

MISUZU Slovakia s.r.o.

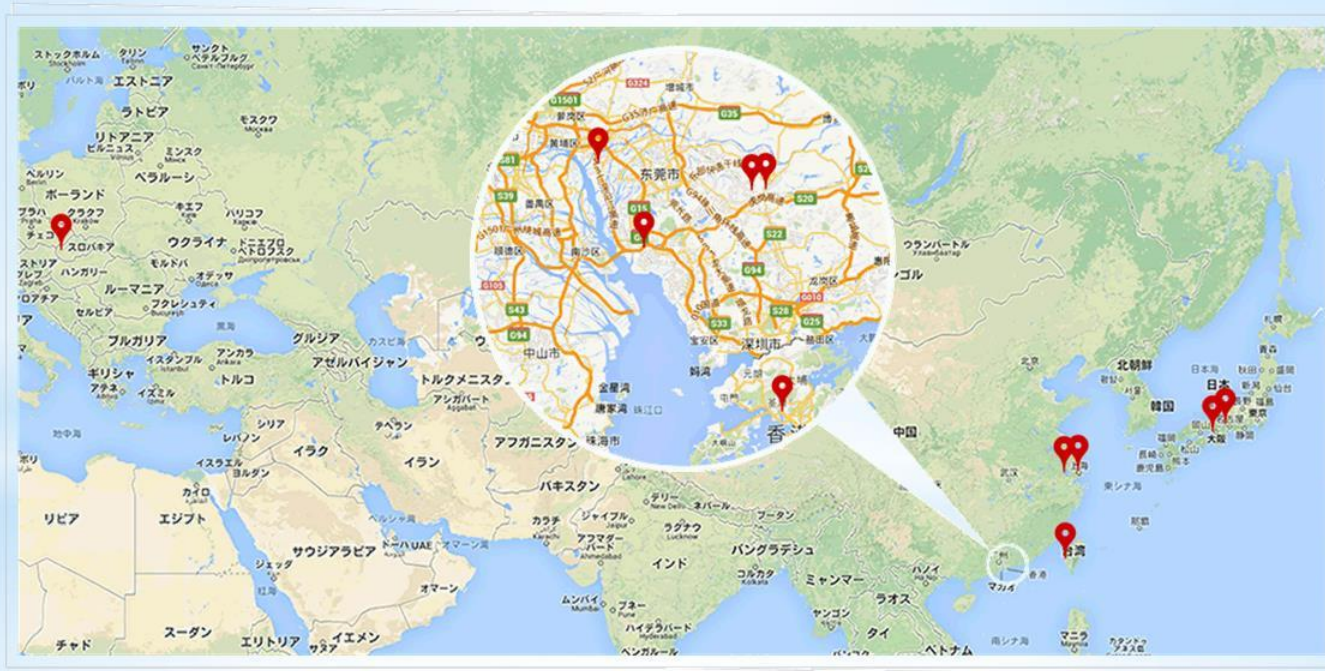
Slovak wine export to Japan



Presenter: Zuzana Cvachova

MISUZU Corporation

- Core business: production of wires for solar industry
- Companies: Japan, China, Taiwan, HongKong, Slovakia



MISUZU Slovakia s.r.o.

- 2007 - Company established, Castkovce
- 2012 - Trading department established, Bratislava



MISUZU Slovakia s.r.o.

Core business	Manufacturing and sale of electronic conductors
Main target	Provide electronic conductors for Solar panel industry in EU
Other business activities	Wine export
Employees	Castkovce : 18 Bratislava: 2



Slovak wine export to Japan

How it began...?

- searching for a high-quality product through which can Slovakia be promoted in Japan



Slovak wine export to Japan

How it began...?



MIGHTY:

- trading company of MISUZU Corporation in Japan, sister company of MISUZU Slovakia
- import & selling of Slovak wine in Japan

Slovak wine export to Japan

How it began...?

- Invitation of Mrs. Tanabe, the Head of the association of Japanese sommelier, to Slovakia, in order to have chosen wines suitable for Japanese market
- Starting cooperation with 5 Slovak wineries:
 - Karpatska perla
 - Mrva Stanko
 - Pivnica Radosina
 - Tokaj Macik Winery
 - Chateau Topolcianky



Mrva Stanko



Slovak wine export to Japan

How it began...?

- 1st export: 07/2011 (7 626 bottles, 7 kinds of wine)
- 2011 - 2014: export of 2 x 20 feet containers/year

Quality management:

- packing the wine at our factory
- export in reefer containers



Slovak wine export to Japan

The presence

- Promotion activities in Japan at:
 - wine seminars & degustations at Slovak embassy in Tokyo
 - wine fairs (target: distributors, consumers etc.)
 - Internet



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MIGHTY- WINE webpage



Slovak wine export to Japan

Trends in wine market in Japan

data from 02/2014

- Wine consumption in Japan is increasing annually (from 2.28L per capita in 2011 to 2.69L per capita in 2012)
- Japanese market is very conservative. Although 55 countries supply wine to Japan, ten countries account for approximately 98% of the imported volume.
- Leading countries: France, Spain, Italy, Chile, Australia, USA.
- The price is the most important factor for 70% of consumers.
- Country and brand awareness is important factor for more than 54% of consumers when purchasing wines.
- In past few years, the women became the one who are choosing and purchasing the wines (55%).
- 50% of consumers prefer red wines, 38% white wines.

Slovak wine export to Japan

The future

- Planned promotion activities in Japan:
 - wine seminars & degustations , wine fairs
 - hotels, restaurants, wholesalers etc.
- **SAKURA AWARD Wine competition (Japan Women' Wine Award)**



2nd **SAKURA**
Japan Women's Wine Awards

2015

The Biggest International Wine Competition in Japan

Award Announcement On
February 14, 2015

October 1, 2014 (Wed) - November 30, 2014 (Friday)

Award Ceremony will take place at **FOODEX JAPAN 2015**

The SAKURA Japan Women's Wine Awards, an international wine competition judged exclusively by female wine specialists will recognize the best wines in various categories, wines the judges believe will appeal to women, and wines that pair well with international cuisines. This competition will energize the Japanese wine industry and increase the consumption of wine.

Slovak wine export to Japan

Thank you for your attention.