



THE EU-JAPAN BUSINESS ROUND TABLE SUBMITS ITS 2022 RECOMMENDATIONS TO PM KISHIDA OF JAPAN

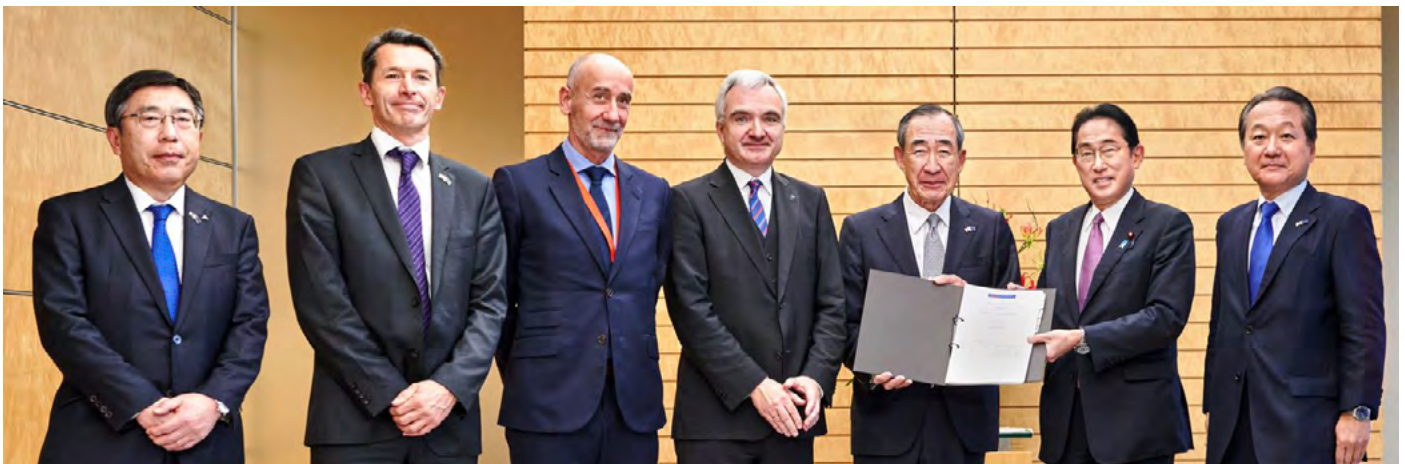
On 17 January 2023, Masaki Sakuyama (former BRT Chair, Japan-side and former Senior Advisor to Mitsubishi Electric Corporation) and Nikolaus Boltze (BRT Member, representing Philippe Wahl, BRT Chair, EU-side) submitted the BRT's 2022 Recommendations to Prime Minister Kishida.

An important part of the BRT's work is its interaction with the Japanese and EU Authorities. This interaction takes various forms including discussions during the annual meeting, the Joint Recommendations and Working Party Recommendations to the EU and Japanese Authorities and exchanges outside the annual meeting. Mr Sakuyama and Mr Boltze formally delivered the BRT's 2022 Recommendations to the Government of Japan during a Courtesy Call to PM Kishida.



From left: Nikolaus Boltze, Masaki Sakuyama, Prime Minister Kishida

During the brief meeting, Mr Sakuyama explained that the 2022 annual meeting addressed digital and green issues. He welcomed the creation of the Japan-EU Digital Partnership and hoped that the Japanese and EU Authorities would continue to work with the business community to promote policies based on the EPA. Mr Boltze explained that the BRT discussed ways to strengthen cooperation on digitalisation, on climate change and green transformation, as well as resilient supply chains. Responding, PM Kishida expressed his appreciation for the BRT's support and recommendations, and hoped to continue to work closely with the EU and Japanese business communities to further develop EU-Japan cooperation.



From left: Katsuya Furuta, Manuel Hubert, Ambassador Jean-Eric Paquet, Nikolaus Boltze, Masaki Sakuyama, Prime Minister Kishida, Yasuo Tanabe.

