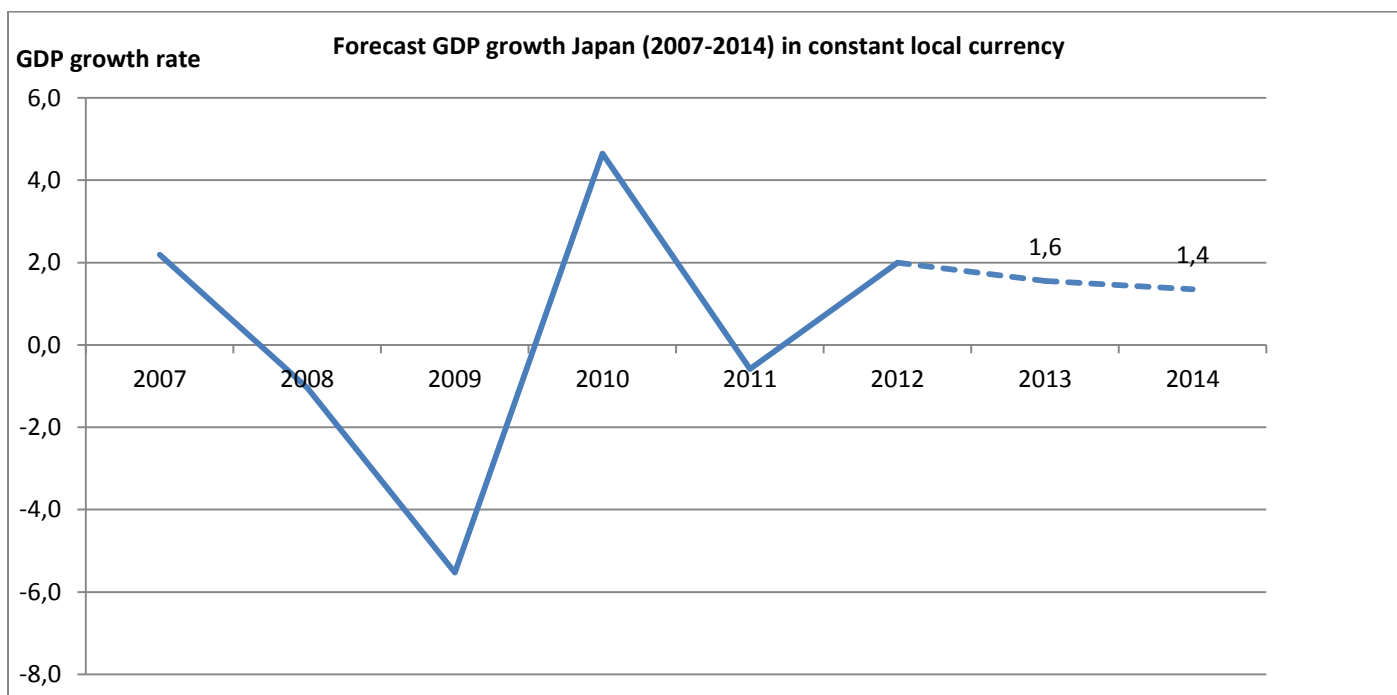
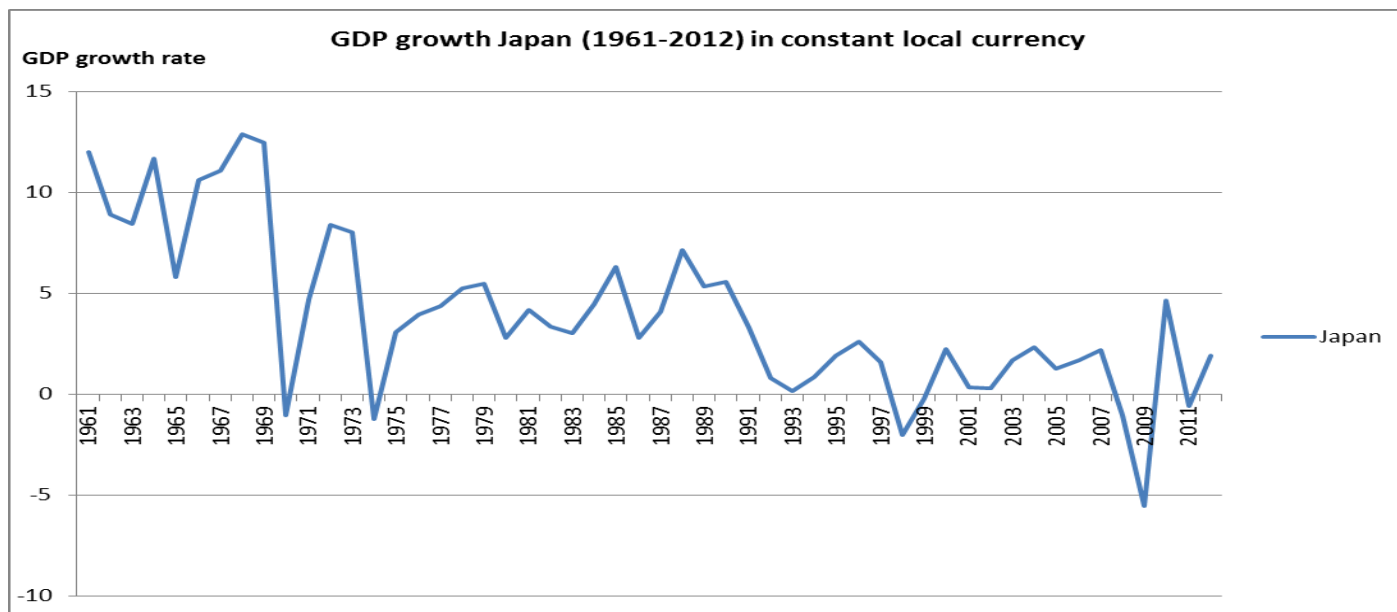
