

lunch seminar

Research Institute
at Maison franco-japonaise
UMIFRE 19 CNRS-MAEE

Thu. June 30th, 2011

12:30 - 14:00 | room 601 | in English (no translation)



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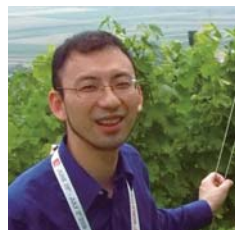
Evolution of Wine Market and Legal problems in Japan

Speaker EBIHARA Kensuke 蛸原健介 (Meiji Gakuin University)

Discussant Isabelle GIRAUDOU (UMIFRE 19, MFJ)

Wine making began in Japan with the adoption of Western culture during the Meiji restoration. Japanese wine market has been recently expanding rapidly and production is estimated 800 mhl and 900 mhl. However, contrary to EU member states or other wine producing states, Japan has no nationwide legislation on designations of origin or national labeling scheme. Thus 75% of the so-called national production is made from imported juice or musts. According to this, it is necessary to set up a nationwide legislation in favor of consumers and wineries which are providing quality wines from Japanese regions such as Yamanashi, Nagano and Hokkaido.

This presentation will present not only this legal issue but also will try to analyze the evolution – with booms and cycles – of the growth of consumption of wine in Japan since the 1970's. Among most influencing factors, it seems that there is the use of audiovisual media in English.



Dr. EBIHARA Kensuke is an Associate Professor of Law and Director in the Institute for Legal Research at Meiji Gakuin University (Tokyo). He is member of the International Wine Law Association (AIDV), the Study group for wine law in Japan and scientific expert of the "Law and consumer information" experts group at the Interna-

tional Organisation of Vine and Wine (OIV). He has published about EU wine regulation and common market organization in wine sector. He is the author of "Wine Law in the World" (*Sekai no wain hō* 世界のワイン法), Nippon Hyōron Sha, 2009. Dr. EBIHARA will be pleased to invite you to taste a glass of wine at the end of the seminar.



Isabelle GIRAUDOU (Doctorate Paris II) is Researcher at Maison franco-japonaise, Associate Researcher at Hokkaido University, and lecturer at Paul Cézanne University, Aix-Marseille III. She has taught French Public Law in several Japanese universities and her publications have addressed environmental rights, equality between men

and women in the judiciary, and the question of the sources of law from a comparative perspective. Dealing with the expertise of Japan in the field of international cooperation, and focusing on translation as a new epistemological tool in comparative law, her research raises the question of a possible alternative approach to legal transplants.

What is the Lunch Seminar at MFJ?

This typical event has been organized at the Maison franco-japonaise (Nichi-Futsu Kaikan) since 2004. It offers a presentation followed by a discussion dedicated to a specific issue of the time and it aims at bringing a better understanding of Japanese economy and society.

This is a brown bag lunch seminar (please bring your bento or sandwiches). Coffee available.

How to attend the Lunch Seminar?

The participation to the Lunch Seminar is free but registration is strictly required.

Please apply by e-mail to mikasa@mfj.gr.jp or by fax (03-5421-7652) specifying your: name, company or institution, position, address, phone and e-mail.

For more information, see: http://www.mfj.gr.jp/web/lunch_seminar/lunch_seminar.html.

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Information

from Monday to Friday from 9:30 to 18:00

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