



## A NEW ERA FOR THE EU AND JAPAN STARTS NOW!

### A MESSAGE FROM

Philippe de Taxis du Poët, EU-side General Manager, EU-Japan Centre for Industrial Cooperation, and Minister Counsellor, Delegation of the European Union to Japan.



With the entry into force of the EU-Japan Economic Partnership Agreement (EPA) on 1 February, 2019, a new era for the EU and Japan has begun, as rightly highlighted by the EU-Japan Business Round Table. The EPA creates the largest open-trade zone in the world covering 600 million people.

### NOT THE END OF THE STORY!

The EPA's entry into force is the beginning of the story. EPA implementation is key. We should ensure that businesses, in particular SMEs, reap maximum benefits from the EPA. Today, more than 88% of the 64,000 direct EU exporters to Japan are SMEs. Many more are potential beneficiaries of the EPA. Communication, awareness-raising and guidance are essential if both actual and potential European exporters to Japan are to be informed about the opportunities available.

To reach out to SMEs across Europe, the EU-Japan Centre is mobilising pan-European networks such as the Enterprise Europe Network, European network of clusters, regions and European industry associations. In Japan, the Centre is setting up a group of EU Member States Trade Promotion Organisations to cooperate 'on the ground', and to complement the TPOs' discussion with the European Commission in Brussels. Moreover, the Centre's EPA Helpdesk provides simple, but accurate and reliable information on key aspects of the EPA and boosts the Centre's range of support services for European SMEs such as the Public Procurement Helpdesk, Tech Transfer and IP Helpdesk, and a number of other activities summarised here: <https://www.eu-japan.eu/summary-activities> EPA implementation should also trigger an overall positive momentum for EU and Japan to reinforce existing and develop new cooperation in a wide range of sectors and in many forms, for example, in research and innovation, space, digital economy, circular economy, co-financing of projects, region2region cooperation and EU-Japan business partnership to operate together in third countries. The EPA will create and trigger many opportunities for EU and Japanese organisations to pursue.

This is an edited version of a longer message: <https://www.eu-japan.eu/news/new-era-eu-and-japan-starts-now>

Follow Philippe's Twitter feed ➡ <https://twitter.com/PhilippePoet>



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

欧州連合日本政府代表部/欧州委員会より

- News from Japan..... 13-18
- News from the EU .....11-12
- 日・EU関係イベント案内 ..... 19-30

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

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## ANNUAL MEETING OF THE EU-JAPAN BUSINESS ROUNDTABLE **A NEW ERA FOR THE EU AND JAPAN HAS BEGUN!**

The 21st annual meeting of the EU-Japan Business Round Table (BRT) will take place in Brussels on 15 May. It will be the first meeting of the BRT since the entry into force of the Economic Partnership and Strategic Partnership Agreements (EPA and SPA). A key topic will be 'building on the EPA', in particular helping SMEs take advantage of it.



The meeting will be chaired by Ben Story (Strategic Marketing Director, Rolls-Royce plc) and Masaki Sakuyama (Chairman, Mitsubishi Electric Corporation). It will bring together business leaders from the EU and Japan and senior representatives of the EU and Japanese Authorities to discuss issues of common interest and how the EU and Japan can take advantage of the new partnership created by the EPA and SPA to address current global challenges and future opportunities. Likely discussion topics include: how to build on the EPA; SMEs; cooperation on climate issues; digital economy; Brexit; bilateral EU-Japan investment and investment cooperation in third countries; sustainable financing; circular economy; and regulatory co-operation. The annual meeting will also formally adopt the BRT's annual recommendations to the EU and Japanese Authorities. A brief report on the annual meeting will be published in June's newsletter. ➔ <https://www.eu-japan-brt.eu/>

### **STATEMENT FROM EU-JAPAN BUSINESS ON THE ENTRY INTO FORCE OF THE EU-JAPAN EPA**

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

On 1 February, the EU-Japan Business Round Table issued the following statement to mark the entry into force of the EU-Japan Economic Partnership Agreement. "A New Era for the EU and Japan Starts Today"

"The EU-Japan Business Round Table (BRT) welcomes today's entry into force of the EU-Japan Economic Partnership Agreement (EPA). The EPA will revolutionise the EU-Japan relationship; underscore free, fair and rules-based trade; facilitate trade investment; create new possibilities for growth and cooperation; develop new, high-level standards; benefit consumers; and have a positive impact on wider society.

"In 2007, the BRT called for an Authority-led taskforce supported by business to explore the feasibility of an enriched EU-Japan economic agreement. The BRT has encouraged and welcomed every step in the journey, and congratulates the EU and Japanese negotiators on their commendable and unceasing efforts to achieve a comprehensive, ambitious, and mutually-beneficial high-level Agreement that will serve as a blueprint for future agreements.

"Encompassing 37% of global trade, the EPA sends a strong message that stands for the rejection of protectionism and against market-distorting measures, whilst showcasing the benefits of openness, multilateralism, level playing fields, and inclusive societies. The BRT is convinced that the EPA, and other multilateral agreements such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), further strengthen the case for free and fair trade. "This Agreement must be regarded as a 'living agreement' that advances and reinforces regulatory convergence, creates new opportunities for partnerships in key sectors such as circular economy and digital economy; enhances cooperation in international standards; reduces non-tariff measures; and furthers cooperation and establishment of frameworks for joint investment in third countries where EU and Japanese companies increasingly operate.

"In order for the EPA's potential to be achieved, companies of all sizes – including SMEs – must also be aware of the existence of, provisions within, and opportunities presented by the EPA. Public and private stakeholders must raise awareness of the Agreement and its inherent benefits.

"The BRT will closely follow the application of the Agreement, will continue to submit its recommendations to the EU and Japanese Authorities, and would be pleased to offer its voice to the EPA's various bodies and civil society dialogues.

"The BRT is confident that the EU-Japan Economic Partnership Agreement heralds a new EU-Japan relationship, and looks forward to representing the voice of business and industry in advancing this landmark Agreement."

## EPA HELPDESK FOR EU SMES

### TO TAKE FULL ADVANTAGE OF THE EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT

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

The "EPA Helpdesk" answers EPA-related queries, organises webinars and publishes information packs each of them composed of a factsheet and/or practical guide covering a specific topic or sector.



## EPA PUBLICATIONS

The following chapters are already covered by publications available online on: <https://www.eubusinessinjapan.eu/tags/epa-helpdesk-publication>

- Public Procurement
- Geographical Indications (GIs)
- Dairy Products
- Meat products
- Wine
- Beer & Spirits

## NEXT EPA HELPDESK WEBINARS

- 9 April 2019: Wine, Spirits and Beers
- 7 May 2019: Geographical Indications (GIs)
- 21 May 2019: Dairy Products
- 11 June 2019: Meats
- 18 June 2019: Processed agricultural products (PAPs)

Go to: <https://www.eu-japan.eu/epa-helpdesk> to register.

## USEFULL LINKS

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

Market access database: [http://madb.europa.eu/madb/fta\\_japan\\_overview.htm](http://madb.europa.eu/madb/fta_japan_overview.htm)



### GEOGRAPHICAL INDICATIONS

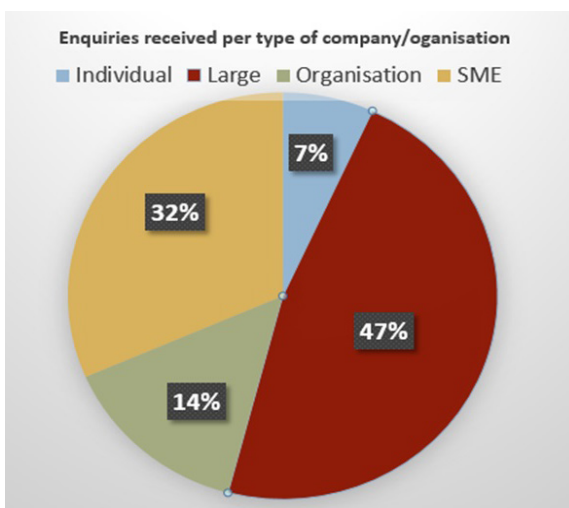
#### PRELIMINARY REMARKS

- The aim of the Factsheet is to explain to EU exporters of products protected by EU geographical indications (GIs), the opportunities offered by the EU-Japan Agreement for an Economic Partnership (EPA) as regards such protection in Japan.
- The complete text of the EPA, and Annexes, incorporating the Articles on GIs, can be found on the following website of the European Commission: <http://trade.ec.europa.eu/doclib/press/index.cfm?id=1684>. The list of EU and Japanese GIs, protected under the Agreement is in Annex 14-B.



## EPA HELPDESK STATISTICS

Since its creation early 2019, the EPA helpdesk managed by the Centre received (as of 14/2/2019) a total of 146 enquiries originated from 121 entities located in 19 different countries.



Japan leads with 21% of the enquiries. In Europe, the top 4 enquiring countries are the UK (16%) the Netherlands (12%), Germany (11%) and Belgium (10%). Out of 146 enquiries, 47% were from large companies, followed by 32% from SMEs, 14% from organisations and 7% from individuals (students, independent consultants).

### RULES OF ORIGIN & TARIFFS

The main topics covered are "Rules of Origin" with 38% of enquiries and tariffs with 29%. Whereas 22% of enquiries deal with various topics (date of entry into force, technical explanation...). Public procurement covered 11% of enquiries mainly requests for the held webinar presentation (<https://www.eubusinessinjapan.eu/issues/economic-partnership-agreement/epa-public-procurement>).

38% of enquiries are related to goods flows from Japan to the EU, followed by the 32% EU-Japan flows of goods. For 27% the flows of goods have not been defined.

## CLOSER COOPERATION WITH TRADE PROMOTION ORGANISATIONS

Enabling closer cooperation among the Japan-based Trade Promotion Organisations (TPOs) of the EU Member States. Mirroring the meetings of the Member States Trade Promotion Organisations organised regularly by DG GROW in Brussels, the EU-Japan Centre for Industrial Cooperation proposed early February to do the same “on the ground” in Tokyo.



The objective is the same: sharing information and know-how, enabling cooperation and stimulating synergies. This initiative has been encouraged by the recent launch by 12 TPOs from several Member States of a structured “European Trade Promotion Organisations Association” (ETPO see founding Member TPOs below) to work better together. A useful initiative that TPOs from other Member States may wish to join in the future.

The feedback received so far from many TPOs Representatives in Japan, e.g. BusinessFrance, ICEX, Flanders Investment & Trade, AWEX, ICE, AICEP, AHK... is particularly encouraging. The idea is to organise 2 or 3 meetings per year. The first one will take place in March 2019.

### INFORMING, GUIDING AND STIMULATING EUROPEAN SMEs

One of the key topics to be discussed is likely to be the implementation of the EU-Japan Economic Partnership Agreement. Informing, guiding and stimulating European SMEs to take advantage of the Agreement is an objective shared by all TPOs. The Centre is also contributing with the EPA helpdesk recently put in place, as well as other activities such as the public procurement helpdesk or the tech transfer and IP helpdesk. The Centre is already having regular contacts with Member States TPOs but it is usually done on a bilateral basis. These useful bilateral discussions will be maintained, but, in addition, regular discussion with – hopefully – all TPOs interested will enable scaling up discussions and synergies, regarding e.g. business missions, fairs, intelligence reports on opportunities in Japan for European business, and overall to ensure that all TPOs are well aware and can benefit from the activities of the EU-Japan Centre for Industrial Cooperation. Last but not least, the Centre works on this initiative in close cooperation with the EU Delegation to Japan and the Commission services (DG GROW) in Brussels.

➔ <https://www.eu-japan.eu/news/closer-cooperation-trade-promotion-organisations>

## COLLABORATION WITH THE EUROPEAN DEMOLITION ASSOCIATION

### FOR A CONFERENCE ON 24 MAY

The EU-Japan Centre for Industrial Cooperation is partnering with the European Demolition Association (EDA) to organise a conference on 24 May at the Delegation of the European Union to Japan.

This conference will mark the end of the EDA Study Tour which will take place from 19 to 24 May in different cities in Japan (Tokyo, Osaka, Kobe and Hiroshima, among others). The conference will allow Japanese and European government representatives, EDA members and Japan Demolition Contractors Association (JDCA) members to meet and exchange knowledge and experiences. The EDA delegation (made up of managers or experienced personnel that are EDA members or partners) will visit major industry players in Japan (HITACHI, NKP, OKADA, KOBELCO, KOMATSU and CATERPILLAR) to meet professionals and observe demolition, decommissioning and C&D waste recycling practices.

➔ <https://www.europeandemolition.org/events/special-activities/japan2019> (see also on page 21)

## A HELPDESK

### FOR EU-JAPAN REGIONAL COOPERATION IS IN PREPARATION

As stressed by several European and Japanese regions last November at the seminar organised by the Centre in Tokyo (<https://www.eu-japan.eu/events/cooperation-between-european-and-japanese-regions>), **region-to-region cooperation is an effective means for bringing dynamism to regional economy.**

The helpdesk for EU-Japan regional cooperation will focus on industry (in particular SMEs), trade (in particular the EPA implementation), investment and co-financing of industry projects, research and innovation, tourism, and people mobility. The EU-Japan Centre expects the platform to include regions, clusters and prefectures, including European networks of clusters and regions.

The helpdesk will provide relevant information and guidance on existing EU and Japan programmes and funding, as well as identify best practices, needs and expectations from European and Japanese regions, clusters and prefectures to stimulate and facilitate new regional partnerships and develop further the existing ones. Different types of regional partnerships could be explored such as cooperation between one region / cluster in Europe and one prefecture / cluster in Japan, cooperation between a network of regions / clusters in Europe and one prefecture / cluster in Japan, and Europe-Japan region-to-region cooperation targeting regions / clusters in third countries, such as in South East Asia, Latin America or Africa.

