



## EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT

### WHAT OPPORTUNITIES WILL THE EPA OFFER TO EUROPEAN SMES?

The EU-Japan Economic Partnership Agreement is foreseen to come into force in early 2019 giving opportunities to European SMEs to start exporting or strengthen their exports to Japan. With the agreement, the exporters will benefit from preferential treatment upon importation into Japan provided that their products are originating in the European Union.

To raise awareness of the opportunities this agreement offers and to help EU SMEs take advantage of them, the EU-Japan Centre, under the supervision of the European Commission, has launched an EPA Helpdesk to support and guide EU SMEs in their search for relevant information.

#### EPA HELPDESK

The "EPA Helpdesk" (<https://www.eu-japan.eu/epa-helpdesk>) will provide detailed information as well as recommendations on the potential benefits the EU-Japan EPA will offer to EU SMEs. The helpdesk will answer EPA-related queries, publish information packs each of them composed of a factsheet and practical guide covering a specific topic or sector and organise webinars.

#### FORTHCOMING WEBINAR

##### OPPORTUNITIES FOR EUROPEAN SMES IN JAPAN'S GOVERNMENT PROCUREMENT MARKET

- **Date of webinar: 13 December 2018 - Time of webinar is Brussels time: 10:30 - 11:30**

It is to be noticed that the EPA will give European companies additional opportunities in Japan's government or public procurement market. While European companies have already enjoyed access to Japanese government contracts under the WTO Agreement on Government Procurement (GPA), the EPA builds upon the GPA and gives European companies additional access to procurement by Japanese government entities and extra assurances to compete with Japanese companies on a level playing field. In the upcoming EPA Helpdesk seminar,

Lyckle Griek managing the Japan Tax & Public Procurement (JTTP) Helpdesk at the EU-Japan Centre will explain how European SMEs can benefit from the agreement.

This webinar is part of a series of webinars managed by the EU-Japan EPA Helpdesk. Each webinar will address a different topic or sector and will look at the changes the EU-Japan Economic Partnership Agreement will make and the opportunities it will create.

Webinar registrations: <https://www.eu-japan.eu/events/epa-helpdesk-webinar-2-opportunities-european-smes-japans-market>

More information about the EPA : <http://ec.europa.eu/trade/policy/in-focus/eu-japan-economic-partnership-agreement/>



**EU-Japan Centre**  
for Industrial Cooperation  
日欧産業協カセンター

日欧産業協カセンターでは、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..... 16-23
- News from the EU ..... 10-15
- 日・EU関係イベント案内 ..... 24-34

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

- ビジネスパートナー募集情報、他 ..... 35-36

Happy New Year



## TOWARDS A REGIONAL COOPERATION PLATFORM

The EU-Japan Centre for industrial cooperation organised on 20 November 2018 a conference on cooperation between European regions and Japanese regions where European regions e.g. Alsace, North Rhine Westphalia, Flanders, and Japanese Prefectures e.g. Iwate, Gifu, Osaka share their experience of cooperation in various domains important for business, trade, investment, research and innovation, people mobility, as well as tourism and cultural dimensions. Rich discussions, plenty of suggestions and a lot of enthusiasm to further develop regional cooperation



The idea coming out of the discussions is to put in place a regional cooperation platform where regions in Europe and in Japan could find what they need, e.g. find regional partner, existing EU and Japanese instruments, funding and programmes for implementing cooperation, co-financing of projects, etc. An important aspect on the European side is to build on existing EU initiatives networks such as EEN, network of

clusters, networks of regions, H2020, etc. Also important for designing the concept of EU-Japan regional cooperation platform is to include the dimension of EU-Japan regional cooperation to operate together in third countries, e.g. regions in South East Asia, Latin America or Africa. Hence regional cooperation reflecting the important trend of European and Japanese businesses to forge alliances / partnership on third markets.

EU-Japan regional cooperation appears as an effective means for bringing dynamism to regional economy by internationalizing activities of local entities, in particular SMEs. An important factor to ensuring they fully benefit from the EU-Japan Economic Partnership Agreement expected to enter into force at the beginning of 2019.

➔ <https://www.eu-japan.eu/events/cooperation-between-european-and-japanese-regions>

### EU SME SUPPORT TO INTERNATIONALISATION IN THE CONTEXT OF THE EU-JAPAN EPA

On the occasion of the visit of Mr Julien Guerrier, Director of the European Commission Executive Agency for Small and Medium-sized Enterprises (EASME), the EU-Japan Centre for Industrial Cooperation organised a briefing outlining; (a) how EASME concretely supports European SMEs to internationalise their activities, and (b) how EASME's initiatives help European SMEs benefit from the newly concluded EU-Japan Economic Partnership Agreement (EPA).

The report of the event is available on the Centre's website.



<https://www.eu-japan.eu/events/eu-sme-support-internationalization-context-eu-japan-epa>

### 3<sup>RD</sup> EU-JAPAN CSR BUSINESS DIALOGUE MEETING



The 3rd EU-Japan CSR Business Dialogue Meeting took place on 23 November and was entitled "Responsible Global Sourcing – A Collaborative Approach to Achieve the SDGs".

The event brought together 70 representatives of EU and Japanese companies, business associations and Authorities to discuss challenges, share best practice and explore opportunities for business collaboration.

Key points raised included: that businesses must promote responsible business conduct; the need for strong top management leadership and engagement; that the EU and Japan must lead in the field of sustainability and CSR; the need for a stronger, action-oriented multi-stakeholder collaborative approach; and that SDG-driven innovation and growth can solve societal and supply chain issues.

The 3rd EU-Japan CSR Business Dialogue meeting, of which the EU-Japan Centre was a co-organiser, fed ideas into the meeting of the 4th Working Group on Corporate Social Responsibility under the formal EU-Japan Industrial Policy Dialogue between the European Commission and METI.

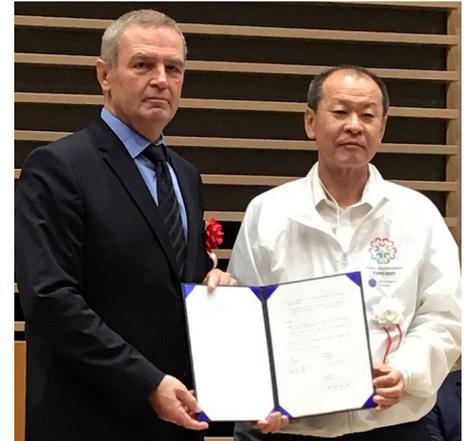
➔ <https://www.eu-japan.eu/events/3rd-eu-japan-csr-business-dialogue-meeting>

## THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION SIGNS AN **MoU WITH THE OSAKA PREFECTURAL GOVERNMENT**

On 9 October, Dr Philippe de Taxis du Poët, General Manager of the EU-Japan Centre for Industrial Cooperation, and Mr Junichi Nishida, Director General Department of Commerce Industry and Labour of Osaka Prefectural Government, signed a Memorandum of Understanding (MoU).

The signing ceremony took place as part of the opening of the European Biotech & Pharma Partnering Event which was jointly organised by Osaka Bio Headquarters and the EU-Japan Centre with the support of several EU Member State organisations. (See also on page 16)

The MoU aims at enhancing cooperation between the signing parties and for continuing joint activities, such as the annual European Biotech & Pharma Partnering Event in Osaka. In a follow up visit of Mr Nishida to the EU-Japan Centre, further collaboration opportunities have been discussed.



The Osaka Prefectural government also agreed to contribute to a seminar on cooperation between European and Japanese regions organised by the EU-Japan Centre.

## **LEAN IN EUROPE VISITS**

Details of one recent visit and two upcoming ones:

**The 20th Lean in Europe visit** was to GKN Driveline, a leading automotive driveline technology and systems engineering company in Zumaia, in Spain on Tuesday 13 November. The visit focused on GKN Driveline's use of lean manufacturing deployment plant-wide, digital factory model and a Factory 4.0 roadmap. 16 Lean enthusiasts, from thirteen EU Member States, took part.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-20-gkn-driveline-zumaia>

**The 21st Lean in Europe visit** will be to Toyota's Engine Plant in North Wales (UK) on Wednesday 5 December 2018. The visit will focus on: TPS and the Toyota Way; machining areas; final assembly; standard parts supply; shipping out; the dojo; and the quality circle area. 22 Lean practitioners will join the visit.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-21-toyota-deeside-engine-plant>

**The 22nd Lean in Europe visit** will take place at the Amorim Group, in Portugal on 13-14 March 2019. Details will be uploaded soon on the main Lean in Europe webpage. You can pre-register your interest by emailing [lean@eu-japan.eu](mailto:lean@eu-japan.eu)

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



Participants in the 20th Lean in Europe visit to GKN Driveline Zumaia

## **SEPTEMBER ISSUE OF THE JAPANESE INDUSTRY AND POLICY NEWS**

### **LEGISLATION AND POLICY NEWS**

- Joint team for promoting exports of agricultural, forestry and fishery products and foods determines their future efforts
- Conference of the cabinet office and ministries responsible for measures for mid-ranking companies held

### **SURVEY AND BUSINESS DATA**

- METI releases a report on digital transformation
- MoE published first analysis of household CO2 emission
- Strong interest showed in sharing taxi

### **COMPANY NEWS**

- Electric vehicle can run elevators
- J-POWER and ENGIE sign MoU for collaboration for offshore wind power projects
- Paper cup which use biodegradable plastic to be marketed
- Oji to accelerate the development of environment-friendly plastics
- Toyota and JR East have signed an agreement on a hydrogen-based mobility partnership

### **ADDITIONAL TOPICS**

- NEDO expands the project scope of smart community demonstration in Slovenia
- JIS for electric-power-assisted bicycles revised
- Winners of the 12th Kids Design Awards selected

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

## GET READY FOR JAPAN 2018 SUCCESSFULLY COMPLETED

Following a one year of hiatus, the EU-Japan Centre is pleased to announce the successful completion of its 1st edition of Get Ready For Japan (GRFJ) training programme.



GRFJ is a revised version of a similar programme that has been managed by the Centre for over 30 years, aimed to support EU managers and companies in their understanding of Japanese business culture and improve their business activities with Japan.

From 5-16 November, twelve EU companies' representatives coming from nine different EU Member States and one COSME country\*, undergo an intensive training inclusive of lectures on Japan, field visits, cultural workshops etc., so to provide participants with a fundamental knowledge of Japan before starting (or further develop) business with Japanese partners.

### TAILORED B2B MEETINGS

The programme also included the organisation of tailored B2B meetings with potential Japanese partners that would match the EU companies' needs in their business with Japan. On average each participant could meet four Japanese companies during the course, and for one of the participants a cooperation agreement was even achieved on the spot with the first time met Japanese partner.

### MULTISECTORAL ASPECT

The multisectoral aspect of the mission is also important as the EU companies were from a wide fan of sectors such as: ICT, food, aerospace, pharmaceutical, automotive, service providers, trading etc.

Once the mission is over this is not the end of it, as the EU-Japan Centre will now keep on following up the participants so to support them in their relation with the met potential Japanese partners.

Next year programme is now open for registration.

\*COSME is the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises running from 2014 – 2020. Some non-EU countries are participating to this programme.

(<http://ec.europa.eu/DocsRoom/documents/31602>)

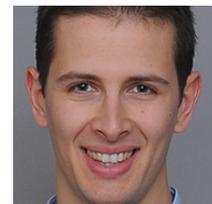
## CALL FOR APPLICATIONS GET READY FOR JAPAN

- Mission dates: 20-31 May 2019
- Application deadline: 31 January 2019

The EU-Japan Centre launched the 2nd edition of its 2-week programme "Get Ready for Japan" drawn from the 4-week long Human Resources Training Programme. The Get Ready for Japan programme 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.

Preferred profile: "ideally" suited for executives of EU SMEs who need a quick and practical preparation to maximise their chance of building a successful partnership.

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



By **MILAN RODIĆ**,  
CEO, MEDIA LAB

➔ <http://www.media-lab.ba/>

*"Participation in the Get Ready for Japan programme had a great significance, not only for my company, but also for me personally. I learned skills and information crucial for business success in Japan. The lectures, workshops and company visits were carefully picked and executed in order to provide a deep understanding of Japan's business ecosystem.*

*And the best thing - I had a chance to use that knowledge right away on individual meetings with prospective partners (organised by the EU-Japan Centre). Several meetings were very successful, and our first contract was signed during the programme itself!*

*Our hosts from the EU-Japan Centre were warm, caring and always there to help us in any way we needed.*

## WORLD CLASS MANUFACTURING MISSION IN JAPAN SEPTEMBER 2018



This summer, the EU-Japan Centre organised the 43rd edition of its World Class Manufacturing mission in Japan. The mission took place from Monday 10 to Friday 14 September in Nagoya.

Twenty five participants from Finland, Germany, Italy, UK, Austria, Portugal, Lithuania, Spain, Belgium, Slovakia, Ireland, Greece, Denmark and the Netherlands, working in various industrial sectors were selected for this mission.

This 5-day training in Japan gave them an in-depth analysis of Japanese manufacturing methodologies structured around lectures, workshops, practical training, roundtable discussions and plant tours (Toyota Body Seiko, Suzaki Industries, JTEKT and Mitsubishi Motors Corporation Okazaki Plant).

One of the highlights of this 43rd edition of WCM was to invite the president of Kinki Kogyo Inc., a SME from the east part of Osaka. The Japanese SME shared with participants its "lean Journey" and some of the challenges they are facing every day.

## CALL FOR APPLICATIONS

### 2019 WCM MISSION IN JAPAN

- Training dates: 24-28 June 2019
- Application deadline: 21 March 2019

The 5-day World Class Manufacturing training mission (WCM) gives the perfect opportunity to visit some of the world's most advanced factories.

The training mission in Japan provides participants with:

- (1) Lectures on Japan's production improvement methods,
- (2) 1-day practical workshop coached by TPS experts,
- (3) Plant tours + Q&A guided by Japanese managers,
- (4) Networking and knowledge-sharing among participants.

No tuition fee for SMEs who will also benefit from a grant of 600€/ per participant.



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

## ABOUT THE WCM MISSIONS

By **ROBERT O'NEIL**, Operations Manager from Welsh Automotive Forum, attended the WCM mission in September 2018.

*"The Mission demonstrates that the TPS Toolbox embraces and emphasises the significance of process mapping, physical mapping, kaizen loops, visualisation, standard work as well as Jidoka. The importance of a team is fundamental and paramount to the successful application of TPS. The Japanese culture and custom in business expects a low-cost product with high quality, meaning that there is a significant expectation on continuous improvement (via Kaizen). The mission to Japan really gives the attendees an appreciation of the focus and relentless drive to continuous improvement and waste elimination in a very different and unique business environment. It became evident from the Mission that the objective of TPS is to constantly challenge associates to remove waste and subsequently become more competitive. The relentless focus to capturing the necessary data and facts in order to start with Kaizen activities was all too apparent."*

By **CLAUDIA OLGA EDLMAYR**, Director of Pressed Ceramics Technology/Multilayer Technology at EPCOS OHG, attended the WCM mission in June 2018.

