

How to Export to Japan & Korea Seminar

Who: Canadian food and beverage companies interested in starting or improving exports to Japan and/or Korea

Where: Double Tree Hotel, 655 Dixon Road, Tel: 416-244-1711, International Room B

When: Wednesday, October 7, 2009 8:30 am – 2:00 pm

How: Send in a completed registration form and cheque for \$75 (see registration form)

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and Agriculture and Agri-Food Canada (AAFC) are pleased to present a seminar on *How to Export to Japan and Korea*. If you are a Canadian food and beverage company that is newly exporting to the Japanese and/or Korean markets, or you wish to break into these markets, this seminar will give you practical, hands-on information that you can use to build your export success.

The Japan portion of the seminar will be delivered by Mr. Cary Rothbart, President of The Sky's The Limit, a trading company specializing in the Japan market. Mr. Rothbart is an expert on how to enter and prosper in the Japanese market, having exported to the region for over 10 years and having represented many Canadian companies in Japan. Mr. Rothbart will discuss cultural differences between Canada and Japan, his experience in doing business with Japan, as well as tips and strategies to ensure success. AAFC's Trade Commissioner from Tokyo, Mr. Amit Dutt, will present an overview of the Japanese market and the opportunities. Mr. Dutt will also be available to answer your specific questions on Japan.

The Korea portion will be delivered by the AAFC's Trade Commissioner in Korea, Mr. Brent Wilson. Mr. Wilson has been helping Canadian companies build their exports for many years. Mr. Wilson's presentation will explore what to expect and how to approach a business interaction in Korea, an overview of the Korean market and the opportunities, and how the Trade Commissioner Service in Seoul can help Canadian exporters.

Both portions of the seminar will include a case study, provided by a Canadian company exporting successfully to the region. This is a great opportunity to learn from others who are doing just what you and your company are working hard to do: succeed in a challenging foreign market. The Japan case study will be presented by Mr. Bob Foreman of Norlake International, a Canadian trading company founded in 1986. Norlake International has been exporting food products to Japan for over 20 years and has had an office in Tokyo since 1995. Norlake is proud of their success in Japan and Mr. Foreman is kind enough to share his experience with you.

Participants will also receive a practical how-to manual written by Mr. Rothbart. This manual will contain all the information you need to build your exports to Japan with confidence.

If you are ready for the challenge of exporting successfully to Japan and/or Korea, we hope to meet you on October 7th. See the attached program and registration form for more details.

For further information, please contact:

Mr. Amos Tin
Export Specialist – Asia Pacific
Ontario Ministry of Agriculture, Food & Rural Affairs
Tel: 519-826-3489
Amos.Tin@ontario.ca

Mr. Bill Robinson
Deputy Director – Ontario Region
Agriculture & Agri-Food Canada
Tel: 519- 837-5822
Bill.Robinson@agr.gc.ca

How to Export to Japan and Korea Seminar Toronto, Ontario

Wednesday, October 7		
Time	Activity	Venue
8:30 am	Seminar Registration (International Room B)	Double Tree Hotel 655 Dixon Road Toronto, ON Tel: 416-244-1711
9:00 – 9:15	Japan Economic Overview Speaker: Amit Dutt, Embassy of Canada in Tokyo	
9:15 – 10:15	How to Export to Japan – Session 1 Speaker: Cary Rothbart, President, The Sky's the Limit Overview of Doing Business in Japan Benefits & Challenges of the Japanese Market Regional Differences (Kansai, Kyushu, etc) Needs of Japanese Importers/Retailers/Trading Houses <ul style="list-style-type: none"> - Perceptions of Canada as a Food Supplier - Considerations for exclusivity agreements - Common payment terms Needs of Consumers <ul style="list-style-type: none"> - Perceptions of Canada as a food supplier - Emphasis on packaging needs - Pricing Cultural Differences between Canada and Japan	
10:15 – 10:30	Break	
10:30 – 11:30	How to Export to Japan – Session 2 Speaker: Cary Rothbart, President, The Sky's the Limit Steps to Exporting: Pre-Marketing; Trade Shows; Face-to-Face Meetings Initial Contact: Interpreters; Business Cards; Communication Strategies; Bowling Establishing a Business Relationship Decision Making/Leadership Business Protocol Meeting Follow-up: Socializing; Dining	
11:30 – 11:45	Japan Case Study Bob Foreman, Norlake International	
11:45 – 12:30	Lunch	Double Tree Hotel
12:30 – 13:00	Overview of Korea Speaker: Brent Wilson, Agriculture & Agri-Food Canada	
13:00 - 13:15	Korea Case Study Speaker TBC	
13:15 – 13:45	Overview of Japan's Food Regulations Speaker: Amit Dutt, Embassy of Canada in Tokyo Basics of Japanese Food Regulations Applicable Regulations (Food Sanitation Law, etc) Labelling Requirements Food Additives List	
13:45 – 14:00	Closing remarks	

