

Programme

Danish Royal Visit to Japan 2025

23 Apr 2025

10:00 - 11:30

Briefing

Briefing on Japanese food culture, consumer trends and agriculture development.

Briefing on the program and delegation by minister counsellor

Introduction to the Minister and business delegations

Introduction by Ambassador

Food Culture in Japan with focus on Japanese Gastronomy by Mr. Hitoshi Sugiura, Cool Japan Producer & Executive Chef, Cabinet Office, Strategic Intellectual Property Bureau and Mr. Kenichi Watanabe, Value Designer, Director, Cool Japan Public Private Partnership Platform, Cabinet Office, Japan Government. Visiting Professor, Kyoto University of Arts

Japanese Agriculture Overview by Ministry of Agriculture, Forestry and Fisheries (speaker to be confirmed)

Location: Fuyoh Room at Meiji Kinenkan

Coffee and water will be served.

11:30 - 16:00

Lunch and Business Conference

11.30 - 12.00

Prelunch drinks in the garden of Meiji Kinenkan.

Guests will arrive.
His Majesty The King will arrive at 11.50.

12.00 - 12.50

Lunch with His Majesty The King

Lunch will be served as a standing buffet with a Japanese menu.

Possible group photo - will be determined on the day.

12.50 - 13.00

Please find your seats in the Wakatake room, where the conference will take place.

13.00 - 15.00

Conference Programme: "Future food production – food security in a sustainable way"

Official Opening in Wakatake Hall

Official Opening Speech by His Majesty The King
Opening speeches by government officials

Signing Ceremony

Including cooperation agreements between Danish and Japanese stakeholders

Future-Proofing agriculture and food systems

Mr. Norikazu Touma, Executive Director, Japan Central Union of Agricultural Cooperatives (JA Zenchu)
Mr. Søren Søndergaard, Chairman, Danish Agriculture & Food Council
Mr. Jakob Lave, Director, Danish Industry - Food

Business Leadership: Balancing business growth and sustainability in global markets

Mr. Niels Duedahl, CEO Danish Crown
Mr. Robert-Jan Treebus, EVP Global Sales, Royal Greenland
Mr. Christian Rosenkrantz de Lasson, SVP, FOSS

Business Leadership: Innovating for future food security – the role of technology and biosolutions

Japan Bioindustry Association (TBC)

Mr. Anders Lund, COO, Novonosis

Mr. Jesper Burggaard, CEO, KMC

Simultaneous translation.

Coffee and water will be served

The conference will be opened by His Majesty The King followed by the speech of Japanese Ministry of Agriculture, Forestry and Fisheries and Danish Minister of Food, Agriculture and Fisheries. His Majesty The King will witness the following signing ceremony.

The conference program will be updated along the way and will be uploaded in the attachment.

15.00 - 16.00

Networking

The companies will have the opportunity to network and mingle with their invited guests.

Throughout the conference there will be simultaneous translation. Furthermore coffee, tea, water and biscuits will be served.

THE PROGRAM

This exclusive evening will celebrate Danish food and agriculture in the presence of H.M. The King and high-ranking officials.

The evening will feature a showcase of premium Danish products in the Embassy courtyard and a curated menu prepared by acclaimed Danish chefs.

18:00 - 19:00 Network in the Embassy courtyard with premium Danish products.

19:00 - 21:00 Official reception dinner:

Including a welcome by H.E. Ambassador Jarl Frijs-Madsen, speech by H.E. Minister for Foreign Affairs, Lars Løkke Rasmussen, gastro presentation by Partners of Babette, Christian Wellendorf & Morten Wellendorf, and a cultural performance by Danish Musicians, Jakob Bro & Nikolaj Busk.

06:30 - 10:30 **Transportation Tokyo - Osaka**

Transfer from hotel to Tokyo station at 06:30

Imperial Hotel: 900 m

Palace Hotel: 400 m

There will be Embassy staff escorting the delegations from both hotels to the platform.
Names and contact information will follow.

Shinkansen Nozomi 107 to Osaka

Tokyo 7:00 - Shin-Osaka 9:27

A small breakfast will be served in the train.

Transfer from Shin-Osaka Station to Expo site 09.30

The Embassy has arranged busses for the transport.

The delegation will be escorted by Embassy Staff.

06:30 - 10:30 **I will arrange my own transportation to Expo**

11:00 - 12:00 **EXPO: Grand Opening**

Official Opening of Denmark Day at the World Expo 2025 with the attendance of His Majesty The King.

12:00 - 16:00 **Lunch and VIP tour at the EXPO**

After the official opening of the Expo, the business will get a guided tour through the Nordic and the Japanese pavilion - more details to follow.

