





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.

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.

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.



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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.