



SEÑORÍO DE MONTANERA POSITIONING ON JAPANESE MARKET

A study visit of INTRA project (<http://www.interregeurope.eu/intra>) organised by FUNDECYT-PCTEX in Extremadura (Spain) last December introduced a case study providing an interesting balance between tradition and innovation in the access to international markets.

Señorío de Montanera (<http://senorio.es/en>) is a company owned by a group of 75 Iberian pig farmers, created in 1992 from a traditional livestock activity. The main product range of Señorío de Montanera's brand includes Iberian acorn hams as well as a well-developed range of "embutidos" (other cured products derived). In 2007 the company started to develop an internationalisation strategy specialised in a concrete product/market consisting of customising raw meat products from Iberian pork's for the Japanese market. The rationale behind the decision was placing high quality by-products on domestic markets as gourmet product in overseas markets.

The opportunity offered by the Japanese market was identified by means of the following key aspects:

- Through other competitors they detected that Iberian raw meat sales were made to high purchasing power markets, very demanding in quality and traceability.
- Iberian raw pork meat is a high quality product that 10-15 years ago was considered a low-priced by-product in Spain.

- Iberian meat is very remindful to traditional Japanese meats.
- Red meats, with high level of fat -intra and extra muscular- (pure Iberian breed), meat coming from adult pigs, and with a fatty acid profile with a high percentage of oleic acid, makes it ideal to be cooked, boiled or lightly grilled, as the Japanese do with the most appreciated meats. Upon detecting the opportunity, importers of meat in Japan were identified and the first commercial missions started.

The company's turnover in 2015 was €16m, of which on domestic market 54.7%, in EU 9.5% and on non-EU 37.5%. In total the exports to Japan presents 50% of their export activities and contributed to the viability of the company in the period of global recession due to the Japanese business culture, reliable and timely payments.

Señorío de Montanera made use of different instruments offered both by Extremadura Avante and the Chamber of Commerce in order to access this new market as well as R&D projects to adapt their product.



 Francisco Espárrago, President of Señorío de Montanera, courtesy of Señorío de Montanera

"We were used to the British consumers who came to Spain, tasted our product and wanted to be able to buy the very same thing back home. Concerning the Japanese market, they appreciated our quality, but wanted us to deliver certain pieces of meat and packaged in a unique way – something we weren't used to and would never produce for the domestic market".

Source: Maribor Development Agency

POLISH FESTIVAL 2017

On 13-15 October 2017 the eighth Polish Festival took place in Tokyo, the biggest event promoting Poland in Japan. Three-day event attracted thousands of visitors. During the event there were promoted: Polish art, culture, industrial products and grocery. Visitors could taste traditional Polish dishes and drinks.

The festival took place in Roppongi Hills the building complex features offices, apartments, shops, restaurants, a hotel, art museum, observation deck and more. The office floors are home to leading companies from the IT and financial sectors.

Rich artist's program of event attracted many people. Among artists were Makoto Kuriya (Jazz), Michal Sobkowiak (classic), Lisa Nakazono (classic), Monika

Brodkaa (Pops), "Mazur" Group (Polish Folk Dance), Paula (Polish Music DJ). During the event a number of quizzes were carried out, for instance General Knowledge Quiz about Poland. The awards' sponsors were Polish Airlines LOT, Polish Tourist Organization, and many Japanese importers of Polish products.

Representatives of the Trade and Investment Promotion Section Embassy



of the Republic of Poland in Tokyo gave information about the Polish industry, Polish products available on the Japanese market and investment opportunities in Poland. Great interest among visitors of the event aroused rich Polish tourist offer.

Polish Festival attracts each year an increasing number of visitors and is the most important event promoting Poland in Japan.