



THE EU-JAPAN BUSINESS ROUND TABLE 20TH ANNUAL MEETING IN TOKYO

THE 20TH ANNUAL MEETING OF THE EU-JAPAN BUSINESS ROUND TABLE (BRT) WILL TAKE PLACE IN TOKYO ON 20 APRIL.

The BRT brings together senior executives from 50 EU and Japanese companies and business organisations to discuss issues of common interest and to submit recommendations to the EU and Japanese Authorities. This year's meeting will be the first since the EU and Japan concluded their negotiations for an EU-Japan Economic Partnership Agreement.



2017 BRT Conference Room

April's BRT meeting will focus on 4 issues

- The EU-Japan EPA – Model for the 21st Century's Economic Order based on Free and Fair Rules
- Digital and Data Economy, Cybersecurity, Blockchain – Reinventing Economic Foundations
- Sustainable Development Goals (SDGs) – Pathways for Fostering the EU-Japan Relationship
- Regulatory Cooperation and Interoperability – Views and Expectations of Industry

2017 BRT participants

In addition to the business-to-business discussions, senior representatives of the EU and Japanese Authorities, take part in "Joint Session" discussions with the BRT.

This year's Joint Sessions will address

- Regulatory Cooperation
- Reports by the BRT's working parties; and
- Statements by the Authorities.

➔ <https://www.eu-japan-brt.eu/about-brt>



EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター

日欧産業協力センターでは、季刊英文ニュースレター「EU-Japan News」を通じて、さまざまな日・EU関係の情報を発信しています。

欧州連合日本政府代表部/欧州委員会より

- News from Japan..... 15-19
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日・EU中小企業間のパートナーシップ促進支援エンタープライズ・ヨーロッパ・ネットワークより

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EU-JAPAN CROSS CULTURAL WORKSHOPS IN 2018

The EU-Japan Centre is cooperating with Enterprise Europe Network partners in the EU for the organisation of half days cross cultural workshops targeting EU SMEs seeking to expand their activities in Japan in the search of practical information on cross-cultural issues.



Workshops in the UK ▲ and in Italy ▼



First of a series of 20 workshops to be organised in the EU with the cooperation of **Enterprise Europe Network (EEN) Partners**, 12 UK biotech companies attended the one-day cross-cultural workshop organised in London on 2 February by Innovate UK and delivered by EEN UK (<https://www.enterprise-europe.co.uk>) and the EU-Japan Centre.

Five days later, on 7 February in Palermo, 20 Sicilian SMEs attended the workshop organised by EEN Sicilia (Sicindustria <http://www.confindustriasicilia.it/>) and the Centre.



Workshops in Lithuania ▼ and in Poland ▲



On 13 February, two Lithuanian EEN partners (<http://paramaverslui.eu/en/>), the Vilnius and Kaunas Chambers of Commerce, Industry and Crafts welcomed their SMEs clients for this workshop.

On the same day ... in Poland, great affluence in Gdynia for the workshop organised by EEN partner in Poland (<http://www.een.org.pl>) Stowarzyszenie "Wolna Przedsiębiorczość" (<http://swp.gda.pl/>) and the day after, in Olsztyn with the Warmia and Mazury Regional Development Agency JSC (<http://www.een.wmarr.olsztyn.pl>), similar workshop was organised with a role play session with the participants.

Resulting from other **Enterprise Europe Network (EEN) Partners** expressions of interest in co-organising these "About Japan" business culture workshops, in the forthcoming months, similar workshops will be organised in Athens, Berlin, Osnabruck, Riga, Copenhagen, Toulouse, Montpellier, Budapest, Bordeaux, Gothenburg, and Lublin each time in cooperation with the local EEN partners.



EU-JAPAN EPA AWARENESS RAISING ACTION

Taking the opportunity of these events, the EU-Japan Centre will briefly introduce information about the **potential benefits for EU SMEs of the future EU-Japan Economic Partnership Agreement (EPA)¹** and present the **European Commission Market Access Database²**.

¹ <http://ec.europa.eu/trade/policy/in-focus/eu-japan-economic-partnership-agreement/>

² <http://madb.europa.eu/madb/indexPubli.htm>

➔ <https://www.eu-japan.eu/cross-cultural-workshops>

SPECIAL SEMINAR ON THE EU-JAPAN EPA: MISSION ACCOMPLISHED

The EU-Japan Centre for Industrial Cooperation co-organized a seminar on the conclusion of the EU-Japan Economic Partnership Agreement (EPA) together with the Delegation of the European Union to Japan and the European Business Council in Japan (EBC) on 28 February 2018 in Tokyo.

Speakers explained the most important elements of the agreement from their own viewpoint and expressed hopes for further development of EU-Japan relationship. The seminar attracted approximately 200 audiences.

Link to the report: https://www.eu-japan.eu/sites/default/files/imce/epa_seminar_report.pdf

➔ <https://www.eu-japan.eu/events/special-seminar-eu-japan-epa>

“ABOUT JAPAN” **CROSS-CULTURAL WORKSHOPS**

IN COOPERATION WITH ENTERPRISE EUROPE NETWORK PARTNERS IN THE EU.

Enterprise Europe Network partners – the EU-Japan Centre for Industrial Cooperation and Vilnius Chamber of Commerce, Industry and Crafts organised a cross-cultural workshop “About Japan” for Lithuanian business representatives on 14 February 2018 in Vilnius, Lithuania.

The seminar was attended by the H.E. Ambassador Toyoei Shigeeda wife Mrs. Michiko Shigeeda and Embassy of Japan in Lithuania Counsellor Mr. Masaru Aniya, further cooperation initiatives were discussed.

The goal of the workshop was to prepare Lithuanian companies for doing business with Japanese companies. Enterprise Europe Network Project Manager Marijus Muralis presented the world's largest business support network for Small and Medium-sized Enterprises (SMEs) which helps its clients to make the most of business opportunities in the EU and other major global markets, with close to 600 business support organisations in more than 60 countries providing free of charge services, for example search of business cooperation partners in Japan. During the workshop Lithuanian SMEs were presented with foreign trade situation between Lithuania and Japan by



Enterprise Lithuania Export Department Project Manager Martynas Priovelis and the EU-Japan Centre's Business Support Officer Eivilte Kandrataviciute made an overview of business support activities financed by the European Commission to help the EU companies enter the Japanese market.

Key expert Anna Kalmi provided representatives of Lithuanian companies with information about the main topics: Japanese cultural, etiquette and business aspects, communication with Japanese businessmen, preparation for a company visit to Japan, first meeting of potential business partners,

presentation of the company and communication with potential partners after the meeting. She also gave advices that contributed to a better understanding of cultural differences and improved skills for effective communication with Japanese business representatives in different situations.

The majority of the workshop's participants are considering starting, and some of them are already engaged in business cooperation with Japanese. So, the workshop has proven to be very useful and will help them in developing business partnerships with Japanese companies.

➔ <http://paramaverslui.eu/japonijos-rinka-domisi-ivairiu-sektoriu-lietuvos-imones>
➔ <http://www.cci.lt/naujienos/japonijos-rinka-domisi-ivairiu-sektoriu-lietuvos-imones>

CELL & GENE THERAPY MATCHMAKING EVENT IN OSAKA

Cell and Gene Therapy Matchmaking was successfully organised as a collaboration between Enterprise Europe Network (EEN) partners, EU-Japan Centre for Industrial Cooperation, RTC North and University College London (UCL) with support from Innovate UK and other partners in the EEN.



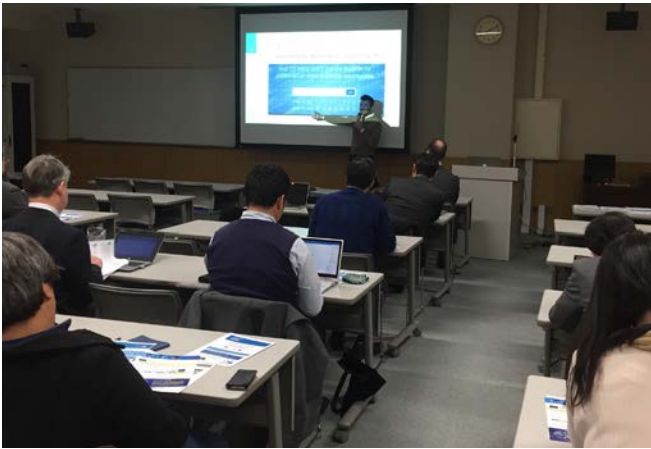
The matchmaking event was held in line with the UK Cell and Gene Therapy / Regenerative Medicine Companies mission to Tokyo and Osaka organised by Innovate UK and delivered by RTC North and UCL on 19-25 February 2018. Approximately 30 participants from the UK and Japan gathered at the Cosmosquare Hotel and Congress in Osaka on 22 February 2018, and over 50 individual meetings were held on the day.



The feedback from participants is already very positive, saying the meetings with potential partners were fruitful and may lead to profitable partnerships between the UK and Japan.

➔ <https://cellandgenetherapymatch2018.b2match.io>

TOWARDS PROMOTION OF **JAPAN-EUROPE INNOVATION**



LINKING TOKYO TECH WITH COMPANIES AND UNIVERSITIES IN THE EU

The EU-Japan Centre for Industrial Cooperation organised an event at the Tokyo Institute of Technology on 15 January 2018, to inform about the tools and services of the Centre to enhance cooperation between Japanese and EU universities and SMEs.

The lecture, held at Suzukakedai Campus, gathered around 20 relevant professors and innovation stakeholders. Professor Kajiwara, one of the organisers of the event, is leading a group of researchers in the field of medical microbiology and environment biotechnology.

The main goal of the event was to promote practical tools to find cooperation partners in the EU through the Enterprise Europe Network and the EU-Japan Technology Transfer Help desk.

Two experts from the EU-Japan Centre spoke at the event: Mr Luca Escoffier of the EU-Japan Technology Transfer Helpdesk and Mr Stijn Lambrecht of Europe Enterprise Network Japan and the Horizon 2020 National Contact Point.

Regarding why Japanese universities should be interested in dealing with the Helpdesk, Mr Escoffier said that "there are numerous opportunities to license out technologies to EU and Japanese SMEs that are interested in collaborating with universities to help them turn their technologies into innovations". In the words of Mr Lambrecht, reaching out to Europe is important to access one of the largest markets in the world.

Many European high-tech SMEs are able to further develop technologies and innovations so that they can be introduced into the market and compete on a global level.

The Enterprise Europe Network allows researchers in Japan to make a targeted cooperation profile for their technology in the world's largest business network for SMEs managed by the European Commission.

Through this network of more than 600 support organisations, business partners from the EU can be introduced to these Japanese researchers in order to start a business relationship, from a licensing agreement to a research agreement or even a manufacturing agreement.



The EU-Japan Technology Transfer Helpdesk also provides the opportunity to advertise their technology on its website to offer available technologies for licensing purposes as well as creating links to industry by posting requests for proposals prepared in conjunction with EU and Japanese companies.

➔ <http://www.eu-jp-tthelpdesk.eu>

➔ <https://www.een-japan.eu>

FACT SHEET ON **IP LAWS AND PROCEDURES IN JAPAN**

The EU-Japan Technology Transfer Helpdesk aims at supporting EU and Japanese companies, universities, research centres and individuals in their steps to search for technologies and understand the mechanics of tech transfer transactions, as well as bridging the knowledge gap about current available technologies from both Japan and the EU.

Since January 2018 the Helpdesk launched a new feature on its website for companies and individuals interested in knowing more about tech transfer at large.

The new section dedicated to factsheets has been introduced thanks to the collaboration with the Helpdesk's partner firms. The first batch of factsheets deals with IP laws and procedures in Japan. Every factsheet is released monthly on the 18th day of each of month.

To know more about the topics dealt with, and download the factsheets, visit the following URL:

➔ <http://www.eu-jp-tthelpdesk.eu/category/library/factsheets/>

NANOTECH SME/CLUSTER SUPPORT MISSION 2018

FEEDBACK FROM FEBRUARY 2018 MISSION



This winter, the EU-Japan Centre organised the third edition of its Cluster/SME mission targeting Nanotech-related sectors. The event took place in Tokyo, from 14 to 16 February 2018, the EU delegation was composed of 19 participants, among 16 SMEs and 1 Cluster from 11 countries.

The mission provided a good insight into the Japanese companies working in the field of nanotechnology and was organised on the fringe of the International Nanotechnology Exhibition and Conference, "nano tech 2018" (www.nanotechexpo.jp), which is the world's largest nanotechnology fair and an essential event for state-of-the-art manufacturing. The 19 participants and the EU-Japan Centre team had the opportunity to meet each other during a pre-networking event on Tuesday 13 at the Dai-chi Hotel Annex. The purpose of this 3-day mission was to support and encourage participants in establishing a first contact with Japanese clusters, SMEs and laboratories in view of further collaboration and concrete business opportunities.



By **DOMINIKA URSZULA GNATEK**,
R&D Manager,
ADVANCED GRAPHENE
PRODUCTS (AGP),
Poland

➔ <https://advancedgrapheneproducts.com/>

Nanotech 2018 participant,
Vulcanus in Japan 2015 Alumni

"Nanotech in Tokyo is one of the most important events – the place to be for any nanotechnology-related businesses interested in entering the Japanese market. Being a part of the Centre's Mission was a definite advantage. Not only assistance regarding Japanese business culture and translations was provided but also a booth presence increased opportunities of ad-hoc business meetings. The mission helps to introduce new technologies – to Japan and other Asian countries. Also, the well-chosen group of mission participants enabled productive discussions regarding cooperation in European research projects (H2020, for example)."



By **MIKKO MATVEJEFF**, Regional Sales Director, Picosun, Finland
➔ <http://www.picosun.com/>
Nanotech 2016 former participant

"As an internationally recognised supplier for cutting edge Atomic Layer Deposition (ALD) processing solutions, Picosun is strongly involved in key collaborations and industrial projects in Europe, US and Asia regions. The long and successful history of the Japanese microelectronics industry sector makes Japan a natural operational node for Picosun ALD technology to promote strong academic and industrial partnerships, supporting the emergence of novel technologies and enabling the next generation solutions for various high-technology sectors including IC, MEMS, LEDs/lightning, biotechnology and more.

Attending the major nanotechnology-related events is a key component for Picosun to create new prospects, promote our ALD solutions and to increase the brand visibility and value within the target industrial sectors. The EU-Japan SME cluster mission facilitated by the EU-Japan Centre for Industrial Cooperation provided a suitable platform for reaching these targets with pre-visit guidance, on-site company visits and B2B matching service during Nanotech Japan. The services provided by the EU-Japan Centre for Industrial Cooperation offered an opportunity to connect more efficiently with potential customers and partners as well as promoting the visibility and enhancing the possibilities for interaction for the participating companies both before and during the target event, Nanotech Japan".

LEAN IN EUROPE VISIT TO SCHAEFFLER

The 17th Lean in Europe visit will take place on Tuesday 27 March, in Austria. Participants will visit Schaeffler (<https://www.schaeffler.com>), near Vienna. The visit will focus on how Schaeffler uses: Customer-to-Customer, Supplier Integration, Flow Production, TPM, Lean Coaching, Digitalisation at Logistics, SMED and Shop floor Management.



There has been a strong international interest in this visit, with 60 applications coming from 20 countries.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-17-schaeffler>

OPERATIONAL EXCELLENCE EVENTS IN MAY

In May, the EU-Japan Centre will be involved with several "Lean" events in Europe and is now calling for applications for places on following Lean in Europe visit: Friday, 25 May to TRUMPF near Stuttgart, Germany – the visit will focus on TRUMPF's production system, its digital transformation, Industry 4.0 and digitisation of order-to-cash process. Application deadline: 06 April.

