

EU-JAPAN BUSINESS COLLABORATIONS IN THIRD MARKETS

Connectivity is a megatrend of the 21st century. Rapidly growing interdependence between countries provides unprecedented opportunities for the well-being, safety and resilience of countries and societies.

Against this background, the EU and Japan have built strong ties between them with the Economic Partnership Agreement (EPA)¹ and the Strategic Partnership Agreement (SPA)².

With the Connectivity agreement, signed by PM Abe and President Juncker in Brussels on 27 September 2019, they are also strengthening what the EU and Japan can do together on the global scene to ensure synergies and complementarity between their respective cooperation with partner third countries.

In this context, the industrial dimension of connectivity is important, in particular the EU-Japan business collaboration in third markets, e.g. in South East Asia, Africa. The impetus for Japanese and European businesses to expand operations overseas continues to strengthen. This internationalisation is nothing new. But there is a growing trend of joint ventures or other types of collaborations between European and Japanese companies in third markets, which rely on a combination of complementary technologies, with local know-how and connections. The co-financing agreements between European and Japanese financial institution, e.g. European Investment Bank (EIB), Japan International Cooperation Agency (JICA), Japan Bank for International cooperation (JBIC) and Nippon Export and Investment Insurance (NEXI) will be instrumental.

The EU-Japan Centre aims at maximising the benefits of such business partnership, be it between large companies or SMEs, as it may represent an opportunity of equal or perhaps even more promising importance than the bilateral business cooperation between Europe and Japan.

Philippe de Taxis du Poët,

General Manager (EU-side, DG GROW), EU-Japan Centre for Industrial Cooperation, and Minister Counsellor, Delegation of the European Union to Japan

➔ [1] <https://ec.europa.eu/trade/policy/in-focus/eu-japan-economic-partnership-agreement>

➔ [2] [https://eeas.europa.eu/delegations/japan_en/57491/EU-Japan%20Strategic%20Partnership%20Agreement%20\(SPA\)](https://eeas.europa.eu/delegations/japan_en/57491/EU-Japan%20Strategic%20Partnership%20Agreement%20(SPA))

➔ [3] <https://www.eu-japan.eu/events/eu-japan-business-collaborations-third-markets>



The conference that the EU-Japan Centre for Industrial Cooperation has organised in Tokyo on 3 December³ aimed at understanding better this trend of EU-Japan business collaboration in third markets, notably (i) its magnitude: for example, 69% of German companies active in Japan are involved in projects with Japanese companies outside Japan, (ii) its drivers and rationale, e.g. improve the competitiveness and performance of “allied” firms, strategy to attain economies of scale, share R&D cost, sharing market intelligence, building together value added, better manage global value chain, (iii) its geographical focus e.g. specific targeted regions of the world, (iv) specific industrial sector or size of business partners, and (v) the type of business collaboration, e.g. joint venture, alliance, cooperation network. EU-Japan business collaboration in third markets was also examined from the third country point of view via the participation of more than 30 EU chambers of commerce and industry in the world – EBOWWN (<https://www.ebowwn.com>), notably its impact on the local business environment, policies, norms and standards, environment protection, circular economy, innovation, education and training, and Sustainable Development Goals (SDGs).

The EU-Japan Centre's team wishes you a
HAPPY NEW YEAR 2020!

A NEW PLATFORM DEDICATED TO THE COOPERATION BETWEEN EUROPEAN REGIONS & CLUSTERS AND JAPANESE PREFECTURES & CLUSTERS

The EU-Japan Regional Cooperation Helpdesk launched this autumn by the EU-Japan Centre for Industrial Cooperation (a joint initiative of the European Commission DG GROW and the Japanese Government under METI) is a new regional cooperation platform mobilising European regions and clusters, Japanese Prefectures and clusters, that fully exploits the EU-Japan Economic Partnership Agreement (EPA) and the EU-Japan Partnership on Sustainable Connectivity, signed by Prime Minister Abe and President Juncker in Brussels on 27 September 2019.



Presentation of the EJRC Helpdesk to a panel of 400 participants during the International workshop organised in Sendai on Future Linear Colliders.

The EJRC Helpdesk will promote cooperation in terms of industry, trade, investment, innovation, tourism and people's mobility. Such cooperation will be bilateral between European and Japanese stakeholders, but it may also include the EU and Japan jointly operating vis-à-vis third countries, e.g. in Africa, South East Asia, EU's neighbouring countries, Latin America.

The EJRC Helpdesk will provide appropriate information (existing tools, funding, instruments) and will support regions, prefectures and clusters for finding European and Japanese partners to establish new cooperation and reinforcing the existing ones.

You can follow the activities of the EJRC Helpdesk on twitter [@EJRCHelpdesk](https://twitter.com/EJRCHelpdesk) and the website (soon online at www.ejrc-helpdesk.eu). Contact : ejrc@eu-japan.eu

The helpdesk will give you the opportunity to highlight and share your best practices with Europe and Japan, and to connect you with the EU and Japan initiatives, which facilitate regional and business cooperation such as European Cluster Collaboration Platform, JETRO Regional Industry Tie-up, Enterprise Europe Network, Horizon 2020, and European Regional Networks.

The three offices of the EU-Japan Regional Cooperation Helpdesk are located in Strasbourg (Grand-Est Region, France – EU Office) and in the Gifu and Iwate Prefectures (Japan offices).

SAVE THE DATE!

The first EU-Japan regional and cluster cooperation conference organised by the EU-Japan Regional Cooperation Helpdesk and the European Cluster Collaboration Platform (ECCP), with the support of the EU-Japan Centre for Industrial Cooperation and the European Commission DG GROW and DG REGIO, will take place in Strasbourg (France) on 27-29 April 2020.

During this 3-days event, the helpdesk with the ECCP will organise pitches and matchmaking between European regions, Japanese Prefectures and EU-Japan clusters. In addition, the conference will include an important dimension in line with the EU-Japan Connectivity Partnership by enabling EU and Japan regions, clusters and Prefectures to collaborate vis-à-vis their counterparts in third countries, e.g. in Africa and South East Asia.

The event organisers invite all regions and clusters (and network of clusters, and network of regions) in Europe and all Prefectures and clusters in Japan to contact the EJRC Helpdesk (Dr Virginie Fermaud ejrc@eu-japan.eu) to join the first conference of April 2020 in Strasbourg.

For the matchmaking sessions and the site visits, relevant contact details will be provided shortly on the ECCP website:

➔ <https://www.clustercollaboration.eu>



EUROPEAN INNOVATION DAY 2019

This event was organised by the EU-Japan Centre for Industrial Cooperation, the S&T Section of the EU Delegation, Euraxess Japan and the Centre's Technology Transfer Helpdesk.

The event organisers brought together the Japan-based community of innovators, individuals as well as institutions to help them discover opportunities in Europe, and cooperation opportunities between Europe and Japan.

The EU-Japan Centre is the official NCP (National Contact Point) in Japan for the EU Horizon 2020 Programme.

INNOVATION

Innovation is indeed an important element of the Centre's activities given that Japan is a country where 80% of R&D is funded and performed by industry, including the most basic science as illustrated by the recent Japanese Nobel Prize winner who work in a company. Besides, the overall level of investment in R&D is very high in Japan (close to 3.5% of GDP). Japan is the country with the highest number of companies among the world's top 100 innovators and is consistently ranked among the 10 most innovative countries worldwide.

The event was an opportunity to provide information on strategies for fostering innovation both in the EU and Japan. It gave an overview of innovation landscapes, latest developments, and future tools such as, on the EU side, the European Innovation Council; and on the Japanese side, the "Moonshot" project. Possibilities for increased cooperation in the field of innovation, as well as services useful to innovators interested in Europe were showcased, including the possibility for Japan to become an "associated country" to the future EU Horizon Europe Programme. See article published in "Science/Business"

➔ <https://sciencebusiness.net/framework-programmes/news/japan-eyes-possible-eu10m-year-horizon-europe-partnerships>

GENDER EQUALITY

The other key focus of the event, and a cross-cutting priority of the EU, was gender equality in Research and Innovation. The Japanese and EU perspectives were presented in detail, including a review of the latest statistics available at the EU level through the "She Figures 2018" study.

But perhaps the most inspiring moment of the event was the panel of women innovators and business managers that the EU-Japan Centre invited in order to share their views and experience. This was really a great panel of businesswomen from Europe and Japan with a diversity of experience with Ms. Yukako Uchinaga, Board Chair, J-Win, Japan Women's Innovative Network including more than 100 Japanese businesses with the objective to accelerate diversity and inclusion, Ms. Yuri Ono, from Research Institute Inc., Ms. Marie Le Neillon-Quesseveur from Daimler AG, Ms. Yasuko Nagamatsu from L'Oréal K.K., Dr. Kimura, from Air Liquide Japan and Dr. Beate Heissig, from Juntendo University. As a follow up, the EU-Japan Centre will explore the possibility to put in place a EU-Japan network of women innovators, entrepreneurs and business managers, connecting Japanese initiatives e.g. J-Win with EU ones e.g. e-platform for women entrepreneurs, the European Network for Women Business Angels and the Network of Women's Web Entrepreneurs Hubs.

➔ <https://www.eu-japan.eu/events/european-innovation-day-2019>

OCTOBER INDUSTRY AND POLICY NEWS

The EU-Japan Centre is regularly publishing "Industry and Policy News" from various Japanese language sources of potential interest. Among other topics:

LEGISLATION AND POLICY NEWS

- Winners of the 3Rs Promotion Merit Awards announced

SURVEY AND BUSINESS DATA

- Rugby World Cup contributed to the increase of foreign visitors

COMPANY NEWS

- Tohoku Electric Power to participate in a large offshore wind project
- R&D facilities for bioplastic material constructed in Shimane Prefecture

ADDITIONAL TOPICS

- A platform for SMEs to "declare 100% renewable" launched
- Autonomous driving verification test starts in Tokyo seaside area
- JETRO releases collection of successful case examples of overseas business development
- Strategic partnership between Japan and Saudi Arabia enhanced

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

EXPLORING NEW IP LANDSCAPES AND TRENDS IN THE EU AND JAPAN

The EU-Japan Technology Transfer Helpdesk (initiative of the EU-Japan Centre for Industrial Cooperation) co-organised a seminar with Sonoda & Kobayashi Intellectual Property Law and IAM on “Exploring new IP landscapes and trends in the EU and Japan” on October 28 at the EU Delegation to Japan.

