

For Corporate Patron Partners
Vintner Members of HJW

BENEFIT, GIFT VOUCHER IDEA,
RICH MARKETING SERVICE CONTENTS
OUR PR PLANS GUIDE



HUNGARY JAPAN

HUNGARY JAPAN WINE ASSOCIATION

ハンガリーワイン協会

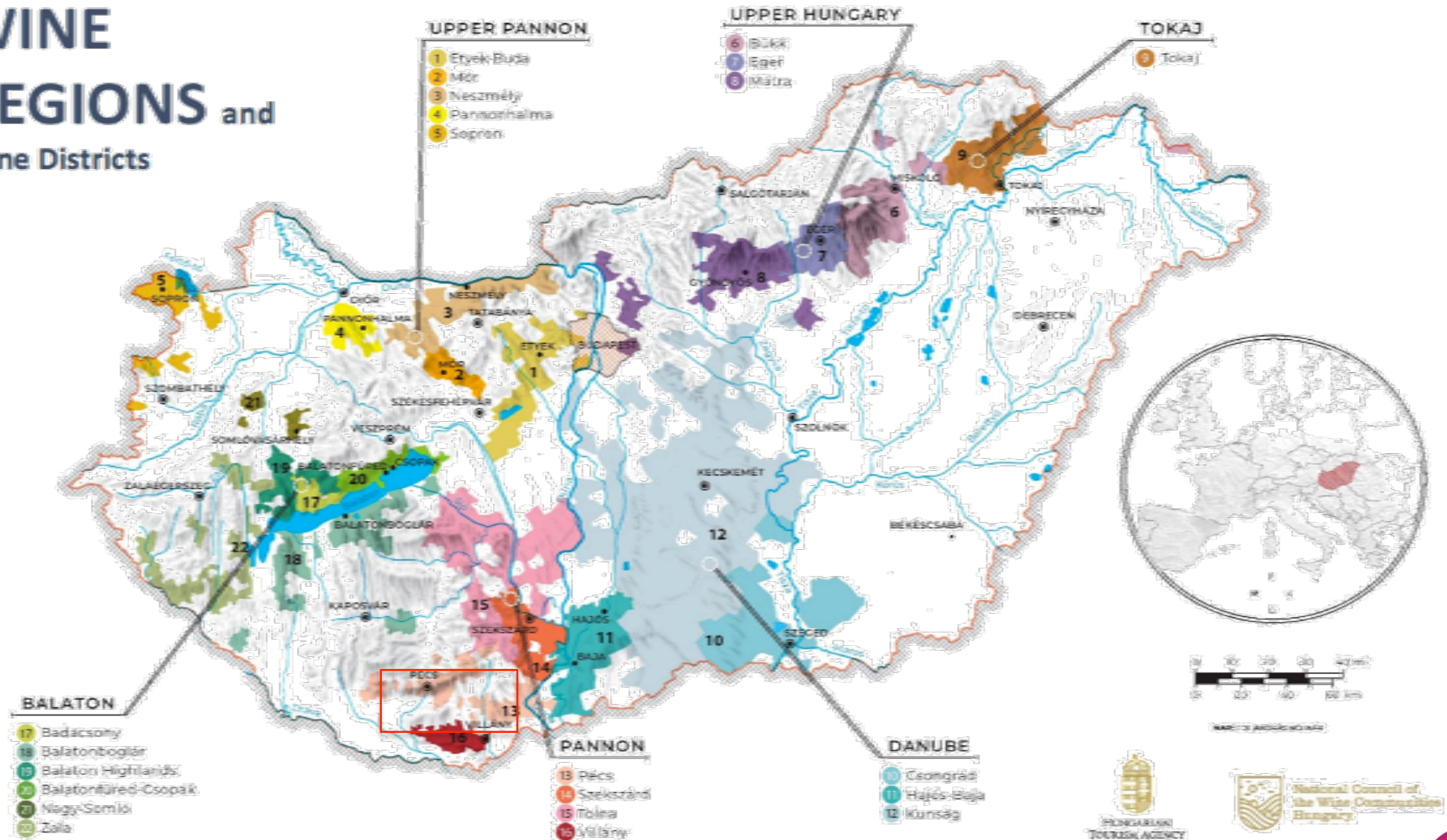
WHAT DO WE GIVE TO THE CORPORATE PATRONS, VINTNERS

- You can join to our online wine salon event ❶ with Japanese supporting members, wine experts as a Guest Speakers anytime. You can communicate with Japanese wine experts, face to face by zoom and teams app.
- We send newsletter ❷ to our Japanese members, wine experts, educators WSET, Dip, Master of Wine, wine gastronomy clients (in Hungary and Japan), Japanese and foreign expats winelovers in Hungary, wine university teachers, wine importers person in charge in Japan 2~3 times every month. In our newsletter, we introduce your company, services. If you could accept, we can also inform our subscribers (news letter) about your voucher contents to promote your services, events etc. (Ex, some discount coupon, event discount through HJW).
- We have creditable importers contact list on our website for only paid members. You can anytime check the list, If you would like to contact with some importers from our list, we connect you and them kindly, and give you the occasion to communicate, and discuss about your (with them) best corporation contents by online. As for this service of us, we call "Matching service for our corporate patrons, vintner members ❸".
- Participation and speaking opportunities for the Japanese ambassador in Budapest at the official opening event and the press conference.
- Our owned media, FinoMagazin since 2015, We can write about your interview article including fine pictures, texts, and youtube video (If you like the making video contents too) to our readers. About our reader component, please read the bottom of page in this document. ❹
