

Baby Products & Toys Import in Japan

Baby Products & Toys under 6 are regulated in Japan by the Ministry of Health, Labor, and Welfare (MHLW).

First Shipment with COVUE



Note:

- Only a licensed Japanese company can support Japan IOR services on behalf of the foreign seller.
- Whoever handles the Japan import application will control the product rights, regardless of the contractual agreement between the importer and the license holder.
- MHLW approval is mandatory for all baby products.
- Product material lab testing may be required. This is determined by MHLW during the application process.

Why Choose COVUE?

Our license permits our clients omni-channel access to the Japanese market. Our Sales & Marketing license umbrella all sellers and resellers in Japan.

We never lock your product rights under compliance. If at any time you wish to change, please contact us, and we will unregister your products.

Steps

- 1 Register your company under COVUE's license
- 2 Open an import application (notification) with the Ministry of Health, Labor, and Welfare (MHLW).
- 3 Material lab testing of products (MHLW will determine the testing parameters specific to the product or ingredient)
- 4 Product label (eCommerce only)
- 5 Receive approval for import
- 6 Create a shipping invoice from the COVUE IOR account
- 7 Ship to the final destination

Application Requirements:

- List of products/materials
- Manufacturing plant information
- Product label for eCommerce sellers