### THE CENTRE PLANS TO PUT IN PLACE THIS HELPDESK IN 2019.

Should you be interested in being kept informed when the helpdesk will be launched, feel free to contact: [Fabrizio.mura@eu-japan.gr.jp](mailto:Fabrizio.mura@eu-japan.gr.jp)

## COPERNICUS CLIMATE CHANGE (C3S) SEMINAR



On the occasion of the visit of Dr Jean-Noël Thépaut, Director, Head of Copernicus Climate Change Service (C3S), The European Centre for Medium-Range Weather Forecasts (ECMWF), and the EU-Japan Centre for Industrial Cooperation organised a presentation about ECMWF's activities to implement C3S on 17 January, 2019.

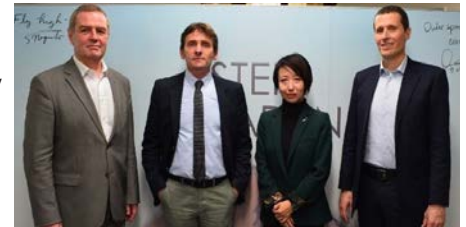
### OUTCOMES FROM THE EVENT

The Centre received 20 participants including the government of Japan (METI, JAXA), Member States (Science Attaché of French Embassy), industry associations (Japan Space Systems), local space-tech company focusing on remote sensing (Kokusai Kogyo) and so on.

Following Dr Philippe de Taxis du Poët's opening remarks, Dr Jean-Noël Thépaut delivered a presentation providing an overview of C3S and showed its capabilities for downstream exploitation, such as energy. Dr Thépaut encouraged access, use and sharing of Copernicus information from Japan since the Copernicus data policy promotes C3S on a full, free and open basis. Considering the active interactions between the speaker and participants during the Q&A session and free discussions after the event, the event was successfully concluded.

It created a good synergy with the Long Term Climate Change seminar organised which was held at the delegation in the afternoon on the same day to improve awareness on EU's effort toward Climate Change. The topic was mutually complementary and some participants of C3S seminar also attended the afternoon seminar.

➔ <https://www.eu-japan.eu/events/copernicus-climate-change-service-c3s>



from left to right: Philippe de Taxis du Poët, Jean-Noël Thépaut, Rika Saito, Fabrizio Mura

## PAST SEMINARS' REPORTS RELEASED

The EU-Japan Centre released two reports on seminars organised last November.

### COOPERATION BETWEEN EUROPEAN AND JAPANESE REGIONS

The objective of the seminar was to highlight examples of region-to-region cooperation to identify best practice and share experience with European and Japanese regions interested to engage in partnerships and cooperation related to industry, trade, investment and innovation.

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

### RECENT DEVELOPMENTS IN EU AND JAPANESE IP AND PRIVACY LAW

The seminar offered an update as to how the European Unitary Patent system is expected to get into force in the first half of 2019, making the protection of inventions in Europe simpler and better while enabling inventors to protect their invention in EU countries by submitting one single patent application.

<https://www.eu-japan.eu/events/recent-developments-eu-and-japanese-ip-and-privacy-law>



### OTHER SEMINAR REPORTS:

➔ [https://www.eu-japan.eu/library?search\\_title\\_body=&field\\_tags\\_tid=&field\\_publication\\_type\\_tid%5B%5D=13](https://www.eu-japan.eu/library?search_title_body=&field_tags_tid=&field_publication_type_tid%5B%5D=13)

## JTPP HELPDESK: SURVEY ON THE EPA IMPACT AND GOVERNMENT PROCUREMENT IN JAPAN

The EU-Japan European Partnership Agreement (EPA) also includes mutual commitments with regard to further opening government procurement.

The Japan Tax & Public Procurement (JTPP) Helpdesk, which supports EU SMEs in their endeavours in the Japanese government procurement market, is currently conducting a survey among Japanese government entities as to how they are dealing with the new commitments brought forward by the EPA. Of particular interest here will be how new government entities which were added under the framework of the EPA, such as 'core cities' are dealing with the new provisions.

In January, close to 1,000 government officials and departments in charge of public procurement in Japan were approached by the joint management of the Centre for a survey with questions regarding their arrangements to promote participation by foreign companies in competitive tender procedures and the impact of the EPA on their activities.

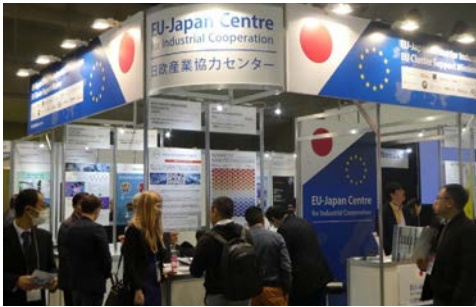
At the beginning of February more than 220 responses were returned, which will enable JTPP Helpdesk to get a better grasp of the state of affairs within the Japanese government with regard to the government procurement and the EPA and support EU SMEs accordingly. The results of the analysis are expected to be presented soon in March.

➔ <https://www.eu-japan.eu/government-procurement>

➔ <https://www.eu-japan.eu/epa-helpdesk>



## 18 EU COMPANIES PARTICIPATED IN THE CENTRE'S **NANOTECH MISSION TO JAPAN**



18 European companies, among which 16 SMEs, participated in a Cluster SME support mission to Japan organised by the EU-Japan Centre for Industrial Cooperation in the field of nanotechnology from 28 January to 1 February 2019.

The programme included 2 days of visit and matchmaking in Sendai in Miyagi Prefecture and 3 days of joint exhibition at "nano tech 2019 - The 18th International Nanotechnology Exhibition & Conference".

On invitation by the Miyagi Prefectural Government, the group of European companies visited 2 departments of the renowned Tohoku University, the Micro System Integration Centre ( $\mu$ SIC) and the Advanced Institute for Materials Research (AIMR). A networking reception with different stakeholders from Miyagi Prefecture closed the first day.



The matchmaking event on the following day was opened by Miyagi Governor Yoshihiro Murai and the EU-side General Manager of the EU Japan Centre, Philippe de Taxis du Poët, who both signed a Memorandum of Understanding (MoU).

During the matchmaking event, 62 meetings were held between 21 company representatives from 8 EU Member States and 20 Japanese companies mostly from Miyagi Prefecture. "Our experience in Sendai was very positive" said Antonio Onteniente, CEO of the Barcelona-based company Advanced Nanotechnologies, a provider of innovative antifog-coatings and other applications based on high quality nano-materials. "We had had very productive meetings and, together with the visit at Tohoku University, we gained good insights about the ecosystem in Miyagi."

During the remaining 3 days, the participants exhibited in a joint stand organised by the EU-Japan Centre for Industrial Cooperation at the nano tech Exhibition in Tokyo, the world's largest exhibition in the field. Many visitors arrived with detailed questions about certain technologies and interpreters at the booth helped out in the communication with Japanese visitors. Posters and promotion material in Japanese had been prepared by the Centre.

A matchmaking scheme at the exhibition as well as an evening reception brought additional opportunities for networking.

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

## **MOU BETWEEN MIYAGI'S PREFECTURE AND THE EU-JAPAN CENTRE**



The MoU between the EU-Japan Centre and Miyagi's Governor Murai is emphasising the will of both parties for further cooperation, with a special focus on nanotechnologies.

Home of Tohoku University -one of Japan's top Universities in Materials Science, Physics and Pharmacology- Miyagi Prefecture continues to strengthen its profile through attracting a Philips Co-Creation Center (CCC) for healthcare as well as through a project for a next generation synchrotron research facility.

For the EU-Japan Centre for Industrial Cooperation, this MoU marks another step in the Centre's effort to foster cooperation with regions in Japan and to promote cooperation between Clusters and regions in Europe and Japan. A similar MoU has been signed with Osaka Prefecture in October 2018.

## **NEXT MISSIONS**

The nanotechnology mission is one of currently 3 annual missions organised by the EU Japan Centre for Industrial Cooperation for EU Clusters and their SME members. Other missions are organised in the field of biotechnology and ICT.

➔ <https://www.eu-japan.eu/business-missions-japan>

## CALL FOR APPLICATIONS

The Centre is currently inviting EU Clusters and SMEs to apply for its forthcoming missions to Japan

### BIOTECH MISSION TO JAPAN

- **Mission dates: 8 – 11 October 2019**
- **Application deadline: Thursday, 23 May 2019**

The biotech mission is now heading toward its 7th edition. Mission participants will be able to:

- Exhibit at the “BioJapan” Expo in Pacifico Yokohama
- Gain knowledge about the market structure, sector analysis, business policy
- Identify relevant key contacts (decision makers, R&D centres, business partners)
- Establish relationships with potential partners (trade and technology) in the Global Biotechnology Industry

In addition during this 4-day mission EU clusters and SMEs will have the opportunity to meet/discuss with Japanese companies during a matchmaking event organised in Osaka one day before “BioJapan” Expo (<http://www.ics-expo.jp/biojapan/en/>).

APPLICATION FORM: <https://www.eu-japan.eu/biotech-2019-application-form>

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

**Feedback from JULIEN LE GAL**, Business Development Manager, at Chelatec / Atlanpole Biotherapies, France

➔ <https://www.atlanpole.fr>

Attended the Biotech Mission in 2018

*“The Biotech Mission organised by the EU-Japan Centre for Industrial Cooperation was a perfect opportunity for us to really discover potential business opportunities of the Japanese market.*

*Briefings proposed before the mission were really perfect to understand cultural differences and to learn required information for the journey. I really appreciated the overall good organisation of this mission and the booth proposed during the event.*

*The translated poster was also really valuable and helpful to engage discussion with visitors. I also highly appreciated the availability at the booth of the 2 people in charge of translation: they really helped to initiate discussions with new contacts that I hope will now go further. So this mission should help our company in increasing upcoming projects to be potentially performed in 2019.”*

### ICT MISSION TO JAPAN 2019

- **Mission dates: 19 – 22 November 2019**
- **Application deadline: Thursday, 20 June 2019**

This 4-day mission includes 1-day business matching event (fully organised by the Centre) and 3-day (free) exhibition space at the “Embedded Technology & IoT Technology 2019” (<http://www.jasa.or.jp/expo/english/>) in Yokohama.

#### PREFERRED PROFILE

EU SME and EU Cluster operating in Edge Technology, Embedded Technology (ET), IoT Technology (Full exhibition profile: <http://www.jasa.or.jp/expo/english/about/concept.html>)

#### APPLICATION FORM

<https://www.eu-japan.eu/ict-2019-application-form>

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

**Feedback from STEINN GUSTAFSSON**, Director/ Principal Engineer at Chevin Technology Limited, UK ➔ <http://chevintechnology.com>

Attended the ICT mission in 2018

*“I found the mission to be most helpful in developing a deeper understanding of the Japanese business culture. The pre-departure briefings were useful, it was great that I could print off the practical parts (maps, train line directions etc.). I enjoyed having access to the booth, and working alongside other European SMEs, although this could get too crowded when more than a few exhibitors in our booth had potential customers. It was useful to share common experiences about dealing with Japanese businesses and culture with other exhibitors. I didn't get any new promising leads, however, being at the exhibition gave me the opportunity to meet with potential partners I had been in contact with before the event. Chevin Technology's participation in this event has furthered our objective of finding partners in Japan by creating a more personal relationship (essential to the conclusion of any contract in Japan!) between us and the companies we wish to partner with. We will need to visit Japan again to conclude business contracts.”*



## A CALL TO FORMER MISSION PARTICIPANTS

We hope that our services helped you implement your business project in Japan.

Should you be seeing the first shoots or the final fruit of your efforts on the Japanese market. **Your story is important !**

**Please let us know!** And feel free to contact the Centre at: [office@eu-japan.eu](mailto:office@eu-japan.eu)

## GOOD PERFORMANCE OF EEN JAPAN



The Enterprise Europe Network (EEN) is the world's largest business support network comprising 600 organisations in over 60 countries. More than 3,000 experts support businesses to innovate and grow internationally. The EU-Japan Centre for Industrial Cooperation is the EEN Member in Japan.

### Business Support on Your Doorstep

The Centre achieved or overshot all targets set for 2018 with the organisation of 823 face-to-face meetings between Japanese and European companies. Moreover, 143 expressions of interest were triggered by Japanese and European businesses for commercial & technology partnership proposals published in the EEN's Virtual Market Place. In 2018, the Centre further increased the number of business deals and technology transfer agreements (incl. contributions to advisory services outcomes) established between Japanese and EU companies. An increasing number of European EEN partners flag the Centre as contributor to advisory services, which they delivered to European businesses throughout 2018.

The workshops/trainings offered by the Centre raised interest among EU EEN partners and their company clients, with 22 cross-cultural workshops on how to do business in Japan with EEN partners organised in various EU Member States. The Centre generates also useful synergies between EEN and the other services offered by the Centre. This clearly indicates the added value the Centre brings to the Enterprise Europe Network.

## WORKSHOPS ON JAPANESE BUSINESS CULTURE IN THE EU

The EU-Japan Centre in collaboration with partners of Enterprise Europe Network (EEN) will be conducting several workshops on Japanese Business Culture in the next couple of months.

On 21 February, the workshop on Japanese business realities was organised in Gdansk, Poland, followed by a workshop in Vilnius, Lithuania on 28 February.



### FORTHCOMING WORKSHOPS

An additional workshop will be organised on 27 March in Sofia, Bulgaria in cooperation with and strong support of EEN partners as local host organisations.

Due to an increasing demand of such initiatives, more cross-cultural events are foreseen in numerous cities, including: Palermo, Ponta Delgada, Debrecen, Rijeka, Potsdam, Dusseldorf, Tallinn, Santander, Santa Cruz de Tenerife, Florence and many more in the following months.

### EPA HELPDESK PRESENTATION

In addition to informing local SMEs on the Japanese business culture and available support services offered by the EU-Japan Centre, the EU-Japan Economic Partnership Agreement (EPA) and its potential benefits will be introduced as well as a brief presentation on how to use the European Commission's Market Access database (MADB) (<http://madb.europa.eu/madb/indexPubli.htm>) in relation to the latter agreement.

