JAPAN EXPORT GUIDE

FOR PAPUA NEW GUINEAN EXPORTERS

National Trade Office

A Publication by the Papua New Guinea National Trade Office
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DISCLAIMER!

This document is intended for informational purposes only. The Japan Export Guide for Papua New Guinea provides a detailed overview of export procedures and steps relevant to Papua New Guinea (PNG) exporters interested in entering the Japanese market.

Tailored for local businesses and producers, this guide aims to empower entrepreneurs to make informed decisions. It serves as a starting point for exporters looking to engage with Japan, drawing information from publicly accessible online platforms.

The information presented in this guide is derived solely from desktop research. Thus, where applicable, links and references are provided to ensure transparency and access to the original sources.

Please note that the accuracy and currency of the information, including statistical data and trade regulations, may vary and are subject to change. Therefore, exporters are strongly encouraged to conduct thorough market research specific to their products and seek guidance from relevant trade facilitators and agencies as needed.

Lastly, the order of information does not imply the correct sequence of export processes or stages. Rather, it highlights key considerations in the exporting process.

FOREWORD

Papua New Guinea is a country with significant natural resources, unique products, and a growing number of businesses and entrepreneurs with the potential to participate in international trade. However, transforming this potential into sustainable export growth requires more than producing quality products. It requires knowledge of international markets, understanding of market requirements, compliance with regulatory standards, effective logistics, reliable business relationships, and the ability to meet the expectations of international buyers.

Japan represents an important and highly developed market with significant opportunities for Papua New Guinean exporters. It is a market recognised for its strong purchasing power, high standards of quality, innovation, reliability, and customer service. At the same time, entering the Japanese market requires exporters to understand and carefully comply with its import procedures, product standards, documentation requirements, packaging and labelling expectations, and other regulatory requirements.

The Japan Export Guide for Papua New Guinean Exporters has therefore been developed as a practical reference to assist PNG businesses, producers and potential exporters in understanding the key considerations involved in accessing the Japanese market. The guide takes exporters through important areas of the export process, including understanding the Japanese market, preparing and adapting products, identifying potential buyers, promoting products, understanding distribution channels, registering as an exporter, meeting export and import requirements, arranging shipping, selecting appropriate International Commercial Terms, understanding international payment methods, and accessing available trade support services.

The guide also recognises that successful exporting is a collaborative process. Exporters must work closely with relevant government agencies, commodity boards, trade facilitation institutions, logistics providers, financial institutions and international partners. In this regard, the guide provides useful information on key institutions and organisations that can assist PNG businesses in meeting regulatory, certification, standards, quarantine, customs and other requirements associated with international trade.

As Chief Trade Officer, I encourage Papua New Guinean businesses and producers to use this guide as a starting point in their export journey. The information contained in this publication should be complemented by product-specific market research and direct engagement with relevant authorities, buyers, importers and trade facilitators. Export regulations, market conditions and buyer requirements can change, and exporters must ensure that they obtain the most current information before entering into commercial arrangements.

The opportunity before us is to increase the participation of Papua New Guinean businesses in international markets and to diversify our export base. This requires us to move beyond the traditional reliance on a limited number of export commodities and to create greater opportunities for value-added products, small and medium-sized enterprises, women and youth entrepreneurs, and producers in our provinces.

Japan's market presents an opportunity for PNG to strengthen commercial relationships and explore new areas of trade. With the right preparation, consistent quality, reliable supply, appropriate certification, effective branding and strong business partnerships, PNG enterprises can position themselves to compete more effectively in this important market.

The National Trade Office remains committed to supporting the development of a more competitive, inclusive and export-oriented private sector. Through improved access to trade information, trade facilitation, market intelligence and coordination with relevant stakeholders, we will continue to assist Papua New Guinean businesses to better understand and navigate international markets.

I commend the team involved in developing this Japan Export Guide for Papua New Guinean Exporters and acknowledge the importance of providing practical and accessible information to our exporters. I encourage all current and prospective exporters to make full use of this guide, seek professional advice where necessary, and undertake the preparation required to meet the expectations of international markets.

The journey to becoming a successful exporter begins with preparation, compliance and a clear understanding of the market. I trust that this guide will serve as a useful resource for Papua New Guinean businesses seeking to take that important step towards the Japanese market.

Let us continue to work together to strengthen Papua New Guinea's export capacity, expand market opportunities and ensure that our businesses are better positioned to participate in and benefit from international trade.

Richard YAKAM
Chief Trade Officer
National Trade Office
Papua New Guinea

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ACRONYMS & ABBREVIATION

APEC – Asia-Pacific Economic Cooperation
CIF – Cost Insurance & Freight
DAL - Department of Agriculture and Livestock
DCI – Department of Commerce and Industry
DOH – Department of Health
FDI – Foreign Direct Investment
GDP – Gross Domestic Product
GNI – Gross National Income
GSP – Generalized System of Preferences
HS – Harmonized System
Incoterms - International Commercial Terms
IPA – Investment Promotion Authority
ITA – International Trade Administration
LNG – Liquefied Natural Gas
MAFF (Japan) – Ministry of Agriculture, Forestry and Fisheries
METI (Japan) – Ministry of Economy, Trade and Industry
MHLW (Japan) – Ministry of Health, Labor, and Welfare
MITI – Ministry of International Trade & Investment
NAQIA – National Agriculture and Quarantine Inspection Authority
NARI – National Agriculture Research Institute
NFA – National Fisheries Authority
NISIT – National Institute of Standards and Industrial Technology
NTO – National Trade Office
OEC – The Observatory of Economic Complexity
PGK/K – Papua New Guinea Kina
PNG – Papua New Guinea
PNGTPA – PNG Tourism Promotions Authority
SME – Small Medium Enterprise
UNCTAD - United Nations Conference on Trade and Development
USA – United States of America
USD/US$ – United States Dollars
WTO – World Trade Organization

1

BASIC "NEED TO KNOW" BEFORE EXPORTING

1.1. Country Overview

Japan plays a crucial role in global trade, consistently earning more from exports than it spends on imports since the late 1960s. This surplus has cemented Japan's position as a major player in the international market[1]. Its exports include electronic devices, automobiles, machinery, chemicals, and metals, with China and the United States being its main markets.

