



## 20<sup>TH</sup> ANNIVERSARY OF THE EUROPEAN OFFICE

**Next year will mark the 20<sup>th</sup> anniversary of the opening of the European office of the EU-Japan Centre!**

To celebrate this milestone, we have some presents for you!



### INDUSTRIAL SECTOR MARKET REPORTS

Let's start with the opportunity to receive -for free- an industrial sector market report on the topic of your choice.

If there is any particular topic which you are interested in (but is not yet covered by our website <http://www.eubusinessinjapan.eu/>), please send your suggestions to [j.michelson@eu-japan.eu](mailto:j.michelson@eu-japan.eu). 3 topics will be selected and transformed into in-depth analytical reports.

### LEAN PUBLICATIONS

Also we are happy to offer you a free copy of "THE FIVE RINGS OF LEAN BUSINESS EXCELLENCE" by Richard Keegan, specialist in the areas of Lean/World Class Business and Benchmarking, and the Centre's WCM Advisor. If you are interested in receiving a copy, please send a message to [d.lula@eu-japan.eu](mailto:d.lula@eu-japan.eu), specifying whether you would prefer a paper version or electronic version.



These offers are limited to EU Small and Medium sized Enterprises.



## HAPPY NEW YEAR 2016!

It has been a rewarding experience for us working with you all!  
We wish to thank you for all the cooperation and hope to continue it for a long time to come.

We wish you a cheerful and happy New Year!!!



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

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

欧州連合日本政府代表部/欧州委員会より

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## WCM TRAINING MISSIONS IN JAPAN

### CALL FOR APPLICATIONS

**Training dates: 27 June - 1 July 2016**

**Application deadline: Thursday, 24 March 2016**

The 5-day World Class Manufacturing training mission (WCM) provides an in-depth analysis of Japanese manufacturing methodology and is aimed exclusively at EU executives and managers with knowledge of WCM and an engineering background.

The training mission in Japan provides participants with:

- In-depth analysis of Japanese manufacturing methodology
- Lectures, seminars and panel discussions, presented by experts from Japanese industry
- Company and factory floor (Gemba) visits
- Preparation and post-visit reviews

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

➔ <http://www.eu-japan.eu/detail-business-programmes/WCM>

## KAIZEN WEBINARS SERIES

### 2015 - 2016

Following the successful webinar series co-organised in 2014 with the Kaizen Institute GmbH (<http://www.de.kaizen.com>), the EU-Japan Centre is launching a new series of KAIZEN webinars.

This new series will cover a full range of methods at basic level, offering attendees the key success factors for introducing and implementing LEAN within their company.

Schedule of the Kaizen webinars:

- |  |                                |
|--|--------------------------------|
| • IT Basics (Flow Basics)                  | Friday 18 December 14:30-15:30 |
| • TPM Basics                               | Friday 15 January 14:30-15:30  |
| • Quality (SSP / FMEA Tools)               | Friday 22 January 14:30-15:30  |
| • Workplace organization 5S and ergonomics | Friday 26 February 14:30-15:30 |
| • Lean Admin basics                        | Friday 4 March 14:30-15:30     |
| • Motivation (Worker)                      | Friday 11 March 14:30-15:30    |

Each session will encompass a presentation by an expert from Kaizen Institute GmbH, followed by a Q&A session to develop personal cases.

To register, please fill out the form at <http://www.eu-japan.eu/wcm-webinar-series> (It is possible to subscribe to several webinars, either by submitting the form in one shot or several times)

Contact: Margherita Rosada, tel: +32 2 2823715, email: [m.rosada@eu-japan.eu](mailto:m.rosada@eu-japan.eu)

## LEAN IN EUROPE – VISIT TO DHL

On 26 November, 17 participants attended the LEAN in Europe visit to DHL Supply Chain in Nijmegen, the Netherlands.

The next LEAN in Europe visits, to see world-class principles in action, will be to:

**Mondelez International in Poland, 17 - 18 February 2016**

Deadline for Application: 17 January 2016

➔ <http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-mondelez-international>

**Rottapharm, Meda in Ireland, 09 - 10 March 2016**

Deadline for Application: 07 February 2016

➔ <http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-rottapharm>

## ABOUT WCM MISSION



**ALGIS GEZEVICIUS**  
Technical Manager at  
AQ Wiring Systems,  
Lithuania

### WCM MISSION 2014

**The main reason for my company to participate in WCM was to get a chance to look at the way Japanese companies run their production processes.**

*Our company started implementing LEAN manufacturing methods a while ago and, since LEAN was developed in Japan, it was interesting for me to see how Japanese companies work and what the difference is with our company. Why is it sometimes so difficult to put into practice the principles we learn in books?*

*I learned that part of it is the people and the cultural differences between Japan and Europe, but another main element is communication.*

*In Japanese companies, there is a lot of communication between the management and the production operators - a lot more than in our company. That is probably the main difference I saw: the operators are the ones bringing up ideas for improvement, whereas we tend to have top-down decisions.*

*Even though it has only been a couple of months since I returned from WCM, we are already seeing some results. We have about 500 employees in our company here in Lithuania, so it is impossible to organise a training for everyone at once. Instead, we are now having training sessions in smaller groups, almost every week. This is not just formal training where everyone spends an hour sitting and listening. The main purpose of the training is for everyone to understand that, without their help and involvement, nothing will change.*

*We used to have no input at all from the operators, but now we are having much more interaction across all levels of our organisation. We give much more responsibility to every person including team leaders and operators. They are no longer just doing their job, but they think actively about what we can do differently and how they can make a change.*

*At the moment, we have only implemented what we learned through WCM in our factory in Lithuania. It is not up to me to expand it to other companies in our group, but I am hopeful that in the future, they will come to us to see how we do things.*



## 「ヴルカヌス・イン・ジャパン2016プログラム」 受入れ企業様募集のお知らせ

ヴルカヌス・イン・ジャパンは、日欧産業協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における1年間の企業研修プログラムです。実施期間は毎年9月から翌年8月末、4ヶ月間の語学研修・セミナーと8ヶ月間の企業インターンシップから成り立っています。現在、当センターでは2016年度プログラム(企業研修期間は2016年1月～8月)への参加企業様を募集しております。

欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。

➡ <http://www.eu-japan.eu/ja/vulcanus-japan>

ご質問やご不明な点は、下記プログラム担当者までお問い合わせください。ご応募をお待ち申し上げます。  
E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp), phone: +81-(0)3-6408-0281

## RECRUITMENT OF HOST COMPANIES IN JAPAN FOR THE “VULCANUS IN JAPAN” PROGRAMME 2016-17

“Vulcanus in Japan” is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre. Every year, 45-50 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4 months of Japanese language courses and seminars.

Typical internship projects include Mechanical/Electrical Engineering, ICT, Chemistry, Biotechnology and Life Sciences, Architecture, etc.

The 2016-2017 Vulcanus programme will start from September 2016 with an intensive Japanese language class, and industrial internship from January to August 2017. Companies based in Japan interested in hosting Vulcanus interns may contact EU-Japan Centre in Tokyo: E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp), phone: +81-(0)3-6408-0281

Additional programme details and application forms for host companies can be found at:  
➡ <http://www.eu-japan.eu/host-european-trainee-japan>



## MINERVA FELLOWSHIP CALL FOR APPLICATIONS

The “MINERVA” EU-Japan Fellowship is a 6 month in-house fellowship scheme in Japan, targeting EU and Japanese academics, trade / economic analysts and civil servants. The scheme is designed to support the Centre’s policy analysis of EU-Japan economic and industrial issues.

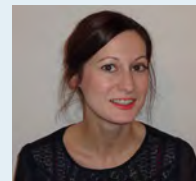
Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as to support the daily analytical activities of the Centre.

### THE CENTRE IS NOW LAUNCHING THE 1<sup>ST</sup> 2016 SLOT (1 APRIL-30 SEPTEMBER)

**Deadline to apply: 15 January 2016**  
**Fellowship: €1700 / month - Location: Tokyo, Japan**

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

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



**DANA NEUMANN**  
Visiting Fellow

*The MINERVA Fellowship programme offered me the opportunity to use my academic and professional background in a meaningful way.*

*By conducting research on human assistant robotics in Japan and the related challenges and opportunities for European companies, I now have the chance to work on a subject that not only is of high interest to me personally, but also and more importantly holds a strong potential for future solutions to the social issues of an ageing population European countries and the Japanese nation have to deal with.*

# H RTP TRAINING PROGRAMME IN JAPAN

## FOR EU MANAGERS

**H RTP 52 training dates: 09 May – 3/10 June 2016**

**Application deadline: Thursday, 25 February 2016**

The “Human Resources Training Programme - Japan Industry Insight” (H RTP) lasts four to five weeks and offers EU executives with a unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan’s business and technological achievements. The H RTP programme was designed to improve, on a constant basis, the latest expectations about the business situation in Japan, as well as providing a professional Japan related expertise to EU businessmen.



The training mission in Japan will be composed of:

- Orientation session
- Japanese Language and Culture Courses
- Thematic Lectures
- Joint Working Session with Japanese Business People
- Field trips (Sogo Shosha and Regional trip)
- Individual company visits (optional)

No tuition fee for SMEs and they can benefit from a European Commission’s grant up to €3000.

➔ <http://www.eu-japan.eu/detail-business-programmes/H RTP>



**JOSE MANUEL BAENA**  
Manager Customer Service & Quality  
BRECA HEALTH CARE, Spain

**H RTP 2014**

*After the 4-week programme we have gained a very complete view of Japanese environment. We learned peculiarities of the market, and the importance of understanding Japanese culture to do business with them. Japan is, as we thought, a very interesting place for R&D collaboration in our area of expertise. We have fulfilled our expectations and goals to understand the Japanese economy and obtain the information needed to make a decision of the convenience of Japan, as a strategic market for our company and the way of landing there. Now we have the information needed and the contacts in order to better define and proceed with our plan. Our future plans are focused on finding a R&D partner, to start working with them in collaborative R&D funding programmes and move together towards the mid-long term introduction of our products in Japan.*

## SEMINARS

### JAPAN - THE LAND OF THE RISING BUSINESS OPPORTUNITIES

13 November 2015, London, UK

Japan is the UK’s 7th largest export market accounting for £9.4bn in 2012 and covering both goods and services and is a major investor in the UK. With the EU and Japan negotiating a free trade agreement (FTA), business opportunities are set to increase.



This EU-Japan Centre seminar examined the likely impacts the FTA will have on key business sectors, heard success stories from companies that have succeeded in Japan or help other companies to do so, and looked at what support is available to help companies work with and in Japan.

The seminar was held during the **UK Trade & Investment “Export Week”**.

➔ <http://www.eu-japan.eu/japan-land-rising-business-opportunities>

### 18<sup>TH</sup> JAPAN-EU CONFERENCE

16 November 2015, Brussels, Belgium

The 18<sup>th</sup> Japan-EU Conference was entitled, **“Standards, Governance and the Rule of Law - Opportunities for EU-Japan Cooperation”**.

Its 4 main sessions addressed: Humanitarian Assistance and Emergency Relief Cooperation and Development Assistance after the UN World Conference on Disaster Risk Reduction in Sendai; Enhancing the Rule of Law at Sea; Progress Made on the EPA/FTA and SPA Negotiations; and Regulatory Cooperation and the Impact on Industry.

➔ <http://www.eu-japan.eu/18th-japan-eu-conference>



## JEUIPSTE/OSAKA UNIVERSITY WBG-i **SYMPOSIUM ON POWER ELECTRONICS**

15-16 December 2015, Tokyo, Japan

**Power semiconductors have been providing one solution for the global energy crisis through excellent energy efficiency in industry, as well as in consumer appliances. Power Electronics research is an area where the EU and Japan can widen their cooperation in order to tackle common challenges.**

This symposium aimed to foster EU-Japan cooperation on components technologies and gave attention to the EU-Japan cooperation potential in relation to Horizon 2020, the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over seven years (2014-2020) and open to participation from all over the world. This two-day event focused on the European and Japanese Power Electronics technology research & development and showed the latest advancement and the required key technologies.



➔ [http://jeupiste.eu/events/powerelectronics2015\\_en](http://jeupiste.eu/events/powerelectronics2015_en)

## **HORIZON 2020 INFO DAY 2015** HELD IN TOKYO

**On 14 October 2015, the JEUIPSTE (Japan-EU Partnership in Innovation, Science and Technology) project organised the Horizon 2020 Info Day in Tokyo at the occasion of the publication of the new Work Programme 2016-2017 in Horizon 2020. 175 people attended this seminar hosted at the EU Delegation in Tokyo.**



This event highlighted the opportunities for Japanese participation in Horizon 2020 by presenting the new Work Programme 2016-2017 in light of cooperation with Japan. It further featured examples of Japanese participation by introducing the CD-LINKS and SAFARI Project, in addition to providing information on Japan-EU projects in Energy and Intensity Frontier Research.

