



## 50 Years of Partnership



August 24-25



Tokyo, Japan

## Selection Criteria and Preparation Guide for LAC Companies: JAPAN-LAC 2026 Business Matchmaking Forum

### 1. Eligibility Requirements and Company Profile

- **Geographical Origin:** The company must be established in one of the InterAmerican Development Bank (IDB) borrowing member countries in Latin America and the Caribbean.
- **Sector of Activity:** Must belong exclusively to the Food and Beverage sector.
- **Professional Digital Presence:** It is mandatory to have a functional and updated corporate website; social media profiles are not accepted as a substitute.
- **Financial Stability and Business Track Record:** Priority will be given to companies with solid financial indicators, a consistent operating history, and a demonstrated capacity to maintain long-term business relationships, which is essential for building trust in the Japanese market.

### 2. Priority Product Categories

The primary focus should be on products that respond to consumer trends in Japan for 2026:

1. Coffee beans and coffee-related products and ingredients
2. Cacao and cacao-related products and ingredients
3. Frozen, Prepared, and Processed Foods
4. Juice and Concentrates (fruits and vegetables)
5. Natural oils and concentrates (avocado, seed, superfood)
6. Nuts (Peanuts, Cashew, Brazil Nuts, Macadamia Nuts, etc.)
7. Superfoods (Sacha Inchi, Quinoa, Oatmeal, Flaxseed, Chia seed)
8. Alcoholic Beverages (wine, high-end spirits, boutique liquors, or those with unique appeal).


### 3. Technical and Safety Standards


Given the high level of requirements regarding food safety in Japan, companies must meet the following criteria:

- **International Certifications:** At a minimum, implementation of HACCP-based systems; additional internationally recognized certifications such as FSSC 22000, BRC, ISO, or Non-GMO will be valued.
- **Regulatory Compliance:** Alignment with Japan's Food Sanitation Act and the "Positive List System" for the control of chemical residues (pesticides and additives).
- **Traceability:** Demonstrable ability to implement traceability systems that allow the product to be tracked from its origin to the final commercial destination, in accordance with international standards.
- **Organic Certification:** If marketing products as "organic," they must comply with JAS (Japan Agricultural Standards) regulations.



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### 4. Operational and Logistical Capacity

- **Supply Volume:** Demonstrable capacity to handle high commercial volumes on a sustained basis, with production stability and fulfillment of agreed deadlines.
- **Sensory and Quality Consistency:** Ability to guarantee uniformity in sensory attributes (color, flavor, texture) and technical product specifications between batches and shipments.
- **Business Continuity Management:** Existence of documented contingency plans to mitigate risks associated with logistical interruptions, weather events, or other supply chain disruptions.
- **Use of Preservation and Monitoring Technologies:** Implementation of technological solutions (e.g., controlled atmospheres, cold chain, real-time monitoring systems via IoT) that ensure product quality and safety during longdistance transport.

### 5. Commercial Competencies and Added Value

- **International Communication Skills:** Functional fluency in English by the participating commercial representative to allow for fluid interaction in negotiations, follow-up, and after-sales management.
- **Export Experience:** A provable track record in export operations, with value placed on experience in Asian markets (specifically Japan).
- **Sustainability and ESG Compliance:** Integration of sustainable practices aligned with international standards (e.g., carbon footprint reduction, use of recyclable or biodegradable packaging, resource efficiency, etc.), with documented evidence.
- **Intercultural Negotiation Protocols:** Ability to adapt to Japanese market business practices, including management punctuality, respect for hierarchical structures, and a focus on long-term business relationships.