The seminar explored trends, opportunities, and challenges faced by IP professionals, especially in-house positions, when dealing with strategy-related topics about the intellectual property rights they manage such as international patent filings in the EU and Japan, and the dynamics of corporate IP functions in light of the technological development. In the opening remarks, Mr. Gabriele Lo Monaco, First Secretary of the EU Delegation to Japan stressed the importance of the themes covered by the event in terms of IP and personal data, including specific mentions to the Economic Partnership Agreement (EPA) and the Strategic Partnership Agreement, which would lead the cooperation between the EU and Japan to a new and heightened phase.



Yoshitaka Sonoda - Important IP considerations for European and Japanese companies



Jarii Vario - Identifying key IP issues and opportunities



Satoshi Matsuo - Effects on corporate IP team and strategies



Takao Saito - IP strategy for new technology era

Dr. Philippe de Taxis du Poët, EU-side General Manager of the EU-Japan Center for Industrial Cooperation explained in his welcoming remarks how the Centre promotes bilateral cooperation in the field of technology and innovation in the EU, Japan, and also possibly in third countries. He touched upon various activities including information service activities for the promotion of EU's research and development programme, and the EU-Japan Technology Transfer Helpdesk, the entity organising the event itself.

The speakers, Dr. Sonoda (Sonoda&Kobayashi), Mr. Sewerin (Kransell & Wennborg), Mr Sato (Panasonic), Mr. Matsuo (Hitachi), and Mr. Vario (Nokia) covered the seminar's main topics highlighting themes such as patenting of AI, IP monetisation, standards, essential patents, value creation for society through IP, and recent IP cases from Europe.

Mr. Luca Escoffier, Project Manager of the EU-Japan Technology Transfer Helpdesk moderated the panel discussion in which the speakers participated. He addressed several questions to the panelists for obtaining a clearer vision about their prior presentations, topics like patentability of AI inventions, open innovation, and standard essential patents have been covered during this session.

2019 BIOTECH MISSION IN OCTOBER

12 COMPANIES FROM 9 EU MEMBER STATES CAME TO JAPAN TO PARTICIPATE IN THE EU-JAPAN CENTRE'S ANNUAL BIOTECH MISSION

The 4-day mission started with a matchmaking event at the European Biotech and Pharma Partnering Conference 2019 in Osaka. This first day mission was fully organised by the Centre in cooperation with Osaka Prefectural Government and followed by a 3-day exhibition at BioJapan Expo in Yokohama. The participants had the opportunity to give a pitch and introduce their technologies and products to Japanese visitors. Several participants indicating the mission provided them the opportunity to establish fruitful business contacts with high potential for future growth.



Marine Faussillon-Laville and her colleague, Jean-Jacques Toulmé at BioJapan Expo, in Yokohama

By **MARINE FAUSSILLON-LAVILLE**, CEO and President, Novaptech
➔ <http://www.novaptech.com>

“This mission was extremely well organised and managed on-site by the EU Japan Centre’s staff, which also contributed to additional business opportunities. The briefings, prior to the mission, were appreciated; we were well prepared for the Japanese culture and conventions. Having a booth well located and with a staff presenting the company, while we were in business partnering meetings was highly valuable. The Mission offered promising interactions with open-minded interlocutors. Meetings very likely opened the way to future fruitful collaborations. Japanese people turned out to be very friendly and easier to talk to than anticipated. This trip was enriching both personally and professionally. I really loved the country as well as the Japanese food. Some meetings were very promising; we already exchanged emails with several people we had B2B meetings. We expect that these contacts will turn into fruitful and long lasting partnerships.”

4TH ANNUAL BUSINESS MATCHING EVENT “EUROPEAN BIOTECH AND PHARMA PARTNERING CONFERENCE, OSAKA”

The EU-Japan Centre for Industrial Cooperation and Osaka Bio Headquarters (Osaka Prefectural Government) co-organise the “European Biotech & Pharma Partnering Conference, Osaka”, a one-to-one business matching event, annually since 2016.

The 4th event was successfully held on 8th October 2019, one day before BioJapan. For the first time, a pitch session was held during a luncheon and 8 companies from Europe and Japan presented their technologies and initiatives.

One comment in a feedback survey mentioned that they continue discussions with potential cooperation partners throughout the year by having meetings at the Osaka Partnering Conference as well as other international events such as Bio International Convention and BioJapan. Thus, this event works as a link in a

chain of international events in the life science field.

THE HIGHLIGHT BY NUMBERS:

- One-to-one meetings : 263 meetings
- Participants: 148 representatives from 111 companies/ organisations
- Japan: 50
- EU: 61 (15 countries - Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, The Netherlands, Poland, Portugal, Spain, Sweden, UK)

The co-organisers of the event gave online presentations to a group of European companies in September as part of a pre-departure workshop conducted by BioM, a biopharma cluster in Munich, which organises a mission to Japan every year. The presentations opened up active communication between the Japanese organisers and the European participants and provided both with deeper understanding for each other’s business interests.



SAVE THE DATE!

On 13 October 2020, the 5th event will be held in Osaka.

Save the date and take advantage of this great opportunity to enter the Japanese market!

➔ <https://european-biotech-and-pharma.b2match.io>

CALL FOR APPLICATIONS GET READY FOR JAPAN

The EU-Japan Centre is currently calling for applications for its 2-week training programme in Japan on how to do business in Japan.

“Get Ready for Japan” (GRFJ) programme provides EU businessmen with a professional Japan-related expertise. It is focused on business management and consists of a combination of lectures, case studies, role plays and company visits. Preferred profile: “ideally” suited for executives of EU SMEs who need a quick and practical preparation to maximise their chance of building a successful partnership.

- **Mission dates: 18-29 May 2020**
- **Application deadline: Thursday, 30 January 2020**

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

WORLD CLASS MANUFACTURING

After a successful mission in June 2019, the 5-day World Class Manufacturing training (WCM training) is now heading to its 46th edition, set to take place in Nagoya, Japan.



WCM training gives the perfect opportunity to visit some of the world's most advanced factories and provides participants with (1) Lectures on Japan's production improvement methods (2) 1-day practical workshop coached by TPS experts (3) Plant tours + Q&A guided by Japanese managers (4) Networking and knowledge-sharing among participants.

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

- **Training dates: 22-26 June 2020**
- **Application deadline: Thursday, 19 March 2020**

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

By **MATTEO LUCCHINI**, Business Strategy Manager, Idromeccanica Lucchini Spa

➔ <https://www.lucchiniidromeccanica.it>

Former 2019 WCM training participant.

“This training experience has been outstanding for the high level of the staff who supported the European delegation along the whole time. It's been a great chance for networking with post experience managers, consultants and professors really skilled in the topic of lean management. The training has been a perfect blend of theory, practice and workshops, programmed to make the experience challenging but also very effective for my improvement. The capabilities gained in this training really cover different topics from top management practices up to daily actions to be applied in my company. I do believe that this approach would allow me to start a Lean Journey in my business pretty soon, with the aim to get the first tangible results by the end of the year!”



By **MICHAL DVORACEK**,
Foreign Cooperation
Manager, Engineering
Test Institute (SZU)
➔ www.szutest.cz
Former GRFJ training
participant

“The experience I gained during this GRFJ 2019 training (...) all the information I have received is of great value and it is up to us how we use it. The overall atmosphere and organisation of training contributed to a better understanding of Japan. The most important lessons learned during the training were the knowledge of the mentality and way of thinking and business negotiation of the Japanese. Definitely, this training course should help our company in accessing the local market and networking with local companies. We still search for the right partners and especially the manufacturers in Japan in need of EU certification. I believe the EU-Japan Centre can also help us with this.

RECOMMENDATIONS FOR FUTURE PARTICIPANTS?

Plan your business meetings well, consider your priorities ahead of time, and prepare yourself carefully for everything from promotional materials to the smallest details that are important to succeed in Japan.”



LEAN IN EUROPE – PROMOTING BEST PRACTICE AND FACILITATING THE SHARING OF IDEAS AND EXPERIENCES

Since 2013, the EU-Japan Centre has organised Lean in Europe visits to discuss best practice and facilitate the sharing of ideas and experiences around lean and operational excellence.

Inspired by Japanese manufacturing methodology, lean approaches are used by large and small European companies in all sectors, to help ensure quality, boost their competitiveness, drive innovation and reduce waste. These visits are led by Prof. Richard Keegan, Adjunct Professor of Lean Operational Excellence at Trinity Business School and are designed to inspire the participants' companies' lean journey.

Visits begin with a pre-visit discussion often around themes to be covered during the actual visit. Scene-setting presentations by the host company introduce the company and its lean programme, outlining the challenges it is facing and the tools it uses to address them, explaining the company's approach to leadership, engagement and other essential aspects driving the business.

The gemba walk allows participants to see the lean tools in operation and engage with lean leaders who provide detailed explanations. The visits conclude with a debriefing session, allowing participants to clarify and understand what they have seen and to provide valuable feedback to the host companies. A group dinner allows informal networking opportunities between participants and hosts.

Contact us at lean@eu-japan.eu for more information.

