F2F HEALTH MATTERS: INTERNATIONAL DEVELOPMENT OF INNOVATIVE EUROPEAN HEALTHY FOOD, AND SUSTAINABLE BIO-

BASED TECHNO-FUNCTIONAL INGREDIENTS AND

SOLUTIONS, AND BIO-SOLUTIONS IN NEW GLOBAL MARKETS







# F2F HEALTH MATTERS

Panorama of EU support tool for Asia 25th February 2022





# PANORAMA-EU SUPPORT TOOLS IN ASIA

- 9:05: Intellectual Property: To support European Union small and medium sized enterprises protect and enforce their Intellectual Property rights in or relating to South-East Asian countries, through the provision of free information and services. By IPR South Asia Help Desk represented by Karl Rackette, patent and trademark attorney and the main partner of RACKETTE Partnerschaft Patentanwalte, Germany and Mathieu HENCEVAL.
- 9:25: Network: to advice on European law and development assistance throughout their innovation and internationalisation projects. Samuel Hilyer, Enterprise Europe Network
- 9:45: Culture & business: to promote all forms of industrial, trade and investment cooperation between the EU and Japan. By EU-Japan Centre for Industrial Cooperation Alessandro Perna, EU-Japan Center for Industrial Cooperation
- **10:05: Globalfoodture project:** an example of UE project of agri-food with a focus on Asia Bérengère Moindrot, Global FOODture
- **10 :25 : F2F project presentation :** an example of UE project of agri-food with a focus on Asia Yuan Chai, F2F Health Matters

#### The event includes a short 5 minute session of polls and questions & answers between each speech.



# SOUTH-EAST ASIA IP SME HELPDESK adv

# Free South-east Asia IP advice for European SMEs

#knowbeforeyougo!

- > free first-line confidential advice on intellectual property: question@southeastasia-iprhelpdesk.eu
- > awareness-raising about IP matters in South-East Asia affecting EU SMEs
- > help to EU SMEs to make informed IP decisions

Available to all EU SMEs, the Helpdesk co-operates with European SME networks, chambers of commerce and industry associations to offer these services free of charge

https://ec.europa.eu/ip-helpdesk

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# SOUTH-EAST ASIA IP SME HELPDESK Snapshot: Helpdesk Free Services

Enquiry Helpline





Publications

E-learning

& Business

Tools



https://ec.europa.eu/ip-helpdesk

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# enterprise europe network

# **Enterprise Europe Network: facilitating trade in Europe and beyond – Focus on**

**Safie Hilyer** – Business advisor, Brittany Chamber of Commerce and Industry





BRETAGNE DÉVELOPPEMENT INNOVATION





# How we can help

- Informing businesses on international regulations and standards (packaging, labelling, organic food, etc.)
- Fostering international partnerships
- Advising on intellectual property
- Helping businesses to access EU funding
- Supporting innovation processes and management
- Feeding back business concerns to the EU commission











# How we have supported EU-Asia trade



#### Support for French fruit juice producer in accessing Korean organic market

- South Korea has an organic food equivalency agreement with the EU.
- Our client needed to understand the mechanism and if it would apply to their product.
- With EEN Korea, we were able to provide our client with key information in under three days.
- Now they are able to export their product to Korea without double certification.



# Support for French company in identifying ongoing standardisation process in China

- The Chinese standardisation body made a proposal to ISO on a new kind of product.
- There was very little public information available
- With help from EEN China, we were able to contact the Seconded European Standardization Expert in China, who provided strategic information for our client.