In the second part of the seminar, the Japanese government, represented by the Japan Science and Technology Agency, the Japan Society for the Promotion of Science and Ministry of Internal Affairs & Communications, detailed their efforts on cooperating with Europe. Finally, support services for Horizon 2020 in Japan such as JEUIPSTE, National Contact Point Japan and EURAXESS Links Japan were introduced in the concluding part.

A detailed list of calls in the Horizon 2020 Work Programme 2016-2017 (mentioning Japan) can be downloaded from the JEUIPSTE website: <http://jeupiste.eu/calls20162017>

➔ [http://www.jeupiste.eu/events/h2020-infoday-2015\\_en](http://www.jeupiste.eu/events/h2020-infoday-2015_en)

## **STEP IN JAPAN – FREE OFFICE FACILITIES IN JAPAN**

**For EU SMEs entering into or expanding within Japan, the EU-Japan Centre offers FREE logistical support and business assistance in its Tokyo office, for up to one month. The support measures include:**

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

Any SME wishing to benefit from this support is free to contact:  
[StepInJapan@eu-japan.gr.jp](mailto:StepInJapan@eu-japan.gr.jp)

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

## JAPANESE INDUSTRY AND POLICY NEWS

The November issue of the Centre's industry and policy newsletter is online.

This month topics:

- Whitepaper Urges More Childrearing Support
- Japan's Job Availability improves to its Best Level in 23 Years
- Moderate Increase of Starting Salary
- Kansai Airport Sees Record Number of International Passengers
- Japan Registers 1st Trade Surplus in 7 months in October
- Japan's 1st Passenger Jet Plane Makes Maiden Flight
- H-IIA Rocket Successfully Puts Commercial Satellite into Orbit
- Sharp's Air Purifying Technology Found Effective against Bird Flu
- GPS Shoes to Help Track Elderly People with Dementia

➔ <http://www.eu-japan.eu/november-2015-japanese-industry-and-policy-news>

## NEWS FROM PUBLIC PROCUREMENT HELPDESK

### FIRST LARGE TENDERS PUBLISHED FOR TOKYO 2020 GAMES VENUES

Tokyo Metropolitan Government (TMG) published its first large tenders (<https://www.e-procurement.metro.tokyo.jp/documents/con201510162384bdcf2383.pdf>) for the construction of sports venues used during the Tokyo 2020 Games.



▲ Artist image Sea Forest Waterway (Source: Bureau of Tokyo 2020 Olympic and Paralympic Games Preparation)



▲ Artist image Ariake Stadium (Source: Bureau of Tokyo 2020 Olympic and Paralympic Games Preparation)



▲ Artist image Olympic Aquatics Centre (Source: Bureau of Tokyo 2020 Olympic and Paralympic Games Preparation)

On October 16, tender notices for the Aquatics Centre (swimming events), Ariake Stadium (Volleyball) and Sea Forest Waterway (rowing/kayaking) were published on the TMG procurement website (<https://www.e-procurement.metro.tokyo.jp/indexPbi.jsp>).

The costs for the three venues combined are an estimated €840 mln. All tenders are conducted in accordance with the WTO Agreement on Government Procurement framework and TMG's own procurement system. It is however not expected that foreign companies will take the lead in the bidding. Insiders predict that joint ventures (JV), led by the large Japanese general contractors (zenekon), will compete among each other to win the contracts.

The contracts combine both detailed design and construction. Usually, these are tendered separately in Japan. However, the problems surrounding the tender for the Olympic Stadium earlier this year, where public discussions about the feasibility of the design within the allotted budget resulted in the scrapping of the original design, might be behind the decision to go for Design-Build contracts instead. (<http://asia.nikkei.com/Politics-Economy/Policy-Politics/Japan-dragged-feet-on-stadium-costs-until-it-couldn-t>)

The basic design for the three venues was done by Yamashita Sekkei Inc (Aquatics Centre) (<http://www.yamashitasekkei.co.jp/en/>), Kume Sekkei Co. Ltd (Ariake Stadium) (<http://www.kumesekkei.co.jp/en/>) and Pacific Consultants Co. Ltd. (Sea Forest Waterway) (<https://www.pacific.co.jp/e/>).

The deadlines to apply for participation in the tender procedures were set at 26-27 November. Hearings regarding the technical proposals were conducted on 9-10 December and final selection of the winning tender is expected on 13 January, 2016.

For European companies with ambitions to offer their products and services for the construction of these projects, it is presently difficult to find out which party to approach. It is expected that parts of the projects will be subcontracted to third companies, once the winning proposal has been selected.

JTPP Helpdesk will continue to monitor developments and keep you informed on the <http://www.eubusinessinjapan.eu> portal and the JTPPHELPDESK Twitter account (<https://twitter.com/JTPPHELPDESK>).

## PRACTICAL INFORMATION ON JAPAN

With the aim of giving EU companies wishing to do business in Japan the opportunity to get access to a lot of practical information on how to do business with Japan, the EU-Japan Centre publishes on the website <http://www.eubusinessinjapan.eu> a wide variety of webpages, expert reports and e-learning resources, and regularly organises webinars covering Japan-related operational matters, industrial sectors and cultural aspects to assist EU companies in seizing business opportunities in the Japanese market.



### THE WEBSITE

To have full access to the information contained on the website as well as to the side activities EU companies will have to be a member (free membership). To be eligible as a member registrants must work either for an EU company wishing to work with/in Japan and must be the end-user of the information/services made available; or work for an EU non-profit organisation aiming at directly supporting EU companies in their internationalisation process with Japan.

### “ABOUT JAPAN” WEBINARS

Targeting EU companies and support organisations, the webinars are designed to improve your knowledge of conducting “business in Japan”. During the webinars, participants will have the opportunity to listen to selected experts who have agreed to share their knowledge and expertise.

### NEXT WEBINARS

- Japan Tax and Public Procurement Helpdesk on 19/01/2016
- Online Language-Learning Market in Japan on 16/02/2016
- Cross cultural Issues on 23/02/2016
- The non-life insurance sector in Japan on 01/03/2015
- Cross cultural Issues on 15/03/2016
- The non-life insurance sector in Japan on 22/03/2016
- Alternative Vehicle Technologies in Japan on 29/03/2016
- White Biotech on 05/04/2016
- Japan as a hub for the Asian market for European Companies on 12/04/2016
- Japan Tax and Public Procurement Helpdesk on 19/04/2016
- Cultural approach to dealing with Japanese business in Japan: differences between SMEs and Large Companies on 26/04/2016

Members can register to the webinars at: ➔ <http://www.eubusinessinjapan.eu/events>  
Feel free to apply for membership at: ➔ <http://www.eubusinessinjapan.eu/user/register>

## FIRST APPROVAL OF A ROBOTIC SUIT AS A MEDICAL DEVICE

On 10 November 2015 the Medical Equipment and External Diagnosis Subcommittee of the MHLW's Pharmaceutical Affairs and Food Sanitation Council approved a robotic exoskeleton developed by the company Cyberdyne to assist physically challenged people. It was mainly developed as a new medical device for orphan neural-muscular diseases. After being designated as orphan medical device by the MHLW in December 2014, thus becoming subject to priority review for marketing authorization and officially applying for it in March 2015, the Council's subcommittee finally gave its authorisation. More information on:

➔ <http://www.eubusinessinjapan.eu/first-approval-robotic-suit-medical-device>



## HALLOWEEN IN JAPAN

### MARKET OPPORTUNITIES FOR HOME DECORATION

Halloween was introduced in Japan by Tokyo Disneyland for the first time in 1997. Since then the Japanese interest for this celebration grew gradually, currently reaching an estimated average of around ¥122 billion (-930 mil.€), which is 10 times bigger than in 2009. As Halloween celebration becomes more and more popular, this fact sheet suggests that the Halloween market in Japan has a high potential of growth and might be of interest for European companies looking for potential partners in this sector.



<http://www.eubusinessinjapan.eu/fact-sheet-halloween-japan-market-opportunities-home-decoration>

## CASE STUDY

### IRISH SME: PR EUROCHEM - SEARCH FOR PARTNERS IN JAPAN

**PR euroCHEM** - Founded in 1998 in Ireland, PR euroCHEM is dedicated to the provision of R&D and organic synthesis services to the Fine Chemicals and Pharmachem Industries.

With its location at Ballyvolane Business Park, Cork, Ireland, the PR euroCHEM laboratories are situated in the heart of the burgeoning Irish pharmaceutical and chemical sector. According to customer specifications and needs, the company manufactures a wide variety of chemicals ranging in scale from milligrams to up to 5 kilos. The company maintains state-of-the-art facilities, staffed by highly-qualified and enthusiastic personnel, and has access to sophisticated analytical instrumentations such as GC-MS, LC-MS, NMR, IR. PR euroCHEM emphasises the safe handling of hazardous and potentially environmentally damaging reactions by focusing on novel and innovative methods of chemical synthesis. Each project is preceded by a full hazard analysis, and where necessary, dedicated facilities are constructed to meet customers' requirements.

- **Field of Activity:** Full range of services to the fine chemicals and pharmachem industries; isolation and synthesis of products, including pharmaceutical intermediates, prostaglandins intermediates, iophenoxic acid derivatives and metabolites.
  - **Interests in Japan:** Consolidate the company's presence, market increase, technology exchange.
- ➔ <http://www.preurochem.com>

#### WHY JAPAN?

The demand for active pharmaceutical intermediates is huge in Japan's medicinal sector. The expertise and know-how that PR euroCHEM can offer is unique, as the supply of prostaglandin intermediates or diagnostic products belongs to the highly specialized field of complex chemical synthesis. Especially in this area we could offer impressive synergy to potential Japanese partners.

#### STEPS TAKEN

In 2003, PR euroCHEM already had some contacts with a chemical trading company in Japan, supplying active ingredients. However, this contact was very limited, and PR euroCHEM kept looking for ways to establish itself on the Japanese market. In 2013, an opportunity presented itself in the form of the EU-Japan Cluster Support Mission, organised by the EU-Japan Centre for Industrial Cooperation.

During this mission, PR euroCHEM's General Manager Dr. Rabih-Gabriel Jaouhari met many potential customers, including his first big Japanese client, with the contract scheduled to be completed in November 2014. This client, based in the city of Osaka, is a pharmaceutical company dealing with peptides. The contract stipulates the synthesis and delivery of a pharmaceutical active ingredient to be used as a building block for a future product. The importance of this first big contract transcends the pure business deal, since it constitutes the first step towards achieving a lasting presence on the Japanese market.

#### CHALLENGES

It is not easy to understand the Japanese culture from a distance. With a European company, you will know almost immediately whether it is a viable potential client or not; they are very straightforward in the way they approach you. In Japan however, it takes much more time to seek out contacts and build relationships. Moreover, in Europe you can also frequently deal with the 'boss' directly, and a deal can be closed in a very short time. In Japan, however, you have to go from A to Z, and cover every step in between. You have to deal with the whole hierarchy, and it takes time before you get to the actual decision makers. Both hierarchy and relationships are evidently much more important in Japan.

*"It is definitely very important that European companies get used to the way Japanese do business, because there are many opportunities for cooperation and market increase."*

Rabih-Gabriel Jaouhari.

Another challenge lies in communicating with Japanese contacts. Misunderstandings can be common, so it is crucial to deal with Japanese contacts in a direct and frank fashion. Japanese businessmen often think in Japanese, even though they are communicating in English. This is why they can appear rude or even aggressive in communications (especially e-mails), but it is important to put it in the right perspective and remain friendly and calm. Finally, Japanese companies often seem to prefer Chinese partners, perhaps because of their competitive prices. It is thus important to show them which comparative advantages you are able to offer in terms of quality, know-how and/or service.

#### CURRENT STATUS - NEXT STEPS

Mr. Jaouhari has kept in touch with multiple Japanese contacts which he met during the 2013 mission, mainly through their European partners, for example in the Netherlands and France.

Furthermore, he has a good rapport with the top executive of his first big Japanese client company, with whom he will be exchanging visits in early 2015. As a matter of fact, the Japanese executive will personally be collecting the materials instead of having them delivered to Japan, which again shows the importance of personal relationships. Because of Mr. Jaouhari's good experience with the EU-Japan Centre, he has again decided to take advantage of the centre's support services, this time through the Human Resources Training Programme (H RTP). He will most likely be participating in the Centre's May 2015 H RTP mission, designed to help participants become thoroughly informed about the actual conditions of Japanese business, includes basic Japanese lessons, which Mr. Jaouhari considers to be essential for business ventures in Japan.