- Numerous PR appearances and mentions in the Japanese (including Japanese and foreign expats in Hungary,) and international media in the framework of the Festival's press campaign (spots, interviews, advertisements). ❹
- Promotion on the spot at the festival, on banners of FinoMagazin, Hungary Japan Wine Association, HJW Japan Office in Tokyo's Homepage unqualifiedly during you are our corporate patron. ❹
- Operating wine stands with a partner with the appropriate trade permit (including procurement of wines, necessary customs clearance, and sales)
- As a promotion option for you, We organize the wine event at your fantastic shop, restaurant, tasting room at winery to attract Japanese expats and foreign expats wine lovers anytime. We also connect the event guests with our Japanese members (in Japan) by zoom or teams.(including online meeting function) ❺
- We can attract Japanese wine experts from Japan, Japanese expats wine lovers and organize your winery tours anytime if you like.

1 ONLINE WINE SALON

Hungary Japan Wine Association (HJW), We select 1 or 2 best winemakers per 1 OEM(PDO)
From among 32 OEM as guest speaker for the relay online wine seminar by zoom meeting.
Now we hold this event 1 times per 1 ~ 2 month for Japanese.

WINE REGIONS and Wine Districts



1 Online wine salon Holding example

Villány Top Winemakers Meeting Premium Online Wine Salon Vol,2

3/24(Thu) 13:00(21:00□
Japan Time□)

Join Us Premium
Online Wine Salon

You can attend our online wine salon event with japanese wine experts audiences as guest speaker

Villány Top Winemakers Meeting Premium Online Wine Salon Vol,2

Bakonyi Péter 3/24(Thu)
13:00(21:00 Japan Time)

Join Us Premium Online
Wine Salon



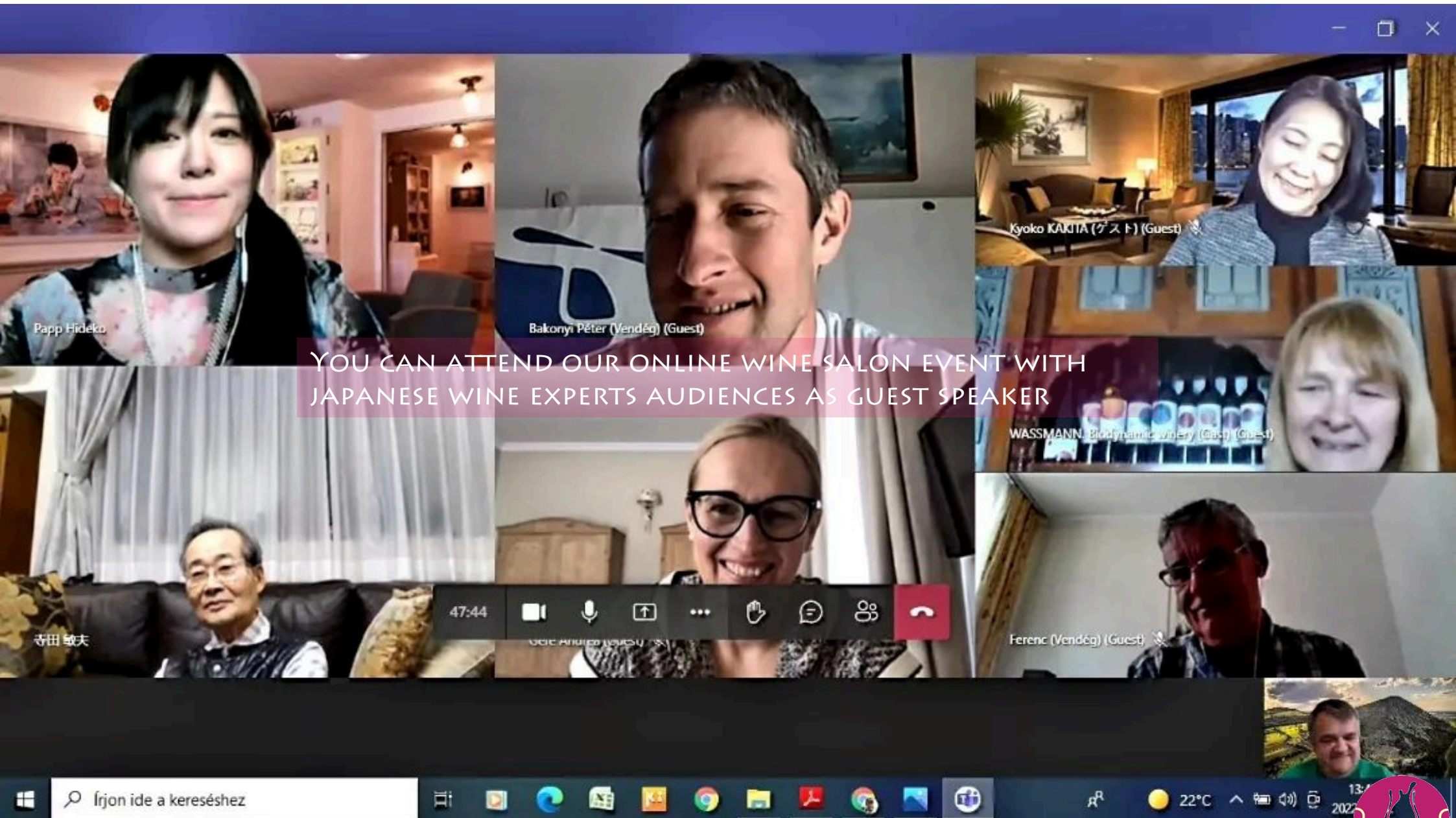
Villány Top Winemakers Meeting Premium Online Wine Salon Vol,2