Time	Activity
12.00 - 13.00	Walk to and Lunch at the Nordic Pavilion
13.00 - 16.00	VIP tour of the pavillions

17:00 - 20:30 **Danish-Japanese Food Industry Seminar & Networking**

After the Seminar and Networking we will have a light dinner gathering at restaurant Pronto.

Danish-Japanese Food Industry Seminar & Networking

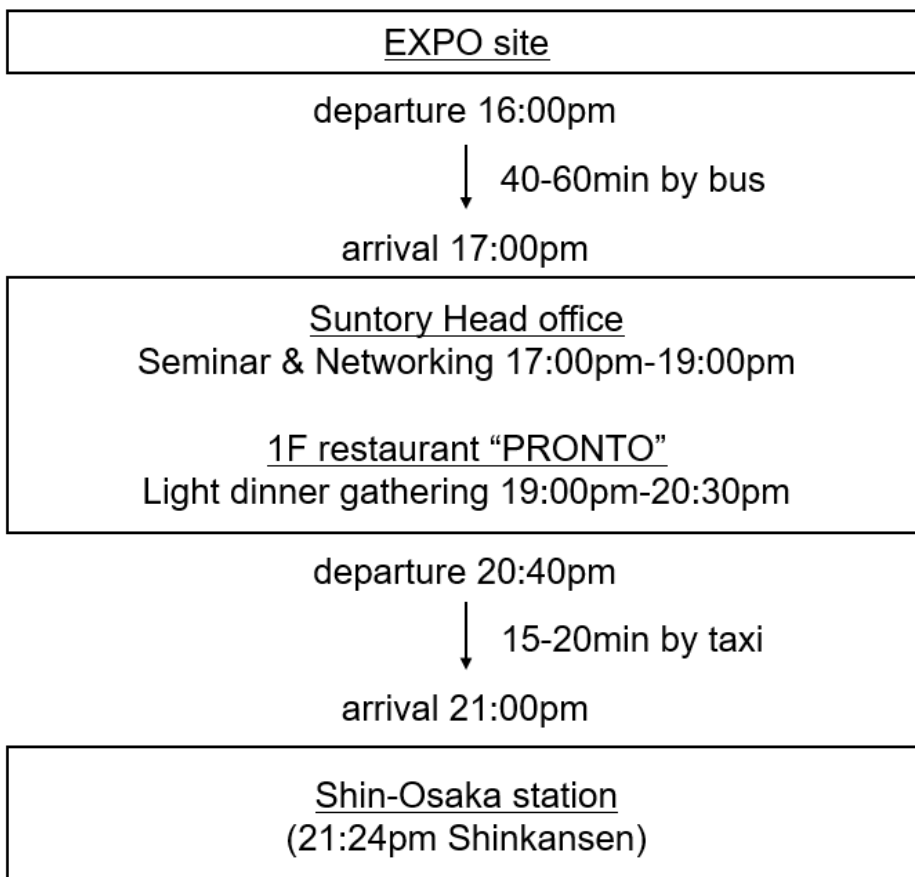
Date and Time	Thursday, April 24, 17:00pm–19:00pm
Location	Conference Room, at Suntory Head Office 2-1-40 Dojimahama, Kita-ku, Osaka City, Osaka, 530-8203
Hosts	Royal Danish Embassy, Royal Danish Honorary Consulate in Osaka Co-host: Osaka Chamber of Commerce and Industry Support: Japan External Trade Organization (JETRO), Osaka
Main purpose	Connect leaders from the Danish and Japanese food industries to facilitate knowledge exchange and create new business opportunities.
Program Language: English (Documents translated into Japanese/English)	- Opening Remarks - Presentations from the Danish and Japanese sides - industry overview and companies' introduction - Open networking and business card exchange, with tables available for product display - Post-Event (19:00-20:30) Light dinner gathering (at 1F restaurant "PRONTO")
Target Participants	Leaders from the food industry, including CEOs, Presidents, and senior executives from the companies.
Participation fee	Free

Program detail

Language: English (Documents translated into Japanese/English)

