



## Press Release

### THE COOKWARE COMPANY WINS THE 12<sup>th</sup> NIPPON EXPORT AWARD

Tokyo/6 November 2024 - The *Nippon Export Award (NEA)* is a biennial award attributed to a successful company exporting, importing or distributing Belgian-Luxembourg products or services into or within Japan. The event, in its 12<sup>th</sup> edition this year, is organized by the Belgian-Luxembourg Chamber of Commerce in Japan under the patronage of the Embassies of Belgium and Luxembourg.

This year the award is going to The Cookware Company, a global leader in the housewares industry with headquarters in Belgium.

*"The NEA jury praised The Cookware Company for tackling the very important issue of PFAS in Japan, which we believe will have a great impact on the Japanese society. The company makes the debate tangible by producing everyday products, frying pans, which are accessible to every Japanese consumer out there. Furthermore, the company has adapted their products to the Japanese consumer, and their numerous marketing efforts are commendable",* said Fabrice Tilot, President of the Belgian-Luxembourg Chamber of Commerce in Japan.

Thomas Desmyter, Sales Manager Distributor Markets Asia, commented:

*"We are extremely proud and honored to receive the Nippon Export Award, which we consider another significant milestone in our development and growth in Japan. We would like to express our heartfelt gratitude to the jury for recognizing our efforts, as well as the global PFAS issue and its implications on Japanese society.*

*Additionally, we would like to extend our sincere appreciation to our long-standing partner, Y.Yacht, and all their employees and customers, who have been instrumental in our success story in Japan. We also thank our dedicated colleagues in Japan, Hong Kong, and Belgium who have played a vital role in this journey over the past years.*

*In 2025, we will celebrate the 15<sup>th</sup> anniversary of GreenPan in Japan. To mark this milestone, we will launch several new products and marketing campaigns specifically tailored for the Japanese market. Recognizing that Japan has one of the highest life expectancies in the world, we understand that Japanese consumers place a high priority on health, particularly in the kitchen. As the global leader in PFAS-free ceramic non-stick cookware, GreenPan will continue to provide healthy alternatives to the health-conscious Japanese consumers."*

An award ceremony will be held at the Embassy of Belgium in Japan on 10 December 2024.

#### **About the Nippon Export Award**

The *Nippon Export Award* was initiated in 2004 by the Belgian-Luxembourg Chamber of Commerce in Japan, and aims to reward companies for significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

Selection criteria of the *Nippon Export Award* include:

- Presence in the Japanese market and the company's significant achievements in its trade with Japan
- Vision in new niche markets and daring innovation
- Perseverance in market share growth, adaptability of products and services to Japanese tastes and standards
- Originality of approach (marketing, distribution, environment protection, design, research, etc.)
- The company's spirit (marketing, merchandising, etc.) and values.

Out of 9 candidates, the Nippon Export Award task force selected 4 finalists.  
The winner was chosen by an independent jury familiar with the Japanese market.

The *Nippon Export Award* is held under the High Patronage of the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, Flanders Investment & Trade (FIT Tokyo), Wallonia Export-Investment Agency (AWEX Tokyo), hub.brussels Tokyo, Luxembourg Trade and Investment Office (LTIO Tokyo) and the Luxembourg Chamber of Commerce, and has the strong support of the Belgo-Luxembourg Market Council (BLMC).

### **About BLCCJ**

Since its foundation in 1978, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) has been connecting Belgium, Luxembourg and Japan, fostering economic, commercial and networking interests between the 3 countries.

The BLCCJ:

- promotes and supports commercial activities between Belgium, Luxembourg and Japan
- increases awareness of Belgium & Luxembourg in Japan
- provides an active networking environment

The BLCCJ currently represents the interests of 130 members and is a founding and active member of the European Business Council in Japan (EBC).

<https://blccj.or.jp/>

### **About The Cookware Company & GreenPan**

The Cookware Company is a global cookware manufacturer with worldwide brand presence. Starting in Belgium in 2007 with their original brand, GreenPan, The Cookware Company was the first to introduce PFAS-free ceramic non-stick cookware into the market. With Thermolon ceramic non-stick, GreenPan has given customers a whole new option when it comes to healthy cooking.

<https://cookware-co.com/>

<https://greenpan.store/>

For more information on the Nippon Export Award 2024-2025, please contact the Belgian-Luxembourg Chamber of Commerce in Japan:

Dai 10 Daitetsu Bldg. 5F, Arakicho 23, Shinjuku-ku, Tokyo 160-0007, Japan

Tel: +81-3-6457-8662

Email: [info@blccj.or.jp](mailto:info@blccj.or.jp)

Or visit: <https://blccj.or.jp/nippon-export-award/>