*"The WCM Mission in Nagoya was for me the best training mission I have ever attended since then. The combination of lectures, hands-on training and factory visits gave me a very clear picture on how TPS and Kaizen are implemented in Japan in daily business. I also want to highlight that the enthusiasm of the team who provided the lectures was brilliant. In my company we work with lean methods since many years. So for us it is very important to sustain and improve the system further. Especially a strong lean leadership is needed to be successful: "Touching the hearts, heads and the hands of the people..." These are my special topics for me implementing in my company: (1) Bring my own enthusiasm within my team as leader and also humour to catch the people (2) Keeping the necessary tools as simple as possible (3) Bringing the focus of the team on all kinds of waste (muda) (4) Be daily present in the production (GEMBA). Finally I would like to add that it was also a great experience exchanging with people from all over Europe. Everybody was so open-minded and it was a great pleasure for me to be a part of all the discussions during the Mission."*

NEWS FROM THE JAPAN TAX & PUBLIC PROCUREMENT HELPDESK

# JAPAN BRACES ITSELF FOR CONSUMPTION TAX HIKE IN 2019

After repeated postponements of the increase in Japan's consumption tax (CT) rate to 10%, Prime Minister Abe now looks determined to implement the increase from October 1, 2019. To counter possible negative effects on domestic demand, the government is working on various proposals to soften the impact, while powerful industrial sectors such as the automotive and construction industry are pushing for tax breaks to have their sectors shielded from the CT increase. The government is presently considering extending longer mortgage tax breaks for homeowners to up to 15 year, and there is a strong lobby to cut purchase tax on cars.

For smaller retailers, the Cabinet is presently looking into systems to give consumers a temporary 2% rebate if they buy daily necessities using cashless means of payment. The CT increase will also coincide with the introduction of a diversified tax system, with similarities to the EU, where different tax rates will apply for daily necessities such as food and products deemed as luxury items. If the temporary rebate is implemented, it would mean that customers will only pay 6% on their daily groceries during the first six months after the hike.

8%	10%
Basic foodstuffs Take-out/home delivery Catering to nursing homes	Alcoholic beverages Dining Catering Medicines/Quasi drugs

In the long run however, foodstuffs will remain at the current 8% rate, with the exception of alcoholic beverages. While most EU consumers have been familiar with this for many years, it is likely that for many Japanese consumers and businesses, it will be a source of bewilderment at first. To counter this, The Tax Agency has already started a Q&A explaining in which cases the lower rate will apply.

QUESTION ABOUT JAPANESE TAXES?

The Japan Tax & Public Procurement (JTPP) Helpdesk provides information regarding Japanese taxation matters to EU SMEs. You can find us at <https://www.eu-japan.eu/taxes-accounting>

## POLICY ANALYSIS RESEARCH IN JAPAN

The EU-Japan Centre for Industrial Cooperation (a joint venture between the Japanese Government and the European Commission) is launching the 2019-1st slot of its "MINERVA" EU-Japan Fellowship: a 6-months in-house fellowship scheme in Japan, targeting EU / COSME and Japanese academics, trade/ economic analysts and civil servants.

The scheme is designed to support the Centre's policy analysis of EU-Japan economic and industrial issues. Next slot: 1 April – 30 September 2019 - Deadline to apply: 15 December 2018 - Fellowship: €2000 / month - Location: Tokyo, Japan Application documents to submit: CV, Cover Letter, Research Topic/Research Plan (1-2 A4 pages). The application materials and possible enquiries should be sent to the following address: [minerva@eu-japan.gr.jp](mailto:minerva@eu-japan.gr.jp)

For priority topics & more information contact [minerva@eu-japan.gr.jp](mailto:minerva@eu-japan.gr.jp) or visit our website.

<https://www.eu-japan.eu/events/minerva-fellowship-programme>

## SPECIFIED INVOICES

Businesses involved in sales and purchase of foodstuffs will have to specify the applied tax rates in their invoices and accounting in the coming years. SMEs will have a number of years to adapt their accounting to the new regime, with the application of itemised invoices with the applicable CT rates until March 2021, and adding at VAT-like number, amount of each CT rate and the total in CT printed on their invoices by 2023. At that time, Japanese invoices will look much more similar to invoices used in the EU.

For consumers and businesses alike, the distinction between buying food and dining in particular will be a source of confusion. For example, in the ubiquitous convenience stores, if a customer buys a snack and walks out of the shop, the lower rate would apply, but if the customer was to sit down in the store's cafeteria area and consume it there, it would be regarded as dining. This would mean that the store clerk would have to check with the consumer, whether he or she is planning to consume in or outside of the store. It is likely that in the coming year up to October there will be a lot of discussions regarding CT in Japan.



Source: gov-online.go.jp



## PRACTICAL INFORMATION ON JAPAN

### WHAT'S NEW ON THE CENTRE'S WEBSITE ABOUT JAPAN?

The following reports have been recently released on:

<http://www.eubusinessinjapan.eu/library/publications>

#### FINANCING SOURCES FOR EU SMES IN JAPAN



This report examines the possibilities of financing coming from many sources of potential support and discusses traditional private sector sources of finance that are likely available for EU SMEs which are already established in Japan. It then highlights potential sources of financial support for investment into Japan from public and government sectors. Moreover, this report takes a look at potential sources of investment capital from private sector sources and focuses on 'non-traditional' sources of financial support. Lastly, this report provides various recommendations to EU companies for a successful market entry.

<https://www.eubusinessinjapan.eu/library/publication/report-financing-sources-for-eu-smes-in-japan>

#### VIRTUAL AND AUGMENTED REALITY MARKET IN JAPAN

Augmented Reality and Virtual Reality are still a nascent industry worldwide, but Japan is already a primary market and an innovator particularly in the gaming field.

This report aims to act as a guide for this recent industry in Japan, and to locate opportunity spaces for European entrepreneurs and investors to connect with the market. This report provides a broad overview of the Japanese VR & AR sector, setting out the key activities that Japanese VR & AR companies have been involved with in recent years.

<https://www.eubusinessinjapan.eu/library/publication/report-virtual-and-augmented-reality-market-in-japan>

#### AUTONOMOUS DRIVING SYSTEM DEVELOPMENTS IN JAPAN



This report aims to map out the current progress of Japan in this promising market. It provides a comprehensive definition of the autonomous driving system, and takes a close look at its evolution. It then discusses the strategies taken by the main car producers in Japan, presenting the Japanese vision of the autonomous driving system sector. Lastly, this report provides various recommendations to EU companies for a successful market entry.

<https://www.eubusinessinjapan.eu/library/publication/report-autonomous-driving-system-developments-in-japan>

## NEXT "ABOUT JAPAN" WEBINARS

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

#### FORTHCOMING WEBINAR: 4 December 2018

#### Cross-cultural: Negotiations and closing the deal

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>

Continues next page ➔

EU Business in JAPAN

Information on Japan for EU Companies

[www.eubusinessinjapan.eu](http://www.eubusinessinjapan.eu)

## SUCCESS STORY

### EU TIN OXIDE MANUFACTURER INCREASES EXPORTS TO JAPAN BY 40%



➔ [www.keelingwalker.co.uk](http://www.keelingwalker.co.uk)

Thanks to their first participation in the EU-Japan Centre's Nanotech mission in 2016, Keeling & Walker - the leading supplier of tin oxide and related materials - managed to develop several projects with Japanese customers and within a year increased their sales by volume by 40%.

Its second participation, in 2018, allowed the company to reinforce its visibility and existing business in Japan (the company is now working with two Japanese trading companies).

In January 2019, its Managing Director, Dr Dieter Guhl, whose motto can be summarized by "Play by the Japanese Rules, not by Yours!" will participate in the Nanotech mission for the third time, with the objective of establishing Keeling & Walker's reputation as a reliable overseas supplier.

The EU-Japan Centre wish them continued success in their future collaboration!

Interview made with Dr. **DIETER GUHL**, Managing Director of Keeling & Walker, Ltd - Nanotech mission 2016 & 2018 Alumni

The full interview is available at:

<https://www.eubusinessinjapan.eu/library/publication/success-story-keeling-walker>



## PRACTICAL INFORMATION ON JAPAN

### WHAT'S NEW ON THE CENTRE'S WEBSITE ABOUT JAPAN?

Latest updates made that might be of your interest!

#### B2B

If you are targeting a Japanese company, it is essential to have a thorough understanding of the business model so that you can adapt your approach accordingly. You will have to understand the pillars on which the Japanese economic model is built, the different types of Japanese companies, and the psychology of the Japanese SME itself.

<https://www.eubusinessinjapan.eu/issues/know-your-market/b2b>

#### ORGANIC PRODUCE



The Japanese organic food market size for organic packaged food and beverages in Japan in 2017 is US\$597.4mn, making it the 13th largest market in the world by value.

<https://www.eubusinessinjapan.eu/sectors/agroindustry/organic-produce>

#### IPR

The protection of intellectual property rights is a crucial part of any business activity. In Japan, there are a number of provisions which deal with that issue (Patent Law, Copyright Law, Trademark Law, Design Law, etc.) In fact, Japan is one of the most advanced countries when it comes to IPR protection.

<https://www.eubusinessinjapan.eu/issues/legal-regulatory-issues/ipr-system-japan>  
[agroindustry/agricultural-technology](https://www.eubusinessinjapan.eu/sectors/agroindustry/agricultural-technology)

#### MARKETING

Consumers must be aware of you in order to purchase your product. So how do you become known on the market? Within this high-tech nation a huge variety of support and strategies are available for you to use. Get to know them and learn about the tastes of the population.

<https://www.eubusinessinjapan.eu/issues/operational-issues/marketing>

#### SELLING THROUGH INTERMEDIARIES

If establishing a local office in Japan does not seem like the right solution, it might be wise to use an intermediary. But the choice of such an intermediary should be made with caution, as there are vast differences between the different types of partners you might find.

<https://www.eubusinessinjapan.eu/issues/entry-strategy/selling-through-intermediaries>

#### SELLING THROUGH E-BUSINESS

E-Business is almost an indispensable requirement in Japan, and is commonly perceived as an "easy" way to enter the Japanese market. However, there are many things which must be taken into consideration when creating a website for the Japanese consumer.

<https://www.eubusinessinjapan.eu/issues/entry-strategy/selling-through-e-business>

#### AGRICULTURAL TECHNOLOGY



Overall Japan has a shrinking agricultural sector. Offering technological solutions, "agri-tech" businesses are marketing a wide variety of products and services to generally increase productivity, lower costs, and improve product quality and availability.

<https://www.eubusinessinjapan.eu/sectors/>

#### ABOUT FISHING

With nearly 30,000 km of coastline, Japan's geographical conditions are very favourable for fishing. Its 2017 fishery production totalled 4.30 million tonnes. However, the industry on the decline and production is falling. As a result, Japan has had to increase its imports to meet its consumption needs.

<https://www.eubusinessinjapan.eu/sectors/fishing/about-fishing>

## SUCCESS STORY

### WEAVING INTO THE JAPANESE ICT MARKET WITH THINK SILICON!



➔ <http://think-silicon.com>

*Think Silicon, founded in Greece in 2017, is specialised in developing and licensing high-performance graphics IP technology for ultra-low power IoT.*

*Thanks to the EU-Japan Centre's 2016 ICT mission, organised on the fringes of the Japan-Embedded technology fair, this start-up was able to demonstrate its technology and make relevant contacts.*

*Think Silicon was even short-listed by the fair organisers as "one of 10 cool Discoveries" (<http://think-silicon.com/wp-content/uploads/2017/01/10-Cool-Discoveries-at-Japan-Embedded--EE-Times.pdf>) at Japan-Embedded.*

*Today, Think Silicon is still in close contact with several Japanese companies; it finalised a licensing agreement with one of them and agreed a worldwide partnership with Synopsys Group (Synopsys Japan included).*



Interview made with Mr. **ULLI MUELLER**, VP Marketing & Business Development at Think Silicon, ICT mission 2016 Alumni.

The full interview is available at:

 <https://www.eubusinessinjapan.eu/library/publication/success-story-think-silicon-sa-sme>

## RECRUITMENT OF HOST COMPANIES IN JAPAN FOR THE "VULCANUS IN JAPAN" PROGRAMME 2019-2020

"Vulcanus in Japan" is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre. Every year, about 30 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, GNSS, Chemistry, Biotechnology and Life Sciences, and Architecture, etc. The 2019-2020 Vulcanus programme will start from September 2019 with an intensive Japanese language class, and industrial internship from January to August 2020.

Companies based in Japan interested in hosting Vulcanus interns may contact the Vulcanus team in Japan team at the EU-Japan Centre in Tokyo:

E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp), Phone: +81-(0)3-6408-0281

Application deadline: 14 December 2018.

Additional programme details and application forms for host companies can be found at:

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

## ヴルカヌス・イン・ジャパン 2019-2020プログラム受入れ 企業様募集のお知らせ



ヴルカヌス・イン・ジャパンは、日欧産 業協力センターが主催する、EU加盟国国籍の理工系大学生・大学院生を対象とした日本における1年間の 企業研修プログラムです。実施期間は毎年9月から翌 年8月末、4ヶ月間 の語学研修・セミナーと8ヶ月間の 企業インターン シップから成り立っています。現在、当センターでは2019年 度プログラム（企業研修期間は2020年1月～8月）への参加企業様を募集しております。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。

ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げます。

ヴルカヌス・イン・ジャパンプログラム担当メール: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp), 電話番号: +81-(0)3-6408-0281 申込み締切日: 2018年12月14日

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

## "STEP IN JAPAN": YOUR FREE OFFICE SPACE IN TOKYO... AND MUCH MORE

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By **MARTA SANNA**, Smartimport Srl / Sardegna mia, Beneficiary of Step in Japan - November 2018

*"I applied to STEP in JAPAN in October 2018 after participating in the Organic Food Mission at Foodex, organised by the EU-Japan Centre in March 2018. I work for an Export Management Company aiming at promoting, selling and distributing high quality/niche Food and Beverage from the Sardegna region, in Italy. My main objective with Step in Japan is to consolidate the relation with my existing Japanese importers and possibly further expand my network. The EU-Japan Centre has provided a great support in this respect, adding to the high valued logistic resources, the support by specialised HR that helped me to overcome linguistic, business and cultural barriers. To get the most from the Step in Japan, I strongly recommend, in parallel, to attend one of the Centre's programmes targeting EU SMEs, such as 'Get Ready for Japan' or one of the Business Missions."*





## TRADE COMMITTEE MEPS GIVE GREEN LIGHT TO LANDMARK EU-JAPAN TRADE AGREEMENT

The European Parliament's Trade Committee gave its recommendation to approve the EU's landmark trade agreement with Japan on Monday, 5 November 2018.

The Economic Partnership Agreement between the EU and Japan (<http://trade.ec.europa.eu/doclib/press/index.cfm?id=1684>) will eventually remove almost all tariffs on goods. It opens up services, including e-commerce, maritime transport, postal services, energy and telecommunications. It also creates common rules for bilateral trade, and common standards for the two trading blocs.

### TIMELY SIGNAL FOR FAIR, RULES-BASED TRADE

Trade Committee MEPs emphasised that the agreement “*represents a timely signal in support of open, fair, values-based and rules-based trade, while promoting high standards, at a time of serious protectionist challenges to the international order*”.

The committee commented positively on the ambitious level to which tariffs are being liberalised in parallel with safeguarding sensitive sectors, such as European car manufacturing for example, where EU tariffs will be phased out in seven years.

It also commended Japan for opening up the procurement markets, including in 54 large cities and in the railway equipment sector, allowing EU suppliers to compete on this market. Another sector that trade MEPs estimate would benefit most from the deal is agriculture and the food industry, especially wine, pork, and cheese producers.