Finally, there are some embryonic plans to set-up a PR euroCHEM trading branch in Japan, together with contacts established within the EU-Japan Centre with whom Mr. Jaouhari has stayed in touch after the 2013 mission.

For more case studies please look at:  
<http://www.eubusinessinJapan.eu/library/publications>





## EXPERT REPORTS RECENTLY RELEASED

### Waste Management and Recycling in Japan Opportunities for European Companies (SMEs focus)

This report gives an overview of the Japanese waste management and recycling market. It covers legal framework, specific waste streams and concrete examples of waste management in Japan. It is primarily intended for EU Small and Medium Enterprises (SMEs) that consider approaching the Japanese waste market and is meant to give them an overview of this sector, as well as recommendations to take advantage of the business opportunities it offers.

[http://www.eu-japan.eu/sites/eu-japan.eu/files/wast\\_management\\_recycling\\_japan.pdf](http://www.eu-japan.eu/sites/eu-japan.eu/files/wast_management_recycling_japan.pdf)

### Brief Guide for European Companies on Importers and Wholesale Distributors in Japan (food and wine; ICT; medical devices)

This report provides a useful summary on distribution networks in Japan in food and wine, ICT and medical devices sectors. It also identifies most commonly used import routes for EU products and services and provides a number of recommendations from interviewed Japanese and European managers on key factors to succeed in Japan.

[http://www.eu-japan.eu/sites/eu-japan.eu/files/brief\\_guide\\_importers\\_distributors\\_injapan.pdf](http://www.eu-japan.eu/sites/eu-japan.eu/files/brief_guide_importers_distributors_injapan.pdf)

### Packaging for the food market in Japan

Importing and distributing food and food packaging is highly regulated in Japan. Especially in retail, packaging is an indispensable part of the product, not only for protection, but also to provide advertising and information for the consumer. Hence, this report examines conditions for exporting food packaging to Japan, whether as part of a food shipment or for selling to food manufacturers in Japan.

<http://www.eubusinessinjapan.eu/report-packaging-food-market-japan>

### E-Commerce in Japan

This report covers some basic information on import and specific e-commerce regulations including tax matters. The main part of the report is dedicated to the market analysis which gives a comprehensive overview of the main issues of the market.

<http://www.eubusinessinjapan.eu/library/publication/report-e-commerce-in-japan>

### Petrochemicals and Polymeric Materials in Japan

This report gives an overview of Japan's chemical industry. Firstly, it looks into the overall regulation for exports and sales of chemicals and chemical products in Japan. Furthermore, it gives a brief market analysis and suggests current trends on chemicals in the Japanese market.

<http://www.eubusinessinjapan.eu/library/publication/report-petrochemicals-and-polymeric-materials-in-japan>

### Japanese ICT Clusters

This report analyses Japan's ICT Industry. Its main objective is to provide an overview of the ICT Industry in Japan, including market analysis, key trends, prospects, cluster mapping and case studies.

<http://www.eubusinessinjapan.eu/library/publication/report-japanese-ict-clusters>

### Mapping of EU R&D Centres in Japan

This report gives an overview of EU companies with R&D centres in Japan and suggests several reasons for their establishment. It looks into different incentive programs for setting up a R&D Centre and provides several examples of already existing European companies with R&D activities in Japan.

<http://www.eubusinessinjapan.eu/library/publication/report-Mapping-of-EU-R-and-D-Centres-in-Japan>



### Importing Japanese Food into the EU

The EU has a high per capita demand and is the world's largest fish consumer, hence this paper suggests that Europe could be a prospective market for a wide range of Japanese food products. For European companies to seize this business opportunity, this report examines key questions, such as why and what kind of Japanese food products could be imported to the EU? What are key characteristics of Japanese cuisine and its ingredients? And lastly, where to find relevant food producers in Japan?

<http://www.eubusinessinjapan.eu/report-importing-japanese-food-eu>

### Alcoholic Beverage Market in Japan

The Japanese wine market is a good example of how a non-traditional alcoholic beverage can become a popular drink. The red wine boom started at the end of 1997 and had a significant surge in 2010. In general, the alcoholic beverage market in Japan is mature and very competitive. Hence, EU companies who want to enter the market should have an attractive product with a suitable marketing strategy. This report gives a brief overview of the alcoholic beverage industry in Japan, looks into some regulation and legislation procedures and indicates various sales outlets and distribution channels.

<http://www.eubusinessinjapan.eu/library/publication/report-alcoholic-beverage-market-in-japan>

New reports are regularly released in concomitance with the experts' webinars (see page 7). All reports are available online on:

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

## EU COMMERCIAL COUNSELLORS' TRIP TO HYOGO/KOBE

The Trade and Economic Section of the Delegation of the European Union to Japan organised a trip to Hyogo prefecture and Kobe City on 8th and 9th October, for an industrial tour, with Commercial Counsellors at EU Member States Embassies (participants include 8 Member States; Belgium, France, Germany, Greece, Italy, the Netherlands, Slovenia and United Kingdom). The purpose was to get better knowledge of, and learn more about the business and investment environment through direct contacts with stakeholders in the regions, and to raise awareness and to enhance the visibility of the European Union, as well as its Member States in the region, with a view to further strengthening the cooperation and collaboration in various business sectors.

This was indeed the very first visit of its kind to the region, and the destination of Hyogo Prefecture and Kobe City was chosen carefully, not

only because Kobe is one of the largest cities in Japan, located in a very good geographic position being a part of the gigantic Kansai Metropolitan area along with Osaka and Kyoto, but also it provides a great opportunity for the EU companies in the future, as shown by the important investment already made in the area.

During this two-day trip, the group met with a wide range of stakeholders, representing local administrations (METI Kansai Bureau, Hyogo Prefectural Government and Kobe City Government), local bodies engaged in investment and trade (JETRO Kobe, Kobe Enterprise Promotion Bureau and Hyogo Economic Development Centre), as well as both Japanese and European companies which are successfully conducting business (Mitsubishi Electric Corporation, Airbus Helicopters Japan, and Boehringer Ingelheim).



EU Counsellors assembling at Mitsubishi Electric Corporation in Kobe

Discussions were animated especially on the advantages which Kobe/Hyogo could offer to foreign companies, as a region for investment, with a great talent pool of high-tech expertise and excellent international human resources in various sectors. Following a success of this trip, it is planned to organize another one to a region in the next year.

Source: Delegation of the European Union to Japan

### TRADE SUSTAINABILITY IMPACT ASSESSMENT (SIA) IN SUPPORT OF NEGOTIATIONS BETWEEN THE EU AND JAPAN REPORT

On 20 November a meeting was organised to present and discuss the final report on "Trade Sustainability Impact Assessment (SIA) in support of negotiations between the EU and Japan.

This report was commissioned and financed by the European Commission and launched in September 2014.

The consultants carrying it out were LSE Enterprise (<http://www.tsia-eujapantrade.com>). The draft final report is available on: [http://www.tsia-eujapantrade.com/uploads/4/0/4/6/40469485/japantsia\\_final.pdf](http://www.tsia-eujapantrade.com/uploads/4/0/4/6/40469485/japantsia_final.pdf)

Source: The European Commission

<http://trade.ec.europa.eu/civilsoc/meetdetails.cfm?meet=11459>

## ETP PROGRAMME IN JAPAN

After 11 months of linguistic and business training, 21 ETP participants attended the graduation ceremony of the 30th cycle of ETP which took place in Tokyo on the 5th of November. Here are two participants who explain their experience being in the ETP programme in Japan.

<http://www.euetp.eu>



**FELIX OSTEN, eZono Ag**

Felix works in the medical devices sector. He is part of a small German company of 30 employees that is specialised in ultrasound products and services. Unlike most ETP participants, Felix spent his ETP internship at two Japanese companies. He reasoned that the first company provided him with important insights in to the business practices of a traditional Japanese company; the second internship allowed him to work with eZono's key Japanese partner. Felix is now preparing a €250 000 contract and it adamant that had not participated in ETP and without continued presence in the country, it would have taken him at least a dozen trips to Japan and possibly longer than the ten months duration of the ETP programme to get a foothold in the Japanese market.



**TAPIO KALLONEN, Obelux Oy**

Tapio is the Head of Marketing and Sales for a Finnish firm that manufactures aviation obstacle lights. In 2014, the year prior to Tapio's participation in ETP, the Japan market constituted 1% of his company's sales. In 2015, Japan is responsible for 20% of his company's annual turnover. According to Tapio, this impressive result would never have been possible without ETP.

Tapio had already been speaking to Japanese companies interested in buying his product for over 2 years before joining the programme. However, the ETP experience has enabled Tapio to consolidate commercial relations in Japan to such an extent that Japan will be Obelux Oy's biggest market globally. Japan's high standards in the aviation sector make Tapio's niche product especially interesting to the Japanese. Tapio's experience however is that doing business in Japan can be rather time consuming as the Japanese are keen to know all possible details about a given product. The very close attention to detail, a typical characteristic of Japan's business culture which can constitute an important barrier for small European companies, was overcome through Tapio's participation in ETP. As such, Obelux Oy is now able to offer its cutting-edge technical solutions to Japanese buyers.

## CONFERRAL OF THE GRAND CORDON OF THE ORDER OF THE RISING SUN UPON MR VAN ROMPUY

On November 3rd 2015, the Japanese government announced the conferral of the Grand Cordon of the Order of the Rising Sun on Mr Herman Van Rompuy, former President of the European Council, in recognition of his achievements in promoting relations and mutual understanding between Japan and Europe.

Over the course of his two terms as President of the European Council, Mr Van Rompuy demonstrated an unwavering commitment to advancing the Japan-EU strategic and economic agendas. Through his active participation in many fruitful Japan-EU summit meetings as well as numerous other meetings with Japanese and EU leaders, Mr Van Rompuy has played an indispensable role in lifting the Japan-EU relationship to a higher level.

This award not only recognises these political and economic accomplishments, but also his cultural accomplishments: A renowned haiku poetry enthusiast, Mr Van Rompuy consistently used haiku on many occasions over the course of his distinguished career. In recognition of his services to Japanese culture, Mr Van Rompuy was recently appointed “Haiku Ambassador for Japan-EU Friendship” by the Japanese foreign ministry. Upon assuming this office, Mr Van Rompuy pledged to do his part to enhance Japan-EU relations both as a haiku poet and as a friend of Japan.

Source: Mission of Japan to the European Union

➡ [http://www.eu.emb-japan.go.jp/itpr\\_en/00\\_000059.html](http://www.eu.emb-japan.go.jp/itpr_en/00_000059.html)

## JAPAN-EU FOREIGN MINISTERS' MEETING

On November 4th, the Japanese Minister for Foreign Affairs, Mr Fumio Kishida met with his EU counterpart, Ms Federica Mogherini, the High Representative of the European Union for Foreign Affairs and Security Policy. Minister Kishida and High Representative Mogherini discussed several mutually important topics over dinner, including; recent developments in East Asia, Syria, Iran and Ukraine; and the current status of Japan-EU relations.

Source: Mission of Japan to the European Union

➡ [http://www.mofa.go.jp/erp/ep/page1e\\_000060.html](http://www.mofa.go.jp/erp/ep/page1e_000060.html)

## MISSION OF JAPAN: AUTUMN EVENTS

The Mission of Japan to the EU participated in the following panel discussions and symposiums in Brussels throughout the autumn. The other new events will be updated:

• Wednesday September 30th:  
**“The EU and Japan: A New Chapter in Civilian Power Cooperation?”**

During this seminar organised by the European Institute for Asian Studies (EIAS), Ambassador Katakami gave an opening address which was followed by a panel discussion on the EU and Japan’s contributions toward future global governance.

• Tuesday October 20th:  
**“The 6th Kobe University Brussels European Centre Symposium”**

Ambassador Katakami gave an opening speech at this event organised by Kobe University, during which he discussed recent developments in Japanese science and technology policy, as well as the importance of continued Japan-EU cooperation in this field.

• Thursday October 22nd:  
**“Forum on Natural Disaster Resilience and Response in Asia”**

Ambassador Katakami delivered an opening address during which he discussed recent progress in Japanese disaster resilience and response policy. This event was organized by EIAS.