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

<b>Japan</b>	<b>1146</b>	<b>823</b>	<b>143</b>		<b>22</b>
	Services provided to companies and start-ups <sup>2</sup>	Face-to-face meetings organised between businesses <sup>3</sup>	Expressions of interest in Virtual Market Place triggered by companies <sup>4</sup>		International Business deals / Technology transfer agreements established <sup>5</sup>

## A CONCRETE EXAMPLE

With the support of the EEN Japan, a premium Hungarian software development company successfully entered the Japanese market. The Budapest based company provides tailor-made IT solutions to clients. The executive staff of the Hungarian company attended managerial training organised by the Centre and participated in an ICT-related trade mission part of the official EEN calendar. During the ICT mission, they were able to exhibit at a dedicated IT trade fair in Tokyo, and got acquainted to potential new Japanese business partners such as a Tokyo-based company providing innovative internet solutions in mobile internet engineering. Most recently, both companies have been collaborating in the development of innovative new products.

➔ <https://www.eu-japan.eu/news/good-performance-een-japan>



## NEWS FROM THE MINERVA FELLOWSHIP PROGRAMME

# MINERVA

## EU-JAPAN FELLOWSHIP

**Paul van der Plas** works on exporting to Japan, a challenging undertaking and one accompanied by an abundance of concerns and considerations. An effective marketing strategy is one of such concerns. While an exporter can do a lot to adapt the product or service to the local market as best as possible, there are some aspects out of his/her control. The image of the origin country, and the effect it has on the buying behavior of the local consumers, is a good example of one of these 'external' aspects. Research has shown, the "Made in ...." labels found on product, to have a significant effect on consumers' decision making. Even more interesting, research even suggests that this 'Country-of-Origin Effect' as it is called, is even more pronounced in Japan than it is in most Western countries. This means that one's origin can be a valuable marketing attribute. In order to give European SME's a better understanding of how their origin can affect their success in the Japanese market, and how to benefit most from their country's image, this report will rely on both secondary and primary sources to thoroughly explain the concept and offer a set of detailed recommendations depending on origin and field of business.

**Helen Tung** works on a particularly creative and innovative research concerning the NewSpace (1) sector in Japan and the potential for collaboration between EU and Japan New-Space start-ups. This will include a Haiku competition (2) to reach out to the public with a view of inspiring them to consider space, the theme being "Improving Life on Earth as in Space" for promoting NewSpace collaboration, by inviting artists, businesses and investors.

(1) <https://newspace2060.com/>

(2) <https://newspace2060.com/2019/01/23/eu-japan-newspace2060-international-illustrated-haiku-competition-2019/>

**Julien Lemaitre** works on the implementation of the EU-Japan Economic Partnership Agreement which entered into force on 1 February 2019. As of this date, the largest free trade economic zone in the world connecting more than 600 million people, liberalising exports and imports on more than 99% of their trade and covering 21.7% of world GDP has been created. Julien specifically focuses on explaining how importers of European goods can make use of the EPA. Although these economic agents will be crucial for the success of the EU-Japan Economic Partnership Agreement as they are the people that take care of the administrative process necessary to obtain preferential treatment for the imported goods, they do not always have clear information at their disposal. Recognising this fact, Julien's Minerva Fellowship will result in the publication of an easy to understand and concrete manual detailing what steps importers must undertake to benefit from the EU-Japan Economic Partnership Agreement.

Have a look on the past sessions and reports

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

## JAPANESE INDUSTRY AND POLICY NEWS



### JANUARY 2019 ISSUE IS AVAILABLE NOW

The EU-Japan Centre in Tokyo regularly publishes "Industry and Policy News" from various Japanese language sources of potential interest, including newly released policy documents, surveys, and official statements, in the context of EU-Japan industrial cooperation.

<https://www.eu-japan.eu/publications/january-2019-japanese-industry-and-policy-news>

### AMONG OTHER TOPICS:

- METI grants first approval to Fukuoka city's plan for managing and supporting business start-up activities by foreign entrepreneurs
- METI holds explanatory meeting on the new system for acceptance of foreign human resources in the manufacturing industry
- METI State Minister signed agreement with the Boeing company on cooperation in aircraft technology
- METI Kansai launched passenger drone development project
- International tourist tax introduced in January
- METI released a summary report on the fifth EU-Japan CSR WG
- METI released IAEA final report on fourth review of Fukushima decommissioning

➔ <https://www.eu-japan.eu/newsletter>

## PRACTICAL INFORMATION ON JAPAN

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

To get access to this information, register on:  
<https://www.eubusinessinjapan.eu/user/register>

## LATEST REPORT RELEASES

The EU-Japan Centre recently released the following reports.

For the full list of reports, go to: <https://www.eubusinessinjapan.eu/library/publications>

### BLOCKCHAIN IN JAPAN

The report aims to map out the current progress of Japan in this promising market. While Blockchain technology is still in an incubation stage — with only 10 years since its inception — Japan is taking ambitious steps to become a world-wide leader. The lack of local ventures in the Blockchain scene opens a rich landscape of business opportunities for EU companies in multiple industries. During the elaboration of this report, the author received many interest manifestations from Japanese companies to collaborate with European counterparts in a variety of sectors, specially finance but also others like food traceability, education or cryptocurrency mining. Additionally, also Japanese public institutions showed interest in learning from the EU regarding regulating cryptocurrencies

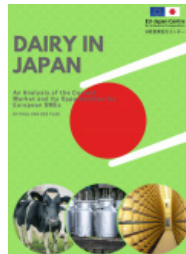
➔ <https://www.eu-japan.eu/publications/blockchain-japan-minerva-fellowship>

### ALL ABOUT STARTING A BUSINESS IN JAPAN

This report is the updated version of a previous report published in 2013. It examines the new Japanese legislative requirements that EU SMEs should know when starting a venture in Japan. It discusses the revision of the Companies act of Japan and the takes a close look at the important points that can impact the establishment of a company in Japan.

➔ <https://www.eubusinessinjapan.eu/library/publication/all-about-starting-a-business-in-japan-version-2018>

### DAIRY SECTOR IN JAPAN



The research comprised of a comprehensive analysis of the current Japanese dairy market and the role of EU exports within it. The report is offering a detailed

insight into domestic production, imports, related industries and relevant market characteristics. The report is also providing a basic understanding of the degree to which EU dairy exports to Japan are covered by the recently signed Economic Partnership Agreement.

➔ <https://www.eu-japan.eu/publications/dairy-japan>

### THE JAPANESE MARKET OF SINGLE-USE PLASTIC PRODUCTS AND POTENTIAL SUBSTITUTES

Marine pollution from plastic waste is a growing concern that is attracting more and more attention. Japan is a world leader producer and consumer of plastic and disposable products, and its shores are sensitive to marine pollution. Recently, the country shared its conviction that marine pollution is not a problem that can be solved by one country alone but requires international collaboration, particularly with developing countries.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-the-japanese-market-of-single-use-plastic-products-and-potential-substitutes>



### SOLAR ENERGY, ENERGY STORAGE AND VIRTUAL POWER PLANTS IN JAPAN

The report begins by explaining the framework that caused the evolution of the energy market in Japan, mainly the Great East Japan Earthquake and the Paris Agreement. The main chapters focused on the photovoltaic solar market, the energy storage market and the virtual power plants market in Japan, with an introduction to the current situation of each of them worldwide.

➔ <https://www.eu-japan.eu/publications/solar-energy-energy-storage-and-virtual-power-plants-japan-minerva-fellowship>

### HOW TO OPEN A REPRESENTATIVE OFFICE IN JAPAN



This report gives comprehensive and practical step-by-step guidelines for EU-based small-and medium-sized enterprises (SMEs) that are considering how to

invest and open a representation / representative office in Japan. It outlines the strategic context for making such investment decisions, detailing reasons – why and why not – EU-based SMEs should consider entering Japanese markets in this way.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-how-to-open-a-representative-office-in-japan>

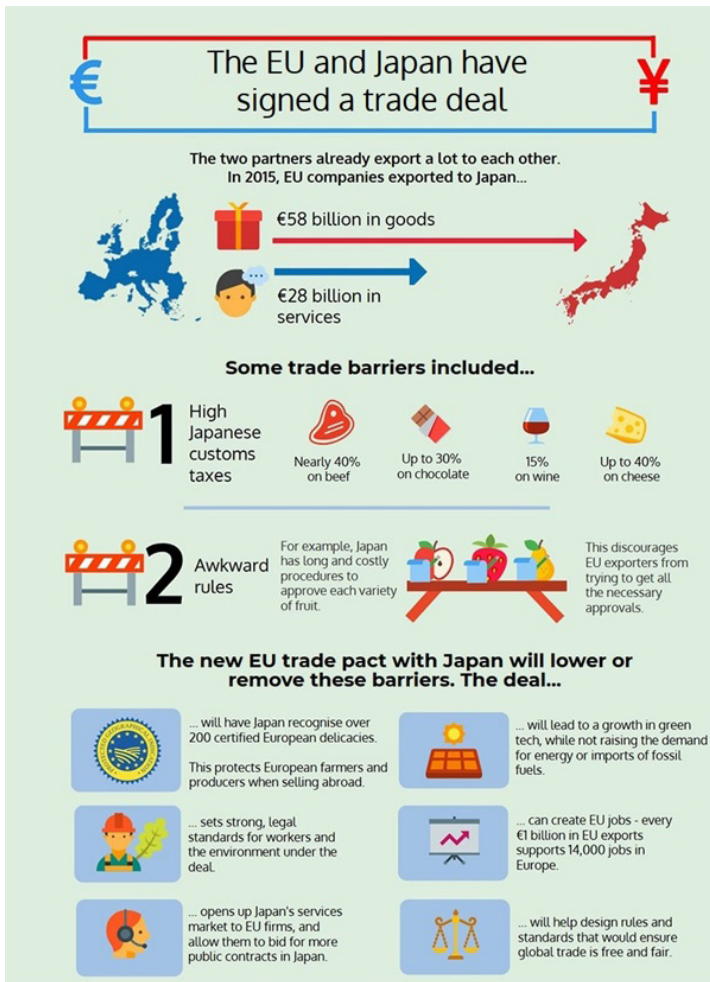
## EU-JAPAN TRADE AGREEMENT ENTERS INTO FORCE

The Economic Partnership Agreement (EPA) between the EU and Japan entered into force on 1 February 2019. Businesses and consumers across Europe and in Japan can now take advantage of the largest open trade zone in the world.

The Economic Partnership Agreement removes the vast majority of the €1 billion of duties paid annually by EU companies exporting to Japan. Once the agreement is fully implemented, Japan will have scrapped customs duties on 97% of goods imported from the EU.

The agreement also removes a number of long-standing non-tariff barriers, for example by endorsing international standards on cars. It will also break down barriers for key EU food and drink exporters to 127 million Japanese consumers and will increase export opportunities in a range of other sectors. Annual trade between the EU and Japan could increase by nearly €36 billion once the agreement is implemented in full.

The EU and Japan have agreed to set ambitious standards on sustainable development, and the text includes for the first time a specific commitment to the Paris climate agreement.



Source: European Commission

Full text on [http://europa.eu/rapid/press-release\\_IP-19-785\\_en.htm](http://europa.eu/rapid/press-release_IP-19-785_en.htm)

## EUROPEAN COMMISSION ADOPTS ADEQUACY DECISION ON JAPAN, CREATING THE WORLD'S LARGEST AREA OF SAFE DATA FLOWS

On 23 January 2019, the Commission has adopted its adequacy decision on Japan, allowing personal data to flow freely between the two economies on the basis of strong protection guarantees. This is the last step in the procedure launched in September 2018, which included the opinion of the European Data Protection Board (EDPB) and the agreement from a committee composed of representatives of the EU Member States.

Together with its equivalent decision adopted by Japan, it will start applying as of 23 January 2019. Věra Jourová, Commissioner for Justice, Consumers and Gender Equality said: "This adequacy decision creates the world's largest area of safe data flows. Europeans' data will benefit from high privacy standards when their data is transferred to Japan. Our companies will also benefit from a privileged access to a 127 million consumers' market. Investing in privacy pays off; this arrangement will serve as an example for future partnerships in this key area and help setting global standards." The key elements of the adequacy decision, which complements the EU-Japan Economic Partnership Agreement ([http://europa.eu/rapid/press-release\\_IP-18-6749\\_en.htm](http://europa.eu/rapid/press-release_IP-18-6749_en.htm)), include a set of rules (Supplementary Rules) that will bridge several differences between the two data protection systems, assurances regarding safeguards concerning the access of Japanese public authorities for criminal law enforcement and national security purposes, and a complaint-handling mechanism for complaints from Europeans regarding access to their data by Japanese public authorities.

A press release, a Q&A, a statement as well as a factsheet are available online.

Source: European Commission

[http://europa.eu/rapid/press-release\\_IP-19-421\\_en.htm](http://europa.eu/rapid/press-release_IP-19-421_en.htm)

## EU-JAPAN STRATEGIC PARTNERSHIP AGREEMENT

The new Strategic Partnership Agreement (SPA) is the first-ever bilateral framework agreement between the EU and Japan. The Agreement's primary role will be to serve as the charter defining and undergirding the overall relationship.

The Agreement sets out an overarching framework for enhanced political and sectoral cooperation as well as joint actions on issues of common interest, including on regional and global challenges.

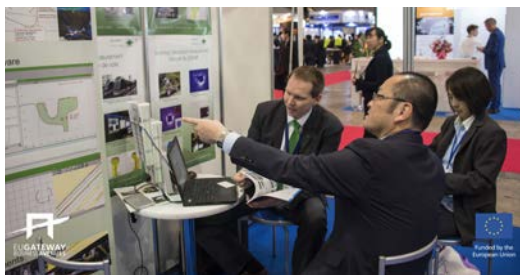
At the core of the Strategic Partnership Agreement is a shared commitment to strengthen the rules-based global order and enhance global governance. The Agreement shows a strong joint commitment to defend multilateralism, the rule of law, democracy, respect for human rights, open markets, free and fair trade - key values which should form the basis of the international order. The Agreement will set the stage for increasing consultation and coordination in multilateral fora.

**Full text on:** [https://eeas.europa.eu/delegations/japan/57491/eu-japan-strategic-partnership-agreement-spa\\_en](https://eeas.europa.eu/delegations/japan/57491/eu-japan-strategic-partnership-agreement-spa_en)

Source: Delegation of the European Union to Japan

## EUROPEAN COMPANIES ON TRACK TO SUCCESS IN JAPAN: COMBINE EU SUPPORT WITH EPA

Not only the EU-Japan Economic Partnership Agreement (EPA) allows businesses from Europe and Japan to take advantage of the largest open trade zone in the world. European companies can have an extra edge with EU Gateway | Business Avenues, the EU-funded initiative that has helped European companies expand their business into Japan for over 25 years.