The committee also welcomes the high level of environmental and labour protection enshrined in the deal, the commitment to the Paris Agreement to combat climate change, and encourages both parties to combat illegal logging.

For details on the most important achievements of the deal, please read the explanatory memorandum of the draft recommendation.

### RULES ON LABOUR AND ENVIRONMENT

Trade Committee MEPs nevertheless stressed that Japan must ratify all relevant labour codes set by the International Labour Organisation. The two remaining codes, which have not yet been ratified, are on discrimination and on the abolition of forced labour. They also urge the European Commission to look at how to better enforce the agreed environmental and labour standards at an upcoming review of the sustainable development chapter of the agreement.

### SMEs TO BENEFIT QUICKLY FROM THE AGREEMENT

The committee also urges the Commission to set up contact points for small and medium sized enterprises (SMEs), which figure for the first time in a dedicated chapter in an EU trade deal, so that they can quickly benefit from the agreement. 78% of EU companies exporting to Japan are SMEs.

### NEXT STEPS

**The European Parliament, which has to give its consent before the deal can enter into force, is expected to vote its consent to the agreement at its December plenary session. If the deal is approved in Parliament, it can enter into force as soon as the Japanese Diet ratifies it.**

### QUOTE

*“Today’s positive vote on the agreement sends a strong signal for fair trade based on rules and values. Our resolution calls on both parties to deliver on their commitments and make the most of the progressive potential of the agreement, ensuring compliance with labour and environmental rules and contributing to the Sustainable Development Goals,”* said Pedro Silva Pereira (S&D, PT), the rapporteur in charge of the topic.

The resolution was passed by 26 votes for, nine against, and two abstentions. The recommendation to consent was passed by 25 votes for, ten against, and one abstention.

### ABOUT THE AGREEMENT

The EU-Japan Economic Partnership Agreement, signed on 17 July 2018, creates a trade zone of 600 million people, and covers a third of global GDP and about 40% of global trade. It will eventually remove almost all customs duties worth roughly €1 billion annually on European products and services exported to Japan.

Negotiations for a separate investment protection agreement with Japan to set up a mechanism to solve disputes, to ensure equal and fair treatment of EU foreign direct investment in Japan and vice versa, are still ongoing.

In addition to the trade deal, the EU and Japan also signed a Strategic Partnership Agreement, which extends cooperation to areas such as energy, education, research and development, development, and the fight against climate change and terrorism. The European Parliament is required to give its consent to this agreement too.

Source: European Parliament

<http://www.europarl.europa.eu/news/en/press-room/20181105IPR18264/trade-committee-meps-give-greenlight-to-landmark-eu-japan-trade-agreement>

## WORLD CIRCULAR ECONOMY FORUM (WCEF) 2018 - EUROPEAN INNOVATORS AT THE WCEF2018

For a second year, the European Commission is a co-organiser of the World Circular Economy Forum, which this year took place in Yokohama, Japan between 22-24 October.

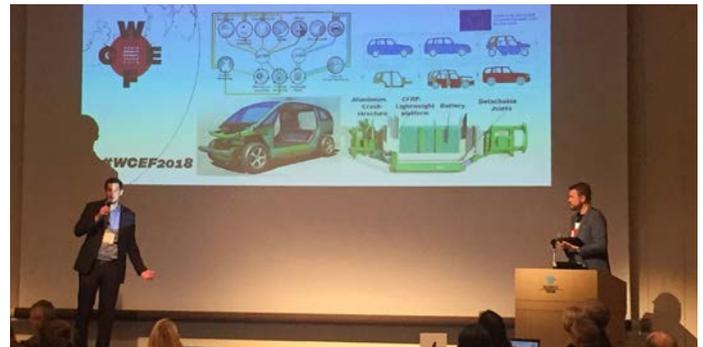


From EASME side event: technical session, discussion tables

The European Commission's Executive Agency for Small and Medium-Sized Enterprise (EASME - <https://ec.europa.eu/easme/en>) brought 41 delegates from 26 EU-funded projects (H2020 and LIFE) in the area of circular economy. These included 15 SMEs, 6 large companies, 13 Research organisations from 13 EU countries. The objective was to promote the role of EU funding for innovation to support circular economy and help European companies scout potential Asian market opportunities. The Forum was also attended by nearly 40 participants of the Circular Economy Mission to Japan and Indonesia, led by the Directorate General for the Environment of the European Commission ([http://ec.europa.eu/environment/international\\_issues/missions\\_en.htm](http://ec.europa.eu/environment/international_issues/missions_en.htm)).



From session showcasing circular business solutions: opening by Julien Guerrier, Director, EASME



From session showcasing circular business solutions: business pitch by H2020 FiberEUUse project

### SHOWCASING CIRCULAR BUSINESS SOLUTIONS

EASME co-organised, together with Sitra, one of the parallel sessions of the WCEF 2018 focusing on business models for circular solutions. During the session, 12 companies delivered a pitch of 90 seconds in the plenary and then hosted discussion tables. EASME contributed with 6 of the companies, supported by EU funding programmes Horizon 2020 and LIFE.

Julien Guerrier, Director of EASME, kick started the session with an open discussion on the state of play of circular business solutions by stressing the economic case of circular economy, presenting the lessons learnt from EASME experience with EU support for SMEs, and outlined possible future actions.

The tables were very popular and busy during the 3 rounds of discussions. Concretely, contacts with potential Japanese clients were established. All the presentation of the speakers and a video-summary are available here: <https://www.sitra.fi/en/articles/showcasing-circular-business-solutions>.

### NEW SERVICES FOR THE CIRCULAR ECONOMY

EASME also organized a side event to the WCEF "EU going global: new services for the circular economy". The Grand opening of the side event featured keynote speeches by Julien Guerrier, Director of EASME, Daniel Calleja, Director General of DG Environment, and Philippe de Taxis du Poët, the General Manager of the EU-Japan Centre for Industrial Cooperation. The side event launched the 10 new H2020 demonstration projects dedicated to new services and system transformations for the circular economy. There was a high interest in the side event from non-EU countries including Japan, China and Canada.

The next edition of the WCEF 2019 will be in Helsinki on 5-6 June. In 2020, the Forum is planned to take place in Canada.

➔ <https://www.sitra.fi/en/projects/world-circular-economy-forum-2018/>

➔ <https://ec.europa.eu/easme/en/news/world-circular-economy-forum-side-event-register-today>

## EU-JAPAN COOPERATION IN RESEARCH AND INNOVATION HIGHLIGHTED IN KYOTO, 6-8 OCTOBER 2018

On 6-8 October, Mr Jean-Eric Paquet, Director-General for Research and Innovation (European Commission) participated in the 9th EU-Japan Science Policy Forum, the 15th Science and Technology Ministers' Roundtable, and the 15th Funding Agency Presidents' meeting in Kyoto, organised within the framework of the STS (Science and Technology in Society) forum annual event.

Mr Paquet also signed, together with Dr Michinari Hamaguchi, President of the Japan Science and Technology Agency (JST) an implementing arrangement ([https://erc.europa.eu/sites/default/files/document/file/EC-JST\\_implementing\\_arrangement.pdf](https://erc.europa.eu/sites/default/files/document/file/EC-JST_implementing_arrangement.pdf)) between the European Commission and JST that promotes collaboration and mobility between Japanese researchers and researchers in Europe funded through European Research Council (ERC) grants.

At the EU-Japan Science Policy Forum on the theme "Boosting Innovation: Policy initiatives and measures in the EU and Japan", DG Paquet gave a policy brief on new EU Research and Innovation policy developments with a

particular focus on the proposal for the next EU framework programme for Research and Innovation - Horizon Europe - and its innovation dimension, as well as the proposed extended association policy.

At the S&T Ministers' Roundtable on the theme "The Role of Science, Technology and Innovation for Sustainable Development Goals", the European Commission's work on and activities related to the Sustainable Development Goals were presented. At the Funding Agency Presidents' meeting the discussions were on 'Open Science' and DG Paquet addressed this key priority in the current EU Research and Innovation policy.



Mr Jean-Eric Paquet, Director-General for Research and Innovation (European Commission), signs, together with Dr Michinari Hamaguchi, President of the Japan Science and Technology Agency (JST), an implementing arrangement between the European Commission and JST, Kyoto, 7 October 2018. Also present at the signing ceremony: Ms Patricia Flor, Ambassador-designate, EU Delegation to Japan; Prof. Jean-Pierre Bourguignon, President of the European Research Council; and Mr Masahiko Shibayama, Minister of Education, Culture, Sports, and Science and Technology, Japan.

There were also a number of meetings between DG Paquet and key research and innovation policy interlocutors in Japan, including Mr Yamawaki, Deputy Minister of MEXT; Mr Ueyama, Executive Member of the Council for Science, Technology and Innovation (CSTI) at the Cabinet Office; Mr Satomi, President of the Japan Society for the Promotion of Science (JSPS); Mr Hamaguchi, President of Japan's Science and Technology Agency (JST); Mr Suematsu, President of the Agency for Medical Research and Development (AMED); Mr Matsumoto, President of RIKEN; Mr Takeuchi, Vice-President of the Science Council of Japan (SCJ); Mr Kishi, Science advisor to the Minister of Foreign Affairs; and Mr Omi, Founder and Chairman of the STS forum. The Horizon Europe proposal and its extended association policy and co-funding possibilities in Horizon 2020 calls were some of the topics discussed.

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

➔ <http://ec.europa.eu/research/iscp/index.cfm?amp;pg=japan>



Mr Jean-Eric Paquet, Director-General for Research and Innovation (European Commission), participates in the 9th EU-Japan Science Policy Forum in Kyoto, 6 October 2018.



Mr Jean-Eric Paquet, Director-General for Research and Innovation (European Commission), participates in the 15th Science and Technology Ministers' roundtable in Kyoto, 7 October 2018.

## NEW OPPORTUNITY FOR JAPANESE TALENT TO JOIN EUROPE-BASED ERC TEAMS

The EU and Japan have concluded a new agreement to encourage top Japanese researchers to join teams in Europe that are funded by the European Research Council (ERC). The initiative is a collaboration with the Japan Science and Technology Agency (JST) and is the second of its kind for the ERC with a Japanese funding body. It is the eleventh such agreement aimed to help the ERC attract the brightest minds to Europe and to encourage cooperation.

The European Commission's Director-General for Research and Innovation, Jean-Eric Paquet, and the President of the JST, Michinari Hamaguchi, signed the deal during the "Science and Technology in Society" forum in Kyoto, in presence of the Japanese Minister of Education, Culture, Sports, Science and Technology, Masahiko Shibayama, the ERC President, Jean-Pierre Bourguignon and the Ambassador Designate of the European Union Delegation to Japan, Patricia Flor.

The initiative aims to encourage high-calibre researchers, who are supported by the JST, to make research visits to Europe, where they will temporarily join ERC-funded research teams.

ERC President Jean-Pierre Bourguignon said: "I am very pleased to launch another research initiative with a key funding body in Japan – a country that takes broad investment in R&I very seriously. Science knows no borders and the ERC is a strong believer in more scientific collaboration, which ultimately benefits all."

The ERC, part of the EU Horizon 2020 programme, provides grants to top research talent of any nationality who are willing to be based in Europe. So far, 32 scientists of Japanese nationality have obtained an ERC grant, hosted by universities and research organisation across Europe. In addition, it is estimated that around 300 team members of Japanese nationality have been engaged in ERC-funded projects. Following an agreement with the Japan Society for the Promotion of Science (JSPS) in 2015, 18 Japanese researchers, funded by JSPS, have also visited ERC teams

Source: EURAXESS

➔ <https://euraxess.ec.europa.eu/worldwide/japan/new-opportunity-japanese-talent-join-europe-based-erc-teams>

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## EU AND JAPAN DISCUSS ECONOMIC COOPERATION AT THE 1<sup>ST</sup> HIGH-LEVEL INDUSTRIAL, TRADE AND ECONOMIC DIALOGUE

On 22 October 2018, the EU and Japan held in Tokyo the 1st EU-Japan High-level Industrial, Trade and Economic Dialogue.

The discussions covered a range of strategic topics of importance for EU-Japan relations and their cooperation in addressing global challenges. The High-Level Dialogue focused on four main areas: global trade challenges; economic transformations linked to energy, environment and climate change issues; international investment and connectivity initiatives; and the digital economy.

This Dialogue is a specific platform for strategic discussions whose establishment was endorsed by the 25th EU-Japan Summit held on 17 July 2018. The Dialogue was held between Minister of Economy, Trade and Industry, Mr Hiroshige Seko and Minister for Foreign Affairs, Mr Taro Kono, as co-chairs on the Japanese side, and the European Commission's Vice-President for Jobs, Growth, Investment and Competitiveness, Mr Jyrki Katainen.



Both sides confirmed the EU and Japan's commitments to aim for the early entry into force of the EU-Japan Economic Partnership Agreement and make their utmost effort to promote the completion of respective domestic procedures by the end of this year.

Source: European Commission ➔ [http://europa.eu/rapid/press-release\\_IP-18-6160\\_en.htm](http://europa.eu/rapid/press-release_IP-18-6160_en.htm)

## REPORT ON IMPLEMENTATION OF EU FREE TRADE AGREEMENTS

Bilateral and regional free trade agreements (FTAs) are major drivers of economic growth. Through harnessing globalisation, they bring important benefits for the people and companies in the European Union (EU) and in our partner countries. Free trade agreements are major contributors to the EU's external trade performance as they open up new markets for exporters and offer a more predictable, rules-based business environment beneficial to consumer choice and competition.

In line with the first report published in November 2017 this second annual report on the implementation of free trade agreements is meant to increase awareness and transparency on how the Commission implements free trade agreements.

The report should enable the other EU institutions, EU Member States, civil society, business and everyone with a stake in EU trade policy to scrutinise and debate how the EU is applying its free trade agreements.

The present report provides an update of the Commission's activities in the implementation of free trade agreements and summarises the main developments regarding 35 major EU trade agreements with 62 partner countries that were applied at least for several months in 2017.

Source: European Commission ➔ [http://trade.ec.europa.eu/doclib/docs/2018/october/tradoc\\_157468.pdf](http://trade.ec.europa.eu/doclib/docs/2018/october/tradoc_157468.pdf)

## COMMISSION WORK PROGRAMME 2019: DELIVERING ON PROMISES AND PREPARING FOR THE FUTURE.

The 2019 Work Programme focuses on just 15 new initiatives, and an additional 10 new REFIT evaluations, to review existing legislation and ensure it is still fit for purpose.



To ensure a focus on delivery, the Commission Work Programme identifies 187 priority pending proposals for adoption by the Parliament and Council before the European elections. The Commission also suggests withdrawing or repealing 17 pending proposals or existing laws. The Commission has already tabled all the legislative proposals needed to deliver on the ten priorities of the Juncker Commission. Together with the European Parliament and Council, the Commission has found agreement on around half of these proposals so far, and a further twenty percent are well advanced in the legislative process.

Source: European Commission

➔ [https://ec.europa.eu/info/sites/info/files/cwp\\_2019\\_explained\\_factsheet\\_en\\_.pdf](https://ec.europa.eu/info/sites/info/files/cwp_2019_explained_factsheet_en_.pdf)

## €191 MILLION TO PROMOTE AGRI-FOOD PRODUCTS AT HOME AND ABROAD

The 2019 programmes for the promotion of EU agri-food products will focus primarily on markets outside the EU with the highest potential for growth.

The European Commission adopted the 2019 promotion policy work programme on 14 November, with €191.6 million to be made available for programmes selected for EU co-financing - an increase of €12.5 million compared with 2018.