Also present: Jean-Eric Paquet (Ambassador of the EU to Japan), Hiroyuki Namazu (Director-General, Economic Affairs Bureau, MOFA), Kyoko Kashiwabara (Director-General, Multilateral Trade System Department, Trade Policy Bureau, METI), Manuel Hubert and Yasuo Tanabe (EU-Japan Centre's Managing Directors), and Katsuya Furuta (Executive Officer and CMO of Mitsubishi Electric). The BRT's 2022 Recommendations will also be submitted to the EU Authorities.

The Courtesy Call was reported on the official website and twitter feed of the Prime Minister's Office of Japan, and on the websites of the Ministry of Foreign Affairs of Japan and the EU Delegation to Japan.

➔ <https://www.eu-japan-brt.eu/#handover2022goj>

STRENGTHEN JAPAN-EU RELATIONS IN A NEW ERA



A special New Year column on EU-Japan relations written by the EU-Japan Centre Managing Director Yasuo Tanabe has been published on the website of the Research Institute of Economy, Trade and Industry (RIETI). The following text is an English translation and excerpt of the column in Japanese that appeared in RIETI's website.

THE EU STRENGTHENS ITS DECARBONIZATION EFFORTS WITH THE CRISIS AS A SPRINGBOARD

Given the EU and the world's dependence on Russian energy, the EU has faced the classic energy challenge of fossil fuel energy security. Russia is the world's third largest producer of crude oil and the world's second largest producer of natural gas. Dr. Fatih Birol, Executive Director of the IEA, calls it a "global energy crisis." The EU's Green Deal policy toward carbon neutrality by 2050 seemed to be stalled, but the EU took advantage of the crisis. It launched policies such as "REPowerEU" in quick succession, is strengthening efforts to break away from dependence on Russian fossil fuels (30% for oil, 40% for natural gas, and 50% for coal) and is aiming for energy independence. In the short term, the EU is returning to coal and will extend operations, but it is also accelerating the clean energy transition for energy independence and decarbonization.

JAPAN-EU RELATIONS ENTERING A NEW ERA

Since the Japan-EU EPA agreement in 2018, Japan-EU relations have been elevated to a new height. A Strategic Partnership Agreement (SPA) was also signed at the same time as the EPA. This is a confirmation of the strengthening of political relations between Japan and the EU. It is, so to speak, a pledge of comradeship as well as providing a basis for future enhanced political and sectoral cooperation and joint actions in areas of common interest.

To read the full text of the column, please visit the following link.

[https://www.eu-japan.eu/sites/default/files/imce/news/news_ja/230107 Column on Japan-EU relationship.pdf](https://www.eu-japan.eu/sites/default/files/imce/news/news_ja/230107%20Column%20on%20Japan-EU%20relationship.pdf)

Original text: https://www.rieti.go.jp/jp/columns/s23_0018.html

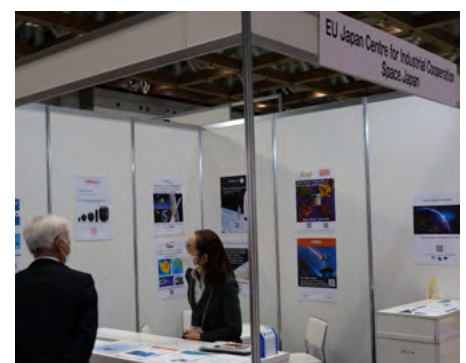
THE EU-JAPAN CENTRE PARTICIPATES IN THE INTERNATIONAL SPACE INDUSTRY EXHIBITION 2023

The "International Space Industry Exhibition (ISIEX)", organized exclusively for the space business, is one of the largest industrial exhibitions in Japan, held on an annual basis and bringing together businesses specializing in space development products, lunar surface development, rocket development, satellite utilization, and other ground-related services.

Coordinated by the EU-Japan Centre "Space.Japan Helpdesk", the virtual mission represented seven selected EU SMEs: Super Garden, GRd, Sidereus Space Dynamics, Peak Technology, Iguassu Space Systems, Rokubun, and Cailabs. These companies had access to B2B matchmaking at the trade fair, and opportunities to create new connections and strengthen existing ones, thanks to the representation offered by the EU-Japan Centre.

