

JOINING UP WITH THE JAPANESE MARKET

HOW ONE LEADING FRUIT EXPORTERS ASSOCIATION EVALUATED THE VALUABLE GROWTH AREAS FOR CHILEAN PRODUCE IN THE JAPANESE MARKET, IN ORDER TO SUPPORT KEY DECISION MAKING.

Chile has emerged as the largest, most successful producer and exporter of fruit in the Southern Hemisphere. It now exports to over 140 markets around the world and continues to grow.

Exports to the US and Europe have traditionally been the most important of these, but in the last five years, trade to a range of Asian markets has become increasingly important for the Chilean industry.

While Japan has always been an attractive market for Chilean exports, further development of business in the Japanese market has been recently hampered by a combination of tariff and non-tariff barriers.

NEW MARKET ACCESS

Developing market access arrangements can be a lengthy process. The Chilean industry recognised this and was looking for direction on which products should be seen as a priority for exports.

As a result, the leading fruit trade association in Chile, the Chilean Fruit Exporters Association (ASOEX) asked the agri-food team here at Promar to carry out a study of the Japanese market. Having carried out a number of studies for ASOEX in the past, we utilised our well-developed understanding of the Chilean export sector.

A KEY SUPPORT TOOL

Our agri-food team developed a detailed report covering a variety of fundamental aspects. This was presented to ASOEX and used by its Executive Board to develop a robust strategy that outlines the Chilean products that have the best opportunities in the Japanese market.

It was a key support tool for making key decisions on negotiations for further market access and for understanding the valuable growth areas for Chilean produce in this region.



WE CARRIED OUT AN ANALYSIS OF THE FOLLOWING:

- 1 Japanese fruit imports
- 2 Japanese fruit production
- 3 The position of Chile in the market
- 4 The position of other suppliers from the Southern Hemisphere
- 5 Government policy in Japan towards fruit production and imports
- 6 The structure of the Japanese retail and foodservice markets
- 7 The role of tariff and non-tariff barriers