



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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New Certification

Borszakértő

Hungary Japan Wine Association, ハンガリーワイン協会, Since 2024, We provide new wine certification for our students, The name is Borszakértő means wine expert in Hungary. Borszakértő certification will be given for our successful candidates who takes our intermediate training course for teachers by online.

hungaryjapan.co



Borszakértő
Certification

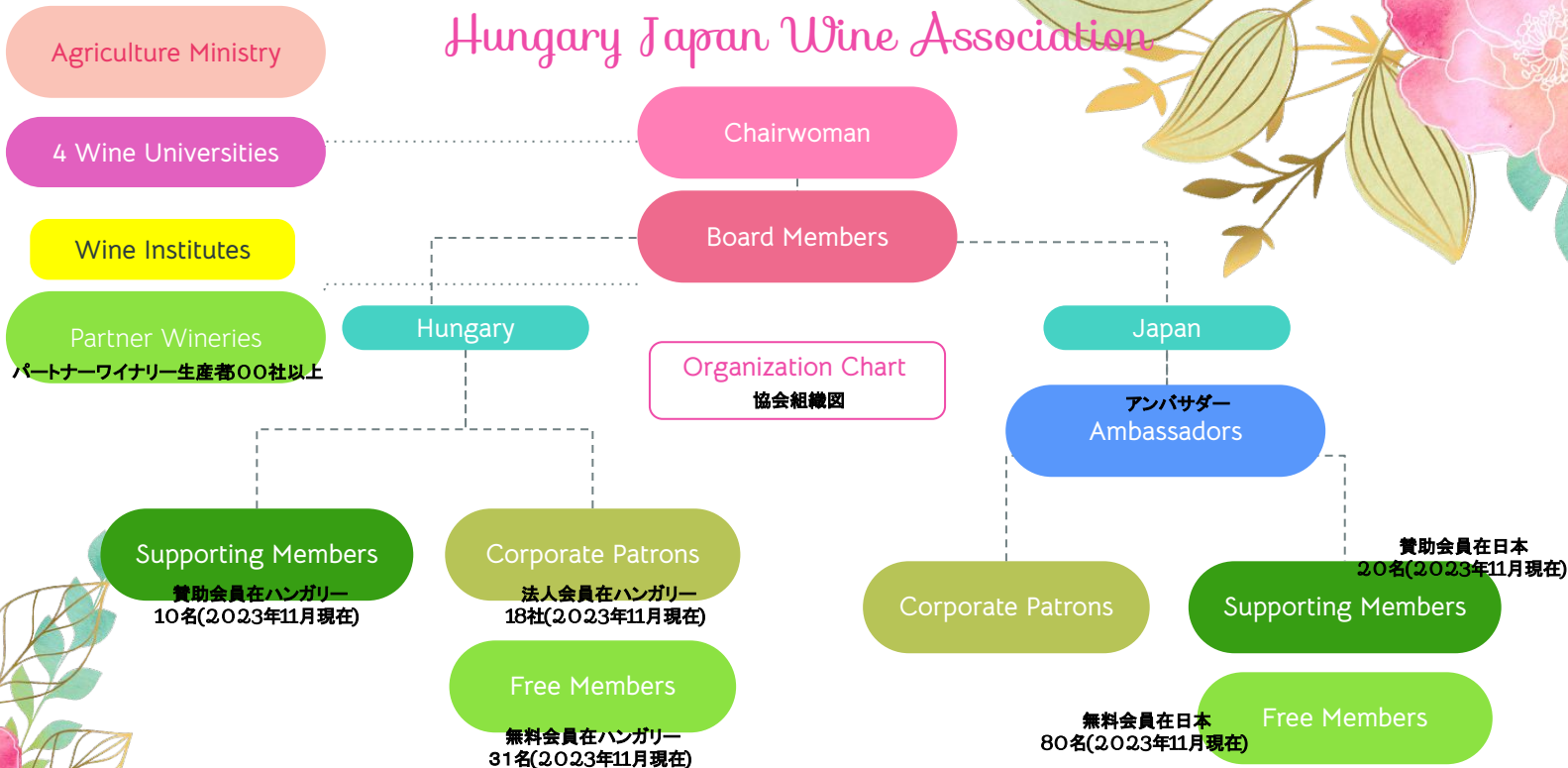
Hungary Japan Wine Association
HUNGARIAN WINE | EXPERT | LESSON | 20+ WELCOME
ONLINE + REAL, FROM BUDAPEST