In addition to the fair, the event taking place from 1 to 3 February 2023 at Tokyo Big Sight South Hall, also featured several presentations, such as the one of JAXA's director, Mr. Kazuyoshi Kawasaki, who was a keynote speaker. He addressed the topic of "Future Perspectives of JAXA's Space Development".

The total number of visitors during the three days of the exhibition (including concurrent exhibitions in the same Hall) was 17,795. The booth of the Centre (Space.Japan) was quite frequented by the attendees, allowing the EU companies to showcase their expertise and projects to the Japanese market with the aim of forming technological and industrial partnerships. Overall, ISIEX 2023 has been a successful event for the Space. Japan Helpdesk, and the represented EU companies, which recognized the interests of the Japanese private space community towards overseas companies. With a significant number of attendees and booth visits, this trade fair can be evaluated as a unique platform for new collaborations and synergies in the space industry for EU ventures.



<https://www.eu-japan.eu/spacejapan>

EU CLUSTERS AND SMEs VISIT JAPAN WITH THE EU-JAPAN CENTRE'S NANOTECH MISSION

From 30 January to 3 February 2023, the EU Japan Centre for Industrial Cooperation organised a Cluster SME mission to Japan in the field of nanotechnology.

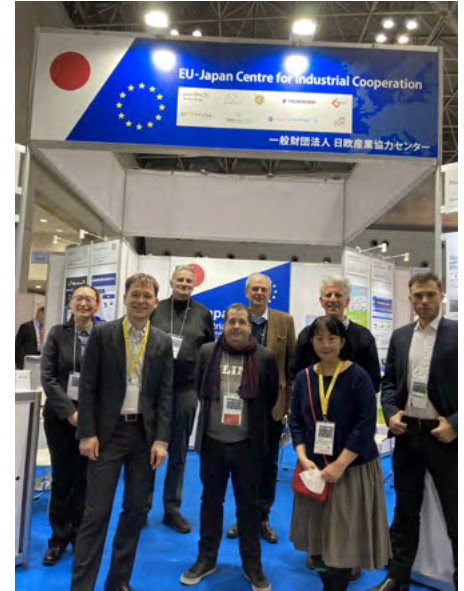


Japanese companies hold a high market share in areas such as functional films, coatings, batteries and semiconductor materials and are permanently searching for advanced technologies in these areas. In addition, medical nanotech applications generate high interest.

Seven European companies and two cluster organisations had been selected for the 4-day programme in Tokyo, which started with a networking event on the

first day, followed by three days of joint exhibition at nano tech 2023 (<https://www.nanotechexpo.jp>), the world's largest industrial fair for nanotechnologies.

The joint booth prepared by the EU-Japan Centre included a small display space for every participant with a poster translated into Japanese. The Centre's bilingual staff and two interpreters were present to assist in the communication with Japanese visitors at the stand and in business meetings.



The participants were satisfied with the results of this first physical nanotech mission participation after a 3-year break due to COVID-related travel restrictions.

To know more about the Centre's nanotech mission: ➔ <https://www.eu-japan.eu/events/nanotech-clustersme-mission>

*"We showcased the Czech Republic as one of the world's largest producers of nanofibers and a pioneer in industrial nanotechnology applications," says **JIŘÍ KÚS**, Chairman of the Association of the Czech Nanotechnology Industry and participant in this year's programme. "We confirmed that the Japanese market is very interesting for Czech products, particularly in the areas of cosmetics and health protection, even though it requires a long-term commitment." (<https://www.nanoasociace.cz/en/nanotech-2023>)*



"IVAM is an association of micro and nano technology companies. Our goal for visiting the nano tech 2023 expo was to find out if it makes sense for our member companies to exhibit there themselves in the next years. In my opinion, this fair is a perfect opportunity to present nanotech products to an international audience. The focus subjects include e.g. production technologies for nano structures, surface modification technologies, nano metrology and other analytics, material science and quantum technologies. All these technologies are important to our member companies.

The EU-Japan Centre was very helpful in organizing the presentation at the joint pavilion. We could focus on business meetings, since everything else was perfectly organized by the EU-Japan Centre team. Thank you very much for this!

