



ルーマニア・モルドヴァ・日本間ワイン産業促進企画(検討中)

Business Plan for Wine Industry among Romania, Moldova and Japan (draft)




在日本ルーマニア商工会議所

RoCCIJa

Romanian Chamber of Commerce & Industries in Japan

Buna ziua !



資料作成:  合同会社イノベーション戦略実践機構

Written by Innovation Strategy Practicing Organization LLC

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1. Business Plan for Promoting Wine Industry among Romania, Moldova and Japan

1. Purpose

- (1) Make Romanian and Moldavian wine major in Japanese domestic market. (market share 1%? → 5%?)
- (2) Promote investment from Japan to Wineries in Romania and Moldova.
- (3) Promote agricultural and industrial exchange among RMJ.
- (4) Leverage up value of Romania and Moldova in Japan through activities above.
- (5) Make Wine Industry of RMJ global.

2. Premise

- (1) Maximum help by Romania and Moldova to RoCCIJa on introducing best quality kind of wine and potentially good wineries in Romania and Moldova.
- (2) Interest to this plan by related industry in Japan.



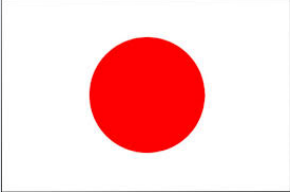
3. Process

- (1) Market research and hearing to related people in Japan to verify this business plan is beneficial or not.
- (2) Get information of wine and wineries of RM to introduce them to Japanese related people.
- (3) Hold a business seminar in the Embassy of Romania to Japan.
- (4) Hold a business tour to Romania and Moldova and business seminar there.
- (5) Promote importing new best quality wine from RM, investing wineries in RM and business exchange among RMJ.





2. Issues on Promoting Wine Industry among RMJ

Country	Winery	Manufacturing	Supply Chain	Consumers
 	<ul style="list-style-type: none"> ▪ Deep tradition but need investment for modernization 	<ul style="list-style-type: none"> ▪ Global standard business custom is needed. ▪ More investment is needed. 	<ul style="list-style-type: none"> ▪ Global standard business custom is needed. 	<ul style="list-style-type: none"> ▪ Also enjoy wine from other countries and not interested in domestic wine.
	<ul style="list-style-type: none"> ▪ Becoming better but small and not famous globally 	<ul style="list-style-type: none"> ▪ Domestic market size is limited. ▪ Need global investment. 	<div>Exporting by bulk or bottle</div> <ul style="list-style-type: none"> ▪ Very competitive but conservative 	<ul style="list-style-type: none"> ▪ Do not know Romania and Moldova. ▪ Very severe at food quality

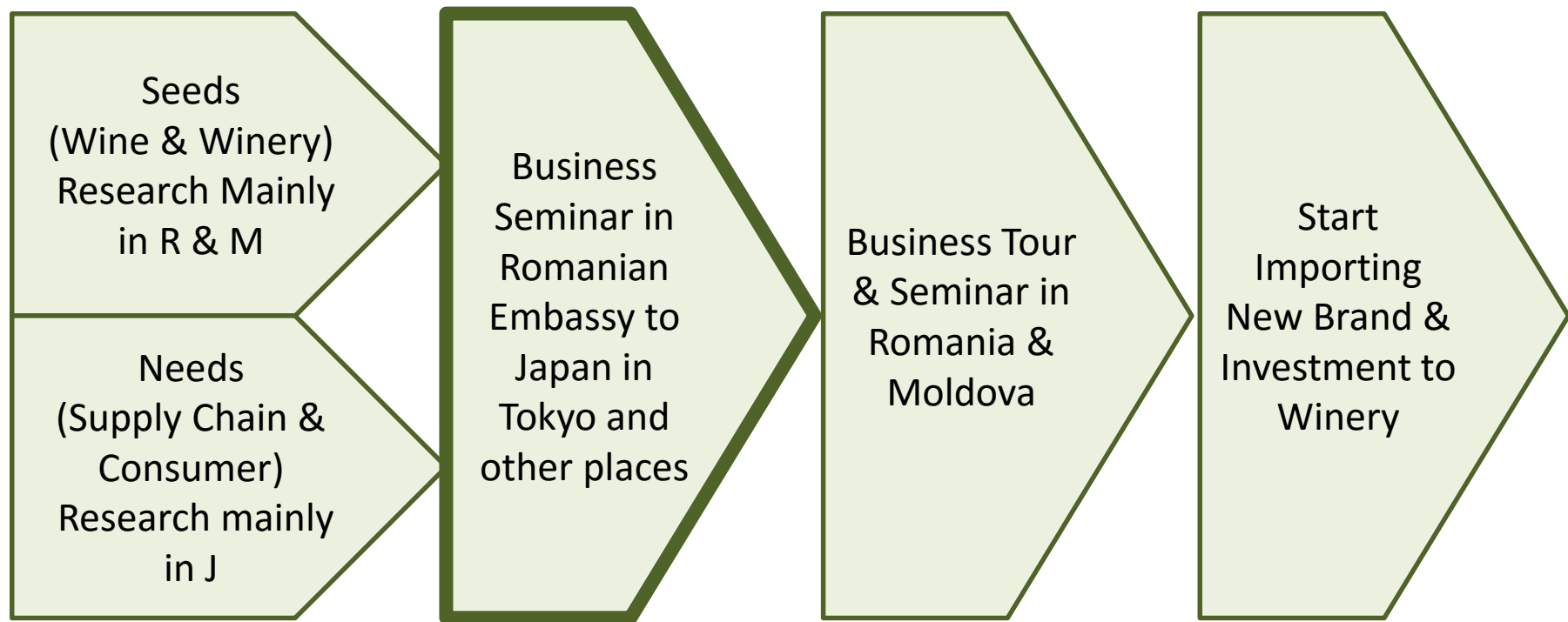


3. Promoting Wine Industry among RMJ by RoCCIJa

Process	Research & Marketing	Creating Strategy	Practicing
In Romania & Moldova	<ul style="list-style-type: none"> ▪ Agriculture & Food Industry ▪ Wine and Winery ▪ Investment Environment by EU, Governments and Private Firms 	<ul style="list-style-type: none"> ▪ How to Brand Romania & Moldova ▪ Best Way to Connect to Good Wineries 	<ul style="list-style-type: none"> ▪ Wine & Winery Tour From Japan
Business Matching	<ul style="list-style-type: none"> ▪ Conditions of Providing Wine from Romania & Moldova to Japan ▪ Conditions of Supply Chain of Wine in the World and Japan ▪ Conditions of Investment to Winery 	<ul style="list-style-type: none"> ▪ Best Investment to Winery ▪ How to Reform Supply Chain in Japan ▪ How to Improve Wine Industry in Japan adapting Knowledge of R. & M. 	<ul style="list-style-type: none"> ▪ Promoting Investment to Winery in Romania & Moldova ▪ Changing SC in Japan & Increasing Wine Providers & Sellers Rapidly
In Japan	<ul style="list-style-type: none"> ▪ Food and Beverage Industry ▪ Existing & Potential Partners ▪ Existing & Potential Investors 	<ul style="list-style-type: none"> ▪ Planning Best Process for Practicing 	<ul style="list-style-type: none"> ▪ Romania & Moldova Campaign ▪ RoCCIJa Business Seminar ▪ Foodex in Japan ▪ Improving Wine Industry in Japan



4. Framework of Business Process to Promote Wine Industry among RMJ





*Multumesc
si Noroc!!*



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