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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

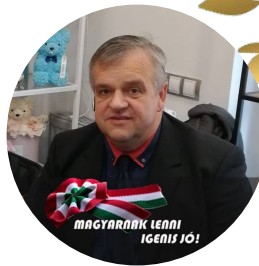
Papp Hideko



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
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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. Waka Sakurai



**Representative
Japan Office**

she is already our board member, Executive Director, from November 2024. She became a new representative at Japan Office of HJW.

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.

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



NIKKEI WOMAN
FUJI TV NETWORK
TV ASAHI , TV TOKYO ,
HOKKAIDO TV
Cooperation Media Partners
in Japan

1. JAPAN
2. HUNGARY
3. USA & UK

The Top 3 Countries
with High Access

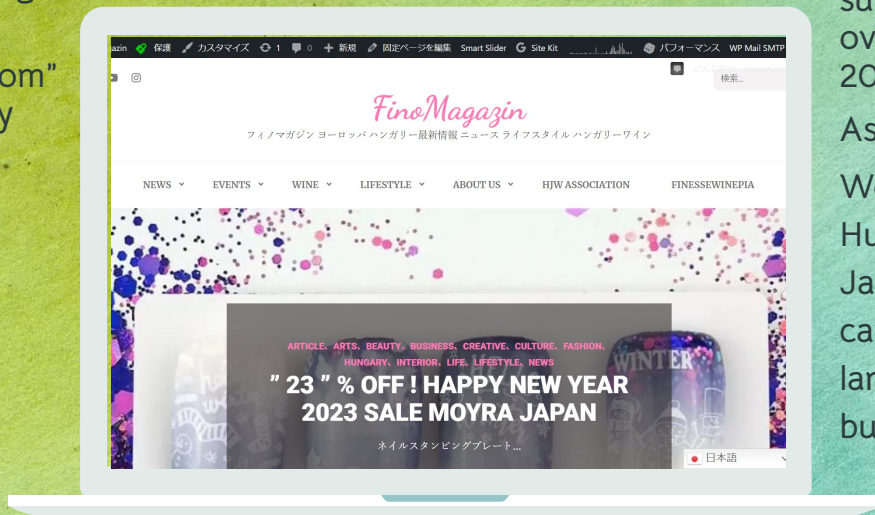


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HJW' online media
FinoMagazin helps to build
branding and improve
wines reputation in Japan &
among Japanese & foreign
expats in Hungary.

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



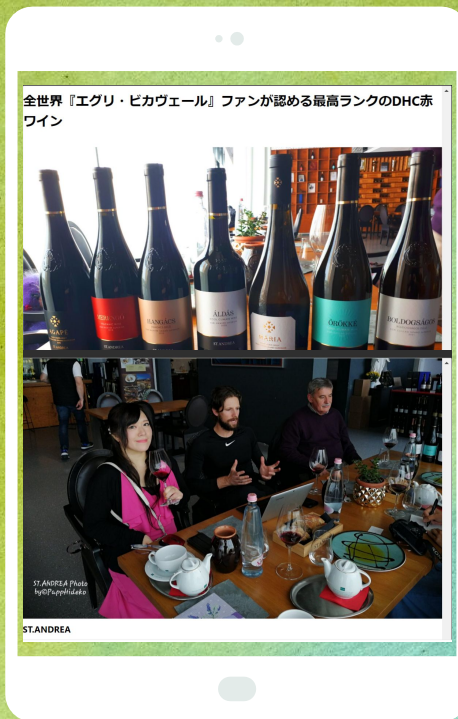
Such a Authentic Topics
News from Hungary and
Japan, We continue
introducing them to our
subscribers and readers from
over 180 countries since
2015.

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

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



finomagazin.com

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.