In the same week, the EU-Japan Centre is also organising the second EU-Japan Lean Forum meeting and facilitating Japanese participation in the Enterprise Excellence Ireland conference (both taking place in Dublin).

➔ <https://www.eu-japan.eu/events/lean-visits-europe>

CALL FOR APPLICATIONS

WCM TRAINING MISSIONS IN JAPAN

- Training dates: 10-14 September 2018
- Application deadline: Thursday, 24 May 2018

The 5-day World Class Manufacturing training mission (WCM) gives senior European engineers the perfect opportunity to visit some of the world's most advanced factories to see for themselves:

- how leading Japanese companies use world-class manufacturing techniques to drive their businesses
- how to interact with senior Japanese production engineering managers and lean experts

The training mission in Japan provides participants with:

- in-depth analysis of Japanese manufacturing methodology
- lectures, seminars and panel discussions presented by experts from Japanese industry
- company and factory floor (Gemba) visits
- preparation and post-visit review

No tuition fee for SMEs, and the European Commission grants €600 to participants from SMEs.

➔ <http://www.eu-japan.eu/events/world-class-manufacturing>



By **THOMAS VAN ESBROECK**, Assembly Dpt. Manager, Vandewiele, Belgium

Programme/mission attended: WCM II 2009, lean

visits: Audi, Odello, Thyssenkrupp, Hansa Matrix

➔ <http://www.vandewiele.com/en#/welcome>

"I have participated in 2009 in the WCM course in Japan. On this trip, I have been submerged in the Japanese culture and production principles. Experiencing how Lean or TPS influence not only complete companies, but are also to be noticed everywhere in the Japanese community. Being amazed by the great respect that is shown by the operators towards the companies and the respect of the companies towards the environment. Tools were given and examples have been shown, it is up to you to take them along in your own toolbox.

During my various trips in Europe with the Centre, I have seen different companies testing and applying those and their tools to improve their own specific processes.

Measuring, identifying waste, eliminating waste, tracking and analysing the data, implementing changes, improving over and over again. Ever repeating to achieve their operational excellence.

During these visits in Europe, the companies are proud to show what they have achieved, but are more curious to find out what they may have missed. Keep it simple because simple works."



By **MARTIN MACHALA**, Project Manager, Altech, Spol. S.R.O, Czech Republic

➔ <https://www.altech.cz/>

Programme/mission attended: H RTP (May 2016) WCM 2017(Mission II-September 2017)

"Thank you very much for the opportunity to participate in the WCM programme. For me, the most interesting and the most useful was the training room „dojo“, where we were trained in the Kaizen system. We went through the production system, where the stress was put on decrease of dead-time and manipulation times, which led to better working conditions for employees. These basic principles lead to decrease of operational costs in production, thus we started to prepare the implementation of these steps into our production system.

During the mission we visited some Japanese companies and we had a plant-tour, which was very interesting and inspiring. Some of these companies had similar focus as our company, so it was easier for me to mirror, how we could implement their procedures in our company. The programme was very well balanced, with perfectly chosen ratio of practical demonstrations and theory. I can recommend it to any potential participants."

NEXT MISSIONS TO JAPAN - EXHIBIT IN JAPAN

CALL FOR APPLICATIONS FOR THE NEXT BIOTECH AND NANOTECH MISSIONS TO JAPAN

You are working in an EU company or cluster that is operating in the biotech, ICT or nanotech sectors?
Your company is planning to access the Japanese market or aiming further expansion in Japan?
You would like to have the opportunity to exhibit in a sectorial trade fair and meet potential Japanese partners and clients?

Since 2012 the EU-Japan Centre has been organising matchmaking missions to Japan for EU Clusters and companies working in the following sectors: Biotech / ICT / Nanotech.

The missions last 3 to 4 days and coincide with relevant trade fairs in Japan:

- "Japan IT Week" trade fair (<http://www.japan-it.jp/en/aki/>) in Tokyo;
- "BioJapan" Expo (<http://www.ics-expo.jp/biojapan/en/>) in Yokohama;
- "nano tech - International Nanotechnology Exhibition and Conference" (<http://www.nanotechexpo.jp/index.html>) in Tokyo.

During the 3-day fair you will attend showcase sessions and B2B meetings and meet with Japanese visitors. In order to maximise your partnering opportunities, you will be able to exhibit in the EU Delegation booth. A partnering event will be organised one day before the "BioJapan" Expo and the "Japan IT Week" trade fair.

ICT MISSION

8 - 11 May 2018

Application deadline:

Closed for 2018

➔ <http://www.eu-japan.eu/events/ict-cluster-sme-mission>

BIOTECH MISSION

CALL FOR APPLICATIONS

9 - 12 October 2018

Application deadline:

Thursday, 7 June 2018

➔ <http://www.eu-japan.eu/events/biotech-cluster-sme-mission>

NANOTECH MISSION

CALL FOR APPLICATIONS

29 / 30 January - 1 February 2019 (TBC)

Application deadline:

Late September / October 2018 (TBC)

➔ <http://www.eu-japan.eu/events/nanotech-cluster-sme-mission>

CALL FOR APPLICATIONS GET READY FOR JAPAN

GET AN IN-DEPTH UNDERSTANDING OF HOW TO DO BUSINESS IN JAPAN

Since 1987, more than 600 companies across Europe have benefited from knowledge and concrete tools for better approaching the Japanese market thanks to the Centre training programmes.



The 2-week 'Get Ready for Japan' scheme offers EU managers the unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements. Continuously improved to meet the latest expectations about business in Japan, the Get Ready for Japan provides EU businessmen with a professional Japan-related expertise.

It is focused on business management and consists of a combination of lectures, case studies, role plays and company visits. This is designed to help participants become thoroughly informed about the actual conditions of Japanese business through practical analysis and research. Participants will have the opportunity to take part to negotiation role-play exercises and discuss with Japanese managers about decision-making, team management methods in Japan.

5 - 16 November 2018 - Application deadline: Thursday, 6 June 2018

➔ <https://www.eu-japan.eu/events/get-ready-for-japan-training-programme>

FEBRUARY 2018 JAPANESE INDUSTRY & POLICY NEWS

TOPICS COVERED IN THE FEBRUARY ISSUE:

LEGISLATION AND POLICY NEWS

- JPO to Expand Cooperation with WIPO
- METI to Establish the Consortium for Supporting Young Designers

SURVEY AND BUSINESS DATA

- Report of 2017 Basic Survey of Japanese Business Structure and Activities Compiled
- A total of 7.5 Million People are Engaging in the Manufacturing Activities
- Report on the Influence of Climate Change in Japan Compiled
- Prospect Remains Favorable in Environment-related Business
- Summary Report of Comprehensive Survey of Living Conditions 2013 Published in English

ADDITIONAL TOPICS

- Cap & Trade in Tokyo Contributes to the Reduction of GHG in the Region
- New International Standards Pictograms Set for Warm Water Bidet
- NEDO Uploaded Moving Images of the SIP Automated Driving Systems Initiatives
- Small Rocket «SS-520 No.5» Successfully Launched

➔ <https://www.eu-japan.eu/publications/february-2018-japanese-industry-and-policy-news>



“MINERVA” EU-JAPAN FELLOWSHIP

MINERVA IS AN IN-HOUSE FELLOWSHIP SCHEME IN JAPAN

The scheme lasts 6 months and targets EU and Japanese academics, trade / economic analysts and civil servants. Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as to support the daily analytical activities of the Centre.

- The 1st 2017 slot will start on 1 April and last 6 months.
- The 2nd 2017 slot will be launched in May/June.

Deadline to apply: 15 July 2017 • Fellowship: €2000 / month • Location: Tokyo, Japan
For more info, please contact minerva@eu-japan.gr.jp

➔ <http://www.eu-japan.eu/other-activities/minerva-fellowship>



“The Minerva Fellowship is a good opportunity to use your expertise to analyse and better understand your target market in Japan. By interacting with the industry, you also build a useful network of contacts and relationships. Not to mention, that you are doing a helpful work for the EU SMEs wanting to enter this unique and important market. The EU-Japan Centre’s support enables you to make this happen.”

By **SARUNAS VASKELIS** - Minerva Fellow -2nd slot 2017

MINERVA REPORT ON THE JAPANESE AGRI-FOOD MARKET

The Japanese agri-food market: current obstacles and growing opportunities for EU SMEs in the context of the future EU-Japan economic partnership agreement.

The report aims at supporting EU exporters of food products to Japan. It provides an analysis of the economic and demographic situation of Japan as well as its level of trade integration in order to highlight how these factors affect the local demand and supply as well as the market access for EU agribusinesses. The report also identifies trends in this changing market which, in the favourable context of the forthcoming EU-Japan EPA, are likely to bring opportunities to European exporters of agri-food products.

The report concludes with several business and policy recommendations.

➔ <https://www.eu-japan.eu/publications/japanese-agrifood-market>

“VULCANUS IN JAPAN” PROGRAMME

“Vulcanus in Japan” is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre. Every year, 30 to 40 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4 months of Japanese language courses and seminars. Typical internship projects include Mechanical/ Electrical Engineering, ICT, Chemistry, Biotechnology and Life Sciences, Architecture, etc. The programme starts every year in September with an intensive Japanese language class, followed by an industrial internship from January to August.

Companies based in Japan interested in hosting Vulcanus interns may contact the EU-Japan Centre in Tokyo, Vulcanus in Japan team, for more information. E-mail: VinJ@eu-japan.gr.jp , Phone: +81-(0)3-6408-0281

➔ <https://www.eu-japan.eu/events/vulcanus-japan>



By **ROBERTO VELA** (IT), Vulcanus in Japan 2017/18, host company: Goldman Sachs Japan
“With its mix of modernity and traditions, cutting-edge technology and ancient rituals, Japan is definitely a unique country. Vulcanus in Japan gives European students an incredible opportunity to catch a glimpse of world-leading industrial research, while diving into the fascinating Japanese culture at the same time. Every day is a complete surprise. Thanks to the intensive language course and the introductory seminar about Japan, in a few months I became able to interact with Japanese people in most situations: from a traditional matsuri festival, to a very formal business meeting.

My company traineeship at Goldman Sachs Japan allows me to interact with very talented people from all over the world who share a deep passion for technology. In fact, apart from discovering the interesting world of finance, I am applying and refining many of the skills I learnt at University in order to solve practical problems that need efficient solutions. As a matter of fact, I definitely feel that this experience is bringing my career to a next level. Nevertheless, among the things I like the most about participating in the Vulcanus in Japan programme, there is the everyday feeling of being an ambassador of my country and Europe in the world. I really feel that me and my colleagues are a bridge that can connect different cultures to create new social and business opportunities, and I am really proud to be part of this process.”

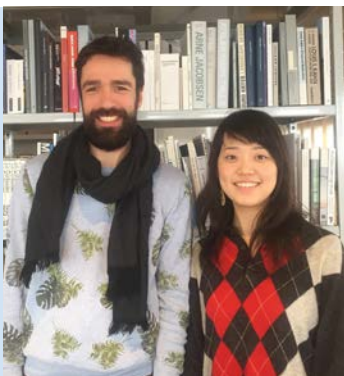


“VULCANUS IN EUROPE” PROGRAMME

Through this scheme, every year, EU companies and research centres can host Japanese trainees for an 8-month internship in the EU starting from August onwards. The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. Thanks to a 4-month intensive language course before the placement, the trainees are able to communicate in the EU company's language. By welcoming a trainee, the main benefits for the Host Companies are a valuable addition to their R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan.

More information for session 2019 will be available online starting from May. Application deadline scheduled for September 2018.

➔ <http://www.eu-japan.eu/events/vulcanus-europe>



By **SATOMI HAMABE**, Vulcanus in Japan 2017-18, host company: Osar Architects NV, Belgium. (On the picture: Satomi Hamabe and her supervisor Robin Allaer, himself a former Vulcanus in Japan student 2007-08)

“It was a great pleasure for me to take part in the Vulcanus in Europe Internship programme. In this programme, I stayed in three different countries for the language courses and the internship.

In the internship period at the Osar Architects NV (<http://www.osar.be>), I had a chance to work on eight different projects, including two competitions. Those projects were mainly related to social care and health care. It was a nice opportunity for me to get to know such building types, about which I did not have chance to gain much idea before. Also, by doing this internship, I saw many differences in architecture between Japan and in Belgium and this made me realise again that architecture is a very local concept that is based firmly on its surroundings and contexts.

However, at the same time, some principles and concepts about architecture were quite similar in the two countries and it was very interesting to know both differences and similarities. As this was my first experience in a professional world, many things were new for me and it was a great opportunity to grow professionally and personally. Also, this experience helped me to gain a clearer image about working in an international context. It will be an important point of reference for me. The people I met and the things I saw and experienced in these places enabled me to look at Japanese culture objectively. This opened my eyes to realise that the things I was considering to be normal were not always so and there are always possibilities to see the world in different ways.”

OPERATIONAL SUPPORT SERVICES

For EU SMEs entering into or expanding in Japan, the EU-Japan Centre implemented “Step in Japan”, a free logistical support and business assistance in its Tokyo office, for up to one month.

The support measures include:

- a “hot desk” in Tokyo on the Centre’s premises, including an internet connection and telephone;
- full access to meeting and seminar facilities within the Centre’s premises;
- a help desk for all information inquiries on business in Japan;
- assistance with using the Enterprise Europe Network service while in Japan.

For more info contact: StepInJapan@eu-japan.gr.jp

➔ <http://www.eu-japan.eu/other-activities/step-in-japan>



PRACTICAL INFORMATION ON JAPAN



Do not miss the opportunity to get access to Japan related info

With www.eubusinessinjapan.eu, EU companies wishing to enter the Japanese market will be able to get access to a lot of practical information on how to do business with Japan.

The Centre published on the website a wide variety of webpages, expert reports and e-learning resources, and regularly organises 2-3 webinars per month covering Japan-related operational matters, industrial sectors and cultural aspects to assist EU companies in seizing opportunities in the Japanese market. Feel free to register on <http://www.eubusinessinjapan.eu/user/register>

NEXT “ABOUT JAPAN” WEBINARS

Each month, the EU Japan Centre organises webinars designed to improve EU companies’ knowledge of conducting business in Japan.

THE FORTHCOMING WEBINARS ARE:

- Society 5.0 Strategy in Japan - 3 April 2018
- The Pharmaceuticals Industry in Japan - 10 April 2018
- The Japanese Furniture and Interior Market - 24 April 2018

During webinars, participants will have the opportunity to listen to selected experts who have agreed to share their knowledge and expertise. Feel free to register at: ➔ <http://www.eubusinessinjapan.eu/events> (Members access only)

“ABOUT JAPAN” LATEST REPORTS RELEASED

From Understanding to Navigating Japanese Business Culture

A comprehensive overview on cultural differences between Japan and Europe in order to help European SMEs accelerate the speed and quality of collaborative arrangements with Japanese partners. Unlike other studies, this report presents the Japanese perspective as captured in their interactions with European companies across a variety of business sectors and business formats.

Update on Artificial Intelligence and AI Applications in Japan

This report provides an overview of the current status of artificial intelligence in Japan and AI applications. It includes information about the domestic AI market, governmental initiatives, and current and future trends regarding AI in Japan. It includes information about the domestic AI market, governmental initiatives, and current and future trends regarding AI in Japan.

➔ <http://www.eubusinessinjapan.eu/library/publications> (Members access only)

5G Cooperation with Japan

It provides a comprehensive definition of this new generation of mobile systems by elaborating on its specificities and the different sectors involved. Furthermore, this report presents the current market trends for mobile systems in Japan, and provides detailed information about Japanese cellular operators, as well as manufacturers involved in 5G.