2 lean visits took place in November, 1 will take place this month and 1 is planned for March



© Applus IDIADA

LEAN IN EUROPE #24: APPLUS+ IDIADA



18-19 NOVEMBER 2019, SPAIN

Applus+ IDIADA provides design, engineering and validation capabilities services for vehicle development projects likely to have an impact on the future of mobility and transport. It began its lean journey a few years ago. This visit focused on 'going lean' – why it decided to embrace lean, how it went about it, how did it engage the leaders and people, the challenges it is trying to tackle and its use Industry 4.0 tools.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-idiada-barcelona>

LEAN IN EUROPE #25: PNEU LAURENT AND SKF SLEWING BEARINGS



27-28 NOVEMBER 2019, FRANCE

This visit focused on the challenges of introducing lean thinking and lean tools into old plants – understanding the current situation and developing people and processes. Pneu Laurent, part of Michelin, has specialised in the retreading of tyres, for use by heavy goods and civil engineering vehicles for 60 years. SKF Slewing Bearing – Avallon is a worldwide centre of excellence for the SKF Group in the field of slewing bearings, producing 2,500 bearings a year, 96% being sent for export.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-skf-slewing-bearings-avallon>



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LEAN IN EUROPE #26: BMW GROUP PLANT BERLIN

10 DECEMBER 2019, GERMANY

The visit will focus on "Preventing waste preventatively - do not eliminate it retrospectively" and using Design for Manufacture and Assembly (DFMA). Every day, the plant's 2,000 employees produce up to 800 BMW motorcycles. This visit will look at how DFMA has enabled BMW to permanently reduce production costs and engineered hours per vehicle. It is no longer possible to apply for a place.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-26-bmw-group-plant-berlin>

CALL FOR APPLICANTS: LEAN IN EUROPE #27: TETRA PAK

11 & 12 MARCH 2020, SWEDEN

This mission will visit two plants in Lund focussing on filling lines assembly and also sealing and creasing. The agenda for the visit is currently being finalised, but you can apply now for a place.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-27-tetra-pak-lund>



CALL FOR EXPRESSIONS OF INTEREST ORGANIC FOOD MISSION IN 2021 FOR EU SMES



The EU-Japan Centre is studying the feasibility of organising an “Organic Food” mission to Japan* in March 2021 alongside “FOODEX Japan” and is currently calling for “Expressions of Interest” from ENTERPRISE EUROPE NETWORK (EEN) partners in order to identify among their clients EU SMEs interested in this opportunity.

Any expressions of interest coming from EEN partners should be submitted to Jessica Michelson: jessica@eu-japan.eu
Deadline for sending the expressions of interest: Friday, 31 January 2020.

PARTICIPANT'S PROFILES

This mission is addressed at EU SMEs working in the organic food and drinks sector, who can offer high-quality products with packaging strategies towards Japan.

The SMEs' products must be certified with the EU organic logo.

COSTS

- No mission fee

The EU-Japan Centre covers mission-related costs such as:

- Trade fair registration, booth rental & basic arrangements
- Speakers' fees, lectures and seminars
- Poster translation and printing

In addition, SMEs participating in the mission will benefit from 600 EUR grant

The mission is funded by the European Commission and managed by the EU-Japan Centre.

** The information pertaining the March 2021 Food Mission is correct and accurate at the time of publication and may change at any time in the future without prior notice. The decision to go-ahead with the execution of the March 2021 Food Mission is currently pending assessment by the European Commission for approval and funding.*

➔ <https://www.eu-japan.eu/e-news/pdf/2021-Organic-Food-Mission-Call-For-EoI.pdf>

BENEFITS FOR EU SMES

Through this mission participants will have the opportunity to:

- Gain knowledge about the targeted market structure, sector analysis, presentation of EU-Japan Economic Partnership Agreement benefits
- Exhibit at FOODEX JAPAN, Asia's largest exhibition dedicated to food and drink
- Create new business opportunities
- Identify relevant key contacts
- Establish first contact and potential business relationships with Japanese companies.

ABOUT THE 2018 ORGANIC FOOD MISSION

By **DETELINA VENCESLAVOVA SAVCHEVA-STOYNOVA**, Export Manager, Nuhealth JSC ➔ www.nuhealth.zone

“The whole mission, from the start to the end, was very well organised. The lectures were very interesting and well selected, giving an overview of the specific organic meaning on the Japanese market, as well as the philosophy the Japanese have for the bio market. All of the participants were interested in finding a distributor for Japan. For Nuhealth JSC in particular, the mission was successful, because we have gathered many good contacts during the exhibition.”

CALL FOR EXPERT IN KEY NANOTECH SECTOR IN JAPAN



The EU-Japan Centre for Industrial Cooperation is looking for an expert with detailed knowledge of Japan's Nanotech sector who can provide a briefing on the sector and its key topics.

The briefings will include a presentation and Q&A session led by an expert who will present the nanotech sector in Japan, including recent developments and key issues that companies are facing within that sector. The expert's presentation is expected to last 25-30 minutes and will be followed by a Q&A session. The webinar will be recorded and sent to the mission's participants for their further review.

Deadline for submissions: 20 December 2019. Contact: Diane Lula - d.lula@eu-japan.eu

Your proposal should include:

1. Your CV.
2. A statement showing why you can be considered to be an expert in that particular field (professional experience, publications you have contributed to).
3. An outline of the topics to be addressed in the presentation, and of the presentation's likely structure.
4. How much you would expect to be remunerated for your contribution.

CALL FOR EXPRESSIONS OF INTEREST 1-DAY WORKSHOPS IN THE EU



In 2020, the Centre would like to co-organise approx. 10 workshops in close collaboration and support of Enterprise Europe Network (EEN) partners providing full export support to EU SMEs.

Over the past few years, with the cooperation of organisations members of ENTERPRISE EUROPE NETWORK (EEN), the EU-Japan Centre has been co-organising half-day cross-cultural workshops at various locations throughout Europe. In its yearly efforts to help European SMEs to access the Japanese market and provide more relevant and up-to-date information and support, the Centre would like to expand its range of support and services and is planning on organising workshops which would cover not only **Japanese business culture** but also present **sectorial information** and benefits of the **EU-Japan Economic Partnership Agreement**.

For now, sectors currently available for a presentation are the ones of EU-Japan Economic Partnership Agreement (EPA) and of high potential benefits for EU SMEs:

- Food & beverages (presentations available from April 2020)
- Textile (presentations available from April 2020)
- Footwear & leather (presentations available later depending on experts' deliverables)
- Other sectors are under feasibility study

Furthermore, the Centre would also like to propose 1-hour webinars on expert procedures and EPA-related benefits targeted at EEN local clients and would continue organising half-day workshops on Japanese business culture as done for the last couple years.

Should EEN partners be interested in co-organising these workshops and/or webinars, or have any further inquiries, please contact Eivilte Kandrataviciute at eiva@eu-japan.eu.



REGIONAL WORKSHOP ABOUT **BUSINESS CULTURE IN JAPAN**

On 26 September, the EU-Japan Centre and their expert, Ms Anna Kalmi, visited Växjö, Sweden to talk about important do's and don'ts when doing business in Japan and the European Commission-funded support that could benefit local companies in their quest to access the Japanese market.

Several local businesses' representatives attended the seminar on the day and gained a lot of new information, business contacts and helpful facts about Japan. Ms Kalmi, the expert, not only gave an overview of the major cultural differences between Japan and Sweden, but also covered in detail decision-making and negotiation processes with potential Japanese counterparts as well as contract-related practices, claim handling, sales and marketing arrangements with Japanese companies.

The EU-Japan Centre's expert also pointed out the importance of a contingent business partners' presence in Tokyo, since a cooperation in Japan first and foremost have to be successful in Tokyo before expanding to other parts of the country. One of the workshop's participants, Sara Åberg, from the company Åry Trays, mentioned that the ceremonial exchange of business cards was new to her. In addition, many of the attendees confirmed that the seminar has brought new insights, as well as confirmation that it requires patience and time to establish strong and trustworthy business relationships with Japan.



As Lena Håkansson from Non Stop Design puts it: 'to share this day and experience with other companies in Southeast of Sweden have been very pleasant and valuable'. Thanks to the workshop, co-organised between local EEN partner Almi Företagspartner Kronobergs län in Vaxjo and the EU-Japan Centre, most of the attendees are now more confident in their approach and trials to expand into the Japanese market.



LATEST BUSINESS INFORMATION ABOUT JAPAN

The Centre published on the website a wide variety of webpages, expert reports and e-learning resources, and regularly organises 2-3 webinars per month covering Japan-related operational matters, industrial sectors and cultural aspects to assist EU companies in seizing opportunities in the Japanese market.

➔ <http://www.eubusinessinjapan.eu/user/register>

Each month the EU Japan Centre is organising webinars designed to improve EU companies' knowledge of conducting business in Japan and benefit from the EU-Japan Economic Partnership Agreement (EPA). The forthcoming webinars are:

NEXT WEBINAR ON THE EU-JAPAN EPA

EPA HELPDESK WEBINAR 12: TARIFF RATE QUOTAS 05 DECEMBER 2019

The webinar is targeted to EU agri-food companies seeking to understand the Tariff Rate Quotas opened by Japan in the EU-Japan EPA context.

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

EPA HELPDESK WEBINAR 13: PUBLIC PROCUREMENT & HEALTHCARE - 14 JANUARY 2020

The webinar is targeted to European SMEs seeking to understand the EU-Japan Economic Partnership Agreement, and will focus on the particular point of healthcare related to public procurement.

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

PODCASTS AVAILABLE ON PAST WEBINARS "ABOUT EPA"



RULES OF ORIGIN

New regulations and procedures for **Rules of Origin** and information on the specificities of the EU-Japan EPA compared with other trade agreements.