€89 million will be allocated to campaigns in high growth countries such as Canada, China, Colombia, Japan, Korea, Mexico, and the United States.

Some of the money will be earmarked to the promotion of specific products, like table olives.

Phil Hogan, Commissioner for Agriculture and Rural Development said: "Europe is the world's top producer of quality food and drink. I am happy to say that, with an even greater emphasis on promotion efforts in 2019, we will increase awareness of this fact both in the EU and in third countries with high growth potential, to the benefit of our farmers and agri-food producers. Our increasing number of trade agreements means more opportunities for our producers to tap into and the Commission stands fully behind them to support them in the promotion and export of their products."

Source: European Commission ➔ [http://europa.eu/rapid/press-release\\_IP-18-6404\\_en.htm](http://europa.eu/rapid/press-release_IP-18-6404_en.htm)

## EU GATEWAY | BUSINESS AVENUES TAKES **CONSTRUCTION AND BUILDING COMPANIES TO JAPAN IN 2019**

EU Gateway | Business Avenues, the programme that has helped European companies expand into Asia for over 25 years, confirmed an EU-funded mission to Japan in the construction & building sector on 12-15 November 2019.

The market revenue of Japan's construction industry is worth approximately €406 billion. Investment in public construction is €170 billion and €244 billion for private commercial construction. Up to 40 selected companies will travel to Tokyo and exhibit at the Japan Home & Building Show, the largest conglomerate exhibition for housing and building industry in the Land of the Rising Sun. The show has 40 years of history and reputation from domestic professionals. It attracts a wide range of visitors from the fields of home building, construction, interior and exterior for commercial facilities, and from the sphere of infrastructure and buildings, thus being the perfect opportunity to engage with targeted professionals during the B2B meetings.

There are several eligible subsectors for construction and building technologies. European companies specialised in smart grids, smart and green building technologies, machinery sector, building materials and building installation are welcome to apply for this market-scoping mission.

European companies can apply online at <https://eu-gateway.eu>.

For more information on business missions and application procedures, contact: [coaching.network@eu-gateway.eu](mailto:coaching.network@eu-gateway.eu)

➔ <https://www.eu-gateway.eu/>



This mission includes a wide range of business services, from logistical support to business matchmaking. Dedicated teams in Europe and Asia will guide participating companies to help them define their business strategy in Asia through coaching and market intelligence. Promotion through local media and pre-arranged business meetings with potential partners in Asia are also part of the package. Participants will also attend a site visit to get a better grasp of the market, as well as a networking event organised by the EU.

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## **EIB NEW COOPERATION WITH THE JAPAN BANK FOR INTERNATIONAL COOPERATION (JBIC) AND WITH THE NIPPON EXPORT AND INVESTMENT INSURANCE (NEXI)**

On 22 October, at the Japan-EU High-Level Dialogue for Industry, Trade and Economy, the European Investment Bank (EIB) signed two Memoranda of Understanding with the Japan Bank for International Cooperation (JBIC), represented by its Director General of New Energy and Power Finance Department I, Mr Yutaka Inaba; and with the Nippon Export and Investment Insurance (NEXI), represented by its Executive Officer Tetsuya Koizumi.

Both Memoranda of Understanding (MoU) aim to promote cooperation between the parties to support sustainable economic and social development and to create business opportunities for Japan and the EU both within and outside Europe. These new partnerships will foster stronger bilateral cooperation between Japan and the EU, in line with the conclusion of the July 2018 Japan-EU Economic Partnership Agreement (EPA) and the Strategic Partnership Agreement (SPA). They will enhance cooperation, knowledge and expertise sharing between the institutions in areas of common interest such as innovation and environmental conservation amongst others.

Source: EIB

## JAPAN-EU LEADERS MEETING

On Thursday, October 18, Mr Shinzo Abe, Prime Minister of Japan, during a visit to Brussels to attend the ASEM Summit Meeting, held a Leaders Meeting with H.E. Mr Jean-Claude Juncker, President of the European Commission. The overview of the meeting is as follows.

### 1. Japan-EU Relations

(1) Prime Minister Abe expressed his respect for the EU's leadership as chair of the ASEM Summit, and his hope for a fruitful discussion on various agendas during the Summit.

(2) Both leaders confirmed that they will continue to cooperate towards an early entry into force of the Japan-EU EPA and SPA, signed on the occasion of the 25th Japan-EU Summit Meeting held in Tokyo in July this year. They shared their views

on making utmost effort to complete their respective domestic procedures by the end of this year for the conclusion and application of the agreements.

### 2. The United Kingdom's withdrawal from the EU

(1) President Juncker explained to Prime Minister Abe the discussions on the United Kingdom's withdrawal from the EU, held during the European Council on October 17 and 18.

(2) In this regard, after expressing his concern over the current status of negotiations, Prime Minister Abe reiterated Japan's stance that it is essential to ensure transparency, predictability and legal stability by establishing the transition period in order to minimize the negative impact on Japanese businesses in the EU.

3. Both leaders exchanged their views on other issues such as the world economy, and shared the view on Japan-EU collaboration for WTO reform.



Japan-EU Summit Meeting - Photo: Cabinet Public Relations Office

Prime Minister shaking hands with the President of the European Commission  
Photo: Cabinet Public Relations Office



Source: Mission of Japan to the European Union

➔ [https://www.mofa.go.jp/erp/ep/page6e\\_000142.html](https://www.mofa.go.jp/erp/ep/page6e_000142.html)



## 3<sup>RD</sup> EUROPEAN BIOTECH AND PHARMA PARTNERING CONFERENCE, OSAKA

Since 2016, the EU-Japan Centre for Industrial Cooperation organises annually the "European Biotech and Pharma Partnering Conference, Osaka", a one-to-one business matching event in cooperation with Osaka Bio Headquarters.

Osaka Bio Headquarters is a prefectural industry-academia-government collaboration system which aims to promote the further development of life sciences industry in Osaka.

Both organisations successfully held the 3rd Partnering Conference on 9 October 2018, the day before BioJapan.

### THE HIGHLIGHT BY NUMBERS:

- One-to-one meetings organised: 278
- Participating companies/organisations: 118
- From Japan: 51
- From the EU: 67 (from 15 countries • Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Lithuania, Poland, Portugal, Spain, UK)
- 206 participants in total

At the event, the EU-Japan Centre for Industrial Cooperation and Osaka Prefectural Government, a secretariat of Osaka Bio Headquarters, concluded a Memorandum of Understanding (MoU) for collaboration in the life science industry. This MoU will strengthen the two organisations long-term relationship.

On 8 October 2019, the business conference will be held in Osaka again (tentative). Save the date and take advantage of this great opportunity to enter the Japanese market!

Source: Osaka Prefectural Government

## CEREMONY FOR THE SIGNING OF **A MEMORANDUM OF UNDERSTANDING**

**BETWEEN THE ENERGY AGENCY.FUKUSHIMA (EAF) AND THE RENEWABLE ENERGY HAMBURG CLUSTER AGENCY (REH) FOR COOPERATING IN THE FIELD OF RENEWABLE ENERGY**

Fukushima Prefecture is making a lot of efforts and has implemented various measures to become a front-runner in renewable energy.

As part of these efforts, in April 2017 the Energy Agency.FUKUSHIMA was established to help foster the development of new technologies in the field of renewable energy, create new business models, carry out business matching and to widen the network between companies. New business projects are continuously created through developing new markets and supporting cooperation with foreign companies and organisations.

Recently a Memorandum of Understanding for cooperating in the field of renewable energy has been signed between the Energy Agency.FUKUSHIMA and the Renewable Energy Hamburg Cluster Agency (REH) – an organisation supporting renewable energy – of the German state of Hamburg, a prospering port city, which has a wind energy industry cluster and has been holding a trade fair for wind power generation in recent years.



The ceremony was held on Friday 7 September at the Ministry of Economy, Transport and Innovation of the German state of Hamburg. Mr Yasuhiro Hattori (Energy Agency.FUKUSHIMA) and Mr Jan Rispens (Renewable Energy Hamburg Cluster Agency) signed the Memorandum of Understanding during the ceremony, which was also attended by the Bureau Director of the Ministry of Economy, Transport and Innovation of the state of Hamburg, Mr Martin Köppen, the Director General of the Commerce, Industry and Labour Department of Fukushima Prefectural Government, Mr Akiyoshi Hashimoto, and the Consul General of the Japanese Consulate-General in Hamburg, Ms Kikuko Katō.

The aim of the Memorandum of Understanding is to further promote and expand the cooperation between the State of Hamburg and Fukushima Prefecture in the field of renewable energy. Both parties especially agreed on regularly exchanging information and report the latest developments in the fields of wind power and hydrogen energy, and to jointly organise workshops and seminars.

➔ <http://energy-agency-fukushima.com/en/>

## PARTNERING EVENT IN TOKYO – CALL FOR SPEAKERS – **REGENERATIVE MEDICINE CROSSROAD IN TOKYO #9**

**28 JANUARY 2019, TOKYO, JAPAN**

**An opportunity to meet business partners in Japan.**

➔ <https://firm.or.jp/en>

The deadline is approaching rapidly for the calling-for-speakers process for the ninth edition of the Regenerative Medicine Crossroad® in Tokyo (RMCR#9).

The event is meant to provide a “speaker’s corner” for those who seek partnerships with Japanese companies for the purpose of developing regenerative medical products 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, followed by a networking mixer at the end of the day.

The organisers encourage those who are engaged in clinical development (including pre-clinical stage) in regenerative medicine, cell therapy, and gene therapy, and looking for opportunities in Japan, to come to Tokyo and directly discuss businesses with local company representatives.

Deadline for the Preliminary Registration: 7 December 2018 (JST)  
Expected number of speakers for the 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 Organiser  
[info-tf@firm.or.jp](mailto:info-tf@firm.or.jp)

## SUCCESSFUL INTERNET OF THINGS (IoT) BUSINESS MISSION FROM CEE COUNTRIES TO JAPAN

Between 15 and 19 October 2018 JETRO (Japan External Trade Organization) organised a sector mission to Japan focused on Internet of Things (IoT).



As a result of cooperation between JETRO CEE offices (Warsaw, Prague and Budapest), the delegation consisted of 10 companies (6 Polish, 3 from Czech Republic, 1 Hungarian) representing various IoT segments: smart grid, cyber security, device management, anti-money laundering (AML) services, software development, data science and machine learning, blockchain, design and production of ultra-low power industrial IoT devices, network traffic monitoring and security solutions, augmented data analytics, and industrial and energy IoT solutions. On the first day, a business matchmaking event with Japanese companies and an IoT seminar were organised at JETRO HQ. The seminar, hosted by JETRO's contracted specialists, provided the delegates with an insight into the IoT sector trends in Japan.

In addition, JETRO members provided a comprehensive introduction to their services related to support for setting up business in Japan and showed the delegates around the Invest Japan Business Support Center (IBSC) – JETRO's facilities that serve as business incubators and temporary office for new companies entering the Japanese market.

The programme also included an official reception at the Czech Embassy, where delegates met with representatives of Japanese businesses and institutions. In the following days, the delegation visited the internationally well-known IoT trade show CEATEC (<https://www.ceatec.com/en>) that was held from 16-19 October at Makuhari messe.



Asteria IoT Future Lab. tour



Seminar at CEATEC

At CEATEC, the IoT mission members had an opportunity to present their companies and technologies at a seminar, while JETRO made a comprehensive introduction of the CEE IoT market. Throughout the week, the mission's participants also participated in an IoT Study Tour organised by JETRO and its partners. The tour started with an event at the BroadBand Tower Inc. organised in cooperation with the Internet Association of Japan. On the following day delegates visited the NTT Data event. Both events consisted of short presentations and networking. During the Infoteria IoT Future Lab visit, mission participants were introduced to the latest IoT technologies in the Japanese market. Finally, on the last day, the delegation had a unique opportunity to visit Japanese tech giants, such as KDDI, IJ and Softbank. Source: JETRO Prague



Delegation members during visit at Asteria IoT Future Lab.



NTT data event

## JAPANESE HYDROGEN MISSION TO THE NETHERLANDS

As Chief Representative of the City of Yokohama, Mr Takeshi Tamai went on a hydrogen mission to the Netherlands initiated by the Ministry of Infrastructure and Water Management and the Embassy of the Kingdom of the Netherlands in Japan in early October.

First, Mr Tamai attended a Hydrogen Symposium in Groningen that was held by the City of Groningen and had the chance to present to the audience Yokohama's efforts in developing hydrogen technology and integrating it efficiently into every-day life. To illustrate the development of hydrogen technologies, the event included not only expert reports, but also on-site visits to some of the spots where hydrogen technology had already been successfully introduced into the city's infrastructure.

In total about 100 attendants, some of them representatives of Japanese companies related to the energy and technology fields, like Chiyoda Cooperation or Tokyo Gas, as well as researching institutes, universities and local companies took part in this event. To the question what kind of energy education the City of Yokohama offers, Mr Tamai explained that, in addition to the topic of sustainable energy being implemented in the middle-school and high-school education, the citizens were also regularly approached directly to raise awareness regarding sustainable energy.

During this mission Mr Tamai also had the opportunity to visit the Ministry of Infrastructure and Water Management in The Hague to discuss the political approach to implementing sustainable technology in the country, which is overall not to force companies, but to encourage them with incentives.

Source: The City of Yokohama Europe Representative Office



< Mr Takeshi Tamai, Chief Representative of The City of Yokohama Europe Representative Office.

From The Hague, the mission went on to Rotterdam, where Mr Tamai visited the Innovation Expo with the topic 'Global Challenges and Dutch Solutions'.

This Expo shows every type of the latest renewable energy related technology, including swimming buses and flying cars and matches interested parties.

In the future, Mr Tamai wants to learn even more from European best practice examples and foster the exchange of international knowledge.

➔ <http://www.yokohama-city.de>

## BIOJAPAN & REGENERATIVE MEDICINE JAPAN 2018 REPORT

Featuring a large-scale exhibition, an extensive seminar schedule, and a patented online partnering system, these twinned events are uniquely positioned within Asia as a platform for bringing together key players in the bio and regen-med fields.

Almost two months have passed since the successful 2018 iterations of BioJapan and Regenerative Medicine Japan. The event had more visitors, exhibitors, and business meetings than ever before as a diverse range of organisations from all over the globe came together in Yokohama for the event. Total visitors amounted 16.309 (104% of last year's total), participating countries: 34 and 10.075 one on one business discussions held (117% of last year's total)

BioJapan offers a good opportunity for EU companies to forge relationships with new partners in Japan and Asia. 76% of the 1.108 organizations participating in this year's partnering are based in Asia and Oceania, and 67% in Japan specifically. The event also boasts a solid roster of attendees from around the world, thanks in part to many returning foreign pavilions and clusters. (e.g. delegations from Europe, the US, and Asia)

### BIOJAPAN & REGENERATIVE MEDICINE JAPAN 2019

BioJapan 2019 will be organised from 9 to 11 October 2019 in PACIFICO Yokohama, Japan.

The partnering system will be open for registration in July 2019.

Breakdown of the data and detailed participants information from previous year can be provided by the organiser.

#### BIOJAPAN ORGANISING COMMITTEE:

- Regenerative Medicine Japan 2019:
- Forum for Innovative Regenerative Medicine (FIRM)
- Japan Bioindustry Association (JBA)
- TB Communication Design, Inc.

