



Exporters' Stories

Col d'Orcia

Italian wine set to make a bigger splash on Japanese market

Col d'Orcia is an Italian winery in Tuscany. The 140-hectare vineyard estate has been making wine since 1890.

Most famous for its Brunello di Montalcino, Col d'Orcia has been exporting wine around the world for 45 years, taking advantage of EU trade deals.



Since the EU-South Korea trade deal lifted customs South Korean duties on wine, Col d'Orcia has seen its exports to the country grow to over 1500 bottles a year.

It has been exporting to Japan since the 1990s. The main challenges it faces are tariffs and cultural differences regarding consumption of fine wines. It expects the EU's trade deal with Japan to help it strengthen its brand presence on the Japanese market and increase sales in the same way the EU-South Korea deal did for it in South Korea.

"For many years, Japan has been an important market worldwide for Brunello di Montalcino and for Col d'Orcia wines, which have grown along with the Italian food industry over the years."

Francesco Marone Cinzano

President, Col d'Orcia

www.coldorcia.com

Masaltos

Spanish shoe company wants a larger footprint in Japan

Seville-based Spanish shoe company Masaltos gets nearly two thirds of its revenue from overseas sales, with Japan accounting for 4%.

Masaltos is keen on the EU-Japan trade deal because by cutting export costs it will help the company become more competitive and increase sales in one of its most competitive markets.

"Being able to sell handmade shoes in Japan is a challenge: language, customs, marketing and ways to sell – even the design of the footwear is different."

In terms of international trade, the main challenge is costs. We export to about 90 countries, and Japan is one of the markets with the highest tariffs."

We can overcome this because our product is a luxury shoe aimed at a clientele with high purchasing power, but not all goods can succeed on that market if such high export costs have to be passed on to the consumer in the final price."



Antonio Fagundo

Managing Director, Masaltos

<https://www.masaltos.com/en/>