Wassmann Biodynamic
Winery 3/24(Thu)
13:00(21:00 Japan Time)

Join Us Premium
Online Wine Salon

① Online wine salon Holding example

VILLANY TOP WINEMAKERS ONLINE MEETING 24TH OF MARCH, 2022





GERE ATTILA

Photo by ©Papp Hideko

Photo by ©Papp Hideko



CONFIDENTIAL

Bárkonyi Péter



Photo by ©Papp Hideko



Copyright ©Hungary Japan Wine Association



Biodynamic Wassmann



Photo by ©Papp Hideko

Biodynamic Wassmann



Ralf and Susann

Photo by ©Papp Hideko



② HTML News letter Service Real Sample

View this email in your browser



HUNGARY JAPAN

Hungary Japan Wine Association Upcoming Event Information

ハンガリーワイン協会 直近ワインイベントのご案内

24th March Villány Top Winemakers Online Meeting for Japanese Wine Industry in Japan.

3/24(木)ハンガリー・ヴィッラーニと繋ぐ、ワインメーカーズミーティングプレミアムオンラインワインサロンVol.2

3月24日木曜、日本時間午後9時より、ハンガリーの赤ワイン名産地、ヴィッラーニから、ケレ・アッティラワイナリーをはじめ、オーガニック、ビオディナミックのトップワインメーカー3名をゲストに迎えてお送りします。



Villány Top Winemakers Meeting Premium Online Wine Salon Vol.2
3/24(Thu) 13:00(21:00n Japan Time)

Join Us Premium Online Wine Salon

A. GERE Organic - Villány オンラインミーティング -

We send our HTML type newsletter to our all subscribers number of over 1,200 between Hungary and Japan 2~3 times per 1 month, every month.

Villány Top Winemakers Meeting Premium Online Wine Salon Vol.2
Bakonyi Péter 3/24(Thu) 13:00(21:00 Japan Time)

Join Us Premium Online Wine Salon



Bakonyi Péter Oraganic - Villány イベントお申込み -



Villány Top Winemakers Meeting Premium Online Wine Salon Vol.2
Wassmann Biodynamic Winery 3/24(Thu) 13:00(21:00 Japan Time)

Join Us Premium Online Wine Salon

Wassmann Biodynamic - Villány イベントご案内 -

ハンガリー現地と日本を中継でつなぎオンラインで行うハンガリーワイン・トップワインメーカーズミーティング。ハンガリーワイン協会・賛助会員の皆様は、本オンラインイベントの参加費が無料です。この機会にぜひ、本協会へご入会をご検討ください。

ハンガリーワイン協会 賛助会員について

ハンガリーワイン協会

ハンガリーワイン協会は、200を超えるハンガリーのワイナリーおよびワイン関連会社から構成される非営利団体です。ハンガリー政府農業省と、各産地のワイン・インスティテュートの協力を得つつ、ワインメーカー、ワイナリー、ブドウ栽培家、ワイン関連の教育者、ジャーナリスト、実績と信用のある輸出・輸入業者等をつなぎ、歴史あるハンガリーワインの価値を世界に伝えることを目的としています。

About us HJW - ハンガリーワイン協会概要 -

来月4月は、4月21日(木)にエグリ・ピカヴェール、トップワインメーカーズミーティング、4月27日(水)、パダチヨニ、ワインマスタークラスを開催予定です。近日中にハンガリーワイン協会ホームページに情報掲載いたしますので、サイトを随時ご覧いただければ幸いです。