Besides the nano tech 2023 expo participation, IVAM plans to organize different conferences and B2B-matching meetings between Japanese and European SMEs in the forthcoming months.

For companies who want to go to one of the next nano tech expos: be sure to pre-organize meetings with other exhibitors or potential Japanese partners. If you are new to Japan and have no contacts yet, use the help of organizations like the EU-Japan Centre, your national Chambers of Commerce, or associations like IVAM."

By **THOMAS R. DIETRICH**, CEO, IVAM, Germany <https://www.ivam.de>

NOT ONLY NANOTECH!

The next Cluster SME Mission organized will be held in October this year in the field of Pharma and Biotechnology.

Application period starting soon: ➔ <https://www.eu-japan.eu/events/biotech-clustersme-mission>

SUCCESSFUL BUSINESS MISSION AT **THE GREEN ECONOMY FORUM & EXHIBITION**

The EU-Japan Centre for Industrial Cooperation organised a business mission at the Green Economy Forum & Exhibition (GEFE) from 28 to 30 November 2022 in Ho Chi Minh City, Vietnam.



The business mission aimed at supporting EU companies in expanding their business with Japanese partners in Vietnam and with Vietnamese partners. Under the EU-Japan Centre's pavilion, the three companies had their own exhibition spaces to showcase their technologies and discuss their plans in Vietnam with Japanese and Vietnamese visitors at the booth. The EU-Japan Centre supported three EU SMEs during the 3-day event:

- **AKROCEAN**, a French company that provides ocean data as a service for offshore wind projects.
- **Brite Solar**, a Greek company that develops transparent solar panels for applications in greenhouses and Agri-PV systems to achieve agricultural decarbonisation.
- **Oleifici Masturzo**, an Italian olive oil company aiming at expanding its innovative olive farm to Asia and share its sustainable agricultural practices with local partners.

"This mission was a great learning experience for our company. We had the chance to test our ideas and measure the level of responsiveness from potential Japanese and Vietnamese partners."

Testimony by Oleifici Masturzo

"All was very well-organised by the EU-Japan Centre, they supported us through every step of the mission: provided business matchmaking opportunities, translated and printed marketing materials, prepared the booth, hired translators at the event, etc. The most valuable component was the booth itself with the promotional posters. This allowed us to have great visibility at the event and to present our services to more people."

Testimony by AKROCEAN

"The most important thing we learned is the investment strategy by Japanese food producers in greenhouse construction and operation in Vietnam for food export to Japan."

Testimony by Brite Solar

SUSTAINABLE TECHNOLOGY DAY

The EU-Japan Centre for Industrial Cooperation and UNIDO's Investment and Technology Promotion Office in Tokyo (UNIDO ITPO Tokyo) organised the Sustainable Technology Day on 17 February 2023. The objective was to connect EU and Japanese companies for possible joint projects in Africa, through a series of technology pitches by Japanese firms and individual meetings.



The event started with the presentation of a success story between the Japanese company **SORA Technology** and their EU partners Orange and Institut Pasteur for a malaria control project in Africa. It was followed by a pitching session during which six Japanese companies presented their sustainable technologies with the objective to collaborate with EU partners in Africa. The technologies presented are all registered on UNIDO's Sustainable Technology Promotion Platform (STePP).

- **AGC Inc.** presented a high-durability film for greenhouse farming that can be applied to small and large-scale projects in various regions such as Africa, Latin America and Europe.

- On behalf of **Biomass Resin Holdings Co., Ltd.**, the company Mitsui & Co. Plastics Ltd. introduced sustainable alternatives to traditional plastics with biodegradable and non-biodegradable biomass plastic compound made of rice.

- **Mebiol Inc.** presented a film farming technology that can help reduce water consumption while enabling farming in disaster-hit areas, soil-contaminated areas and deserts.

- **NEC Corporation** introduced their hybrid storage solution that can help telecommunications operators and tower companies reduce energy footprint and costs, and increase plant efficiency. The technology has already been successfully applied in Africa and NEC aims at expanding it in West and East Africa.

- **TBM Co., Ltd.** presented the sustainable new material "LIMEX" which can be an alternative to plastic and paper with the objective to reduce plastic production with a circular business model.