On the other hand, because Japan has limited natural resources, it relies heavily on imports for essential items like fuel, raw materials, and food, with machinery and chemicals being significant among its imported goods. Trade, which makes up nearly half of Japan's GDP, is a major contributor to its economy, and with strong relationships with key partners like China, the U.S., and South Korea, Japan holds significant influence in shaping global trade[2].

1.1.1. Japan's Demography

- Japan's demographic landscape is characterized by a total **population of 123, 094, 143**[3].
- Tokyo, the country's busy capital, stands as one of the most populous cities globally, hosting **8,336,599 residents**.
- Reflecting a distinctive age distribution, Japan holds the title of having the world's oldest population, with a **median age of 49.1 years**.
- Contributing to the global population, Japan's demographic footprint constitutes **1.53% of the total world population**[4].
- The nation's geography is marked by a population density of **338 people per square kilometer** (876 people per square mile).
- Urban areas are densely populated, with a substantial **93.5% of the population residing in urban settings**, totaling 115,292,289 people in 2023. The high urbanization rate highlights the dynamic and vibrant nature of Japan's cities, contributing to the country's overall demographic makeup.

1.1.2. Economic Highlights of Japan

- Japan ranks as the **fourth-largest economy in the world** by nominal GDP, following the United States, China, and Germany[5]. It is also the **fourth largest ecommerce market** globally.
- As the fifth-largest exporter and fourth-largest importer of goods, foreign trade makes up a significant 37% of its GDP[6].

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1 Japan Economy (Britannica, n.d.)
2 Japanese foreign trade in figures (Santander Trade, 2024)
3 Japan Population as of October 19, 2023 (Worldometer, 2023)
4 Japan Population (iKnowledgeCampus, 2023)
5 Japan slips into a recession and loses its spot as the world's third-largest economy (Kageyama, 2024)
6 Data – Japan (The World Bank, 2026)

- Japan's Gross National Income (GNI) reached **4.72 trillion USD in 2025**[7].
- In 2025, Japan's Gross Domestic Product (GDP) amounted to **4.44 trillion USD**,
- representing roughly 4 percent of the global economy, according to official World Bank data[6].
- Japan's **GDP per capita in 2025 was recorded at US$35,951**, reflecting a 6.37% increase from the 2024 figure of US$33,797.10.
- Like most developed countries, **Japan's economy is dominated by services**, which make up about 62% of its GDP. Key service sectors include wholesale and retail trade, which account for around 7% of GDP, and real estate, contributing about 6%. Manufacturing is a major driver of Japan's economy, making up almost 22% of GDP, while construction also plays a notable role at about 5%[8].

1.1.3. PNG - Japan Trade Relation

For approximately four decades, Japan and Papua New Guinea have maintained friendly and cooperative relations. Diplomatic ties were established on September 16, 1975, coinciding with Papua New Guinea's declaration of independence[9]. Japan has been a notable contributor to aid projects in Papua New Guinea, particularly in the realm of high-quality infrastructure, solidifying its position as a generous development partner. This is confirmed by its consistent ranking as Papua New Guinea's third-largest bilateral aid donor.

Moreover, Japanese companies play a pivotal role as investors in PNG's economy. They have been foundational investors in significant oil and gas projects, including the substantial PNG LNG project. Simultaneously, Japan serves as a major customer for the nation's key resource outputs, encompassing oil, gas, and copper. Notably, LNG supplies from PNG constitute a substantial portion, accounting for up to 5% of Japan's total imports[10].

According to the Observatory of Economic Complexity (OEC), the bilateral trade between PNG and Japan, over the past 5 years, has continued to maintain momentum with an annualized growth rate of 13.4%. The OEC data portal also reveals reports from February 2026 indicating that PNG's monthly exports to Japan rose by 29.2% year-over-year to US$3.03 billion, while Japanese imports into PNG saw a 72.1% spike to US$222 million. PNG's main export products were Copper Ore, Petroleum Gas, and Crustaceans, with imports from Japan consisting of Buses, Delivery Trucks, and Rubber Tires[11].

The bilateral relationship between PNG and Japan goes beyond trade, with Japan being a notable development partner and aid donor in the Asia-Pacific region. Among the various Pacific Island nations that receive support from Japan, PNG currently stands as the largest beneficiary of Japanese aid. Furthermore, frequent ministerial visits between the two countries solidify their ongoing diplomatic engagement.

7 Japan - GNI (Trading Economics, 2026)
8 Japan Full Year GDP Growth (Trading Economics, 2023)
9 Japan-Papua New Guinea Relation (MOFA, 2020)
10 Deepening Japan's cooperation with Papua New Guinea (McLeod, 2020)
11 Japan/Papua New Guinea Trade (OEC, 2026)

1.2. Market Insights to Consider Before Exporting

- **Large Stable Economy:** With its exceptionally robust economy, coupled with a stable and consistently low currency fluctuation, and boasting one of the world's highest per capita incomes, the Japanese market stands as a dependable and promising business environment. It also represents a secure investment destination for investors[12].

- **Large Consumer Base:** Japan represents a sizable and affluent consumer market. The Japanese people enjoy a high standard of living, with 93.5% of the total population residing in urban areas[3] and possessing strong purchasing power. This makes them an ideal target audience for a wide range of products and services. However, the unique demographic structure of Japan, the rapidly aging or declining population, presents both market challenges and opportunities. This demographic shift also influences consumer needs and demands, particularly in fields such as healthcare, leisure, technology, pharmaceuticals (medicinal products), and real estate (esp. retirement homes/care).

- **Consumer Preference:** Japanese consumers prioritize quality, innovation, and customer service, often favoring fewer high-quality items despite higher prices, possibly due to cultural inclinations or limited storage space; additionally**,** Japanese people tend to be cautious and not trust foreign companies much, so it's important to build trust with them early on. If your product does well in Japan, it can open doors to the broader Asian market.