This flagship programme by the EU complements the EPA, focusing on many of the key areas covered by the agreement. Among those, procurement in the railway sector appears to provide solid opportunities for European companies. As Japan is constantly on the lookout for solutions to

improve its transportation system, European companies offering advanced technologies have room to thrive on the market. More specifically, demand is high for safety technologies and systems for high speed and urban railways, energy saving and energy storage technologies, and systems that increase efficiency of railway operation services. With this in mind, EU Gateway | Business Avenues has confirmed a second mission to Tokyo in Railway Technologies & Services (<https://goo.gl/Ackh6U>). Selected European companies will exhibit at Mass-Trans Innovation from 26-29 November 2019 with the support of the EU. The package includes coaching, pre-arranged business meetings, and promotion in Japan.

Green Energy Technologies will be the focus of the EU Gateway | Business Avenues mission to World Smart Energy Week from 24-27 September 2019 (<https://goo.gl/sJhk8X>). This key sector is another match with the EPA, which highlights the tendency towards sustainable development and fight against climate change. European companies offering cost-reduction technologies and products related to self-sustaining power generation facilities are likely to be successful in Japan. Zero Energy Buildings (ZEB) and Zero Energy House (ZEH) are also sought-after. Eligible European companies are encouraged to apply to a market-scoping mission and establish long lasting business collaborations with valuable partners in Japan.

➔ <https://www.eu-gateway.eu>

## ROUND TABLE EVENT

with the Ambassador of the European Union to Japan, Ms Patricia Flor held at the Keizai Koho Centre



On 22 January 2019, the Keizai Koho Centre hosted a round-table discussion event for their member companies where the Ambassador of the European Union to Japan, Ms Patricia Flor, gave a speech on the latest EU economic outlook, the Brexit situation and the EU-Japan Economic Partnership Agreement (EPA). The Ambassador exchanged views with attendees from Japanese industries on trade relations between EU and Japan, including the EU-Japan EPA and the Strategic Partnership Agreement (SPA).

[http://en.kkc.or.jp/news\\_20190122/2350/](http://en.kkc.or.jp/news_20190122/2350/)

## EU-JAPAN ERASMUS+ JOINT MASTER DEGREE CALL FOR APPLICATIONS 2019

In 2019 for the first time Erasmus Mundus opens up to a new partnership model in the form of a joint call EU-Japan. The purpose of the joint call will be to select excellent consortia of European and Japanese universities to develop highly integrated joint master programmes and offer scholarships to students. Mobility of students and scholars between the EU and Japanese universities involved in projects will be a key feature of the action. The partnership will indicatively co-fund around 3 joint masters which will foster innovation and excellence in the European and Japanese higher education areas.

Source: Euraxess

<https://euraxess.ec.europa.eu/worldwide/japan/call-proposals-mexterasmus-co-funded-joint-master-degrees-between-japan-and>

## ENTRY INTO FORCE OF THE AGREEMENT BETWEEN THE EUROPEAN UNION AND JAPAN FOR AN ECONOMIC PARTNERSHIP

The agreement between the European Union and Japan for an Economic Partnership (Japan-EU EPA) entered into force on 1 February 2019.

This agreement will promote the liberalisation and the facilitation of trade in goods and services, and increase investment opportunities between Japan and the European Union. It will also create a framework for economic partnership in a broad range of fields such as electronic commerce, government procurement, competition policy, intellectual property and small and medium-sized enterprises.

It is expected that the entry into force of this agreement will further invigorate the economies of Japan and the European Union and strengthen their relationship.

Japan-EU EPA: <https://www.mofa.go.jp/files/000013835.pdf>

Source: Mission of Japan to the European Union

➔ [https://www.eu.emb-japan.go.jp/itpr\\_en/00\\_000317.html](https://www.eu.emb-japan.go.jp/itpr_en/00_000317.html)

## RESULTS OF 2018 JETRO SURVEY ON BUSINESS CONDITIONS OF JAPANESE COMPANIES IN EUROPE

Between 27 September and 25 October 2018, the Japan External Trade Organization (JETRO) conducted its latest survey on the business conditions of Japanese-affiliated companies in Europe. 763 valid responses were received (84% response rate) out of 908 to whom we sent questionnaires.

### SUMMARY POINTS :

- As the UK leaves the EU, the main concern for both UK and other EU state based Japanese-affiliated companies is "Economic slump in the UK".
- Top concern for UK based companies regarding changes to UK regulation and legislation after Brexit, is "Adjusting the company's internal structure".
- If the UK were to leave the EU with "No Deal", the most common contingency plan cited was "Stockpiling goods".
- In terms of how Brexit has affected business so far, Ireland based companies gave the highest response rate for "Negative Impact". Whereas for future business, the highest response rate for "Negative Impact" came from UK based companies.
- This year the response rate amongst UK based companies for "Positive Impact" from the Japan-EU EPA fell sharply.
- Top issues cited to be potentially problematic when using the Japan-EU EPA, were "In-house system improvements", "Cooperation with supplier/business partners" and "Proof of origin procedures (self-certification)".

The full text is available on JETRO website.

Source: Japan External Trade Organization

➔ <https://www.jetro.go.jp/en/news/releases/2018/Od47da1145bcd4f2.html>

## THE FRAMEWORK FOR MUTUAL AND SMOOTH TRANSFER OF PERSONAL DATA BETWEEN JAPAN AND THE EUROPEAN UNION

On 23 January 2019, the framework for the mutual and smooth transfer of personal data between Japan and the European Union came into force.

The Personal Information Protection Commission of Japan made the decision on 23 January to designate the EU as a foreign country having an equivalent level of personal information protection standards to Article 24 of the Act on the Protection of Personal Information.

The European Commission also adopted an adequacy decision for Japan based on Article 45 of the General Data Protection Regulation on 23 January.

With this framework, the world's largest area of safe and smooth data transfers will be created with more than 640 million people and one third of the world's GDP. In this regard, these decisions complement and enhance the benefits of the Economic Partnership Agreement and contribute to the strategic partnership between the EU and Japan.

The Personal Information Protection Commission  
<https://www.ppc.go.jp/enforcement/cooperation/cooperation/310123>

The European Commission  
[http://europa.eu/rapid/press-release\\_STATEMENT-19-621\\_en.htm](http://europa.eu/rapid/press-release_STATEMENT-19-621_en.htm)

Source: Mission of Japan to the European Union  
[https://www.eu.emb-japan.go.jp/itpr\\_en/00\\_000315.html](https://www.eu.emb-japan.go.jp/itpr_en/00_000315.html)

## JAPANESE DELEGATION FROM FUKUSHIMA AT E-WORLD 2019



E-world energy & water is the leading trade fair for the energy industry.  
E-world 2019 was held on 5-7 February 2019 in Essen, Germany.

E-world energy & water is the place where the European energy industry comes together. Serving as an information platform for the energy sector, E-world is gathering international decision makers in Essen each year.

Prior to E-world, the Japanese delegation from Fukushima had already hosted the 3rd Fukushima – NRW Renewable Energy Seminar at NRW.BANK. Around 70 people attended this special seminar, with which the Fukushima Prefectural Government wishes to create new business opportunities for enterprises in both regions by actively publicising measures and activities to promote introducing renewable energy and clustering related industry in Fukushima.

During E-world energy & water 2019, the Japanese delegation participated with their own booth and held a booth reception where guests could try famous sake from Fukushima.

They also held a NRW-Fukushima energy partnership forum, with following topics:

- "The cornerstones of the successful energy partnership between NRW and Fukushima" by Sophie Orthuber, International Relations, EnergyAgency.NRW
- "The way to becoming a pioneer in renewable energy -Fukushima's challenges" by Shinsuke Kurihana, Deputy Director, Business Creation Division, Fukushima Prefectural Government
- "Overview of Renewable Energy Initiatives in Fukushima" by Yasuhiro Hattori, Managing Director, EnergyAgency.FUKUSHIMA



### THE PARTICIPATING COMPANIES AT E-WORLD WERE:

- Aizu Laboratory, Inc. "Leading company for SmartPlug"
- Anest Iwata Corporation "Expander and Compressor, Heat Utilization energy-saving products presented by Anest Iwata"
- Tohoku Murata Manufacturing Company, Ltd. "Li-ion Battery Manufacturer: Products for Energy Storage System"
- Yamato Sanko MFG. Co.,Ltd. "Yamato Sanko's Biomass Solution: Leading Company for Drying and Heat Treatment Technology"
- Fukushima Renewable Energy Institute, AIST (FREIA) "Overviews of the Program for Promoting Technologies Invented by Industries in Disaster Areas in Tohoku and Industrial Human Resources Development Projects by FREIA"

E-world 2020 will take place 11-13 February 2020.

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

➔ <https://www.e-world-essen.com/en/>

## SPOTTED PUBLICATION

The monthly magazine "Highlighting Japan" is published by the Japanese Government to help readers better understand Japan today. Latest issues topics: January - Japanese NPOs working for change; February - Sharing Japanese literature with the world

Source: Cabinet Office, Government of Japan

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

## REIF FUKUSHIMA 2018

REIF Fukushima 2018 is one of the biggest events in Japan in the field of renewable energies and it was held on 7-8 November last year for promoting the New Energy Society in Fukushima Prefecture.

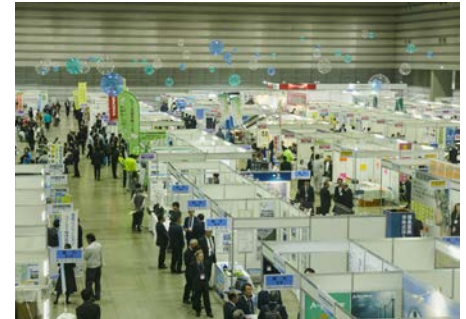


Fukushima Prefecture has ambitious plans when it comes to achieving an energy transition based on renewable and clean energy. The prefecture is currently working on covering the equivalent of 100% of its energy demands from renewable energies by 2040. In addition, Fukushima is also working on building up a Hydrogen Society whose first public appearance will be seen at the 2020 Olympics in Tokyo, sponsoring a fleet of Hydrogen busses.

REIF Fukushima aims to promote and advance the field of renewable energies in Fukushima Prefecture as well as to strengthen cooperation with overseas companies.

REIF 2018 had as many as 7015 visitors, 202 exhibitors and 24 presentations were held. Among the exhibitors were next to the EnergyAgency.NRW with nine companies from Germany, four more from Denmark, as well as an organisation from Belgium and one from the USA.

➔ <http://reif-fukushima.jp/english/>



### INTERNATIONAL SEMINARS AT REIF FUKUSHIMA 2018

- [1] "Danish Companies Challenge for aiming 100% Renewable Energy" by Akiyoshi Hashimoto, Director General of Commerce, Industry and Labor Department, Fukushima Prefectural Government  
Freddy Svane, Ambassador of Royal Danish Embassy in Japan
- [2] "German-Japanese Energy-Business Seminar" by Michael Gessner, Director General of Energy, Ministry of Economics, Innovation, Digitalization and Energy, the State of North Rhine Westphalia
- [3] "Hamburg – European Capital for Wind Energy" by Kolja Harders, Director of Foreign Trade Division, Ministry for Economy, Transport and Innovation, the State of Hamburg

To promote Fukushima as a leading region for a new energy future, REIF Fukushima provides opportunities to exhibit up-to-date technology and information, to participate in the business meetings, and to join networking events for the participants. REIF Fukushima 2019 will be held on 30-31 October 2019.

Application period: 1 April to 1 July 2019

## THE FFPA IS CURRENTLY RECRUITING MEMBER COMPANIES

Manufacturing environments are rapidly changing due to current trends of labour shortages, decreased numbers of skilled workers, diverse customer needs, and intense global competition. To cope with these changes, factories are entering a new stage of evolution, linking people, materials, equipment, and systems via data, and creating new added value from relations between people and technology. The use of wireless communications in factories is essential to handle the increasing flow of data, while supporting flexible operation and management of facilities, and coordinating the work of people and machines.

The Flexible Factory Partner Alliance (FFPA) is promoting the standardisation of a wireless platform called the SRF (Smart Resource Flow) wireless platform. The SRF wireless platform features high reliability to never fail even in congested and dynamic wireless environments, high capacity to accommodate many diverse types of wireless systems, and high maintainability to allow management without IT experts.



FLEXIBLE FACTORY PARTNER ALLIANCE

The milestones of the FFPA's activities are the following:

- Security Guidelines: Spring 2019
- Technical Specifications (Ver. 1): Middle of 2019

FFPA aims to develop an open ecosystem, creating business opportunities for equipment vendors and system integrators, improving convenience for users (operators), and contributing to increased productivity through digitalisation of manufacturing sites. FFPA is currently recruiting new member companies, which will collaborate with us to engage in the standardisation of the SRF platform and the promotion of wireless communication utilisation in factory sites.

Please contact FFPA ([info@ffp-a.org](mailto:info@ffp-a.org)) regarding any interest in membership.

➔ <https://www.ffp-a.org/index.html>

## “BAYERNFORUM” HELD IN TOKYO FOR THE FIRST TIME

In November 2018, eleven Bavarian companies from the automation and digitisation industry presented themselves at the first “BayernForum”.

While some of the participating companies already have their own entity or sales partners in Japan, others wanted to learn more about the Japanese market and their business opportunities. The companies’ products ranged from software, robotics, hydraulics, energy supply, metal processing, cable systems to dosing, and measuring systems.

Some 130 Japanese guests came to JETRO Tokyo on 6 November 2018 in order to collect information on innovative technologies from Bavaria.

The day started off with lectures from Dr Masahiko Mori (President of DMG Mori Co., Ltd.), Claudia Haimer (Managing Director of Haimer GmbH) and Masahiko Suga (President of Magtronics Co., Ltd.) before each of the German companies reported how they use applications of “Industry 4.0” in their own businesses. These case examples were particularly well received by the Japanese audience. There was ample opportunity for networking and personal exchange during the subsequent exhibition.