• November 4-6:  
**“Japan Week 2015”**

During this biannual event organised by the Kansai University Japan-EU Research Center at KU Leuven, Ambassador Katakami delivered some opening remarks in which he praised the success of this joint initiative between Kansai University and KU Leuven. Ambassador Katakami also took the opportunity to congratulate Mr Van Rompuy on his receipt of the Grand Cordon of the Order of the Rising Sun.

• Tuesday November 10th:  
**“The Asian Paradox- Rising wealth, lingering tensions”**

The Mission of Japan to the EU has supported the flagship seminar organized by Friends of Europe. The Participants, including Mr. Ohara of The Tokyo Foundation, Ms Hara of the University of Waterloo debated the paradox of rising living standards and economic growth contrasted with unresolved tensions and territorial disputes in the Asia-Pacific region.

• Monday November 16th:  
**“18th Japan-EU Conference: Standards, Governance and the Rule of Law - Opportunities for EU-Japan Cooperation”**

Ambassador Katakami gave a keynote speech at this event, which was followed by a series of panel discussions on the current status of Japan-EU cooperation across a wide range of policy areas. This event was co-organised by the Mission of Japan to the EU, the EU-Japan Centre for Industrial Cooperation and the European Institute for Asian Studies (EIAS) and others.

More information on all of these events can be found on the Mission’s website.

Source: Mission of Japan to the European Union



[http://www.eu.emb-japan.go.jp/itpr\\_en/00\\_000044.html](http://www.eu.emb-japan.go.jp/itpr_en/00_000044.html)

# RMIT FOSTERS **REGENERATIVE MEDICINE DEVELOPMENT** IN JAPAN

The **Regenerative Medicine Industrialization Task Force (RMIT)** was established in April, 2015 as a task force under the **Forum for Innovative Regenerative Medicine (FIRM)\***.



As many have already recognised, Japan has established one of the world's most advanced legal and regulatory environment for industrialisation of regenerative medicine and cell therapy following the two progressive legislative measures enacted in autumn 2014. RMIT was founded to execute business-oriented tasks to help advance regenerative medicine and cell therapy industrialisation in Japan. RMIT has launched a service providing

assistance to entities—both domestic and overseas— keen to exploit the regulatory advantage by developing businesses in and around the fields of regenerative medicine and cell therapy in Japan. The service focuses on a wide spectrum of organisations, from established mega pharmaceutical companies to emerging venture businesses to thriving academic institutions helping to resolve various bottlenecks that hinder prompt industrialisation of regenerative

medicine and cell therapy, e.g., connecting clients with relevant FIRM member companies to encourage collaboration in resolving issues. The services provided by the support team are principally free of charge, for the time being. We will be exhibiting our activities at “Regenerative Medicine Japan 2016” that will be held concurrently with BioJapan2016 in Yokohama, Japan.

*\*FIRM is one of the largest and the most influential industrial associations in Japan, which is dedicated to industrialisation of regenerative medicine and cell therapy. Its ever expanding membership counts more than 170 companies currently. ➔ <http://firm.or.jp/en>*

## REGENERATIVE MEDICINE JAPAN 2016

**TO BE CONCURRENTLY HELD IN OCTOBER 2016 WITH BIOJAPAN!**

**Dates:** 12 - 14 October 2016 - **Venue:** Pacifico Yokohama Exhibition Hall B, C & D

**Organisers:** Forum for Innovative Regenerative Medicine (FIRM), Japan Bioindustry Association (JBA), ICS Convention Design, Inc.

**Since the introduction of laws and regulations regarding regenerative medicine in November, 2014, an increasing number of companies have entered the field of regenerative medicine, activating their commitments to research and practical applications.**

However, many problems are still to be solved. With the support provided by the remarkable development of technology, however, many research fields have reached the stage of clinical application and the achievement of positive results is highly expected.

With the awarding of the Nobel Prize in Physiology or Medicine to Professor Shinya Yamanaka of Kyoto University in 2012, global interests in and entry into the development of regenerative medicine in Japan is growing.

Although the research and development market where regenerative medicine technology is advanced has been established some time ago, fewer products have been launched in Japan than in the US, Europe and South Korea. This is another challenge requiring an immediate solution.

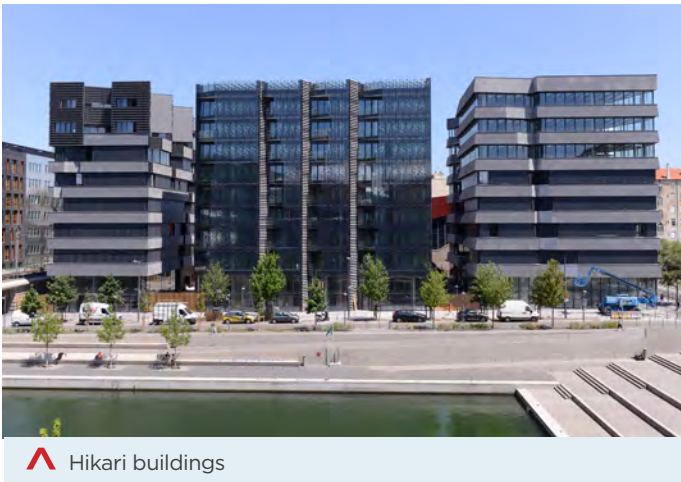
In view of these situations, the organisers consider that it is the time to launch full-fledged commitments to solving this issue and have decided to hold this event “Regenerative Medicine JAPAN”.

The event will be held not only to display the latest research, results, products and technologies, but also to disseminate the significance of “Regenerative Medicine” to the world through many international seminars and business negotiations using a unique matching system. Sectors targeted:

- Cell production /culture technology/products
- Culture medium/reagents
- Drug discovery
- Analysis/System and Tools
- Equipment, etc.

➔ <http://saiseiexpo.jp/>

## LYON SMART COMMUNITY PROJECT, A MODEL FRANCE-JAPAN COOPERATION FOR FUTURE SMART AND SUSTAINABLE CITIES



Hikari buildings

The New Energy and Industrial Technology Development Organisation (NEDO), Japan's governmental organisation responsible for promoting innovation and demonstration in new energies, environmental and industrial technologies, has inaugurated in September 2015 "HIKARI", a positive-energy group of buildings that, thanks to the combination of an ambitious architectural engineering with various advanced Japanese technologies in ICT and energy efficiency mainly provided by the TOSHIBA group, will be able to produce more energy than it consumes. HIKARI is one of the



four pillars of the Lyon Smart Community (LSC) project that NEDO has been implementing in Lyon, France, in cooperation with the urban community of Greater Lyon and a large eco-system of French and Japanese partners since 2012. LSC is NEDO's first Smart Community demonstration project in Europe and the largest one to be implemented out of Japan; in addition to HIKARI, it also integrates the deployment of a fleet of electric vehicles recharged by clean energies, an energy-use visualisation system for households, and a district-scale energy management system.

The future developments of the project and its long-term inclusion in the smart city policy of the Greater Lyon are already assured, as September 2015 was also marked by the decision of the European Commission to fund the "Smarter Together" project that will partly build upon LSC, in cooperation with the cities of Munich and Vienna. This recognition of LSC's remarkable achievements also highlights its value as a model path for an ambitious energy transition at French, European and international levels.

Contact : [info@nedoeurope.org](mailto:info@nedoeurope.org)

➡ <http://www.nedo.go.jp/english>

## EESC AND EUJ KYUSHU CO-ORGANISED A SYMPOSIUM ON THE EU -JAPAN FTA/EPA

A symposium on "The EU-Japan FTA/EPA: Source for Growth and Jobs" took place in Fukuoka, Japan on 29 September, 2015. It was the first event that the European Economic and Social Committee (EESC) and the EUJ Kyushu organised jointly. The participants were Ms Batut, Mr Pater and Ms Päärendson from Europe with the counter part of Mr Mimura and Mr Okahashi from Japan. The discussants exchanged views on the on-going EU-Japan FTA negotiations with special focus on the role of civil society.

The European participants, representing the labour unions, lobby groups and employers association, explained each one's institutional approach and importance of democratic procedures, as well as the possible impacts of the FTA to each sector. The Japanese participants coming from media and an NGO working on the urban innovation explored their expectation and experiences regarding the roles of civil society.

Differences in the range of roles of "civil society" between Europe and Japan revealed through the discussion: more institutionalised and publicly recognised in Europe, while advisory works on invitation by authority are more common in Japan.

The topic appealed to a wide variety of people in Fukuoka such as academics, NPO workers, students and the retired!

➡ <http://www.euij-kyushu.com>

## WIRELESS TECHNOLOGY PARK 2016 - INTERNATIONAL DAY

**25-27 MAY 2016, TOKYO, JAPAN**  
**Sector: wireless communications**

**WTP2016**  
WIRELESS TECHNOLOGY PARK 2016



Wireless Technology Park (WTP) is the biggest event, consisting of seminars and exhibition, focused on the latest research and development of wireless communications technology in Japan. The event, simultaneously held with Wireless Japan and Transport System Expo, attracts 45,000 visitors and more than 230 exhibitors in the field. After 10 years since its first exhibition, WTP sets off for the globalisation under the main theme of "World leading wireless technologies toward 2020." The International Day on 26th May 2016, the second day of the event, will be a good opportunity for visitors from overseas to join the event and to seek for technology seeds and needs in Japan for their new businesses. On this day, explanations at the booths will be available in English. Moreover, "International Session" will be held in order for participants to present products/services related to the technologies such as; 5G (5th Generation Mobile Communication System), IoT & M2M, Wireless power transfer, Positioning, Wireless application for disaster prevention/reduction, etc. To meet the needs of the visitors from overseas, e.g., B2B, collaborative R&D, the organisers will exert their utmost efforts. For any inquiry, please contact: [tech@ejk-japan.co.jp](mailto:tech@ejk-japan.co.jp)

➡ [http://www.yrp.co.jp/en/event/files/WTP2016E\\_Flyerv2.pdf](http://www.yrp.co.jp/en/event/files/WTP2016E_Flyerv2.pdf)

## MEMORANDUM OF COOPERATION SIGNED WITH NETHERLANDS ENTERPRISE AGENCY

During the visit of Prime Minister of the Netherlands Mark Rutte to Japan, JETRO concluded a memorandum of cooperation (MOC) with the Netherlands Enterprise Agency (RVO) to enhance the partnership of the two parties toward further expansion of bilateral trade and investment between the Netherlands and Japan. On 10 November, with the presence of Prime Minister Rutte and Minister of Economic Affairs Henk Kamp, an MOC exchange ceremony was held at the residence of the Netherlands Ambassador to Japan.

The Netherlands is one of the most prominent investor countries into Japan. This MOC includes cooperation in organizing seminars and business missions to promote two-way investment as well as in introducing the other party's support menu to companies of each party's own country.

The Netherlands has also established a world-leading position in the field of agricultural technology such as for plant factories. JETRO will collaborate with RVO to hold seminars and provide information focusing on this field.

On November 11, as the first event conducted in accordance with the MOC since its conclusion, JETRO and the Dutch Embassy in Tokyo hosted a seminar and business matching event to help the mission led by Prime Minister Rutte, who wishes to participate in projects related to the Tokyo Olympic and Paralympic Games in 2020, explore business opportunities with Japanese companies. In the seminar which attracted approximately 180 attendees from Dutch and Japanese firms, speeches were made by Minister of Economic Affairs Kamp; Mayor of Amsterdam Eberhard van der Laan; and Prof. Koji Murofushi, Sports

Director of the Tokyo Organising Committee of the Olympic and Paralympic Games. Prior to the seminar, JETRO also gave an introduction to 16 Dutch companies of the mission concerning the advantages of the Japanese market and JETRO's support menu for inward investment into Japan.

In tandem with the seminar, JETRO also co-hosted another seminar to introduce the investment environment of the Netherlands to Japanese companies together with the Netherlands Foreign Investment Agency, an organisation belonging to RVO, as well as the Bank of Tokyo-Mitsubishi UFJ. The seminar had approximately 140 entries mainly from Japanese companies interested in business with the Netherlands.

Source: Japan External Trade Organization

➤ [https://www.jetro.go.jp/en/jetro/topics/2015/1511\\_topics1.html](https://www.jetro.go.jp/en/jetro/topics/2015/1511_topics1.html)

## MEMORANDUM OF COOPERATION SIGNED WITH BUSINESS FRANCE

### Enhancing partnership toward investment exchange, third-country cooperation and interaction between regional industrial clusters

On October 5, during the visit of French Prime Minister Manuel Valls to Japan, JETRO concluded a memorandum of cooperation (MOC) with Business France, a new organization created through the integration of the Invest in France Agency (AFII) and Ubifrance in January this year, toward enhancing partnership in promoting trade and investment between France and Japan. In addition to promotion of two-way direct investment, this MOC also includes cooperation in third

countries from the perspective of promoting France-Japan collaboration in Africa, where France has historically maintained a strong presence in the business field, as well as collaboration in interaction of industrial clusters, which will contribute to rejuvenation in local regions of both countries.