HJW ハンガリーワイン協会 Web Site Top Page

HJW ハンガリーワイン協会 日本事務所 Homepage

ハンガリーワイン協会は、隣国ウクライナからの避難民の方々を支援しています。

ロシアのウクライナ軍事侵襲により、隣国であるハンガリーに避難されてきた方々の数は現在約26万人にのぼり、当協会では避難されてきた方々を、ハンガリーにある公的団体・支援団体を通じて支援活動を行っています。ハンガリーのワイナリーでも収穫作業に従事されているウクライナの方が多くいらっしゃいます。ハンガリー現地のそれらの支援団体についてフィノマガジンに詳細情報を掲載していますので、よろしければご覧ください。私たちはこの悲惨な戦争の終結を一刻も早く終結することを強く願っています。

在ハンガリー、支援団体情報について









HUNGARY JAPAN

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Want to change how you receive these emails?
You can update your preferences or unsubscribe

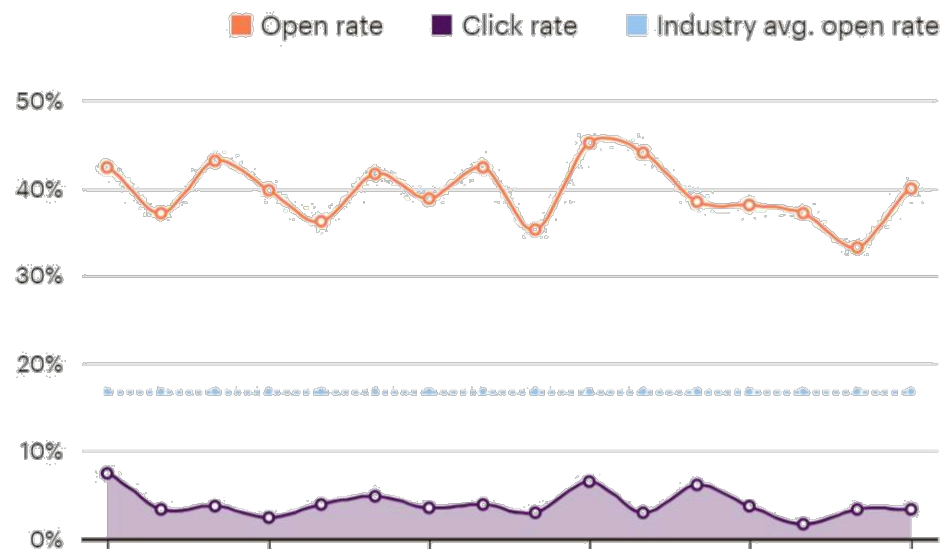
Free Service of making creative contents in HJW Newsletter to Japanese subscribers.

Sales Promotion Copy writing Texts (translation into Japanese too), Pictures (If you have nice pictures, please share that us for promotion) of structure elements for the newsletter, production costs is free charge for our corporate patrons.

