

TITLE: International New Business In Japan

INTRODUCTION INDICATING

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- Lump sum name: INTERNATIONALISATION
- Amount of lump sum: 7 500€

GLOBAL OBJECTIVE OF THE PROJECT

The cultivation of wakame in Japan has been decreasing from 174k to 50k tons over the past five years due to ageing of seaweed fishermen. Today, Japan imports a large proportion of their production (80%) and are constantly on the lookout for new, distinctive, high-quality products. The demand for wakame has been formed by imports from South Korea and China.

French products are very popular in Japan and Algolesko products aim to address this premium market with its top-of-the-range fresh salted seaweed. Algolesko's seaweed grows in extremely high-quality conditions, and this is what interests the Japanese so much. The Japanese have recognized this quality and Algolesko has signed a historic partnership in the seaweed sector with a Japanese company based in Tokushima. Algolesko's teams have been trained in the stabilization of seaweed 'Fresh Salted', a unique, innovative technique for the European market.

With this in mind, Algolesko wants to move into high added-value markets, and Japan is an important strategic target.

BACKGROUND PRESENTING THE SME(s)

Algolesko, seaweed farmer and processor has the largest seaweed cultivation areas in France (360 hectares). The company's mission is to produce, process and deliver high-quality French marine plants for the nutrition, health and well-being of our consumers.

PROJECT OBJECTIVES

The main objective of this project is the commercialization of high quality fresh salted seaweed on the Japan market. Secondary objective is to produce communication tools in Japanese to promote Algolesko's products.

ROLE OF THE PARTNERS

Algolesko will be involved in:

- (1) Market study on wakame fresh salted in Japan
- (2) Identification of prospects in Japan
- (3) Product flyers and catalogue in Japanese
- (4) Product recipes booklet in Japanese

EXPECTED BENEFITS

The project have several ambition and among them :

The benefits for Algolesko will primarily be economic (turnover and volumes sold) but the company will also see its reputation spread and grow internationally, which will have a positive impact on the European markets, which are very sensitive to the recognition of the Japanese market, seen as a guarantee of quality.

IMAGE TO PROVIDE (partners photo together, factory, products, process, ...)