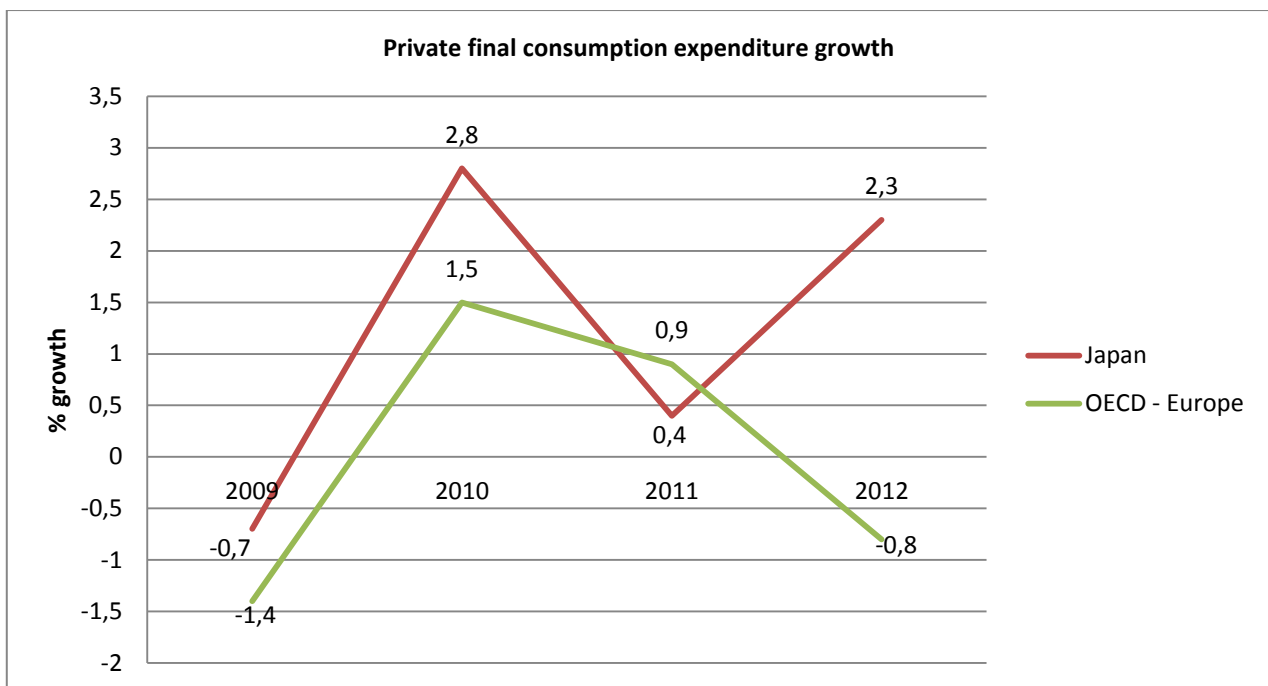