➔ <https://www.ics-expo.jp/biojapan/en/>

# 11<sup>TH</sup> KAWASAKI INTERNATIONAL ECO-TECH FAIR AND KAWASAKI INNOVATION FAIR CREATING THE FUTURE

7-8 FEBRUARY 2019, KAWASAKI CITY, JAPAN

Kawasaki City\* in Kanagawa Prefecture (Japan) will hold the “11th Kawasaki International Eco-Tech Fair” and the “Kawasaki Innovation Fair Creating the Future” from 7-8 February 2019.



The “Kawasaki International Eco-Tech Fair” aims to promote contributions to the international society through cross-industrial exchange and technology transfer in the field of the environment by disseminating, to Japan and the wider world, the excellent technologies and know-how in the environmental field that have been developed in Kawasaki City, where people have been suffering of environmental pollutions in the past, and simultaneously providing an opportunity for business matching between exhibitor companies/organisations and domestic/foreign companies. Many visitors from overseas are expected, with approximately 180 people from 40 countries, including China, Korea, Philippines, Thailand, Vietnam, and other regions, that took part in the last fair.

A wide range of state-of-the-art technologies are exhibited during the fairs, from environmental technologies including air and water treatments, to renewable energies such as hydrogen energy, solar power, and biomass. For inquiries: please send an email to [info@kawasaki-eco-tech.jp](mailto:info@kawasaki-eco-tech.jp)



<https://www.kawasaki-eco-tech.jp/english>

\* Kawasaki City is a government-designated city with a population of 1.5 million, located close to Tokyo and conveniently accessible from Tokyo International Airport (Haneda Airport).

## SEMINAR ON “TECHNOLOGICAL CHANGE AND ITS IMPACT ON THE LABOUR MARKET”

On 15 November, an academic seminar on “Technological change and its impact on the labour market” was held at the Takigawa Memorial Hall, Kobe University. This event was jointly organised with the European Economic and Social Committee (EESC).

Moderated by Professor Masahiko Yoshii (Vice-President and Jean Monnet Chair) the seminar introduced AI technologies and the impact on labour markets, with comparisons between Japan and Europe. From Kobe University, Professor Kazufumi Yugami (Social Science Department, Organisation of Advanced Science and Technology) and Professor Zhi-Wei Luo (Graduate School of System Informatics) gave talks on their research in the areas of labour economics and robotics. The seminar was attended by over 50 people including researchers and students of Kobe University, and was followed by a lively Q&A session.

Kobe University has been strengthening cooperation with the EESC since the 2005 founding of the EU Institute in Japan, Kansai (EUIJ-Kansai), an EU-funded consortium of Kobe University, Kwansei Gakuin University, and Osaka University.



Through the EUIJ-Kansai scheme, Kobe University members have enjoyed internship experiences at the EESC. On 10 March 2014, the 4th Kobe University Brussels European Centre (KUBEC) Symposium “Globalisation of Higher Education from the Perspective of EU-Japan Collaboration” was jointly organised with the EESC in Brussels. This year’s seminar marks the next stage for collaboration between Kobe University and the EESC to exchange our knowledge and experiences related to the EU-Japan relationship.

➔ [http://www.kobe-u.ac.jp/en/NEWS/event/2018\\_11\\_15\\_02.html](http://www.kobe-u.ac.jp/en/NEWS/event/2018_11_15_02.html)

## BRING INNOVATION TO BUSINESS BY **ESTABLISHING A R&D CENTRE IN IBARAKI PREFECTURE**

Ibaraki is home to a concentration of national public and private research institutions, and highly skilled personnel.

**IBARAKI**

One-third (29) of Japan's research institutions are located in the Tsukuba Science City in southern Ibaraki. One in ten residents in this area holds a Ph.D. Multiple research institutions offer collaboration research programmes or shared access to facilities.

➔ <https://www.invest.indus.pref.ibaraki.jp/en>

### **A REGIONAL BUSINESS CONFERENCE (RBC) WILL BE HELD IN IBARAKI ON 19-20 FEBRUARY 2019**

The event will be an opportunity for innovation during which Ibaraki will uncover participating company's R&D potential. The conference will feature business

matching opportunities with local companies, and tours to world class institutes located in Tsukuba will be organised. The Governor of Ibaraki will personally attend the event and have a presentation of Ibaraki.

➔ <https://www.invest.indus.pref.ibaraki.jp/it-will-be-held-regional-business-conference-in-ibaraki-february-19-to-20-2019>

### **SUBSIDIES FOR FOREIGN-AFFILIATED COMPANIES IN IBARAKI ARE CURRENTLY AVAILABLE**

Ibaraki Prefecture has established a new support system in 2018 to attract and promote foreign-affiliated companies in the prefecture. Please consider taking advantage of this incentive to expand your business.

➔ <https://www.invest.indus.pref.ibaraki.jp/en/support-system>



On the left: Kazuhiko Oigawa, Governor of Ibaraki Prefecture

## NEDO AND HITACHI TO START **CLOUD-BASED ADVANCED ENERGY MANAGEMENT SYSTEM DEMONSTRATION PROJECT IN SLOVENIA**

The project aims to realise energy services business, including autonomous operation during power grid failure.

New Energy and Industrial Technology Development Organization (NEDO) and Hitachi, Ltd. will expand the Smart Community Demonstration Project being carried out jointly with ELES, d.o.o., Slovenia's state-owned electricity transmission system operator, and will start demonstration of a cloud-based Advanced Energy Management System (AEMS) for the first time from October 2018.

In advance of this, NEDO, Slovenia's Ministry of Economic Development and Technology, Ministry of Infrastructure, and ELES d.o.o. agreed to joint implementation of the expanded project scope and signed the revised version of Memorandum of Cooperation (MoC), Minutes of Meeting (MoM) and Memorandum of Understanding (MoU), respectively, on 24 September.

On the same occasion, Hitachi, Ltd., which is NEDO's entrusted party, and ELES, d.o.o. signed the revised version of Implementation Document (ID).

Under the expanded project scope, NEDO and Hitachi aim to establish an energy service business for large consumers and electricity retailers by implementing and demonstrating a cloud-based Advanced Energy Management System (AEMS) which is linked with Battery Energy Storage System (BESS) installed on the consumer side, for example, in factories, buildings and homes, and which prevents power outages through autonomous operation during grid failure, ensures the quality of factory electricity through voltage dips mitigation measures, and provides frequency control to electricity transmission system operator.

Source: New Energy and Industrial Technology Development Organization (NEDO) ➔ [http://www.nedo.go.jp/english/news/AA5en\\_100394.html](http://www.nedo.go.jp/english/news/AA5en_100394.html)

## JEAN MONNET SEMINAR SERIES INTERNATIONAL CONFERENCE

On 25 September 2018, the Jean Monnet Seminar Series International Conference "The Future of Regional Integration in the Globalized World" was held at the Fukuoka Convention Centre, co-organised in parallel with the session of the World Social Science Forum (WSSF) 2018.

The World Social Science Forum series is one of the International Social Science Council's (ISSC) flagship activities, and the international conference is held every three years. The fourth World Social Science Forum was hosted by Kyushu University in Fukuoka, Japan under the main theme of "Security and Equality for Sustainable Futures" over the course of four days. It was the first time an Asian institution hosted the Forum.

The JM International Conference was conducted in English only, without interpretation. Approximately 50 participants including researchers and college students from around the world gathered.

In addition, this session was also open to the general public who pre-registered. Participants listened ardently to the latest presentations given by outstanding EU researchers who are active in the world.

Prof. Kenji Iwata, Director of Kyushu University EU Centre, delivered the opening remarks. Regarding the title of the session, he noted that the future of global integration could be seen through the gathering and sharing of academic knowledge in the social sciences on the research in regional integration, which has been deepening and widening to cover the main areas of the earth, namely the EU, ASEAN, and NAFTA. As a keynote speaker from Europe, Mr Jacques Pelkmans, research fellow at the Centre for European Policy Studies (CEPS) and a member of the Netherlands Scientific Council for Government Policy (WRR), made a presentation. He spoke on the theme of "The Future of European Integration".

He concluded that the turmoil in the EU—such as BREXIT and the euro crisis—left a big scar, but the media attention actually led to voters getting to know more about the EU.

Prof. Kazushi Shimizu of the Faculty of Economics at Kyushu University made a presentation on "The Economic Integration of ASEAN in the World Economy" as another keynote lecturer from the Japanese side.



After that, two paper presenters publicly selected by the Scientific Program Committee (SPC) of WSSF, Mr Osei Oteng-Asante and Ms Mare Ushkovska, made presentations, respectively. After the presentations, a question and answer session was held.

In the following programme, at the opening ceremony of the WSSF held in the main hall of the venue, a formal ceremony was held under the presence of their Imperial Highnesses the Crown Prince and Princess, with around 1000 people in attendance. At the reception party, presenters of the conference gathered from all over the world and exchanged their opinions freely. At the end of the first day of the WSSF Conference, the Jean Monnet Seminar Series International Conference ended in success.

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

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## DEMONSTRATION PROJECT IN GERMANY

### Large-Scale Hybrid power storage system starting to operate in November

Germany aims to shift more than 80% of its domestic electric power demand to renewable energy by 2050 under its "Energiewende" energy transition policy by actively introducing renewable energy resources such as wind and solar power. Because of the recent expansion of renewable energy use in Germany, conventional power plants for maintaining electric power supply stability are falling into disuse. Consequently, there is a rapidly growing need for technology to replace the role of such power plants.

To address this arising challenge, NEDO and the Ministry for Economics, Labor and Transport in the state are working together with EWE-Verband, an association managing the electric power supply to 17 districts and four cities in Niedersachsen, and EEW Holding.

The four parties signed a Memorandum of Understanding (MoU) for the project on 19 March 2017.

At the same time, Hitachi Chemical Co., Ltd.; Hitachi Power Solutions Co., Ltd.; and NGK Insulators, Ltd., Japanese companies commissioned by NEDO, and EWE AG, Niedersachsen's energy provider cooperating with the German parties, teamed up and concluded an implementation document (ID) to officially launch the project. The project started in April 2017. Following the City of Varel granting permission to establish a large-scale hybrid power storage system, the facility foundation construction and machine assembly were completed, and thereafter, a commissioning has been finished and hence operation will commence from 1 November 2018.

Source: New Energy and Industrial Technology Development Organization (NEDO) ➡ [http://www.nedo.go.jp/english/news/AA5en\\_100396.html](http://www.nedo.go.jp/english/news/AA5en_100396.html)

## JMCOE-Q EU STUDY SUMMER COURSE

The JMCoE-Q EU Study Summer Course was held at the National Institute for Youth Education in Aso on 2-5 September, over a 4-day, 3-night schedule. 23 students (19 undergraduates and 4 graduate students), including 2 Chinese and 1 Malaysian, gathered from 6 universities from all over Japan. Prior to the programme, the participants enjoyed a barbecue and the majestic views of Daikanbo in the fine weather as they deepened their friendships with each other.

This EU Study Summer Course was held for the first time in 3 years since the final implementation was conducted by EUJ-Kyushu in 2015, bringing the total number to 6 times.

The field of lectures covered a wide range including economics, law, politics, society, and culture. It was expected that general and basic knowledge about the EU would be acquired by the participants having completed this course. Professor Mark Fenwick gave a lecture in English.



On the last day, the main programme "A Simulation of the European Council" of this summer course was held. In this programme, each student represented one of the 28 EU member states and discussed their standpoint on the issues being debated and had to reach an agreement with the other EU member states. The theme for this year's debate was "Responsibility of the Member States on the EU Immigration Policy".



Despite limited preparation time, students formed their opinions while gathering information about the situation of immigrant refugees and the governments' responses to it and were able to exchange enthusiastic questions and answers with the lecturers. The European Council simulation proceeded with various proposals for effective policies to solve problems from the standpoint of each member country. The discussion developed around the search for an EU-wide response toward a peaceful resolution, with the chairperson playing a key role. Participating students gave their impressions, such as: "Students gathered from various universities, grades, and majors"; "The 'Simulation of the European

Council' on the final day was interesting. It was a very good experience that I was somehow able to form my presentation with the help of students from other universities for the presentation on the final day"; and "It was a very meaningful time to interact with lecturers who are experts in EU research."

Finally, Advisor Hachiya concluded that, "This will be a valuable chance to consider the situation of the EU from a deeper point of view." All students who participated received a certificate when they completed the EU Study Summer Course. There was a deep sense of accomplishment and satisfaction by those who took part in the course.

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

- Participants: 23 students (Kyushu University (12), Toyo Eiwa Jogakuin (6), Kyoto University (1), Osaka University (1), Kwansai Gakuin University (2), The University of Kitakyushu (1))

- Lecturers: Yuichi Morii (Professor, University of Tokyo), Mark Fenwick (Professor, Kyushu University), Haruka Takasaki (Lecturer, Toyo Eiwa Jogakuin University), Ms. Hachiya (Kyushu University EU Centre Advisor)

### SPOTTED PUBLICATION

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

Latest issues topics: in October - "From Meiji to the Present: Looking Back on 150 Years of Progress", and in November - "Living In Tune with Nature: Japan's Connection to Wood"

Source: Cabinet Office, Government of Japan

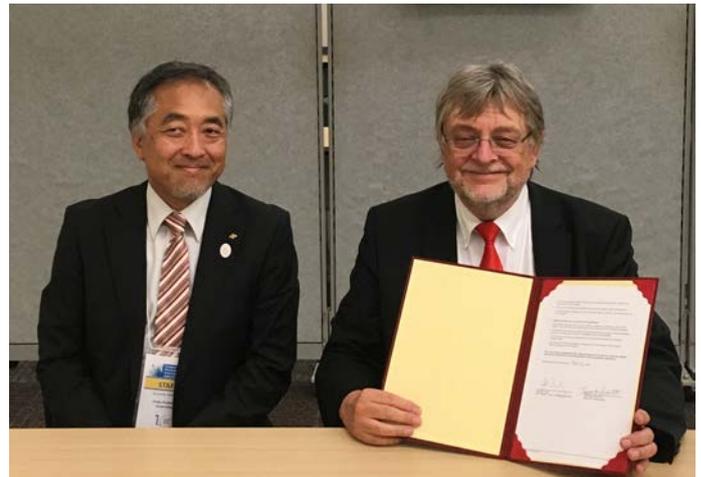
➡ <http://www.gov-online.go.jp/eng/publicity/book/hlj/index.html>

## BAVARIAN AND EUROPEAN COMPANIES WITH BIO<sup>M</sup> ON JAPAN MISSION



This year Bio<sup>M</sup> accompanied two groups of entrepreneurs to Japan. The programme included the EU-Japan BioPharma Partnering Conference in Osaka on 9 October, followed by BioJapan in Yokohama on 10-12 October. An important part of the programme was the official extension of the cooperation agreement between BioM and Osaka Bio Headquarters until 2022.

Together, the cooperation partners want to further promote and strengthen the regions of Bavaria and Kansai (Osaka, Kobe, Kyoto) in the field of biotechnology and life sciences. Prof. Horst Domdey, Managing Director of Bio<sup>M</sup>, greatly appreciates the cooperation: *"The Kansai Region is a traditionally innovative hub and has produced outstanding personalities such as this year's Nobel Laureate in Medicine, Prof. Tasuku Honjo. We are very delighted to be able to continue the valuable collaboration with Osaka as a central player of the Kansai Region"*. Dr Kazuhide Nomura, Associate Director, Northern Osaka Bio Medical Cluster added: *"We are very pleased to extend the cooperation agreement with Bio<sup>M</sup> for the second time. Together, we regularly provide business matching opportunities for each region's companies. We hope that this German-Japanese cooperation will lead to long-term success in the life science field"*.