17:00 - 18:00	<ol style="list-style-type: none">1. Opening Remarks (10min)<ul style="list-style-type: none">- Mr. Jacob Jensen Minister, Ministry for Food, Agriculture, and Fisheries- Mr. Shingo Torii Honorary Consul, Royal Danish Honorary Consulate in Osaka Chairperson, Osaka Chamber of Commerce and Industry2. Presentations from the Danish side<ul style="list-style-type: none">- Industry overview and companies' introduction (30min) speaker: Mr. Flemming Nør-Pedersen (L&F) Mr. Jakob Lave (DI) Ms. Lise Walbum (Food Nation)3. Presentations from the Japanese side<ul style="list-style-type: none">- "Osaka's industries" (10min) speaker: Mr. Kentaro Nagao (Manager, International Division, Osaka Chamber of Commerce and Industry)- Companies' introduction (10min) speaker: moderator
18:00 - 19:00	Open networking and business card exchange with tables available for product display
19:00 - 20:30	Light dinner gathering at 1F restaurant "PRONTO"

Transfer between venues



Linked material

JPparticipants_list(250423) FINAL.pdf

20:30 - 23:30

Transportation Osaka - Tokyo

At 20:30 we will depart from restaurant Pronto and head for Shin Osaka Station, as we no longer have busses available, the delegation will also need to take taxis.

Expected arrival at Shin-Osaka Station 21:00,

here we will meet up at the station and ensure, that everyone gets aboard the Shinkansen.

Shinkansen Nozomi 64

21:24: Shin-Osaka - 23:45: Tokyo

21:00 - 23:30

I will arrange my own transportation back to Tokyo

Please choose this option, if you wish to stay in Osaka.

08:00 - 09:00 **Visit to Toyosu Fish Market in Tokyo**

Toyosu Market is a huge wholesale market known for being the biggest fish market in the world.

The delegation is invited to see the Tuna and fish auction escorted by Tokyo Metropolitan Government office.

Please express your interest by signing up for this event. Registration is non-binding.

09:00 - 11:00 **Tokyo Central Meat Wholesale Market**

Tokyo Central Meat Wholesale Market in Shinagawa, Tokyo is the only meat wholesale market in Tokyo. The market trades mainly in beef and pork.

The delegation is invited to view meat grading auction specially escorted by President of Japan Meat Grading Association. Due to a space issue and not disturbing their business operation, the maximum number is limited to 10 person + interpreter, who can attend the auction. Visitors are required to change shoes and wear a smock. Taking photos is NOT allowed.

Please express your interest by signing up for this event. Registration is non-binding.

12:00 - 13:00 **Lunch at SUSHIRO**

Founded over 30 years ago, SUSHIRO has become the top selling Sushi-train-type restaurant chain in Japan. Sushiro has 655 stores in Japan and 177 stores in overseas. Mr. Kazuhiko Asada, General Manager of Merchandising Section and Mr. Masahiko Sugimura, Manager of Merchandising Section will receive and explain SUSHIRO operation.

13:30 - 16:00 **Site visits: COOP and AEON**

Group 2

Visit to COOP/Japanese Consumers' Co-operative Union Headquarter in Tokyo,

Address: COOP Plaza, 3-29-8, Shibuya COOP will present about the latest consumer trends within food retail and home delivery food market. It will be an interactive session where Danish participants can also briefly introduce themselves and talk about their approaches for sustainability/organic/ animal welfare, etc, that is of interest to COOP. COOP Japan will be represented by:

1. Mr. Yamada, Executive Director
2. Mr. Okamoto, Director of Sales Headquarter
3. Mr. Miyata, Director of Brand Strategy Headquarter
4. Mr. Hasegara, General Manager of Marketing Headquarter
5. Ms. Kouzu, Head of Strategy Product Development

Visit to AEON at AEON Style Shinagawa Seaside branch.

Store visit and check the grocery, meat, dairy, Organic section, etc by AEON staff.

13:30 - 16:00 **Megmilk Snow Brand Co., Ltd**

Group 1 (Led by Dep. Perm. Sec.)

Visit to Megmilk Snow Brand Co., Ltd. Head Quarter office in Tokyo

Address: 5-1 Honshiocho, Shinjuku City, Tokyo 160-0003

Visit is organized by a former CVO Dr. Kumagai, who is now Managing Director of National Federation of Dairy Co-Operative Association in Japan. Introduction to the company and sustainability strategies by senior management officials.

One of Megmilk Snow Brand's predecessors was the Hokkaido Cooperative Creamery Association, which was created as a producers' organization. Inheriting the pioneering spirit of those who strove to create a new foundation for dairy farming through the strength of cooperation. The main products of the Megmilk Snow Brand Group are milk and dairy products.

Visit to Nippon Ham Head Quarter office in Tokyo

Introduction to the company and sustainability strategies by senior management officials.

17:00 - 18:00 **Visit to Asahi Group Holdings**

Visit to **Asahi Group Holdings**

18:30 - 21:00 **Dinner Cruise**

For the farewell dinner we have arranged a dinner cruise with traditional Japanese menu.
