

German food and beverages trading company is looking for a large brewery to export beer to Japan under a commercial agreement

Summary

Profile type	Company's country	POD reference
Business request	Germany	BRDE20230411009
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
Rita Elste - Tomson	11 Apr 2023 10 Apr 2024	14 Apr 2023

General Information

Short summary

The German trading company is specialised in importing Japanese specialities to Germany and vice versa, European food and beverages to Japan. For the Japanese market, they are looking for a large industry brewery that can produce price competitive beer in 330ml beer cans under a commercial agreement.

Full description

The German based company, founded in 2010, is specialised in trading with organic and healthy foods and beverages. More specific, the Japanese founder of the company exports European foods and beverages to Japan and, vice versa, imports Japanese specialities to Germany and distributes these products in Europe.

For the Japanese market they are looking for suppliers of beer in 330 ml cans:

- beer type: lager
- Alcohol: around 5%
- price competitive 330 ml can
- printing the cans in Japanese language (no banderole/printed paper around)
- cans should be made of aluminium
- order volume: 2 – 4 x 40ft container/shipment
- optional: shipping to Japan

The German F&B trading company is looking for commercial agreements with (large, industry) breweries who can

fulfil the requirements, specially regarding the price.

Advantages and innovations

Japanese company owner with best contacts to Japan and market knowledge.

Technical specification or expertise sought

- Price competitive for the highly competitive Asian market
- 330ml cans
- Can printing in Japanese language

Stage of development

Already on the market

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

Partner Sought

Expected role of the partner

The EU-Japan trading specialist is looking breweries to supply beer in 330ml cans for the Japanese market.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **Other**
- **SME 50 - 249**
- **Big company**
- **SME 11-49**

Dissemination

Technology keywords

Market keywords

- **007003006 - Other food and beverages**

Targeted countries

- **World**

Sector groups involved

- **Agri-Food**
- **Retail**