- **Yamaha Motor Co.** introduced a water purification system using sand filtration and solar PV to provide safe water in regions with low access to drinking water.

The pitches were followed by individual meetings with the speakers and a matchmaking reception to connect EU and Japanese companies interested in joint projects in Africa.

If you are an EU company interested in collaborating with one of the above companies, contact us at: EJ3A@eu-japan.or.jp

➔ <https://www.eu-japan.eu/events/sustainable-technology-day>

APPLY AND JOIN **THE 6TH EDITION OF GET READY FOR JAPAN**

15-26 MAY 2023, TOKYO, JAPAN

The EU-Japan Centre is currently accepting applications for its next training programme in Japan: "Get Ready for Japan".

This year's session is finally back to its physical format in Tokyo. The "Get Ready for Japan" (former HRTP) aims to improve EU companies awareness about the Japanese business environment, and to overall improve their business activities with Japan. This training course consists of a combination of lectures, case studies, negotiation role-play exercises with Japanese managers, and field trips. The training may include the possibility to have tailored B2B meetings as well.

Training dates: 15 – 26 May 2023

Application deadline: Thursday, 16 March 2023

Number of places available: 14

Venue: Tokyo, Japan

Targeting European companies, this 2-week programme offers managers the unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements. Large companies are welcome to apply, but priority will be given to SMEs.

Interested? Feel free to apply via the online form! <https://forms.eu-japan.eu/223183018459356>

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



By **ANA DURAN**, Sales and Account Manager, Zeclinics, Spain

<http://www.zeclinics.com>

(Participant in 2022 session)

"Despite being online, the experience I gained during this GRFJ 2022 training and all the information I have received have been of great value for me personally, and for the company where I work. The overall atmosphere and organisation of the training have given me an idea of what working with the Japanese might be like. The most important lesson learned during the training was the historical context needed to understand key cultural aspects that are embedded in Japanese business culture. Definitely, the hands-on negotiation experience during a workshop shared with Japanese volunteers was really helpful. It allowed me to learn with a practical exercise what were the important aspects to take into account during negotiations with the Japanese. I believe this training will help our company in accessing the Japanese market and in networking with local companies."

WORLD CLASS MANUFACTURING TRAINING **BACK IN JAPAN**

The 51st edition of the World Class Manufacturing mission will take place from 13 to 17 March 2023 in Nagoya, Japan.

Beforehand, the 15 selected participants will have had the pleasure of receiving a debriefing about the mission schedule and a cross-cultural lecture related to the Japanese business etiquette.

Participant feedback from WCM March 2022-online edition

"It was a great experience for me to participate in the WCM programme. While I work in an office environment outside of the factory, I still sporadically visit our factories to exchange on projects. The insights I gained during this programme will help me make better use of such visits. I feel that I have the right tools at hand to identify improvement opportunities and help operators remove bottlenecks. I see the difference in approach that Japanese companies take compared with European companies. It is important now to understand which approach can be implemented easily to start a mindset change. Continuous improvement is something that everybody can facilitate

and that brings great benefits to manufacturing, the Supply Chain and entire corporations."

By **JOHANNES HOLTBRUEGGE**, Senior Manager Digital Transformation, Henkel, Netherlands

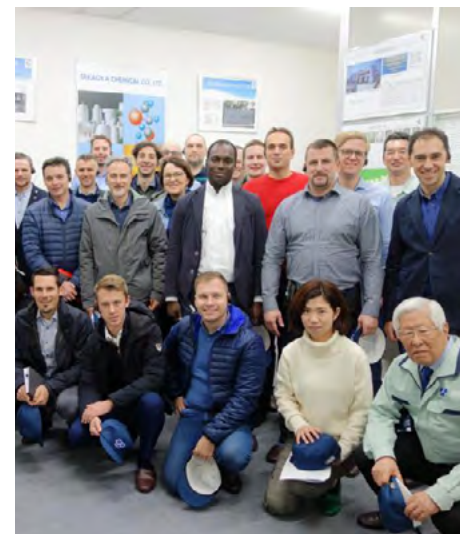
<https://www.henkel.com>

"I believe that anybody that has the opportunity of attending a WCM training organized by the EU-Japan Centre will greatly benefit from the learnings imparted, regardless of the industry they are in. The principles are all mostly transferable and applicable."