On the following days, visits to Honda and DMG Mori near Nagoya and to the robotics company OTC Daihen in Kobe were scheduled.



All photos ©Bayern International GmbH



“BayernForum” was initiated and organised by Bayern International, the export promotion agency of the Free State of Bavaria (Germany). The good collaboration with its partners VDMA Bavaria, the Bavarian Representative Office in Tokyo, the Japanese Consulate-General in Munich, the German Chamber of Industry and Commerce in Japan (AHK Japan), JETRO Düsseldorf and the implementing company IMAG resulted in a smooth operation and a well-balanced programme.

Due to the positive feedback, Bayern International will offer a trade fair participation in October 2019 at the machine tool fair MECT in Nagoya. The contacts originally made in Tokyo can be deepened there and will hopefully lead to Bavarian-Japanese collaborations.

➔ <http://www.jetro.go.jp/en> ➔ <http://www.bayern-international.de/en>

## METI AND JETRO EMBARK ON NEW PORTAL WEBSITE “OPEN FOR PROFESSIONALS”

The Ministry of Economy, Trade and Industry (METI) and the Japan External Trade Organization (JETRO) jointly launched a new portal website called “Open for Professionals” (<https://www.jetro.go.jp/hrportal>).

Aiming to facilitate the acceptance of highly-skilled foreign professionals in Japan, this one-stop website will provide reader-friendly information for both foreign professionals, including foreign students currently in Japan, and companies that intend to employ such professionals.

In collaboration with related ministries and agencies, this one-stop website will convey to the public a collection of reader-friendly, well-organized information on: living conditions, employment and business environments; immigration systems; internships, job fairs, seminars and other occasions organized by related ministries and agencies. English translation will be uploaded around April of 2019. Moreover, the website will start providing information on mid-ranking companies and SMEs that are interested in employment of highly-skilled foreign professionals in April 2019, information on universities and colleges in Japan to which foreign students who wish to be employed by companies in Japan belong in July 2019, and provide more information in order to further enhance the usefulness of the website.

Source: Ministry of Economy, Trade and Industry ➔ [http://www.meti.go.jp/english/press/2018/1225\\_001.html](http://www.meti.go.jp/english/press/2018/1225_001.html)





## THE TOKYO METROPOLITAN GOVERNMENT HELD THE ACCELERATOR PROGRAMME “FINTECH / TECH BUSINESS CAMP TOKYO” IN 2018

The Tokyo Metropolitan Government (TMG) is actively working to attract foreign businesses that possess advanced technologies related to FinTech and the Fourth Industrial Revolution, including IoT, big data, and artificial intelligence.

This is with the joint aims of making Tokyo shine as world-acclaimed global financial city, improving Tokyo’s international competitiveness, leading the city to further growth, and promoting transfers of groundbreaking foreign technologies and know-how to Japanese companies. As part of these efforts, the TMG launched their accelerator programme ‘Business Camp Tokyo’ in fiscal year 2017. Last year, they carried out 2 accelerator programmes; FinTech / Tech Business camp Tokyo. Each programme was held in parallel from October to November.



The TMG called for participating foreign start-ups since May, and they received application from 77 start-ups located in 22 countries / regions for FinTech Business Camp Tokyo, and received application from 85 start-ups located in 26 countries / regions for Tech Business Camp Tokyo. The TMG selected around 10 start-ups for each programme.

During the programme, business meetings with Japan-leading companies (mentor companies) and networking events with Tokyo-based SME’s, hub organisations etc. were held. The last day for each programme, in late November, Demo Day events were held. During these events, participating start-ups presented what they learned during the programme, what were recognised as social issues in Japan, how their technologies can solve them, and their future business plans in Tokyo. These accelerator programmes will be carried out in fiscal year 2019.

➡ [https://www.seisakukikaku.metro.tokyo.jp/bdc\\_tokyo/english/bizcampcky/index.html](https://www.seisakukikaku.metro.tokyo.jp/bdc_tokyo/english/bizcampcky/index.html)



## CITY OF YOKOHAMA’S PARTICIPATION IN THE UN CLIMATE CHANGE CONFERENCE (COP 24)



On 2-14 December 2018 the United Nations Climate Change Conference (COP 24) took place in Katowice, Poland.

Approximately 197 parties, more than 1700 organisations and over 18000 people attended this conference. Within the 10 years’ strong leadership of mayor Hayashi, Yokohama became an internationally renowned forerunner in the field of climate change counteraction by implementing advanced measures, supervised by a joint climate change department, working as a cross-sectional organisation of experts. In this course, Yokohama was chosen by the Japanese government as SDGs Future City, i.e. a city with strong sustainable development focus.

Furthermore, Yokohama’s goal is to become Japan’s first carbon free metropolis by 2050. In this background the deputy mayor Kobayashi took the opportunity to attend the COP24 as representative of Yokohama and presented the measures for achieving the 2050’s goal. Apart from the COP24, the City of Yokohama is also an active member of the Climate Action Cities’ network (C40) and the Carbon Neutral Cities’ Alliance (CNCA), strongly promoting the exchange of knowledge, problems and best practices.



Taking into account the needs and ideas of companies and citizens, the city opened a SDGs Design Center, responsible for developing a sustainable development city model, which provides solutions for environmental, economic and social problems. Since Europe’s efforts in tackling climate change are very practical and advanced, we aim to further promote the research and the network building on this topic.

➡ <https://yokohama-city.de/en/yokohama-at-the-un-climate-change-conference-in-katowice>

## THE TOKYO METROPOLITAN GOVERNMENT LAUNCHED THE “**TOKYO FINANCIAL AWARD**”

AND HELD THE FIRST AWARD CEREMONY IN FEBRUARY

東京金融賞  
TOKYO  
FINANCIAL  
AWARD

In order for Tokyo to shine as the world's leading financial city, in November 2017, the Tokyo Metropolitan Government (TMG) announced the “Global Financial City: Tokyo” Vision. The vision outlines what form this city should take and concrete measures to be implemented.

As one of the projects under this vision, the TMG launched the “Tokyo Financial Award” this fiscal year to recognise both Japanese and foreign financial companies developing and providing innovative financial instruments and services that help meet the needs of Tokyo residents, as well as those who are contributing to the spread of ESG investment.

Based mainly on Tokyo residents' comments on the issues, and on their needs related to financial services, and their interest in ESG investment, three financial companies who proposed particularly outstanding solutions, and four financial companies who are working to promote ESG investment, were selected respectively.

➔ <https://finaward.metro.tokyo.jp/en>

The TMG held its first award ceremony on 5 February 2019, at which Tokyo Governor Yuriko Koike presented the awards to the winners. The Tokyo Financial Award winners are as follows.



Resolution of Tokyo Residents' Needs Category

- First Place: justInCase, Inc. Theme: [Insurance] Filing for insurance claims is inconvenient
- Second Place: TORANOTEC, Inc. Theme: [Asset Management] There are few services/goods that can be managed in small amounts
- Third Place: GLORY LTD. Theme: [Deposits and Withdrawals] Procedures that can only be done at bank branches, such as ID verification, cause inconvenience.

ESG Investment Category (Alphabetical Order)

- Neuberger Berman East Asia LTD.
- Robeco Japan Company LTD.
- Sompo Holdings, Inc.
- Sumitomo Mitsui Trust Asset Management Co., Ltd.

## HIGH-RANKING DELEGATION FROM JAPAN VISITED NORTH-RHINE WESTPHALIA

TO EXPLORE THE LOCAL START-UP SCENE AND CHANCES OF COOPERATION IN THE IoT SECTOR

In recent years, internet giants like GAFAM have increased their influence. Their rapid growth and innovative strength make them major players in the digital world.



In order to keep pace with this rapid development, the two leading industrialised nations, Germany and Japan, have to do their utmost to maintain and expand their international competitiveness in this area as well. In Japan, “Society 5.0” is an important part of “Abenomics”, while “Industrie 4.0” is the latest buzzword in Germany. Only few days after the economic partnership agreement between the EU and Japan had come into force, a Japanese delegation consisting of 70 representatives of large companies and start-ups visited North-Rhine Westphalia from 6 to 8 February after a previous stop in Paris.

Apart from a visit to the Digital Demo Day in Düsseldorf, the delegation went on excursions to the cities of Essen and Aachen.

In a seminar organised by JETRO (Japan External Trade Organization) in Düsseldorf, the focus was put on the development and promotion of interesting start-up hotspots in Germany and the resulting opportunities for cooperation between Japanese and German companies and start-ups.

According to Mr Shinya Fujii, Director-General of the Service Industry Department of JETRO, this first visit to North-Rhine Westphalia has been a very important part of the trip to Europe: “The delegation members are very impressed by the innovative ecosystem and the opportunities North-Rhine Westphalia offers to Japanese companies and start-ups”.

Source: JETRO Düsseldorf

## STANDARD ESSENTIAL PATENTS AND ESSENTIALITY CHECK, **JAPAN IN ACCORDANCE WITH THE GUIDELINES OF THE EUROPEAN UNION**

As a reminder, a patent is said to be a Standard Essential Patent (SEP) if this patent is required in the use of a standardised technology, for example in the 3G, Wi-fi, Bluetooth, etc. These patents raise many questions as for their royalties which must remain Fair, Reasonable and Non-Discriminatory (FRAND).

On 29 November 2017, the European Commission published guidelines on best practices for managing these essential patents. The publication covers many aspects of the issues ranging from the identification of essential patent to the calculation of royalties and the dissemination of essentiality information. Thus, in the identification phase, the European Commission proposes that national (or regional) IP offices offer a patent essentiality check service.

This recommendation of the EU arrives almost simultaneously with the proposal of the Japan Patent Office (JPO) which since 1 April 2018 offers this type of service. It is currently one of the only offices in the world to offer this type of service. Thus, it will be possible for a patent holder or a third party to ask the JPO if a patent is essential, the JPO will issue an official opinion on the essential character of the patent which may be used in a judicial procedure to determine the amount of royalties or for negotiations between parties. This procedure costs ¥ 40,000 or about € 325 which is affordable even for small businesses.

EU guidelines for SEP ➔ <https://ec.europa.eu/docsroom/documents/26583>

JPO Essentiality Check ➔ [https://www.jpo.go.jp/torikumi\\_e/t\\_torikumi\\_e/hantei\\_hyojun\\_e.htm](https://www.jpo.go.jp/torikumi_e/t_torikumi_e/hantei_hyojun_e.htm)

Source: Anne-Catherine Milleron, French Embassy – Intellectual Property Attaché for Japan, Korea and Taiwan

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## **ACCESS INTERNATIONAL COOPERATION OPPORTUNITIES THROUGH IDEALIST SERVICES**

“We, the European Commission and the Government of Japan, consider our cooperation in research and innovation to be a key component of our relations and necessary to promote the excellence of our research, increase the competitiveness of our industries and effectively address common and global societal challenges.” ([http://ec.europa.eu/research/iscp/pdf/eu-japan\\_strategy\\_paper.pdf#view=fit&pagemode=none](http://ec.europa.eu/research/iscp/pdf/eu-japan_strategy_paper.pdf#view=fit&pagemode=none))

In the upcoming funding opportunities related to Horizon 2020 – the European framework programme dedicated to research and innovation - Call for proposals related to Unconventional Nano-electronics is open for collaboration with Japanese organisations (Call ICT-06-2019 - <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/ict-06-2019>), with the aim to demonstrate the viability of new approaches to computing components.

Beside the Joint Undertaking on Electronics Components and Systems (JU ECSEL), a global cooperation is encouraged with the goal to facilitate an international consensus on future Nano- electronics. In this context, the H2020 funded project NEREID (<http://www.nereid-h2020.eu>) published its roadmap “NanoElectronics Roadmap for Europe”, relevant to identify opportunities for collaboration between Europe and Japan in the field.

In order to access relevant funding opportunities as the one on Unconventional Nano-electronics, the Ideal-ist international ICT network supports businesses and academic organisations with over 65 ICT national partners from EU and non-EU Countries, such as Associated States, and other countries including Japan. Partners from over the world have many opportunities to take part in Horizon 2020 also based on strategic partnership agreement between EC and international partner countries.

More opportunities for collaboration will be opened in 5G technologies, Artificial Intelligence and the next Generation Internet initiative.

➔ <http://www.ideal-ist.eu>



IDEAL-IST offers:

- Information about the Horizon 2020 Research and Innovation Programme ICT funding opportunities and application processes, through dedicated tools as:
  - Toolbox - to support proposers during the whole application process from project idea to project completion <https://www.ideal-ist.eu/toolbox>
  - Topic Tree - to identify background information and future links related to H2020 funding opportunities <https://ideal-ist.eu/topic-tree>
- Connection to potential ICT project partners in Europe and over the world
- Assistance to the proposal preparation.



## PRINCE CONSTANTIJN VAN ORANJE-NASSAU **SUPPORTS NANOTECH START-UPS IN JAPAN**

This year the Dutch Nanotech delegation was joined by royalty. Prince Constantijn van Oranje-Nassau contributed to the mission in his role as Special Envoy for StartupDelta. He was accompanied by 13 companies and knowledge institutes from the public-private 'Nanotech Japan' consortium. The programme stretched well beyond the Nanotech Expo and covered several other events.

The delegation of over 30 participants started their programme on Tuesday with a networking lunch at the embassy. During the remainder of the day several events were held, including the Nanostart Investment Night and a MoU signing between NIMS (National Institute for Materials Science) and the University of Twente. After two company visits on Wednesday morning the focus of the programme was centred around Nanotech Expo Japan. Professor Tomoji Kawai (Chairman of the Nanotech Expo Executive Committee) welcomed Prince Constantijn and gave a guided tour of the tradeshow. Afterwards the Holland High Tech Seminar started. This Seminar included several interesting speakers, namely: Prince Constantijn, Toru Nishikawa (Preferred Networks), Keiichi Murayama (Nikkei Inc.), Annie Chang (President WITJ), Professor Tomoji Kawai and Janneke Hoedemakers (Director MESA+). The focus of the seminar was on the start-up ecosystem in Japan and the Netherlands and the Dutch Nanotechnology sector. Emancipation within the technology sector was also an important subject. The seminar was concluded with a well visited reception at the Holland High Tech Pavilion.