Opportunities for European SMEs on the Japanese Jewellery Market

This report provides an overview of the Japanese jewellery market, including key market segments, strategic price points, current market trends and future direction of the market. Furthermore, it provides a critical discussion of distribution channels on the Japanese market and, through a number of company case studies, it gives specific advice and practical guidance on how to evaluate the different market entry options.

SUCCESS STORY: METABOLOMIC DISCOVERIES

LOCAL SALES REPRESENTATIVE TO IDENTIFY NEW POTENTIAL PARTNERS

Based on an interview with Dr Nicolas Schauer, Managing Director at Metabolomic Discoveries



Metabolomic Discoveries is a biotech start-up company established in 2009 and headquartered in Germany. Metabolomic Discoveries offers concepts and solutions for complex biological questions. This German start-up is composed of experts in high-resolution comprehensive metabolite profiling of any biological material. Metabolomic Discoveries aims to accelerate the research by combining analytical and big-data approaches. In 2015 Dr Schauer was selected for the EU-Japan Centre's Biotech mission and met with a Japanese distributor with whom he was able to secure a partnership to sell Metabolomic Discoveries in Japan.

Activities: *Focusing on global metabolite profiling and targeted metabolite analysis for biotech and pharma industry and academic institutions.*

History: *Founded in 2009.*

Size: *SME.*

Target market: *Pharmaceutical, Biotechnology, Food and Beverages*

Interest in Japan: *Customer projects or long-term strategic partnerships.*

Website: <http://www.metabolomicdiscoveries.com>

WHY JAPAN?

Japan was already of interest for Dr Schauer's company before the EU-Japan Centre's Biotech mission. Metabolomic Discoveries identified Japan as a high quality and valuable market with numbers of large pharmaceutical, biotechnology, and food & drinks companies, which constitute the company's core target. In addition, Metabolomic Discoveries had a few contacts in Japan that they wanted to explore. Considering these elements, Japan was a serious avenue to explore and a chance to secure new promising business. In 2015, Dr Schauer was selected for the Centre's Biotech mission and had the opportunity to travel to Japan and attend the BioJapan Expo in Yokohama.

STEPS TAKEN

During the mission, Dr Schauer made contacts with potential business partners while attending the different company visits organised by the EU-Japan Centre, as well as during the 3 days at BioJapan Expo, where Metabolomic Discoveries shared a booth with other selected European companies.

This Mission was successful for the German company: during BioJapan, Dr Schauer met with a Japanese distributor with whom he established a good relationship. When back in Europe, he was able to secure a partnership with this distributor that sells Metabolomic Discoveries' services. Through his Japanese distributor, the German start-up sold some of its services in Japan and was able to secure several customers and get new requests.

CHALLENGES

According to Dr Schauer, the language barrier remains a serious obstacle when doing business with Japanese partners. He explains that the easiest way to communicate with Japanese partners is to directly communicate in Japanese but it can involve additional costs. Another challenge pointed out by Dr Schauer is the reluctance of Japanese companies to do business outside Japan. For these reasons, using a Japanese distributor is seen as a key for Dr Schauer "It is the most efficient way to enter the Japanese market without a large budget".

CURRENT STATUS - NEXT STEPS

Two years after the mission, Metabolomic Discoveries is now thinking about new strategies to further develop its activities in Japan. "Our current distributor is mainly a catalogue and online selling agent. We are currently thinking of contracting a local sales representative" explains Dr Schauer. Having a permanent representative in Japan would allow Metabolomic Discoveries to have a specialist on site who could actively identify new potential partners.

RECOMMENDATIONS

For Dr Schauer, European companies targeting Japan should not underestimate the time and resources needed to build relationships with potential Japanese partners. He insists on the necessity to use the Japanese language when dealing with Japanese companies. Distributors can also be used as a first step in Japan "This is a good way to gain experience and get to know the Japanese market". In addition the reluctance of Japanese companies to work with foreign companies is a challenge that EU companies should keep in mind. Dr Schauer suggests that the products offered by European companies need to have a clear benefit and ideally should not be available on the Japanese market.



CASE STUDY: LPR SRL

LPR srl was founded in 1952 in the surrounding of Piacenza, Italy. It is a privately owned company, active in the automotive sector, and specialised in manufacturing car brake spare parts, such as discs, pads, shoes, cv joints, water pumps and hoses.



Activities: developing a range of products for cars and light vehicles' brake systems.

Size: ca. 1300 full-time employees

Interest in Japan: to find Japanese importers

Website: <http://www.lpr.it>

Based on an interview with Mr Carlo Autolino, Area Manager from LPR srl.



The LPR srl vision is to be a strong and trusted partner for its clients, the essential source of sensory innovation for its customers, by focusing of R&D and state-of-the-art technology. This vision reflects its desire to be among the most appreciated companies in its sector, offering flawless and high quality products to its clients. This is reflected through its client list, which includes some of the world's most renowned names.

WHY JAPAN?

Since the beginning of its history, LPR srl looked abroad, having in its genes the vision of selling worldwide. Following this path, a couple of years ago, its Japanese dream became a reality: it was known as a complex market to break into, a big bet, as Japanese people are well known for their preference for excellence and quality. This was a big challenge as 95% of the Japanese market is composed of OE (original parts) choices - meaning that only a mere 5% or so is left to after-market products, which are the core business of LPR srl. Moreover, LPR srl had to reach high quality standards to have the possibility to break into this market. For this reason, a research study was conducted and finally, I personally got in touch with the EU-Japan Centre for support and advice on how to make the first steps. The company decided to attempt entering the Japanese market counting on two essential elements: being a "Made in Italy" company, which is an important factor in Japan and could help open up a space or attract potential distributors' interest; and having a deep knowledge of manufacturing. LPR srl already has a presence in over 90 countries worldwide and we considered it was the right time to try a new adventure in the Japanese market.

STEPS TAKEN

With all this good intention and strong will, I got all the valuable information from the EU-Japan Centre, with names and addresses of potential distributors who could be interested in starting a cooperation with LPR srl. Following their advice, and sending a good presentation/introduction of the company was successful: we had so much to offer and to tell, and we did it in the best possible way, even inviting potential distributors to visit our premises since the first contact. After long and careful checks and talks from both sides, we finally got in touch with two distributors who seemed really interested in starting a mutual cooperation. In fact, they both came to visit us with great satisfaction, and a second visit is already on the agenda for 2018 with new proposals and ideas.

CHALLENGES

This new challenge came together with some problems of course, such as transport, packaging, or language. However, all this was easily overcome as there was a strong will to go ahead from both sides. In addition, the fact that Japanese customers want to buy products from well-known companies that have been established for many years (at least 20

to 30 years) was an issue. But as we had a long history, it was not a problem. Therefore, there was the language barrier, but I was confident that, with a little luck, I would meet distributors who would communicate in English and so distributing the products using a common language. We also supported and kept on supporting them in local fairs with merchandising material and other commercial support. We can say that we are on track to have a strong presence on the Japanese market.

CURRENT STATUS - NEXT STEPS

As for their next steps in the Japanese market, LPR srl has received two proposals which are still under investigation. On the one side, the possibility of a joint venture with the distributor to further expand our presence on the Japanese market and from there, all over the Asian markets. On the other side, to supply Japanese car makers, which would be an honour for LPR srl. This could be supported by the fact that the company already cooperates with one of them as part of a European brand. The lesson for LPR srl was good; they had to understand a different way of making business and reaffirmed their capacity to face important challenges.

OPPORTUNITIES FOR EU COMPANIES TO KICKSTART BUSINESS IN JAPAN THROUGH WELL ESTABLISHED EU-FUNDED INITIATIVE



Despite being the EU's seventh biggest trading partner, Japan is a challenging market due to increased local competition, language barriers and restrictive regulations. To create a more favourable environment for business opportunities, Japan and the EU have strengthened their relationship and are working together to remove trade and investment barriers through the Economic Partnership Agreement (EPA). In this context, EU Gateway | Business Avenues can help European companies tap into this promising market and lay the ground for long-lasting business collaborations. <https://youtu.be/EPm2OtQcrxQ>



This EU flagship initiative has built expertise and trust in the land of the rising sun since its pilot in 1990. The new edition focuses on Japan through the EU Gateway to Japan programme, which organises ten EU-funded market scoping missions in 2018-2019. Missions help build new relationships with Japanese businesses and navigate public procurement with the support of the EU-Japan Centre's help desk. Dedicated teams pre-arrange meetings with targeted potential partners in Japan and provide hands-on coaching. Each mission is open to a maximum of 40 European companies and targets one of the key sectors outlined in the EPA, such as healthcare & medical technologies, to access Japan's €400 billion potential market, and railway technologies & services, to focus on the world's biggest rail retail market worth €133 billion.

EU Gateway to Japan also has a clear focus on green technologies and is aligned with the EU and Japan's joint commitment to fight climate change. The other sectors targeted by the programme in Japan include green energy technologies, to look at Japan's focus on energy efficiency and growing share of renewable power, environment & water technologies, to address the challenges of Japan's highly urbanised society, and construction & building technologies, to explore the world's third largest construction market.

Apply to the next mission here: ➔ <https://goo.gl/NVDDMt>

EU GATEWAY TO JAPAN **SUCCESS STORIES**

HELPING EU COMPANIES TO ESTABLISH LONG-LASTING BUSINESS COLLABORATIONS IN JAPAN

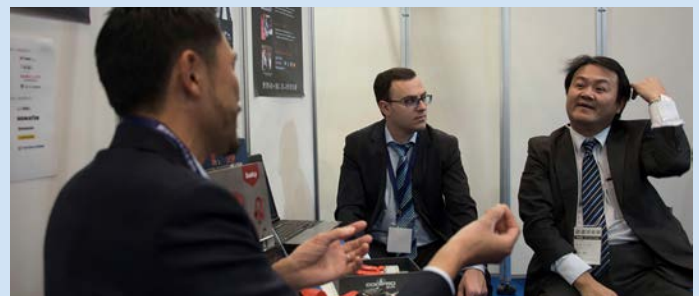
➔ <https://goo.gl/v4oVrE>



REVOLUTIONARY EUROPEAN TECHNOLOGIES, A MATCH FOR THE JAPANESE HIGH-END MARKET

UK company Croft Filters had a successful first entry on the Japanese market. Thanks to the EU Gateway to Japan market scoping mission for the Green Energy Technologies sector, the company found a reliable partner in Osaka that will manufacture and distribute its products on the Japanese market.

➔ <https://goo.gl/Wvs9wb>



AMONG THE EU RAILWAY HEAVYWEIGHTS THAT MADE THEIR MARKS IN JAPAN

CODIPRO strengthened its ties with the Japanese market and already started generating new revenue from local partnerships. All this was possible thanks to EU Gateway to Japan, which brought the Luxembourgish company to Tokyo for the first market scoping mission for Railway Technologies & Services.

➔ <https://goo.gl/Wvs9wb>

SUCCESSFUL LAUNCH OF 23 EUROPEAN STRATEGIC CLUSTER PARTNERSHIPS FOR GOING INTERNATIONAL WITH A STRONG INTEREST TOWARDS THE JAPANESE MARKET



On 21 February 2016, DG GROW of the European Commission has officially launched the 23 newly established "European Strategic Cluster Partnerships for Going International" (ESCP-4i) (<https://www.clustercollaboration.eu/eu-cluster-partnerships/escp-4i>) for the period 2018-2019 and organised, in the context of the Second European Industry Day (<https://www.clustercollaboration.eu/event-calendar/second-european-industry-day>), a major "Clusters Go International" Partnering Event gathering the new and previous cluster partnerships to share their experiences on boosting SME internationalisation.

Overall, this initiative encourages clusters in Europe to develop a 'European' strategic vision and work concretely together by sharing resources and knowledge to target international markets jointly and boost SMEs access to global value chains.



The afternoon session was dedicated to the official launch ceremony of the 23 new EU Cluster Partnerships* (<https://www.clustercollaboration.eu/news/eu-commission-launches-23-new-european-strategic-cluster-partnerships-go>). All these partnerships have been awarded the label of "European Strategic Cluster Partnership for Going International" by the DG GROW Deputy Director-General Antti Peltomäki of the European Commission which commits the partners of each EU Cluster partnership to work on a joint cooperation agenda with the aim to support the internationalisation of their SME members.

Japan has been identified as a strategic country for the new Cluster Go International Partnerships.

Six Partnerships intend to support the internationalisation of their clusters and SME members towards Japan:

EU-TEXTILE2030	Textile sector	https://www.clustercollaboration.eu/escp-profiles/eu-textile2030
LASER-GO GLOBAL	Laser sector	https://www.clustercollaboration.eu/escp-profiles/laser-go-global
ELBE	Energy sector	https://www.clustercollaboration.eu/escp-profiles/ELBE
MAGIA	Medical device sector	https://www.clustercollaboration.eu/escp-profiles/magia
PERES	Railway sector	https://www.clustercollaboration.eu/escp-profiles/peres-0
SENTINEL	Hospitality sector	https://www.clustercollaboration.eu/escp-profiles/sentinel

*See all list here <https://www.clustercollaboration.eu/eu-cluster-partnerships/escp-4i/profiles?generation=2>
 ➔ <https://www.clustercollaboration.eu/news/clusters-go-international-partnering-event-2018-sharing-experiences-boost>

HORIZON 2020 INTERIM EVALUATION - MAXIMISING THE IMPACT OF EU RESEARCH AND INNOVATION

On 11 January 2018, the Commission adopted a Communication on the interim evaluation of Horizon 2020, which outlines its views on how the impact of a successor research and innovation investment programme could be maximised.

Source: European Commission ➔ https://ec.europa.eu/info/news/maximising-impact-eu-research-and-innovation-2018-jan-11_en

#BLOCKCHAIN4EU - BLOCKCHAIN FOR INDUSTRIAL TRANSFORMATIONS

A forward-looking sociotechnical exploration of existing, emerging and potential applications based on Blockchain and other Distributed Ledger Technologies (DLTs) for the industrial and non-financial sectors. This project is running in cooperation with the European Commission Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW).

Source: European Commission ➔ <https://blogs.ec.europa.eu/eupolicylab>

EU-JAPAN HIGH LEVEL RESEARCH AND INNOVATION MEETING

On 8 January 2018, Carlos Moedas, EU Commissioner for Research, Science and Innovation, met with Yoshimasa Hayashi, Japanese Minister for Education, Culture, Sports, Science and Technology – MEXT (<http://www.mext.go.jp/en>).

They exchanged information on new science, technology and innovation policies in Europe and in Japan, and discussed the respective priorities of the next EU framework programme for research and innovation (R&I) and the next Japanese Basic S&T Plan - both of which being planned to start in 2021.

Commissioner Moedas and Minister Hayashi acknowledged the fruitful ongoing cooperation between the EU and Japan and agreed to better seize cooperation opportunities offered by the Horizon 2020 Work Programme 2018-2020 (<https://ec.europa.eu/programmes/horizon2020/en/news/horizon-2020-work-programme-2018-2020>), in particular through the 14 international flagship initiatives encouraging participation of Japanese researchers and innovators. They underlined the importance of the Japanese co-funding mechanism set up by the Japan Science and Technology Agency – JST (<https://www.jst.go.jp/EN>) and emphasised the need for an increase of the co-funding.

In addition, they pointed out the positive results stemming from the cooperation arrangement (https://erc.europa.eu/sites/default/files/document/file/agreement_EC_JSPS.pdf) between the European Research Council – ERC (<https://erc.europa.eu>) and the Japan Society for the Promotion of Science – JSPS (<http://www.jsps.go.jp/english/index.html>). They discussed the possibility of launching a similar cooperation scheme between the ERC and the Japan Science and Technology Agency, to provide opportunities for Japanese researchers to collaborate with ERC grantees in Europe. Finally, Commissioner Moedas and Minister Hayashi discussed possible new



areas of cooperation, such as Quantum Technologies and Arctic research. Contact: Dr Anne Haglund-Morrissey, Senior Policy Officer - Japan Desk, European Commission, Directorate-General for Research and Innovation, International Cooperation.