- **Consumer Market Behavior:** In Japan, where collectivist thinking prevails, consumers are less concerned with being different than with being accepted by their peers, so products or brands that appear too unique or unusual may discourage potential customers. Both consumers and corporations in Japan can be incredibly loyal to their existing brands and suppliers. While first-mover status is crucial in many respects, success is also possible as a late entrant if you adapt your market entry strategy to match your brand's strengths and learn from the successes and failures of your competitors.

- **Domestic Trends:** Japanese consumers can be quite unpredictable with their preferences and behavior when it comes to foreign brands. For instance, it may come as a shock to most when some big-name global brands have failed to build any traction, while certain lesser-known foreign brands can perform incredibly well in the market. Thus, keeping an open mind and avoiding stereotypical assumptions about Japanese consumers is a healthy practice and approach to the Japanese market as well.

12 Top 5 Reasons to do Business in Japan (Links International, 2020)

- **Strong Infrastructure:** Japan boasts an excellent infrastructure, including efficient transportation networks, modern communication systems, and well-developed logistics, which facilitates seamless distribution and supply chain management.

- **Strong Intellectual Property Protection:** Japan has stringent intellectual property laws, ensuring that business innovations and ideas are well-protected, providing a sense of security for foreign companies operating in the country. But that shouldn't keep you from protecting your intellectual property rights before exporting to Japan. Register trademarks, patents, or copyrights as needed.

- **Cultural Appeal:** Japanese culture, art, and entertainment have a global following. Businesses that leverage Japan's cultural appeal can create strong brand recognition and consumer loyalty.

- **A Business-Friendly Environment:** Japan actively encourages foreign investment and has implemented reforms to attract more international businesses. The government offers various incentives and support programs to foreign companies. Visit the JETRO website for more information.

1.2.1. Challenges

- **Domestic Competition:** Japan has a robust network of strong local companies who tend to rally against new competitors. Foreign businesses must be prepared for such competition through careful positioning and an understanding of both threats and opportunities.

- **Quality Standards and Regulations:** Various import regulations, permissions, certifications, procedures, non-tariff barriers and local government authorities make Japan extremely bureaucratic. Ensure that your products meet Japanese quality and safety standards. Japan has strict regulations regarding imports, so compliance with these standards is essential to avoid rejection at customs.

Tip: Take time to understand Japan's Customs regulations and procedures. The Japan Customs website is a valuable source for information.

1.2.2. Opportunities

- PNG has historically focused on exporting minerals to Japan. However, significant opportunities exist for diversification and growth in sectors such as agriculture, tourism, and others outside of minerals. Japan's reliance on imports across various sectors presents a chance for PNG to explore new markets, supporting its economic growth goals. Strengthening trade connections in these emerging sectors can be mutually beneficial for both countries.

- Japan's consumer market has a growing interest in eco-friendly, sustainable and organically sourced products.

1.2.3. Tips to Aid Market Entry

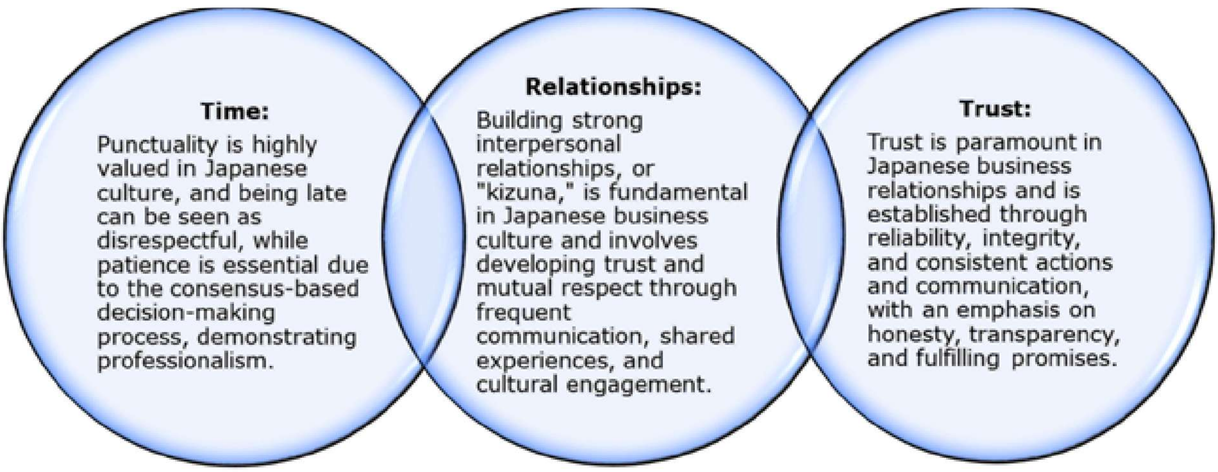
- **Market Research:** Market research is essential. Tailor your research specifically for the product you plan to export or sell to Japan. Focus on understanding the consumer base, including their characteristics, preferences, and market behaviors, as well as Japan's customs rules and regulations. Japanese consumers have high standards for foreign products.

  Clearly define the type of product you are planning on exporting and your reasons for targeting the Japanese market, whether it's raw commodities, processed goods, or brand expansion. A well-defined market objective will guide your efforts in establishing a strong presence in Japan.

- **Localization:** Localization is key for earning trust in the Japanese market and catering to local consumer preferences. It involves more than just translating content; it requires adapting products, services, or materials to align with local culture, language, and legal standards. This means modifying cultural references, language nuances, and design elements to make them feel natural to the Japanese audience.

  The first step is understanding how your brand and products are perceived locally, allowing you to tailor your messaging to better match local tastes.