Nanotech Japan is one of the biggest international trade shows in the field of nanotechnology and a great opportunity to bring the Dutch ecosystem to the attention of the Japanese industry. The Dutch Nanotech ecosystem has great ambitions for collaboration with Japan. The consortium of companies and research institutes is committed to increase the visibility of the Dutch nanotechnology sector and to sustainably improve the Dutch market share in Japan. The Dutch nanotechnology industry has presented itself as a strong partner for Japan at the Nanotech Expo. This partnership was extended this year by closely working together with the Chairman Professor Tomoji Kawai. Thereby, important steps towards a fruitful collaboration between the Netherlands and Japan in the field of nanotechnology have been taken.

➔ <https://www.netherlandsworldwide.nl/countries/japan/about-us/economic-cluster/holland-innovation-network>

➔ <http://news.nost.jp/2019/02/prins-constantijn-met-nanotech-missie-in-japan/>

➔ <https://www.rvo.nl/sites/default/files/2019/02/Prins-Constantijn-met-Nanotech-Missie-in-Japan.pdf>

## **SAXONY SENSOR CLUSTER “SENSA” MEETS “NANO TECH” IN JAPAN**

The Saxony cluster for organic, flexible and printed electronics Organic Electronics Saxony (OES) presented the newly founded innovation cluster “Sensorik Sachsen“, short SenSa, at the international trade fair and conference für nanotechnology “nano tech 2019“ end of January. In the new innovation cluster “Sensorik Sachsen“, six Saxonian technology and industry clusters combine their strengths to push sensor technology development and cross-sectorial integration of sensors for innovative products.

Over the last years, OES has initiated and intensified contacts to Japanese industry supported by the BMBF-funded internationalisation programme. The competence is now used to attract cooperation and business partners for new sensor technologies.

Seven German SME partners and five partners from research institutes were supporting the sensor technology topic during the “nano tech 2019“ exhibition.

➔ <https://oes-net.de/presse/sensa>

Furthermore, in an innovation workshop the know-how and the competences of the partners from Saxony and Japan were discussed. The main topics included sensor solutions for medicine and health care, digital communication, energy and mobility as future-oriented fields. Approximately 140 participants from both countries attended this innovation workshop at the Tokyo International Forum.



## EDA PRESENTS ITS STUDY TOUR JAPAN 2019

19-25 MAY 2019, TOKYO, JAPAN

The European Demolition Association (EDA) presents its main event of the year: the EDA Study Tour Japan 2019, a professional trip to discover the state of art of the Japanese demolition industry, the disaster response strategies and the circular economy methodologies implemented for demolition and recycling in Japan.

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The EDA Study Tour 2019 will start and end in Tokyo, from Sunday, 19 to Friday, 24 May and will include the travel to several cities and locations, to visit facilities of equipment manufacturers, jobsites and equipment demos of the industry of demolition.



As a finishing touch, the travel will be closed with a conference at the House of Europe on 24 May 2019. The facilities have been kindly provided by EU-Japan CIC, who will also participate in the conference, along with the Japan Demolition Contractors Association (JDCA).

This trip is an excellent opportunity to get to know Japanese manufacturers and contractors closely, thanks to our hosts and collaboration with the partners (EU-Japan CIC and JDCA).

During the tour, the EDA delegation will learn about the Japanese demolition industry's way of working from the hosts of this tour: NPK NIPPON, HITACHI, OKADAY AIYON, KOBELCO, KOMATSU and CATERPILLAR.

Japan is a strategic country for the industry, because of its knowledge about demolition, expertise on disaster response and the country is also the headquarters for several leading-edge construction and demolition equipment manufacturers.

The EDA Study Tour 2019 will allow professionals to see the activities of demolition, decommissioning and C&D recycling from a different perspective.

➔ <https://www.europeandemolition.org/japan2019> (see also on page 4)

## 18 EU MEMBER COUNTRIES ARE PRESENTING THEIR TRAVEL DESTINATIONS



To stimulate the Japanese outbound tourism demand suffering from over 18 years of stagnation, tourism authorities and embassies of 18 EU nations hosted the 3rd EU Media & Trade Workshop in Tokyo on 4 December 2018 in cooperation with the Delegation of the European Union to Japan.

Over 200 visitors from Japanese travel trade and tourism media participated in this event and were inspired by the wide range of attractive destinations and travel products from 18 EU nations through the seminar and the workshop.

To present the unity of EU destinations, the event focused on the common theme "Christmas" especially toward media. The winter related theme can drive new demand as the winter in Europe has been often less focused by Japanese travel trade due to its cold weather.

The Netherlands Tourist Board took a role as the leader of event management in 2018, supported by Atout France and the German National Tourist Office. With its successful outcome, this joint project is expected to continue in 2019.



- Netherlands Tourist Board ➔ <https://www.holland.com/global/meetings.htm>
- German National Tourist Board ➔ <http://www.germany.travel/en/index.html>
- Atout France ➔ <https://uk.france.fr/en>
- Japan Association of Travel Agents ➔ <https://www.jata-net.or.jp/english>

Source: German National Tourist Board Office Tokyo

## THE NEW INNOWIDE PROGRAMME EMPOWERS **SMES TO GO GLOBAL**

Accessing the international market can be difficult, particularly for SMEs. Yet, SMEs are the drivers of innovation.

This is why the new international project INNOWIDE aims to ease European SMEs' way for international market entry in countries such as Japan, by funding their Viability Assessment Projects (VAPs) with local Japanese partner companies. Each VAP features a co-creation partnership with a local partner (subcontractor) – e.g. a supplier, customer, consultant, legal advisor, research and development provider, collaborator or absorber- from one VAP's focus country. The projects include a wide variety of activities to explore the practical, technological and commercial viability of an innovative solution and how it fits to meet local conditions and demands.

The first call will open on 1 April 2019. More information can be found at <http://www.innowide.eu> (website to go live soon)

➔ <http://www.eurekanetwork.org/content/innowide-first-call-applications-viability-assessment-projects-international-markets>

## EGIS - EUREKA **GLOBAL INNOVATION SUMMIT**

**14-16 MAY 2019, MANCHESTER, UK**

The EUREKA Global Innovation Summit is an international meeting place for businesses and innovation agencies to share knowledge, network, collaborate and secure future business growth opportunities. Businesses from across the globe will join international innovation agencies, research organisations and policy makers for unique insights, practical ideas, inspirational stories and collaborative solutions.

EUREKA cordially invites Japanese policymakers and companies to attend the event, to further their knowledge and skills from the global innovation arena to access new markets and increase revenue, customers, collaborators, contacts and investment. There will also be a Japan country booth and workshops on innovation funding in Japan and Asia.

➔ <https://eurekasummit.eu/>

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## CALL OPEN FOR EUROPEAN SMES TO DEVELOP THEIR INDIVIDUAL STRATEGY TO ENTER THE JAPANESE OR KOREAN LIFE SCIENCE MARKET SUCCESSFULLY



Funded by EIT Health (<https://www.eithealth.eu>) within the framework of its Accelerator GoGlobal programme, BioM (Munich Region) (<https://www.bio-m.org/en.html>) and Medicen (Paris Region) (<http://www.medicen.org/en/homepage>) developed the training project "Start.Smart.Global" dedicated to European start-ups

and SMEs looking to better understand market opportunities in Japan or South Korea for a short/mid-term business plan in those countries.

European SMEs offer innovative and globally competitive technologies, products and services. The project helps with the challenge of setting-up a business in unknown, complex markets, and with identifying the right business partners and contacts. Together with local strategic partners, participants develop an individual market entry strategy for Japan or Korea, adjusted to their business sector and requirements of the company.

The training includes an intensive on-site workshop, various e-learning measures throughout the year, and a 1-week roadshow to Japan or Korea.

The training is sector-specific and targets the challenging business environment: regulations and reimbursement for health products/services, contacts to agents & distributors with access to the appropriate customer networks, access to funding and financing opportunities, R&D partners, language & cultural complexities, different business conventions, understanding of market needs and competition.

Each participating SME will receive a maximum of € 2,500 towards travel costs to participate in the on-site training and a roadshow to Japan or Korea. All e-learning, training and coaching units are provided free of charge.



Applications are to be submitted via the EIT Health online platform Optimy, until 27 March 2019, 18:00 (CET).

➔ <https://www.bio-m.org/start.smart.global>

## JAPAN: TARGET COUNTRY OF 2 EUROPEAN PROGRAMMES LEADED BY EUROPEAN CLUSTERS

Techtera, the innovation cluster of the French textile industry, and six clusters join forces to strengthen the international competitiveness of European textile companies through the EU-TEXTILE 2030 programme.



The programme focuses on the organisation of four international missions to help members sell their innovative products in new markets and help them identify partners able to supply innovative technologies.

The EU-TEXTILE 2030 programme has targeted four countries: Japan, the USA, Colombia and South Africa.

Techtera is not alone in this initiative and works with six other partner clusters – French, Italian, German, Spanish and Czech. As part of the EU-textile 2030 programme [1], Techtera will co-organise a collective mission to bring textile companies' delegation to Japan in October/November 2019.

Besides, Techtera has initiated the ALLIANCE project [2] at the European level. This joint project, of which the cluster is leader, aims to create bridges between the textile sectors, IoT (Internet of Things), ICT (Information and Communications Technologies) and those working in the defence and security markets. The project will help cluster members to present their innovations to international markets: USA, Japan and Korea.

Two years of relationship and exchanges will stimulate small-medium enterprises in the corresponding sectors.

Thereby, 2 missions will be held in 2019 in Japan as part of these 2 projects [1] & [2].

[1] EU-TEXTILE 2030 programme aims to strengthen the international competitiveness of European textile companies and develop technological partnerships (<https://www.eu-textile2030.eu>).

[2] Alliance project promotes exchanges between the textile sector and the defence and security aspects.

➔ <http://www.techtera.org/en>

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## HUMAN CENTERED DIGITALISATION

### HOW TO DEVELOP NEXT GENERATIONS OF HUMANS AND ROBOTS FOR A SECURE, HARMONIC AND PROSPEROUS FUTURE OF EUROPE AND JAPAN

The European Japan Experts Association (EJEA), The Graz University of Technology (TUGraz), the University of Graz (UnivGraz) and the Institute for Security and Development Policy (ISDP) jointly organised the international conference “Human Centered Digitalization: How to Develop Next Generations of Humans and Robots for a Secure, Harmonic and Prosperous Future of Europe and Japan“.

The current hype on digitalisation is reflected among others by numerous conferences, symposia, and workshops. However, the events primarily focus in a fragmented way or on even more specific aspects of the digital transformation. At a first glance, it seems that any interest and need in the topic of digitalisation is already served by those events. Thus, the question arises, if there is any need for yet another conference?

However, this question only touches the surface of the discussion, because it does not take into account the enormous and inadequate fragmentation of the reflections on the one hand and the complexity and interconnectedness of the processes on the other hand.

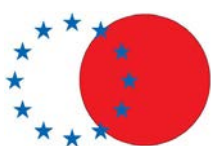
Not to forget: without integrating the relevant humanistic and ethic aspects involved - such as digital maturity, digital personality, digital competence - any attempt of technical solution is meaningless!

The aim of the conference is to identify ways of safeguarding and maintaining human integrity and values in the midst of a technological development where they become less and less necessary for the technologies to work. While without denying the benefits of technological advancements the organisers of this conference would also like to discuss how to develop the next generations of humans and robots for a secure and prosperous future, not least for Europe and Japan.

The conference is part of the 150 years anniversary of diplomatic relations between Japan and Austria.

A call for oral presentations and posters will be published in March 2019 on the organiser's websites.

➔ <http://www.ejea.eu> ➔ <http://www.tugraz.at> ➔ <http://www.uni-graz.at> ➔ <http://isdp.eu>



## **CCILJ IN A PRESENTATION OF** EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT AND THE OPPORTUNITIES FOR PORTUGAL

On 25 January 2019, the Portuguese Ministry of Foreign Affairs organised a conference and debate on the EU-Japan Economic Partnership Agreement and the opportunities for Portugal, with the support of Aicep - Portuguese Agency for Investment and Foreign Commerce. This conference gathered a panel of speakers of major importance, such as the Minister of Foreign Affairs himself Mr Augusto Santos Silva, the Honorary President of the Portuguese-Japanese Chamber of Commerce and Industry Mr Fernando Bessa, the President of the Portuguese Chamber of Commerce Mr Bruno Bobone, and the CEO of Mitsubishi Fuso Truck Europe Mr Jorge Rosa.



Mr Fernando Bessa, Honorary President of the Portuguese-Japanese Chamber of Commerce

## *WORLD OF DIFFERENCE* - **PORTUGUESE PRODUCTS PROMOTED IN JAPAN**

On 2 October 2018, the Portuguese Association of Wine Tasting Executive Committee in a joint effort with Aicep - Portuguese Agency for Investment and Foreign Commerce, the Portuguese-Japanese Chamber of Commerce and Industry, the *Vinho Dão* Association and the *Vinho Verde* Association, and with the sponsorship of the Portuguese Embassy in Japan, hosted in Tokyo the event "World of Difference", a showcase of Portuguese wines and products.

This event aimed to underline the quality and diversity of the Portuguese wine which continues to trigger a great interest in the Japanese market. In addition to wines, were also served a wide range of snacks and pickings to show Japanese importers the excellency and quality of Portuguese products.

Six Portuguese wine and dairy sellers and manufacturers exhibited their products as participants of the joint internationalisation project Portugal@Nihon, promoted by the Portuguese-Japanese Chamber of Commerce and Industry and funded by the EU through the Portugal 2020 line of funding.

The "World of Difference" gathered in the Hyatt Regency Tokyo, a great number of Japanese importers and over 400 visitors.