 Prof. Horst Domdey, Managing Director Bio<sup>M</sup> with Dr Kazuhide Nomura, Associate Director Northern Osaka Bio Medical Cluster, at the signing of the cooperation agreement's extension

At the Partnering Conference in Osaka, 67 representatives of European companies from 15 countries met with 51 Japanese companies for a total of 278 one-on-one meetings to explore possible cooperation opportunities. Within the EIT Health project Start.Smart.Japan (<https://www.bio-m.org/?id=332>), co-organised by Biocat (<https://www.biocat.cat/en>), Bio<sup>M</sup> accompanied nine Bavarian SMEs to the conference, three of them from Bavaria. The Osaka Partnering Conference was developed three years ago by BioM together with the Osaka BioHeadquarters partner cluster and the Osaka Prefecture, later supported by bioXclusters (<https://bioxclusters.eu>). In the meantime, the EU-Japan Centre for Industrial Cooperation has become the major organisational partner.



 Bavarian exhibitors at the German Pavilion at BioJapan 2018

After the Osaka event, Bio<sup>M</sup> subsequently accompanied nine Bavarian companies to Yokohama for BioJapan where Bio<sup>M</sup> represented the Bavarian Biotechnology Cluster at the German Pavilion. This largest trade fair and partnering event for biotechnology in Asia offered further opportunities to make contacts and initiate partnerships.

Dr Maria Lamottke, President of the Board of Directors of Bicoll, came as a participant of Start.Smart.Japan to Yokohama. The project has been specially developed for start-ups, scale-ups and SMEs whose goal is to enter the Japanese life science market. Lamottke was very positive about the fair: *"For the first time, we were able to hold in-depth discussions with Japanese partners, which could only take place at BioJapan. Bio<sup>M</sup>'s preparation for this was excellent."*

Dr Edgar Fenzl, Managing Director of FGK Clinical Research GmbH, was represented as sub-exhibitor at BioJapan and was very pleased with the development of the fair: *"Compared to recent years, there are more international participations at this year's BioJapan. The Japanese representatives are also more open-minded towards foreign companies."*

You can find out more about Bio<sup>M</sup>'s international projects at:

 <https://www.bio-m.org/en/our-services/international-affairs>

## MOSHI MOSHI! **AMBASSADOR OF JAPAN IN BELGIUM SEDUCES THE WALLOON BRABANT REGION**

On 8 November, the CCI Walloon Brabant in Nivelles received H.E. Mr Hajime Hayashi, Ambassador of Japan to Belgium welcomed by Chairmen René Branders & Philippe Suinen.

Again, it was a very inspiring International network event together with Belgian businessmen all interested in developing their commercial relations with this very promising country. Thanks to the coming Economic Partnership Agreement (EPA) with the EU, the relations between these two parts of the world will increase greatly.

The audience was pleased with the positive and warm speech of H.E. M. Hayashi followed by the ones of the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ), the Belgium-Japan Association & Chamber of Commerce in Brussels (BJA), and the EU-Japan Centre for Industrial Cooperation.



Entrepreneurs were fascinated by the brilliant testimonials of field experiences given by Mr Luc Gellens from Umicore and Mr Michael van Dorpe from Village Island in Japan that joined the event via Skype. The organisers would like to express their gratitude to Mr Wim Eynatten and his presentation on the new Belgium-Japan Double Tax Treaty, to Alessandro Perna and the Internship for students "Vulcanus Programme" and to Mr Thomas Ronse (AWEX) for the very clear and pleasant presentation of the commercial relationships between Japan and Belgium. And to close this very successful event: a tasteful lunch with Japanese specialties and a fruitful networking between all participants!

➔ <http://www.cciwb.be/actualite/moshimoshi-lambassadeur-japon-seduit-brabant-wallon/>

## **GREEK BUSINESS MISSION TO JAPAN**

The Office of the Economic and Commercial Affairs of the Greek Embassy in Tokyo, on the occasion of the second visit of the German-Greek Chamber of Industry and Commerce and the Greek-Asian Business Council (Tokyo, 19 September 2018) organised B2B meetings for a group of Greek companies that wish to export their products to Japan.

The companies are specialised in innovative Greek products: organic extra virgin olive oil with extremely low acidity, 10ml sachet servings of extra virgin olive oil and extra virgin olive oil with balsamic vinegar, plum olives processed by traditional methods, herbs honey & thyme herbs and flowers honey not subject to any chemical or thermal treatment, premium Corinthian raisins (considered to be a superfood) rich in anti-oxidants, minerals and dietary fibres, crunchy oat clusters in boxes, cups for snacks and cereal bars with honey, oat flakes with dried Corinthian raisins.



Due to the high interest from Japanese importers, the B2B meetings were hosted at the premises of the German Chamber of Commerce and Industry in Japan.

Source: Office of Economic and Commercial Affairs of the Embassy of Greece in Japan

# LITHUANIA AND JAPAN STRENGTHEN AND EXPAND TIES IN MEDICAL RESEARCH AND INNOVATION

September and October were quite busy months for Lithuanian and Japanese business and research circles.

On 25 September, already the 5th joint scientific symposium on nature and life sciences between Research Council of Lithuania and Japan Society for Promotion of Science (JSPS) was held in Vilnius. Following the symposium, on 25-26 September numerous Japanese scientific delegations from organisations such as: Japan Agency for Medical Research and Development (AMED), Japan Science and Technology Agency (JST), Japan Bio-Industry Association (JBA), National Institute of Advanced Industrial Science and Technology (AIST), Hiroshima and Kumamoto Universities, and a few Japanese bio-tech sector companies attended the biannual "Life Sciences Baltics 2018" conference-exhibition in Vilnius. This year is very special for Lithuania as the country celebrates the 100th anniversary of the restoration of the State. On this occasion and following the Japanese Prime Minister Shinzo Abe's visit to Lithuania last January, Lithuanian Prime Minister Saulius Skvernelis paid a reciprocal visit to Japan on 9-12 October. Prime Minister Skvernelis was accompanied by a Lithuanian business delegation from life sciences, lasers, ICT and food sectors. In addition to the Prime Ministers' meeting, where exceptional Lithuanian and Japanese cooperation in science, promotion of economic, tourism, cultural and other exchanges were discussed,



the Lithuanian Prime Minister also opened the Japan-Lithuania Business Forum in Tokyo, organised by "Enterprise Lithuania" and Japan External Trade Organization (JETRO). Prime Minister Skvernelis also had a short stopover in "BioJapan 2018", where he made one of the opening speeches and visited the Lithuanian booth. During this visit, the Memorandum of Cooperation (MoC) between the Ministry of Education and Science of the Republic of Lithuania and the Ministry of Education, Culture, Sports, Science and Technology of Japan in the Field of Science and Technology was also signed.

➔ [https://www.kantei.go.jp/jp/98\\_abe/actions/201810/12lithuania.html](https://www.kantei.go.jp/jp/98_abe/actions/201810/12lithuania.html)

## ITALIAN PARTICIPATION TO BIOJAPAN 2018

### ASIA PREMIER PARTNERING EVENT FOR THE GLOBAL BIOTECHNOLOGY INDUSTRY

Embassy of Italy in Japan - Trade Promotion Section - has organised the Italian participation to "BioJapan 2018 International Exhibition Japan", coordinating a group of 5 Italian firms that guarantee innovative technology and consistent quality.

The 5 exhibiting Italian firms presented their advanced technology and partnership proposals at Italia's Booth.

Furthermore, on the second day of the Exhibition - on Thursday 11 October - at the Stage A of the fair - an exhibitor's presentation has been held, in which the Italian companies have introduced their latest technologies and services.

The biotech industry, which has a growing number of companies in Italy, continues to show its competitiveness, not only at European level.

The sector is in constant development and, at the end of 2017, 571 biotech firms were counted in Italy. More than half of these are dedicated biotech R&D firms - that devote at least 75% of their intra-muros R&D investments to biotech research activities.

Italy is confirmed to be the third country in Europe by number of R&D companies in this important sector.

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

➔ <https://www.ics-expo.jp/biojapan/en>

EXHIBITING COMPANIES	
A. Menarini I.F.R. Srl	<a href="http://www.menarini.com">http://www.menarini.com</a>
Accelera Srl	<a href="https://www.accelera.org">https://www.accelera.org</a>
DAS Srl	<a href="http://www.dasitaly.com">http://www.dasitaly.com</a>
Invest in Tuscany	<a href="http://www.investintuscany.com">http://www.investintuscany.com</a>
Remembrance Srl	<a href="http://www.remembrance.com">http://www.remembrance.com</a>



## A JAPANESE DELEGATION AT VITAGORA – DIJON, FRANCE

On 13 November, Vitagora had the pleasure of welcoming a delegation of KBCC - Kyushu Bio Cluster Conference – from Japan, in Dijon, France. This visit aimed to strengthen the relationship and identify new partnership opportunities between the members of KBCC and the members of Vitagora, as part of the close partnership between the two clusters.



The delegation was composed of Mr Shingo Hayashi (E Co., Ltd), Mr Kenichirou Houmoto (Houmoto Sesame Tofu Co., Ltd), Mr Cheng Ji Zhong (Choko Shoyu Co., Ltd), Doctor Kazuhisa Goto (National Agriculture and Food Research Organisation), Mr Koremoto Morishita (KBCC), and Mr Tomohiko Murayama (KBCC). Within Scinnov, a culinary R&D center in Dijon, companies shared their expertise in the pure Japanese tradition, in a warm and creative atmosphere.

In Dijon, they were introduced to 8 member companies of Vitagora, which represent specific interests for their activities: Firmenich, Sensostat, Integral Foods, Fromageries Bel, Hari & Co, Scinnov, Piguet Gastronomie and Nactis Gourmet. Official presentations, business meetings, and product tastings were organised, and new applications were discussed.

The tasting of traditional and innovative products from Japan was very much appreciated, such as sesame goma tofu and high-quality soy sauce with other local products such as nori from the famous Ariake sea, which is very crispy and rich in flavor.

This visit has opened new opportunities for partnerships and business developments for both French and Japanese companies.

➔ <http://www.vitagora.com>

## SELECTION OF THE FETA CHEESE TO PARTICIPATE IN THE GI FIESTA

Feta cheese was one of the four Geographical Indication (GI) Cheese products that were selected on 29 September 2018, by the Japan Imported Cheese Promotion Association in cooperation with the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF), to be presented to the Japanese audience.

Feta cheese will be protected under the new Partnership Agreement between the EU and Japan, which is expected to come into force by March 2019. Over 2000 participants - among them importers, bloggers and media - had the opportunity to discover the history of feta and the relevant reference in Homer's Odyssey, explore the culinary combinations in bruschettas, salads, pasta, omelettes, pizza and pies, and learn more about its health benefits (rich in calcium, vitamins, zinc, iron, phosphorus, magnesium and probiotics).

The fraudulent use of the name "feta" on the label of other cheeses of lower quality will stop once the Partnership Agreement comes into force.

Source: Office of Economic and Commercial Affairs of the Embassy of Greece in Japan



## COSMETIC 360 - THE SUCCESS OF THE YEAR OF JAPAN AND THE VILLAGE OF J-BEAUTY

Cosmetic 360, the international trade fair for innovative ideas and solutions in the fragrance and cosmetics industry, opened its doors for the fourth edition last 17-18 October at Carrousel du Louvre in Paris.



Cosmetic 360, which is a showcase of international innovation, honoured this year Japan, country of tradition and modernity, and the world's 3rd largest market for cosmetics. Organised by Cosmetic Valley, with the sponsorship of Shiseido, the Year of Japan allowed visitors to discover the traditions and trends linked to the Japanese beauty: KODO and SADO animations, make-up artists, conferences, etc.

The Japan 360 Innovation Village of the cluster "Japan Cosmetic Center" hosted 10 companies and allowed to discover a panorama of the latest Japanese innovations. With France being Japan's main supplier of cosmetics and wellness products, it is only natural that Cosmetic Valley and the Japan Cosmetic Center (JCC) have established close ties. Created in 2013 at Karatsu on the island of Kyushu, the JCC is a cluster inspired by the pioneering French model. It now has nearly 200 members.

During the first edition of Cosmetic 360, the JCC and Cosmetic Valley signed a partnership agreement that has prompted joint R&D efforts, information exchange, and close cooperation of other kinds.

Let's continue to develop Franco-Japanese business and innovation collaboration!

➔ <https://www.cosmetic-360.com/en/>

## GERMAN-JAPANESE EXCHANGE ON BUSINESS AND HUMAN RIGHTS

A rising number of Government officials and representatives from NGOs, academia and businesses in Japan are interested in the issue of business and human rights.

In 2017, for example, Keidanren has included the respect of Human Rights as a new point in its Charter of Corporate Behavior and the Government of Japan is working on a baseline study as a first step towards the formulation of a National Action Plan (NAP) on business and human rights.

Germany published its NAP in December 2016. Its core message is that all companies are expected to exercise human rights due diligence throughout the supply and value chain. The German Embassy in Tokyo invited Mr Markus Löning, the founder of "Löning – Human Rights & Responsible Business" and former Human Rights Commissioner of the Federal Government, to Japan from 9-12 October in order to give a series of talks on the German experience attracting around 300 people.



As the cooperation between German and Japanese companies on third markets is an important driver of German-Japanese bilateral trade relations, a common understanding of human rights and business issues will not only support smooth transactions in this area but will also help companies to stand out from other competitors.

Source: German Embassy

## JAPAN GUEST COUNTRY AT THE 8<sup>TH</sup> EUROPEAN MEETING ON SCIENCE, TECHNOLOGY AND INNOVATION – TRANSFIERE

On 13-14 February 2019, the European Forum for Science, Technology and Innovation, TRANSFIERE, will take place in Malaga (Spain) to promote the transfer of knowledge between research and business. The eighth edition of Transfiere (<http://transfiere.malaga.eu/en>) will feature the participation of Japan as guest country.

Thus, institutional representatives and representatives from the business and research sectors from Japan will attend the forum to present the main keys, challenges and opportunities of its innovative system, one of the most powerful and developed in the world. Therefore, Japan will be the protagonist in 2019 and will follow in the footsteps of Israel, South Korea, Portugal and Argentina, who have held this recognition in previous calls. It is also worth mentioning that the Japanese delegation, within the framework of Transfiere, will complete a working agenda with visits and bilateral meetings with administrations and various companies to identify synergies and potential cooperation projects.

The Technology Park of Andalusia (PTA) has participated in the event since the first edition, as collaborator and energiser, especially in the international part. This year, the PTA will promote the transfer of technology between administrations, universities and companies from Spain and Japan, especially with the organisation of round tables, B2B meetings as well as participants and expert searches.