② HJW News letter Service Benefit for you

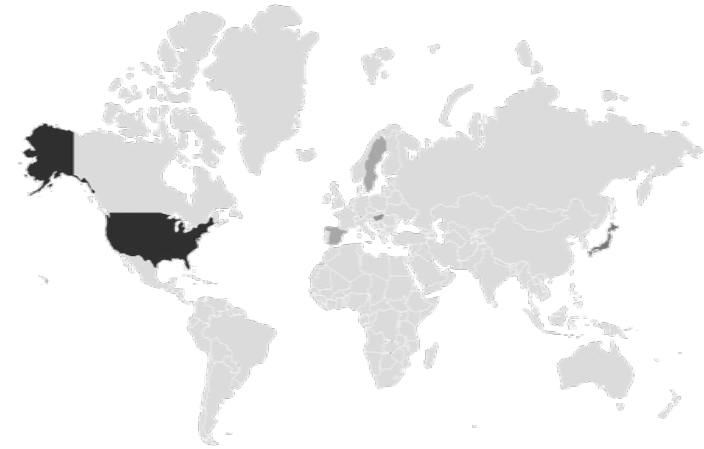
Overview

Revenue



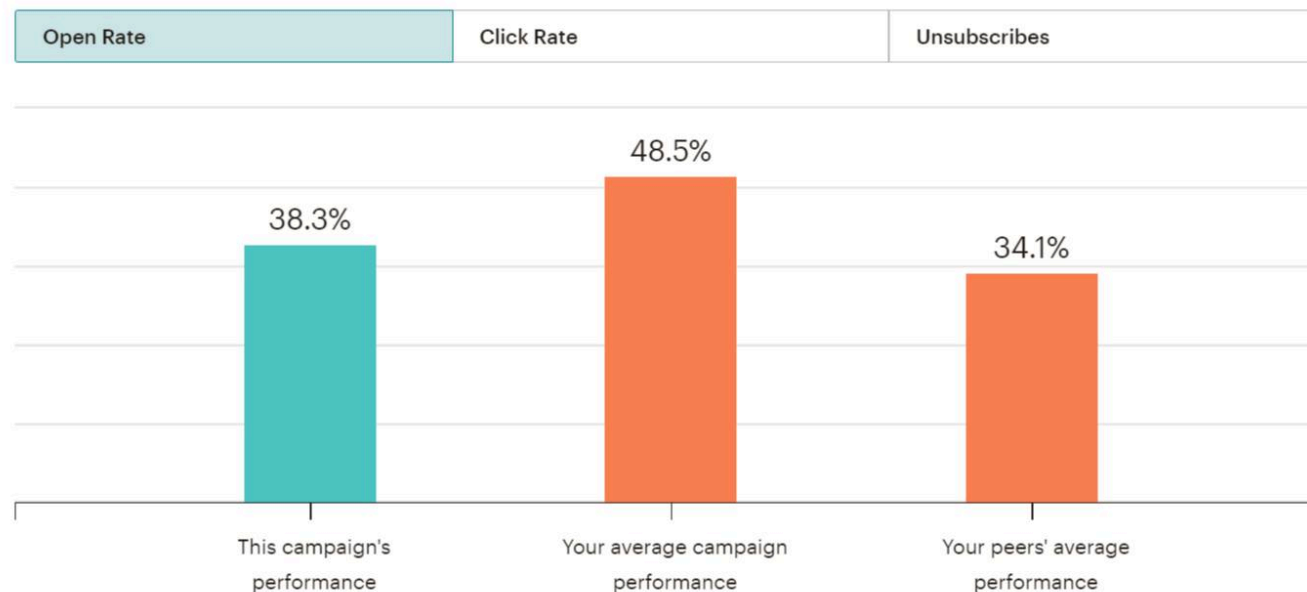
Top locations by opens

	USA	198	61.9%
	Japan	82	25.6%
	Hungary	38	11.9%
	Spain	1	0.3%
	Sweden	1	0.3%



We have the analytics data and segment function in our newsletter service. After we send news letter to our subscribers, if you hope, we can also share the analytics data to be useful for your marketing to you.

How your email campaign compares



③ For Corporate Patrons, We give you “ Matching Service ”

We have creditable importers contact list on our website for only paid members. You can anytime check the list , If you would like to contact with some importers from our list, we connect you and them kindly, and give you the occasion to communicate, and discuss about your (with them) best corporation contents by online. As for this service of us, we call “Matching service for our corporate patrons, vintner members.



About JAPAN Sommelier Association

The Japan Sommelier Association (J.S.A.) was founded, committed to empowering those involved in the field of beverages, and to spread knowledge about beverages. Improvement of service skills, securing the hygiene of the food and beverage business environment, the association aspires to educate, promote and support sound management of restaurants. J.S.A. is committed to contribute to the advancement in the social status of those people involved in food culture. J.S.A. have 50 branches in Japan. J.S.A. is composed of members from Wine makers, Wine grape growers, Wine importers, Hotels, Restaurants, wholesalers, Retail Company all over Japan.

HJW EDUCATION PARTNERS IN JAPAN

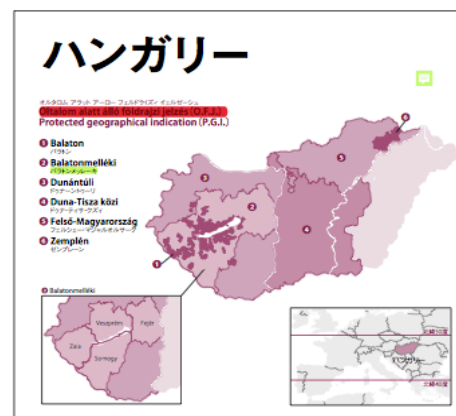
PAHIDEKO. HJW'S CREATIVE DIRECTOR, LEVEL 3 WSET

is writing the Hungary Part of J.S.A instructional text book 2022 Edition For PP J.S.A as their international (Education)partner.

J.S.A.'s purpose to issue the text book annually is the reason why their candidates use that to pass the sommelier certification examination which they hold during every Summer and Autumn.

J.S.A. have over 33,000 qualified sommelier until January 2020.

After get ting advise from Agrárminisztérium, She translated and updated the latest information “Wines of Hungary” from hungarian into Japanese. Now HJW has just succeeded to increase(add) 10 pages into 2020 edition than ever (2022 edition).