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-10-rules-of-origin>

SERVICES DOMESTIC REGULATIONS AND MUTUAL RECOGNITION AGREEMENT

Focusing on the professional services sectors (architects, accountants, engineers, lawyers, doctors, nurses, etc.), on the recognition of qualification in Japan, the needed documents, and the commitments in the EPA on the issue of mobility of professionals.

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-11-services-domestic-regulations-and-mutual-recognition-agreement>

PODCASTS AVAILABLE ON PAST WEBINARS "ABOUT JAPAN"

Please find below the list of recently held webinars, all our webinars are recorded and videos are available for members.

CIRCULAR ECONOMY IN JAPAN

The Japanese circular economy policies (national strategies, recycling policies, waste management rules) and the certifications for products which uses recycled materials.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-144-circular-economy-in-japan>

THE BIOPHARMACEUTICALS SECTOR IN JAPAN:

The last trends of the Biopharmaceuticals sector in Japan

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-145-the-biopharmaceuticals-sector-in-japan>

JAPANESE-EUROPEAN M&As: CROSS-CULTURAL CHALLENGES AND KEYS TO POST-M&A SUCCESS

Providing information on how to navigate the possible issues occurring during an M&A process from a cross-cultural perspective.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-146-japanese-european-mas-cross-cultural-challenges-and-keys-to-post-ma-success>

THE NANOTECHNOLOGY SECTOR IN JAPAN

How nanotech research is helping Japan advance its top technology and science priorities in a wide range of areas including AI chip design, manufacturing, medicine, engineered materials as well as others.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-147-the-nanotechnology-sector-in-japan>

THE JAPANESE MODEL FOR A BIOECONOMY

The major players on the Japanese Bioeconomy market, and the future of Bioeconomy in Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-148-the-japanese-model-for-a-bioeconomy>

JAPAN CONSUMPTION TAX AT 10%: IMPACT ON YOUR BUSINESS?

Focused on the possible impact of the Japan Consumption Tax at 10%.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-149-japan-consumption-tax-at-10-impact-on-your-business>

LATEST RELEASED REPORTS

The EU-Japan Centre recently released the following reports.

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

THE BIOPHARMACEUTICALS SECTOR IN JAPAN

This report aims to map out the current state of the biopharmaceuticals market in Japan. It first highlights the Japanese healthcare system, and then outline the market access for biopharmaceutical products by pointing out the regulations system and main actors on this market.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-the-biopharmaceuticals-sector-in-japan>

CIRCULAR ECONOMY IN JAPAN



This report highlights the policy framework by describing the different Acts that have established the current structure of the Japanese Circular Economy.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-circular-economy-in-japan>

THE JAPANESE MODEL FOR A BIOECONOMY

This report introduces the current situation of the Bioeconomy sector in Japan.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-the-japanese-model-for-a-bioeconomy>

JAPANESE-EUROPEAN MERGERS & ACQUISITIONS: CROSS-CULTURAL CHALLENGES AND KEYS TO POST-M&A SUCCESS



This report aims to better understand the reasons why European-Japanese M&As have not been more successful in the post-M&A process, and what can specifically be done to increase the chances of a positive result.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-japanese-european-mergers-acquisitions-cross-cultural-challenges-and-keys-to-post-ma-success>

ARTIFICIAL INTELLIGENCE IN JAPAN AND OPPORTUNITIES FOR EUROPEAN COMPANIES

This report shows the status of the AI industry in Japan and its actions with the EU and its Member States, as well as lists funding opportunities for EU companies.

➔ https://www.eu-japan.eu/sites/default/files/publications/docs/artificial_intelligence_in_japan_-_guillermo_garcia_-_0511.pdf

LATEST TRENDS IN JAPAN NANOTECH SECTOR



This report selects some of the important advancements in certain nanotech research areas to highlight in greater detail.

➔ <https://www.eubusinessinjapan.eu/library/publication/report-latest-trends-in-japan-nanotech-sector>

ANALYSIS OF OPPORTUNITIES FOR EU SMES IN JAPAN'S DATA ECONOMY AND ARTIFICIAL INTELLIGENCE IN CONNECTION WITH ROBOTICS

This report intends to provide an overview of current AI, robotics and data related policies in Japan.

➔ <https://www.eu-japan.eu/publications/analysis-opportunities-eu-smes-japans-data-economy-and-artificial-intelligence>

HYDROGEN AND FUEL CELLS IN JAPAN

This report provides an overview of the hydrogen market in Japan and its main actors.

➔ https://www.eu-japan.eu/sites/default/files/publications/docs/hydrogen_and_fuel_cells_in_japan.pdf

STAY INFORMED ABOUT JAPAN'S GOVERNMENT BUSINESS OPPORTUNITIES WITH THE WEEKLY TENDER DIGEST!

Keeping track of tender opportunities in Japan can be a challenge if your time and resources are limited. Although internationally regulated procurement notices are available on procurement portals such as JETRO, finding further information related to tender calls is often a challenge.

To assist European business with keeping track of tender opportunities and finding tender information more efficiently, the Japan Tax & Public Procurement (JTPP) Helpdesk offers the Weekly Tender Digest Mailing service. The Digest consists of a selection of national and regional tender opportunities that are open to SMEs and published on the procurement portals managed by JETRO, Tokyo Metropolitan Government and the Tokyo Olympics Organizing Committee.

Besides basic information about the goods and service procured, deadlines and qualifications, the Excel version of the Digest provides direct links to the organisation's procurement websites and, if available, direct access to further details and specifications. The subscription to the Weekly Tender Digest is free for EU and COSME headquartered businesses and trade promotion organisations.

➔ <https://www.eu-japan.eu/government-procurement/news/weekly-tender-digest-mailing-list>



EU-JAPAN RAILWAY INDUSTRIAL DIALOGUE

The 8th edition of the EU-Japan Railway Industrial Dialogue took place in Tokyo on 25 November. The dialogue was organised by the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW) and the Japanese Ministry of Land, Infrastructure and Transport (MLIT).

The objective of the Dialogue is to create a platform to promote mutually beneficial cooperation and information exchange between its participants. The dialogue brings together manufacturers and operators from both sides to facilitate bilateral trade in the railway sector, to monitor mutual market access, to ensure better comprehension of the relevant markets and ensure mutual recognition of safety standards. This year's Dialogue was particularly important as it followed the entry into force of the EU-Japan Economic Partnership Agreement. As in previous editions, the dialogue saw a wide participation of public authorities and private operators in the railway sector from both sides.



This year's dialogue was very intense and participative. The discussions and presentations focused on: procurement practices and future purchasing projects by EU and Japanese railway operators; obstacles to accede the respective procurement markets faced by rail suppliers and successful cases of market penetration by rail suppliers from both sides; presentations by EU and Japanese suppliers of new products and innovative technologies in the railway sector.

Source: European Commission - DG GROW

EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT (EPA)

MEETINGS AND DOCUMENTS

The European Commission publishes the agendas (when available) of the committees set up by the EU-Japan EPA, as well as reports and other documents in order to inform about the different steps of the EPA implementation process. This is part of its commitment to a more transparent and inclusive trade and investment policy.

The Commission publishes provisional agenda's agreed by both sides ahead of the meetings. The final version are uploaded after each meeting.

More information on the EPA Joint Committee, specialised committees and dialogues at below link.

➔ <https://trade.ec.europa.eu/doclib/press/index.cfm?id=2042> Source: European Commission

“ALLIANCE”

A PROJECT FUNDED BY THE EUROPEAN COMMISSION SUPPORTING CLUSTERS AND SMES' INTERNATIONALISATION



Joint mission to Japan with European clusters and SMEs from the advanced materials and connectivity industries for defence and security markets

ALLIANCE is a European Project focused on the international business development of advanced materials and connectivity for the Defense and Security markets, gathering 7 clusters from France, Italy and Netherlands. ALLIANCE will define common strategies on these issues towards non-EU countries on tactical sectors: aerospace, soldier systems, and robotics.

In this context, ALLIANCE organises a mission to Japan, 12-14 February 2020, for a delegation of SMEs from these sectors. The objective is to lay the foundations of long-term, profitable cooperation in technology and business between European and Japanese companies. The mission will include visits to Japanese companies and professional associations, B2B meetings and participation in the Wearable Expo trade fair, which is the world's leading show for wearable devices and technologies and a place for innovation in civilian, defence and security sector.

More broadly, the ALLIANCE project is particularly invested in the internationalisation of European SMEs on 3 key markets (USA, Japan and South Korea) with an appetite for defence/dual use technologies and products.

ALLIANCE aims to develop knowledge about these markets, to build sustainable co-operations to ensure the long-term internationalisation of European SMEs and a win-win relationship with companies from the visited countries. The mission to Japan is the second one of the ALLIANCE project: the USA were visited in October 2019, and South Korea will close the project in March 2020.

➔ <https://www.clustercollaboration.eu/escp-profiles/alliance>

HIGH-REPRESENTATIVE/VICE-PRESIDENT FEDERICA MOGHERINI VISITS TOKYO TO BUILD ON **SIGNIFICANT ACHIEVEMENTS IN EU-JAPAN RELATIONS**

The High Representative/Vice-President Federica Mogherini concluded a 3-day visit to Tokyo, where on 22 October she represented the European Union at the enthronement ceremony of His Majesty the Emperor Naruhito, alongside representatives of over 190 countries and international organisations. The High Representative on the occasion of this visit also met with the Minister for Foreign Affairs, Toshimitsu Motegi, and the Minister of Defence, Taro Kono.

Her meetings provided an opportunity to revisit some of the landmark achievements that have marked the past five years of EU-Japan relations. Signed at the 2018 EU-Japan Summit, the Strategic Partnership Agreement, provisionally applied since February 2019, and the Economic Partnership Agreement, in force since February 2019, are landmark deals that have provided a solid basis to develop our close cooperation, promote our shared interests, and bring tangible benefits to people's lives through increased trade and investment.

