



HUNGARY JAPAN

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Hungary Japan Wine Association 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 Supporting 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.



ST.ANDREA Photo
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Providing the precious lesson courses of Hungarian Wine Education

Hungary Japan Wine Association, ハンガリーワイン協会 , Our Strength is what we can organize various effective Hungarian Wine seminar and professional online lesson course about Hungarian Wines by online for our japanese wine lover & wine experts supporting members including importers from Japan





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Hungary Japan Wine Association

ハンガリー政府関係省庁

Agriculture Ministry

パートナーワイナリー
生産者500社以上

Partner Wineries

Wine Institutes,
Universities

Hungary

Supporting Members
賛助会員(正会員)

Corporate Patrons
法人会員

Free Members
無料会員

Chairwoman

ハンガリーワイン協会
役員会

Board Members

Organization Chart
協会組織図

Japan Office

Ambassadors
アンバサダー

Corporate Patrons
法人会員

Supporting Members
賛助会員(正会員)

Free Members
無料会員



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Board Members Hungary Japan Wine Association ハンガリーワイン協会

Dr.Mészáros Gabriella



Honorary Advisor
& Lecturer

Akó Kft Owner, editor,
publisher. Wine-writer
and wine educator.,
WSET Diploma

Ferenc Baglyas PhD



Honorary
Professor

Professor at Faculty
of Horticulture , John
Von Neumann
University
Extension Viticulturist

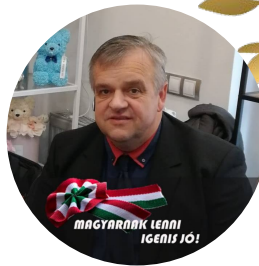
Papp Hideko



Chairwoman

Creative Director,
Copywriter, FinoMagazin
Owner, Author of
Hungary edition in the
Japan Sommelier
Association Sommelier
book, Wine Essayist,
WSET Level 3

Tamás Kőrös



Vice Chairman

Plant Protection
Advisor
Teacher at Faculty of
Horticulture , John
Von Neumann
University

Sakurai Waka



Executive Director

Corporate Advisor ,
Association counselor
of Hungary Japan Wine
Association



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Japan Office Hungary Japan Wine Association ハンガリーワイン協会 日本事務所

Ms. Kyoko Kakita



Representative Japan Office

Kyoko Kakita, she is a representative at Japan Office of Hungary Japan Wine Association. She is also Importer in Tokyo.

HJW
Hungarian
Wine
Ambassador

What's Ambassador for us?

Board Members selected the right persons to work together for promoting Hungarian Wines on SNS and real events from our members as our PR ambassador about Hungarian wines in Japan.

Hidekazu Hashimoto



JSA Certified Sommelier Excellence

Hidekazu Hashimoto He is JSA Sommelier Excellence and our supporting regular member as well. He has own wine salon Vitis Club owner, Wine lecturer,

Kentaro Takahashi



Wine Importer

Kentaro Takahashi, He is our supporting regular member and wine importer in Tokyo, Representative of PRODUCTX

Reiko (Rachel) Izumi



JSA Certified Wine Expert

Rachel Izumi , She is a wine lecturer at the Silver and Bronze class of JSA Winekentei. Working at Wine shop in Yokohama.



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Fino Magazin

*Our owned media, FinoMagazin
Helps your sales promotion activities*

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FinoMagazin Audience

our office

Fino
Magazin

Since June in 2015, FinoMagazin has been accessed users from

over 180 countries



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FinoMagazin Audience

Digital

Average Monthly Page View / 120,000PV

Average Unique Monthly Visitors /
60,000UU

Average Time Spent per Visit / 3 min

0.2Millions.