By **JORGE SILVA**, Managing Director, Plastic Educa, Portugal

<https://plasticeduca.com>

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



Last WCM physical mission in Japan. Visit to Takaoka Chemical, November 2019

MANUFACTURING AND HOSPITALITY – TWO SECTORS, ONE SET OF LEAN APPROACHES

Lean in Europe visits bring small groups of people interested in process improvement to a company to learn how it uses lean tools to drive its activities with the aim that the participants learn, see, understand, share good practices and engage, challenge and give feedback to the visit's hosts.



As the most recent and the next Lean in Europe visits show these 'tools' are equally applicable in conventional manufacturing and in the services sector.

On 21 February, 15 participants from a range of sectors (medical, industrial goods, aerospace, building, drainage, photonics, hospitality, automotive and space) visited the Konecranes factory in Uslar, Germany to learn about the Konecranes Way and the importance of leading and engaging 'our people to be better every day'. Konecranes identifies 6 lean leader behaviours: 'go look, see, engage'; lead by coaching; follow up on non-conformities; act based on data; challenge target conditions; and 'do what you say'. During practical problem-solving exercises, the group identified ideas to optimise two process – one around assembly and packing and one around assembling and testing a part.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-28-konecranes>

CALL FOR APPLICANTS

Join us on 17 & 18 April at La Plagne, France where Ski Beat will host the next Lean in Europe visit. It will include process mapping and improvement exercises around the preparation and serving of breakfast, preventative maintenance and combining lean tools and net promoter scores to improve customer satisfaction. Priority will be given to people involved with overseeing process improvement in their company who explain how participation in this activity will benefit their company. This visit is open to all sectors (not just to hospitality companies) and will be led by Prof. Richard Keegan, the EU-Japan Centre's Lean Advisor and Adjunct Professor of Lean Operational Excellence at Trinity Business School.

Visit dates: 17-18 April 2023

Application deadline: Monday, 20 March 2023

Venue: La Plagne, France

➔ <https://www.eu-japan.eu/events/lean-europe-visit-29-skibeat>



CALL FOR HOST COMPANIES

If you are potentially interested in hosting a visit or would simply like to be sent details of future visits as and when they are arranged, please email simon@eu-japan.eu. For an idea of what happens during a Lean in Europe visit, watch this highlights video from the 2022 visit to PakMarkas:

➔ <https://www.eu-japan.eu/videos/LeanCafe/leanineurope-visit27-pakmarkas.mp4>



INTELLIGENCE SUPPORT TO SUCCEED IN JAPAN

Since 2014, the EU-Japan Centre has been managing the EU Business in Japan (EUBIJ) support, providing a vast array of information relating to Japan and the Japanese market through research of online sources and expert knowledge.

For an EU company, using the EUBIJ website is a favourable tool to ease market entry, as well as to understand the best course of action for trade with Japanese partners. Beyond the possible strategies EU companies can utilize for market entry, the EUBIJ support enable access to information about numerous industries that span from the aerospace and automotive sector, all the way to tourism and fashion. With a total of 85 covered main sectors and sub-sectors, there is a significant amount of detail when it comes to up-to-date sectoral information. Cultural aspects and facts about regulatory procedures of the Japanese market are also included.

Since the EUBIJ creation, the EU-Japan Centre has built a huge library of over 400 reports and recorded webinars from experts, all available for free in the library section.

In case of enquiries, the EUBIJ website also provides support to EU companies directly through the knowledge of the EU-Japan Centre's helpdesk.

The EUBIJ staff is working hard on the planning of this year's "About Japan" webinars, although not completed yet you may already register to the confirmed events. Webinars covering business sectors will be combined with the release of an expert report.