- **Japanese Business Culture and Ethics:** Familiarize yourself with Japanese business etiquette and culture to avoid cultural misunderstandings during business negotiations. In Japan, appearance holds significant importance in business meetings, and politeness and formality are crucial aspects of business communication. Furthermore, the business culture is characterized by an introverted, formal approach, especially at the beginning of a business relationship. Therefore, three important cross-cultural considerations are as follows:



- **Language and Communication:** Effective communication is crucial, and language barriers should be addressed. Consider employing a translator or utilizing bilingual sales representatives to ensure clear communication with potential buyers. If your team interacts directly with Japanese consumers, proficiency in the Japanese language is essential. Alternatively, you can rely on partners for assistance in this regard. Additionally, having native speakers on your team can significantly help in reducing the stress when dealing with various application and registration processes.

- **Form partnerships with Local Distributors or Agents:** It is advisable for exporters to collaborate with local distributors or agents well-versed in the Japanese market. These professionals can help navigate cultural and business differences, easing market entry. Consider engaging a local representative in Japan or partnering with a freight forwarder or customs specialist to ensure compliance with import documents, rules, and regulations.

- Whether your business plans are short-term or long-term, establishing strong business relationships is crucial in Japanese culture. Dedicate time to building trust and connections with potential partners and buyers, as the Japanese prefer to know and trust their business associates before engaging in transactions.

- **Utilize Preferential Programs:** Leverage Japan's GSP Scheme for easier market entry and reduced trade barriers on eligible products. Explore preferential rates available under the GSP scheme for eligible countries like PNG. (Link to information on Japan's GSP Scheme: https://www.mofa.go.jp/policy/economy/gsp/index.html)

- **Thorough Planning and Support:** Recognize that exporting to Japan requires time and effort. Seek advice from government agencies and trade organizations for updated information and support (see Appendix 5.1).

1.3. Product Preparation/Adaptation

Once you've studied the market, get your product ready to meet what the market and customers prefer. Sometimes, you might have to change or improve your product to fit specific requirements, like cultural or technical needs in Japan. This is called product adaptation.

1.3.1. Packaging & Labelling

Pay attention to packaging and labeling requirements in Japan. Make sure your products are packaged securely for international shipping and labeled appropriately in Japanese and/or English. Consumers often prefer more information than less, to the extent that displaying minimal amounts of information in product descriptions, advertisements or on packaging can seem too "mysterious" or untrustworthy.

✓ Packaging

First impressions matter a lot in how people perceive things, and companies use packaging to make a good first impression. The outer appearance of a product (its package) is the first thing a potential customer sees, making it a powerful marketing tool.

Packaging does more than just look good; it protects the product content, gives information, creates ease for transportation, and keeps the product safe. In Japan, food packages must have a sticker with details like contents, colors, preservatives, the address of the importer, and the date in Japanese. When making packaging, check with the importer for their preferences, and if necessary, ask for extra guidance.

(For detailed info on importing food to Japan, see JETRO's English Handbook for Imported Foods *pdf.)*

✓ Labelling

Product labels must be in Japanese according to regulations, and importers often create them using information from exporters or manufacturers. Labels can be designed by manufacturers, applied either in the country of origin or in Japan, with specific requirements for textiles, electrical appliances, plastic products, and various consumer goods, especially in the food and beverage sector.

If needed, consult your importer for suggested labeling, as Japanese law mandates specific labeling for various products, including metric measurements for certain containers, generally enforced at the point of sale rather than customs.

- **Traceability**

Proper product labeling is crucial for traceability, ensuring transparency and accountability throughout the supply chain. While packaging and labeling requirements may vary among different countries, traceability remains a fundamental aspect across importing nations, serving to uphold standards of food safety and quality.

Japan is renowned for its strict regulations, particularly in areas such as food safety and consumer protection. With Japanese consumers being discerning and cautious about foreign products, the government has implemented rigorous standards and regulations to maintain consumer confidence and safety[13].

In order to ensure compliance, exporters should expect potential testing of shipments upon arrival by the Japanese Ministry of Health and Welfare, especially for food and other regulated products. By adhering to traceability requirements and other regulations, exporters can ensure compliance and facilitate the smooth entry of their products into the Japanese market.

13 Japan's 100% Traceability (Heitzeberg, 2017)

Product Labelling Requirements

The minimum font size for labels is approximately 8 point for all characters. Labels should include the following information (as applicable), in Japanese:

- **Name** of the product
- The word "**Imported**" and **Country of Origin**
- **Name/address** of the **importer**
- **Ingredients,** other than additives, in descending order of weight percentage
- **Food additives** in descending order of weight on a separate line from other ingredients
- **Alcohol content**
- **Container Volume** (listed in milliliters or liters)
- **The net weight** (metric units only)
- **"Best before" date**
- **Method of use, storage instructions,** or preparation, (when established by the Ministry of Health, Labor, and Welfare for the product, or when its absence could cause confusion).
- **Labeling to prevent consumption by minors** (All liquor containers must clearly state that "Consumption of alcohol by minors is prohibited," or "Alcohol may only be consumed by those ages 20 or over.")

You can find information on food importing procedures on the MHLW website*.*
For details about JAS (Japan Agricultural Standards) labeling, check Japan's MAFF website.

1.4. Finding a Buyer/Customer

1.4.1. Promote your product

Effectively promoting your product in Japan and capturing the attention of Japanese customers will require a good understanding of the market and what makes your product special. Section 1.2 of this guide provides insights into the Japanese consumer base, helping you adjust your approach.
It's important to work with trusted Japanese platforms and use popular social media apps like Instagram, Line (a popular Japanese app), and Facebook, when doing promotions online.

When doing your promotions, you can consider creating a compelling story that matches Japanese preferences, highlighting unique features or cultural aspects, because that will help you connect emotionally with the audience and attract customers.

Partnering with local influencers, taking part in events, and working with Japanese retailers can boost visibility. In your overall strategy, promote on different platforms using the native language to spark interest and build a positive image, earning the trust of Japanese buyers and strengthening your connection with the audience.

1.4.2. Promotion Assistance

PNG has authoritative bodies responsible for trade affairs both domestically and internationally. These include the National Trade Office (NTO), Department of Commerce and Industry (DCI), and the Investment Promotions Authority (IPA). These offices, along with other key sector agencies, share the responsibility for promoting national products worldwide.

