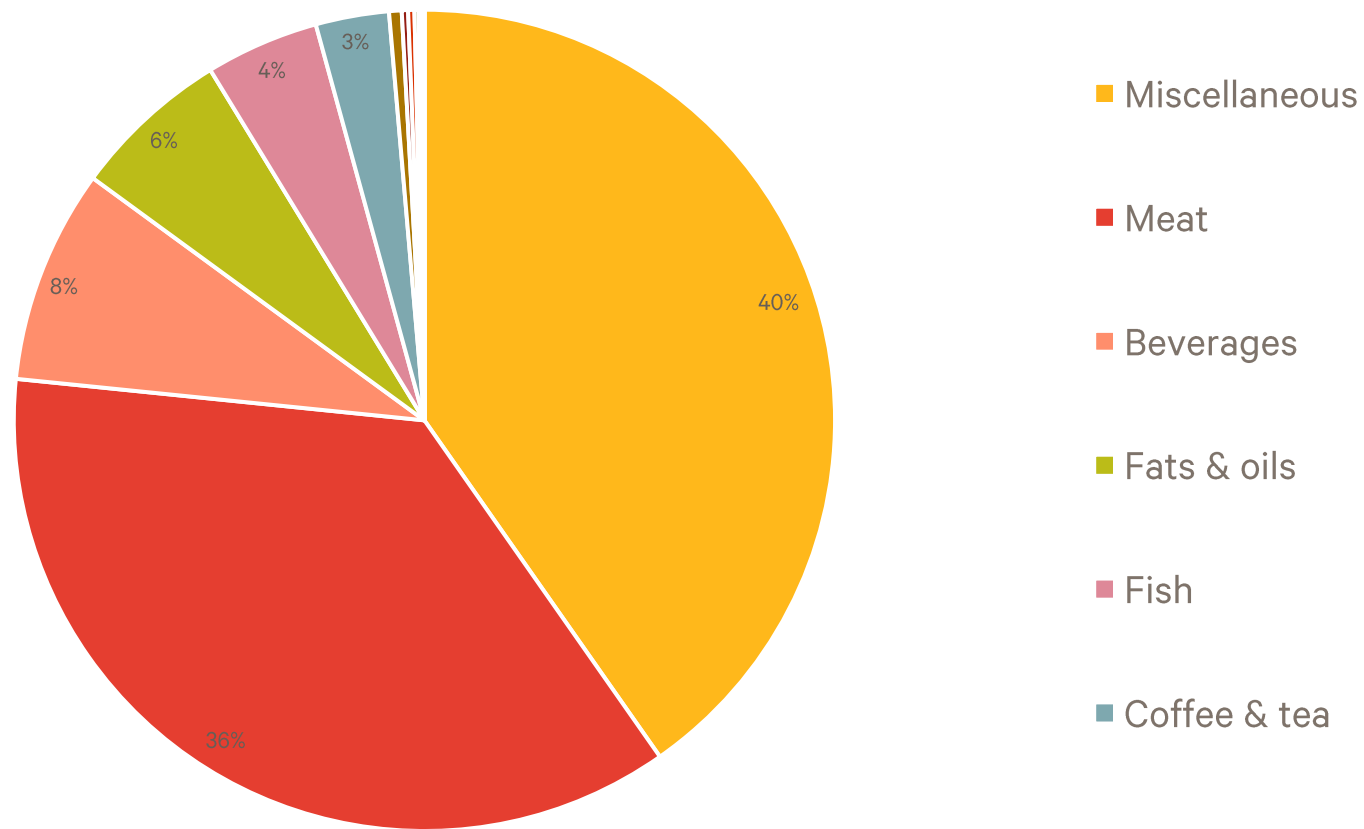
Japanese-Belgian trade in food and beverages 2014-2021



Export to Japan by product group 2021



Import from Japan by product group 2021



EU-Japan Economic Partnership Agreement (EPA): benefits

- 1st February 2019: EPA entered into force
- Better access for EU F&B to Japanese market was top priority in negotiations
- Most tariffs were eliminated as of entry into force and higher import quota allowed
- Other tariffs will be gradually eliminated over the course of 15 years → 90% EU F&B exported duty free
- EU expects +50% export of EU F&B

