



## The Japanese market for Australian food exports

### Emerging opportunities, food safety and the fine print

#### Why attend this free briefing?

With an expert panel to answer your questions, this briefing is an excellent opportunity to learn about common challenges for exporters of Australian food product to Japan, against a background of recent food safety issues. The briefing will also highlight trends and opportunities for Australian product in Japan.

Discover how you can overcome the challenges and benefit from new import and distribution requirements and heightened consumer sensitivity, as Japanese distributors seek product with strong traceability credentials, including Australian product.

#### Key learning outcomes

- Understand consumer trends and areas of growth in the Japanese food market and hear concrete examples.
- Learn about the implications and challenges of the new regulations and quality requirements, and how to avoid common problems.
- Discover how Austrade, the Department of Agriculture, Fisheries and Forestry (DAFF) and the Australian Quarantine & Inspection Service (AQIS) can help you understand the regulations and assist with your exports aims.

#### Speakers



**Catherine Taylor, Australian Trade Commissioner, Tokyo**

Catherine has spent 14 years in Japan, working in both Government and private enterprise, in marketing and trade roles. She currently manages the Food and Beverage marketing team in Japan.



**Andre Mayne, Counsellor (Agriculture), Australian Embassy, Tokyo** - Andre has worked broadly in the areas of agriculture and natural resource management at both State and Australian Government level. Currently he is responsible for issues involving technical regulation of agricultural and food exports to Japan.

Andre is working on addressing sanitary & phytosanitary barriers, in order to gain, improve and / or maintain access to the Japanese market.

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#### Important information

**Sydney** – Wed 1 October 2008

Registration 9:00am

Briefing 9:30 – 11:00am

**Adelaide** – Thurs 2 October 2008

Registration 8:15am

Briefing 8:30 – 10:00am

**Melbourne** – Fri 3 October 2008

Registration 9:00am

Briefing 9:30 – 11:00am

**Hobart** – Fri 3 October 2008

(via video conference)

Briefing 2:00 – 3:30pm

#### Cost

This event is free.

#### Who should attend?

New and existing Australian producers and exporters in:

- Fresh food
- Processed food
- Pet food.