

Seminar on How to Export to Japan

Time: September 22, 2016
Venue: Enterprise Estonia
Lasnamäe 2, Tallinn, 2. Floor

Programme

8:45-9:00	Registration and coffee
9:00-9:30	Brief introduction of cultural background on how to do business with Japan
9:30-10:15	Potential market entry strategies, overview of domestic distribution, e-commerce opportunities
10:15-11:00	Standards and certificates, overview of key Japanese laws per sector
11:00-11:15	Coffee break
11:15-12:00	Labeling and packaging
12:00-12:45	Customs and tariffs
12:45-13:00	Q&A

After the seminar, upon registration only:

One-on-one consultations with expert Rob Van Nylen.

Please register for the seminar as well as for the individual consultation session at pille.siidra@eas.ee by September 14, 2016.

Expert

Rob Van Nylen is a certified export advisor to Japan, CEO of Akoni KK, a company with offices based



both in Belgium and Tokyo, it offers business and IT consulting for EU companies wishing to enter Japanese market. Akoni KK is also an Associate Corporate Member of the European Business Council in Japan. Rob is an experienced expert on the Japanese business market for EU Japan Centre for Industrial Cooperation Brussels Office and EU Gateway to Japan program. Rob has studied at Kansai University in Osaka, Japan, has MA in Managerial Economics from Catholic University of Leuven, Belgium and did his post graduate studies at Ehsal University, Belgium, in European Export Strategies to Japan. Currently living in Japan, he has excellent skills in Japanese.