The MOC documents were exchanged between Chief Executive Officer Muriel Pénicaud of Business France and JETRO President Yasushi Akahoshi in the presence of the Prime Ministers of both countries following their summit meeting. As the first joint project of the two organizations after concluding the MOC, JETRO invited executives of approximately 40 French companies, who visited Japan

in the company of PM Valls, to its headquarters in Tokyo and provided them with a brief introduction about the advantages of the Japanese market and JETRO's support programs related to investment into Japan.

With the conclusion of this MOC, JETRO will enhance support for two-way business exchange between France and Japan, help strengthen the industrial competitiveness of Japan, including local regions, and contribute to the growth strategy of the Japanese Government.

Source: Japan External Trade Organization

➤ [https://www.jetro.go.jp/en/jetro/topics/2015/1510\\_topics1.html](https://www.jetro.go.jp/en/jetro/topics/2015/1510_topics1.html)



**nano tech 2016**  
International Nanotechnology Exhibition & Conference

## NANO TECH 2016 15<sup>TH</sup> ANNIVERSARY

27-29 January 2016, Yokohama, Japan  
Sector: nanotechnology



After a successful nano tech 2015, the event heads toward its 15th anniversary edition, nano tech in Japan is one of the worlds most established events for nanotechnologies and one that has proven its success in bringing new technology to the market.

➤ <http://www.nanotechexpo.jp>

## BIOTURKU® AND TEAM FINLAND HEALTH IN JAPAN

BioTurku - Finnish largest bio-cluster - organised a company delegation to Japan in co-operation and with the support of Team Finland Health. 14 Finnish companies attended a VIP event with 60 Japanese decision makers from bio-companies at the Finnish Embassy in Tokyo with the kind help of Ambassador Manu Virtamo. The companies included drug development, diagnostics, genetic health companies and clinical research organizations. The event was warmly welcomed and in the casual atmosphere discussions were done to bring business and co-operations forward. Finland's first clinical biobank Auria Biobank was presented to the audience.

Additionally, the Finnish companies attended the three day BioJapan 2015 event in Yokohama under a common Team Finland Health booth. This event was a good opportunity for the Finns

to attain new contacts with Japanese companies. The service markets for drug development companies are opening in Japan and this creates many new opportunities for high level research and development service companies in Finland with long experience and high quality. Finnair's straight flights between Finland and Japan make the distance shrink. Also here many new contacts were taken and even preliminary agreements were signed.

During the week a delegate from BioTurku® also attended the EU-Japan Biotech Cluster and SME Mission (<http://www.eu-japan.eu/detail-business-programmes/BIOTECH-Cluster-SME-Mission>). "This mission was a good introduction to Japanese culture and bio-business. Now I can recommend the future Missions to all Finnish companies" replied Senior Adviser Tero Karhi from BioTurku®.

Even though BioJapan was a national event with much of the program language in Japanese the exhibition and partnering were clearly international and gave a broad surface for Finnish companies to operate with. Many delegates believe this could become a repeated good practice.

➔ <http://www.turkusciencepark.com>



Delegates of Team Finland Health companies at BioJapan exhibition booth

V Delegates of EU-Japan Biotech Mission at the EU-Japan Centre in Tokyo



Japanese bio-company directors at Finnish embassy in Tokyo. In the front row from left Finpro Marko Salonen, Ambassador Manu Virtamo, BioTurku Director Tero Piispanen and Auria biobank professor Olli Carpen

## DOING BUSINESS WITH JAPAN

As part of the 50th Anniversary of Diplomatic Relations between Malta and Japan, the Malta Chamber of Commerce, Enterprise and Industry in collaboration with the Government of Malta hosted a forum entitled: "Doing Business with Japan" on 20 November at Chambers' Headquarters in Malta.

The objective of the forum was to inform Maltese businesses about the various opportunities of doing business with Japan which included presentations on the joint EU-Japan funded programmes, the EU-Japan FTA and its impact on Malta, the role of JETRO and Malta Enterprise and their incentives. Of particular interest was also the presentation of a success story of Konica Minolta in Malta.

A special delegation from Tokyo, headed by the Parliamentary Vice-Minister of Foreign Affairs, Hon. Miki Yamada, addressed the forum while in Malta for the celebrations marking 50 years of diplomatic relations. The forum was also addressed by the President of the Chamber, Mr Anton Borg, the Minister for Foreign Affairs of Malta, Hon. George W. Vella, the Minister for Economy, Investment and Small Businesses, Hon. Chris Cardona, and the Ambassador of Japan accredited to Malta, H.E. Mr Kazuyoshi Umemoto.

The event was met with a very good turnout from various sectors which included education, travel agencies, manufacturing, automobile industry, aquaculture, shipping and maritime among others.



During the event, the Malta Chamber of Commerce also announced a specialized committee to assist local enterprises to tap into the Japanese market. This committee will meet on a monthly basis and will also be a point of contact of local enterprises with Japanese professionals and companies both in Malta and overseas.

Source: Malta Ministry for Foreign Affairs

## OSAKA AND MUNICH INTENSIFY THEIR PARTNERSHIP THE NEW AGREEMENT BETWEEN THE TWO LIFE SCIENCES CLUSTERS SUPPORTS AND ACCELERATES BIOPHARMACEUTICAL COLLABORATIONS

Within the biopharmaceutical sector, the two regions Osaka/Kansai (Japan) and Munich/Bavaria (Germany) complement each other very well. While Japan and Germany face the same social and health-related challenges through a rapidly aging population and a declining birth rate, industry and academia of the two regions have a great potential to tackle these challenges through biopharmaceutical innovation, when combining their outstanding competences.

The heart of Japan's pharmaceutical market - the second largest in the world representing nearly 10% of the global pharma market - is located in the Kansai region with its cities Osaka, Kyoto and Kobe. 150 research institutes and >300 life science companies are located there, the majority of them in Osaka and Kobe. The region has a lot of expertise to offer, e.g. in the fields of infectious diseases and oncology, building on the legacy of Osaka's long pharma history.

Munich, on the other hand, is recognized for its vibrant and innovative R&D industry, focusing on personalised therapeutics and diagnostics. Most of the 200 Bavarian biopharmaceutical companies are small and medium-sized enterprises, located in the Munich area. Overall, they have built up a clinical development pipeline of currently more than 60 pharmaceutical compounds.

Over the last 3 years, the management organisations of the Osaka and Munich clusters have worked on increasing the awareness in the partner region about ongoing R&D activities. On 2 November 2015, at BIO-Europe in Munich, a partnership agreement was signed to intensify the collaboration between Osaka Bio Headquarters and BioM Biotech Cluster Development GmbH.



▲ From left to right: Franz Josef Pschierer, State Secretary of the Bavarian Ministry of Economic Affairs, Prof. Horst Domdey, BioM, Mayuko Nagano, Osaka Prefectural Government and Tamio Sugawara, Osaka Bio Headquarters

Dr. Tadimitsu Kishimoto, President of Osaka Bio Headquarters: "Knowledge transfer is very important, however, international collaborations are crucial for our regions' success. We thus welcome the new agreement, by which potential business partners will be brought even closer together." Prof. Horst Domdey, CEO of BioM adds: "Considering the complex Japanese business culture, building up and maintaining personal contacts is essential. We are delighted that by renewing our partnership agreement, the Bavarian life science companies and research groups obtain easier access to promising markets and research collaborations."

➔ <http://www.bio-m.de>

## UK TRADE & INVESTMENT JAPANESE BUSINESS CULTURE MASTERCLASS

Organised by UK Trade and Investment (UKTI) West Midlands, the half-day masterclass introduced Japanese business etiquette to 15 delegates.

Emma Johnson, the trainer from Enterprise Japan, shared her personal experience of living and working in Japan. Attendees learnt what is important in Japanese culture, such as trust and building long-term relationships. Much emphasis was given to learning about the psychology of Japanese business culture, etiquette and their preferred communication style.

To create an authentic atmosphere, delegates learnt basic numbers, key phrases of introduction and the names of popular drinks and food items.

Gerti Willis, Language & Culture Adviser in the West Midlands, said that 'although UKTI may be known for helping businesses to access new markets, an important part of our work is teaching companies about language and etiquette, so they are fully prepared for different cultures'. UKTI organised a Trade Mission to Japan in mid-November and the aim of the masterclass was also to prepare for the visit.



Feedback from the delegates was very positive and comments were made such as: "Thank you for a very informative and energetic course", "I have gained a real understanding of culture and approach" and "A great course - could even have been a full day".

➔ <http://www.ukti.gov.uk>



## JAPANESE DELEGATION HUNTING FOR NORDIC PACKAGING INNOVATIONS



A Japanese delegation of 15 people visited the international packaging fair in Gothenburg, Sweden on the 20-23 October, hunting for exciting new packaging innovations. Paper Province business cluster arranged a half day seminar together with Business Sweden, to showcase a few new and promising products.

“It is too early to say if this will lead to something concrete, but a few people showed interest after my talk”, said Daniel Carlsson from Cellcomb.

First off, researcher and scientist Helen Williams gave a talk about her findings in regard to how packages affects the amount of food waste in society. The delegation learned that if you package milk in three decilitre packs instead of one litre the material usage increases by 50%. But the smaller packages will be profitable if the reduce the food waste by only 2,5%.

Daniel Carlsson from Cellcomb was grateful to meet a whole delegation of businessmen and women at once. His presentation of Cellcomb food pad that can extend the shelf life of chicken by up to 75% attracted interest. “This is very positive. The more people we get to tell about our products, the better. If I could make a wish, it would be to attend similar events with European clusters as well”, said Daniel.

Erik Lindberg from Innoscentia started his talk by saying that 2.2 million die of food poisoning per year. Next he showed the audience a potential solution to the problem - a label that changes color when bacterial growth reaches a certain level. “Measuring bacteria is better and safer than checking the cold chain, as the food may be destroyed even before it is cooled”, said Erik. Innoscentia’s label will be in prototype stage within a year and they are looking for partners to help them run tests.

Louise Törnfeldt Svanqvist showed Barrcoats biological barrier that can replace a large part of all oil-based barriers in food packages for dry foods with medium content of moisture. Their barrier is one hundred percent biodegradable and can be applied directly to the paper machine or afterwards.

UMV Coating was also present with Per Emilsson. He said that they are, to their knowledge, the first in the world to succeed in coating a bio barrier without causing pores. The solution they reached is to coat in several thin layers. “Then we have time to dry each layer enough. Furthermore it is important that the barrier remains on the surface of the paper, rather than being sucked into it”.

Last of the speakers was Urban Blomster from Södra, who showed their new packaging material DuraPulp. A plastic-like material that is 100% biodegradable, consisting of 70-80% cellulose fibers and the rest of the biopolymer PLA. “We have tested different methods of production and concentrations, and it is possible to create a material with different characteristics”, said Urban. Generally DuraPulp has high wet strength, bending strength and elasticity, but is free of dust and absorbs only a little water. According to Urban Blomster the potential is great within packaging, but it will be yet some time before we will see DuraPulp-packages on the market.

The trip to Sweden was organized by the Japan Packaging Institute.

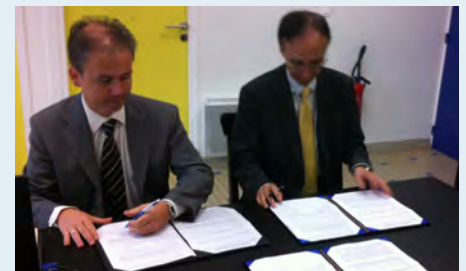
Source: The Paper Province

## SCIENCE OF FERMENTATION FORUM

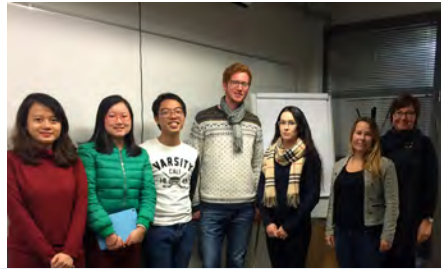
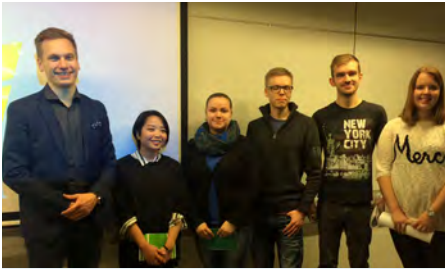
On 3-4 November, the Science of Fermentation Forum was organised in Dijon (France) by the Japan Society for the Promotion of Science, the University of Burgundy, and Vitagora. During these two days, Vitagora’s Asian network was in the limelight. Presentations were made of academic competences in the field of fermentation by Vitagora’s partners from Kyushu, in particular from Sojo University.