Source: European Commission, DG Research & Innovation (RTD)

Report from MEXT ➔ http://www.mext.go.jp/b_menu/activity/detail/2018/20180108_2.htm

EUROPEAN INSTITUTIONS LOOKING FOR PARTNERS IN JAPAN FOR HORIZON 2020 COLLABORATIVE PROJECTS

Calls for proposals are open in Horizon 2020, and some European institutions are looking for partners in Japan.

This list has been curated by the office of the Horizon 2020 National Contact Point Japan (NCP Japan).

The partnership request lists are also managed by NCP Japan. If you have interest in any of the partnering offers below, please do not hesitate to get in contact with NCP Japan (<http://www.ncp-japan.jp>).

EU-JAPAN SECURITY JOINT CALL: TECHNOLOGIES FOR FIRST RESPONDERS SU-DRS02-2018

(funding for Japanese partner from JST - view call info: http://www.jst.go.jp/sicp/announce_eujoint_04_GenerallInfo.html)

A Swedish governmental organisation is looking for a Japanese research organisation dealing with security research in the domain of Chemical, Biological, Radiological, Nuclear, and Explosive materials (CBRNE). Their specific proposal aims to develop a technical system giving early warning of threats relating to explosives, chemical agents, toxins and toxic industrial chemicals etc.

NEDO/BPIFRANCE CALL

(funding for Japanese partner from NEDO - view call info in Japanese: http://www.nedo.go.jp/koubo/AT092_100127.html)

A French SME active in Horizon 2020 projects is looking for a Japanese industrial partner for a project involving a fleet of connected drones collaborating to achieve complex missions. They are looking for expertise in robotics, swarm intelligence, distributed cloud, simultaneous localisation and mapping (SLAM), user interfaces, etc.

Source: EURAXESS

➔ <https://euraxess.ec.europa.eu/worldwide/japan/european-institutions-looking-partners-japan-horizon-2020-collaborative-0>

VISIT TO BRUSSELS BY MR. YOSHIMASA HAYASHI, MINISTER OF EDUCATION, CULTURE, SPORTS, SCIENCE AND TECHNOLOGY

From 7 to 9 January, the Japanese Minister of Education, Culture, Sports, Science and Technology, Mr. Yoshimasa Hayashi, visited Brussels and had meetings with the European Commissioner for Research, Science and Innovation, Mr. Moedas, the European Commissioner for Climate Action and Energy, Mr. Arias Cañete, and Director-General for Education and Culture, Ms. Reicherts.

Minister Hayashi and Commissioner Moedas agreed that science and technology cooperation between Japan and the EU should be strengthened, including in enhancing cooperation between young researchers, and on future collaboration in quantum technology and Arctic science.

Minister Hayashi and Commissioner Arias Cañete shared the view that close collaboration should continue to ensure the success of the ITER Project, in which members including Japan and the EU have been working towards the construction of the First Plasma by 2025.

Minister Hayashi and Director-General Ms. Reicherts agreed the establishment of a Japan-EU policy dialogue in the field of education, culture and sports.



▲ With Commissioner Moedas

▲ With Commissioner Arias Cañete

© Photo provided by the Japanese Ministry of Education, Culture, Sports, Science and Technology

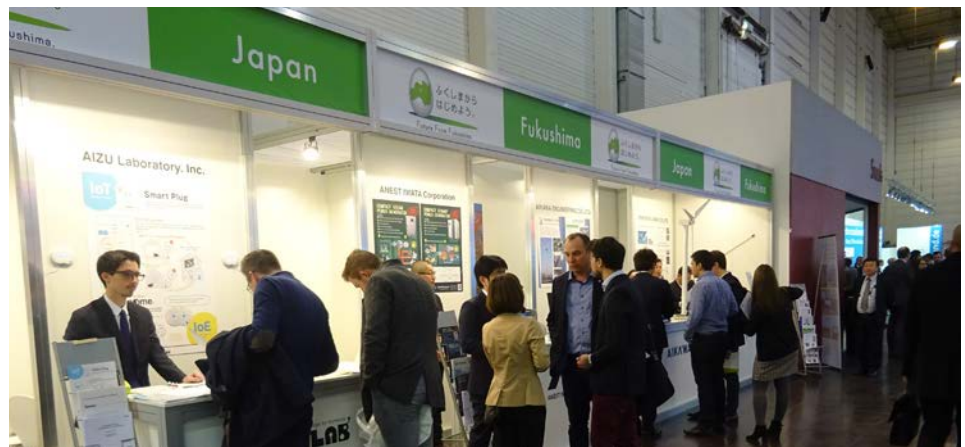
Source: Mission of Japan to the European Union ➔ http://www.eu.emb-japan.go.jp/itpr_en/00_000195.html

FUKUSHIMA PREFECTURE EXHIBITED AT E-WORLD ENERGY & WATER 2018

From 6 to 8 February, Fukushima Prefectural Government and the Energy Agency, Fukushima attended the “E-world energy & water 2018” trade fair at Messe Essen, in Germany, with five companies based in Fukushima. This is the fifth time since Fukushima first exhibited at the fair in 2014. The aim is to create business communication and matchings in order to make Fukushima a “Front Runner in Renewable Energies”.

E-world energy & water is Europe’s leading trade fair in the energy industry. This year, 750 exhibitors from 26 nations attended in Messe, attracting over 25,000 visitors from 73 nations.

The Fukushima Booth attracted a lot of attention, welcoming a record number of visitors. It was composed of five companies from the renewable-energy-related industry: AIKAWA ENGINEERING, AIZU Laboratory, ANEST IWATA, PURERON JAPAN and YAMATO SANKO.



Further information on the Fukushima Booth and the five co-exhibitors based in Fukushima can be found under the following link. For any additional information, contact: kiyomatsu@f-open.or.jp ➔ <https://energy-agency-fukushima.com/en/538>

BIOJAPAN & REGENERATIVE MEDICINE JAPAN 2018

This year marks the 20th anniversary of BioJapan, Asia's premier partnering event for the global biotechnology industry. Over 1,000 organisations from industry and academia around the world are expected to take part in this year's partnering, with over 9,000 discussions in total.

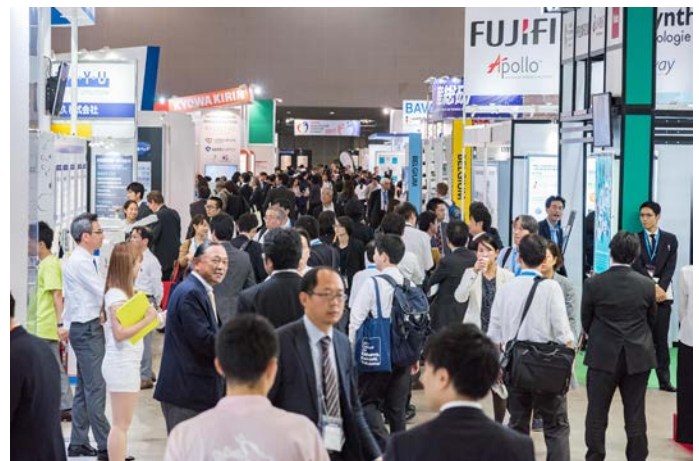


Interest in pursuing partnerships with European organisations is on the rise at BioJapan, and accordingly, the presence of national and regional European delegations is increasingly apparent. European organisations made up just short of a quarter of participants in the 2017 partnering event, and the high number of expected returnees in 2018 stands testament to their success.

Besides the partnering and exhibition, the three-day event (10-12 October) will be host to a jam-packed seminar and presentation track, including both Japanese and English sessions from pharmaceutical, academia, biotech, ventures, and other organisations. The full schedule will be available online in August, and new sessions are anticipated to continue being announced right until the start of the event.



Along with the 20th edition of the long-standing BioJapan, October will also see the return of Regenerative Medicine Japan, a concurrently held exhibition now in its third year. Thanks to recent legislative changes in Japan, the country now boasts a unique environment for the development of regenerative medicine products, with a new conditional approval stage allowing for a time to market of only a couple of years. Accordingly, great growth in the sector is expected in Japan, making the exhibition an interesting prospect for those interested in exploring new opportunities. The partnering and exhibition spaces are entirely shared between the twinned events, with full participation costing only 70,000 yen (around €600) per account.



➔ <http://www.ics-expo.jp/biojapan/en/index.html>

PARTNERING EVENT IN TOKYO - CALL FOR SPEAKERS

“REGENERATIVE MEDICINE CROSSROAD IN TOKYO #8” ON 29 MAY 2018, TOKYO, JAPAN

FIRM (Forum for Innovative Regenerative Medicine) has just launched its speaker recruitment process for its eighth partnering event: Regenerative Medicine Crossroad in Tokyo #8 (RMCR#8).

The event is meant to provide a “speaker’s corner” for those who seek partnerships with Japanese companies for the purpose of developing product candidates in their pipelines or their promising technology seeds in Japan.

The half-day session will consist of concurrent oral presentations and multiple one-on-one partnering meetings, along with a networking mixer at the end of the day.

Attempts of any parties to merely promote their own products, commodities or services are not suited for the event’s characteristics.

Deadline for the Preliminary Registration: 13 April 2018 (JST)
Expected number of speakers for this event: 3-6 entities
Expected number of event attendees: 50-100 business professionals and experts from the regenerative medicine and gene/cell therapy sector of Japan.

Venue: Nihonbashi Life Science Building <https://www.nihonbashi-lifescience.jp/en>, Nihonbashi, Tokyo, Japan.

Contact: Fuyu Mori, RMCR Organizer info-tf@firm.or.jp.

HEALTHCARE VENTURE CONFERENCE KYOTO 2018

3 JULY 2018, KYOTO, JAPAN

Kyoto Research Park is looking for pitch presenters for the forthcoming Healthcare Venture Conference HVC KYOTO 2018 on 3 July 2018.



The HVC KYOTO 2018 (<http://www.krp.co.jp/hvckyoto>) focuses on early stage technology incubation in the life science field to bridge basic and local scientific knowledge and commercial developments for the global market. Kyoto Research Park (KRP) is the only privately owned "Innovation Hub" in Japan hosting 420 companies from a wide variety of sectors and sizes. KRP accelerates the innovation activities of companies by providing a safe and comfortable business environment together with business creation support. KRP is supporting EU companies interested to establish a R&D branch in Japan within one of the most innovating areas of Japan.

➡ <http://www.krp.co.jp/english>

SPOTTED PUBLICATION

The monthly magazine "Highlighting Japan" is published by the Japanese Government to help readers better understand Japan today.

Latest issues topics: in January "Sustainable Technologies from Japan", in February "Revitalizing the Regions", in March "Technologies for Disaster Mitigation".

Source: Cabinet Office, Government of Japan

➡ <http://www.gov-online.go.jp/eng/publicity/book/hlj/index.html>

CEATEC JAPAN 2018

16-19 OCTOBER 2018, CHIBA, JAPAN

Since 2016, Japan's largest consumer electronics show CEATEC is making a transition towards a comprehensive exhibition for Cyber Physical Systems (CPS) and the Internet of Things (IoT). In 2017, the exhibition drew over 150 thousand visitors under this new concept.

CEATEC JAPAN 2018 will evolve further and gather frontrunners in a wide range of industries in a single venue, making it an ideal place for exchanging information and the creation of new business opportunities based on co-creation.

With this, CEATEC actively contributes to the realisation of Society 5.0, the ultra-smart society designed for further economic development and the solution of social problems.

CEATEC Exhibitors come from the fields of Electronic Components/Devices and Systems, AI/Big Data, 5G and Cyber Security. Application areas include Mobility/Logistics, Smart Factories, Smart Work, Energy/Smart Life, Fitness and Healthcare as well as Entertainment.

CEATEC JAPAN 2018 will feature a global area targeting overseas companies especially from the EU. It will provide participants with opportunities to enter the Japanese market, link up with existing companies, and discover new partners.

CEATEC JAPAN 2018 will be held from 16 to 19 October 2018, in Makuhari Messe, organised by the CEATEC JAPAN Executive Board, and composed of the Japan Electronics and Information Technology Industries Association (JEITA), the Communications and Information network Association of Japan (CIAJ) and the Computer Software Association of Japan (CSAJ).

Furthermore, the event will be supported by government and other organisations including: the Delegation of the European Union to Japan; the British Embassy, International Trade Department; Business France, the Embassy of France in Japan; and the Embassy of the Federal Republic of Germany Japan.

Date: 16-19 October 2018 - Location : Makuhari Messe, Mihama-ku, Chiba, Japan

Applications for exhibiting at CEATEC will be accepted until 27 April 2018

For more information: CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA))

Email: contact2018@ceatec.com ➡ <http://www.ceatec.com/en/application>

2018 ASIA-PACIFIC EU CENTRES GRADUATE STUDENTS CONFERENCE, RESEARCHERS ROUND TABLE IN FUKUOKA, JAPAN

The 2018 Asia-Pacific EU Centres gathering was held on 10-12 February 2018, organised by Kyushu University EU Centre/Jean Monnet Centre of Excellence-Kyushu and co-organised by the EU Institute in Japan, Kansai/Jean Monnet Chair Programme, Kobe University. The Graduate Students Conference was also held over two days on 10-11 February 2018, and the Roundtable meeting of the faculty was held on 12 February 2018. Both events took place at Kyushu University Nishijin Plaza in Fukuoka, Japan.



The main theme of the gathering was "60 years of the Rome Treaties and Future Prospects of the EU". The Conference was open to the general public, and approximately 50 people participated.

This conference was initiated with a forward-looking view of providing opportunities for the graduate students to present their academic work in a more global setting. It has been held annually in rotation among the EU Centres in the Asia-Pacific region. This was the final gathering under the grant from the EU Commission.

Altogether, 21 graduate and Ph.D. students, including 5 students from Kyushu University, as well as 11 professors and directors, from 9 EU Centres/Institutes* from 6 countries/regions in Asia-Pacific* participated in the conference.

At the Graduate Students Conference, the students were divided into 6 sessions and gave a 20-minute presentation on their research in English, followed by comments and Q&A. Judges drawn from the faculty members were allocated to each room and selected the Best Presentation and Paper Award.

"Europe is dead, long live Europe: Reviving the EU's post-Westphalian Dream through a Worldist View of International Relations" by Ms. Carmina Untalan, a Ph.D. student from Osaka University, Japan, and "The Announcement Effect of Bilateral Trade Agreements on Share Prices: An analysis of the Economic Partnership Agreement between EU and Japan" by Ms. Eriko Saito, a Masters student from Kyushu University, Japan were awarded the top prizes.

Feedback from the participants included the following comment: "I was able to get a good chance to know and talk with people who are studying about the EU with different academic, cultural and linguistic backgrounds, which was a great stimulation and a precious experience." It is obvious that the conference gave the students a great opportunity for some global networking. All the presenters received a certificate of attendance, and the Graduate Students Conference ended successfully.



At the Researchers Roundtable on 11 February, 11 researchers gathered together. The roundtable programme contained two presentations. The participants discussed views on the achievements of our collaboration, desirable ways of collaborating in the future, and even strategies for mainstreaming the EU. As always, the roundtable provided an excellent occasion to get to know colleagues from the EU Centres in the Asia-Pacific region as well as being updated on their current research.