With Ministers Motegi and Kono, the High Representative discussed areas on which the EU and Japan have agreed to cooperate more closely, notably connectivity as well as security and defence matters.

The Partnership on Sustainable Connectivity and Quality Infrastructure, which Prime Minister Abe and President Juncker signed in Brussels on 27 September, paves the way for close cooperation bilaterally, multilaterally and in third countries on transport, energy, digital and people-to-people contacts. The EU is also committed to strengthening its security cooperation in and with Asia, and in this context is ready to develop a security and defence cooperation partnership with Japan, including on cyber and maritime security and crisis management. The High Representative also exchanged views with both Ministers on regional and international issues, including the Korean Peninsula, the South China Sea, the Gulf region and Afghanistan.

High Representative Mogherini also met with Fumio Kishida, member of the Diet and former Minister for Foreign Affairs. She thanked him for his support in preparing the Strategic Partnership Agreement and the Economic Partnership Agreement during his mandate as Foreign Minister. The High Representative also met with Japanese academics and representatives of think tanks and civil society. She emphasised that shared interests and the convergence of views of the EU and Japan on many issues of global relevance, from free trade to democracy, human rights, and from nuclear non-proliferation to effective multilateralism, will continue to provide the bedrock of the EU-Japan partnership and friendship.

Source: Delegation of the European Union to Japan

 https://eeas.europa.eu/headquarters/headquarters-homepage/69309/high-representativevice-president-federica-mogherini-visits-tokyo-build-significant_en

AGRI-FOOD PROMOTION IN 2020

THE EUROPEAN COMMISSION WILL ALLOCATE €200 MILLION IN 2020 TO FUND PROMOTION ACTIVITIES FOR EU AGRI-FOOD PRODUCTS AT HOME AND ABROAD.

The 2020 promotion policy work programme adopted by the Commission outlines the main priorities for support. EU policy on the promotion of agri-food products is designed to help the sector take advantage of the expanding and increasingly dynamic global agri-food market, raise awareness on quality schemes including organic produce and help producers should they face market disturbances.

Agriculture and rural development Commissioner Phil Hogan said: "Europe's reputation in the world for agri-food products is unparalleled. The EU is not

the top world agri-food exporter by accident. Our promotion policy with an ever-increased budget supports EU producers in making their products known both in the EU and outside but also in facing market difficulties by raising more awareness on their produce. The trade agreements in place also create the conditions to increase their exports to high-growth markets. The recent conclusion of the EU-China bilateral agreement on geographical indications is yet another example of the Commission's work to create opportunities for producers and high-quality EU products."

In 2020, more than half of the budget (€118 million) will go towards campaigns pursuing markets outside the EU with high-growth potential, such as Canada, China, Japan, Korea, Mexico and the United States. Eligible sectors include dairy and cheese, table olives and olive oil and wines. The selected campaigns are expected to enhance the competitiveness and consumption of EU agri-food products, raise their profile and increase their market share in these targeted countries.

Source: European Commission

➔ https://ec.europa.eu/commission/presscorner/detail/en/IP_19_6287

➔ https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products_en#annualworkprogramme

EU-JAPAN SUSTAINABLE FINANCE POLICY SEMINAR

On 11 October 2019, the EU Delegation to Japan hosted a seminar on the EU Japan sustainable finance policies that brought together senior policymakers, regulatory affairs professionals and investment professionals to participate in a discussion on sustainable finance policy and initiatives in the EU and Japan.

The seminar was opened by DG Guersent of FISMA and chief sustainable finance officer Mr. Ikeda of the Financial Service Agency of Japan. It offered participants the possibility to deepen discussions on the aims and progress of the EU Strategy on Sustainable Finance and its impact on the business within or with the EU.

The seminar also featured a session where participants explored possibilities of further policy coordination and cooperation between EU and Japan in sustainable finance, taking particular account of the recent EU initiative to set up an International Platform on Sustainable Finance which the EU is preparing to launch shortly with the support of a number of like-minded jurisdictions across the world.

The event also included two panel discussions: the first one focused on the European Commission Action Plan on Sustainable Finance and its prospects for coordination at global level, the second one addressed the key progress and challenges in driving sustainable finance from the perspective of the leaders in the industry in Japan.

Source: EU Delegation to Japan

➔ https://eeas.europa.eu/delegations/japan/68867/eu-japan-sustainable-finance-policy-seminar_en

10TH EU-JAPAN SCIENCE POLICY FORUM & SCIENCE AND TECHNOLOGY MINISTERIAL ROUNDTABLE

On Saturday, 5 October the Delegation of the European Union to Japan, in cooperation with Japan's National Graduate Institute for Policy Studies (GRIPS), hosted the 10th EU-Japan Science Policy Forum at the Kyoto International Conference Center in Kyoto, Japan. The topic this year was "New STI Policies in a Changing World".

As in previous years, the event attracted a high-level research and innovation audience involving policy makers, funders, managers of research, as well as researchers and innovators. There were 60 participants and 70 observers from Europe and Japan.

The event was co-chaired by Dr. Patricia Flor, Ambassador of the European Union to Japan and Professor Takashi Shiraiishi, a former President of GRIPS. The policy briefs were delivered by Mr. Jean-Eric Paquet, Director-General, DG RTD, European Commission; Dr. Takahiro Ueyama, Executive Member, Council for Science, Technology and Innovation, Cabinet Office; and Mr. Yoshio Yamawaki, Deputy Minister of Education, Culture, Sports, Science and Technology.

The discussion on how to enhance EU-Japan collaboration in research and innovation was joined by high level representatives from Europe and Japan, including Ms. Matilda Ernkrans, Minister for Higher Education and Research of Sweden.

This event came at an important moment; Horizon Europe, the next EU Research and Innovation Framework Programme 2021-2027 (proposed budget of around 100 billion Euro) is being designed to bring together the triple objectives of smart innovation-led growth, inclusion and sustainability, as well as to direct innovation to solve the pressing global challenges of our time (cancer, climate change, CO2 emissions in cities, condition of soil and oceans). In Japan, the government is preparing the 6th Science and Technology Basic, "Society 5.0" is being further implemented and the preparations to the Moonshot research programme that is expected to tackle declining birth rate and aging society, recover healthy global environment and pioneer new frontiers with S&T, is on the way.

This bilateral forum is fully in line with a Joint Vision (https://ec.europa.eu/research/iscp/pdf/eu-japan_strategy_paper.pdf) towards a new strategic partnership in Research and Innovation between the European Commission and the Government of Japan that was endorsed during the EU-Japan Summit in May 2015.

One of the five domains of this partnership is 'Deepening mutual understanding of key STI policies' and this annual constitutes a key contribution towards this.

SCIENCE AND TECHNOLOGY MINISTERIAL ROUNDTABLE

On Sunday, 6 October, Mr. Jean-Eric Paquet, Director-General, DG RTD, European Commission participated in the Science and Technology Ministerial Roundtable on the theme "STI for SDGs and Moonshot", organised by the Cabinet Office of Japan. In his statement, Director-General Paquet emphasised the urgency of challenges that the global community faces and called for a drastic transition of our society. Research and Innovation and STI policies lie at the heart of this transition. Solutions can only be found via international cooperation. In seeking solutions to achieve the Sustainable Development Goals, common and shared values must prevail to establish a level playing field among stakeholders - public and private sector and also citizens.

Source: EU Delegation to Japan

2019 AUTUMN CONFERMENT OF **DECORATIONS OF FOREIGN NATIONALS**

On 3 November, the Government of Japan announced the 2019 Autumn Conferment of Decorations of Foreign Nationals, in which the Honorable Alojz Peterle, former Member of the European Parliament, and the Honorable Pedro Silva Pereira, Member of the European Parliament (Vice-President), were decorated.

The Honorable Alojz Peterle received the decoration of the Grand Cordon of the Order of the Rising Sun for his contribution to strengthening bilateral relations and promoting friendship and goodwill between Japan and Slovenia, as well as the role he played enhancing relations between Japan and the EU.

The Honorable Pedro Silva Pereira received the Order of the Rising Sun, Gold Rays with Neck Ribbon, recognising both his contribution to strengthening economic relations between Japan and the EU and to promoting inter-parliamentary exchanges between Japan and the EU.

Source: Mission of Japan to the European Union

➔ https://www.eu.emb-japan.go.jp/itpr_en/00_000407.html

THE INTERNATIONAL ASSOCIATION OF PEACE MESSENGER CITIES' CONFERENCE IN SARAJEVO



Mr. Takeshi Tamai, the Chief Representative the City of Yokohama Europe Representative Office visited the capital of Bosnia-Herzegovina, Sarajevo on 26-29 September to take part in the general conference of the 'International Association of Peace Messenger Cities, IAPMC. Approximately 50 officials from 23 cities in 15 countries joined the assembly.

On the first day, a city tour was arranged by the City of Sarajevo and the participants visited the Sarajevo Tunnel, also called Tunnel of Hope, the War Children Museum which exhibited letters and family photos of happier times, destroyed toys, etc., and the Historical Museum of Bosnia and Herzegovina which had a special peace-related exhibition.



On the 27th, the conference was officially opened by the mayor of Sarajevo. During the afternoon's session regarding the member cities' plans to reach the Sustainable Development Goals (SDGs), Mr. Tamai explained Yokohama's contribution to peace building and the fulfilment of the SDGs by presenting Yokohama's international cooperation on infrastructure technology and know-how.

Mr. Tamai talked about the YPORT Center, a knowledge hub for smart city management and introduced the process of the Asian-African cooperation on technology. The last day focused on conflict resolution, immigration policy and issues arising from multiculturalism. Further plans of where cities can strengthen and broaden their peace and SDG-related engagement were proclaimed in the Declaration of Sarajevo.

