



Business case from The Trade Council in Tokyo

AAK's joint venture partnership with Miyoshi Oils & Fat Co.

When AAK started looking for a joint venture partner in Japan, it contacted the embassy to ensure the partner had the right size, location, technology and customer relationships to strengthen AAK's position. Through a targeted screening and analysis of potential partners, using the embassy's network and access to key players in the industry, the embassy's Food & Agriculture Team, identified a number of potential candidates for AAK, including Miyoshi Oils & Fats Co. The team also helped establish the initial contact that led to the joint venture agreement between the two companies.

Assisting with export promotion in Japan

Since then the embassy has assisted in organising AAK Miyoshi's annual "Co-Development Day" seminar and receptions at the ambassador's residence in Daikanyama. This has been valuable as AAK recognised that getting access to the right people is challenging and that in Japan, a foreign company needs contacts (or status) to get a foot in the door.

Through the Embassy's influence and network, 80-100 guests typically come for a seminar and reception that give the company an opportunity to speak with important stakeholders.

About AAK

With headquarters in Denmark and Sweden, AAK is a leading provider of value-adding vegetable oils & fats. The company's expertise in oils & fats within food applications, their wide range of raw materials and their broad process capabilities enables the company to develop innovative and value-adding solutions across many industries – Chocolate & Confectionery, Bakery, Dairy, Infant Nutrition, Food Service, Personal Care, and more. AAK has 18 different production facilities, sales offices in more than 25 countries and more than 2,500 employees. AAK Miyoshi is expanding the local recognition in Japan and is going to launch the Innovation Centre in Tokyo late 2018 in order to be close to the Japanese collaborators and customers.

23.08.2018