These trade facilitating bodies can promote export-ready products to potential buyers or partners, both domestically and internationally, through business events, hosting or supporting events that attract international visitors, and participating in international expositions, among other methods.

1.5. Distribution

Selling products in Japan can be a bit complicated, so it's smart to team up with local distributors who know the market well. The usual ways are through wholesalers, retailers, and trading companies. Just remember, trust and relationships are really important in Japan, so it's key to build strong connections with your distributors for success.

Wholesalers are usually the first point of contact for foreign companies trying to enter the Japanese market. They buy products from foreign companies in large quantities and then sell them to retailers or other businesses.

If a business wants to become known in Japan, it needs a good plan for how to sell its products. The way you sell depends on who you're selling to. For big stores or middlemen, you might not need a detailed plan for how your product gets to customers. Some people choose to sell online to save money, especially if they're dealing with smaller amounts of products.

While regular stores are still popular, online shopping is growing fast in Japan. So, if you want to do well in this market, it's a good idea to also have a strong online presence and work with local partners to advertise your products effectively. Make your distribution plan fit the specific conditions and preferences of the market.

2

GETTING READY TO EXPORT

2.1. Register as an Exporter

I. Any person wishing to export must liaise with:

a. As a farmer, the relevant commodity board,
b. As a business, with IPA, and
c. As an exporter, with NTO/PNG Customs Services

2.2. Export Requirements Procedures & Documents

Documents required to export to Japan will vary depending on your product(s)[14], but they generally include:

- **Japanese import licenses** for hazardous materials, animals, plants, perishables, and in some cases, articles of high value (Responsibility of the importer).
- **Import Declaration Form** (Responsibility of importer)
- **A Certificate of Origin** if the goods are entitled to favorable duty treatment
- determined by preferential or WTO rates. Any additional documents necessary as proof of compliance with relevant Japanese laws, standards and regulations at the time of import may also apply.
- Bill of lading
- **Commercial invoice**
- **Packing list Sales contract**
- **Proforma invoice**
- **Customs declaration**
- **Insurance policy**

Export Requirements by PNG Customs and the Export Clearance Procedure can be found on PNG Customs' official website (www.customs.gov.pg).

Ensure compliance with all Customs regulations and consult PNG Customs for further assistance where needed. PNG Customs also provides an updated list of licensed customs brokers/agents that you can choose to work with. Customs brokers help with sending things out of the country by making sure all the necessary paperwork is done right and the right fees are paid when sending goods to Customs. It's a must to use a customs broker; exporters can't do it themselves.

14 Exporting to Japan: What You Need to Know (Noah, 2024)

2.2.1. Export Assistance

You can always seek assistance from trade facilitators in the country. Trade facilitators, such as government sector agencies or organizations, serve as authorities responsible for certifying and approving goods traveling in and out of the country.

In addition to streamlining trade processes, they ensure compliance with regulatory requirements and standards, verify the authenticity of documentation, and provide necessary approvals for the movement of goods across borders. By playing this crucial role, trade facilitators contribute to enhancing trade efficiency, reducing delays, and promoting the smooth flow of goods in international trade.

Visit the National Trade Office's Trade Portal (https://nto.gov.pg/) to find information about the Trade Facilitation Agencies and Commodity Boards in PNG (see also the Appendix). Depending on your product/commodity, they can assist you in obtaining the necessary certificates for clearance.

2.3. Import Requirements

2.3.1. Examples of special certificates required in Japan

Japan may require certain goods to be accompanied by special certificates, including:

- Health certificates for animals, plants, and their products.
- A Certificate of Condition, instead of a phytosanitary certificate, for frozen vegetables and fruit.
- Meat for human consumption necessitates an additional certificate from an approved authority in the country of origin, confirming the animals were free from designated infectious diseases before slaughtering and that subsequent processing was under hygienic conditions.
- Food imports require a permit from the Ministry of Health, Labor and Welfare, Japan.
- Alcoholic beverages may need a certificate of age[15].

2.3.2. Quality Standards & Regulations about Quarantine in Japan

In Japan, they care a lot about keeping everyone healthy and safe in the supply chain and for consumers. They have rules to check and prevent health risks, like inspecting certain items. These rules also list things that are not allowed or have special conditions.

15 Special certificates (Australian Trade and Investment Commission, 2023)

You can find more information about Japan's import procedures and quarantine laws on Japan's Customs website.

Verification of Other Laws and Regulations by Japan Customs

Before selling products in the country, all items brought in from other places are highly required to undergo testing and certification to meet specific standards. These standards can be either mandatory, meaning they must be followed, or voluntary, meaning they are optional. Approval for meeting these standards is determined through a certification system based on inspection results.

For things that have special rules on imports, the person bringing them in needs permission and approval under the Customs Law, which they get after necessary checks are done. When bringing goods into Japan, it's a good idea to talk to the company shipping them internationally for specific details, as they should know the latest Japanese import requirements.

The documents typically needed to get through customs in Japan include regular shipping papers like a commercial invoice, packing list, and an original, signed bill of lading or an air waybill if sent by air.

2.3.3. Tariffs and Regulations related to exports

Tariffs and duty rates are constantly revised and are subject to change without notice. It is strongly recommended that you reconfirm these prior to shipping to Japan.

Tariffs

Japan has a tariff system based on the value of goods, either as a percentage or specific rates. They sometimes combine both methods. Japan gives special treatment to some countries, reducing or eliminating tariffs for products from developing nations. While Japan has a low average customs tariff (2.5%), it has higher tariffs for certain items, especially in agriculture[16]. This makes Japan's agricultural tariffs some of the highest among developed countries.

Both PNG and Japan are members of the WTO, which benefits their trade relation. PNG is also a beneficiary of Japan's GSP scheme[17], which reduces or offers duty-free rates on selected products originating from PNG.