プロフィール

“ブドウの故郷”と呼ばれるブダペストを首都とするハンガリーのあるヨーロッパ国家は、北はトランシルヴァニアに守られ、南からは地中海の風情が吹き込む、穏やかな気候をもつ。国の中東部が平原に覆われ、西から東部にかけて、オーロラ、スロヴァキア、ウクライナ、ルーマニア、セルビア、クロアチア、スロヴェニアと国境を接している。

国土は約9.3万km²(日本の約4分の1)、人口は約973万人(2021年中央統計)、民族はハンガリー人約84%、ロマ約3.1%、ドイツ人約1.3%など(2011年国勢調査)。

言語はハンガリー語、宗教はカトリック約39%、キリスト教無宗教約12%。

2020年度のハンガリー全国ブドウ栽培面積は

59,000ha、ワイン生産量は約2,900,000hl、ワイン輸出量は1,310,290hl、輸入量は79,390hlで、ハンガリー国内では国内生産のワイン消費が大部分を占めている。国民1人当たりのワインの年間平均消費量は2017年(2020年7月)。

歴史

紀元前からブドウ栽培が行われていたが、本格的なブドウ栽培は古代ローマ人によって伝えられたといわれている。ハンガリー人の先祖であるアジア系の遊牧民族、マジャール人がヨーロッパに定住したのは西暦896年であるが、さらにさかのぼった3世紀紀元には、既に住み着いていたマジャール部族によって、広大なブドウ園が切り開かれていたことを当時のビザンチン史料が記している。

ハンガリー語でブドウは“szőlő”, ワインは“bor”という。ブドウ

Excerpt from 2022 edition which HJW(Papp Hideko) is writing.

1969	1992	2015
1970	1993	2016
1971	1994	2017
1972	1995	2018
1973	1996	2019
1974	1997	2020
1975	1998	2021
1976	1999	2022

日本ソムリエ協会 教本
J.S.A. ソムリエ
J.S.A. ワインエキスパート

1977	2000
1978	2001
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1985	2008
1986	2009
1987	2010
1988	2011
1989	2012
1990	2013
1991	2014

一般社団法人日本ソムリエ協会

2022 Edition front cover

4 FinoMagazin



FinoMagazin means “Fiom” which is Delicious, Cozy and Magazin which is Magazine in Hungarian Language. Such a Authentic Topics News from Hungary and Japan, We continue introducing them to our subscribers and readers from over 180 countries since 2015. As for Our articles, We translate them from Hungarian, English into Japanese. And Readers also can read in their own language with our translation button by Google.

Homepage

記事を検索 Search Article

キーワードを入力 Enter the keyword

HJW' online media FinoMagazin helps to build branding and improve wines reputation in Japan & among Japanese & foreign expats in Hungary.

イベント掲載
依頼 REQUEST TO
PLACE EVENT AD

本サイト (FinoMagazin) にイベント情報の掲載をご希望の方は、以下の必 [...]

記事をシェアする SHARE ARTICLE

ツイート シェア 11

Share

ハンガリーの
ワイン専門
誌、ヴィンツ
エ主催のワイン
フェス VINCE
GÁLA ÉS BORFESZTIVAL

世界的に知られるイギリスのワイン専門雑誌Decanter【デカンター】。ハン [...]

記事をシェアする SHARE ARTICLE

ツイート シェア 10

Share

BUDAPEST BOR
FESZTIVAL 30TH

ブダペストワインフェスティバル
Budapest Borfesztival 30 [...]

記事をシェアする SHARE ARTICLE

ツイート シェア 125



finomagazin.com



FINOMAGAZIN AUDIENCE

Digital

Average Monthly Page View / 120,000PV

Average Unique Monthly Visitors / 60,000UU

Average Time Spent per Visit / 3 min.

Social Followers

Facebook(including FB private group members) / 10,100

Instagram / 2,100

Monthly
Total Digital
Audience
0.2Million

The Top 3 Countries with High Access

1. JAPAN
2. HUNGARY
3. USA & UK

Cooperation Media Partners in Japan

NIKKEI WOMAN
FUJI TV
NETWORK
TV ASAHI

From June in 2015 To 2022 March, FinoMagazin has been accessed by users from over 180 countries.

<https://finomagazin.com>



Photo by copyright © MY WINE WINE BAR

As a promotion option for you, We organize the wine short lesson event at your restaurant, shop, wine bar (winery tasting room) to attract Japanese expats and foreign expats wine lovers anytime. We also connect the event guests with our Japanese members (in Japan) by zoom or teams. Lecturers are HJW Founders, HJW Educators (John Von Neumann University) , Dr. Meszaros Gabriella. And we could also organizing with your partner wineries winemakers, owners to join our corporation wine lesson event at your wine bar in Budapest (including online meeting function) 5

We have 100 Japanese expats company contact list, and over 1,000 Japanese expats and foreign expats group(numbers of over 3E). We try to attract them through our FinoMagazin, HJW HP & Newsletter, DM.

⑤ Holding Example Wine Tasting Events in Budapest



End of May, 2018 at Sushi Sei in Budapest, Sushi Sei × Sabar × FinoMagazin Wine Dinner Event Japanese dishes paring.

Event Organizing, producing , total planning is Papp Hideko lives in Budapest by FinoMagazin. We attracted 30 guests mainly Japanese expats and Hungarian wine lovers for this event.