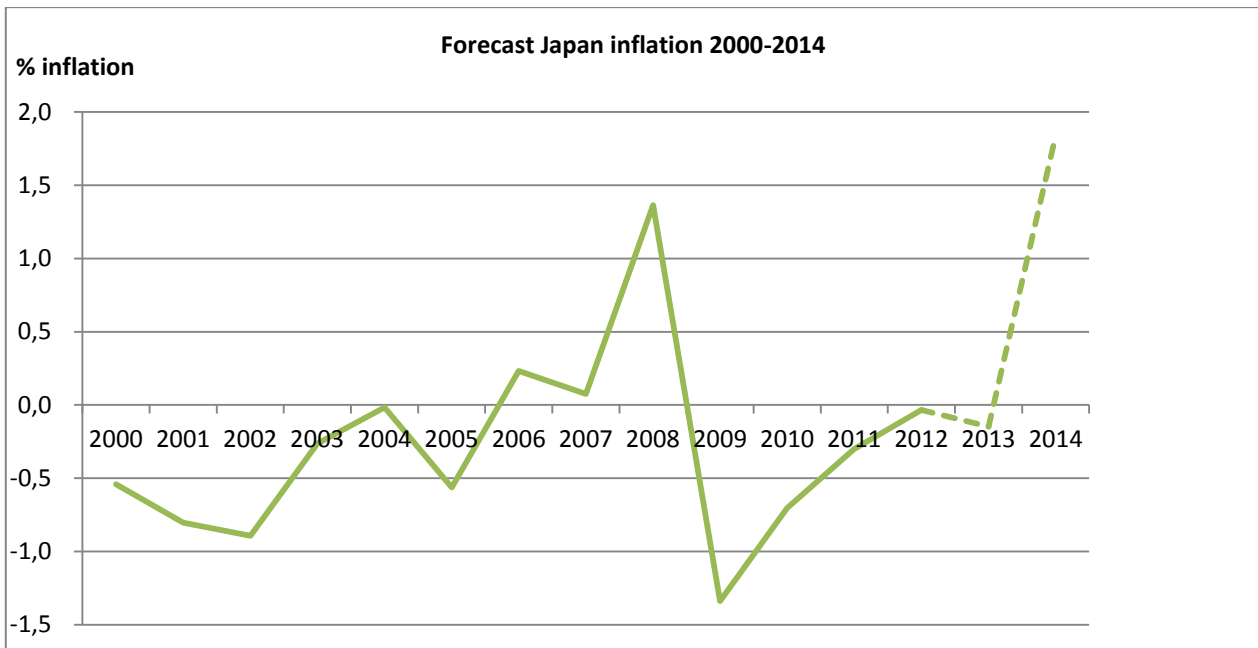
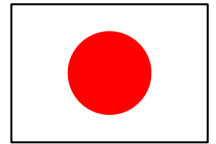