EU-Japan Economic Partnership Agreement (EPA): benefits

- Examples
 - Chocolate products:
 - cocoa powder: from 12.9% to 0% from entry into force
 - chocolate: from 10% to 0% over 10 years
 - confectionery and white chocolate: from 25% to 0% in 10 years' time
 - Alcoholic beverages (sherry, vermouth, cider): from 15% to 0% from entry into force
 - Processed pork: from 8.5% to 0%
 - Hard cheeses: from 29.8% to 0% over 15 years
 - Beef: from 38.5% to 9% over 15 years
 - Soft and fresh cheeses: from 29.8% to tariff-free quotas equal to current European exports
 - Higher Japanese quotas for malt, potato starch, milk powder, butter and whey

EU-Japan EPA: points of attention

- You can enjoy these reduced rates only if your product meets the rules of origin requirements
→ Check Acces2Markets
- As an EU exporter you need a REX number (EU Registered Exporter System, self certification) to benefit from tariff reductions. Your importer or customs agent will need this certificate of origin to import your product under the terms of the EPA
→ Request a REX number [here](#)
- As an EU exporter, you must add a declaration of origin to your invoice or other commercial document (€6.000+)
- The EU negotiated import quotas on certain food products, to which are attached lower import tariffs. Japanese importers, who want to use these import quotas, must obtain a licence from Japan's "Ministry of Agriculture, Forestry and Fisheries" to do so
→ Check if your importer has a licence


Acces2Markets: tariffs or quota applicable on your products?

My Trade Assistant

 **Goods + ROSA** ^

 **Services and Investment** v

 **Procurement** v

 **Restrictions imposed by Russia / Belarus** v

Including **ROSA** Rules of Origin Self-Assessment

[How to use this form](#)

[Disclaimer](#) v

Product name or HS code

Country from

Country to

v

v

Search >

- EU HS code: 8 numbers
- JP HS: 9 numbers
- First 6 numbers are the same → insert in Acces2Markets which will convert
- JP customs decides which code is applicable → ask your importer to check

European Commission: F&B Market Entry Handbook

The Food and Beverage Market Entry Handbook:

Japan:

a Practical Guide to the Market in Japan for European Agri-food Products



https://ec.europa.eu/chafea/agri/sites/default/files/handbook-japan-2019_en_0.pdf

Japanese consumer preference in F&B

- Safety & quality prevail
 - Guaranteed by authorities
 - Certification & product labels
 - Historically proven to be safe
- Busy lives, small families
 - Packaged & convenient food
 - Processed food
 - Freshly prepared and controlled
- Gifting culture
 - Almost all occasions: wedding, graduation, finalise business deal
 - Ochugen: after summer bonus, sign of gratitude
 - Oseibo: December, after winterbonus, sign of indebtedness
 - Often food & beverages to family members, close friends and colleagues

Japanese consumer preference in F&B



Stores for imported food and drinks

STORE	N° OF STORES	PRODUCTS
Seijo-Ishi	202	OEM, wine, cheese, confectionary
Kinokunia	42	Large variety. Spices, confectionary
Kitano-Ace	108	EOM
Queens Isetan	25	OEM, Fresh processed food
Loncos	6	Fresh food. Wine, cheese, desert, Maruetsu Group
Peacock Store	36	Lower end of premium food, AEON Group
Bio c'Bon	26	French store, organic food, AEON Group
Motomachi Union	9	Including Keikyu Store (36); American store
Miura-Ya	7	OEM, Fresh food
Precce	6	Fresh food, Tokyu Group
Meidi-ya	34	http://meidi-ya-store.com/english/
Kaldi	482	https://www.kaldi.co.jp Japanese, ran by Camel Coffee Co., Ltd. (https://camelcoffee.jp/en/)
Jupiter Coffee	84	https://www.jupiter-coffee.com/
Carnival	5	https://www.liberty-feel.co.jp/

Source: EU-Japan Center for Industrial Cooperation and FIT Tokyo

Impact covid-19

- Winners
 - Supermarkets: work at home, whole family at home → family shopping in supermarket instead of individual shopping, long term trend as homeworking becomes part of the new normal
 - E-commerce
- Losers
 - Department stores
 - Convenience stores (24/7 stores): offices in cities closed, no commuters, lost especially in F&B

Source: Recente trends in de retail sector, Flanders Investment & Trade

Belgian Economic Mission

JAPAN

5 - 9 December 2022

#BEmissionJPN



BEM Japan: activities for the F&B companies

- Monday 5th – Tokyo : retail tours (fresh, food, drinks)
- Tuesday 6th – Tokyo: B2Bs & Opening Belgian Beer Weekend
- Thursday 7th – Osaka: visit headquarters Kobe Bussan & Ikari Super (tbc)

Stay tuned!

www.food.be

[Linkedin.com/company/food-be](https://www.linkedin.com/company/food-be)

www.food.be/newsletter

Fevia

Questions?

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Fevia



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