The assembly approved the new member cities, Prilep (North Macedonia) and Sremski Karlovci (Serbia). By following this year's call to the Peace Messenger Cities' Conference, Yokohama once again reaffirmed the sincere interest in aiming for world peace and reaching the Sustainable Development Goals.

➔ <https://yokohama-city.de/>



JAPAN **SEEKING INNOVATIVE START-UPS**

Major Japanese firms, from manufacturing to finance and services in a whole variety of sectors, are increasingly looking to identify new innovation from European start-ups in order to improve their business practices and to introduce new ideas and technology into the Japanese market and to their network of global clients. The event will be held in Paris during the Deep Tech Week and provide a unique opportunity for innovative start-ups to discover the Japanese regional business opportunity and meet potential partners from major Japanese firms. The event will carry out topics on the ecosystem, investment environment, and reverse-pitch presentations by Japanese corporates promoting open innovation. For more informations contact info-prs@jetro.go.jp

RAKUTEN MOBILE LAUNCHES THE AUTONOMOUS NETWORK RESEARCH & INNOVATION LAB IN TOKYO

Rakuten Mobile is the newest of the four major mobile operators in Japan and has recently launched the world's first end-to-end fully-virtualised cloud-native mobile phone network. The new mobile operator service is initially being provided through a Free Supporter Program that offers voice and data services free of charge. With this new network and platform, Rakuten Mobile aims to be one of – if not the – technologically most advanced telecommunication providers in the world.

In recent years, the demand on mobile network operators has been building with ever increasing connected devices and greater demand for speed. The telecommunications community has acknowledged that existing scaling techniques are insufficient and financially unsustainable.

To address this problem, Rakuten Mobile aims to create a fully autonomous network. This means a network which is able to diagnose and repair itself as well as optimize its operation with minimal or no human involvement.

As part of this effort Rakuten Mobile has created the Autonomous Network Research & Innovation Lab. Their vision is to create an artificial engineer that can operate the network and the lab's task is to invent the technology required to realise this vision.

Dr. Pierre Imai, originally hailing from Germany, is leading an international team with backgrounds in AI, networking, telecommunications, and distributed systems. This team already includes several European members and is actively looking to grow.

Embracing an ethos of open innovation, the Lab is looking to establish research-focused collaborations with world leading academic and industrial institutes who share their vision. As well as academic engagement, the lab's successful inventions will be validated and deployed by the operation teams to the network. The new Autonomous Network Research & Innovation Lab will become a hub for collaboration with international research institutes with the aim of providing high-level researchers with opportunities to research autonomous networking technologies.



By Dr. **PIERRE IMAI**, Head of Autonomous Network Research & Innovation, Rakuten Mobile

BIOJAPAN & REGENERATIVE MEDICINE JAPAN 2020

14 OCTOBER 2020, YOKOHAMA, JAPAN

BioJapan & Regenerative Medicine Japan 2019 report
Featuring a large-scale exhibition, an extensive seminar schedule, and a patented online partnering system, these twinned events are uniquely positioned within Asia as a platform for bringing together key players in the bio and regen-med fields.

Almost two months have passed since the successful 2019 iterations of BioJapan and Regenerative Medicine Japan. Interest in pursuing partnerships with European organisations is on the rise at BioJapan, and accordingly, the presence of national and regional European delegations is more and more apparent.

2019 numbers: total visitor count: 17,512 (107% of last year's total), participating countries: 34, total exhibition booths: 683, total one on one business discussions held: 11,987 (119% of last year's total)

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

2020 Partnering Registration Opens in July

To forge relationships with new partners in Japan and Asia, BioJapan is the place. About 75% of the 1,313 organisations participating in this year's partnering are based in Asia and Oceania, and about 65% in Japan specifically. But what's more, the event also boasts a solid roster of attendees from around the world, thanks in part to many returning foreign pavilions and clusters (e.g. delegations from Europe, the US, and Asia)

The partnering system opens for registration in July. Breakdown of the data and detailed participants information from previous year can be provided by the organiser.

CHANCES TRIGGERED BY THE **FREE TRADE AGREEMENT** **EU-JAPAN**

After just over four years of negotiation, ratification and entry into force in February 2019, the EU-Japan Economic Partnership Agreement (EPA) was eagerly expected by a large majority of companies.

It is precisely at these points that the agreement should apply and intended to take effect: new opportunities for market expansion and international cooperation are to be created through the almost all-encompassing dismantling of tariff barriers to trade, full access to public procurement, definition of explicit standards in areas such as employee and environmental protection, guarantee of intellectual property rights, and the support for small and medium-sized enterprises.

The webinar premiere of DJW, conducted in cooperation with GTA, summarized recent developments regarding the FTA between EU and Japan and introduces first impacts for business with a report of experiences by METRO AG.

➔ <https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/webinar-neue-chancen-durch-das-freihandelsabkommen-zwischen-der-eu-und-japan>

The Free Trade Agreement has been subject to various DJW events conducted in 2019.

Visit DJW's website for a summary of findings and experiences with the agreement so far.

➔ <https://www.djw.de/de/infopool/six-months-into-economic-partnership-agreement>

AN INTENSIVE 1-WEEK MISSION TO JAPAN TO ACCELERATE THE MARKET ENTRY OF 10 EUROPEAN LIFE SCIENCE SMES

Two experienced cluster management organisations, BioM (<https://www.bio-m.org/en.html>) from Munich/Bavaria in Germany, and Medicen (<http://www.medicen.org/en/homepage>) from Paris Region, France, teamed up in the "Start.Smart.Global 2019" project to prepare 10 European life science SMEs for the Japanese market. The training and market preparations were put into practice during a 1-week mission to Japan in October.



Main events were the European Biotech & Pharma Partnering Conference (<https://european-biotech-and-pharma.b2match.io>) in Osaka and BioJapan (<https://www.ics-expo.jp/biojapan/en>) in Yokohama. Moreover, meetings with preferred customers, business consultants and agents, JETRO and governmental agencies were arranged according individual wish lists to accelerate market entry and success. A visit including B-2-B meetings to BioM's cluster partner of the Tokyo-area, Kawasaki King Skyfront (<http://www.city.kawasaki.jp/en/page/0000038680.html>), rounded up the intensive week.

An important contribution to the positive outcome of the mission was provided through the long-standing cooperation of BioM with Osaka BioHeadquarters (<https://osaka-bio.jp/english/about-us>). This leading biopharma network organisation helped to match the European SMEs with Japanese business partners in the Osaka-Kansai region.

One of the participants, Michiel Jannick, CEO of Scinus Cell Expansion (<https://scinus.com>) from the Netherlands, sums up: "It was great to get an overall landscape: network activities, collaboration with the government, support of government. In addition to that we spoke to KOL's, CDMO's and potential distributors which led to a concrete follow up."

JAPAN WEEK HOSTED BY VITAGORA STRENGTHENING COLLABORATIONS IN AGRIFOOD

In November 2019, Vitagora celebrated 10 years of cooperation with Japan.

The French food innovation cluster was honoured to host NARO's President, Dr K. Kyuma, and Vice-President, Dr A. Matsuda, and their team who came and met Vitagora's President M. Pierre Guez and Director M. Christophe Breuillet, as well as scientific forces from Vitagora's agrifood innovation ecosystem. The NARO, the National Agriculture and food Research Organisation, is a historical and key partner of Vitagora. During this "Japan week", the Japanese company Suntory also benefited from a deep insight in the network. A great opportunity to enhance win-win collaboration opportunities, building on scientific expertise from precision agriculture down to consumer preference and behaviour as well as business development.



➔ <https://www.vitagora.com/>

UK BIOINDUSTRY ASSOCIATION MEETS FIRM IN JAPAN

The BIA and FIRM have agreed to work together to enable Japanese companies in regenerative medicine and cell and gene therapy and related industry to collaborate with UK companies and vice versa.



Japan has a history of innovation in regenerative medicine and commitment to a future of global scientific excellence. There is a strong track-record of partnership working in regenerative medicine between UK and Japanese companies. The BIA and FIRM are making available to each other a directory of members engaged in regenerative medicine, which can be found here (<https://www.bioindustry.org/policy/strategic-technologies/cell-and-gene-therapy.html>).

BIA hopes that this shared directory will enable Japanese and UK companies to work cooperatively to solve problems and accelerate mutual commercial outcomes that generate health and wealth gains for the two countries.

Following the exchange, there was a discussion which focussed on: collaboration between innovative cell and gene therapy companies in the UK and Japan; the openness of the UK to the world after Brexit; and reimbursement models over long periods of time.

➔ <https://www.bioindustry.org/policy/strategic-technologies/cell-and-gene-therapy.html>

Cell and gene therapies are now at the forefront of medical science, achieving their potential to radically transform the treatment of many conditions. The UK has taken a leading role, both in Europe and globally, in developing new cell and gene therapies. There are 56 Advance Therapy Medicinal Product (ATMP) manufacturers currently headquartered in the UK along with 93 live clinical trials.

As new products make it to market, national and international systems are adapting to meet the challenge of these new treatments, building 21st century appraisal, distribution and reimbursement models for 21st century medicines.

The UK is already well-placed to be an exemplar for how to develop and deliver cell and gene therapies, with the ATTC Network, the Cell and Gene Therapy Catapult and central government support.

VISIT OF THE JAPAN COSMETIC CENTER AT GUERLAIN PREMISES IN FRANCE

On 18 October in Chartres, France, COSMETIC VALLEY cluster and the Enterprise Europe Network team of DEV'UP Centre-Val de Loire (the regional agency for economic development) welcomed a delegation of 40 participants from Japan, Taiwan, Thailand and Indian Ocean islands on the theme of cosmetic innovation in Chartres.