#### Facilitation of a technological partnership agreement

- A Korean microscope manufacturer got in touch with EEN in search of clients in the EU
- We put the company in touch with a French lab equipment manufacturer, who was interested in the korean technology

solutions

Dagance de développement économique

europe

NNOVATION

 The two companies worked together on a feasibility study for introducing South Korean Microscope technology to the French market





# The EEN agri-food sector group

#### • Largest Sector Group within the Enterprise Europe Network

#### • Bottom-up activity from EEN partners

Coming from regions with a high number of SMEs in the Agrifood Sector Assist these SMEs internationalize and drive their innovation process Promote technology transfer and business cooperation Feedback the EC policies in the Agrifood sector

Emphasis on Agrifood products & technologies
 Organisation / Participation in matchmaking events
 Organisation of company visits
 Find potential partners
 Find innovative technological solutions





BRETAGNE DÉVELOPPEMENT INNOVATION





# **EEN** online tools

5000+ partnership opportunités online Including 1000+ in the food sector

Dozens of business events every year





BRETAGNE<sup>®</sup> DÉVELOPPEMENT INNOVATION





ouest.een-france.fr

# Get in touch



Samuel Hilyer EEN Business advisor samuel.hilyer@bretagne.cci.fr 06 32 79 87 11





BRETAGNE DÉVELOPPEMENT INNOVATION





ouest.een-france.fr



The EU-Japan Centre presents

# Support Activities for EU companies internationalization toward Japan (funded by the European Commission)





Pole Valorial - 25 February 2022

www.eu-japan.eu

for Industrial Cooperation

About Activities

Contacts

# **The Centre**

### **Authorities**

- European Commission DG Growth
- Japanese Ministry of Economy, Trade & Industry (METI)

## Head Office in Tokyo (since 1987) & EU office in Brussels

+/- 30 staff (in Tokyo and Brussels)

## **Mission**

- Promote Industrial Cooperation between the EU and Japan Activities
- Services to Business
- Policy Analysis and Advices
- Promotion of Industrial Innovation and R&D







# When targeting Japan... A SME journey...

To succeed in Japan, EU companies will successively need to:

- Gather information
- Know the target market / sector
- Understand the specificities of Japan (business culture...)
- Find key contacts
- Identify potential opportunities





Activities

About



## **SUPPORT SERVICES**

#### For EU Companies & Organisations

## **INFORMATION & HELPDESKS**

Contacts



#### Information on Japan

- Website (www.eubusinessinjapan.eu)
- Webinars
- Expert Reports
- EPA and general topics Helpdesks

# Information on Centre's support services

(www.eu-japan.eu)



# www.eu-japan.eu



## **SUPPORT SERVICES**

For EU Companies & Organisations

### Over 150 sector focus reports and webinars already available



- Japan's Premium Food market
- Alcoholic Beverage Market in Japan
- The Japanese Agrifood Market
- The Vegetarian and Vegan market(s) in Japan
- The Japanese Startup Ecosystem
- Organic food market in Japan
- Autonomous Driving System in Japan
- Guideline: Export Food to Japan
- Wine market in Japan
- and much more...

## www.eubusinessinjapan.eu



## www.eu-japan.eu

for Industrial Cooperation

About

Activities

## Next About Japan & Export to Japan webinars

Contacts

Webinar 187: The Japanese cosmetics and quasi drugs mark	1 March 2022
Webinar 188: How to build trusting and long-lasting relations with Japanese partners	8 March 2022
(MIRAI case study)	
Webinar 189: Medical Device Market in Japan	15 March 2022
Webinar 191: Marketing Challenges when targeting the Japanese market	29 March 2022
Webinar 192: Digital Apps Market in Japan	12 April 2022
Webinar 193: Clean Technology mapping in Japan	26 April 2022
Webinar 194: IoT Market in Japan	3 May 2022
Cross-Cultural 1: Techniques for Communicating Effectively with Japanese Partners	10 May 2022
Cross-Cultural 2: Influencing decision-making processes in Japanese organisations	17 May 2022
Cross-Cultural 3: Trust, Networking and Relationship Building	24 May 2022
Cross-Cultural 4: Aligning strategy with Japanese counterparts	31 May 2022
Cross-Cultural 5: Techniques for effective virtual communication with Japanese	14 June 2022
partners	1

# And many more to come...

## Past webinars are all recorded and available onlin

https://www.eubusinessinjapan.eu/events





**Activities** 

About

# **EU-Japan EPA HELPDESK**

The helpdesk aims to help you understand how to take advantage of the EPA agreement. The free trade agreement between the EU and Japan to scrap 99% of tariff duties within the next 15 years. Main beneficiaries: food and textile sectors.