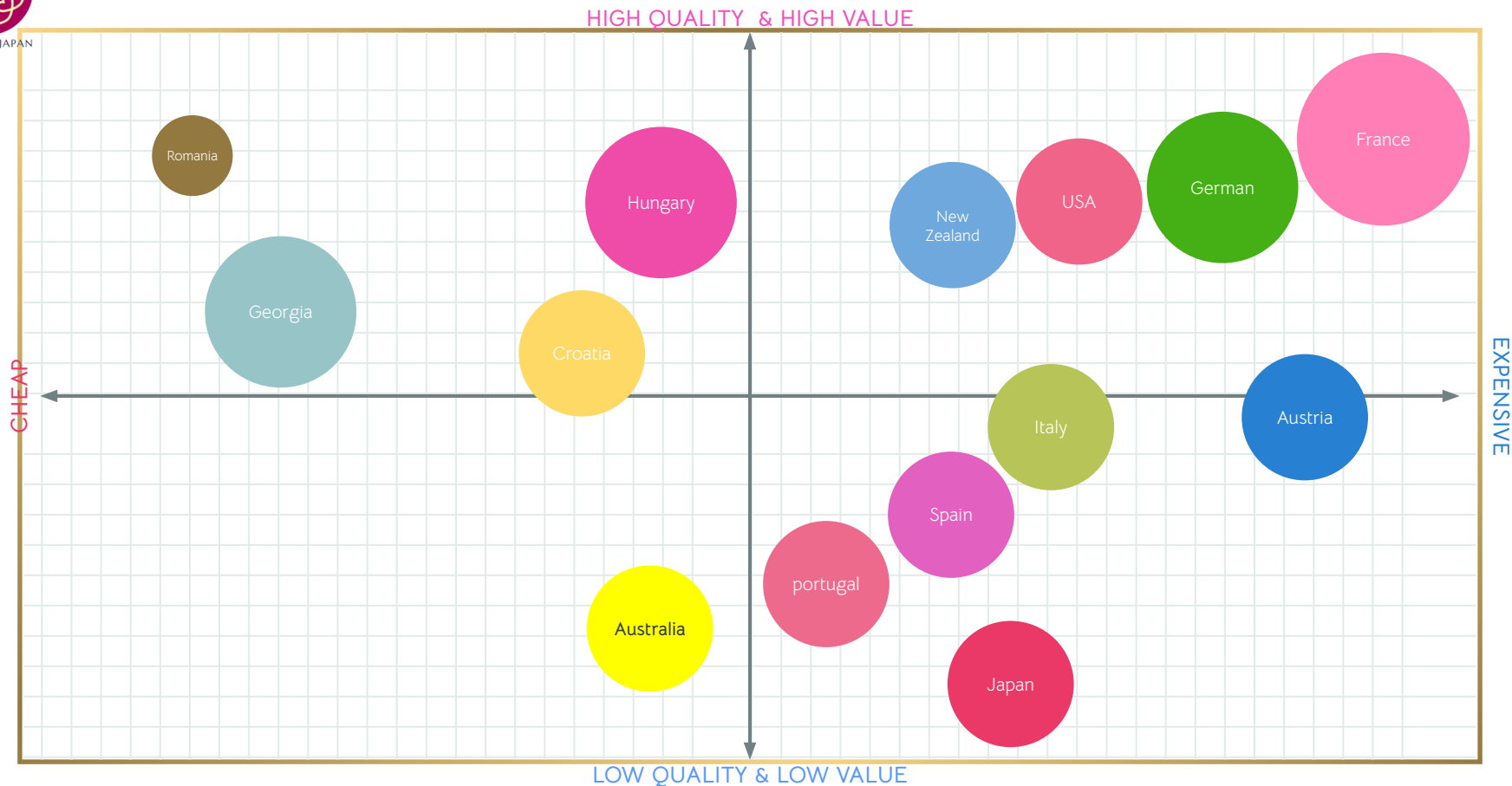
**Future Issue for promoting High Quality
and high valuable Hungarian wines**

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

T

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



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Magyar JAPÁN Borszövetség

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