

INVITATION



# DANISH ROYAL VISIT TO JAPAN

OCTOBER 10-13, 2017



## **Celebration of the 150 years anniversary of diplomatic ties**

On the occasion of the planned visit by TRH the Crown Prince Couple of Denmark to Japan, celebrating the 150 years anniversary of Japanese and Danish diplomatic ties, Danish companies are hereby invited to join the accompanying business delegation.

[www.danishroyalvisit.dk/japan2017](http://www.danishroyalvisit.dk/japan2017)

# DANISH ROYAL VISIT TO JAPAN 2017

## WHY JAPAN?

Japan is the world's 3rd largest economy with 126 million potential customers. In 2017 Denmark and Japan celebrate 150 years of friendship and diplomatic relations. Danish and Japanese companies have very similar competencies in relation to quality, design and innovation. This trade mission headed by THR the Crown Prince Couple offers Danish companies an excellent opportunity for boosting relations with Japanese business partners.

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## TRADE RELATIONS BETWEEN THE TWO COUNTRIES

In 2016 Denmark exported goods and services to Japan worth 22 billion DKK.

In recent years, there has been an increasing demand for Danish products and services in Japan. The free trade agreement between EU and Japan, expected to be concluded in 2017, will – when implemented – undoubtedly further strengthen the trade relationship between Denmark and Japan.

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## SECTOR FOCUS

Activities, seminars, and events during the visit will take place within the three sector themes mentioned below. Priority will be given to companies from these sectors. Participation in the business delegation is primarily relevant to companies that already have commercial activities in Japan.

### Healthcare

Pharmaceuticals, medical devices, welfare technology, health services and e-health.

### Food & Agriculture

Food, beverages and ingredients.

### Design & Furniture

Furniture, interior, design services, design in relation to families and kids and digital services.

### Price

The participation fee is 25,000 DKK.

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## JAPAN AT A GLANCE

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Population app. 126 million (2015)

GDP 4.9 trillion USD (2016)

GDP per capita 39,244 USD (2016)

GDP growth 1 per cent (2015-2016)

Japanese companies have the world's 2nd largest R&D investments.

## FACTS AND FIGURES

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15 out of the world's 50 largest food manufacturers are Japanese.

8 out of the world's 50 largest pharma and biotech companies are Japanese.

6.15 Billion DKK Japan exports to Denmark

7.7 Billion DKK Danish FDI in Japan

44.9 Billion DKK Japanese FDI in Denmark

22.08 Billion DKK Danish export to Japan

# DANISH ROYAL VISIT TO JAPAN 2017

## TENTATIVE PROGRAMME

The visit will take place from October 10-13, 2017. Main events on October 11 will take place at the Meguro Gajoen hotel followed by sector specific site visits on October 12.

For more information about the sector specific content of the program, please visit our webpage [www.danishroyalvisit.dk/japan2017](http://www.danishroyalvisit.dk/japan2017)

ACTIVITY		
HEALTHCARE	FOOD & AGRICULTURE	DESIGN & FURNITURE
<b>TUESDAY OCTOBER 10TH</b>		
Morning: Arrival in Tokyo		
Afternoon: Briefing of Danish Business Delegation		
Evening: Informal networking dinner with Danish Business Delegation (own cost)		
<b>WEDNESDAY OCTOBER 11TH</b>		
Grand opening		
Networking opportunity		
Seminar on Sustainable Healthcare in Denmark and Japan	Seminar on global food market trends with focus on Japan and Europe incl. effects on trade and investment	Panel discussion on societal challenges as driver of business growth: Leveraging the power of design
Business lunch with MOU signings and award ceremony		
Networking opportunity		
Round table on Health Economics with Japanese decision makers	Food Ingredients Roundtable: How can Denmark support the Japanese food business	Keynote on Danish design policy, Danish design DNA, Value of design
Business reception with Japanese stakeholders		
<b>THURSDAY OCTOBER 12TH</b>		
Visit to regulatory body and workshop	Food and cooking PR event	Lifestyle & design PR event
Hospital visit	Site visit	Design/lifestyle site visit
Late afternoon: Debriefing of Danish Business Delegation		
Evening: Grand Dinner		
<b>FRIDAY OCTOBER 13TH</b>		
Morning: Departure from Tokyo		

Please note that the final program will be adjusted according to the overall profile of the companies joining the delegation.