General information

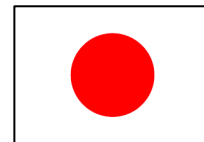
Capital:	Tokyo	Population:	126,5 million
Surface area:	377.835 km ²	Unemployment rate:	4,3%
Official language(s):	Japanese	BBP:	4237,8 billion €
Currency:	Japanese Yen	BBP per capita:	33.506 €

Key macroeconomic indicators





Source: World Bank, OECD (Economic Outlook 2013, volume I) and OECD (Key Short-Term Economic Indicators)



General economic situation 2012 -2013

In 2012, Japan's GDP grew with a respectable 2%. Engine of this growth was the domestic market: private and public demand shot up with respectively 2.3% and 4.4%. The trade balance worsened further, however, with exports curtailed by a historical strong yen for most of the year, and imports rising due to the increased needs for energy from abroad as a result of a severe decrease in nuclear production in Japan. A remarkable weakening of the Japanese yen, to 125 yen per euro in early 2013, increases the hope that a rallying export will contribute to GDP growth in 2013.

With much of Europe underperforming, Flemish companies have discovered the growing domestic market in Japan. During the first 10 months of 2012, exports from Flanders to Japan shot up with 20.35% compared with the same period in 2011, outperforming the two other major Asian economies, China (+5.2%) and India (-1.3%).

Source: website FIT

Japanese food and beverages industry structure

- The Japanese "food and beverages" industry is the largest manufacturing industry in terms of employment. In 2010 close to 1,2 million people were active in the sector.
- In 2010 the Japanese "food and beverages" industry was the third manufacturing industry in terms of turnover (after "manufacturing of motor vehicles" and the "manufacturing of computer, electronic and optical products").
- In 2010, the most important branches in the Japanese "food and beverages" industry (in terms of turnover) were: "other food products", "processing and preserving of fish", "manufacture of dairy products" and "processing and preserving of meat".

Source: OECD (SDBS Structural Business Statistics (ISIC Rev. 4))

Belgian – Japanese trade relations

- Over all product codes (1-99), Japan is the fourth biggest exporter of products in the world.
- As a food exporter, Japan plays a more modest role. Its main food export product is fish (Japan is ranked as the 23th exporter in this category). For some food-product subcategories, however, Japan is among the top 5 exporters in the world (molluscs, tuna, green tea, soya sauce and caviar).
- Japan is the largest net importer (export minus imports) of food products in the world. Japan has a "food and beverages" trade deficit of over 44,8 billion euro.
- Belgian food and beverages exports to Japan are rising fast: from 132,3 million euro in 2010 to over 196,1 million euro in 2012 (+60% in three years).
- The top 5 Belgian export products to Japan are cacao products (49,2 million euro's), beverages – mainly bottled waters and beers - (45,2 million euro's), Miscellaneous edible preparations – mainly food preparations - (38,1 million euro's), dairy products – mainly milk and cream - (15,5 million euro's) and milling products and malt – almost exclusively malt - (13,4 million euro's).
- The fastest rising Belgian export products (in value) to Japan are dairy products, meat, sugar products, prepared vegetables and cacao products.

Source: Trade Map, International Trade Centre, www.intracen.org/marketanalysis -«communautaire concept »

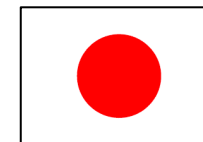


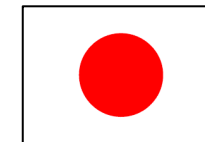
Table 1: Belgium and Japan trade relations (in €)