For this occasion, a delegation from Kyushu, composed of KBCC (Kyushu Bio Cluster Conference), companies, and academia, came to Dijon to meet Vitagora’s members. Three partnership agreements have been signed: two with Vitagora’s SMEs Nexidia and Aromlayse, and one research and development partnership with the ENIL, the French national school for the dairy and cheese industry.

During this meeting, KBCC and Vitagora built a common action plan for 2016. This plan should enable the members of each cluster to strengthen their partnership. Japan indeed represents a relevant and interesting growth area for several Vitagora’s members.



## JAPANESE STUDENTS PLAN EXPORT WITH FINNISH FIRMS



▲ From left: the Japanese students and 3 companies: Lignell & Piispanen, Hurttu, Kuopio Town, that participated to the project

The VIBE Program (Vision on International and Business-related Education) focuses on exchanging students, professors, teachers, and working methods between four universities in Finland (University of Eastern Finland), Netherlands (Rotterdam University of Applied Sciences) and Japan (Meiji University and J.F. Oberlin University) during 2014-2017. The program also aims at helping business life by organising export collaboration with students and companies in each country.

This fall six Japanese students (three from the University of Meiji and three from the J.F. Oberlin University) spent four months as exchange students in the University of Eastern Finland. As a part of their studies, they built export plans with five Finnish

companies who have decided to start exporting to Japanese market area. Due to their new business ideas, the firms needed more understanding and knowledge of Japanese culture business environment. Even though Japanese students were at the level of undergraduate, they participated in the group works with their graduate level classmates. All groups involved six students from at least three different countries. Japanese students shared their cultural understanding of Japanese business life and society to their group members and participant firms. All the information shared by the firms was highly appreciated by the students. During several discussions with the Japanese students, the companies received many ideas and advices for their future business in the Japanese market.

All the export plans, built in collaboration with students and firms, were presented on the 27 September in the University of Eastern Finland. All the firms participated in the presentations and provided feedback and reviewed the group works.

➔ <http://www.exchangevibe.nl>

### OECD WORKING PAPER ON JAPAN

The Economic Department of the OECD recently released a report titled "Enhancing Dynamism and Innovation in Japan's Business Sector".

Innovation is key to boosting economic growth in the face of a rapidly ageing population. While Japan spends heavily on education and R&D, appropriate framework conditions are essential to increase the return on such investments by strengthening competition, both domestic and international, and improving resource allocation.

Upgrading corporate governance would encourage firms to maximise profits and invest their large cash reserves. To promote open innovation in a global framework, it is necessary to improve universities and expand their role in business R&D, while increasing international collaboration in R&D from its current low level. Venture capital-backed firms and start-ups should play a key role in commercialising innovation. To make venture investment a growth driver, it is important to expand the role of business angels and foster entrepreneurship. SMEs, which account for 70% of employment, should contribute more to innovation. The full paper is available on the OECD website.



[http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ECO/WKP\(2015\)79&docLanguage=En](http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ECO/WKP(2015)79&docLanguage=En)

## CAN ROBOTS SAVE THE WORLD ECONOMY?

DISCUSSING THE ECONOMIC IMPACT OF ROBOTICS THROUGH ACADEMIA, START-UPS AND INDUSTRY



Held on the 30 November in Tokyo, the Italy-Japan Workshop on Robotics is an initiative, sponsored by the Embassy of Italy in Japan, in which a specific theme related to robotics is discussed and analysed involving the governments, universities, research centres, and industries of both countries. Italy-Japan Workshop has been organised since 2001 by Waseda University, one of the most important scientific partners for Italy, with the collaboration of Scuola Superiore Sant'Anna of Pisa.

In this event, Italian and Japanese distinguished speakers shared their experiences and their visions, while a selected number of Japanese and Italian companies were invited to show

and demonstrate their products. This year, the contents specifically focused on the impact of robotics on the world economy. Nowadays, both Italy and Japan are facing increasing struggles as stagnation and even recession are afflicting both countries. Investments in robotics through academia, start-ups and finally industry are an opportunity to revitalise the economy and overcome the crisis. Robots can potentially be a solution to some of the problems that are hindering both countries' development in the near future, whereas the implications of the use of robots in the society and their effect on employment have also to be considered.

Contact: [tokyo.scienza@esteri.it](mailto:tokyo.scienza@esteri.it)

## JAPANESE CULTURE AND BUSINESS ENVIRONMENT

Junior Chamber Kuopio members traveled to the JCI World Congress that was held in Kanazawa, Japan during the 3-8 November 2015. To develop their understanding of Japanese culture and business environment, the Kuopio JCI invited Japanese exchange students of the University at Eastern Finland for a meeting in Koivumäki Manor in Kuopio. They specifically expected information about Japanese business behaviors and business life, as well as differences between Finnish and Japanese societies. During the event, both JCI members and

Japanese students had interesting and vivid discussions about cultural and business topics. The Japanese exchange students shared several new perspectives about Japanese society and business in Japan during the event. They also explained how to contact local business people and build business relationships in Japan. Moreover, JCI members presented their association for Japanese students. This new collaboration can be called as a future oriented relationship building between Japanese students and JCI member network.



➔ <https://www.jci.cc/>

## SLOVAK INVESTMENT ROADSHOW IN JAPAN

The Embassy of the Slovak Republic in Tokyo and the Slovak Investment and Trade Development Agency (SARIO) promoted Slovakia in Japan by a series of seminars and activities between 12-16 October 2015.



The first seminar within the Slovak Investment Roadshow in Japan took place at the International House of Japan in Tokyo on Tuesday 13 October 2015. The official programme of the seminar was opened by H.E. Michal Kottman, Ambassador of the Slovak Republic in Tokyo and Mr. Shinji Maruyama, Director, International Division, JETRO Tokyo. Mr. Robert Simoncic, CEO of SARIO delivered the presentation Business Friendly Slovakia introducing the value proposition for investors interested to set up new factories or launch business activities in Slovakia. The seminar was supported by the Japan External Trade Organization JETRO Tokyo and Tokyo Chamber of Commerce and Industry. This joint effort of all organisers allowed the seminar to become an excellent platform for promoting Slovak investment environment, which was attended by more than sixty participants.

The second investment promotion activity was a roundtable on the M&A market in Slovakia taking place at the premises of the Embassy of the Slovak Republic in Tokyo on Wednesday 14 October 2015. The main presentation of the M&A market in Slovakia was presented by Mr. Jozef Mathia, Partner, EY Transaction Advisory Services.

The information presented provided an excellent ground for further discussion and allowed participants of the seminar to explore opportunities in merger and acquisitions environment in Slovakia.

Mr Robert Simoncic was honoured as a guest speaker at the seminar of the Japanese bank Mizuho organised on Wednesday 14 October 2015 in Tokyo. The seminar was dedicated to the clients of Mizuho Bank to receive valuable information on the investment climate in Central and Eastern Europe. The fourth investment seminar was held in Osaka on the premises of My Dome, the Osaka Chamber of Commerce and Industry (OCCI) on Thursday 15 October 2015. The audience was greeted by H.E. Michal Kottman, Ambassador of the Slovak Republic in Tokyo who also opened the seminar together with Mr. Tomohiro Imai, International Division, OCCI. Presentation on behalf of SARIO on the topic "Why to do business in Slovakia" was delivered by Ms Timea Balazova Hlohinec, Senior Consultant, SARIO.

The ultimate goal of each investment seminar was to place Slovakia on the map for potential Japanese investors, highlight the reasons why to invest in the CEE and especially in the Slovakia Republic.

It is necessary to emphasize in front of the Japanese audience the doing business in Slovakia from legal perspective and present the existing opportunities in order to support the Slovak-Japanese business relations and boost Japanese investments in Slovakia.

During the Slovak Investment Roadshow in Japan 2015 SARIO and the Embassy of the Slovak Republic in Tokyo organised individual meetings with JETRO Tokyo, with successfully established Japanese companies in Slovakia and other Japanese companies currently registered with SARIO and seriously considering investing in Slovakia.

Japan is one of the most important economic partners of Slovakia from Asia. Almost 50 Japanese companies have invested in Slovakia and created up to 10 thousand job positions in various sectors. The Slovak Investment Roadshow in Japan 2015 successfully promoted Slovakia in Japan according to the acknowledgement of the Japanese companies which have already discovered Slovakia and most importantly the roadshow has established new business leads for Slovakia.

Source: Embassy of the Slovak Republic in Tokyo

## NIPPON EXPORT AWARD 2015-2016

The Nippon Export Award 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 the year 2015 - 2016. This year the Award will go to UCB JAPAN Co. Ltd., one of Belgium's leading pharmaceutical companies active in Japan since 1988. The jury praised UCB Japan for its continuous focus on the patient and the involvement of all its employees in this patient-centered approach, its constant search for new

ways and new drugs to help patients getting back to a normal life, and the fact that UCB Japan has been working hard for more than 25 years to obtain its position as a leading pharmaceutical company in Japan. The winner was made public during the annual gala ball of the Belgian-Luxembourg Chamber of Commerce on 19 November at Conrad Hotel. The Award Ceremony will be held at the Belgian Embassy in Tokyo on Thursday 17 December 2015.



### About the Nippon Export Award

The Nippon Export Award, organised for the first time in 2004, is an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ). Its aim is to support and promote the business links between Japan and Belgium-Luxembourg. The Award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian/Luxembourg products or services.

The official selection criteria of the Nippon Export Award 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.)

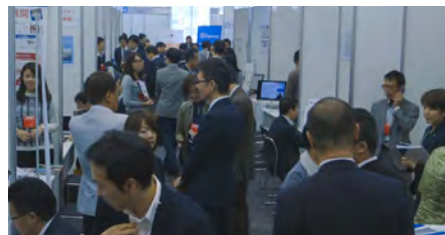
The Nippon Export Award is under the High Patronage of the Prime Minister of Belgium and the Prime Minister of Luxembourg; and receives the support of the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, the Luxembourg Chamber of Commerce, Flanders Investment & Trade (FIT), Walloon Export and Foreign Investment Agency (AWEX), Brussels Invest & Export (BI&E), and METI - Belgo-Luxembourg Market Council (BLMC).

### About the BLCCJ

Since 1978, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is promoting, supporting and strengthening Belgian & Luxembourg business in and with Japan. The BLCCJ assists both the Belgian & Luxembourg companies interested in doing business with Japan and the Japanese interested in doing business with Belgium/Luxembourg. The BLCCJ represents currently the interest of 120 members and is a founding and active member of the European Business Council in Japan (EBC). The BLCCJ is also the co-founder of the YES (Young Executive Stay) program, a biennial 1-week program which is aimed to support young Belgian/Luxembourg exporters.

➔ <http://www.blccj.or.jp>

## JECC ATTENDED AN INTERNATIONAL BUSINESS EVENT IN TOKYO



Images copyright of Resorz

On 27 October the representatives from the Japanese-Estonian Chamber of Commerce (JECC) attended an international business event (<https://www.digima-japan.com/expo2015/>) held at Akihabara UDX Gallery, Tokyo.

This event aimed at the Japanese businesses for their outbound - inbound and outsourcing needs. While the event covered the globe the large majority of booths were of Asian businesses. The organiser shared a comment with us that to his impression there is a substantial demand for more participation by the European businesses and government agencies. He also plans to hold the next event at a larger venue and invite businesses of more diverse background including various EU based firms looking for Japanese partners.

Representing Estonia's small to medium sized businesses and encouraging the Japanese businesses to make the most of Estonia's e-residency scheme to establish their business presence inside the EU the JECC reps spoke with various attendees and the organiser. JECC had the impression that the Japanese businesses who came to the event felt that they don't know Europe well enough and the regional diversity seems very difficult to deal with.

