



## Netherlands Embassy Japan

### Briefing Seminar and cocktails for Netherlands Pavilion Exhibitors Foodex 2025

- When • Monday, 10 March 2025 15:00-18:30  
(doors open 14:30)
- Where • Netherlands Ambassador's Residence  
3-6-3 Shiba-Koen, Minato-ku, Tokyo
- Language • English

### PROGRAMME

**Moderator** • Ms. Denise Lutz, Agricultural Counsellor of the Netherlands Embassy in Japan

| Briefing Seminar |                                                                                                                                                                          |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:30            | <b>Doors open<br/>Coffee &amp; Tea</b>                                                                                                                                   |
| 15:00            | <b>Welcome Address</b><br>Ms. Denise Lutz, Agricultural Counsellor<br>Embassy of the Kingdom of the Netherlands in Japan                                                 |
| 15:05            | <b>Presentation: Communicating in Japan on Agri-food Products</b><br>Mr. Loïc Brunot, Managing Director Northeast Asia<br>HOPSCOTCH Japan K.K.                           |
| 15:55            | <b>Presentation: Sen no Michi: The Thousand Paths to Japan</b><br>Mr. Fernando Lira, CEO<br>JML Co., Ltd.                                                                |
| 16:30            | <b>Presentation: Brief Overview of the Market and Regulatory Landscape for Doing Food Business in Japan</b><br>Mr. Hedeki Katagiri, Attorney-at-Law<br>Nishimura & Asahi |
| 17:05            | <b>Company Presentations</b> by Dutch Pavilion exhibitors                                                                                                                |
| 17:15            | <b>Cocktails</b>                                                                                                                                                         |
| 18:30            | <b>Closing Announcement</b><br>Ms. Denise Lutz, Agricultural Counsellors                                                                                                 |

The programme may be subject to change without prior notice.