Before this event, Papp Hideko also succeeded to hold three wine tasting events in Tokyo, Japan for Three wineries, Sabar Borhaz, Szent Donat, and Vince Tomi Birtok.

⑤ Holding Example Wine Tasting, Lesson Events in Budapest



November, 2018 at Sushi Ocean in Budapest, Szivek × Sushi Ocean Wine Dinner Event Sushi dishes paring.

Event Organizing, producing , total planning is Papp Hideko lives in Budapest by FinoMagazin. We attracted maximum guests of this capacity Japanese expats and Hungarian wine lovers for this event.

We sent DM to mainly Japanese expats company and attracted them in Hungary.

5 Holding Example Wine Tasting Events in Tokyo, Japan.



January Two nights, 2019 at Franzuya Tokyo, Papp Hideko Promoted 6 Hungarian Wineries Wines to Japanese Guests.

Two nights events with Japanese Belly Dancers show to promote Hungarian 6 Wineries organizing by Papp Hideko. Succeeded to attract over 100 guests for 2 days in Tokyo, Japan.

Annual Patron Fee is 200,000 Forint / per 1year including the following service, benefit

- You can join to our online wine salon event ❶ with Japanese supporting members, wine experts as a Guest Speakers anytime. You can communicate with Japanese wine experts, face to face by zoom and teams app.
- We send newsletter ❷ to our Japanese members, wine experts, educators WSET, Dip, Master of Wine, wine gastronomy clients (in Hungary and Japan), Japanese and foreign expats winelovers in Hungary, wine university teachers, wine importers person in charge in Japan 2~3 times every month. In our newsletter, we introduce your company, services. If you could accept, we can also inform our subscribers (news letter) about your voucher contents to promote your services, events etc. (Ex, some discount coupon, event discount through HJW).
- We have creditable importers contact list on our website for only paid members. You can anytime check the list, If you would like to contact with some importers from our list, we connect you and them kindly, and give you the occasion to communicate, and discuss about your (with them) best corporation contents by online. As for this service of us, we call "Matching service for our corporate patrons, vintner members ❸".
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- Our owned media, FinoMagazin since 2015, We can write about your interview article including fine pictures, texts, and youtube video (If you like the making video contents too) to our readers. About our reader component, please read the bottom of page in this document. ❹
- Numerous PR appearances and mentions in the Japanese (including Japanese and foreign expats in Hungary,) and international media in the framework of the Festival's press campaign (spots, interviews, advertisements). ❹
- Promotion on the spot at the festival, on banners of FinoMagazin, Hungary Japan Wine Association, HJW Japan Office in Tokyo's Homepage unqualifiedly during you are our corporate patron. ❹
- Operating wine stands with a partner with the appropriate trade permit (including procurement of wines, necessary customs clearance, and sales)
- As a promotion option for you, We organize the wine event at your fantastic shop, restaurant, tasting room at winery to attract Japanese expats and foreign expats wine lovers anytime. We also connect the event guests with our Japanese members (in Japan) by zoom or teams.(including online meeting function) ❺
- We can attract Japanese wine experts from Japan, Japanese expats wine lovers and organize your winery tours anytime if you like.

We'd kindly offer you the above annual fee. We are welcome to discuss the patron fee with you anytime.




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ABOUT THE  
**HUNGARY JAPAN WINE**

ハンガリーワイン協会

Hungary Japan Wine Association, We are an nonprofit association of Hungarian Wineries and wine related business that initiate and advocate public policy to enhance the environment for the responsible production, consumption and enjoyment of wine.

Our ultimate goal is to bring the experts from the different field, different countries more closely. As part of that, We will organize various of awesome online seminar, courses and events with our professional Educators from our original field, Wine, Agriculture Biological Control, and Advertising, Marketing to our (Premium) Members.

Our another goal is to let winelovers, concerns in wine industry know and learn about true knowledge of Hungarian high value wines, the history, terroir, and wineries and Japanese Sake, Shochu making and Japanese Wines each other.

<https://hungaryjapan.com>

About HJW

<https://hungaryjapan.com/about/>



# HUNGARY JAPAN WINE BOARD MEMBER

## ADVISOR MASTER OF EDUCATOR

Dr. Mészáros Gabriella , International Wine-Academist, Master Wine Educator HJW, Diploma. WSET, Barrister.

Dr.Ferenc Baglyas PhD , Professor of John Von Newmann University, Extention Viticulturist

## FOUNDER

Tamás Kőrös ,The Founder,Representative of HJW. Advisor International Consultancy of Organic Viticulture. PAPP HIDEKO ,Co-Founder , Creative Director of HJW, Higher Certificate Level 3 WSET. Copy Writer, Wine Essayist. Japan Sommelier Association (total member numbers over 150,000 , classified sommelier number over 30,000) Sommelier Textbook, Hungarian Wine Part Writer, Editor 2022.