Product code	Product label	Belgium's exports to Japan			Japan's imports from world			Belgium's exports to world		
		Value in 2010	Value in 2011	Value in 2012	Value in 2010	Value in 2011	Value in 2012	Value in 2010	Value in 2011	Value in 2012
TOTAL	All products	3,049,883.25	3,377,777.08	3,809,043.44	521,595,926.11	614,128,965.11	688,791,028.5	309,578,111.91	343,131,202.44	347,453,442.47
	Food Industry	132,265.75	164,839.31	196,147.33	37,683,630.09	44,592,992.43	48,000,309.54	22,375,180.99	24,820,649.01	26,211,984.49
'18	Cocoa and cocoa preparations	39,159.2	44,094.23	49,202.84	684,753.18	724,525.03	784,296.17	2,014,055.82	2,149,655.52	2,275,577.1
'22	Beverages, spirits and vinegar	20,544.67	34,547.52	45,186.77	2,153,685.15	2,496,242.1	2,880,885	1,763,038.27	2,043,380.93	2,439,959.01
'21	Miscellaneous edible preparations	19,627.42	26,364.93	38,134.36	1,161,874.27	1,307,678.7	1,492,543.67	1,113,897.3	1,269,962.11	1,403,795.21
'04	Dairy products, eggs, honey, edible animal products	4,580.96	9,884.87	15,452.33	1,002,826.88	1,188,653.14	1,281,417.55	2,724,787.11	2,944,948.43	2,847,099.5
'11	Milling products, malt, starches, inulin, wheat gluten	17,579.81	16,445.59	13,428.36	377,202.21	397,206.34	460,630.77	702,059.62	742,993.11	839,934.05
'20	Vegetable, fruit, nut, etc food preparations	12,708.91	10,039.95	13,200.53	2,262,338.2	2,677,876.64	3,120,641.44	2,434,047.06	2,778,737.1	2,907,123.56
'19	Cereal, flour, starch, milk preparations and products	7,680.62	8,699.52	9,483.05	901,374.74	1,017,876.3	1,140,095.55	2,094,201.18	2,363,932.84	2,570,899.1

Compiled by FEVIA VLAANDEREN

COUNTRY FACT SHEET:

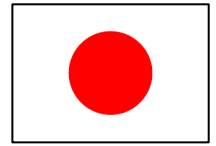
JAPAN



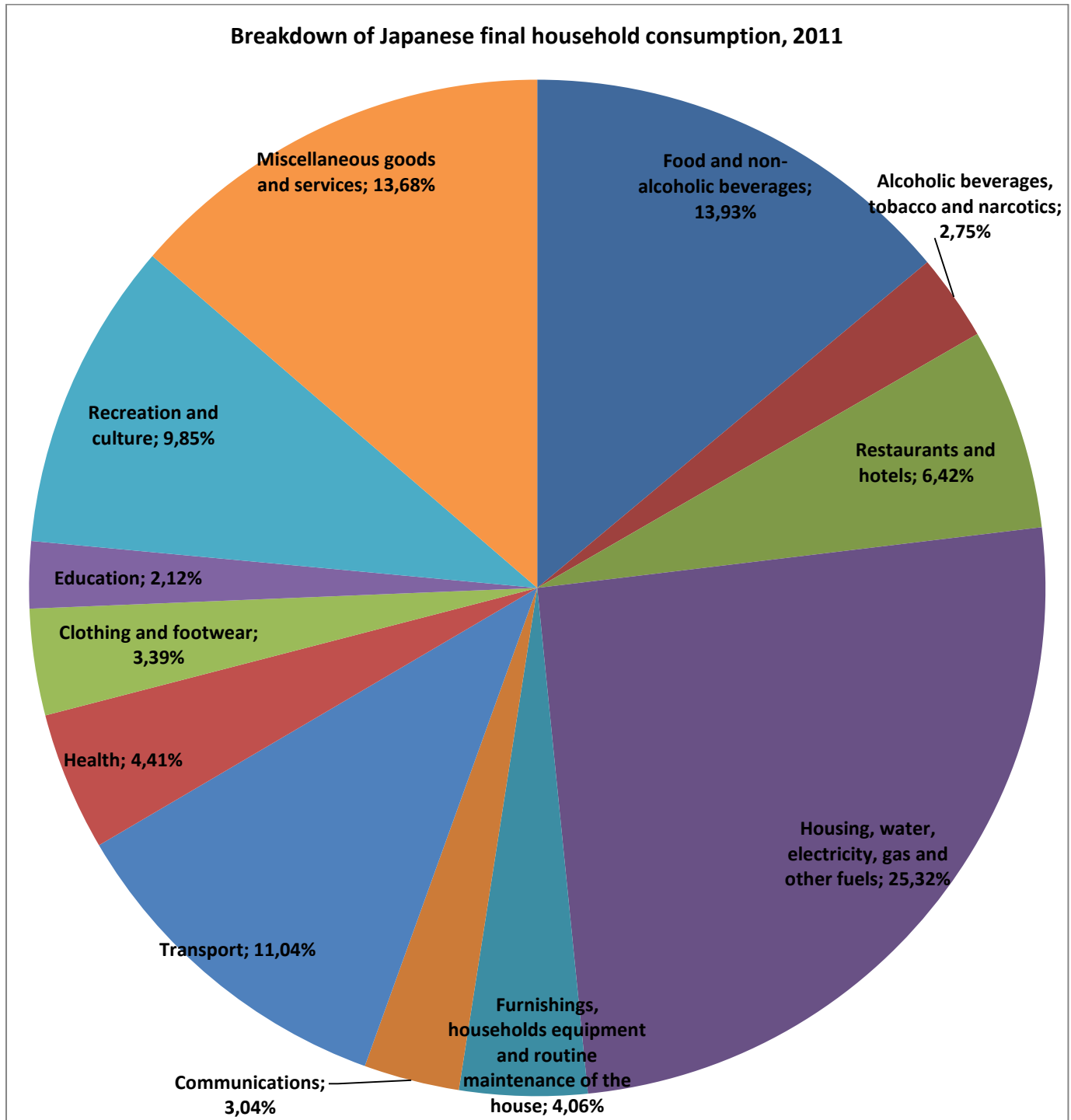
'17	Sugars and sugar confectionery	4,077.91	8,677.98	5,057.99	732,550.16	1,062,962.75	938,823.36	960,177.92	918,262.94	1,073,171.48
'02	Meat and edible meat offal	2,602.63	3,025.48	2,789.09	6,441,403.18	7,409,426.89	7,692,261.63	2,911,384.29	3,081,038.47	3,267,526.06
'07	Edible vegetables and certain roots and tubers	1,479.79	1,588.85	2,422.08	1,612,096.99	1,817,850.31	2,092,477.9	1,755,942.79	1,662,391.87	1,815,655.46
'15	Animal,vegetable fats and oils, cleavage products, etc	314.03	437.24	844.42	986,406.81	1,265,665.12	1,289,532.1	1,191,585.38	1,616,884.69	1,636,125.24
'16	Meat, fish and seafood food preparations nes	165.68	702.88	516.3	3,959,991.41	4,684,566.95	5,478,847.65	783,035.62	823,614.28	853,686.64
'10	Cereals	1,630.41	222.57	302.47	5,240,045.89	6,928,886.93	6,783,673.46	414,285.93	532,691.14	598,056.44
'09	Coffee, tea, mate and spices	113.71	75.39	125.96	1,413,464.91	1,878,449.01	1,724,555.68	853,354.85	1,156,039.81	1,050,277.96
'03	Fish, crustaceans, molluscs, aquatic invertebrates nes	0	32.31	0.78	8,753,616.1	9,735,126.21	10,839,627.61	659,327.83	736,115.77	633,097.69

Source: Trade Map, International Trade Centre, www.intracen.org/marketanalysis - communautair-concept

Compiled by FEVIA VLAANDEREN



Consumer Spending Breakdown



Source: OECD (Annual National Accounts)