Source: the Portuguese-Japanese Chamber of Commerce and Industry (CCILJ)

➔ <http://www.ccilj.pt/english/start/>

## **PARTICIPATION OF GREECE IN THE JAPAN INTERNATIONAL AEROSPACE EXHIBITION**

Following the selection of Greece to participate in Japan International Aerospace Exhibition (<http://www.japanaerospace.jp>), the Office for Economic and Commercial Affairs / Embassy of Greece in Japan contributed to the B2B meetings of the Hellenic Association of Space Industry and the Hellenic Space Agency and the participating innovative and dynamic Greek companies. The participating Greek companies are specialised in a range of services, including the Design, Development, Manufacturing, Assembly, Integration, Testing and Delivery of Spacecraft Structures, Mechanical Ground Support Equipment (MGSE) Satellite and Launcher Mechanisms, systems for Maritime Patrol Aircraft & Air Defence Command & Control Systems (training, testing & simulation systems, surveillance & reconnaissance), Electronics Manufacturing Services (Flight/Non-flight Equipment), Cables & Harnesses Manufacturing (Flight/Non-flight), Engineering Support Services, Man portable night vision systems and Thermal imaging systems. In Japan, Greek products are already used by Japan Self-Defence Forces and the National Police Agency.



## **PARTICIPATION OF THE OFFICE FOR ECONOMIC AND COMMERCIAL AFFAIRS IN THE IKEBANA CHRISTMAS CHARITY BAZAAR IN JAPAN**

The Office for Economic and Commercial Affairs / Embassy of Greece in Japan organised the donations of Greek products to the IKEBANA, prominent Christmas charity bazaar in Japan, and coordinated the participation of Greek products in the Greek pavilion. The willingness of importers of Greek products to participate exceeded all expectations. The Office for Economic and Commercial Affairs actively participated in the event. Visitors to the booth were able to learn more about the high quality Greek products: extra virgin olive oil from different regions of Greece, wine, honey. The donations to the charity as a result of the sale of the Greek products more than doubled compared to 2017.

Source: Embassy of Greece in Japan





## THE UNION OF PRODUCERS AND EMPLOYERS OF THE MEAT INDUSTRY CARRYING OUT THE PROJECT “POLISH BEEF ON THE JAPANESE TABLE”

Since 2018 the Union of Producers and Employers of the Meat Industry (UPEMI) has been carrying out the campaign “Polish beef on the Japanese table”.

In its framework, representatives of the largest national exporters and meat plants were in Japan on 11-16 February 2019 on an economic mission. During direct meetings with Japanese importers, Polish producers had the opportunity to get to know the expectations of Japanese partners concerning product quality, the delivery system and the assortment.



The delegation had the opportunity to meet with the sector organisation, the Japan Meat Trade Association (JMTA), as well as many companies interested in the import of high-quality beef from Poland.

The meetings have resulted in the maintenance of previous business relations and the establishment of new relations, which in regards to the trade agreement between the UE and Japan directly result in the increased export of Polish beef.

Polish beef is enjoyed today not only by millions of Poles, but also by inhabitants of the entire European Union and the rest of the world. In 2017 Poland became one of the ten largest world exporters of beef, right behind the USA, Australia, Brazil and Holland, and the sales value of Polish beef amounted to €1.4 billion, which involved the export abroad of over 401 thousand tons of fresh and frozen beef. Over 2/3 of Polish beef production was exported. The success of the Polish meat sector results from its long tradition and care at each stage of the production process. The quality of Polish beef is shaped by the idea “from field to table”; it begins with the breeding system, and finishes with the delivery of the product onto the store shelf.



The project “Polish beef on the Japanese table” is conducted by the UPEMI, which for many years has successfully represented the Polish meat sector, linking companies at all stages of the production chain. The mission of the UPEMI is to provide reliable and comprehensive information on the subject of high quality of meat products, as well as the promotion of European and Polish meat on foreign markets. The UPEMI’s members are companies that share the values of ethical animal breeding and the production of high-quality pork and beef. The many years of effective activity of the UPEMI have resulted in its obtention of the prestigious Polish Food Export Awards (PFEA) as well as the title “Ambassador of Polish Food Export” for promoting Poland and Polish food products in the international arena.

➔ <http://www.upemi.pl>

## PROMOTIONAL EVENT OF HIGH QUALITY GREEK EXTRA VIRGIN OLIVE OIL FROM OLYMPIA GOUTIS ESTATE

A promotional event on the unique properties of the Greek Extra Virgin Olive Oil, was held on 10 January by “Goutis Estate”, a unique and famous high quality Greek olive oil brand from Olympia in Greece, the birthplace of the Olympic Games.

The event was held at the Residence of his H.E. the Ambassador of Greece in Japan Mr C. Cakioussis in his presence. The Chairman of the Union, “Sommelier Association Olive Oil of Japan” Mr Toshiya Tada presented to a highly specialised audience, consisting of business executives, importers and opinion leaders in the field of the food industry, the “Goutis Estate” olive oil, which is targeted at demanding consumers. Attendees expressed their admiration for this unique quality olive oil, known for its distinctive fine aroma and special flavour.

The Goutis Estate extra virgin olive oil was used in the dishes prepared by the chef of the Greek restaurant Milieu (<http://www.milieu.mu>) Mr M. Manaka.

The Office for Economic and Commercial Affairs officials made contacts with the attendees who showed an interest in Greek products and as a result, more B2B Meetings were programmed for the following weeks.

Source: Embassy of Greece in Japan

## THE ITALIAN PAVILION AT CPHI JAPAN 2019 - CONVENTION OF PHARMACEUTICAL INGREDIENTS 18-20 MARCH 2018, TOKYO, JAPAN

The Trade Promotion Section of the Italian Embassy in Japan - coordinating a group of 13 Italian companies that guarantee consistent quality and global market knowledge - will attend the CPhI Japan 2019, the Convention of Pharmaceutical Ingredients, which is held from 18 to 20 March at the Tokyo Big Sight.

Italy is historically one of the most important global supplier of active pharmaceutical ingredients.

The reasons of its "leadership" originate from the well-established chemical culture of Italy, which boasts numerous world-renowned pharmaceutical industries, along with leading-edge chemical equipment manufacturers, and the quality of university teaching.

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

➔ <https://www.informa-japan.com/cphi/complist/en/index.php?v=ph#10>



**THE ITALIAN PAVILION WILL OCCUPY A TOTAL AREA OF ABOUT 130 SQUARE METERS, AND WILL BE REPRESENTED BY THE FOLLOWING FIRMS**

B NATURAL	<a href="http://www.bnatural.it">www.bnatural.it</a>
FIS	<a href="http://www.fisci.com">www.fisci.com</a>
IBSA	<a href="http://www.ibsa.it">www.ibsa.it</a>
INDENA	<a href="http://www.indena.com">www.indena.com</a>
LABORATORI ALCHEMIA	<a href="http://www.laboratorialchemia.com">www.laboratorialchemia.com</a>
LJ PHARMA	<a href="http://www.ljpharma.it">www.ljpharma.it</a>
MIAT	<a href="http://www.miat.it">www.miat.it</a>
NEWCHEM	<a href="http://www.newchemspa.com">www.newchemspa.com</a>
OLON	<a href="http://www.olonspa.com">www.olonspa.com</a>
PHARMA LINE	<a href="http://www.pharmaline.org">www.pharmaline.org</a>
PHARMANUTRA	<a href="http://www.pharmanutra.it">www.pharmanutra.it</a>
PIZETA PHARMA	<a href="http://www.pizetapharma.com">www.pizetapharma.com</a>
SIFI	<a href="http://www.sifigroup.com">www.sifigroup.com</a>



## THE ITALIAN PAVILION AT FOODEX JAPAN 2019 WITH 170 COMPANIES

The Trade Promotion Section of the Italian Embassy in Japan attended Foodex Japan 2019, the International Food and Beverage Exhibition that was held from 5 to 8 March at Makuhari Messe, in Chiba. Foodex Japan is the largest Food & Beverage trade show in Japan and in the whole Asia-Pacific region.

With over 2,000 square metres of exhibition space, this year once again the Italian Pavilion was one of the largest pavilions dedicated to a foreign country. About 190 exhibitors, coming from 16 Italian regions, will present a wide variety of high quality products in the Food and Wine sectors. The not-to-be-missed: the "Open kitchen", which over the past years has been very popular among visitors, offered cooking demonstrations by well-known chefs. There, visitors had the opportunity to sample a wide range of freshly cut raw ham and cheese, pasta, wines, desserts

etc. coming from many different Italian regions and provided by the exhibitors. Among the events scheduled at the "Open Kitchen", two talk shows were held by sommelier/wine experts, focusing on "Wines from Southern Italy". These events were part of "Piano Export Sud" ("Southern Export Plan"), a project managed and coordinated by The Trade Promotion Section of the Italian Embassy in Japan, to assist enterprises conducting business in the Mediterranean region. Inside the Italian Pavilion there was also a corner dedicated to "Wines from Southern Italy".

Another must-visit area was the "Coffee Point" that was managed in cooperation with IIAC Japan, the International Institute of Coffee Tasters in Japan. Through to the Institute's "baristas", visitors were able to taste high quality Italian coffees and learn how to make an authentic Italian "espresso".

This year, the Italian Pavilion also included a special "Cheese Corner", to promote Italian different types of cheese. Cheese tastings, held by experts, were also organised.

➔ <http://www.ice-tokyo.or.jp/foodexjapan2019>

## A DELEGATION FROM THE JAPANESE PREFECTURE OF FUKUSHIMA VISITS THE BASQUE COUNTRY

### TO LEARN THE KEYS OF THE BASQUE ENERGY SECTOR

On 8 February 2019, at the invitation of Basque Trade & Investment, representatives of the Fukushima prefecture met with a dozen entities from the Basque energy sector to identify potential opportunities for collaboration in the development of a region that aspires to be 100% renewable in 2040.



In a reverse mission organised by Basque Trade & Investment, representatives of the government of Fukushima prefecture and its energy agency held a meeting with the Basque Energy Cluster and a dozen entities interested in exploring opportunities for collaboration with the Japanese region. Fukushima is one of the key regions in the Japanese Government's commitment to renewable energy, with heavy investments planned in wind, solar photovoltaic, geothermal and hydrogen. After a first institutional meeting with the Basque Government and EVE, the business session began with an overview of the best in the energy sector both in Euskadi, by the Energy Cluster, and in Fukushima.

Subsequently, each attendee made a brief presentation of their activity. Specifically, there was the participation of AEROBLADE, BIMEP, DEUSTOTECH, IDOM, INGETEAM, PORETUNE, SAITEC, SENER, TECNALIA and UPV-EHU. After the meeting, the Japanese delegation had the opportunity to visit the WINDBOX testing and validation centre, the IK4 TEKNIKER technology centre and the HAIZEA WIND facilities. At the end of the day, the representatives of the Japanese delegation expressed their high interest in continuing to collaborate with Basque companies, especially given the region's commitment to the development of renewable energies.

Source: Basque Energy Cluster

## FONDATION FRANCE-JAPON DE L'EHESS 10 YEARS OF COLLABORATIVE RESEARCH

Founded in 2009, the Fondation France-Japon de l'EHESS celebrates this year its tenth anniversary. FFJ was created in an international collaborative spirit, especially regarding partnerships between academic and private institutions in the field of social sciences. It is therefore an opportunity to reflect on its activities.

**EHESS Paris**  
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**FONDATION  
FRANCE-JAPON  
DE L'EHESS**



To this end, the team is preparing a series of anniversary events that will run throughout the year welcoming renowned researchers and experts. A first anniversary conference will be held on 4 June at the Maison de la culture du Japon in Paris. This conference will aim to discuss some of the major economic, political and societal challenges of the 21st century, with the conviction that it is possible to learn from Japanese responses in this area, particularly from a public policy perspective. From a multidisciplinary perspective and by combining the perspectives of France-Japan, this event, which will address global questions such as growth, innovation and inequalities, will bring together personalities from the academic, institutional and business worlds. A second conference will be held in Tokyo on 28 November at a privileged partner of the FFJ.

Finally, the organisation of five workshops corresponding to FFJ's thematic axes will provide an opportunity to bring together the network of researchers and experts built over the past ten years and to look at future prospects. All these events will be open to the public.

➔ <http://ffj.ehess.fr/index.html>

## 1<sup>ST</sup> JAPANESE-GERMAN-FRENCH DWIH SYMPOSIUM **ON ARTIFICIAL INTELLIGENCE**

“Artificial Intelligence” has become a topic that concerns almost every public and private sector and academic discipline. The national strategies for science and technology of France, Germany and Japan include AI, making it a high potential area for international cooperation.



To make this potential visible the German Centre for Research and Innovation Tokyo (DWIH Tokyo) together with the Embassy of France in Japan and other partners of all three countries organised the “1st Japanese-German-French DWIH symposium on Artificial Intelligence” on 21 and 22 November 2018 in Tokyo. At the event over 350 stakeholders and experts gathered to share opinions and insights into the latest developments in AI.

Japanese Minister of State for Science and Technology Policy, Takuya Hirai, world-renowned mathematician Prof Dr Cédric Villani and Dr Herbert Zeisel from the Federal Ministry of Education and Research in their talks not only emphasised the challenges of implementing AI in societies and economies but also pointed out the opportunities AI provides. The event covered a wide range of topics presented by speakers from diverse backgrounds.

It was concluded with the agreement on the following common goal: “The ultimate aim of Artificial Intelligence is to serve people and contribute to the improvement of the quality of life for the individual as well as for society as a whole.” For a full report of the event, the presentations and an outline of the sessions please visit the DWIH-Tokyo website.

➔ <http://www.dwih-tokyo.org/ai>

## **GERMAN JAPANESE PROFESSIONAL WOMEN'S NETWORK JOINT EVENT WITH EXPAT SERVICE DESK**

The German Japanese Professional Women's Network (GJPWN) was established in April 2014 for the purpose of supporting German and Japanese working women and women who want to work, as a working group of DJW (Deutsch-Japanischer Wirtschaftskreis) in Duesseldorf, Germany.



The Expat Service Desk was established in 2017 by the City of Düsseldorf, the County of Mettmann and the Düsseldorf Chamber of Industry and Commerce (IHK), which offers information and consultations concerning living and working in the region for companies and international professionals.