*Six Countries/Region: Japan, Korea, New Zealand, China, Thailand, and Taiwan


*Nine EU Centres: 1. Kyushu, 2. Kobe, 3. EUSI, Hitotsubashi, 4. NCRE, NZ, 5. HUFUS, Korea, 6. Pusan, Korea, 7. EUTW, Taiwan, 8. Renmin University, China, and 9. Chulalongkorn University, Thailand

➔ <http://eu.kyushu-u.ac.jp/jmcoe.html>

CONFERRAL CEREMONY OF DOCTOR HONORIS CAUSA HELD FOR DR. HANS-GERT PÖTTERING

On 16 October, at the Idemitsu Sazo Memorial Rokkodai Auditorium, Kobe University, His Excellency Dr. Hans-Gert Pöttering received a Doctor Honoris Causa from Kobe University. Dr. Pöttering was awarded the degree in recognition of his achievements during his time as President of the European Parliament, as well as his considerable contribution to education and research at Kobe University through the activities of the Konrad-Adenauer-Stiftung.



 President Hiroshi Takeda and Dr. Hans-Gert Pöttering

Following the degree conferral, Dr. Pöttering gave a memorial speech titled "Challenges for the European Union in a World of Insecurity". The speech dealt with issues the European Union is facing in this period of global instability such as immigration and refugee crises, and he emphasised that in these times, it is even more vital that the EU upholds its vision and principles. Approximately 100 students, staff and faculty from Kobe University attended the speech, and the following Q&A session saw active debates between Dr. Pöttering and members of the audience.

In 2015, Kobe University organised the Overseas Advisory Board to utilise the valuable connections which it has nurtured through its international activities. Kobe University invited esteemed experts who contribute to Kobe University's academic activities from academic and governmental sectors, including Professor Drahoš. From 2017, Kobe University also welcomed Dr. Hans-Gert Pöttering.

➡ http://www.office.kobe-u.ac.jp/jpiep/events/20171121_en.html

➡ http://www.kobe-u.ac.jp/en/NEWS/info/2017_11_15_01.html

CDTI-NEDO JOINT WORKSHOP HELD

On 13 February 2018, NEDO and the Centre for the Development of Industrial Technology (CDTI) held the "CDTI-NEDO Joint Workshop" at the Embassy of Spain in Tokyo.

The workshop was based around the theme of "Energy Saving Engineering: Effective Use of Thermal Energy." There were approximately 70 participants from both countries. Twelve companies and organisations from both countries introduced their technological developments on effective use of thermal energy and gave lectures on economic analysis regarding application of the technologies. The workshop was followed by a business matching event, which was a great success.

As a part of the workshop, on 14 February, participants from Spain visited a demonstration site showcasing effective use of thermal energy, which is operated by Takasago Thermal Engineering Co., Ltd in Kanuma City, Tochigi. The demonstration site utilises an adsorption thermal storage system developed by Takasago Thermal Engineering Co., Ltd. The participants found the site very interesting, and there was a lively exchange of questions and answers.

Source: New Energy and Industrial Technology Development Organization

➡ http://www.nedo.go.jp/english/whatsnew_0001.html

DUTCH NANOTECH BIG IN JAPAN

The Nanotech Japan EXPO (14-16 February 2018) saw some orange! The Netherlands was present at the expo with the largest Dutch delegation so far. In the eye-catching Holland High Tech Pavilion, the Dutch public-private 'Nanotech Japan' consortium was off to a good start.



With 30 participants*, from 10 start-and scale-ups, 3 knowledge institutes and 3 public organisations, the Dutch delegation has made an impression. Nanotech Japan is one of the biggest international trade shows in the field of nanotechnology and is an important platform to bring Dutch innovations to the attention of the Japanese industry. In addition to the expo, the Dutch delegation visited several Japanese knowledge- and governmental institutes. The goal of these visits was to strengthen the commercial and academic collaboration between the Netherlands and Japan.

OPPORTUNITIES FOR THE NETHERLANDS

Japan is one of the most important players in the field of nanotechnology worldwide. Japan has a great high-tech industry and invests 150 billion euros in R&D on a yearly basis.

The worldwide interest in nanotechnology applications to provide solutions for societal challenges (in fields such as health care, mobility, energy and agriculture) is increasing. According to Jan-Hein Christoffels (Counsellor for Innovation in Tokyo), 'Japan wants to play an important global role in these sectors. Dutch nanotechnology applications could support these ambitions'. He sees interesting opportunities for collaboration between the Netherlands and Japan.

'The Dutch nanotechnology sector is innovative and delivers high-quality. The Nanotech expo is an ideal opportunity for small, Dutch companies to meet with the big players from the Japanese industry'.

PUBLIC-PRIVATE CONSORTIUM 'NANOTECH JAPAN'

The Netherlands has ambitious plans for collaboration with Japan. On 12 December 2017, public and private organisations signed a three-year covenant (Partners for International Business Nanotechnology Japan). The Dutch consortium consists of DENSSolutions, delftIMP, VS Particle, LipoCoat, Surfex, SmartTip, SCIL Nanoimprint Solutions (Philips), Dannalab, Single Quantum, DoMicro, Mesa+ and NanoNextNL. The consortium is committed to increase the visibility of the Dutch nanotechnology sector and to sustainably improve the Dutch market share in Japan.

The Dutch nanotechnology industry has presented itself as a good partner for Japan at the Nanotech expo. Thereby, the first steps towards a fruitful collaboration between the Netherlands and Japan in the field of nanotechnology have been taken.

Contact: Jan-Hein Christoffels
Counsellor for Innovation

Janhein@hollandinnovation.jp

* The Dutch participants to Nanotech Japan 2018 were: Start-and scale-ups: Dannalab, delftIMP, DENSSolutions, DoMicro, LipoCoat, SCIL, Single Quantum, SmartTip, Surfex, VS Particle; Knowledge institutes: TNO (AMSYSTEMS), Holst Centre, Mesa+; Public organisations: Ministry of Economic Affairs, Netherlands Enterprise Agency, NanoNextNL

- ➔ http://www.nanotechexpo.jp/nano_insight_japan/180215_holland_high_tech.html
- ➔ <http://www.nanonextnl.nl/japan2018/>
- ➔ <https://www.hollandhightech.nl/nationaal/actueel/nieuws/nederlandse-nanotech-big-in-japan?state=online>
- ➔ <https://www.netherlandsworldwide.nl/countries/japan/about-us/economic-cluster/holland-innovation-network>

POLAND AT JAPAN IT WEEK

Japan IT Week is one of the world's leading trade shows for the IT sector professionals.

This year it will be possible to meet in person representatives of several Polish companies presenting their products and services at the event. Poland will also organise a promotional stand, providing additional opportunity to learn more about the country's technology potential and meet business partners. The stand will be organised by the Polish Agency for the Enterprise Development in the framework of the Polish ICT Promotion Program. The aim of the program is to build awareness of the Polish technologies among the professionals, potential investors, buyers and clients around the world.

- ➔ <https://ict.trade.gov.pl/en/news/273872,poland-will-be-present-at-japan-it-week.html>



THE ITALIAN PAVILION AT CPHI JAPAN 2018 - CONVENTION OF PHARMACEUTICAL INGREDIENTS

18-20 APRIL 2018, TOKYO, JAPAN

The Trade Promotion Section of the Italian Embassy in Japan - coordinating a group of 14 Italian companies that guarantee consistent quality and global market knowledge - will attend the CPHI Japan 2018, the Convention of Pharmaceutical Ingredients, which will be held from 18 to 20 April at the Tokyo Big Sight.

Italy is historically one of the most important global suppliers of active pharmaceutical ingredients. The reasons for its "leadership" originate from the well-established chemical culture of Italy, which boasts numerous internationally-known pharmaceutical industries, along with leading-edge chemical equipment manufacturers, and the quality of university teaching.

The aim for the participating Italian pharmaceutical companies is therefore to show their high development level - achieved by their production techniques - and to improve the cooperation with Japanese companies, strengthening the commercial relationships as well as the continuous exchanges in this strategic sector between the two countries.

The Italian pavilion will occupy a total area of about 130 square meters, and will be represented by the following firms:

Angelini Acraf	www.amgelinifinechemicals.com	Indena Spa	www.indena.com
Bram-Cor	www.bram-cor.com	Laboratori Alchemia Srl	www.laboratorialchemia.it
Dipharma Francis Srl	www.dipharma.com	Lundbeck Pharmaceuticals Italy Spa	www.lupichem.com
Erregierre Spa	www.erregierre.it	Miat Spa	www.miat.it
Fabbrica Italiana Sintetici Spa	www.fisvi.com	Newchem Spa	www.newchemspa.com
Flamma Spa	www.flamma.it	Olon Spa	www.olonspa.it
Friulchem Spa	www.friulchem.com	Trifarma Spa	www.trifarma.it

➔ <http://www.ice-tokyo.or.jp/event-category4/cphi-2018>

NANOTECHNOLOGY MADE IN ITALY AT NANO TECH 2018

The Trade Promotion Section of the Embassy of Italy in Japan has organised the Italian participation to nano tech 2018, the International Nanotechnology Exhibition & Conference that was held from 14 to 16 February at Tokyo Big Sight.

Interest and activities in nanotechnologies and the other Key Enabling Technologies (KETs), are a relevant feature of the Italian R&D landscape. According to the latest estimates, there are in Italy some 250 organisations involved in nanotechnologies. Around half of them refer to public research, and the other half to industry.

The following companies: Astra Srl, MRS Srl, Nano-tech SpA, Serravalle Sas di Marco Serravalle e C., TopNetwork SpA and Università di Siena, presented their advanced services and researches at Italia's booth, located in Hall East 5.

All of the Italian companies introduced their research and partnership proposal during the 14 February Seminar - at Seeds&Needs Seminar B - inside the exhibition hall East 6.

During the last day of the exhibition, participant of the Italian pavilion Ing. Salvatore Modeo, CEO of the company MRS Srl, received from the organiser the Business Matching Award for having set the largest number of meetings through the dedicated online platform.

➔ <http://www.ice-tokyo.or.jp/event-category4/nanotech-2018>



LOW-CARBON TRANSPORT SYSTEMS AND THE **EFFECTIVE USE OF RENEWABLE ENERGIES IN THE TRANSPORT SECTOR**

9TH GERMAN-JAPANESE ENVIRONMENT AND ENERGY DIALOGUE FORUM

19-20 April 2018, Berlin, Germany

Reduction of GHG emissions and energy consumption in the transport sector play a pivotal role for climate mitigation in Germany as well as in Japan. Significant changes in drivetrain technologies as well as individual, public and freight transport systems are needed to realize energy transition and achieve climate targets.

The 9th German-Japanese Environment and Energy Dialogue Forum on 19-20 April 2018 in Berlin focusses on low-carbon transport systems and the effective use of renewable energies in the transport sector. In particular:

- Political strategies for increasing energy efficiency and reducing GHG emissions in the transport sector
- Challenges, potentials and limits of modal shift and infrastructure development
- Low-carbon transport concepts in urban areas and
- Alternative transport technologies with a focus on hydrogen and battery electric vehicles

The above topics will be addressed in the presentations and discussions of German and Japanese experts from industry, politics and academia.

Since its founding in 2007, the German-Japanese Environment and Energy Dialogue Forum has become a renowned platform for the information exchange between experts from industry, academia and politics of both countries on current environment and energy related issues as well as an incubator for cooperation projects.

➔ <https://www.ecos-consult.com/eedf2018>

DECARBONIZATION OF MOBILITY - HYDROGEN AND ELECTRIC TRANSPORT SYSTEMS AS SOLUTIONS?

12TH GERMAN-JAPANESE ECONOMIC FORUM

25 April 2018, Hannover, Germany

Long-term decarbonisation of the global economy is the stated objective of the Paris Climate Agreement, which has been ratified by both Japan and Germany.

Hydrogen is one possible approach to this challenge, particularly in the transport sector, which accounts for about a fifth of both countries' CO2 emissions. Electrification and digitisation, too, have a part to play in helping to make mobility cleaner and more future-proof, especially in megacities.

Strategies and technologies in these key areas will be discussed by experts from industry and government at the 12th German-Japanese Economic Forum, one of the main discussion and contact platforms for German and Japanese industry at HANNOVER MESSE.

As a lead-in to the forum, Deutsche Messe will be running special tours of HANNOVER MESSE for attendees. The tours will highlight the forum's key themes of hydrogen/fuel cells, electric transport systems and digitisation of mobility. The forum will end with the traditional reception

➔ <https://www.ecos-consult.com/wifo2018>

HOW ARTIFICIAL INTELLIGENCE (AI) CHALLENGES OUR ECONOMIES - RESPONSES OF JAPANESE AND GERMAN COMPANIES

16 April 2018, Dusseldorf, Germany

With this symposium DJW aims to provide an overview of the application of artificial intelligence in industry and manufacturing.

Organisers look forward to discuss potential, challenges and prospects of AI with regard to German-Japanese cooperation, bilateral projects and technological possibilities.

 <https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-symposium-2018>

"SMART MANUFACTURING IN COMBINATION WITH AI" WITH TOSHIMITSU KAWANO, CEO, BECKHOFF AUTOMATION K.K.

25 April 2018, Hannover, Germany

The "Asa no Kai" of DJW are being held in various cities throughout Germany and Japan. Each event focusses on one economic topic relevant for the Japanese-German business community, among others IoT, Industry 4.0, EPA, or SME. The event format provides a perfect opportunity to network amongst participants and speaker, to exchange ideas and opinions, and to receive first-hand expert information.

 <https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-asa-no-kai-hannover-20180425>

INTERNATIONALISATION AND **JAPAN RELATED CAREER PLANNING**

MEET YOUR NEW EMPLOYEES - OR EMPLOYERS! NETWORKING AND EXCHANGE OF EXPERIENCE ON THE POTENTIAL OF THE GERMAN-JAPANESE LABOUR MARKET

8 May 2018, Dusseldorf, Germany

It is still individual direct contact that offers the best chance of finding qualified specialists on the one hand, and a suitable job on the other hand. The DJW "Karriere Forum" connects both sides with a focus on the German-Japanese labour market. Contacts can be made at the companies' booths, recruiting agencies, and institutions related to Japan as well as in our "Career Lounge", and valuable information can be exchanged. We also offer CV-Checks and expert lectures on various topics, which serve as orientation in the German-Japanese labour market. Take the opportunity to view the current vacancies and candidate profiles of our DJW Jobpool.

➔ <https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/duplicate-of-djw-karriere-forum-japan>

GERMAN CHAMBER TALENT CAFÉ: GET TO KNOW GERMAN COMPANIES!

On 20 December 2017, the German Chamber Talent Café took place for the fourth time in total and for the second time in corporation with the Waseda University.

The participating companies could use the facilities of the Waseda University to install a company booth and participate in panel discussions to briefly introduce their business and engage in conversation with the students. In addition, a special seminar held by Mr. Kan Sumita, special advisor of the Japanese-German Business Association (DJW), concerning the differences between working in a Japanese and German company was organised.

Overall, the fourth German Chamber Talent Café with 13 participating companies and 136 visitors was a success. From the participating companies especially positive feedback regarding the shared interest in Germany, which all visitors had in common, was received. Attendees on the other hand were especially grateful for the opportunity to speak directly to the company representatives and took an interest in the workstyle and work-life-balance of foreign companies.



ABOUT THE GERMAN CHAMBER TALENT CAFÉ:

AHK Japan introduced the German Chamber Talent Café for the first time in 2016. Held twice a year, the German Chamber Talent Café constitutes a platform where talented individuals and global companies can connect on a professional basis. The summer event aims at mid-careers who are searching for an employment with global companies in Japan. The winter event on the other hand is meant as a place for students of all backgrounds, ages and fields of study who harbour an interest in German business or Germany in general to be able to connect with and learn more about a number of global German companies.

