

Invitation to Swedish food & beverage delegation to Japan Week 11 or 12, 2010

The Japanese food market is one of the most attractive in the world: it is the second largest import market and prices are very high. But while Denmark and Norway has made Japan into one of their most important markets, Swedish food and beverage companies have yet to discover the great opportunities here. The huge success of IKEA's food section proves that Japanese consumers are willing to buy Swedish food, and functions as a massive promotion vehicle for Swedish food.

The Swedish Embassy and the Swedish Trade Council in Tokyo has the pleasure to invite you to participate in a promotion program to increase Swedish food and beverage exports to Japan. The program will coincide with the **guest appearance in Tokyo by the chefs of Stockholm City Hall restaurant Stadshuskällaren** which during one week will serve the genuine Nobel Prize banquet dinner to Japanese guests in Tokyo.

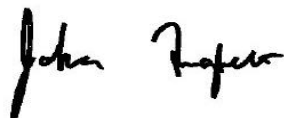
The aim of the tour is to create business opportunities both for Swedish food companies already exporting to Japan, and for companies that are interested in exploring the possibility to start exporting to Japan.

Please refer to the next page for a listing of the planned activities during the event week.

Please let us know if you are interested using the attached form or by contacting Kai Eriksson, tel: +81-3-5562 5091, e-mail: kai.eriksson@swedishtrade.se by November 30th.

For more information in Sweden, please contact
Irene Enström, tel: +46-8-5886 6030, e-mail: irene.enstrom@swedishtrade.se.

Welcome!



Trade Commissioner Johan Rugfelt
Swedish Trade Council, Tokyo

Tentative program

Date: W11 or 12 (Start March 15th or 22nd)

Place: Tokyo, Japan

Participation fee: Approximately SEK 20 000 plus expenses.

Study visits

1-2 days to learn about the Japanese food & beverage market and grocery distribution and retail situation. The study visits will include presentations by food players in Japan (such as special import food retail chains) and store visits to different types of food retail outlets. Additionally, a seminar about the Japanese food market will be held, with both Japanese and foreign industry experts. (Included in the fee)

Joint promotion event with the presence of the Ambassador

Details to be decided.

VIP dinner by Stadshuskällaren at Restaurant Aquavit with Japanese guests

Possibility to invite your own VIP contacts in Japan. (A per person cost will be added)

Mini fair / seminar

Half-day Swedish food mini fair and promotion seminar held at the Embassy. Well known Swedish and Japanese speakers will introduce Swedish food and food industry to Japanese audience consisting of representatives from importers, distributors and retailers, as well as media. Participating Swedish companies will have the opportunity to present their products and company during the seminar and offer product tasting at the following mini fair. The mini fair / seminar will be concluded with a dinner reception hosted by the Ambassador. (Included in the fee)

Individual matchmaking

STC will conduct matchmaking to give participating Swedish companies an opportunity to meet potential business partners or customers. Depending on the need of each company, STC will introduce your company and set up meetings with importers, distributors or retailers. A Japanese language speaking STC consultant will support you during these business meetings. (A limited number of meetings included, additional at an extra fee)

Indication of interest

- Please fax or e-mail back to STC Tokyo by November 30th!

Yes, we are interested and would like a formal invitation.

No, we will not be able to join the delegation to Japan in March.

Will not be able to join the delegation, but we are interested in the Japanese market, please contact us for a discussion.

Company:	
Name:	
Title:	
Phone:	
E-mail:	

Comments or questions:

Please fax or scan + mail a copy of this page to:

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