



Embassy of Italy, Tokyo Trade Promotion Section
イタリア大使館 貿易促進部

E-meeting with MAFF

23 Oct 2020



Embassy of Italy, Tokyo Trade Promotion Section
イタリア大使館 貿易促進部

Tokyo Office

Staff

Head

2 Officers

19 Local Employees

Sectors



Consumer Goods

Fashion



Food & Beverage

Machinery



FDI Desk



Activities

Assistance

Training

Information

Promotion

FDI Attraction

Services for Italian
companies (2019):
422 (of which 27% F&B
related)

Promotional Activities
(2019): 93 (of which
24% F&B related)





ACTIVITIES TO SUPPORT ITALIAN F&B INDUSTRY

6000 ANNI DI VINO ITALIANO

Ongoing

GDO PROJECT

6 retail chains
248 retail stores
(Next edition: 3/2021)

FOODEX JAPAN 2019

190 Exhibitors from Italy
200+ B2Bs
(Next edition: 2021)

MISSIONS TO ITALIAN FAIRS

Sigep 2019: 9 ppl
Tuttofood 2019: 12 ppl
Vinitaly 2019: 10 ppl

BORSA VINI 2019

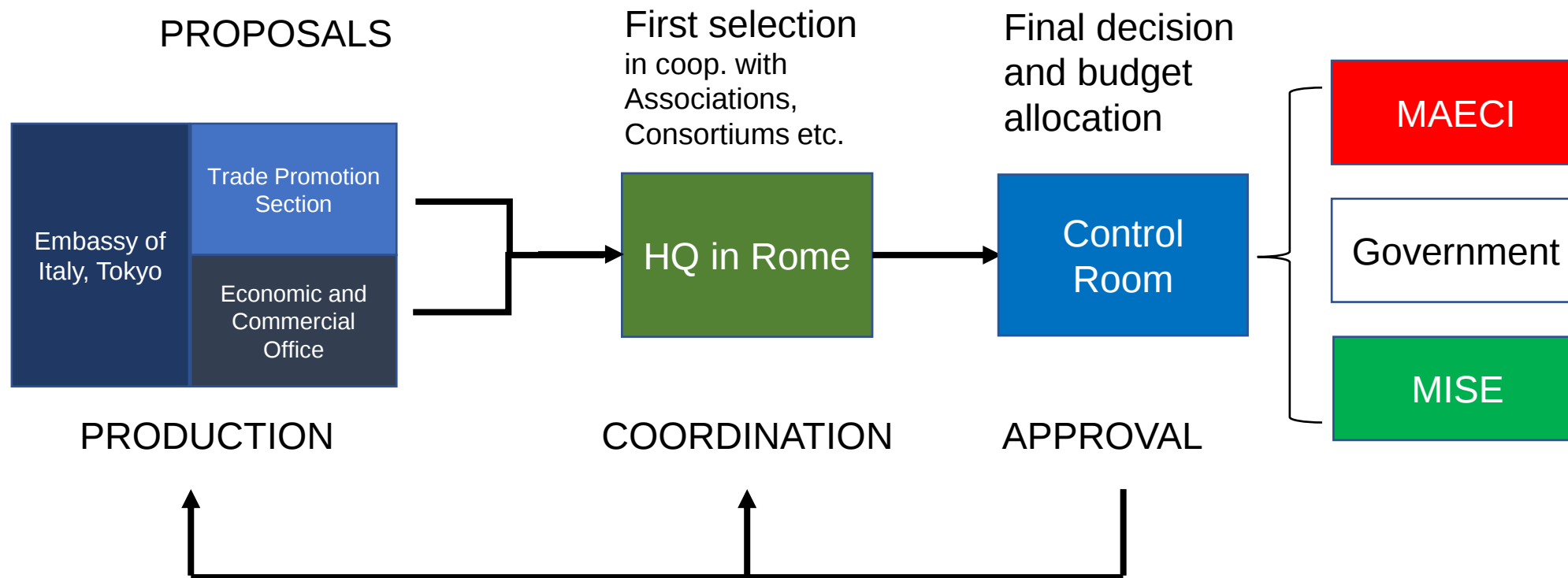
48 exhibitors
600 visitors
(Next edition 30/11/2020-1/12/2020,
Tokyo)

FORMAGGI ITALIANI IN GIAPPONE

4 events
1500+ visitors
(Next edition: TBC)



ACTIVITIES' COORDINATION CYCLE





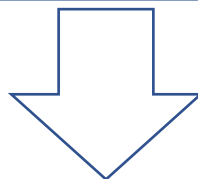
FEEDBACK TO AND FROM THE PRODUCERS

QUESTIONNAIRES TO BOTH
THE PRODUCERS AND THE
BUYERS



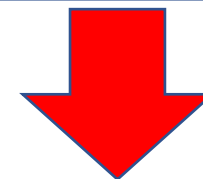
Allow to keep track of the
impressions, needs and advice
from both sides, in order to
keep the standard of the
events up to the expectations

MEETINGS WITH
ASSOCIATIONS,
CONSORTIUMS, REGIONAL
ENTITIES ETC.



Allow the Organization to listen
to the needs of the producers,
to get information on the
production and to coordinate
the promotional efforts on a
global level

MARKET RESEARCHES AND
INFORMATION ON
REGULATORY FRAMEWORK



Allow to help the producers on
their specific need for their
daily export activities, and to
inform them on the latest
trends



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