Monthly Total Digital
Audience

Social Followers!
Facebook(including FB
private group
members) / 10,100
Instagram / 2,100



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in Japan

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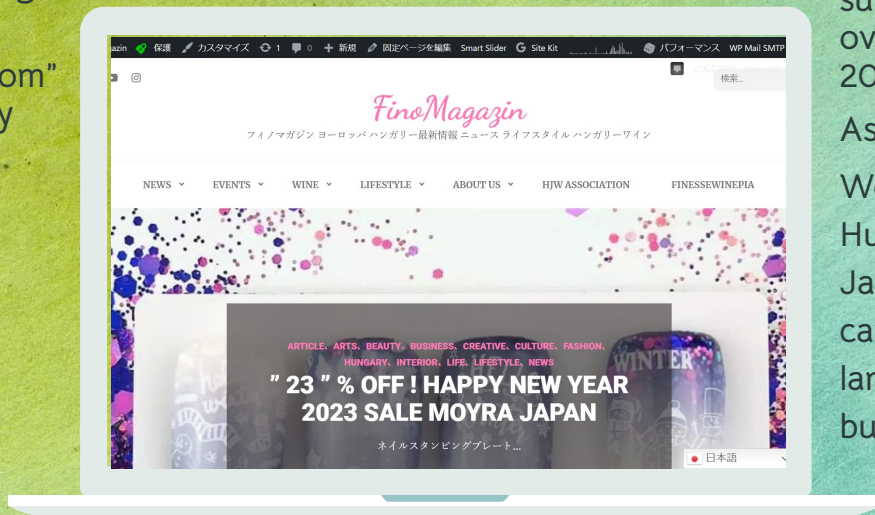


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HJW' online media
FinoMagazin helps to build
branding and improve
wines reputation in Japan &
among Japanese & foreign
expats in Hungary.

FinoMagazin means "Fiom"
which is Delicious, Cozy
and Magazin which is
Magazine in Hungarian
Language.



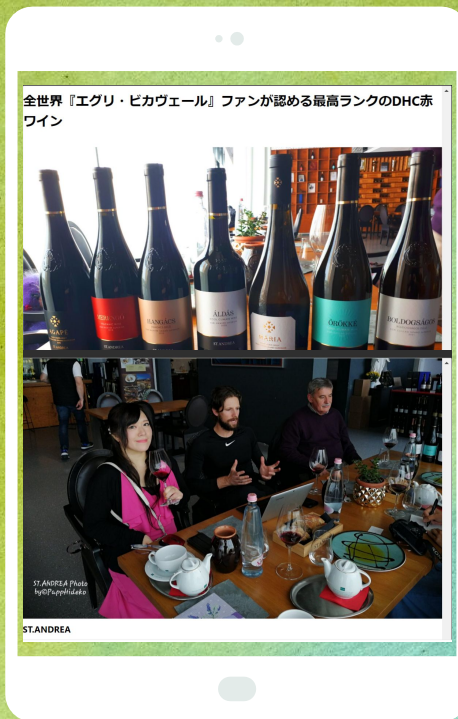
Such a Authentic Topics
News from Hungary and
Japan, We continue
introducing them to our
subscribers and readers from
over 180 countries since
2015.

As for Our articles,
We translate them from
Hungarian, English into
Japanese. And Readers also
can read in their own
language with our translation
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FinoMagazin Tablet



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FinoMagazin, our owned online media is created with great emphasis on responsive web design by chairwoman, Papp Hideko, Web designer, Copywriter and Creative Director of AD creative.

FinoMagazin Mobile



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セント・アンドレア オーナー
Jr.がテロワールを詳しくレク
チャー



ST.ANDREA

ワイナリーを継いでも、ワインの勉
強は怠らず、次のディプロマを目指
されるということで、



FinoMagazin, our
owned online media is
created with great
emphasis on
responsive web design
by chairwoman, Papp
Hideko, Web designer,
Copywriter and
Creative Director of
AD creative.