➔ <http://japan.ahk.de>



AUTOMOTIVE MOBILITY VISION FOR A FUTURE MOBILITY ECOSYSTEM FROM GERMANY / NORTH RHINE-WESTPHALIA (NRW) AND JAPAN

24 May 2018, Tokyo, Japan

On the 24 May 2018, during the Automotive Engineering Expo 2018 at the Pacifico Yokohama, NRW Japan K.K., the Japanese subsidiary of NRW. INVEST, the economic development agency of the German State North Rhine-Westphalia will host a seminar: "Automotive Mobility – Vision for a future mobility ecosystem from Germany / North Rhine-Westphalia (NRW) and Japan" at the InterContinental Yokohama Grand.

One of the highlights of this seminar will be a presentation of StreetScooter GmbH (est. 2010), a much talked-about start-up from RWTH Aachen University, Europe's leading manufacturer of electric commercial vehicles. StreetScooter was acquired by DHL Deutsche Post in 2014 - from university spin-off to success story in the E-mobility sector. With the entire automotive industry facing massive changes in the next years, speakers from technology leaders in Germany and Japan will offer their insights into the solutions for a future mobility ecosystem.

Registration is available from April 2018 on the website below.

➔ <http://www.nrw.co.jp>

JAPAN AND DENMARK - A PERFECT MARITIME MATCH

Denmark represents some of the biggest actors within international shipping while Japan is the world's largest shipping nation and part of the top three shipbuilders in the global shipbuilding industry. At the Sea Japan exhibition, the two historical and cultural shipping nations have entered into partnerships and businesses at a faster pace than ever before.

"The Danish innovation and technical supplier industry within design and environmental technologies and Japan's lean, efficient and high-quality production line are a perfect match to constructively engage in a dialogue with Danish and Japanese ship owners to modernize the global commercial fleet and take an active part in defining the future of shipping," says March Lerche, Head of Danish Marine Group, Denmark's largest export network of suppliers to the global maritime industry.



GROWING DANISH MARITIME DELEGATIONS TO JAPAN

The last 10 years, Danish Marine Group has experienced approximately a 50% growth of the bi-annual maritime delegation to the Sea Japan exhibition in Tokyo.

"The global marine industry is moving faster today than ever before and must continuously react to demands of digitalization, transparency and new legislations on safety and environmental requirements. New technologies, processes, partnerships and dialogue between different types of entities within the industry are needed to meet these demands and to develop the maritime industry," says Mark Lerche.

JAPAN OVERTAKING KOREA ON SHIPBUILDING ORDERS

Global shipbuilding and shipping has been through some difficult years, where specifically the two major shipbuilding nations, China and Korea, have been hit hard by the slump in newbuilding orders.

"Japan, however, has come out of the crises stronger and is today holding the second largest orderbook globally, based on the amount of ships on order. Japanese shipbuilding has thereby, changed the top three ranking and overtook Korea's second place of the last two decades," explains Mark Lerche.

CHALLENGES AND PREPARATION FOR THE FUTURE

Ships built in Japan are reputed as high-quality ships, built on an effective and timely production line. This has been appreciated by Danish shipowners over time, but most orders in Japan's shipyards still originate from Japanese shipowners.

"The challenge for the development of the Japanese maritime industry is that most of the activities stems from Japan itself both on supply and demand side of construction, operation and cargo control," March Lerche says and continues:

"During the last 10 years Japan's industry has opened up towards global shipping and foreign customers and partners more. Especially President Abe's financial and economic initiatives have accelerated this process. This creates a better ecosystem for the development of shipbuilding and the legislative as well as commercial reality of shipowners."

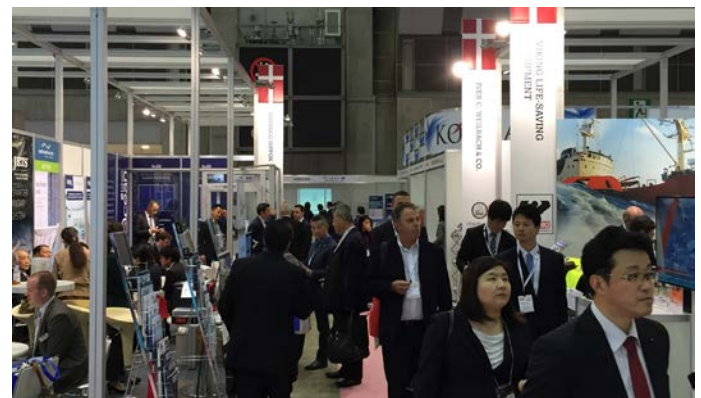
PAVILION OF DENMARK AT SEA JAPAN 2018

11-13 April 2018, Tokyo, Japan

Danish Marine Group is organising a national Pavilion of Denmark at Sea Japan 2018 (<http://seajapan.ne.jp/en>), where 16 Danish companies are presenting their newest products and services to the global marine industry.

The following companies are exhibiting at the Pavilion of Denmark, which will be located in East Hall 5 of Tokyo Big Site Exhibition Center.

Aluflam Marine A/S, DAMPA Aps, Danfoss Semco A/S, Den-Jet Nordic A/S, DMS A/S, Eltronic A/S, Hammer Tæpper A/S, HOYER A/S, Knud E. Hansen A/S, Maritime Danmark Aps, Novenco Marine & Offshore A/S, Novenco Nippon Ltd., Pureteq A/S, ROCKWOOL A/S, Roxtec Denmark Aps, Viking Life-Saving Equipment A/S



FACTS: DANISH MARINE GROUP

Danish Marine Group is Denmark's largest export network of suppliers to the global maritime industry.

The member companies supply to areas of marine engineering, shipbuilding, repair and maintenance, navy and coast guard suppliers, safety, equipment manufacturer and supplier, design and marine technology.

Danish Marine Group is a part of the Danish Export Association, representing 600 Danish export companies. A majority supply to the marine, cruise, ferry, fisheries and offshore industries.

Contact Danish Marine Group: Mark Lerche, Head of Danish Marine Group, mark.lerche@dk-export.dk, +45 31 69 84 94

➔ <http://www.dk-danishmarine.com>

WATER TECHNOLOGY: DENMARK LOOKING FOR PARTNERS IN JAPAN

Both Japan and Denmark are frontrunners within water management, ground water, water distribution and wastewater treatment. According to Ilse Korsvang, Head of the Danish Water Technology Group, sharing knowledge about water technology can strengthen development and innovation within water technology in both countries.



"In Denmark, groundwater mapping is a high priority area. In 1999, the Danish Government initiated the National Groundwater Mapping Programme to achieve a detailed description of Danish aquifers. This gave Denmark world class experience within field surveys, data processing and interpretation, geological and groundwater 3D modeling," says Ilse Korsvang, Head of Danish Water Technology Group, which is part of Danish Export Association, Denmark's largest network of export companies.

"The Danish water distribution system is quite old, some places more than 100 years old. The pipes are maintained via No-Dig technology, and pressure management is a big issue as well. In recent years, Denmark is also focusing a lot on energy generation from wastewater treatment, and using energy efficient technologies, which enables parts of towns to be run SOLELY on the energy created from the wastewater," she continues.

PARTNERSHIPS AT IWA IN TOKYO

16-21 September 2018, Tokyo, Japan

In September, a Danish pavilion will exhibit the IWA World Water Congress & Exhibition in Tokyo. Here, the companies are looking for partnerships.

"To Danish companies, Japan is a strong and valuable partner in both business and innovation, focusing on UN's Sustainable Development Goals as well. Starting collaboration will create synergies that benefit both countries as we can share knowledge and experience" Ilse Korsvang says.

Meet Danish Water Technology Group, Confederation of Danish Industry, DANVA, AVK/Shimizu Kogyo Co, Danish Water Forum, DHI, and the 4 largest Danish utility companies; HOFOR, VCS Denmark, Aarhus Water, and Biofos as well as State of Green and a number of other Danish stakeholders at the Pavilion of Denmark.

➔ <http://dk-water.dk>

ABOUT THE IWA BIENNIAL CONGRESS & EXHIBITION TOKYO 2018

The International Water Association World Water Congress & Exhibition is the global event for water professionals covering the full water cycle.

As the Congress rotates through cities and countries, each event has an extra emphasis on issues of specific interest to the region. In 2018 the event will take place in Tokyo.

➔ <http://worldwatercongress.org>

COLLABORATIVE ECONOMIC TRIP TO JAPAN

7-11 MAY 2018, TOKYO AND HAMAMATSU, JAPAN

The Photonics and Microwaves Competitiveness Cluster ALPHA-RLH, in partnership with Hamamatsu Photonics (<http://www.hamamatsu.com/us/en/index.html>), world leader in optoelectronics, plans to establish representation in Japan in 2019.

To accomplish this ambitious project, ALPHA-RLH is running a collaborative trip to Japan, from 7 to 11 May 2018, and is launching a Call for Expressions of Interest for innovative SMEs and research laboratories in Nouvelle-Aquitaine.

➔ <http://www.alpha-rlh.com>

4TH FRANCO-JAPANESE CYBERSECURITY WORKSHOP

15-18 MAY 2018, ANNECY, FRANCE

The 4th Franco-Japanese cybersecurity workshop will be held in Annecy from 15 to 18 May. The workshop is organised by Professor Kavé Salamatian.

As in preceding events, this year, there will be two days of scientific presentations and discussions with plenary sessions and distributed sessions among the six working topics of the cooperation. In addition to these, one day will be dedicated to policy aspects, geopolitics and behavioural norms in the cyberspace. The third day will open the cooperation to « non-technical » groups that are more interested in the policy aspects of cybersecurity. It will also be the occasion to gain a deeper insight into which concrete cooperation can be launched in the context of the Olympic Games in Japan in 2020 and in France in 2024.

➔ <http://188.165.200.46/cyberFJ>



DESHIMA NETHERLANDS AWARDS 2017 FOR KIKKOMAN AND MITSUBISHI CORPORATION LIFE SCIENCES

On Thursday evening 14 December 2017, Mr. Jeroen Nijland, Commissioner Netherlands Foreign Investment Agency (NFIA), presented the Deshima Netherlands Awards 2017. During the annual DUJAT December Dinner, the Award in the category 'well-established' was presented to Kikkoman Foods Europe and in the category 'newcomer' to Mitsubishi Corporation Life Sciences (MCLS Europe).

AWARD FOR WELL-ESTABLISHED KIKKOMAN

Kikkoman Foods Europe celebrated its 20th anniversary in the Netherlands this year. In 1997 the company opened its European production plant in Hoogezand-Sappemeer, in the northern part of the country. Kikkoman also runs a small lab in Wageningen to be close to the food knowledge centre in the Netherlands.

The jury report mentioned that this iconic company shows a long-term commitment to economic contribution in our country, and adds to further development of our knowledge infrastructure. In addition, Kikkoman makes significant contributions to the local environment, the art world, and to cultural exchange between Europe and Asia. For its 20th anniversary, Kikkoman made a momentous contribution towards the restoration of two stolen Van Gogh paintings that were recovered earlier in 2017.

➔ <https://investinholland.com/deshima-netherlands-awards-2017-kikkoman-mitsubishi-corporation-life-sciences>

AWARD FOR NEWCOMER MCLS EUROPE

MCLS Europe is a subsidiary of Mitsubishi Corporation Life Sciences Ltd. in Tokyo, a wholly-owned subsidiary of the Mitsubishi Corporation. It was established in Amstelveen in 2015 with European marketing & sales operations as well as research & development activities. MCLS Europe products include food ingredients such as yeast extracts and other savoury ingredients, sweeteners like maltitol and hydrocolloids like carrageenan, which are marketed throughout Europe. The jury report mentioned that MCLS Europe is aiming for healthier and tastier food so people can live better lives. Current food trends are here to stay and MCLS offers solutions for e.g. reduction of salt, sugar and E-numbers, as well as solutions for convenience and affordability.

BRABANT INNOVATION DAY

9 APRIL 2018, TOKYO, JAPAN

The province of Noord-Brabant is organizing, with the help of the Dutch embassy, the first "Brabant Innovation day" in Tokyo to showcase the different types of technology being developed in the regions open innovation ecosystem. Technologies such as flexible OLED displays and thin film solar cells as well as 3D Printed foods and Photonic Integrated

Circuits will be given attention as four of the technology institutes will present their latest research, offering the Japanese business community the opportunity to join in the open innovation environment in Eindhoven. Afterwards there will be ample time to approach the experts for more detailed discussions over drinks and buffet.

➔ <http://www.Brabant.nl> ➔ <http://www.holstcentre.nl> ➔ <http://www.solliance.eu> ➔ <http://www.amsystemscenter.com>

THE YEAR OF CZECH BUSINESS IN JAPAN 2018

Due to the increasing number of trade and investment activities of Czech companies in Japan in recent years the Embassy of the Czech Republic in Japan decided to proclaim the year 2018 "The Year of Czech Business in Japan".

The Embassy of the Czech Republic together with its partners will organise and participate in many events promoting Czech companies and institutions to their potential Japanese business clients. For this opportunity a special website was created:

<http://www.yearofczechbusiness.jp> - Source: Embassy of the Czech Republic in Tokyo

➔ https://www.mzv.cz/tokyo/en/economy_and_trade/the_year_of_czech_business_in_japan_2018.html

CELEBRATING 150 YEARS OF DIPLOMATIC TIES SWEDEN-JAPAN IN 2018

SWEDEN AND JAPAN ARE CELEBRATING 150 YEARS OF DIPLOMATIC TIES IN 2018

The Sweden-Japan Foundation, established in Stockholm in 1971 with the objective of promoting the exchange of knowledge and cooperation between Sweden and Japan, is actively involved in the Jubilee Year events. SJF is responsible, among other things, for posting the calendar of officially sanctioned events in Sweden (<http://swedenjapan2018.se>), the publication of a bilingual commemorative book Sverige-Japan, and in the preparations for a special Jubilee Scholarship to be announced during the year.



MEETING POINT JAPAN 2018

On 19 February 2018, the Sweden-Japan Foundation held its official event for the celebration of 150 years of diplomatic relations between Sweden and Japan, "Meeting Point Japan 2018", in collaboration with Business Sweden and the European Institute of Japanese Studies. Gathering over 200 participants from business, government and academia, the seminar featured notable speakers Mr. Toshiyuki Shiga, Nissan Motor Co., Ltd. and Innovation Network Corporation, Mr. Jacob Wallenberg, Investor AB, and Mr. Carl Lagercrantz, Northvolt AB, who discussed the opportunities and challenges ahead for Swedish and Japanese business collaboration. The popular buffet and mingle which followed the seminars led to further Swedish and Japanese business and cultural exchange.

➔ <http://www.swedenjapan.se>

2ND FUKUSHIMA - NORTH RHINE- WESTPHALIA **ENERGY SEMINAR**

Since the earthquake that hit East Japan in March 2011 the Fukushima Prefecture and the federal state of North Rhine-Westphalia have established a partnership to promote the development of renewable energies in both countries.

This includes signing a Memorandum of Understanding and a cooperation in JETRO's "Regional Industry Tie-up" programme. In addition EnergieAgentur.NRW, an agency from North Rhine-Westphalia to promote and support the regional energy branch, assisted in the creation of a Japanese counterpart for the Fukushima Prefecture.

One opportunity to live and demonstrate the practical approach of this partnership is the annual visit of a delegation from Fukushima during "E-world energy & water" trade fair in Essen at the beginning of February. Accompanied by political representatives Japanese companies have the chance to promote their businesses and find new partners from North Rhine-Westphalia. For the second time already the delegation's visit was supplemented by a "Fukushima – North Rhine-Westphalia Energy Seminar" at NRW.BANK, development bank of North Rhine-Westphalia, in Düsseldorf.

Organised by various stakeholders from both countries, including NRW. Europa as partner of the Enterprise Europe Network, this event welcomed besides the Japanese delegation entrepreneurs and intermediaries from North Rhine-Westphalia.

The participants were given the chance to learn more about the opportunities that Fukushima has to offer for foreign investments in the field of renewable energies and provided a valuable platform for German and Japanese companies for networking and discussing future B2B and technological cooperation.