Also they believe - without a firm data to back the claim - that the EU is not cost effective and too pricey to establish

a new production line or importing goods from. JECC believes that the Japanese businesses and the decision makers should be informed at such an event about the competitive labour and manufacturing costs of some the EU member states and the already well-established industrial background. Since the organiser - who is also an international business planning / HR company - does not have a point of contact in EU yet JECC can bridge the EU side and the organiser for the future events. Please feel free to get in touch with JECC: [info@jecc.ee](mailto:info@jecc.ee)

➔ <http://www.jecc.ee>

## NOMINATION OF HONORARY CONSUL OF POLAND IN KOBE

Mr. Masahiko Suruga, the Director of Harima High School, has been appointed the Honorary Consul of Poland in Kobe. "I am delighted that Poland will gain the new Honorary Consul in Japan. It is even more significant now, on the eve of opening by LOT Polish Airlines the direct connection between Warsaw and Tokyo/Narita in January 2016" said Ambassador of the Republic of Poland to Japan Caryl Kozaczewski, during the ceremony of nominating the Honorary Consul of Poland in Kobe, which took place on November 5, in the Embassy of Poland in Tokyo.

Mr. Masahiko Suruga is a director of Harima High School in Hyogo prefecture, cooperating with Nazareth Middle and High School in Warsaw since 2011. Mr. Suruga supported the project under the honorary patronage of Poland's Minister of Foreign Affairs "Solidarity Bridge - Polish vacation for Japanese children", after the earthquake and tsunami in Tohoku in March 2011.



During the nomination ceremony, Ambassador Caryl Kozaczewski handed to Mr. Masahiko Suruga the consular commission and exequatur.

"I am honored, but at the same time I feel an enormous responsibility. I promise to do all I can in order to further develop the Polish-Japanese relations" stated Honorary Consul Suruga.

New Honorary Consul's priority will be encouraging the youth cooperation and students exchange. For this reason, the Polish language courses will start from April 2016 at Harima High School. The courses will be run by Polish students of Japanology at Warsaw University and Jagiellonian University in Krakow. The idea of this initiative is to promote the students exchange under the programme "Work and Travel". Consul Suruga is willing to

create the system of scholarships for Polish students, providing them the possibility to work in Japan as Polish and English language teachers. "I hope that the first Polish students will come to Japan in the next year" said Mr. Suruga. Mr. Hirofumi Nakasone, the Chairman of the Japan-Poland Parliamentary Friendship Association in the House of Councillors raised a toast to the success of Honorary Consul's mission and the prosperity of both countries.

 [http://www.tokio.msz.gov.pl/en/news/mr\\_\\_masahiko\\_suruga\\_\\_the\\_director\\_of\\_harima\\_high\\_school\\_\\_has\\_been\\_appointed\\_the\\_honorary\\_consul\\_of\\_poland\\_in\\_kobe](http://www.tokio.msz.gov.pl/en/news/mr__masahiko_suruga__the_director_of_harima_high_school__has_been_appointed_the_honorary_consul_of_poland_in_kobe)

## INTERNATIONAL CHAMBER OF COMMERCE IN JAPAN

The International Chamber of Commerce in Japan (ICC Japan) organised a seminar on "Effective Management of Arbitration: A guide for in-house counsel and other party representatives".

This event was designed to address the concerns of in-house and party representatives in the resolution of disputes and provides an overview of the "Guide for In-House Counsel and Other Representatives on Effective Management of Arbitration" published by the ICC Commission on Arbitration and officially launched in Paris on 6 June 2014 (<http://www.iccwbo.org/News/Articles/2014/ICC-Commission-on-Arbitration-ADR-launches-Guide-on-Effective-Management-of-Arbitration>). Participants were also offered a unique insight into the latest developments in international arbitration. The Tokyo event followed a similar event that took place in Brussels on 30 September 2014, and was attended by more than 70 professionals. Not only the audience and the speakers could share knowledge and experience on arbitration, but the diversity of the angles of views of the stakeholders has proven that such meetings are challenging and vital for the future of arbitration.

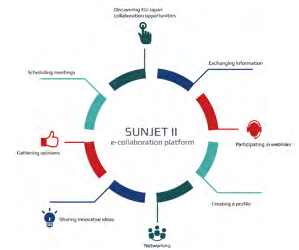


The International Court of Arbitration of the International Chamber of Commerce, the International Chamber of Commerce in Belgium and the International Chamber of Commerce in Japan are, as demonstrated by the publication of the Guide and the organisation of these events, key players for the discussion and the dissemination of improved practices in arbitration, closer to the expectations of the business and with the aim of excellence in arbitral awards.

 <http://www.iccwbo.org/Training-and-Events/All-events/Events/2015/Effective-Management-of-Arbitration-A-guide-for-in-house-counsel-and-other-party-representatives>

## SUNJET II AT AERODAY2015

SUNJET II, an initiative aiming at establishing a sustainable network for Japan-Europe aerospace research and technology cooperation, was present at the “7th European Aeronautics Days” held on 20-23 October 2015 in London, UK. SUNJET II hosted its own stand where representatives from both the EU and the Japanese delegation were present and available for short B2B meetings to discuss about the possibilities for cooperation and how one can be part of this initiative. Additionally, SUNJET II was represented in parallel session 3H of the second day “International Cooperation in Aeronautics Research”.



The Conference, attended by more than 1000 delegates, 280 key speakers and 90 exhibitors, was a positive enabler for industry, governments, the European Commission, research institutions, academia and many others, to come together, interact and present strategic perspectives and achievements in aviation research and innovation.

SUNJET II will also be present at the ILA-Berlin Airshow in June 2016 at the Berlin ExpoCenter airport. Updated information will be posted on the SUNJET II website.



➔ <http://sunjet-project.eu>

## CLUSTERS OF COMPETITIVENESS, A DRIVER FOR INNOVATION AND INTERNATIONALISATION

Within the European framework for the period 2007 – 2013 initiatives of collective efficiency fostering dynamics of entrepreneurial actors and innovation support entities, with impact in the creation and development of networks and value chains and gains in terms of innovation, knowledge transfer and capacity of approach towards external markets act as drivers towards more competitiveness and jobs.



The Portuguese Government has launched a new cycle of public policy supporting the activity of entrepreneurial clustering, instrumental in fulfilling the strategic goals of the thematic priority “Competitiveness and Internationalization” of the “Portugal 2020” program. The undergoing process for the recognition of competitiveness clusters, coordinated by IAPMEI involves several stakeholders, and is relevant for the reinforcement of the role of the clusters in the economy with a wider participation of companies, namely SMEs, through IAPMEI, the Agency for Competitiveness and Innovation. In response to this initiative, 25 Clusters of Competitiveness have been identified in areas as diverse as the Sea, Sustainable Construction, Fashion, Mobility, Health, Natural Resources, Creative Industries, Information and Communication Technologies, Agrofood, Product and Process Technologies.

Habitat Cluster have already and it is expected to continue, a remarkable cooperation with Japanese organisations, in several fields of products and services.

Involving 2500 actors, of which 1800 are companies including 1500 SMEs, 280 Research Centers and other public or private Technology transfer entities, 120 Enterprise Associations and other entrepreneurial actors from the public and private sector want to take advantage of the knowledge partnerships, of the technological development, of the innovation and experience in the global market in a logic of cooperation among partners.

The recognition of the clusters of competitiveness must, in this way, promote the mobilisation of the economic actors for the collaborative sharing of knowledge, centered in actions of collective efficiency in the domains of innovation and internationalisation, said Miguel Cruz, President of IAPMEI. The clusters are of utmost importance for the Portuguese Economy, allowing for additional strategic reflection, improving cooperation capabilities, networking effects, and improving cross-fertilisation conditions, and thus improving Innovation potential. Clusters are also important for the implementation of RIS 3 in Portugal and across Europe, and can impact on international networks, added Miguel Cruz.



➔ Miguel Cruz, President of IAPMEI

Some of these clusters, like Health Cluster Portugal, Portuguese Agrofood Cluster, Portuguese Mining Resources Cluster, Footwear and Fashion Cluster Sustainable and

IAPMEI’s main goal, within this initiative, is to increase the network of relationships in the supplying chains involving the primary sector (mining extraction, agriculture, etc.), the production of intermediate and final goods and their respective distribution, and the services and distribution sectors.

➔ <http://www.iapmei.pt>

## YOUNG EXECUTIVE STAY (YES) PROGRAM X

COMMERCIAL EXPORT MISSION TO JAPAN: OCTOBER 2016

The Young Executive Stay (YES) Program is a commercial export project under the auspices of His Majesty King Philippe. It aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at reasonable costs, and in a short amount of time. For this purpose, in 2016, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ), the Belgium-Japan Association & Chamber of Commerce in Belgium (BJA) and the Chambre de Commerce de Luxembourg will organise a one-week training programme in Japan, beginning with two briefing sessions in Belgium. The training in Japan will start with a panel discussion with businesspeople in Japan, followed by introducing each participant to potential customers and/or business partners in her/his business area.

Application deadline is 30 March, 2016

[http://www.bja.be/services\\_yes.php](http://www.bja.be/services_yes.php)

## AIR LIQUIDE BUILDS FIRST BELGIAN HYDROGEN STATION

French chemical company Air Liquide is building the first public hydrogen filling station on the production site of Toyota (Japan) in Zaventem (Flanders). The Japanese automotive company will launch its first hydrogen car, the Mirai, in Belgium next year.

The Toyota Mirai is already sold in Japan and three European countries. With the construction the hydrogen filling station, Toyota and Air Liquide started building the necessary refueling infrastructure for a nationwide launch in Belgium. The project is expected to be finished by mid-2016. The Toyota Mirai's driving range is comparable to that of a conventional car, can be refueled in less than five minutes and doesn't emit harmful substances. The car will be presented in January at the Motor Show in Brussels.

<http://www.investinlanders.com>

## PORT OF ZEEBRUGGE IN FLANDERS IS RIDING THE AUTOMOTIVE WAVE

Last June, the Port of Zeebrugge achieved a major milestone when the one millionth vehicle of 2015 passed through the port towards the Toyota Motor Europe terminal. The current growth in the automotive sector is paving the way for several new investments. In 2014, the Port of Zeebrugge handled 2.2 million new vehicles: the best result in years. And expectations for 2015 are building fast, especially since the port already handled one million vehicles in the first half of the year. In Zeebrugge, cars are not simply loaded or unloaded. The vehicles are also adapted to the needs of the local markets. All these technical and value-adding processes are carried out reliably by the port — and by Flanders as a whole — through various state-of-the-art logistics centers.

Booming automotive sector in Flanders

In addition to Toyota (Japan), the automotive terminals of ICO (Belgium), WWL (Norway) and C.Ro (Luxembourg) are generating great results in Flanders as well. Furthermore, International Car Operators Zeebrugge recently managed to attract 110,000 Peugeots from France for the British market and 30,000 Hondas from Mexico for the European market. Just one example of how the transport of new cars can provide a boost to the region.

Investments in the inner port

In light of the growing numbers of cars passing through the Port of Zeebrugge, the Port Authority has announced the construction of additional infrastructure in the Southern Canal Dock. The main goal is to bring more areas of the inner port into use, specifically for the automotive sector.

<http://www.investinlanders.com>

## ISSEY MIYAKE OPENS 1<sup>ST</sup> BOUTIQUE IN FLANDERS

Japanese fashion house Issey Miyake recently opened its first store in Belgium, more specifically in Flanders. Following cities like Tokyo, Osaka, Paris, New York and London, the prestigious brand opened an outlet in Flanders' fashion capital Antwerp.

The Issey Miyake boutique is located in the Eiermarkt street, which is part of Antwerp's main fashion district. The outlet will offer all lines of the Issey Miyake brand. As an internationally renowned designer, Issey Miyake is noted for his idiosyncratic clothing collections for men and women, ever since 1971.

<http://www.investinlanders.com>

## COPENHAGEN BIOSCIENCE CONFERENCES



Organized by Novo Nordisk Foundation the Copenhagen Bioscience Conferences bring together world-leading researchers and young talents to discuss the latest scientific results and hottest topics within biomedicine and biotechnology.

- conferences offer top-level debate and knowledge sharing in a unique setting,
- speakers and participants of all career levels are selected for their scientific accomplishments and motivation to participate actively in 4 days of intense interaction,
- registration fee and accommodation covered by the Novo Nordisk Foundation for all admitted participants.

The upcoming conference "The Stem Cell Niche" theme is the concept of the "niche", in the broadest possible sense of the word, encompassing all sources of inputs stem and progenitor cells receive from their environment to expand or differentiate. This topic is both important and timely in light of the need for improved therapies against devastating diseases, such as diabetes, cancer, neurodegenerative and cardiovascular disorders.

Application is open now with a deadline in January 2016.