DR. MÉSZÁROS GABRIELLA



DR. FERENC BAGLYAS PHD



TAMÁS KŐRÖS



PAPP HIDEKO  
PAPP HIDEKO

Hungary  
Japan  
Wine



We organize and take our supporting members and wine experts from Japan to Budapest Wine Festival and many fantastic Hungarian Wine Event (Real / Online) Tour for Japanese Experts Tourist to Wineries, Gastronomies in Hungary.

Hungary Japan Wine Association is in charge of PRESS AGENT(PR) of Budapest Borfesztival for Japan.

<https://finomagazin.com/budapestborfesztival/>



Hungary Japan Wine Association, We coordinate the project "BUDAPEST BORFESZTIVAL GUEST COUNTRY" with Japan cooperating Japan embassy in Budapest, Our Japan Office in Tokyo, Japan Sommelier Association and Wine University in Yamanashi Prefecture.





Give the chance to get your Gift voucher to our HJW supporting members

Our new PR offer to your wine bar. please give us your nice voucher gifts (some discount ) , if you could.



賛助会員特典について



フィノマガジンHP



finomagazin.com

ハンガリーワイン協会HP



hungaryjapan.com

ハンガリーワイン協会日本事務所HP



hungaryjapan.com/jp/

**PREMIUM VIP**

Full Name:

Membership ID

Membership Valid Until:

Printed Name Over Signature





HUNGARY JAPAN

# About Us

## Hungary Japan Wine Association

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**Our another goal is to let winelovers, concerns in wine industry know and learn about true knowledge of Hungarian high value wines, the history, terroir, and wineries and Japanese Sake, Shochu making and Japanese Wines each other.**

**We organize a variety of wine lesson course, online wine salon and real tasting events for wine experts, wine lovers between Hungary and Japan.**

## Educators / Founder



**Dr. Mészáros Gabriella**  
Diploma WSET® /  
Master Educator



**Dr. Baglyas Ferenc**  
PHD / Educator



**Professor Tamás Kőrös**  
Educator  
Founder



**Papp Hideko**  
WSET® Level3 /  
Educator Founder

## EDUCATION PARTNERS



**WINES OF HUNGARY**

**messewineia**

**PREMIUM ONLINE WINE SALON**

**SUPPORT JOIN US**

[hungaryjapan.com/membershipbenefit/](http://hungaryjapan.com/membershipbenefit/)

| Member Type                | Target and their Benefit                                                                                                                                                                                                                                                                                                                                         | Annual Fee                                                                                                                                                                       |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Support Members<br>Premium | For Private winelover, educator                                                                                                                                                                                                                                                                                                                                  | 55,000HUF                                                                                                                                                                        |
| Vintner Members            | About your benefit, we will inform that and send material to you via email.                                                                                                                                                                                                                                                                                      | 100,000HUF~                                                                                                                                                                      |
| Corporate Patrons          | Much of the work HJW does is made possible by the generous support of our Corporate Patrons. supporting to the work of HJW, Corporate Patrons receive a range of benefits including discounts on course materials, free postings on our jobs board, "FinoMagazin" our owned media as interview article, and recognition across our many events and publications. | To discuss becoming a Corporate Patron contact Tamas Koros or Papp Hideko, Head of Events and Partnerships at <a href="mailto:info@hungaryjapan.com">info@hungaryjapan.com</a> . |







February 2022  
JAPAN OFFICE START

BUDAPEST  
BORFESZTIVÁL  
A SPAR TÁMOGATÁSÁVAL



HUNGARY JAPAN

GO TO HUNGARY FROM JAPAN  
GO TO BUDAPEST WINE FESTIVAL



HUNGARY JAPAN

HUNGARY JAPAN WINE MINI GUIDE

UNKNOWN WINE KINGDOM

hungaryjapan.com



We organize and take our supporting members and wine experts from Japan to Budapest Wine Festival and many fantastic Hungarian Wine Event (Real / Online) Tour for Japanese Experts Tourist to Wineries, Gastronomies in Hungary.

Ms. Kyoko Kakita / The Representative of Hungary Japan Wine Japan Office in Tokyo



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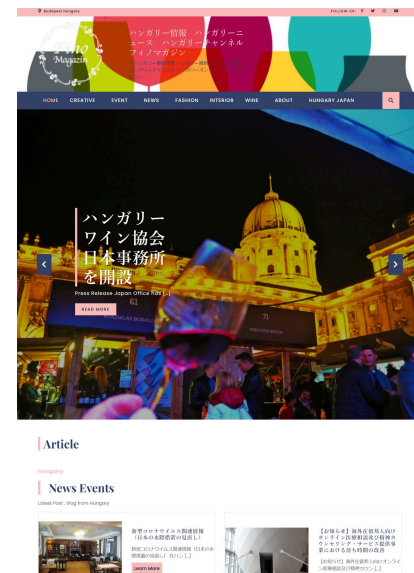
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