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## SECTOR FOCUS

Activities, seminars, and events during the visit will take place under the three sector themes below.

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### FOOD & AGRICULTURE

Japan is one of the world's largest food importers due to a self-sufficiency rate of only 39 per cent. The annual food import is worth approximately 425 Billion DKK. From 2011-2015 the overall food import increased by 18 per cent.

In 2016, the Danish export of goods to Japan amounted to 14.5 Billion DKK. This is a growth rate of almost 17 per cent compared to 2015. The food cluster is one of the largest export sectors. Within this group, there was a significant export increase of approximately 15 per cent in meat and dairy products in 2016.

The Japanese consumers are known for their demand for high food safety and quality products. Japanese companies are actively looking for business cooperation with domestic and foreign companies that are leading in efficiency, sustainability and innovation.



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### HEALTHCARE

Japan is the second largest market in the world for pharmaceuticals and medical devices. With a large innovative life science industry, there are opportunities for Danish companies within this sector to engage in further collaborations to strengthen their presence on the Japanese market.

Japan is currently undergoing a demographic shift with a rapidly growing elderly population, 'The Silver Tsunami', putting pressure on the healthcare system. Despite a high willingness to pay for advanced medical treatment there is a strong focus on health economics. Currently, the Japanese Government is working on transforming the existing healthcare system to accommodate a larger and older population with high and more complex healthcare needs. In addition to this, Japan is also revising its reimbursement system to implement a HTA (Health Technology Assessment) dimension.

Japan considers Denmark a leading country in its ability to deliver high quality health services and products. By joining the delegation, you will get the opportunity to engage in a dialogue with policy makers and business partners in your field.



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### DESIGN & FURNITURE

For more than fifty years, Danish design has been well-acknowledged and highly appreciated in Japan. In recent years, this interest has significantly increased. There is a new interest in the Danish holistic approach and human centric aspects of Danish designs that are seen as vehicles for new innovation. Danish service, digital and societal design is nowadays applied in various sectors in Japan.

There is an overlap between Denmark and Japan in the appreciation of design in regards to quality, simplicity, craftsmanship and attention to details. Japan is Denmark's 8th largest export market for furniture outside Europe only surpassed by the U.S. market.

In 2015 Danish furniture exported to Japan reached a value of more than 400 Million DKK. It is expected that the Japanese consumers will spend twice as much on interior design by 2021 than they do today.



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## WHAT'S INCLUDED?

The fee for participation is 25,000 DKK per company (incl. two representatives per company). The fee is based on 50 participating companies and an expected subsidy from the Trade Council.

### This includes:

- Pre-meeting in Copenhagen in August. You can participate in person or from your computer (webinar)
- Company presentation in the official brochure
- Targeted invitation to Japanese partners to participate in relevant events
- Outreach to Danish and Japanese media
- Welcome briefing by the Ambassador and the organising team
- Reception at the embassy courtyard
- Grand opening event as well as business luncheon (three seats per company registration)
- Participation in sector specific business seminars / workshops with key stakeholders
- Participation in a sector site visit (one site visit included – additional site visits are add-ons)
- Grand dinner (three seats in total per company registration)
- Debriefing

## WHAT CAN YOU ADD TO THE STANDARD PARTICIPATION?

Two company representatives are included. The fee for an extra company representative is 3,000 DKK.

Business lunch/Grand dinner: The cost of three participants is included. Companies can invite three additional guests at the cost of 500 DKK for the business lunch and 1,250 DKK for the Grand Dinner.

## FURTHER INFORMATION

Please visit the website [www.danishroyalvisit.dk/japan2017](http://www.danishroyalvisit.dk/japan2017) for more information on the sector tracks and general information about Japan.

You are more than welcome to contact the organising team:

Trade Council of Denmark Japan/  
Embassy of Denmark in Tokyo  
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## HOW TO SIGN UP?

Please complete the online registration form no later than June 2, 2017.

[www.danishroyalvisit.dk/japan2017](http://www.danishroyalvisit.dk/japan2017)

Upon registration, you will receive a confirmation of your participation and newsletters with relevant information. The organisers will contact you to clarify wishes and expectations.

### Hotel and travel information

Upon registration, you will receive a travel proposal from BCD Travel, who will assist you further. Please contact BCD Travel by email: [delegation@bcdtravel.dk](mailto:delegation@bcdtravel.dk)

