

A Croatian SME specializing in the international promotion and distribution of premium wines from Eastern Croatia, is looking for strategic distribution Japanese partners under a commercial agreement

Summary

Profile type	Company's country	POD reference
Business Offer	Croatia	BOHR20250620004
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• Japan
Contact Person	Term of validity	Last update
Noriko MITA	20 Jun 2025 20 Jun 2026	20 Jun 2025

General Information

Short summary

A Croatian SME Pannonia Group d.o.o. under its' brand name Pannonian Harmony is specializing in the international promotion and distribution of premium wines from Eastern Croatia, with a strong focus on cultural storytelling and exclusive presentation.

For each individual wine it is possible to find out who the producer is and why it is categorized as premium wine, meaning what awards the specific wine received.

Full description

A Croatian SME curates limited-edition wine collections sourced exclusively from the finest wineries in Slavonija and Baranja region (eastern part of Croatia). These wines are acknowledged in Croatia and abroad through various awards.

Each wine is carefully selected not only for its quality, but also for the heritage of the vineyard it comes from — estates with deep historical roots and a strong sense of terroir.

Bottles are packaged individually in luxury wooden boxes with custom-designed labels in Japanese, tailored for high-end cultural and gastronomic markets.

These limited series are created to celebrate identity, tradition, and exclusivity — ideal for connoisseurs, collectors, and premium retailers.

The company seeks a distribution services agreement to enter the Japanese market through a trusted local partner with cultural insight and access to refined clientele.

This cooperation type was selected to build a strong, long-term presence in Japan by combining our expertise in product curation and storytelling, with the partner's local knowledge, positioning, and distribution network.

The envisioned cooperation involves Pannonia Harmony managing sourcing, branding, and logistics from Croatia, while the partner leads localized marketing sales, and customer relationship management.

The goal is not simply to sell wine, but to introduce Japan to a new cultural product — a curated experience of Central Europe in a bottle.

Advantages and innovations

1. Quality over quantity – a strategic contrast to mass exporters

Unlike major exporters such as France, which produced around 48 million hectolitres of wine in 2023, but consumed only about 24 million hectolitres domestically, Croatia produced just around 500,000 hectolitres – and consumed nearly all of it locally.

This means Croatian wineries rarely have surplus stock, and what is exported is not unwanted excess, but carefully selected wine reserved for exclusive markets.

This positions Pannonia Harmony as a cultural curator, not a volume pusher.

2. Curated collections from heritage vineyards

We work only with a handful of handpicked wineries from Slavonia and Baranja – region with centuries-old winemaking traditions and vineyards deeply rooted in local history.

Each wine is chosen not only for its excellence, but for the story it tells: of soil, climate, people, and place.

These are not generic wines; they are narrative-driven experiences tailored for discerning markets.

3. Luxury presentation aligned with Japanese gift culture

In Japan, gift-giving is a vital cultural practice, particularly in business and formal contexts.

Great importance is placed on the presentation, symbolism, and thoughtfulness behind a gift.

Our wines are individually packaged in custom-designed wooden boxes, with labels written in Japanese, making them ideal as refined gifts or collectibles that combine sophistication with cultural sensitivity.

4. Not just a distributor – a market ambassador

We are not looking for a partner to simply resell our wines. Croatian wines are not yet widely known in Japan, and our goal is not short-term sales but long-term positioning.

We seek a strategic partner who believes in the global-level quality of Croatian wines, and who is committed to building awareness and prestige for them in the Japanese market.

Together, we aim to show that our wines can proudly stand alongside – and even rival – some of the world's most expensive and respected labels.

Technical specification or expertise sought

Stage of development

Already on the market

IPR Status

No IPR applied

IPR Notes

Sustainable Development goals

• **Goal 3: Good Health and Well-being**

IPR Notes

Partner Sought

Expected role of the partner

The company looks for a strategic distribution partner who is not focused solely on volume or profit margins, but who understands the value of positioning a unique and culturally rich product in a sophisticated market like Japan. The ideal partner would have access to upscale retail channels, fine dining establishments, luxury gift networks, and possibly a background in promoting European regional products with strong storytelling value.

The company seeks a partner who is ready to take on the challenge of helping them enter the Japanese market — someone who recognizes the untapped potential of Croatian wines and is motivated to present them as premium, culturally resonant products.

The partner should have experience in introducing non-mainstream or boutique wines to the Japanese market, and possess the sensitivity required to communicate their story and heritage.

The company's goal is not just distribution, but long-term cultural and market presence. They expect their partner to actively participate in market education, branding, and positioning efforts, working closely with them to showcase that Croatian wines are not only world-class in quality but also rich in identity — capable of standing proudly alongside the most prestigious labels in the world.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **Other**

Dissemination

Technology keywords

Market keywords

- **07003001 - Wine and liquors**

Targeted countries

- **Japan**

Sector groups involved

- **Agri-Food**