



Embassy of Belgium
in Tokyo

Shiba Daimon Front Bldg, 1-7-13 Shibakoen
Minato-ku 105-0011
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Mail: tokyo@diplobel.fed.be
www.diplomatie.be/tokyo

Commercial Patronage of the Belgian Embassy

Terms & Conditions

(Please read these conditions carefully and apply Company seal or Signature)

(for the commercial patronage request form: see below)

The commercial endorsement or patronage (“koen”) of the Belgian Embassy can only be used under the following terms and conditions:

1. The endorsement or patronage is awarded to Belgian products. It is entirely left to the discretion of the Belgian Embassy to decide and to define what is considered a Belgian product. The following non-exhaustive list of criteria will guide the Embassy to establish whether a product can be considered:
 - a. The product has an established brand name in Belgium;
 - b. The product is made in Belgium;
 - c. The product is unmistakably linked with the image of Belgium;
 - d. The product identifies with the high quality standards which may usually be expected from Belgian products;
 - e. The product bears the clear mark of Belgian added-value.
2. The duration of the patronage is always limited to the duration which appears in the Letter of Endorsement sent by the Embassy of Belgium to the successful applicant. The maximum duration is currently set at one year. Extensions can be granted according to the Embassy’s discretion. The applicant, however, will have to submit a new request form and specify clearly the reasons for the extension as well as submit any additional information requested by the Embassy. Unauthorized use of the endorsement beyond the specified duration is deemed illegal and may provoke legal action.
3. The promotional material and product packaging must carry the logo provided by the Belgian Embassy. Only in very exceptional circumstances the Embassy can decide to waive this requirement. The reason behind this is that the Embassy wishes to harmonize and to improve the visibility and recognition of the commercial patronage.
4. The applicant should submit details about its marketing strategy (which products, which stores, which events, etc.) and equally submit samples of packaging and promotional materials to the Embassy for approval. If this requirement is not satisfied, the Embassy will not issue its Letter of Endorsement.
5. The Embassy reserves the right to revoke its patronage or endorsement at any time if the successful applicant breaches any of the terms & conditions as well as if it turns out that the product or the company appears to have damaged the reputation of Belgium and/or the product does not live up to the quality which may be expected and/or does no longer identify with Belgium.
6. The Embassy of Belgium reserves the right to change these terms & conditions as it deems fit without prior notice.

(Please add Company seal or signature for approval on this page. Please submit this duly signed sheet together with the Request Form to the Economic Section of the Belgian Embassy. Your application will be processed shortly.)

Signature or Seal of the Company:

Date:



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Request Form

(Please submit the following details)

Date:

Company Name:

Address:

Name of Contact person:

Telephone:

Fax:

E-mail:

Product(s) for which this request is intended:

(Brand, description, information on manufacturer, etc.)

(Please submit information about the following questions below)

1) Is your Company a member organization of the:

a) Belgian-Luxembourg Chamber of Commerce in Japan: yes no

b) Japan-Belgium Society: yes no

2) What is the duration or the specific event for which you request the Embassy's Patronage?

3) Please specify briefly why you request the patronage of the Embassy of Belgium:

*Please add to this request form some Company details as well as some sales information about the product for which you make this request.

Thank you very much for your cooperation. Please address this form to the Economic Section of the Belgian Embassy together with a duly signed copy of the Terms & Conditions sheet.