

## German Chamber of Commerce Japan and GEFA e.V.

### Online Seminar Japan – Beer

**December 10<sup>th</sup>, 2020, via Microsoft Teams**

#### **Context**

With the entry into force of the JEFTA free trade agreement, many European goods have enjoyed preferential access to the Japanese market since 2019. German exports to Japan increased by 14.1% to 557 million euros in 2019. However, beer (EUR 4 million, - 0.1%) stagnated at the previous year's level. The Covid-19 situation has strongly affected the export of beer due to the decline of customers in the Ho-ReCa sector. However, new sales opportunities for German beer are arising due to the restructuring of the distribution channels.



Beer in Japan, source: iStock

#### **Online Seminar about possible implications in the brewery sector**

With regard to the situation in the Japanese beer sector, market experts consider the opportunities for German breweries.

<b>Agenda for Dec. 10<sup>th</sup>, 2020 (CET)</b>	
9.30 – 9.35 am	Welcome and introduction: GEFA e.V. (presentation), <b>Mr. Holger Hübner</b>
9.35 – 10.10 am	General overview of the Japanese market for alcoholic beverages, focus sector beer, and offers of support: Competence center for the German agricultural and food industry in Japan, German Chamber of Commerce Japan, <b>Mrs. Miho Inui, Mr. Benedikt Reifenrath &amp; Mr. Dr. Lucas Witoslawski</b>
10.10 - 10.25 am	Reasons for the stagnating German beer exports to Japan: Elfen Co., Ltd., <b>Mrs. Tomoko Morimoto</b>
10.25 - 10.50 am	Sales and marketing of beer from a practical perspective: Kokubu Group, Sales and Marketing Department, Distribution Division (Importer in the alcohol sector), <b>Mr. Yusuke Sakai</b>
10.50 - 11.00 am	Q&A with subsequent end of the event

#### **Conditions of Participation:**

- PC with Microsoft environment: via MS Teams or Internet browser
- Mac: via MS Teams

**Costs:** Participation is free of charge for breweries based in Germany.

To register, please use the following registration form.