Contacts

- Publications (factsheets & guidelines)
- Webinars (covering EPA chapters)
- Infodesk (answering EPA related queries)





#### for Industrial Cooperation

About

Activities

Contacts

# **EPA helpdesk publications**

#### Factsheet: EPA & Dairy Products



Apply the Pactation files aim of this factation is to explain its UL-davy experient file market across capacitations infered by the Agreement (to an Example, Partmenting (IPM) as well as in a third common, the inference that and built is upper participation for the application of a PAQ-share and import.

#### Factsheet: EPA & Meat Products

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#### Factsheet: EPA and Spirits & Beer Products



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#### Factsheet: EPA & Wine

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#### www.eu-japan.eu/epa-helpdesk



FACTSHEET

#### DAIRY PRODUCTS

#### PRELIMINARY REMARKS

- The aim of these Factsheets and Guidelines (hereafter 'Report') is to explain to EU dairy exporters the market access opportunities offered by the Agreement for an Economic Partnership (EPA) as well as, in a brief overview, the relevant Rules of Origin, Japan's procedure for the application of a TRO share and import procedures in Japan. More information on these issues and on specific market entry requirements, including Customs procedures and SPS measures are covered in the relevant Factsheet and Guidelines, or can be found in the 'Food and Beverage Handbook' Japan'<sup>10</sup>
- As regards product specification, only the Harmonised System (HS) code system at six-digit level or the Japanese nomenclature at nine-digit level have been used. For detailed description of the Japanese nomenclature, reference is made to the Japanese Schedule in the Agreement.
- In the Japanese Schedule, a fiscal year means the period between 1 April of one year and 31 March of the next year. As the Agreement enters into force on 1 February 2019, the first year will be the period between 1 February 2019 and 31 March 2019. The firstyear quantities of the tariff quotas have therefore been calculated on a 'pro rata' basis.
- · All quantities are expressed in metric tonnes (t), unless stated otherwise.
- The complete text of the EPA, and annexes, incorporating the Schedule of Japan, can be found on the following website of the European Commission: http://trade. ec.europa.eu/docib/press/index.cfm?id=1684. Japan's tariff Schedule is in Annex 2-A-4; "Notes for the Schedule of Japan" can be found in Annex 2-A-3. These Notes explain inter alia the various types of concessions, including details on TRQs, safeguard measures, etc.





for Industrial Cooperation

About

**Activities** 

Contacts

# Latest EPA webinars

Access2Markets Seminar		28 April 2022
Geographical Indicators		Past – recorded
Wines and Spirits & Beers		Past - recorded
Dairy Products		Past - recorded
Meat Products		Past - recorded
Processed Agricultural processed	ducts	Past - recorded
Tarif Rate Quotas		Past - recorded
Fruit and Vegetable Produc	cts	Past - recorded
Textiles		Past - recorded
Leather and Footwear Proc	ducts	Past - recorded
Forestry Products		Past - recorded
Motor Vehicles		Past - recorded
SMEs		Past - recorded
Rules of Origin		Past - recorded

## Past webinars are all recorded and available online !

https://www.eu-japan.eu/epa-helpdesk





**Activities** 

for Industrial Cooperation

About



## **SUPPORT SERVICES**

#### For EU SMEs



**Business Support on Your Doorstep** 

## PARTNERING

Contacts

Enterprise Europe Network (Japan representative)

- Promotion of EU company profiles
- B2B Meetings & Networking Events in Japan
- Meeting facilitation
- Cross cultural workshops in the EU

→ European Commission funded Network to support EU SME's internationalization worldwide.

# www.een-japan.eu



#### for Industrial Cooperation

About

Activities

Contacts

# SUPPORT SERVICES

## PARTNERING

#### Enterprise Europe Network Promotion of EU company profiles

- Translated
- Website publication
- Targeted emails
- During events (trade fairs, seminar...)
- Via local Japanese partners (CCI, associations...)