Also supported by Enterprise Europe Network in Japan and the Japan Cosmetic Cluster, long-term partner of Cosmetic Valley, this one-day tour brought together SMEs, research centres, one cluster and representatives from the Regional Council as well. The objective of this visit was to discover the strengths of the regional cosmetic industry and the business opportunities in this part of France which is the cradle of Cosmetic Valley (900 members across the globe). This year, Guerlain exceptionally opened its La Ruche premises to welcome the delegation and present the cutting edge know-how and innovation strategy which is the DNA of its flagship products.



Captivated by this industrial and also cultural day for a tour in the old town of Chartres was proposed, the Japanese delegation could enjoy a well-earned day off after two frenetic days of Cosmetic 360 trade fair in Paris before flying back home. Cosmetic Valley is a competitiveness cluster which role is to support companies from the perfumery and cosmetics sector in their international development, research and innovation projects. DEV'UP agency focuses on employment and support for companies and territories in Centre Val de Loire region.

➔ <https://www.devup-centrevalde Loire.fr>

➔ <https://www.cosmetic-valley.com>

POLICIES AND TECHNOLOGIES FOR DECARBONISING THE ENERGY SYSTEM - 10TH GERMAN-JAPANESE DIALOGUE FORUM FOR ENVIRONMENT AND ENERGY

WASTE HEAT UTILISATION, HYDROGEN, SECTOR COUPLING - HOW THE ENERGY SUPPLY CAN BE DECARBONISED

More than 250 participants attended the 10th Anniversary of the German-Japanese Environmental and Energy Dialogue Forum held in Tokyo on the 29-30 October 2019.



German and Japanese experts from politics, industry and science met for the 10th time to discuss key issues and technologies for climate and environmental protection. The effects of long-term energy and climate strategies in both countries were discussed as well as the role of hydrogen in the future energy systems and the challenges for the long-term decarbonisation of the heat sector. Pioneering projects for power-to-heat applications, including low-temperature applications and the use of industrial waste heat in local heating networks, were presented. Possibilities and limits of biomass use and the necessity of legislative steering of market development by politicians were the topics on the second day as well as in a separate roundtable.

The German-Japanese Environmental and Energy Dialogue Forum celebrated its 10th anniversary. Since its founding in 2007, the Forum has developed into a renowned platform for the exchange of information between experts from business, science and politics in both countries on current environmental and energy issues as well as an incubator for cooperation projects. The 10th German-Japanese Environment and Energy Dialogue Forum is organised by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the Federal Ministry of Economics and Energy and the New Energy and Industrial Technology Organization (NEDO) and implemented by ECOS and adelphi.

Source: ECOS

THE 10TH ANNIVERSARY KOBE UNIVERSITY BRUSSELS EUROPEAN CENTRE SYMPOSIUM

The Symposium “Open Science, Evolving Societies: New Horizons for EU-Japan Research” was held on 22 October 2019 at the Vrije Universiteit Brussel (VUB). Jointly organised with the VUB, this event celebrated the 10th anniversary of the Kobe University Brussels European Centre Symposium, and the active presence of Kobe University in Brussels, the first Japanese university to open an office here in 2010.



From left: President Hiroshi Takeda (of Kobe University); Vice Rector Romain Meeusen (of Internationalisation at VUB); His Excellency Kazuo Kodama (Ambassador, The Mission of Japan to the European Union); Director-General Jean-Eric Paquet (of the European Commission's DG for Research and Innovation)



The symposium opened with remarks by H.E. Mr. Kazuo Kodama (Ambassador of Japan to the European Union), Mr. Jean-Eric Paquet (Director-General, DG RTD, European Commission), Professor Hiroshi Takeda (Kobe University President), and Prof. Dr. Romain Meeusen (Vice-Rector for Internationalisation, Vrije Universiteit Brussel).

This 10th Anniversary symposium was the most successful since the launch of this yearly event, with presentations by 40 speakers and the participation of 130 EU and Japanese researchers, government officials, representatives of industry, embassies, think-tanks and cultural institutions, as well as PhD students from a number of European universities.

Three parallel sessions in the morning addressed highly topical issues of EU-Japan cooperation in the fields of economics and international relations, food technologies and cultural heritage, in the context of the recently adopted EU-Japan EPA and SPA, and in the perspective of a future association of Japan to Horizon Europe.

Themes included: EU-Japan EPA and SPA: joining forces for a rule-based international economic order; food systems for quality, safety and functionalities; and Preserving the past, Celebrating the present, embracing the future: a new age for cultural heritage research in the EU and Japan.

In the afternoon three interactive workshops and ‘hands-on’ brokerage events followed up on the same themes, with the objective of developing joint projects between European and Japanese partners. One of the key outcomes was the launch of a new EU-Japan consortium on cultural heritage research – a highly topical and important policy and research issue in Japan and Europe and a key priority of Horizon Europe.

This event demonstrated, once again, the active commitment of Kobe University and its strategic partner the VUB, in developing broad-based partnerships with European universities and research centres, and in participating in European R&I programmes. As Director General Paquet stressed in his opening remarks, the perspective of a future association of Japan to Horizon Europe should provide an extra impetus for such joint projects. As one of the most resolutely internationally oriented of Japanese universities, with its strong commitment and track record of cooperation with European partners, Kobe University is looking forwards to the new opportunities offered by such a new agreement.



GRUNBERGER DIAMONDS WINS THE 10TH NIPPON EXPORT AWARD

The Nippon Export Award, an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan, is a biennial award given to the most successful company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products or services. For its 10th edition the award goes to Grunberger Diamonds Japan, a diamond company from Antwerp (Belgium) that successfully set up a business in Japan.

The jury praised their entrepreneurial spirit to come to Japan and start new business. In 6 years they could establish themselves as a brand with continuous growth. Their numerous collaborations with Japanese artists are a perfect merger of Belgian and Japanese craftsmanship. New initiatives including their own jewellery lines show that more growth is to be expected the coming years. On top of that the company honours a true family spirit and shows a lot of enthusiasm.

The Nippon Export Award aims to support and promote the business links between Japan and Belgium-Luxembourg.

The official selection criteria are:

- The presence in the Japanese market and the company's significant achievement (either growth or size) in trade with Japan
- Showing vision in new niche markets, daring innovation to embark on new opportunities
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards
- Originality of approach (marketing, distribution, environment protection, design, research, etc.)
- The company's spirit (marketing, merchandising, etc.)

The Nippon Export Award is under the High Patronage of the Prime Minister of Belgium and the Prime Minister of Luxembourg; and receives the support of the Belgo-Luxembourg Market Council, the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, the Luxembourg Chamber of Commerce, Flanders Investment & Trade, Wallonia Export-Investment Agency and hub.brussels Invest & Export.



➔ <http://blccj.or.jp/nippon-export-award/>

➔ <https://grunbergerdiamonds.com/>

JAPANESE CORPORATION INVESTS IN SPANISH INNOVATIVE TEXTILES START-UP

ASICS Ventures Corporation takes stake in PYRATES smart fabrics, high-end, innovative and sustainable knit fabrics developer and supplier based in Spain.

Rising awareness regarding sustainable textile production to address environmental and social concerns, along with increasing demand for natural fabrics, are expected to be key factors driving textile market growth in the coming years, as well as rising consumer demand worldwide for functional fabrics due to growing health awareness and hygienic concerns, and Asia-Pacific is the third leading region for functional textile market with a share of 24%.



PYRATES smart fabrics participated in the first edition of the ASICS TENKAN-TEN Growth Catalyst – the global corporate acceleration program for sports & well-being growth stage start-ups, during which it was the most positively received company in Kobe, Japan. Because Japan remains one of the world's leading textile markets, and is a trendsetter for other countries in Asia, PYRATES wants to expand its reach within the country whose values and status as textile innovation forerunners greatly matches ours.

At the Spanish company's core is continuous R&D of innovative textiles, and up until now the brand has developed a range of 15 PYRATEx®: high-end, naturally functional knit fabrics which the brand develops in Italy, and can be applied in the field of sportswear, prêt à porter, underwear, and more.

PYRATES

smart fabrics



In fact, PYRATES smart fabrics has received the grant of the European Union's 2019 edition of phase 1 of Horizon2020, a confirmation from the European Union as an advanced textile company, and is currently preparing phase 2.

ASICS is also currently planning a capsule collection release for the beginning of 2020, made from PYRATEx® fabrics.

➔ <https://www.pyratessmartfabrics.com>

JAPANESE – GERMAN – FRENCH CONFERENCE: AI FOR SDGs

HOW CAN AI HELP SOLVE ENVIRONMENTAL CHALLENGES?

The Japanese-German-French conference brought together two topics critically impacting the future of our societies: Artificial Intelligence (AI) and Climate Change. As global temperatures continue to rise, and as extreme weather conditions become more frequent, many express their hope that science will find a way to save humanity from climate change and its consequences. Advances in AI have triggered almost boundless expectations, but can AI technologies be game changers in terms of climate change?



On 24 October, the German Centre for Research and Innovation Tokyo (DWIH Tokyo) together with the Embassy of France in Japan and the Japanese Science and Technology Agency (JST), invited 16 speakers from Germany, France and Japan to Tokyo to discuss how artificial intelligence can help solve environmental challenges. Over 150 participants attended the day-long event and many more followed via the live stream (<https://www.youtube.com/watch?v=Yial14gH3W0&feature=youtu.be>).

The discussants approached the topic from four different angles: in the first session, government representatives and thinkers with a background in policymaking examined how ecological issues and the digital transition are intertwined in each country's national policy agenda. The second session discussed AI applications in agriculture and land use.

The third session brought artificial intelligence from the rural to urban areas, under the topic of AI applications in Smart Cities. The last session introduced examples of environmental AI applications already in use, e.g. a Virtual Power Plant (VPP) demonstration project conducted collaboratively by a German and a Japanese company.

The conference was a follow-up to the First Japanese-German-French DWIH Symposium on AI (November 2018). In December, DWIH Tokyo will hold a second follow-up event, on AI and Health Care. The results of both follow-up events will be raised for further discussion next year at the Second Japanese-German-French Symposium on Artificial Intelligence (18-19 November 2020).