To further promote this partnership the government of North Rhine-Westphalia offers a programme to support small and medium sized enterprises that are interested to visit Fukushima during the "REIF - Renewable Energy Industrial Fair" in November 2018.



➔ <http://nrweuropa.de/veranstaltungen/erneuerbare-energien-in-fukushima.html>

SOFT LANDING CENTER LAUNCHED IN TOKYO FOR FINNISH SMES

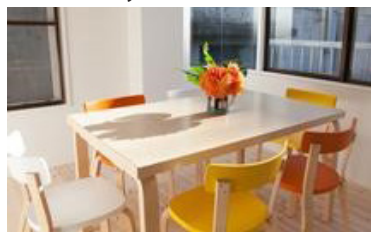
Finnish small and medium-sized companies who are interested in starting business in Japan now have strong support not just from Business Finland, but also at Scandihub in Akasaka, Tokyo, with the opening of the Team Finland (TF) Soft Landing Center within their premises.

One major problem an entrepreneur faces when starting a business in a new country, is renting office space. TF Soft Landing Center can be the perfect solution. A newcomer can come to this office space with just a laptop and a mobile phone, and start working right away. One will be provided with a desk and a chair, a small wagon cabinet, free access to WIFI and administrative contacts such as lawyers, accountants and interpreters.

Meanwhile the Embassy of Finland's Trade Section, also called as Business Finland since the beginning of 2018, will give advice and consultancy. "Business Finland will be the first contact to Finnish SMEs interested in the Japanese market," said Ambassador Jukka Siukosaari at the opening ceremony of the TF Soft Landing Center on 31 January. "But Business Finland and the Embassy are certainly one entity. The opening of the Soft Landing Center will improve dialogue, to see how things can be done in efficient ways."



Ambassador Siukosaari (left) and Barbara Zamora Väättäjä (middle) made speeches at the opening ceremony of the TF Soft Landing Center



The TF Soft Landing Center can house up to about 15 people, with no limitations on the duration of their stay. Colorful Artek chairs and sofa decorate the room, and private space for individual meetings is also available. One can casually make a visit to Japan for market research, or use the postal address for a fee.

But the charm of TF Soft Landing Center is "establishing a network with a unique Finnish atmosphere focused on growing your business in Japan," said its founder Barbara Zamora Väättäjä at the opening ceremony. "You can meet companies in different growth stages, share knowledge, discuss what the breakthrough was, find out what areas in Japan are looking for innovative solutions, and attend a monthly event where your company and product can be featured to potential investors and partners. We welcome companies from Finland; there is a lot of support and opportunities available here."

➔ <http://scandihub.com>



PRIME MINISTER OF JAPAN SHINZO ABE VISITED THE REPUBLIC OF BULGARIA

From the 14 to 15 January 2018, the Prime Minister of Japan Shinzo Abe visited the Republic of Bulgaria and had meetings with the Bulgarian PM Boyko Borisov and the President of Bulgaria Rumen Radev. PM Shinzo Abe was accompanied by a business delegation of 17 members.

During the visit were discussed the active collaboration between both countries in the sphere of economic and cultural co-operation as well as the importance of the Economic Partnership Agreement (EPA) and the Strategic Partnership Agreement between EU and Japan and the collaboration with the countries of the Western Balkans, which is within the priorities of the Bulgarian presidency of the European Union. The business circles of both countries also discussed the opportunity for creating a joint business forum in support of these important issues. The Japanese International Collaboration Agency (JICA) is planning during 2018 to send experts to these countries, who can identify and evaluate their needs in the sphere of economic and technical cooperation and training.



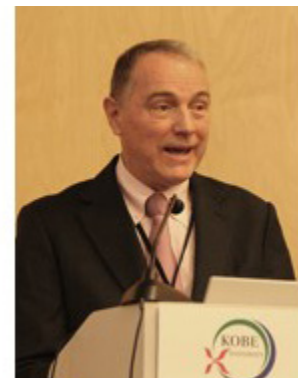
THE 8TH KOBE UNIVERSITY BRUSSELS EUROPEAN CENTRE SYMPOSIUM


The 8th Kobe University Brussels European Centre Symposium “EU-Japan Initiative for Excellence- Strategic Research Partnership in Medicine, Biotechnology and Social Sciences-” took place in Brussels on 21 November 2017. The event was, for the first time, jointly organised with Vrije Universiteit Brussel (VUB), which also hosts Kobe University Brussels European Centre.



Forty speakers representing leading universities and research organisations from Austria, Belgium, China, France, Germany, Poland and the UK, and several Japanese universities (Kobe, Osaka, Kyoto), as well as officials from the European Commission and Japanese government, shared experience, presented projects and discussed perspectives to strengthen research cooperation. A record 90 participants attended the symposium, including Japanese and EU officials, researchers, students, and representatives from embassies and industries.

Moderated by Professor Matsuto Ogawa (Executive VP in Charge of Research and Industry-University Cooperation), the symposium opened with addresses from Professor Hiroshi Takeda (Kobe University President), Professor Caroline Pauwels (Vrije Universiteit Brussel Rector), H.E. Mr. Kazuo Kodama (Ambassador of Japan to the EU), and Dr. Philippe Vialatte (Acting Head of Unit, DG Research and Innovation, European Commission). Speakers highlighted opportunities for strengthening collaboration under Horizon2020 and the forthcoming FP9 Programme.



 From left to right: President Hiroshi Takeda; Professor Caroline Pauwels, Rector of Vrije Universiteit Brussel; H.E. Mr. Kazuo Kodama, Ambassador of Japan to the European Union; Dr. Philippe Vialatte, Directorate General Research and Innovation, European Commission

Parallel sessions presented examples of successful cooperation in key areas, including ‘Innovation in Higher Education and Social Sciences’ addressing global challenges; ‘Microorganisms and Biotechnology’ including informatics and diversity, metabolism and regulation; ‘Migration and Community Building’, covering the role of social sciences research in setting migration policies, integration legal and social issues; ‘Healthy and Active Ageing’ presenting the latest research from Europe and Japan to prevent physical and cognitive decline in ageing populations.

Offering participants a unique occasion to share their latest research, and to interact with Japanese and EC officials on policy and funding opportunities, the 8th KUBEC symposium was instrumental in building fresh partnerships, including the launch of a number of new joint research projects between the EU and Japan.

➔ http://www.office.kobe-u.ac.jp/ipiep/events/20171121_en.html

EUREKA INNOVATION DAYS 2018 - "THE POWER OF COLLABORATION"

**FINLAND 2017/18
EUREKA CHAIR** 

Setup under the frame of the EUREKA Finnish Chair (2017-2018) <http://www.eurekanetwork.org/chair-finland>, this event will be an opportunity for all the participants to meet, share ideas, interact and discuss with 400 stakeholders from European industry, SMEs, academy, policymakers, representatives from regional and local authorities and many more.

Over 1,000 participants are expected to attend this annual event. The Future is Smart! Participate into this annual event is a unique opportunity to: learn more about future trends and outlooks in your field, benefit from cross-fertilisation of ideas from adjacent areas of smart industries, and to network and collaborate with your peers.

EUREKA Innovation Days offers:

- New insights on the business and technology development within Smart Industries.
- Forward-looking keynotes as well as the presentation of concrete business cases.
- Opportunities for networking and initiating or developing collaborative projects with companies and/or research organisations from Europe and beyond.
- Support for B2B meetings.
- A large exhibition with examples of latest RD&I projects and their results.
- In-depth views on the future outlook of the European RD&I support programmes.
- Information about funding instruments.

➔ <http://eurekainnovationdays.org>

The conference will focus on the following themes:

SMART MOBILITY - European IT enterprises are essential to the development of the mobility and transport industry. How will our mobility change in 10 or 20 years?

SMART HEALTH - How can the healthcare industry best serve the growing numbers of customers that will require efficient and affordable healthcare?

SMART ENERGY - Emerging new energy systems will require a completely new level of intelligence, made possible by ever-increasing digitisation. New technologies will open new possibilities to intensify the use of energy in buildings, traffic and industries.

SMART INDUSTRY - Leading the implementation of sustainable manufacturing, European industry can continue to be a crucial source of employment and wellbeing.

INTEGRATION AND DISINTEGRATION IN THE JAPANESE VISION OF SOCIETY 5.0: A MODEL FOR AN OPEN SOCIETY IN EUROPE?



The European Japan Experts Association (EJEA) e.V. and the Swedish Institute for Security and Development Policy (ISDP) jointly organise the international conference "Integration and Disintegration in the Japanese Vision of Society 5.0: A Model for an Open Society in Europe?"

The evolution of a society follows different approaches. The Japanese concept of Society 5.0 emphasises on technological solutions for creating a kind of digitalised society in nearly every aspect. Needless to say, it needs a social consensus and a thorough look at social implications. With regards to the interaction of machines and human beings the aim of this conference is to focus not only on technical solutions but also on social, ethical and philosophical aspects, which are currently relevant for Japan as well as for Europe. The current question is, whether this Japanese vision of a "super smart society" is a model we could also envision in Europe with its values of an open society?

The contributions during the conference offer information about how Japan is dealing with societal challenges that Europe is also facing. All the topics of this conference reflect the challenges and opportunities of digitisation in industry, government, society, and security with an aim to stimulate science, technology and innovation. Targeting individual experts, decision makers and opinion leaders from related organisations, companies, universities, and research institutes from (Northern) Europe as well as from Japan, the conference offers room for open discussions and networking and will result in a statement of recommendations related to new research topics.

Conceived as an interdisciplinary association with a European profile and open to experts from academia, government and industry, EJEA is a sustainable interdisciplinary network and develops initiatives on a European level to promote cooperation, exchange, synergy and transfer of knowledge between Europe and Japan.

EJEA aims:

- to be an "umbrella" for serving existing organisations
- to bundle European "voices" from a broad range of disciplines
- to be a "platform" for discussions about Japan-Europe related topics

➔ <http://www.ejea.eu>

BLACK FOREST IN TOKYO

On the 7 November 2017, the German National Tourist Office in Tokyo welcomed a Delegation of the Black Forest Highlands in Japan. Together with the Delegation, the GNTO organised a trade and press seminar in Tokyo. The focus of the event was the promotion of the touristic products and services of the German South-western region, the “Black Forest Highlands”, in the Japanese tourism market.



The seminar was hosted at the event location of the German cultural centre “OAG Tokyo”. Over 70 representatives from the Japanese tourism industry attended the event. Each member of the Delegation presented the diversity of their touristic products and services, including cultural and historic aspects of the destination as well as its local and culinary specialties.

The Delegation consisted of three members, including the destination marketing organisations of the Black

Forest Highlands and of the federal state Baden-Württemberg, the representatives of the Hotel Drubba Titisee and Hotel Dollenberg.

During the following workshop the participants could interact directly with the delegates and exchange contacts for further conversation and potential cooperation. Besides, they could pursue networking while enjoying regional food of the “Upper Black Forest” and discovering various wine brands of the South-western region of Germany.

The wines were introduced by five representative sommeliers from the “Deutsches Weininstitut GmbH” aka Wines of Germany.

As achievements of the event, the seminar and the “Black Forest Highlands” were displayed several times in Japanese online and offline media. Furthermore, the destination “Black Forest Highlands” is featured in Japanese travel products for the summer season 2018.

➔ <http://www.germany.travel/en/index.html>

JAPAN TEA EXPORTERS' COUNCIL VISITS FRANCE TO PROMOTE JAPAN'S FINE TEAS

Two educational tasting sessions were organised in the very elegant environment of the famous Culinary Chef School “L’Institut du Cordon Bleu”, in Paris.

The elaborate visual equipment of the classroom allowed to observe very closely how the professionals worked with the ingredients and handled their tools. An impressive experience, with fully handmade Japanese pastries, by Takanori Murata. Served with exquisite tiny cups of Japanese teas, three sips per cup, moving up, step by step, from the less expensive to the most expensive tea categories, starting with

- **Genmaicha, a blend of green tea and grilled rice, a very popular and tasty cup, followed by,
- **Hojicha, a green tea made from coarser leaves and later pickings, which are slightly fried, conferring a nutty flavour and a coffee like colour to the cup, a good choice for going with meals
- **Sencha of the first spring pick, short steaming and hand rolled, premium umami taste and silky mouthfeel, smooth and delicious



** Guyokuro, made of leaves shaded with the oishita process, which increases the theanine content and enhances the umami flavour as the lack of daylight creates a stress for the leaves which generates more savoury components during this period of shaded growth.

All these cups were prepared by Misako Lelong-Nohsoh, who belongs to the Guild of the Japanese Tea Instructors and has been appointed Ambassador for Japanese Green Tea for the French market. In parallel with the culinary

demonstrations another skill was displayed by tea master Yoshiaki Hiruma, who showed how to hand roll fine green tea on a heated device, a process that takes up to six hours of rolling and kneading the leaves in order to reduce their moisture, down to 4% , as maximum level in the finished tea. This process is called “temomi” and belongs to the highly valued artisanal ways of the Japanese tea traditions.

Source: La Nouvelle Presse du Thé

➔ <http://nouvellepresseduthe.blogspot.com>

"FOODMAKERS GO GLOBAL"

A VIDEO DOCUMENTARY MADE BY THE EUROPEAN TV CHANNEL ARTE WITH THE COOPERATION OF THE GREEK CHAMBER OF AETOLOAKARNANIA

Greek companies Aetoloakarnanian ROE and "STEFOS & Co. Ltd" featured in an International Video Documentary titled: "Food makers go global", ARTE shootings took place in the Mesolonghi - Aitolikos Lagoon area and in Nagasaki, Japan. The Chamber of Aetoloakarnania, in collaboration with the European TV Channel ARTE, is promoting Aetoloakarnania products and Aetoloakarnania as an alternative tourism destination.

The Chamber supported the participation of some of its members such as DOP product Aetoloakarnanian Roe and Stefos & Co. Ltd in this International Video Documentary entitled "Foodmakers go global".

This is a five-episode documentary series on food products of excellence and those who produce them in conjunction with the environmental and cultural elements of each region.

Each episode will be dedicated to high quality foods such as cheese, fermented cabbage, bread, roe, pasta and the wealth of biodiversity and fauna of each region as well as the cultural elements that are inextricably linked to product production and local gourmet cuisine.

At the same time, in the context of the scenario's actions, food producers and food processors from Europe and Asia producing the same foods met and exchanged know-how and secrets to innovate and improve the final product and create conditions for recognising and promoting their regions production.

YouTube with the press report of local TV for the issue:

➔ https://www.youtube.com/watch?v=EhHTFTg6cfQ&list=PLLMaPBRxka_1P6tKso80BCby9Y4FTBWoF

➔ <http://www.epimetol.gr/aitnia/articles/article.jsp?context=103&categoryid=2&articleid=29298>



SHOOTING IN GREECE & JAPAN

The shootings took place over the last few weeks in the Mesolonghi - Aitolikos Lagoon area and in Nagasaki, Japan. Representatives from Stefos & Co. Ltd. travelled to Japan where they contacted local ROE producers in Japan, gave press conferences to Local Media and participated in B2B meetings.

During their stay they promoted the Aetoloacarnania area as a culinary touristic destination and the production of ROE, as a product of excellence in Aetoloakarnania and other standard products of local businesses such as Olives & Olive Oil, Tsipouro & Ouzo, Honey and Salt Ant.

SEMINAR ON THE HEALTH PROPERTIES OF CHIOS MASTIHA

A seminar on the health properties of Chios Mastiha was organised on 5 February 2018, by the Union of Chios Mastiha Growers and Sopexa Hellas with the support of the Office of Economic and Commercial Affairs / Greek Embassy in Tokyo. 70 physicians, academics and importers attended the seminar which was also covered by the local media.