#### リトアニア発リネン、アクセサリーなどの生活雑貨用品メーカ ーがディストリビューターを探しています



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#### For EU SMEs



enterprise europe network

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www.een-japan.eu

#### for Industrial Cooperation

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Activities

Contacts



## **SUPPORT SERVICES**

#### For EU SMEs



## PARTNERING

Organic food manufacturers Promoting EU Organic Food products among Japanese importers and buyers.



#### オーガニックチョコレート WULATE ORGANIC リトアニ

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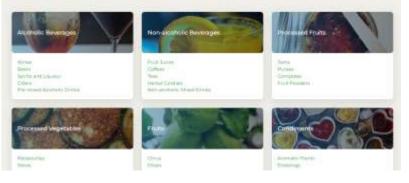
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· Dati Americani American Source Salashar



caricly for a product

#### Choose among the sectors



# www.eufood2japan.eu



Activities

About

\*\*\*

Thematic lectures on Japan



Contacts

"Get Ready for Japan" (since 1987)

Focus: "How to do business in Japan"

**Includes:** lectures, negotiation simulations, company visits, regional economy trips, <u>tailored B2B meetings</u>, and more.

(2022 will be a virtual session)

#### **NEXT SESSION:**

- 16-27 May 2022
- Application Deadline: 10 March 2022



#### www.eu-japan.eu/events/get-ready-for-japan-training-programme



EU-Japan Centre for Industrial Cooperation - MHTERA,日歌産業協力センター



23



Group Company Visits

Activities

About

## **TRAINING MISSION IN JAPAN**

World Class Manufacturing (1-week Topical Missions in Japan - twice a year)

Contacts



#### Features:

- Hands-on lectures at Japanese manufacturing companies (e.g. Toyota, Ricoh)
- ✓ Lecture by WCM experts
- ✓ Group dynamics and mutual learning

#### **NEXT SESSIONS:**

I. November 2022 (virtual – physical ? tbc)Application deadline: tbcII. March 2023 (physical)



www.eu-japan.eu/events/world-class-manufacturing-mission-II



#### About

Activities

Contacts

# **BENCHMARKING VISITS IN THE EU**

**LEAN visits in the EU** (1 day in-depth visits to European plants to discuss best practice and facilitate the sharing of ideas and networking)





#### Some past visited companies:

✓ Lego, BMW, Schaeffler , Rosderra , GKN,
 Applus+ IDIADA , Danfoss Amorim and
 many more...

#### **NEXT SESSIONS:**

- ١.
- 11.



https://www.eu-japan.eu/events/lean-visits-europe

About

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# **OTHER SUPPORTS**

Activities

## www.eu-japan.eu/other-support

• A "Hot Desk" in Tokyo – Logistical support for SMEs

Contacts

- Sponsoring Market Entry Plan Draft for SMEs
- **Public procurement** Calls Dissemination & Guidance for SMEs
- Tax in Japan Helpdesk for SMEs
- Technology transfer desk
- And more...







#### About

Activities

Contacts

## **Useful links & contacts**

Do you want to be kept informed?

EU-Japan Centre's activities Partnering Support Information about Japan Business Round Table Technology Transfer Helpdesk

The Centre on Twitter Also on Facebook and LinkedIn

#### **Contact: Alessandro Perna**



#### www.eu-japan.eu/be-informed

www.eu-japan.eu www.een-japan.eu www.eubusinessinjapan.eu www.eu-japan-brt.eu www.eu-jp-tthelpdesk.eu

### http://twitter.com/EUJAPANCENT RE

a.perna@eu-japan.eu

www.eu-japan.eu



# Global Foodture

The sustainable transition of the food system globally through collaboration and innovation.

February 25, 2022

# **Project presentation**

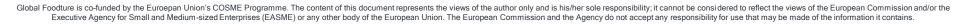
#### Who we are?