16 Japan Country Commercial Guide – Import Tariffs (International Trade Administration , 2024)
17 Generalized System of Preferences (Ministry of Foreign Affairs of Japan (MOFA), 2023) Japan

Japan's GSP Scheme has been in effect since August 1, 1971, and the current scheme remains valid until March 31, 2031. For full details on Japan's GSP scheme, visit the Ministry of Foreign Affairs website. Additionally, a detailed list of goods with preferential rates is also available on The Japan Customs tariff schedule.

To get preferential treatment, make sure you correctly classify your product with its respective HS code, either for preference under WTO or Japan's GSP scheme. Some products, such as Cocoa beans, whole or broken, raw or roasted, are generally duty free. However, even if there are no import duties, the customer may have to pay Gross Sales Tax (GST), (sometimes called Value Added Tax, or VAT), on the value of the imported goods.

Non-tariff barriers

Japan has low tariffs, but there are other obstacles like special standards, requirements based on past experience, and rules favoring local products that can make importing a bit challenging. People wanting to sell things to Japan shouldn't be discouraged by these challenges, as most of them are informal.

The main formal restrictions mainly affect agricultural products, and getting a license to import them is important. There are two types: Import Quota (IQ) for things like dairy products, and Import Declaration (ID) for streamlined import of various goods without prior approval from METI, checked by authorized foreign exchange banks.

How to tackle these challenges will depend on the industry, how competitive your product or service is, and how creative and determined your company's management[18]. Check out HKTDC's research on "Trade Regulations of Japan", it is a comprehensive paper on all aspects of trade laws and regulations in Japan.

18 Country Commercial Guide – Market Challenges (International Trade Administration, 2024)

3

EXPORTING/SHIPPING PRODUCT

3.1. Shipping Modes

Shipping means physically moving goods from one place to another. Exporters must decide how they will transport their goods—by air, ship, rail, road, or a combination.

Choosing the right mode of shipping, or transport, is crucial to ensure the goods arrive unchanged at the buyer's destination. The selected method depends on factors like time, types of goods, budget, and safety. Always be sure to explore all options to find the most cost-effective and efficient mode.

Exporters can consider working with freight forwarders who can provide insights and assistance in selecting the most suitable shipping mode based on your specific product requirements. The following Table (1a) defines shipping modes relevant to the movement of goods from PNG to Japan, excluding in-country logistics or transportation.

Table 1a: Shipping definition and benefits

MODE	DEFINITION	BENEFITS
Shipping Through Air	This mode is better for deliveries of small quantities such as test samples, product samples, and fragile products, products to be used on exhibitions or when time becomes a critical factor in delivery. In the case of storing goods on arrival, it may be cheaper near airports than sea ports. Do further research for updated information on this.	※Faster Delivery ※Suitable for Perishable Goods ※Can include almost everything
Shipping Through Sea	This is the most common way of transporting commodities worldwide, and the major reason is lower costs. It is more reasonable and convenient for heavier and spacious products. Japan has a long history of international trade and a vast amount of ports, with the biggest ports located in Tokyo, Nagoya, Osaka and Yokohama.	※Cheap ※Safe ※Suitable for all types

The final freight cost will be influenced by several factors including the product type you're exporting, the weight, the volume, and what freight forwarder you use.

3.2. Shipping terms (Incoterms)

Incoterms (International Commercial Terms) are an internationally recognized set of instructions used in global transportation of goods, which are established to define the respective responsibility of the Shipper (usually the supplier/consignor) and the Consignee (usually the buyer), throughout the entire transportation journey until the shipment reaches its final/intended destination.

Table 1b: Defining Incoterms

INCOTERM	DESCRIPTION
Incoterms that apply to any mode of transport	
CPT (Carriage Paid To)	CPT means the seller covers all transport costs to the port of discharge. The seller's responsibility ends upon delivering the goods to the carrier at a named place. It applies to all modes of transport.
CIP (Carriage and Insurance Paid)	Similar to CPT, CIP includes maritime insurance. The seller's responsibilities, covering costs up to the port of discharge and delivering to the carrier, remain unchanged. Applicable to all transport modes.
FCA (Free Carrier)	FCA places responsibility on the seller for goods, costs, and export clearance up to delivery to the buyer's chosen carrier at a named location. Buyer takes over responsibility post-export clearance.
DPU (Delivered at Place Unloaded)	Under DPU, the seller delivers and unloads the goods at the destination, covering all costs and risks until unloading. The buyer takes over from there.
DAP (Delivered at Place)	The seller delivers the goods to the destination, covering all costs and risks until they are ready for unloading. The buyer is responsible for unloading and everything afterward, including import duties and taxes.

DDP (Delivered Duty Paid)	DDP means the seller handles carriage, delivery, and import clearance, including taxes and duties. It maximizes costs and risks for the seller and minimizes them for the buyer. Buyer takes responsibility upon goods receipt at the destination.
EXW (Ex Works)	EXW puts the burden on the buyer to collect goods from the seller, handling all arrangements, costs, risks, and liabilities onward. Seller's responsibility ends at goods provision.
Incoterms that apply to sea and inland waterway transport only	
FAS (Free Alongside Ship)	FAS terms require the seller to place the goods alongside the carrier vessel at the port of export, with seller responsibility for export customs clearance and risk and cost up to that point. The buyer takes responsibility for the goods from loading onto the vessel onwards.
FOB (Free On Board)	The seller is responsible for delivering the goods onto the ship at the named port of shipment. The seller covers all costs and risks until the goods are on board the vessel. Once the goods are on the ship, the buyer assumes all costs and risks, including transportation and unloading at the destination port.
CFR (Cost and Freight)	With CFR terms, the seller's invoice covers the cost of the goods and shipping them to the destination port (excluding local charges). However, the buyer has limited control over the shipping process and costs after the goods are on the ship.
CIF (Cost, Insurance and Freight)	The same shipping terms as CFR, plus a marine insurance policy also paid by the seller.