➔ <http://www.dwih-tokyo.org/sdgs>

EU-JAPAN BIOMASS & BIOECONOMY SEMINAR

3RD EDITION

27-30 APRIL 2020, MARSEILLE, FRANCE



Building on the outcomes of the previous two EU-Japan Seminars held in Hiroshima and in Lisbon in 2019, this event will gather experts from research and industry from both Europe and Japan, to discuss the challenges and the solutions for the international research, knowledge transfer and industrial cooperation supporting the energy transition.



For more information and to submit ideas for discussion please contact:
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in Japan: Prof. Yukihiko Matsumura: mat@hiroshima-u.ac.jp

PRESS REVIEW

Foreign firms investment in Japan at record high

https://www3.nhk.or.jp/nhkworld/en/news/20191127_34/

Japan wants foreign entrepreneurs, but what's missing?

<https://www.japantimes.co.jp/news/2019/11/25/business/japan-foreign-entrepreneurs>

Japanese food fair tempts global buyers

https://www3.nhk.or.jp/nhkworld/en/news/20191127_47/

Japan's retail sales see deepest slump since 2015 as tax hike hits demand

<https://www.japantimes.co.jp/news/2019/11/28/business/economy-business/japans-retail-sales-down>

CIRCULAR ECONOMY IS BECOMING A REALITY

PRODUCING HIGH-QUALITY SECONDARY MATERIALS FROM WASTE TYRES USING NEW INNOVATIVE TECHNOLOGY

Japan has, due to its geological and geographical limits, always lived with natural resources scarcity, which also enhanced their development of waste management systems. The idea of circular economy in Japan is well embedded in Japanese legislation, culture and tradition.

Likewise, in Europe, Japan has come to the conclusion that waste is not a costly burden but can be a profitable resource. At the same time, circular economy can solve several challenges and increase economic & social wealth.

One of the largest and most problematic waste in Japan are end-of-life tyres (ELTs), with a total collected volume exceeding 1.000.000 tones every year. At the same time this environmental threat represents the unexploited "urban mine" of secondary raw materials with high added value.

The European company L4T (Life for Tyres) recognised the opportunity and necessity of Japanese market for this new approach and is introducing circular economy solution in end-of-life tyres (ELTs) sector. As part of L4T expansion plan and its commitment to multinational clients to deliver high quality secondary materials, the company plans to establish a strategic joint venture with a prominent local Japanese company already in 2020 and build a fully automated plant with the cutting edge patented depolymerisation technology and with a minimum yearly capacity of 25.000 tons of ELTs by end of 2022.

The "door opener" was the **EU Circular Economy Mission to Japan** and since then L4T has been working intensively on developing the project in Japan and is cooperating closely with the EU-Japan Centre for Industrial Cooperation.

This close relation and assistance of the EU-Japan Centre for Industrial Cooperation contributed to a better understanding of the Japanese market from the perspective of a European SME. It also gave to the company a big boost to decision-making process to land this investment in Japan as well as it is now facilitating the process of entering of the company into the Japanese market.

By **TILEN MILICEVIC**,
Deputy General Manager, L4T d.o.o



DJW "ASA NO KAI" (BUSINESS BREAKFAST)

5 DECEMBER 2019, OSTFILDERN, GERMANY

Bionic is the application of biological methods and systems found in nature to the study and design of engineering systems and modern technology.

Most prominent example is the communication within the army of ants: In order to achieve a common goal, they need to be able to communicate long-distance and adapt to altering surrounding aspects. Industry 4.0 follows the same aspiration: Machines need to learn automatically how to communicate with each other and autonomously adjust their decisions accordingly. Hence, requirements of the technology of the future are high - flexible adaption to rapidly changing situations, identification of blind spots and potential cost reduction, data management, as well as data analytics are only a few necessary functions.

Both speakers (Dipl. Ing. Eberhard Klotz, MBA, Global Sales Director Industry 4.0 and Digitalisation / Dipl. Ing. (FH) Juergen Boeck, Business Development LifeTech, Festo AG & Co. KG) will share their experience and expertise with Bionics and implications for Industry 4.0 in Germany and Japan.

➔ <https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-asa-no-kai-stuttgart-2019>

STUDY ON EU SMEs' INTERNATIONALISATION

An important study with relevant information related also to SME internationalisation was published this week by the Enterprise Europe Network: the SME Growth Outlook 2019-20 is available here.



➔ <https://een.ec.europa.eu/news/enterprise-europe-network-presents-sme-growth-outlook-2019-20>



INVITATION TO A **BUYERS'** **EVENT**



THE 8TH EDITION OF THE SPANISH FOOD & WINE INWARD MISSION FOR BUYERS WILL TAKE PLACE ON 26-27 FEBRUARY 2020 IN LOGROÑO, SPAIN

Logroño is the financial capital of La Rioja, a region located in the Ebro river valley in northern Spain, whose privileged land and climate conditions have fostered a long tradition in the production of high quality wines, vegetables and other agrofood products.

Logroño is also one of the most important towns on the Pilgrim's Route to Santiago de Compostela. A crossroad of considerable cultural relevance that has left an interesting monumental legacy.

The event will gather Spanish enterprises operating in the wine and food sector from La Rioja region and importers and distributors from European countries, United States, Japan, Canada, Mexico, Brazil, China, etc. The 2019 edition, gathering 96 Spanish companies along with 66 importers from over 20 countries was a great success.

In this coming edition, around seventy importers from over twenty countries will be invited by the main organiser, Business Federation of La Rioja, which will cover their travel and lodging expenses.

Japanese companies participating in this 2-day event will have the chance to meet Spanish producers, taste their food and wines during the B2B meetings and visit to their wineries and food factories.

The Business Federation of La Rioja is cooperating with over thirty organisations members of Enterprise Europe Network in the promotion and the organisation of this event.

Registration deadline for Japanese importers: 31 December 2019

➔ <https://food-wine-2020.b2match.io>

XIII INTERNATIONAL **WINE BUSINESS MEETINGS**

10-14 FEBRUARY 2020, LLEIDA, SPAIN



On the 10-14 February 2020, will be held in Spain (Catalonia-Lleida-west of Barcelona) and very close to regions like Priorat, Montsant, Penedés or Cava among others, The XIII International Wine Business Meetings.

An event co-organized by the Lleida Chamber of Commerce, International Office of Catalonia in Tokyo (ACCIO), and EU Japan Center. Until now, more than 260 wineries from over all the Spanish regions took part in the event, with an average participation of 25 wineries from more than 20 origin denominations (DO). Additionally, more than 140 importers from countries like United States, Canada, China, Russia, Hong Kong, Philippines, Thailand or Vietnam took part in the event in the last editions. In this edition, with the collaboration of ACCIO in Tokyo and Seoul (Catalonia Government) the aim is to bring importers from Japan to better-known Spanish wineries. The idea is to show to Japanese companies the quality and diversity of Spanish wines. Also to create a good relationship between wine importers and producers and offering the wineries the possibility of showing their cellars and facilities in Spain. The event covers the flight and the accommodation expenses of the importers that will have the possibility to arrange B2B appointments with over 25 participating producers, both boutique and renowned wineries.

➔ <https://www.cambraleida.org/qui-som/activitats/wine-business-meetings/>

PARTNERING OPPORTUNITIES

**JAPANESE COMPANIES
LOOKING FOR EU PARTNERS**



➔ <http://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTORS

Sector: Medical devices

A Japanese medical device manufacturer seeks EU partners for its electronic fetal monitor for remote prenatal check-ups
Profile ID: [BOJP20191118001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Medical devices

Japanese medical device developer seeks EU partner for their handheld magnetic probe used for breast cancer detection
Profile ID: [BOJP20191010001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Gardening tools

A Japanese garden tool manufacturer is seeking EU agents and distributors
Profile ID: [BOJP20191017001](#)



REQUEST FOR AGENT

Sector: Audiovisual devices

A Japanese company is seeking commercial agents in the EU to promote its infrared multispectral colour night vision
Profile ID: [BOJP20181023001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Industrial equipment

A Japanese company specialised in air compressors and spray equipment is looking for distributors in the EU
Profile ID: [BOJP20181115001](#)





DATE/LOCATION	DETAILS	CONTACTS
10 December 2019 Berlin, Germany	EUROPEAN COMMISSION FUNDED PROGRAMME LEAN in Europe - Visit to BMW Group Plant Berlin	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-visits-europe
12 December 2019 Tokyo, Japan	FORUM User-driven innovation in health- & elderly care in Japan	Deutsches Institut für Japanstudien https://www.dijtokyo.org/event/user-driven-innovation-in-health-elderly-care-in-japan/
28-31 Jan 2020 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Nanotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/nanotech-cluster-sme-mission
6-7 February 2020 Berlin, Germany	SYMPOSIUM Demography and Health	JDZB https://www.jdzb.de/en/events/single-view/id/2042/
15-18 March 2020 Tokyo, Japan	MARKET SCOPING MISSION Healthcare & Medical Technologies	EU Gateway to Japan https://www.eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-japan-1
18-19 March 2020 Tokyo, Japan	SYMPOSIUM Aging and Care in German and Japanese Communities	JDZB https://www.jdzb.de/en/events/single-view/id/2051/
18-29 May 2020 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: Get Ready for Japan Application deadline: 13 February 2020	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/get-ready-for-japan-training-programme
22-26 June 2020 Nagoya, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: World Class Manufacturing - session I Application deadline: 13 March 2020	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing
16-20 September 2020 Nagoya, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: World Class Manufacturing - session II Application deadline: 2 July 2020	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing-november-mission



HAPPY NEW YEAR 2020

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



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

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

ANY EU-JAPAN-RELATED NEWS?

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