Target countries: Japan, Singapore, South Korea and Thailand

#### What are we doing?

- To provide a range of market access services including online and physical missions and matchmaking events to support the SMEs to internationalise and enter global markets.
- To develop and promote a joint internationalisation strategy and support actions for SMEs to enter third country markets
- To develop a pan-European Strategic Cluster Partnerships on Climate Change within the agrifood sector (provisionally Global Climate Change Alliance for Food)



# Cross sectoral and crossborder approach

#### Technology providers

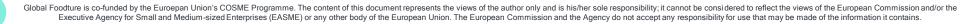


- Urban agriculture / pisciculture solutions.
- Alternative protein products including microbial, plant and animal proteins, and so-called "designer proteins".
- Associated technologies including **circular economy technologies** utilising side streams from agriculture or food production, and waste from human behaviour.
- Packaging technologies to ensure product safety and longevity.
- **Food and beverage products** suitable for Asian markets, including individually targeted foods, food for elderly etc.
- **Related technologies and services** including IT, sensors, advanced cleaning technologies, surface treatments, research, finance and payment systems, transport, and logistics.

#### 4 target countries:

- Japan
- South Korea
- Singapore
- Thailand





# Actions and Support to SMEs

- Market analysis / Market information
- Qualified partners network in Asia (academia, service providers, clusters, governmental agencies...)
- International training programme
- 24 digital Master classes to showcase technologies/ Transfer of information/ knowlege EU/ Asia (2022- 2023) - open access
- Customised follow up (facilitators) / internationalisation training sessions: preparation to market access

• International missions and on-line matchmaking events 2022-2023

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# Individual and collective activities

- Selection of SMEs- Long-term support
  - Regular follow-up of SMEs by facilitators
  - Work with external experts, service providers
- 2 collective missions
  - Travel voucher 1 000€
  - Exploratory and partnership mission: B&B meetings
- Training programme
  - Master classes → Knowledge transfer & identification of technological opportunities
  - Business oriented courses (access to market)



# Thank you for your attention

# Website: https://globalfoodture.eu/

# https://www.linkedin.com/company/global-foodture/

Name: Bérengère Moindrot E-mail: <u>berengere.moindrot@vitagora.com</u>



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# F2F HEALTH MATTERS - OBJECTIVES

#### Strategic inter-cluster cooperation

Maximizing inter-regional and inter-clusters cooperation and directing their strategies towards a competing European and International identity & singularity and with an overseas business acceleration purpose.

#### Joint development of internationalisation services

Promoting the joint development of collaborative internationalisation services for European SMEs with increased contributions to better environmental/ climate sustainability and neutrality, resources frugality, nutritional quality, and bio-based singularity.

#### SME internationalisation journey

Offering a jointly designed and well structured "SMEs going international entrepreneurial journey", by providing to a set of selected SMEs a customised hands-on support services of business intelligence & market development, with a realistic quantitative goal and a clear geographical focus.







# F2F HEALTH MATTERS - SECTORAL AND GEOGRAPHICAL FOCUS

SMEs specialised in:

- healthy food
- bio-based techno-functional ingredients and solutions
- sustainable bio-solutions

#### Target markets:

- Japan
- South Korea
- Vietnam
- Canada
- United Arab Emirates



# F2F HEALTH MATTERS - EVENTS

## Panorama Events

- <u>25th February 2022</u>: F2F Health Matters. Panorama of EU support tools for ASIA
- <u>22<sup>nd</sup> September 2022</u>: Canada focus
- February 2023
- Country-oriented events:
  - Canada: 21st / 23rd March, 16h CET
  - Vietnam: 26th April, 9h-10h CET
  - Korea: 21st June
  - <u>UAE</u>: September





# F2F HEALTH MATTERS - DOCUMENTS

- Country reports (downloadable soon)
  - S. Korea
  - Japan
  - Vietnam
  - UAE
  - Canada

Follow us





Market intelligence (available for selected SMEs)





# F2F HEALTH MATTERS - SELECTED COUNTRY

## **Target countries**







# F2F HEALTH MATTERS - AIDS

- Individual dossier Commercial leads support
  - Work with external expert
  - Receive 3 000€ aids
- Collective missions
  - Travel aids up to 2 000€
  - Benefit B&B meetings organized by expert
- Training programme
  - Knowledge & coaching oriented course



Call is open !!! https://f2f-project.eu/events/open-call-for-smes-internationalisation-support-to-canada/

Deadline 14 April 2022







# THANK YOU FOR YOUR ATTENTION!

# HTTPS://F2F-





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