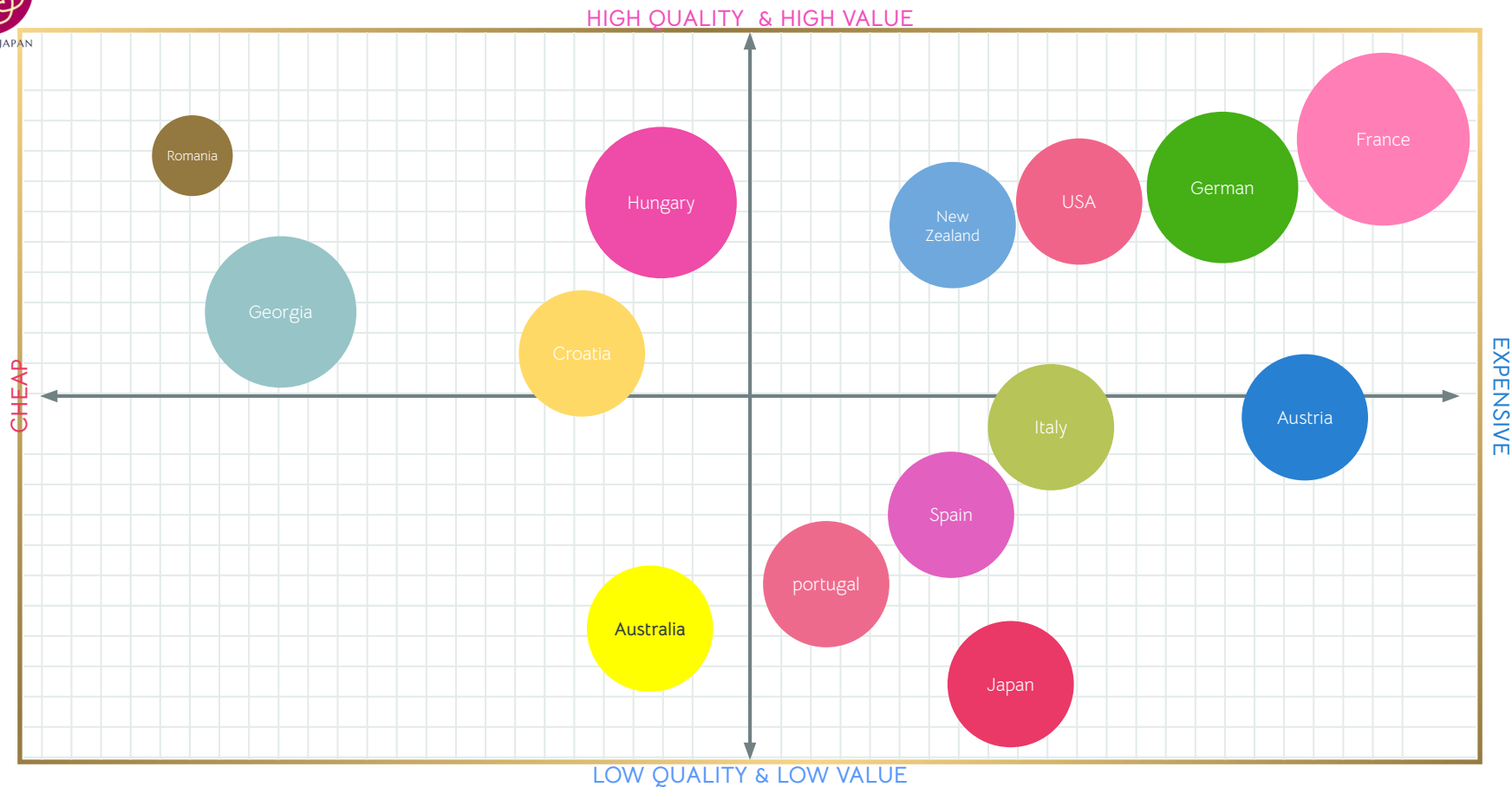
**Future Issue for promoting High Quality
and high valuable Hungarian wines**

You can find me at @hungaryjapan FB, Instagram and Youtube



HUNGARY JAPAN

Hungarian Wine First Impression about the Brand Image than Another Wine Countries Matrix





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Hungarian Wine Marketing SWOT Analysis

STRENGTHS

The Tokaj Wine Region was recognised by UNESCO for its importance to the common cultural heritage of humanity Terroir suits for making high quality & organic biodynamic wines

S

WEAKNESSES

Hungarian wine is still an unknown for Japanese ordinarily wine lovers even if among importers in Japan.

W

Like this winemakers relay events, We can organize many variety of good promotion online events and seminar for our japanese members and parties in japan wine industries including importers.

OPPORTUNITIES

O

We find the threats to decrease value of hungarian wine from some hungarian greedy producers. They are often selfish, lazy and greedy when they negotiate with foreign importers.

THREATS

T

*About "Join our membership & Benefit",
We inform you another pamphlet and Our website*



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Hungary Japan Wine Association

ハンガリーワイン協会

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