



## 50 Years of Partnership



August 24-25



Tokyo, Japan

### Criteria for LAC Importers at Japan-LAC 2026

These criteria ensure that importers possess the necessary experience and infrastructure to successfully integrate Japanese products into regional markets.

#### Eligible Import Sectors

Participation in the Forum is open to importers specializing in the following strategic sectors. The selection criteria described in this document apply transversally to all of them:

- **Chemicals:** Industrial, agricultural, and specialized chemical products and ingredients, including plastics and adhesive materials.
- **Food & Beverages:** Agri-food products, processed foods, beverages, consumer food items, alcoholic beverages, and pet food.
- **Pharmaceutical Products:** Health, cosmetics, medical, and biotech-related products.
- **Industrial Machinery:** Heavy machinery, food processing equipment, agricultural and marine machinery, robotics, automotive, and industrial-related products.
- **Electrical Equipment:** IT equipment and systems, electronic devices, and infrastructure-related technological equipment.

#### 1. Logistics and Distribution Capability


The importer must demonstrate a robust operational structure to handle transpacific trade effectively.

- **Regional Import Experience:** Priority will be given to companies with a proven track record of doing business with Japan or managing complex transpacific logistics.
- **Established Distribution Network:** Importers must demonstrate an active, consolidated distribution network (wholesalers, retailers, or the HORECA channel).
- **Storage Infrastructure:** Availability of owned or subcontracted infrastructure that guarantees adequate storage conditions (including cold chain if necessary) and efficient inventory management.
- **Customs Clearance Expertise:** A verifiable history of managing procedures before local authorities to minimize risks of retention or inspection of Japanese goods.



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### 2. Technical and Regulatory Solidity

A deep understanding of both local and Japanese standards is required to ensure product compliance.

- **Regulatory Framework Mastery:** The importer must have solid knowledge of applicable local legislation and familiarity with Japanese food safety standards.
- **Labeling and Adaptation Capability:** Internal or external processes must be in place to ensure correct translation, adaptation, and validation of labels in accordance with local regulations.
- **Sample Management:** Operational and financial capacity to manage the shipment of samples and perform laboratory testing prior to commercial import.

### 3. Commercial and Strategic Profile

The selection focuses on partners looking for sustainable growth rather than one-off transactions.

- **Market Trend Alignment (2026):** Interest in value-added products, including sustainability (SDGs), functional foods, and products with recognized certifications (e.g., organic standards).
- **MOQ Flexibility:** Willingness to negotiate Minimum Order Quantities (MOQ) that accommodate the production stages of Japanese partners.
- **Long-Term Relationship Focus:** Preference for importers oriented toward strategic alliances and joint development.
- **Origin Diversification:** Strategic interest in expanding portfolios through countries with Economic Partnership Agreements (EPA) or trade treaties with Japan.

### 4. Communication and Transparency Skills

Effective collaboration is built on clear communication and financial transparency.

- **Cost Structure Transparency:** Willingness to share and discuss cost structures, margins, and commercial conditions clearly to ensure relationship sustainability.
- **Bilingual Communication Capability:** The company should ideally have a team capable of communicating fluently in English or Japanese to ensure precision in technical and contractual matters.