✓ Freight Forwarders in PNG:

A freight forwarder is like a travel agent for shipping goods. They take care of all the details to get your stuff from one place to another, like booking transportation and dealing with paperwork. In PNG, examples include Express Freight Management PNG, MAERSK, Swire Shipping, and DHL Express (PNG) Limited. Choose a company based on your goods and the forwarder's specific functions. Senders have the freedom to choose the transportation mode.

Detailed information about Global Trade & Logistics *is available online. You can download the full PDF using your email address. Pay attention to the* ***"guide to choosing a freight forwarder"*** *section in the PDF.*

3.3. Mode of Payment

3.3.1. International Payment Terms

Various payment methods or payment terms are available for transaction between traders. Accordingly, differences come with pros and cons, or costs and risks that concern each party involved. Global trade payment terms include Cash in Advance, Letter of Credit, Documentary Collections, Open Account and Consignment.

Image source: *Global Trade Payment Terms* (Thompson, 2020)

Before exchanging goods or services, exporters and importers must agree on payment terms. The above image illustrates the shared risk equilibrium between both parties.

Cash in Advance: Safest method for exporters. Requires a deposit before production starts and full payment before shipment, ensuring no risk for the supplier.

Letter of Credit (L/C) or Documentary Credit (D/C): A binding contract between buyer and seller's bank, ensuring payment release upon meeting specified conditions. Secure but more expensive and complex, with various types available.

Documentary Collection (D/C): Seller relies on their bank to collect funds from buyer's bank. Offers a more affordable and less time-consuming option than Letters of Credit, with two types: Document against Payment (D/P) and Document against Acceptance (D/A).

Open Account: Seller ships goods without receiving full payment upfront, relying on trust. Payment agreed upon for a later date, but seller bears the risk of non-payment.

On Consignment: Highest risk for exporter. Seller provides goods to importer without immediate payment, with payment made only after goods are sold. Exporter retains ownership until sale occurs, posing significant risk to exporter but allowing introduction of new products into new markets without immediate financial pressure on importers.

Detailed information about the different types of Global Trade Payment Terms is available on Inco Docs website.

4

EXPORT SUPPORT SERVICE

4.1. Trade Facilitation

Exporters can consult the National Trade Office (NTO) of PNG for further advice and directives to appropriate agencies or organizations that can assist wherever necessary.

4.2. Financial Support

Exporting can be expensive, especially for small businesses or new exporters, who may need financial support to succeed. Selling products internationally involves significant time, planning, research in other countries, skilled personnel, product adaptation, global travel, advertising expenses, and active involvement from management.

Despite lowering prices to attract international buyers, payment delays, ranging from 30 to 120 days, and high operational costs can strain smaller businesses. Financial assistance is crucial to overcome these challenges and ensure a successful international selling process.

The government of PNG now provides SME loans, which are available for access. Learn about SME loans and their terms & conditions at https://pngsme.org/financing-your-business/ .

There are international financial support funds and grants available for developing countries, such as those provided by the Asian Development Bank (ADB) and its partners.

For more information on funds and resources, please visit the Asian Development Bank's website at https://www.adb.org/what-we-do/funds. As PNG is a member of the ADB developing member countries (DMCs), it is eligible to receive grants that support ADB DMCs.

5

APPENDIX

5.1. Contacts of Key Trade Facilitators

TRADE FACILITATION AGENCIES	
National Institute of Standards & Industrial Technology (NISIT) P.O Box 3042, Level 1, Boroko Post Office Building, Boroko, Port Moresby 121 National Capital District, Papua New Guinea **Office:** Portion 414, Reke Street, Tabari Place, Boroko, National Capital District **Ph:** +(675) 323 1852 **Website:** https://www.nisit.gov.pg/	**Investment Promotion Authority (IPA)** P.O Box 5053, Boroko, National Capital District **Head Office:** IPA Port Moresby, Level 1, IPA Haus, Munidubu Street, Cnr of Lawes Rd & Champion Parade, Konedobu, Port Moresby **Ph:** (675) 3217311/308 4400/321 3900 **Email:** ipa@ipa.gov.pg **Website:** www.ipa.gov.pg
National Information & Communications Technology Authority (NICTA) P.O Box 8444, Boroko 111, National Capital District, Papua New Guinea **Head Office:** Corner of Croton & Frangipani Street, Hohola, Port Moresby, National Capital District **Ph:** (675) 303 3200 **Email: Use "Contact Us" Form** **Website:** www.nicta.gov.pg/	**Papua New Guinea Customs Services** P.O Box 923, Port Moresby, National Capital District Papua New Guinea **Office:** 2nd Floor, Moale Haus, Waigani **Ph:** (675) 312 7500 **Email:** General Enquires - **info@customs.gov.pg** Tariff & Trade - **tariffntrade@customs.gov.pg** Small Crafts Reporting / Pre-Arrival Notification / Unscheduled Flights - **NCC@customs.gov.pg** **Website:** https://www.customs.gov.pg/
National Agriculture Quarantine & Inspection Authority (NAQIA) P.O Box 741, Port Moresby National Capital District **Head Office:** Morea Tobo Road, 6 Mile **Ph:** (675) 311 2100 **Email:** info@naqia.gov.pg or naqia@ dg.com.pg **Website:** https://www.pngnaqia.com	**Climate Change & Development Authority (CCDA)** P.O Box 4017, Boroko 111, National Capital District, Papua New Guinea **Office:** Enchi Building, Ground Floor, Wards Road, Hohola, Port Moresby **Ph:** (675) 3414 284 **Email:** reddplusinfo@ccda.gov.pg **Website:** http://www.ccda.gov.pg