On 25 October 2018, these two organisations has organised a joint event in the IHK Duesseldorf. In this event, Ms Terumi Ezuka, coordinator of GJ-PWN introduced activities to the group and the head of Expat Service Desk, Mr Johannes Grünhage, gave a presentation with the topic “Applying for a job in Germany”.

Almost 30 people attended this event. The participants were men and women, mainly Japanese citizen but not limited to. Many of the participants were interested to hear about the services offered by Expat Service Desk and application process unique to Germany. Some of them got to know the existence of these two organisations for the first time and requested to arrange events in the future. Others were delighted to know the activities of GJ-PWN, especially since none of the existing organisations offer services such as connecting German Japanese women in the business fields and offering opportunities to learn from one another.

➔ <https://www.djw.de/de/djw/arbeitsgruppen/ag-german-japanese-professional-womens-network>

## VIDEO SHOOTING ON GREEK GI PRODUCTS IN THE FRAMEWORK OF THE PROJECT “COMMUNICATION ON THE EU-JAPAN EPA”

The Office for Economic and Commercial Affairs / Embassy of Greece in Japan in the framework of the project “Communication on the EU-Japan EPA” and in cooperation with the EU Delegation in Japan coordinated the shooting of a video for the promotion of the Greek “Geographical Indication” products (GIs).

The video was shot in the Greek restaurant “Apollo” (<http://theapollo.jp>) located in the most expensive region of the world, Ginza. The Japanese Manager of the restaurant, Mr Masakaze Oike referred to the Greek GI products he uses in his recipes such as Feta, Masticha, Ouzo, and Kalamata Olives which are protected under the EU-Japan Agreement as well as other Greek products such as Greek yogurt and honey, highlighting their unique qualities and the desire of Japanese consumers to discover new flavours. Ms E. Kama, First Secretary for Economic and Commercial Affairs, referred to god “Apollo”, the god of music, after whom the restaurant was named and the benefits of Greek products to the health. The information was reproduced in the EU’s social network accounts.

Source: Embassy of Greece in Japan

## INVESTMENT OPPORTUNITIES IN BULGARIA

Stamen Yanev, Executive Director of the Bulgarian Investment Agency (Iba) presented investment opportunities in Bulgaria as well as attractive tax system, and the low cost of doing business.

The investment climate in the country had also been presented, as well as the measures to promote investment and state mechanisms for their implementation.

A focus was on the best developing sectors of the Bulgarian economy, such as information and communication technologies, automotive and mechanical engineering, and food industries. The organisation and the running of the event was at the initiative of Deputy Minister Manolev and Ambassador Watanabe and was discussed at a working meeting between the two in December 2018.

They then agreed to saturate 2019 with joint events in the economic sphere and partner for a number of key forums.



Mr Stamen Yanev, Executive Director of Invest Bulgaria Agency



H.E. Mr Watanabe

These actions are in line with the action plan signed between them to boost economic contacts between the two countries in mid-2018.

Deputy Minister Manolev also held a bilateral meeting with Satoshi Abe, Director-General of the Japanese Foreign Trade Organisation in Vienna. The two agreed on a joint organisation of at least one more business forum by the end of the year and coordinated efforts for more joint projects between businesses on both sides.

During the meeting, it became clear that the Japanese Foreign Trade Organisation plans to expand its presence in our country.

It was noted that a number of Asian companies already develop successful businesses in Bulgaria and the organisation supports them to expand their activity and increase their exports to the European Union.

Source: InvestBulgaria Agency

➔ <http://www.investbg.government.bg/bg/news/stamen-yanev-predstavi-vazmoznostite-za-investicii-v-balgariya-pred-yaponskiya-biznes-1597.html?page=1>

➔ [https://www.bg.emb-japan.go.jp/itpr\\_bg/00\\_000493.html](https://www.bg.emb-japan.go.jp/itpr_bg/00_000493.html)

## CALL FOR EXPRESSIONS OF INTEREST IN BJA MEMBERSHIP

The Belgium-Japan Association & Chamber of Commerce (BJA) groups over 650 members, including Belgian and multinational companies, as well as the leading Japanese companies based in Belgium, and individuals.

It is a dynamic non-profit organisation promoting business and cultural relations between Belgium, Europe and Japan, offering many activities including business luncheons, export and investment seminars as well as exclusive invitations to cultural events, and many more to enhance all your networking opportunities. Come join the BJA! ➔ <http://www.bja.be/>

Belgium-Japan Association  
Chamber of Commerce  
日白協会兼商工会議所



## PROMOTIONAL EVENT BY MASTIHA JAPAN

A promotional event on the health properties and uses of Chios Mastiha in recipes and cosmetics was organised on 18 January 2019 by the company Mastiha Japan with the support of the Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo.



Chios Mastiha is a natural, aromatic, translucent resin produced from the mastic tree which grows exclusively in the Greek Island of Chios. It has been registered as a Product of Protected Destination of Origin (PDO) in the EU and has been included in UNESCO's Representative List of the Intangible Cultural Heritage of Humanity. It is already used in various forms, as an ingredient in toothpaste, cosmetics and Japanese tea or as a finished product. Chios Mastiha is one of the "Geographical Indication" products protected by the EU-Japan Cooperation Agreement (EPA), see also the promotion campaign <http://www.precious-drops.eu/ja>.

Mastiha Japan <https://mastiha.jp/> cooperates with Chios Mediterra SA, the subsidiary company of Chios Gum Mastic Growers Association. Mr Toshihiko Kawabe, in charge of the company, and his colleagues, presented Mastiha Japan and the products imported from Greece containing mastiha (food products and cosmetics). The programme included speeches on the beneficial health effects of Chios Mastiha and an interview with Ms Saeko Matsumi cooking specialist & beauty recipes. Opinion leaders, importers and media bloggers showed particular interest in this unique Greek product.

Source: Embassy of Greece in Japan

## EXHIBIT OF "ATHLON" GREEK EXTRA VIRGIN OLIVE OIL ON THE OCCASION OF THE ENTRY INTO FORCE OF THE EU-JAPAN AGREEMENT (EPA)

On the occasion of the reception celebrating the entry into force of the EU-Japan Agreement (EPA) the Greek extra virgin olive oil "Athlon" imported by Kawasho Company was selected to represent Greece. The packaging of the olive oil features an athlete and an olive branch.



The Greek extra virgin olive oil was part of the nutrition, as well as skin care of the athletes. Olympic winners were bearing wreaths of olive branches, which even in our modern days the olive branch remains a symbol of peace. The Greek word "athlos" which exists in all languages, including the Japanese, refers to unique achievement after great effort, and it consists the origin of words like "athlete" and "athletic." Therefore, the presence of "Athlon" Greek extra virgin olive oil has a dual meaning: it refers to the agreement as a great achievement, an "athlos" per se, and at the same time it stresses the link between the Ancient Olympic Games and the upcoming Olympic Games 2020 in Tokyo. The Office of the Economic and Commercial Affairs / Embassy of Greece in Japan coordinated the presence of the Greek product in the Reception.

Source: Embassy of Greece in Japan

## PARTICIPATION OF THE OFFICE FOR ECONOMIC AND COMMERCIAL AFFAIRS / EMBASSY OF GREECE IN JAPAN IN THE EU TOURISM EVENT THEMED "TRAVEL DURING CHRISTMAS"

On the occasion of the EU tourism event organised at the EU Delegation Headquarters themed "Travel during Christmas time" the Office for Economic and Commercial Affairs / Embassy of Greece in Japan, suggested to Japanese travel agents and media to combine the Christmas atmosphere with a summer cruise in the middle of winter! Taking advantage of the sunshine, Christmas visitors can enjoy a stroll in Athens and emerge in the origins of the common European history and culture (e.g. Acropolis, Olympic Stadium) and at the same time a cruise to the nearby islands of the Argo-Saronic Gulf (Aegina, Poros, Hydra).



The Office for Economic and Commercial Affairs offered to all visitors to its booth traditional Greek Christmas pastries with honey and powder sugar (melomakaron, kourabiedes) and cheese pies with feta, that go well with sake, prepared by a Greek restaurant in Tokyo that used exclusively Greek ingredients. Japanese travel agencies and media, apart from the popular tourist islands, especially Santorini and Mykonos, showed particular interest in Greek destinations linked to the Tokyo2020 Olympic Games, like Olympia, the birthplace of the Olympic Games. The Greek participation was extensively covered in the social media (see also <https://bit.ly/2GkSoXr>, <https://bit.ly/2rCpbgr>).

Source: Embassy of Greece in Japan

## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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

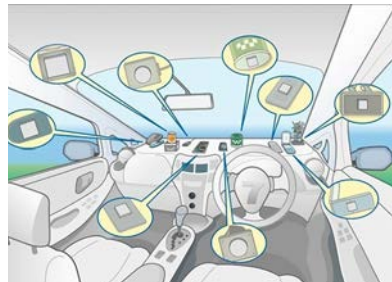


### REQUEST FOR DISTRIBUTORS

#### Sector: Beauty sector

A Japanese manufacturer of hair scissors for professionals is looking for EU sole distributors

Profile ID: **BOJP20181203001**



### REQUEST FOR DISTRIBUTOR

#### Sector: Safety equipment

A Japanese manufacturer developed a shock absorber gel and is looking for distribution partners in the EU

Profile ID: **BOJP20181220001**

### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: Safety equipment

A Japanese electronics company is seeking sales agents and distributors for their multilingual megaphone

Profile ID: **BOJP20190107001**



### REQUEST FOR DISTRIBUTOR

#### Sector: Safety equipment

A Japanese SME offering innovative earthquake early warning system is looking for distribution partners

Profile ID: **BOJP20171204001**



### REQUEST FOR DISTRIBUTORS

#### Sector: Fashion

A Japanese stole manufacturer specialised in high-end hand embroidery is seeking a distributor partner in the EU

Profile ID: **BOJP20171122001**

### TECHNOLOGY TRANSFER OFFERED

#### Sector: ICT, software

A Japanese cyber security company has developed an endpoint security software to detect unknown threats

Profile ID: **TOJP20171208001**

#### Protection Range of the cyber security company in Japan

• Protecting users from unknown threats using proactive technology



### REQUEST FOR SALES AGENT

#### Sector: Industrial Machinery

A Japanese manufacturer of customised glass cleaning machinery is seeking sales agents

Profile ID: **BOJP20190123001**

### REQUEST FOR SERVICES

#### Sector: Consulting

Japanese research institute seeks experts on EU steel industry for market analysis report

Profile ID: **BRJP20181206001**

### SERVICES OFFERED

#### Sector: Construction

A Japanese company is providing construction management services to EU companies entering this Japanese market

Profile ID: **BOJP20181206001**

### SERVICES OFFERED

#### Sector: Legal, accounting

Japanese company offering legal, accounting and taxes services to EU companies working with Japan

Profile ID: **BOJP20171211001**



### REQUEST FOR SUPPLIERS

#### Sector: 3D construction

A Japanese company is seeking 3D printing technology for building constructions to distribute in Japan

Profile ID: **BRJP20190214001**

## ENTERPRISE EUROPE NETWORK EVENTS

### B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

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

## BIONNALE 2019

7 May 2019, Berlin, Germany / Registration deadline: 5 May 2019

Sectors: Biotech, pharma, life science

EEN partner Berlin Partner is organizing a matchmaking event within the frame of BIONNALE 2019 conference. Representatives from academia and industry will attend the annual event to identify, engage and enter into strategic relationships. The networking character is one strength of the multi-sessional, international event with more than 900 attendees in the last year.

<https://bionnale-2019.b2match.io>



DATE/LOCATION	DETAILS	CONTACTS
22 March 2019 Tokyo, Japan	<b>SEMINAR</b> Japanese Economy and Society - Who Provides High Quality Services? Evidence from the Survey on Customer Satisfaction	Maison Franco-Japonaise <a href="https://www.mfj.gr.jp/agen-da/2019/03/22/2019-03-22_Is_miyagawa/">https://www.mfj.gr.jp/agen-da/2019/03/22/2019-03-22_Is_miyagawa/</a>
15 May 2019 Nurnberg, Germany	<b>SYMPOSIUM</b> Energy Strategy in Japan Demographic Change and Digital Revolution - Are Japanese and German Businesses ready for a Shift in Workforce?	DJW <a href="https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-symposium-2019">https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-symposium-2019</a>
16-17 May 2019 Milan, Italy	<b>FORUM</b> 2nd EU-Japan EPA Forum	Nordstrom International Limited <a href="https://www.eu-japanforum.com/">https://www.eu-japanforum.com/</a>
20-31 May 2019 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: Get Ready for Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/get-ready-for-japan-training-programme">https://www.eu-japan.eu/events/get-ready-for-japan-training-programme</a>
19 June 2019 Berlin, Germany	<b>SYMPOSIUM</b> Labor Market Policy and Political Participation	JDZB <a href="https://www.jdzb.de/en/events/single-view/id/1934/">https://www.jdzb.de/en/events/single-view/id/1934/</a>
24-28 June 2019 Nagoya, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: World Class Manufacturing - session I Application deadline: 21 March 2019	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/world-class-manufacturing">https://www.eu-japan.eu/events/world-class-manufacturing</a>
9-13 September 2019 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: World Class Manufacturing - session II Application deadline: 4 July 2019	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/world-class-manufacturing-november-mission">https://www.eu-japan.eu/events/world-class-manufacturing-november-mission</a>
24-27 September 2019 Tokyo, Japan	<b>MARKET SCOPING MISSION</b> Green Energy Technologies	EU Gateway to Japan <a href="https://goo.gl/sJhk8X">https://goo.gl/sJhk8X</a>
8-11 October 2019 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Sectoral Mission: Biotech Cluster & SMEs Mission Application deadline: 23 May 2019	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/biotech-cluster-sme-mission">https://www.eu-japan.eu/events/biotech-cluster-sme-mission</a>
26-29 November 2019 Tokyo, Japan	<b>MARKET SCOPING MISSION</b> Railway Technologies & Services	EU Gateway to Japan <a href="https://goo.gl/Ackh6U">https://goo.gl/Ackh6U</a>



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

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

## ANY EU-JAPAN-RELATED NEWS?

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