➔ <http://www.pta.es>



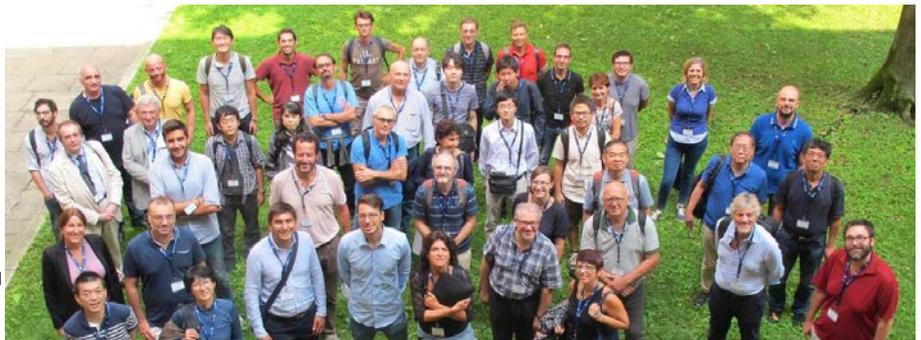
Transfiere is a great professional and multisectoral forum for the transfer of knowledge and technology, as well as contributing to improve the competitiveness of the business sector. Furthermore, it shows who is who in the ecosystem of national and international R&D&I. The last edition registered more than 4,500 visits and 1,700 public and private entities were represented. Strategic sectors were represented, such as aeronautics and aerospace, agri-food, energy, industry, infrastructure and transport, environment, Spanish technological platforms, health and information and communication technologies.

## 18 YEARS OF CLOSE COLLABORATION BETWEEN THE ITALIAN AND JAPANESE LIQUID CRYSTAL SOCIETIES



The Italian and Japanese Liquid Crystal societies have a record-long history of communication and collaboration.

Since 2002, the two communities have met every two years to exchange their research findings and share their interests. The meetings have been held in Erice (2002), Tsu (2004), Castiglioncello (2006), Nara (2008), Cetraro (2010), Tokyo (2012), Ravenna (2014), and Kyoto (2016). During 16-19 September 2018, the 9th bilateral workshop was held in Pavia, at the historical Collegio Cairoli with an attendance of more than 50 people, 12 of which were the representatives of the Japanese delegation. The next event is expected to take place in Kyushu. Liquid crystals are a class of materials that are very well-known because of their use in monitors, television sets, and displays in general. While the basics of this technology are well established, as demonstrated from the 100 billion dollars worldwide market for liquid crystal displays, new applications for liquid crystals are constantly sought, and new materials with new properties are found. Moreover, liquid-crystal-type structures are being found in very different contexts, such as in the spontaneous organisation of biological molecules.



Many of these novelties have been discussed in the Japanese-Italian bilateral liquid crystal workshops, where some of the topics were: use of liquid crystals for the fabrication of rubbery matter, development of new technologies and computer simulation tools for the study of liquid crystals, the possible role of liquid crystal ordering in the origin of life, the emergence of new strategies to modify the orientation of liquid crystals in display pixels.

The Japanese-Italian liquid crystal workshops are also an occasion for social bonding between the two communities, which is the best background for fruitful collaborations and for the development of programmes involving the exchange of young researchers between laboratories.

➔ <http://www.sicl.it/meetings2018>

## FRENCH RESEARCH DAY IN JAPAN 2018

12 DECEMBER 2018, TOKYO, JAPAN

Sciencescope, the French Students and Researchers Organization in Japan, the Embassy of France in Japan and the French Institute of Research on Japan (MFJ, UMIFRE 19 MEAE-CNRS) are organising the French Research Day in Japan (Journée Francophone de la Recherche, J-FR 2018) on Wednesday 12 December 2018 at Maison Franco-Japonaise (MFJ), Tokyo (Ebisu).

The J-FR 2018 programme will consist of several research presentations and posters. It will be concluded by a panel in English to celebrate the 15 years of the French-Japanese programme PHC SAKURA, and will be followed by a reception at the Residence de France (French Embassy).

Since 1997, J-FR is gathering yearly the community of students and researchers in Japan from all disciplines and citizenships. This event intends to promote research discussions among researchers, students, engineers, officials, company representatives or any interested person and to present their activities in Japan. Interested people are kindly invited to participate to J-FR 2018.

The registration is free and open to all, but it is mandatory and can be made online through the J-FR 2018 website Thursday 6 December 2018. The reception will take place at Residence de France of the French Embassy and we invite you to register early. Once the registration to the reception is closed, participants will receive an official invitation card by e-mail to be presented at the entrance of the Residence de France. For any inquiries, please feel free to contact the organising team at: [sciencescopejfr@gmail.com](mailto:sciencescopejfr@gmail.com) For registration and further information, please visit the J-FR 2017 website.

➔ <http://www.sciencescope.org/JFR2018en>



## EIG CONCERT-JAPAN 5<sup>TH</sup> JOINT CALL – RESULTS: FUNCTIONAL POROUS MATERIALS

The European Interest Group (EIG) CONCERT-Japan is pleased to reveal the 5 projects selected for funding within its 5th Joint Call “Functional Porous Materials”.



The European Interest Group (EIG) CONCERT-Japan is an international joint initiative to support and enhance science, technology and innovation (STI) cooperation between European countries and Japan. It began as an ERA-NET project from 2011 until 2014. The collaboration has continued independently of EU support since 2015, as an activity from a broader European Interest Group for Japan, a flexible platform established in 2014 for communication among STI agencies in European countries and Japan that are interested in cooperating together.

10 funding organisations from 9 countries participated in the 5th call in 2018: JST (Japan), AEI – MINECO (Spain), BMBF (Germany), BNSF (Bulgaria), CAS and MEYS (Czech Republic), CNRS (France) MITA (Lithuania), NCBR (Poland) and TUBITAK (Turkey).

43 proposals were successfully submitted, more than double the amount of last year, a proof of the programme’s dynamism and of the call’s relevance for European and Japanese researchers.

Following the assessment and recommendation by an expert panel, the participating funding organisations selected the following 5 projects for funding:

- **MICROGREEN** - “Scientific Upgrading of Novel Multi-dimensional Microporous Catalysts for Green Chemical Reactions”. Coordinator: Prof. Yoshihiro Kubota, Yokohama National University
- **SUPRAPROUS** - “Nanoparticle Supramolecular Frameworks as Advances Nanoporous Materials”. Coordinator: Dr Javier Montenegro, Universidade de Santiago de Compostela
- **POROPCM** - “Functional POROUS centitious nanocomposites for heat storage in buildings using Phase Change Materials”. Coordinator: Prof. Eduardus Koenders, Technische Universität Darmstadt
- **X-MEM** - “Outperforming functionality: composite/mixed matrix porous materials in membrane-based processes”. Coordinator: Dr. Nazely Diban, University of Cantabria
- **PROPER** - “PRINTable fully inorganic porous metal Oxide based PERovskite Solar Cells: defining charge selective oxides for high-efficient and low-cost device structure”. Coordinator: Dr Andreas Hinsch, Fraunhofer Institute for Solar Energy Systems

➔ <http://www.concert-japan.eu>

## THE 9<sup>TH</sup> KOBE UNIVERSITY BRUSSELS EUROPEAN CENTRE SYMPOSIUM

The 9th Kobe University Brussels European Centre Symposium "Smart Cities, Secure Societies: Breakthroughs in EU and Japan Research Cooperation" took place in Brussels on 24 October 2018. The event was jointly organised with the Vrije Universiteit Brussel (VUB), which also hosts the Kobe University Brussels European Centre (KUBEC).

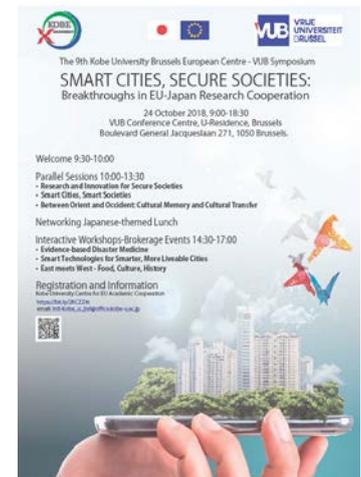
Forty speakers representing leading universities from Belgium, France, Germany, Georgia, Poland, and the UK, as well as officials from the European Commission and the Japanese government, shared experiences, presented projects and discussed initiatives to strengthen research cooperation. In total, a record 110 participants attended the symposium, including Japanese and EU officials, researchers, students, and representatives from embassies and industry. Chaired by Prof. Ken-ichi Yoshida (Executive Director of KUBEC), the symposium opened with addresses from Prof. Hiroshi Takeda (Kobe University President), Prof. Dr Romain Meeusen (Vrije Universiteit Brussel Vice-Rector), H.E. Mr Kazuo Kodama (Ambassador of Japan to the EU), and Mr Patrick Child (Deputy Director-General, DG RTD, European Commission). Speakers highlighted key opportunities for strengthening collaboration under Horizon 2020 and the EU-Japan Strategic Partnership Agreement concluded on 17 July 2018. The morning parallel sessions presented examples of successful cooperation in highly topical areas, including 'Security challenges in an changing

world' and 'Disaster-resilient societies; 'Smart Cities' focusing on sustainable energy, robotics and intelligent mobility; and 'Between Orient and Occident' covering issues of cultural memory and cultural transfer.

The afternoon was devoted to three workshops and brokerage events on 'Evidence-based disaster medicine'; 'Rethinking mobility for smarter and more liveable cities'; and 'Food, culture and history: a cultural anthropology of East-West exchanges'. These highly focused events provided opportunities for in-depth discussions between EU and Japanese partners, with the aim of shaping joint research projects in response to Horizon 2020 calls.

Mr Gianpaolo Suriano (DG EAC, EC) presented information on the new EU-Japan Joint Calls for proposals under the Erasmus Mundus Inter-University Exchange Project.

This symposium illustrated, once again, Kobe University's active presence in Brussels, in partnership with the VUB, as well as its ongoing commitment to strengthening research cooperation with European partners on key issues shared by Japan and Europe.



Prof. Hiroshi Takeda (Kobe University President)



Prof. Dr Romain Meeusen (Vrije Universiteit Brussel Vice-Rector)

➔ [http://www.office.kobe-u.ac.jp/jpiep/events/20181024\\_en.html](http://www.office.kobe-u.ac.jp/jpiep/events/20181024_en.html)

## FRAUNHOFER FEP EXHIBITS AT IDW 2018

Fraunhofer FEP, a specialist in electron beam and plasma technology as well as in R&D for organic electronics and OLED microdisplays, will present its latest research results regarding coatings on flat and flexible products like ultra-thin glass and foils.

Furthermore, the scientists will present their latest OLED microdisplays for wearables and various evaluation kits and toolboxes with Bluetooth connection as well as demonstrators of flexible OLED processed in sheet-to-sheet and roll-to-roll technology.

IN MORE DETAIL, THEY WILL PRESENT:

- Fingerprint sensor based on bidirectional OLED microdisplay
- Large-area WUXGA OLED microdisplay
- Ultra-low-power OLED microdisplays for wearables
- Organic photodiodes
- Permeation barrier films
- Flexible OLED lighting demonstrators
- Optical coatings on ultra-thin glass



The IDW 2018 will take place at Nagoya Congress Center on 12-14 December 2018. ➔ <https://www.idw.or.jp/index.html>

## FRANCE-JAPAN INTERMEDIATE **WORKSHOP** ON **CYBER-SECURITY**

On 29-30 October 2018 was held an intermediate workshop of the cybersecurity cooperation between France and Japan in Keio University, Tokyo (Japan).

This two-day intermediate workshop had for purpose to rapidly share and organise the cooperation between France and Japan on two specific topics: cybersecurity of Internet of Things (IoT) and cybersecurity and artificial intelligence (AI). A satellite meeting focusing on ethics, privacy and fairness in cybersecurity took place on 31 October 2018. The Workshop Chair was Professor Mitsuhiro Okada.

On this occasion, a delegation of French researchers participated in the workshop in Tokyo and some presentations were given through videoconference meetings with France.



The delegation was composed of: Dr Claude Kirchner, co-chair, Inria; Dr H el ene Kirchner, Scientific Committee Member, European and International Partnerships Department (EIPD) of Inria; Dr Kav e Salamatian, member of Scientific Committee, University of Annecy and Inria, St ephane Grumbach, Inria; Dr Herv e Debar, IMT.

➔ <https://project.inria.fr/FranceJapanICST>

## EXPERTS MEET TO DISCUSS THE **FUTURE OF TECHNOLOGY-BASED NEUROREHABILITATION**

A Workshop entitled "Worldwide consensus on NeuroRehabilitation" was held on 16 October in the scope of the International Conference on Neurorehabilitation 2018 in Pisa (Italy), gathering representative experts in the field of neurorehabilitation from both medical and engineering backgrounds, coming from Japan and Europe but also with viewpoints from the US and the Middle-east. The event discussed key ideas towards the establishment of consensus in this area and the role of new technologies to improve the result of treatments for neural repair.

➔ <http://www.icnr2018.org/workshops/>



Discussion panel: from left to right: Hitoshi Hirata (Nagoya University, Japan), Shingo Shimoda (RIKEN, Japan), Ichiro Miyai (Morinomiy Hospital, Japan), Juan C. Moreno (Cajal Institute - CSIC, Spain), William Z. Rymer (Northwestern University, US), Marco Molinari (Fondazione Santa Lucia, Italy)

## UNLOCKING THE POTENTIAL OF **GLOBAL RESEARCH AND INNOVATION COLLABORATION**

As more countries are looking to help their businesses grow and scale up, the need for global R&D and innovation collaboration is now a necessity.

In this opportune moment - where the next framework programme, Horizon Europe, is being negotiated - EUREKA, the Mission of Canada to the EU, and the Gouvernement du Qu ebec co-organised a breakfast panel discussion on global cooperation in research and innovation as part of the 10th European Innovation Summit (EIS) (<https://www.knowledge4innovation.eu/k4i-events/10th-european-innovation-summit>) in the European Parliament on 27 November 2018 to also remind EU institutions the value and importance of global cooperation in RDI.

Titled "Unlocking the potential of global research and innovation collaboration", the session aimed to stimulate discussion on how the EU and non-EU countries can mutually enhance cooperation in RDI. High-level panellists from the EC, EUREKA and non-European countries shared best practices and recommendations on how global collaboration could be optimised and how to further enhance a win-win cooperation. Prof. Hiroshi Nagano, Visiting Fellow, Center for R&D Strategy (CRDS), former Chairman of the Global Science Forum, OECD and former Director-General, Ministry of Education, Culture, Sports, Science and Technology will be representing Japan in the panel.

➔ <https://www.knowledge4innovation.eu/k4i-events/10th-european-innovation-summit>

## DINNER ON GREEK CULTURE AND GASTRONOMY

Greece was the country of honour during the official dinner organised in Aizu-Wakamatsu, in Fukushima Prefecture on 18 October 2018.



The 250 prominent attendees had the opportunity to taste dishes containing the original Greek feta, Greek extra virgin oil, Greek wine, retsina and ouzo and to watch videos on the history of Greece, investment opportunities, its beauties and lifestyle. Participants were enthused to discover how well Greek original products mingle with local ingredients and how easy the preparation of Greek dishes can be. The Mayor of Aizu-Wakamatsu and the President of Aizu-Wakamatsu Chamber of Commerce and Industry honoured the event with their presence and expressed the wish, in view also of the growing interest of the participants in Greece and the Olympic Games 2020, for similar events to be repeated in the near future.

Source: Office of Economic and Commercial Affairs of the Embassy of Greece in Japan

## NIHONCHA AWARD 2018 - TASTING COMPETITION IN PARIS, FRANCE FOR PREMIUM TEAS FROM JAPAN

An important series of cultural events was launched by Crown Prince Naruhito on 12 September 2018 in Paris, to celebrate the 160 years of diplomatic relations between France and Japan. One of these Japonismes events was the setting up of several tasting sessions in Paris to evaluate and rank premium teas from the 2018 harvest.

