



# YEMCO BUSINESS TRIP TO JAPAN AND SOUTH KOREA – INITIAL REPORT

29TH FEBRUARY – 4TH MARCH 2016

25 YEMCo Friends travelled to Asia for the YEMCo Spring Business Trip and enjoyed a highly informative and fruitful visit. This is a short report of the trip, in the coming weeks a full report will be released.

## JAPAN

### MONDAY 29TH FEBRUARY

In Japan the participants started off on Monday with a very interesting briefing on the market from the Mahura Nichiro Corporation, a major food company and importer of meat, and the Japanese Agriculture and Livestock Industries Corporation. Then they went on a survey of two major retailers: AEON and LaLaport in order to see how meat is presented for purchase in Japan. In the evening the group enjoyed a very special wagyu dinner at a barbeque style restaurant.



### TUESDAY 1<sup>ST</sup> MARCH



On Tuesday the participants visited the Natori Plant, a large company producing popular snack foods such as salami and beef jerky using imported pork and beef. Later in the day they visited the Nippon Ham factory, a major company also using imported meat to produce products like sausages and ham. This gave the participants a good idea of what they might be able to export themselves and a flavour of the preferences of the Japanese consumer.





## WEDNESDAY 2<sup>ND</sup> MARCH

Wednesday saw the participants visit the extremely special Tokyo Meat Wholesale Market where they saw the auction of wagyu carcasses and were very impressed by the high prices they fetched. They also had a very interesting briefing on the grading system for wagyu. The group then travelled to the EU delegation to Tokyo where they had a meeting with the experts there and agricultural attachés of many of the EU member states' embassies in Tokyo. This meeting allowed the participants to gain an insight



into the EU-Japan Free Trade Agreement negotiations and learn about the procedure for getting their plants cleared for export to Japan. They were also briefed about the EU-Japan Business Round Table which Danish Crown has just become a member of on behalf of the EU meat industry (UECBV). The group then travelled to South Korea for the second half of the trip.

## SOUTH KOREA

### THURSDAY 3<sup>RD</sup> MARCH

On Thursday an importers' event was held for the group in the Novotel hotel in Seoul. 60 Korean importers of meat came to hear company presentations from the participants. Following the presentations the participants got to have meetings with individual importers which was very much appreciated. Dr Gerhard Sabathil, Ambassador of the EU to Korea attended the event and briefed the group on the trade relations between the two regions and Mr. Wehyeong Lee, Vice President of the Korea Import Meat Association gave a presentation on the Korean meat market. Following this event the participants visited Lotte Mart, a major supermarket, to see how meat is presented in Korea.





## FRIDAY 4TH MARCH

On Friday, the last day of the trip, the group visited the Majang Meat Market, apparently the largest in Asia. This was extremely interesting as they could see the wide variety of pork and beef products offered to businesses and consumers in Korea, including imported meat. The group then travelled to Dodram, a pork company slaughtering 2,000 pigs daily. They heard a presentation about the company and got to see the processing facility. That evening the group was joined for dinner by Ms. Barbara Zollmann, Secretary General & Executive Director of the Korean-German Chamber of Commerce and Industry and Mr Ju-won Chin, Manager of KMSA (Korea Meat Slaughterhouse Association).



## THANKS

A special thank you is due to the Danish Agriculture & Food Council Tokyo for the excellent organisation of the visit in Japan and the Korean-German Chamber of Commerce and Industry for the Korean organisation. A warm thank you is also due to the Japanese Agriculture and Livestock Industries Corporation and the EU Delegation to Tokyo.

A special thank you also goes to Mr Richard de Mooij who fulfilled his role of trip spokesperson admirably and was an excellent advocate for YEMCo.

The trip was very much enjoyed by the participants and it gave them a great insight into the Japanese and Korean markets for meat and export opportunities.

## FOLLOW UP

In the coming weeks a full report of the trip will be released including relevant contact information and company presentations as well as a photo album.