<http://www.cph-bioscience.com/conferences/stem-cell-niche-development-disease>

## WELCOME TO EUROPE! COMPOSITE MATERIALS B2B MISSION FOR JAPANESE COMPANIES

4-6 NOVEMBER 2015, NANTES, FRANCE



A delegation of Japanese business people and experts visited the French Pays de la Loire region, home of the industrial cluster “Jules Verne Manufacturing Valley”, to take part in a 3-day B2B mission organised by the Pôle EMC2 and the CCI Pays de la Loire at “Composites Meetings 2015” (<http://www.abe-industry.com/composites-meetings/index.php/en>). The Composites Meetings is a professional business convention dedicated to composites materials and it featured Japan as the country of honour this year. The Japanese delegation was led by Prof. Kiyoshi Uzawa, Director of the Innovative Composite materials research & development Center established at Kanazawa Institute of Technology in 2013.



The French region Pays de la Loire is a home of advanced production technologies (e.g. for aircrafts, ships and vehicles). The region provides a unique ecosystem with R&D centres, research facilities and outsourcers, all seeking to develop lighter structures, automated industrial systems and technology for future. In 2014, the region’s cluster organisation, EMC2, and its research hub, IRT Jules Vernes, established a cooperation agreement with three Japanese partners: National Composites Center in Nagoya; Innovative Composites Center in Kanazawa; and Composite Materials Center in Gifu. Japan’s strong technological potential and outstanding skills and competences, for example, in carbon fibers composite materials make it a valuable partner for the French composite materials sector. This French-Japan partnership aims at developing further cooperation in the form of B2B match-making events, personnel exchanges, joint research and technological partnerships.

- Pôle EMC2 <http://www.pole-emc2.com>
- CCI Pays de la Loire <http://www.paysdelaloire.cci.fr>
- IRT Jules Verne <http://www.irt-jules-verne.fr>



On the 3rd day of the mission, the delegation visited Nantes’ Technocampus as well as a local company, Loiretech France, specialised in design and manufacture tooling for large and complex thermoplastic and composite parts.



## TECHNOLOGY CENTRE ASCR AT NANO TECH JAPAN 2016

Technology Centre ASCR, the coordinator of the Enterprise Europe Network in the Czech Republic (<http://www.een.cz>) will exhibit at the Nanotech 2016 in Tokyo at Big Sight fair grounds.

Every year there are numerous interesting technologies presented especially from the field of nanotechnologies from the Czech innovative companies that obtain a space for their presentation at the common stand. For the first time the company Coming Plus, a.s. (<http://www.coming.cz>) will be among these companies in spite of the fact that it has 30 years of experience in composite development. The company is focused on concentrated on advanced technologies and new systems used in the building sector and nuclear waste deposition. All current activities and latest developments of the company are rising from its own research and latest patents at leading Czech and foreign research institutes. The biggest attention is dedicated to composite materials and its application.

The most interesting product for Japanese market is the COMCON® LLW/ILW container from a special designed

composite material that has strong shielding effects for alpha, beta, gamma and neutron radiation. Shielding could be made on customers demand in a wide range of intervals according to the usage of the container. These containers are used for a modular assembling of storage of low-active and medium-active nuclear waste or for transport of radioactive waste. There are lots of comparative advantages of these containers as absolute corrosion resistance, easy washability and decontamination, high pressure strength (>80MPa), high tensile strength (>30MPa) and high bending strength (>45MPa) and also high impact strength.

The technology is very suitable for storage of radioactive sediments, mud and ionexes from nuclear power plants and radioactive waste in interior or exterior conditions.



Different shapes and proportions could be made on demand. Lifetime based on extrapolation of speedily testing is 500 years, guarantee given by the company is 50 years. Containers have coefficient of frost resistance T150:0,99-1 which means permanent resistance from freezing and melting and is also permanently resistant to acid rains, oil products, acids and alkali, atmospheric influence. Containers could be easily stacked and transported. Beside these containers the company introduces products for building engineering and also special urns for human ash storage and splitting.

<http://www.tc.cz>



## EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



JAPANESE COMPANIES LOOKING FOR **PARTNERS IN THE EU**



**REQUEST FOR SUPPLIER**  
**Sector: other**  
 Japanese company is seeking suppliers of white turkey feathers for the production of traditional lucky charms  
 Profile ID: BRJP20151119001

**TECHNOLOGY TRANSFER OFFERED**  
**Sector: metalworking**  
 Japanese manufacturer offering their micro processing technology to EU manufacturers and research institutions  
 Profile ID: TOJP20151110002

**REQUEST FOR DISTRIBUTOR**  
**Sector: machinery, food**  
 Japanese food machinery, sausage cutters and automatic skewers, offered to EU distributors or agents  
 Profile ID: BOJP20150210001

**MANUFACTURING SERVICES OFFERED**  
**Sector: manufacturing**  
 Japanese company producing micro-parts offering manufacturing services  
 Profile ID: BOJP20151029001

**TECHNOLOGY TRANSFER OFFERED**  
**Sector: industrial equipment**  
 Japanese company is offering technology for autonomous decentralized bearing  
 Profile ID: TOJP20141031001

**TECHNOLOGY TRANSFER OFFERED**  
**Sector: metalworking**  
 Japanese specialist in micro-fabrication, micro-hole perforation, small diameter-hole machining method, offering its technology  
 Profile ID: TOJP20141015001

**MANUFACTURING SERVICES OFFERED**  
**Sector: manufacturing**  
 Japanese manufacturer of titanium products offering services to EU medical equipment manufacturers  
 Profile ID: BOJP20151030001

**REQUEST FOR AGENTS**  
**Sector: microelectronics**  
 A Japanese electronic components manufacturer is looking for commercial agents for their miniaturized products: potentiometer, joystick and slip ring  
 Profile ID: BOJP20151120001

**MANUFACTURING SERVICES OFFERED**  
**Sector: medical & healthcare**  
 Japanese Original Equipment Manufacturer of medical heating pads offering its services to EU companies  
 Profile ID: BOJP20141117001

**REQUEST FOR SERVICES**  
**Sector: consulting, automotive**  
 Japanese research institute seeking consulting company with information network in the EU automotive industry  
 Profile ID: BRJP20141117001

**SERVICES OFFERED**  
**Sector: services, IPR**  
 Japanese consulting firm offering services for business development and technology, and IP transfers between the EU and Japan  
 Profile ID: BOJP20141208001

**REQUEST FOR AGENTS**  
**Sector: glass**  
 Japanese glass substrates for optical parts offered to commercial agents in Europe  
 Profile ID: BOJP20151002001

## EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



JAPANESE COMPANIES LOOKING FOR **PARTNERS IN THE EU**



### REQUEST FOR DISTRIBUTOR OR AGENT Sector: medical & healthcare

Japanese manufacturer offering plastic needles and low-capacity syringes to EU agents or distributors  
Profile ID: BOJP20150930001



**REQUEST FOR DISTRIBUTORS**  
Sector: medical & healthcare  
Japanese manufacturer offering home respiratory devices to EU distributors  
Profile ID: BOJP20151109001

### REQUEST FOR DISTRIBUTOR Sector: medical & healthcare

A Japanese manufacturer offers foldable medical carts and is seeking a distribution partner in the EU  
Profile ID: BOJP20141027001



## EU COMPANIES LOOKING FOR **PARTNERS IN JAPAN**



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



### REQUEST FOR DISTRIBUTORS Sector: fashion

Dutch fashion brand of natural wool products is looking for distributors or agents in Japan  
Profile ID: BONL20150709003



### REQUEST FOR DISTRIBUTORS Sector: luxury goods

French producer of perfumes seeks distributors or commercial agents  
Profile ID: BOFR20151113001



### REQUEST FOR SALES AGENT Sector: software, ICT

German software company looking for sales and service partners for reusable software tool for data migration  
Profile ID: BODE20150903003



### REQUEST FOR TECHNICAL COLLABORATION Sector: ICT

German IT company specialized in high efficient hybrid search on distributed data sources is looking for technical expert  
Profile ID: TODE20150811002



### REQUEST FOR PARTNER Sector: ICT

A French non-profit non-governmental organization is interested in joining a consortium for a Horizon 2020 project dealing with ICT for elderly people  
Profile ID: NoID-003



### REQUEST FOR INVESTORS Sector: other

Portuguese start-up platform for social responsibility knowledge is seeking social innovation players  
Profile ID: BOPT20150813001



### REQUEST FOR PARTNER Sector: robotic

French company specialised in robotics is looking for commercial agents and distributors  
Profile ID: BOFR20150805003



### REQUEST FOR PARTNER Sector: beverages

UK importing and exporting business is looking for distributors of alcoholic beverages  
Profile ID: BOUK20150812004



### REQUEST FOR DISTRIBUTOR Sector: food

Italian canned fish producer is looking for distributors and importers  
Profile ID: NoID004



### REQUEST FOR COMMERCIAL AGREEMENT Sector: ICT

Greek company providing smart city outdoor lighting solutions looking for commercial agreement  
Profile ID: TOGR20151106002

### MATCHMAKING AT THE MACHTECH & INNOTECH

7 APRIL 2015, SOFIA, BULGARIA

Sector: multisectoral

Registration deadline: 21 March 2016

The Bulgarian Industrial Association is organising a brokerage event during the international exhibitions MachTech & InnoTech 2016 (<http://machtech.bg/en>) and Bulcontrola 2016 (<http://bulcontrola.com/en/bulcontrola>). The event will give an opportunity to forge new partnerships for research projects, technology transfer and business collaborations and/or participation in projects funded by European programmes.

➔ <http://www.b2match.eu/imm2016>

### MATCHMAKING AT THE ESEF 2016

15-18 MARCH 2016, UTRECHT, THE NETHERLANDS

Sector: engineering

The Luxembourg Chamber of Commerce is organising a matchmaking event during the European Subcontracting and Engineering Fair 2016 (<http://www.esef.nl>) and is the largest and most important exhibition in the Benelux in the field of supply, subcontracting and engineering. Original Equipment Manufacturers, product developers and buyers will be able to find inspiration in the latest developments, meet (new) business contacts and share knowledge.

➔ <http://www.een-matchmaking.com/esef2016>



DATE/LOCATION	DETAILS	CONTACTS
25 January 2016 Berlin, Germany	<b>SEMINAR</b> DJW "Asa no Kai" Speaker: Makoto Takeda, Managing Director, bistream UG	Japanese-German Business Association <a href="http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djwwith-makoto-takeda-managing-director-bistream-berlin-2501.html">http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djwwith-makoto-takeda-managing-director-bistream-berlin-2501.html</a>
25-29 January 2016 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Sectoral Mission: Nanotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission">http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission</a>
29 January 2016 Tokyo, Japan	<b>WORKSHOP</b> UKTI Business Japanese for Beginners	UKTI <a href="https://events.ukti.gov.uk/event/ukti-business-japanese-for-beginners-6/">https://events.ukti.gov.uk/event/ukti-business-japanese-for-beginners-6/</a>
17-18 February 2016 Skarbimierz Osiedle, Poland	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> LEAN in Europe - Visit to Mondelēz International Application deadline: 17 January 2016	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe">http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe</a>
22 February 2016 Munich, Germany	<b>SEMINAR</b> DJW "Asa no Kai" Speaker: Kazuyuki Marukawa, Senior Executive Vice President, CS Energy Materials Ltd.	Japanese-German Business Association <a href="http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djwwith-kazuyuki-marukawa-senior-executive-vice-president-cs-e.html">http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djwwith-kazuyuki-marukawa-senior-executive-vice-president-cs-e.html</a>
9-10 March 2016 Dublin, Ireland	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> LEAN in Europe - Visit to Rottapharm, Meda Application deadline: 7 February 2016	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe">http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe</a>
18 March 2016 Hamburg, Germany	<b>SEMINAR</b> DJW "Asa no Kai" Speaker: Mathias Kraas, Director R&D, Olympus Surgical	Japanese-German Business Association <a href="http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djwwith-dr-mathias-kraas-director-rd-olympus-surgical-technolog.html">http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djwwith-dr-mathias-kraas-director-rd-olympus-surgical-technolog.html</a>
18-22 April 2016 Tokyo, Japan	<b>MEETINGS</b> French Energy Week	Business France <a href="http://export.businessfrance.fr/japon/001PRG-24214+japon-rencontres-ache-teurs-french-energy-week.html">http://export.businessfrance.fr/japon/001PRG-24214+japon-rencontres-ache-teurs-french-energy-week.html</a>
9 May - 3 June 2016 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: H RTP 52 Human Ressources Training Programme - Japan Industry Insight Application deadline: 25 February 2016	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/H RTP">http://www.eu-japan.eu/detail-business-programmes/H RTP</a>
27 June - 1 July 2016 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: WCM - World Class Manufacturing Application deadline: 24 March 2016	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>



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

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

## ANY EU-JAPAN-RELATED NEWS?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter and/or on our website: [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)

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