Chios Mastiha is a natural, aromatic, translucent resin produced from the mastic tree which grows exclusively in the Greek Island of Chios. It has been registered as a Product of Protected Destination of Origin (PDO) in the EU and has been included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. It is already used in various forms, as an ingredient in toothpaste, cosmetics and Japanese tea or as a finished product. The attendees showed particular interest in Chios Mastiha products, that the Japanese public has now been discovering. As a result of the promotion campaign, the positioning of Chios Mastiha has been reinforced.

➔ <http://www.precious-drops.eu/ja>



JAPANESE ESTONIAN CHAMBER OF COMMERCE **TRADE MISSION TO THE KINGDOM OF SETO**

A team representing the Japanese-Estonian Chamber of Commerce (JECC, based in Tallinn) recently visited the area known as the Kingdom of Seto (Setomaa) in the south eastern corner of the pint sized Republic of Estonia. It was the realisation of a series of long-overdue meetings with the local leaders and the industry representatives.



The region's unique cultural tradition is in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. The team was informed on their unique tradition (which is quite distinct from the mainstream Estonian culture in the rest of the country) and enjoyed their hospitality.

Despite its UNESCO-listed status the region is still not so widely known to the Japanese tourism sector. There is a potential for folklore-based tourism (ecotourism, folk music, culinary culture and crafts) as well as a unique stopover half-way from Riga (Latvia) to St. Petersburg or Moscow (Russia) and vice versa.

The team also suggested Setomaa to approach the Seto-Uchi region of Japan, which is also heavily based on tourism, agriculture, fishery and traditional lifestyle. This inter-regional cooperation could mutually benefit both parties.

The Setomaa region has not yet been heavily invested in or explored by the Japanese businesses when it comes to the field of EU-certified organic farming (berries, currents, mushrooms, dairy, lamb/mutton, cereals etc.), renewable energy, forestry, mineral water and other minerals suitable for cosmetics or ecological construction materials.

The region promotes raw and lightly processed food and other products coming from the clean and pure northern European forests, fields and the lakes that are natural and healthy, suitable for further processing by the Japanese food and cosmetics industries.

For inquiries please contact JECC: info@jecc.ee or write Seto representatives directly: Mr. Margus Timmo (agriculture) timmo@kagureis.ee, Ms. Ülle Pärnoja (tourism and other inquiries) [ylle@setomaa.ee](mailto:yлле@setomaa.ee).

Setomaa Tourism Homepage below.

➡ <http://www.visitsetomaa.ee/en>

EDCTP AND GHIT FUND PARTNERSHIP FOR THE DEVELOPMENT OF A PEDIATRIC FORMULATION FOR SCHISTOSOMIASIS

The European & Developing Countries Clinical Trials Partnership (EDCTP) and the Japanese Global Health Innovative Technology Fund (GHIT) announced a new partnership, on 8 December 2017, to support product development research.

The partners' first action will be co-funding the PZQ4PSAC phase III clinical study, which is sponsored by Merck KGaA and conducted by the Pediatric Praziquantel Consortium. Lygature is proud to have facilitated the partnership between the EDCTP and GHIT, and continues to provide independent programme management for the Pediatric Praziquantel Consortium.

About EDCTP: The European & Developing Countries Clinical Trials Partnership (EDCTP) is a public-public partnership funding collaborative clinical research against poverty-related infectious diseases affecting sub-Saharan Africa.

European Union: The European Union supports the EDCTP2 programme under Horizon 2020, its Framework Programme for Research and Innovation.



EDCTP ➡ <http://www.edctp.org/news/edctp-global-health-innovative-technology-fund-partnership>

GHIT Fund ➡ <https://www.ghitfund.org/sp/general/news/detail/189>

Pediatric Praziquantel Consortium ➡ <https://www.pediatricpraziquantelconsortium.org>

Lygature ➡ <https://www.lygature.org/edctp-and-ghit-fund-partnership-development-pediatric-formulation-schistosomiasis>



DANISH COMPANIES MISSION TO JAPAN

10-11 APRIL 2018, TOKYO, JAPAN

EEN partner Vaeksthus Copenhagen is organizing a company mission for Danish companies with ambitions to enter the Japanese market.

The Danish SMEs participating in the mission have strong profiles and potential for growth and internationalisation and have been rigorously selected. This mission will give the SMEs the opportunity to meet Japanese businesses and establish partnerships, enhancing the possibility of increasing their innovation capacity and making them more competitive on a global scale. The mission will also contribute to improve the cooperation between Denmark and Japan.

Japanese companies interested to meet with any of below companies can contact the EEN Japan office in Tokyo at: info-jp@eu-japan.eu or by phone: +81-3-6408-0281

Participating companies		Type of request	For more details
Biomodics ApS	http://www.biomodics.com/index.php/en/	デンマークのバイオテクノロジー関連企業がシリコン医療機器技術を提供しています	https://www.een-japan.eu/ja/eu-profile/dk-silicone
Soundboks ApS	https://soundboks.com	在デンマーク企業がアウトドア用モバイルスピーカーのディストリビューターをさがしています	https://www.een-japan.eu/ja/eu-profile/dk-mobile-speakers
Larsen & Eriksen ApS	https://larseneriksen.com	在デンマーク時計製造業者がディストリビューターをさがしています	https://www.een-japan.eu/ja/eu-profile/dk-watches
Ration	https://dk.rationworld.com	自然食品原料のフードバーを製造している在デンマーク企業がディストリビューターをさがしています	https://www.een-japan.eu/ja/eu-profile/dk-food-bar
Bonvita Footwear Company ApS	http://bonvita.dk/?lang=en	創業100年以上の在デンマーク子供用シューズ製造業者がディストリビューターをさがしています	https://www.een-japan.eu/ja/eu-profile/dk-shoe-kid
Gobabygo ApS	https://www.gobabygo.dk		

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



<http://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTOR Sector: Household equipment

A Japanese company looking for EU distributors for its mills for coffee beans, tea leaves and spices
Profile ID: [BOJP20170127001](#)



REQUEST FOR DISTRIBUTORS Sector: Household goods

A Japanese trading company is looking for distributors or agents in the EU for a Japan-made premium towel
Profile ID: [BOJP20170202001](#)

REQUEST FOR DISTRIBUTORS Sector: Craft & design, textiles

A 100 years old Japanese manufacturer of traditional "tenugui" towels seeks distributors and sales agents in the EU
Profile ID: [BOJP20170213001](#)



LICENSING OFFER Sector: ICT, healthcare

A Japanese software developer is offering its orthodontical medical analysis software for licensing to EU companies
Profile ID: [BOJP20180313001](#)



PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU

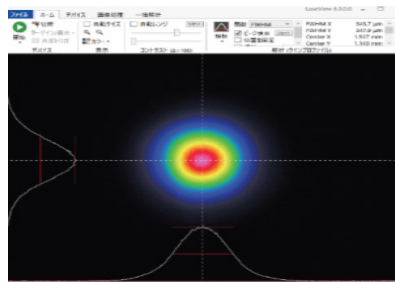


<http://een-japan.eu/opportunities>



TECHNOLOGY TRANSFER OFFERED Sector: ICT, Software

A Japanese cyber security company has developed an endpoint security software to detect unknown threats
Profile ID: **TOJP20171208001**

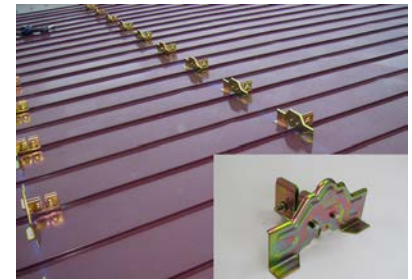


REQUEST FOR DISTRIBUTORS Sector: Optical software

A Japanese laser platformer is seeking distributors or agents in the EU for its laser beam profiler's software
Profile ID: **BOJP20180104001**

REQUEST FOR DISTRIBUTORS Sector: Construction

A Japanese snow guard manufacturer is looking for a commercial agent in Germany
Profile ID: **BOJP20180116001**



REQUEST FOR DISTRIBUTORS Sector: Cleaning, healthcare

A Japanese manufacturer of natural detergent from scallop shells is looking for a partner in the EU
Profile ID: **BOJP20171213001**



REQUEST FOR DISTRIBUTORS Sector: Craft & design

A Japanese SME is seeking a distribution subsidiary products
Profile ID: **BOJP20161216001**

REQUEST FOR DISTRIBUTORS Sector: Household goods

A Japanese manufacturer of aroma products is seeking commercial agents, distribution partners or franchisees
Profile ID: **BOJP20161220001**



REQUEST FOR DISTRIBUTORS Sector: Healthcare

A Japanese manufacturer is looking for distributors for its panty liner with v-steaming functions
Profile ID: **BOJP20161202001**



REQUEST FOR SUPPLIER Sector: Food

A Japanese dairy company is seeking EU manufacturer of cheese curd and mascarpone as dairy raw material
Profile ID: **BRJP20180105001**

SERVICES OFFERED

Sector: Business & legal services
Japanese company offering legal, accounting and taxes services to EU companies working with Japan
Profile ID: **BOJP20171211001**

REQUEST FOR DISTRIBUTORS Sector: Machinery, food

A seafood processing machine manufacturer from Japan is looking for a distributor
Profile ID: **BOJP20161207001**



REQUEST FOR DISTRIBUTORS Sector: Industrial equipment

A Japanese measuring instruments manufacturer offers load cell sensors, force indicators and torque sensors
Profile ID: **BOJP20180305001**





PARTNERING OPPORTUNITIES

EU COMPANIES LOOKING FOR PARTNERS IN JAPAN

➡ <http://www.een-japan.eu/opportunities>



REQUEST FOR SUPPLIER

Sector: エネルギー

ドイツの再生可能エネルギー供給会社がアジアからの航空妨害ライトメーカーに販売サービスを提供

Profile ID: BRDE20171110001

LICENSING OFFER

Sector: ナノテクノロジー

炭化けい素ベースのナノパウダーを取り扱う在フランス中小企業です

Profile ID: BOFR20171221001

REQUEST FOR SALES AGENT

Sector: 家電&電機

海上船舶向けのハイエンド監視および警報システムを製造する在ドイツ中小企業が、世界的に販売代理店との商業代理店契約をさがしています

Profile ID: BODE20170927001

MANUFACTURING SERVICES OFFERED

Sector: 産業機械

繊維分野に従事する在イタリア産業機械製造企業/工場が下請け業務を提供します

Profile ID: BOIT20170731002

TECHNOLOGY TRANSFER OFFERED

Sector: ナノテクノロジー

軟磁性ナノセラミック複合材料を提供する在ポーランド企業がテクノロジーパートナーをさがしています

Profile ID: TOPL20171205001

Sector: ナノテクノロジー

半導体マイクロチップ製造に対するノーベルイオン注入テクノロジーの開発を行う在ドイツ企業です

Profile ID: TODE20160928001

Sector: ナノテクノロジー

ナノインプリントリソグラフィを取り扱う在イタリア企業

Profile ID: NoID-018

Sector: ナノテクノロジー

腐食および表面処理分野で革新的な専門知識を提供する在スロバキア企業

ID code: TOSK20180126001

Sector: ナノテクノロジー

リサーチ、テスト&専門生産を重視したスロバキア中小企業が革新性と製造パートナーシップを求めています

ID code: TOSK20180122001

Sector: 医薬品

インヴィトロ診断のための初回排尿サンプリング装置を専門とする在ベルギー開発者および製造業者です

ID code: TOBE20170919002

Sector: ソフトウェア, ICT

在ドイツ中小企業がヴァーチャルデザインをR&Dプロセスに組み込むことに興味のあるパートナーをさがしています

ID code: TODE20171107003

Sector: 航空宇宙

ギリシャ企業による宇宙産業分野におけるテスト/検証装置検査

ID code: TOGR20180301001

REQUEST FOR DISTRIBUTOR

Sector: メディカル&ヘルスケア

スウェーデン製かかと角質ケア用やすりを取り扱うディストリビューターをさがしています

Profile ID: BOSE20171031002

Sector: その他

サウナ関連用品の製造に特化した在フィンランド企業がディストリビューター/コマーシャルエージェントをさがしています

Profile ID: BOFI20171129001

Sector: ファッション

在イタリアファッション企業が新たにディストリビューター/ライセンス契約を探しています

Profile ID: BOIT20171024001

Sector: ファッション

在スウェーデンファッションデザイン企業がシルクスカーフ/ハンカチーフのディストリビューターをさがしています

ID code: BOSE20171024002

Sector: 自動車

電気自動車を生産する在エストニア企業がディストリビューターをさがしています

ID code: BOEE20171129002

Sector: 食品飲料

ハイクオリティの食品自社ブランドを取り扱う在ポルトガル卸売業者がディストリビューターをさがしています

ID code: BOPT20170718002

Sector: 食品飲料

ライスケーキなどを取り扱っている在ブルガリアヘルスフード製造業者がディストリビューターおよび卸売業者をさがしています

ID code: BOBG20160921001

Sector: 食品飲料

高級フレンチ食材のギフトボックス製造在フランス企業がディストリビューターおよび小売業者をさがしています

ID code: BOFR20180110001

Sector: 食品飲料

健康食品製造に特化した在リトアニア企業が貿易仲介サービスを提供する業者をさがしています

ID code: BOLT20171129002

Sector: 食品飲料

在ラトビアオーガニックベビーフード業者がディストリビューターをさがしています

ID code: BOLV20180212001

Sector: 食品飲料

在デンマークsparkling tea製造業者がディストリビューターをさがしています

ID code: NoID-020

Sector: 建設

在エストニアDIY(Do It Yourself)製造業者が個性的な木造建築物と庭園のパビリオンを提供します

ID code: NoID-011

Sector: その他

ドイツのスタートアップが旅行用ネックレストの製造、ライセンス、および販売パートナーを探しています

ID code: BODE20180206001



DATE/LOCATION	DETAILS	CONTACTS
21-22 April 2018 Tokyo, Japan	FESTIVAL Italia, amore mio! The Architecture of Beauty	Italian Chamber of Commerce in Japan https://italia-amore-mio.com
25 April - 6 May 2018 Nagoya, Japan	FESTIVAL Belgian Beer Weekends 2018	Belgian Beer Weekend Committee http://blccj.or.jp/belgian-shop-bbw-yokohama-3/
8 May 2018 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME EU-Japan ICT Business Matching Event 2017	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/eu-japan-ict-business-matching-event-2018
8-11 May 2018 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: ICT Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/ict-cluster-sme-mission
12 May 2018 Tokyo, Japan	MEETING Falling Walls Lab Tokyo 2018	EURAXESS Japan / DWIH Tokyo https://euraxess.ec.europa.eu/worldwide/japan/science-communication-events/falling-walls-lab-tokyo/falling-walls-lab-tokyo-2018
25 May 2018 Stuttgart, Germany	EUROPEAN COMMISSION FUNDED PROGRAMME LEAN in Europe - Visit to TRUMPF Application deadline: 6 April 2018	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/lean-europe-driving-competitiveness
25-29 June 2018 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/world-class-manufacturing
10-14 September 2018 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session II Application deadline: 24 May 2018	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/wcm-world-class-manufacturing-september-mission
9-12 October 2018 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Biotech Cluster & SMEs Mission Application deadline: 7 June 2018	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/biotech-cluster-sme-mission
5-16 November 2018 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: Get Ready for Japan Application deadline: 21 June 2018	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/get-ready-for-japan-training-programme
19-23 November 2018 Tokyo, Japan	SCOOPING MISSION EU-funded market scoping mission in Construction & Building Technologies	coaching.network@eu-gateway.eu https://goo.gl/yUoWp7



EU-Japan Centre for Industrial Cooperation 日欧産業協力センター

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue. This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

ANY EU-JAPAN-RELATED NEWS?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter :
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