National Fisheries Authority (NFA) P.O Box 2016, Port Moresby National Capital District, Papua New Guinea **Office:** Kina Haus, 11th Floor, Douglas Street, National Capital District, Port Moresby **Ph:** (675) 309 0444/ 309 0461 **Email:** nfa@fisheries.gov.pg **Website:** www.fisheries.gov.pg	**Department of Agriculture & Livestock (DAL)** P.O Box 2033, Port Moresby National Capital District **Office:** Central Government Office, Waigani Melanesian Way, Port Moresby, National Capital District **Ph:** (675) 321 4096/300 7825 **Website:** www.agriculture.gov.pg/
Papua New Guinea Tourism Promotion Authority (PNGTPA) P.O Box 1291, Port Moresby, National Capital District **Office:** 5th Floor, Pacific MMI Building, Champion Parade, Down Town, Port Moresby **Ph:** (675)320 0211 **Email:** info@papuanewguinea.travel **Website:** www.papuanewguinea.travel/	**Department of Petroleum and Energy (DPE) Petroleum Division** P.O Box 1993, Port Moresby Office: Eleanese Street, New Town, Port Moresby **Ph:** (675) 321 1936 **Email:** enquiries@petroleum.gov.pg **Energy Division** P.O Box 494, Waigani 131 **Office:** Gabaka Street, Gordons **Ph:** (675) 325 3233 **Website:** www.petroleum.gov.pg
Department of Foreign Affairs (DFA) P.O Box 422, Waigani National Capital District **Office:** Central Government Office, Waigani Melanesian Way Port Moresby, National Capital District, 131 **Ph:** (675) 3014100 **Email:** dfathq1@gmail.com	**Embassy of Japan in Papua New Guinea** P.O Box 1040, Port Moresby **Office:** Godwit Road, Waigani, Port Moresby, NCD, Papua New Guinea **Ph:** (675) 321 1800 **Email:** infeoj@pm.mofa.go.jp (Japanese Government Scholarship / Information and Cultural section); odaeoj@pm.mofa.go.jp (Economic and Economic Cooperation section) **Website:** https://www.png.emb-japan.go.jp/

<table>
<tr><th colspan="2">PNG COMMODITY BOARDS</th></tr>
<tr><td>Kokonas Indastri Koporesen (KIK)
P.O Box 81, Port Moresby National Capital District Papua New Guinea
Head Office: Cuthbertson Street, Downtown, Port Moresby, NCD
Ph: (675) 321 1133
Email: infor@kik.com.pg
Website: www.kik.com.pg/</td><td>PNG Spice Board
P.O Box 2003, Port Moresby 121 National Capital District Papua New Guinea
Office: Spring Garden Road, Konedobu, Port Moresby
Ph: (675) 320 1717 / 456 3328</td></tr>
<tr><td>Rubber Industry Development Board (RIDB)
P.O Box 822, Vision City Waigani, National Capital District, Papua New Guinea
Office: Central Government Office, Level 2, Kumul Drive, Waigani, National Capital District
Ph: (675) 300 7840
Email: info@ridb.gov.pg
Website: https://ridb.gov.pg/</td><td>Fresh Produce Development Agency (FPDA)
P.O Box 958, Goroka, 441 Eastern Highlands Province Papua New Guinea
Head Office: Makinono Street, West Goroka, 441 Eastern Highlands Province, Papua New Guinea
Ph: (675) 532 3356 / 532 3357
Email: info@fpda.com.pg
Website: www.fpda.com.pg</td></tr>
<tr><td>Mineral Resources Authority (MRA)
P.O Box 1906, Port Moresby, National Capital District 121 Papua New Guinea
Office: Mining Haus, Poreporena Freeway Konedobu
Ph: (675) 321 3511
Email: info@mra.gov.pg
Website: www.mra.gov.pg</td><td>Coffee Industry Corporation (CIC)
P.O Box 137, Goroka 441 Eastern Highlands Province, Papua New Guinea
Head Office: Goroka
Ph: (675) 532 2466
Email:
General Inquiries - enquiries@cic.org.pg
CEO Secretariat - cicceo@cic.org.pg
HR Matters - hr@cic.org.pg
Media - cicmedia@cic.org.pg
Website: https://www.cic.org.pg/</td></tr>
<tr><td>PNG Forest Authority (PNGFA)
P.O Box 5055, Boroko, National Capital District
Office: Frangipani Street, Hohola, Port Moresby, National Capital District 111 Papua New Guinea
Ph: (675) 3277 800
Email: Infor_general@pngfa.gov.pg
Website: http://www.pngfa.gov.pg/</td><td>Cocoa Board of PNG
P.O Box 532, Kokopo East New Britain Province Papua New Guinea
Head Office: Balivo Street, Kokopo, East New Britain, Papua New Guinea
Ph: (675) 982 8579/ 982 8560
Email: coco_board@global.net.pg
Website: https://www.cocoaboard.org.pg/</td></tr>
</table>

5.2. Useful Databases for PNG – Japan Trade Information

NAME	DESCRIPTION	LINK
Observatory of Economic Complexity (OEC)	The OEC is an online data visualization and distribution platform focused on the geography and dynamics of economic activities. OEC also offers PRO and Premium paid subscription packages for unlimited access.	**https://oec.world/en**
World Bank Open Data	This site is designed to make World Bank data easy to find, download, and use. All of the data found here can be used free of charge with minimal restrictions.	**https://data.worldbank.org/**
Trade Map	Trade statistics for international business development Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.	**https://www.trademap.org/Index.aspx**
JETRO	Online Trade Fair Database (J-messe). The J-messe database offers comprehensive information on fairs and exhibitions held in Japan and globally.	**https://www.jetro.go.jp/en/database/j-messe.html**
Market Access Map	A free analytical portal by the International Trade Centre (ITC), enables users to access, compare, analyze, and download information on customs tariffs, tariff-rate quotas, trade remedies, and non-tariff measures for specific goods across global markets.	**https://www.macmap.org/**

5.2. Useful Databases for PNG – Japan Trade Information

NAME	DESCRIPTION	LINK
Global Trade Helpdesk	The Global Trade Helpdesk is an integrated digital platform designed to help businesses, especially SMEs, simplify their market research and access trade-related information.	https://globaltradehelpdesk. org/en
UN Comtrade Database	UN Comtrade is a comprehensive global trade data platform with over 1 billion records on imports and exports from nearly 200 countries and areas since 1962, allowing users to analyze trade data by various commodity classifications and filter by trading partners and time periods.	https://comtrade.un.org/labs/ data-explorer/

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