These 19 cups had previously been selected out of around 400 teas as the best of the various categories by a jury of local tea professionals during the annual national Nihoncha competition, established 5 years ago to enhance and promote premium quality (<https://nihoncha-award.jp>). Taking the final round of the 2018 Nihoncha competition to Paris was a brilliant opportunity offered by the Japonismes festivities. To attract more tea professionals, it was scheduled during the big International Food Fair SIAL, held in Paris on 21-25 October. The tasting sessions were run in the prestigious environment of one of the Paris boroughs' town halls and in the famous chef school "Cordon Bleu Paris", near the Eiffel Tower. The participants were welcomed by the Chairman of the Japanese Tea Instructors Association and the 19 cups were then presented to the participants by a Japanese brewing team. The tiny cups offered about 5 sips each, and the evaluations were to be noted in a provided ranking sheet.

Too little time for some of the incredibly savoury cups, sighed some attendees, all impressed by the smooth logistics and the diligent and smiling brewing crew. Although it was a blind tasting, some categories could be identified amongst the ten, which are: the 4 types of Sencha teas, normal and deep steamed, grown in full sun and partially shaded, Gyokuro, Tamaryokucha, Kamairicha, Hôjicha, fully oxidised teas and partly oxidised teas. Whilst the operation was centrally managed from Tokyo, the French Ambassador for Japanese green teas, Ms Misako Lelong Nohsoh ([info@thevertjaponais.fr](mailto:info@thevertjaponais.fr)), in charge of the Paris set up was supervising and giving a helping hand. The Master of Ceremony was Mr Florent Weugue, who is currently the only French national qualified as Nihoncha Instructor, who had travelled from his Tokyo office, to ensure good communication between the Paris tea lovers, the French tea professionals and the Japanese tea delegates.



Ms Lelong Nohsoh and Mr Weugue

A memorable event, which help the Japanese premium teas be better known in France, where genuine and specific terroir tastes are well understood and highly appreciated. In line with the rating results from the Paris tasting session, an ultimate Japanese Jury will consolidate and validate the selective process within the next few weeks. The final result naming the Nihoncha Paris 2018 winner cup is expected to be announced by early November.

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

## HUNGARIAN DESIGN COMPANY MAFORM SECURES PARTNERSHIP WITH PHIARO GROUP!

Leading industrial design company Maform Design has signed a major partnership with the Phiaro Group (<http://www.phiaro.jp/english>). The Hungarian design company, run by Peter Molnar and Geza Csire, is behind the redesign of the Galaxy gear edge smartwatch, the creation of the modulo city bus and the velo class bicycle counter among others. They recently joined forces with Japanese market leader Phiaro to assist them with their automobile user interfaces.

Phiaro specialises in styling, engineering, modelling and the production of state-of-the-art vehicles. They have been producing world class sports cars, motorcycles and lorries for 78 years. Some of their cutting-edge creations include the P75 CIPHER sport car, the P75 Sidekick motorcycle, the Buzz Copter drone copter, and the Grasshopper motorcycle. Maform Design is a specialised agency that offers advanced and accessible design solutions to tech companies. The opportunity to work with Phiaro first came about when Maform started searching for companies who shared their devotion to innovate and their strong beliefs in ethical business. Maform struck up the partnership following a number of meetings with the leading automotive producer.

Based in Budapest, Maform's product design capabilities save scaling companies time and money with affordable solutions and extensive team design knowledge. The company was first recognised by the Japanese auto industry leader Phiaro for their revolutionary process that bridges the gap between design and expertise through producing prototypes and custom digital interfaces. Their flexible approach to design and concentration on professional quality and client satisfaction lead the company to be successful in a demanding design market. The partnership with Phiaro is unique to Maform in that it is more flexible and is built on mutual trust. It is also more focused on long-term cooperation than short-term business success. As Maform Design put it 'we are planting trees instead of just exchanging the ripe fruits.'

Source: Hungarian National Trading House

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## INTERNSHIP OF JAPANESE EXCHANGE STUDENTS IN THE NETHERLANDS

Rotterdam University of Applied Sciences (RUAS) has implemented since 2000 an exchange programme with 8 partner universities in Japan. The programme offers to the students various semesters study programmes and internship opportunities at companies / organisations within the Netherlands.

Since internships for a long period (3-6 months) are not usual in Japan, the internship is seen as a unique opportunity by the Japanese universities, students as well as by recruiters in Japan. Through the internship, students get better understanding in the European way of working, business communication, and social relations in Europe etc. The following is a story of one student from Osaka who has done her internship at a startup in Rotterdam.

"I am Saki Kakuda from Osaka, Japan and I am currently attending an exchange programme in Rotterdam. Recently, I have been working in a small company called Babysits as an intern in Rotterdam. My main task initially was starting up the Japanese website of the company and consequently doing the online marketing for the website.

Source: Rotterdam University of Applied Sciences



In the middle: Ms Saki Kakuda

I have been learning a lot from this experience, and the biggest thing I realized is that it's difficult to adapt the business based on the cultural difference. What I am basically doing for Japan is expanding the babysitting culture since Japanese people are not really familiar with the babysitting/babysitter culture. Every-time I call Japanese customers and write some articles for Japanese bloggers, I think about how to approach them.

If I approach them in the way we do for European people it is going to be beside the point. And these facts are interesting for me and making me realize that studying/gaining more deep knowledge about marketing strategy based on culture is something that I want to do in the future. My future plan so far is going back to Japan, finishing my bachelor, working in a Japanese big company as a marketer for a year and coming back to this country and study a master in the marketing field."

## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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



### SERVICES OFFERED

#### Sector: Industrial equipment

A Japanese company is seeking partners in the EU for their polishing and manufacturing technology

Profile ID: **BOJP20181107002**



### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: Chemical

A Japanese company is looking for a German partner for its filter cartridge used in manufacturing disinfection deodorisation water

Profile ID: **BOJP20181008001**



### REQUEST FOR DISTRIBUTOR

#### Sector: Industrial equipment

A Japanese pipe fitting manufacturer is seeking distribution partners and consumers in the EU

Profile ID: **BOJP20181106001**



### REQUEST FOR DISTRIBUTOR

#### Sector: Industrial equipment

A Japanese company specialised in air compressors and spray equipment is looking for distributors in the EU

Profile ID: **BOJP20181115001**



### REQUEST FOR AGENT

#### Sector: Camera

A Japanese company is seeking commercial agents in the EU to promote its newly developed infrared multispectral colour night vision camera

Profile ID: **BOJP20181023001**

### REQUEST FOR AGENT

#### Sector: Industrial equipment

A Japanese laboratory equipment and supplies provider is seeking commercial agents for its evaporators

Profile ID: **BOJP20181107001**



### REQUEST FOR AGENT

#### Sector: Industrial manufacturing

A Japanese metal injection moulding company is looking for sales representatives in Europe for their metalworking services

Profile ID: **BOJP20171031001**



### TECHNOLOGY TRANSFER OFFERED

#### Sector: Biotech, pharmaceutical

A Japanese biotech company is seeking an EU partner for collaborative research on drug discovery

Profile ID: **TOJP20181024001**

### SERVICES OFFERED

#### Sector: Biotech, pharmaceutical

A Japanese compound screening company for drug discovery offers its services to EU pharmaceutical and biotech companies

Profile ID: **BOJP20171110001**

### REQUEST FOR DISTRIBUTOR

#### Sector: Beverages

A Japanese alcohol exporter is looking for distributors to introduce Japanese alcohols and their cultural aspects in the EU

Profile ID: **BOJP20171025002**



### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: Trolley

Japanese manufacturer of shopping trolleys with integrated solar panels seeks agents and distributors in the EU

Profile ID: **BOJP20171025001**

### REQUEST FOR INVESTORS

#### Sector: Pharmaceutical

Japanese start-up looking for partners for their naturally-derived anti-fungal drug for foot disease

Profile ID: **TOJP20171128001**



## PARTNERING OPPORTUNITIES EU COMPANIES LOOKING FOR PARTNERS IN JAPAN



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



### TECHNOLOGY TRANSFER REQUEST

**Sector:** バイオテック&ライフサイエンス  
ドイツのライフサイエンス企業は、研究機関もしくは中小企業の協業パートナーを探しています  
**Profile ID:** TRDE20180928001

**Sector:** 教育  
イタリア中リア中小企業の革新的なナノ構造マイクロスポンジ  
イタリア中小企業の革新的なナノポンジ  
**Profile ID:** TRDE20180824001

### TECHNOLOGY TRANSFER OFFERED

**Sector:** ICT, 航空宇宙  
フランスの中小企業は空港自動化に向けたエアサイドソリューションを提供いたします  
**Profile ID:** NoID-037

**Sector:** ナノテクノロジー  
ポーランドのグラフェン素材を製造する企業が産業とR&Dパートナーを探しています  
**Profile ID:** TOPL20180620001

**Sector:** ナノテクノロジー  
イタリア中小企業の革新的なナノ構造マイクロスポンジ  
**Profile ID:** TOIT20181022001

### REQUEST FOR DISTRIBUTOR

**Sector:** ICT  
ポルトガルのプローブ・センサーシステムをリアルタイムでモニタリングするソフトウェアに特化した企業です。同社はパートナーを探しています  
**Profile ID:** BOPT20180821001

**Sector:** 高級品  
イタリアの高品質メガネ専門会社は、日本におけるディストリビューターを探しています  
**Profile ID:** BOIT20180928001

**Sector:** 食品飲料  
スペインのエアルーム品種のテーブルオリーブ製造企業が輸入業者とディストリビューターを探しています  
**Profile ID:** BOES20180808001

**Sector:** クラフト&デザイン  
オランダの総合遊具システムデザイン会社は日本でのディストリビューターを探しています  
**Profile ID:** BONL20180220001

**Sector:** その他  
エストニア企業はクリック&コレクトショッピングスタイルソリューションに特化し、日本でのディストリビューターを探しています  
**Profile ID:** BOEE20181030001

### REQUEST FOR INVESTOR & DISTRIBUTOR

**Sector:** ICT  
ドイツの企業は高齢化社会に向けたVRソリューションを提供いたします  
**Profile ID:** NoID-036

### REQUEST FOR SUPPLIER

**Sector:** 高級品  
イタリアの高品質メガネ企業は日本でのディストリビューターを探しています  
**Profile ID:** BRIT20181009001

**Sector:** 産業機械  
ルーマニアのディストリビューターは、環境モニタリングと保護関連分野の設備や計器のサプライヤーと製造業者を探しています  
**Profile ID:** BRRO20181026002

### REQUEST FOR DISTRIBUTOR OR AGENT

**Sector:** エネルギー, クリーンテック & 環境  
フランスの水素貯蔵タンク製造企業は商業代理店とディストリビューターを探しています  
**Profile ID:** BOFR20180806002

**Sector:** エネルギー, クリーンテック & 環境  
フランスの水素エネルギーシステムに特化した企業は、商業代理店とディストリビューターを探しています  
**Profile ID:** BOFR20180903001

**Sector:** ナノテクノロジー  
ポーランドのグラフェン素材を扱う企業が代理店・ディストリビューターを探しています  
**Profile ID:** BOPL20180620002

### REQUEST FOR PARTNER

**Sector:** 食品飲料  
スペインのエアルーム品種のテーブルオリーブ製造企業が輸入業者とディストリビューターを探しています  
**Profile ID:** BOBG20180814002

## ENTERPRISE EUROPE NETWORK EVENTS

**B2B OPPORTUNITIES FOR EU AND JAPANESE SMES**

<http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

### UP YOUR GAME B2B EVENT

**7-8 February 2019, Bradford, UK**

**Sectors: animation, games, VFX, AR and VR**

**Registration deadline: 27 January 2019**

Enterprise Europe Network team in Bradford, in partnership with the Science & Media Museum, is organising a B2B matchmaking event alongside the Yorkshire Games Festival. The aim of the event is to offer participants a structured way of meeting other event delegates, in order to explore potential collaboration. Up Your Game aims to facilitate collaboration, ideas, innovation and investment in animation, games, motion graphics, VFX, AR and VR.

<https://upyourgame.b2match.io>



DATE/LOCATION	DETAILS	CONTACTS
6 December 2018 Willich, Germany	<b>MEETING</b> Future of Imaging in Germany and Japan - Synergy Potential for AI, Digitization and Automation	DJW <a href="https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-asa-no-kai-willich-20181206">https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-asa-no-kai-willich-20181206</a>
7 December 2018 Tokyo, Japan	<b>CONFERENCE</b> Conférence sur le Japon d'aujourd'hui	Fondation Franco-Japonaise Sasakawa <a href="http://www.ffjs.org/projets/article/conference-sur-le-japon-d-aujourd-hui">http://www.ffjs.org/projets/article/conference-sur-le-japon-d-aujourd-hui</a>
7 December 2018 Tokyo, Japan	<b>SEMINAR</b> Second Seminar on innovation, research & development "KU Leuven spin-offs in Japan"	KU Leuven <a href="https://alum.kuleuven.be/eng/alumni-chapter-japan/2nd_seminar-on-innovation-research-development">https://alum.kuleuven.be/eng/alumni-chapter-japan/2nd_seminar-on-innovation-research-development</a>
13 December 2018 Tokyo, Japan	<b>SEMINAR</b> EU-Japan EPA: new opportunities for food & wine export as from 2019	Italian Chamber of Commerce in Japan <a href="https://www.iccj.or.jp/en/content/eu-japan-epa-new-opportunities-food-wine-export-2019">https://www.iccj.or.jp/en/content/eu-japan-epa-new-opportunities-food-wine-export-2019</a>
13 December 2018 Tokyo, Japan	<b>NETWORKING EVENT</b> 10th Czech Business & Culture Networking Event	Czech Chamber of Commerce and Industry in Japan <a href="https://www.cccij.com/inpage/2018-11-28/">https://www.cccij.com/inpage/2018-11-28/</a>
18 December 2018 Tokyo, Japan	<b>TALK SESSION</b> Productivity conundrum for Japan by Yumiko Murakami, Head of OECD Japan	Swedish Chamber of Commerce and Industry in Japan <a href="http://www.sccj.org/index.php?option=com_ohanah&amp;view=event&amp;id=318&amp;Itemid=374">http://www.sccj.org/index.php?option=com_ohanah&amp;view=event&amp;id=318&amp;Itemid=374</a>
18 December 2018 Tokyo, Japan	<b>FORUM</b> Knowing French Companies 2018	French Chamber of Commerce and Industry in Japan <a href="http://www.ccfj.or.jp/evenements/calendrier/vue-detail/d/knowing-french-companies-2018/">http://www.ccfj.or.jp/evenements/calendrier/vue-detail/d/knowing-french-companies-2018/</a>
29 Jan - 1 Feb 2019 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Sectoral Mission: Nanotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/events/nanotech-cluster-sme-mission">http://www.eu-japan.eu/events/nanotech-cluster-sme-mission</a>
20-31 May 2019 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: Get Ready for Japan Application deadline: 31 January 2019	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/events/get-ready-for-japan-training-programme">http://www.eu-japan.eu/events/get-ready-for-japan-training-programme</a>
24-28 June 2019 Nagoya, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: WCM - World Class Manufacturing - session I Application deadline: 21 March 2019	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/events/world-class-manufacturing">http://www.eu-japan.eu/events/world-class-manufacturing</a>



## HAPPY NEW YEAR 2019

The EU-Japan Centre wishes you a cheerful and happy New Year!



**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 : [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)

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