

# #NordicMade

## FOOD & AGRITECH DELEGATION

JAPAN 28 JAN - 2 FEB 2024



**NAVA**

NORDIC ΔSIAN  
VENTURE ΔLLIANCE

# Join this first ever New Nordic Food & Agritech delegation to Japan

## THE ONE WEEK PROGRAM INCLUDES!

- First-hand insights into the Japanese food innovation market.
- Access to three regional ecosystems in Japan: Tokyo, Kansai and Hokkaido.
- Matchmaking, pitching and networking opportunities with other New Nordic food and agri innovators and high-level Japanese stakeholders, including potential clients & customers, partners, investors and industry peers.
- On-site visit to food innovation processing & R&D facilities of major food companies.
- Access to local food innovation experts and insights into approval processes.

## WHAT IS COVERED BY NAVA?

- All planning and organizational costs, including hotel booking
- Local transport in Tokyo
- Costs associated with select social events

## WHAT IS COVERED BY YOU? (estimated)

- Flight: EUR 1000
- Hotel: EUR 700 for six nights
- Transport to Kobe or Hokkaido: EUR 200

## WHY NAVA?

NAVA is the only organisation with a true New Nordic outreach and a dedicated focus on Japan. This allows us to source startups from the entire New Nordic region and thus reach a critical mass of companies necessary to attract the attention of key Japanese stakeholders. In addition we have been actively present in Japan for the past six months, identifying and connecting with these very stakeholders. The program presented here is based on this outreach, and these insights.

## WHY JAPAN?

With a population of 125 million people and only 11% arable land, Japan relies heavily on food imports. In 2022 Japan's food self-sufficiency rate hit 58%, the lowest since 1965. The pandemic further exposed Japan's vulnerable food supply chain.

Food security has now become a matter of national importance, and major Japanese companies are actively looking for new technologies and products that can enhance or improve food production. The Nordic brand is strong in Japan, and is associated with quality, sustainability and innovation. This Nordic edge should not be underestimated!

[SIGN UP HERE](#)



# 10 JAN

## Preparatory Webinar

- Presenting the program
- Preparing for the trip
- Intro to Japanese business etiquette

# SUN

28 JAN

## ARRIVAL TO TOKYO AND CHECK-IN TO HOTEL

*The program is subject to change*

19:00 **Informal and social dinner** for the delegation companies  
21:30 *Courtesy of NAVA*

# MON

29 JAN

09:00 **Delegation kickoff**  
12:00

- Pres. final program / overview of JP stakeholders
- Internal pres. of companies
- Intro to Japan's Food Ecosystem by Future Food Institute

*Location: X-Bridge Tokyo, Yaesu, around 10 min walk from hotel*

14:00 **Visit to Mitsui & Co. HQ in Tokyo\* (bring samples)**  
16:00 Mitsui & Co. is one of the largest Japanese general trading companies with several activities and investments in the Nordics.

- Meeting with Nutrition and Agricultural Business Unit (1 hour)
- Meeting with Food Business Unit (1 hour)

*Location: Mitsui & Co. HQ, Chiyoda-ku*

09:00 **Ad-hoc business meetings**  
13:00

14:00 **Taiyou Kagaku's Delicious Food Museum\* (bring samples)**  
16:00 Taiyou Kagaku manufactures over 2,000 items for the food and cosmetics industry.

- Introduction of Taiyo Kagaku and Deliciousness Museum Research department
- Q&A
- NAVA 3 min pitches with slides

*Location: Hamamatsucho, Minato-ku*

# TUE

30 JAN

18:00 **Networking event at Shibuya Startup Support**  
20:00 Shibuya Startup Support connects global startups with the local tech ecosystem. Learn more about how they support startups, and mingle with their network. Light meal and drinks will be served.

- Short 2 min pitch

*Location: Shibuya Bridge, Shibuya*

09:00

### **Ad-hoc business meetings**

11:00

12:00

### **New Nordic Food Pitch Event (\*bring samples)**

19:00

Future Food Fund VC a Tokyo based corporate VC of the retail group of Oisix Ra Daichi investing into local and international foodtech companies in collaboration with Tokyo Kiraboshi Bank will be inviting investors, companies and clients from their network to the event.

- Presentations about Japanese food ecosystem
- Presentation from Unlocx organises Smart Kitchen Summit 3-4 min pitches from each company
- Sake tasting
- Open networking (snacks and light food will be served)
- Tastings and exhibiting of company samples (specifics tbc)
- Japanese Nomikai after event for those interested (drinking party)

*Location: KicSpace Haneda (close to Airport), Ota City*

# WED

31 JAN

09:00

### **Ad-hoc business meetings**

13:30

14:00

### **Visit to Tokyo Food Institute**

16:00

Tokyo Food Institute is a leading Japanese food innovation hub, bringing together various industry actors for co-creation in order to improve Japan's food ecosystem. Tokyo Food institute is run by Tokyo Tatemono, the country's oldest and one of its largest real estate groups.

- Introduction to TFI's activities and projects
- Short company presentations
- Tour of Kyobashi Food Living Labs,

*Location: Kyobashi Living Lab. Chuou-Ku, 10 min walk hotel*

# THU

1 FEB

16:30

### **Nordic & Baltic Foodtech Pitch Session at Venture Cafe Tokyo**

18:00

Venture Cafe Tokyo is a weekly startup and ecosystem gathering taking place at Cambridge Innovation Center (CIC), the most popular and international co-working space in Tokyo. The event regularly draws domestic and foreign startups, investors and companies for networking in a casual atmosphere. Tokyo Food Institute will invite their network of stakeholders and other stakeholders from their network for our pitching session. [NextBlue VC](#), who has Nordic and European foodtechs in their portfolio, will be joining the pitch as commentator for the session.

- 3 min pitch from each startup (17:00 - 18:00), incl. comments and questions from Next Blue VC
- Open networking at the venue

*Location: Toranomon Hills Business Tower, Minato-ku*

10:00

### **Travel to Kobe City with Shinkansen (Bullet train)**

14:30

Drop of luggage at hotel and walk to venue

14:45

### **Meguru Summit**

18:30

The Meguru Summit is a two-day conference held in Kobe by JETRO, Kobe City, Crossbie and more. The conference aims to shed light on creating a more sustainable future with food and climate change-related technologies.

- Speaks and pitches from the “Go Kobe - The Next Kitchen” program’s Demo Day will be held, with the presence of [11 Japanese program partners](#) interested in connecting with food startups from abroad.
- Networking and afterparty

*Location: Kiito Hall, Chuo-ku, Kobe City*

19:00

### **Last Dinner (TBC)**

# FRI

2 FEB



Future Food Fund



Tokyo Kiraboshi FG



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# #NordicMade

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