



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach  
B.1. External communication and promotion policy



**HIGH LEVEL MISSION TO JAPAN, TOKYO  
(08-11 May 2019)  
BUSINESS DELEGATION DRAFT PROGRAMME**

<b>Day 1 (08 May) Wednesday</b>	
All day long	<b>Arrival of the delegation in Tokyo</b>
Evening	<b>Pick-up/ transfer to hotel</b>  <b>Internal Dinner (Buffet style) with short introduction on the HLM, for Business Delegates only</b> <b>Introduction to the Japanese style – with a traditional tea – ceremony and a short TED style presentation on the latest consumer trends – TBC</b>  <i>Venue: tbc</i>
<b>Day 2 (09 May) Thursday</b>	
09:00-12:30	<b>Business Forum “Doing business in Japan” – plenary session (market access; new opportunities thanks to EPA; consumer trends)</b> <i>Venue: tbc</i>
Noon	<b>Business Forum networking lunch (EU MS Embassies invited)</b> <i>Venue: tbc</i>
14:00 – 16:30	<b>Product-specific sessions (up to 6) per category of products: market access; new opportunities thanks to EPA; consumer trends</b> <i>Venue: tbc</i>
18:30	<b>Cocktail at EU Delegation on the occasion of the Day of Europe TBC</b>
<b>Day 3 (10 May) Friday</b>	
07:30 – 09:00	<b>Working breakfast with Commissioner Hogan with the entire Business Delegation or per category of products (TBC)</b> <i>Venue: tbc</i>
09:30 – 12:30	<b>Retail and site visits arranged according to BD interests</b>

12:30 – 14:00	<b>Lunch in a typical Japanese style</b>
14:00 – 17:00	<p><b>Retail and site visits arranged according to BD interests</b></p> <p><i>NB.</i>  <b>Retail visits</b> will take place in supermarkets/ retailers. The purpose of the retail visits is to familiarise the representatives of EU companies and organisations with the practicalities of the Japanese sector, availability of products, exposition and presentation of products, and to offer insights into consumer preferences. Visits will be hosted by shop/ chain management staff and it will include Q&amp;A session.</p> <p><b>Field visits</b> will be arranged to locations/ organisations linked with the import and/ or supply chain and key players in order to showcase characteristics of the Japanese food and beverage sector and trade.</p> <p>All visits will be arranged taking into account composition/ interest of the EU Business Delegation, traffic conditions and necessary time to travel between the venues.</p>
18:30 – 21:00	<p><b>VIP dinner/ Business dinner hosted by Commissioner Hogan</b> in presence of Business Delegates, EU Member States Ambassadors, counsellors, leading agri-food professionals, importers, traders, retailers in the region, government officials.</p> <p>Dinner will feature selected EU food products, including GIs and wines.</p> <p>Cooking shows featuring pairing of EU and local products by EU/local chefs per main product categories with a networking opportunities for the business delegates will be organised during cocktail, starting at 18:30 – 19:30</p> <p><i>Venue: tbc</i></p>
<b>Day 4 (11 May) Saturday</b>	
09:30 – 12:30	<b>Retail and field visits to continue TBC</b>
Noon – Afternoon	<b>Departure to the airport</b>

**Note: transport is organised between the official suggested hotel (still to be communicated) and the various locations/ venues, with the programme of the HLM. No transports will be available or reimbursed from different hotels.**