- Expand to Japan: Shibuya Startup Support - 9 May 2023
- Honey market in Japan - 6 June 2023
- Cross-cultural awareness and the importance of corporate culture - 13 June 2023
- Confectionary Market in Japan – 12 September 2023

➔ <https://www.eubusinessinjapan.eu/events>

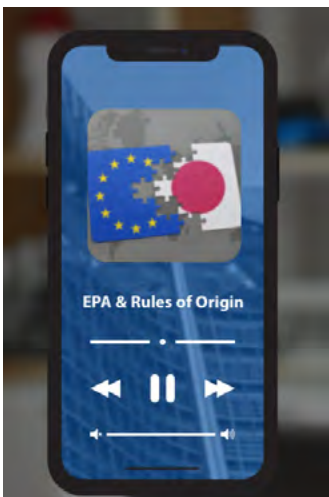
You are an EU company Interested in these services?

Click here now to request a member access!

➔ <https://www.eubusinessinjapan.eu>

EU-JAPAN EPA & RULES OF ORIGIN - PODCASTS SERIES

The EU-Japan Centre released a series of podcasts to help companies understand a complex aspect of the EU-Japan Economic Partnership Agreement, and on a wider scale of any free trade agreement.



The Agreement allows products made in the EU to benefit from preferential tariffs.

But how do you assess if a product is of EU origin or from another non-EU country? What are the most important "Rules of Origins" common to many free trade agreements, and how do they work?

This series of 6 podcasts will explain such rules and provide practical examples to define the origin of your products:

Episode 1: General Tolerance Rule

Episode 2: Specific tolerance rules for textiles

Episode 3: Complex working rules, containing specific tolerances

Episode 4: Long-term suppliers' declarations and the origin statement

Episode 5: Value rules, based on ex-works or FOB selling price

Episode 6: Cumulation possibilities (bilateral and full)

➔ <https://www.eubusinessinjapan.eu/procedures/economic-partnership-agreement/epa-rules-origin>



19TH JAPAN-EU HIGH-LEVEL DIALOGUE ON ENVIRONMENT

Japan and the European Commission held their 19th High-Level Dialogue on Environment via videoconference on 23 January 2023 to discuss three key environmental issues – biodiversity, circular economy and plastics, and pollution.

They also discussed multilateral developments in relation to the G7 Japanese presidency, the Convention on Biological Diversity (CBD), the negotiations on a legally binding instrument on plastic pollution, the Basel Convention, and the Strategic Approach to International Chemicals Management (SAICM).

The meeting was co-chaired by ONO Hiroshi, Vice Minister for Global Environmental Affairs, Ministry of the Environment, Japan, and Florika Fink-Hooijer, Director General, Directorate-General for the Environment of the European Commission.

The partners expressed their continued commitment to enhance their environmental ambition at the national and multilateral levels in line with the EU-Japan Green Alliance. On the latter they welcomed progress in the development of the EU-Japan Green Alliance operational work plan, and in this context, they confirmed the contents of the section dedicated to environmental protection and expressed their common will to implement it with concrete steps in the coming months.

Source: Delegation of the European Union to Japan

➔ https://www.eeas.europa.eu/delegations/japan/19th-japan-eu-high-level-dialogue-environment_en

EU AND JAPAN STEP UP COOPERATION ON HYDROGEN

The EU and Japan have intensified their cooperation on hydrogen with the signature of a Memorandum of Cooperation (MoC) to spur innovation and develop an international hydrogen market.

As frontrunners in hydrogen technology, the EU and Japan will work together for sustainable and affordable production, trade, transport, storage, distribution and use of renewable and low-carbon hydrogen. The cooperation will help to establish a rules-based and transparent global hydrogen market without distortions to trade and investment. The Memorandum was signed in Tokyo the 2 December 2022 by Commissioner for Energy Kadri Simson and Japanese Minister of Economy, Trade and Industry, Yasutoshi Nishimura.

Both parties have already committed to achieve climate neutrality by 2050 and to accelerate the clean energy transition, as outlined in the EU-Japan Green Alliance. Hydrogen can make a crucial contribution to both the green transition and energy security.

The Memorandum identifies a set of areas in which governments, industrial players, research institutions and local authorities in the EU and Japan will be encouraged to cooperate, such as:

- Policies, regulations, incentives and subsidies, including at the international level to work towards common standards and certification;
- Best practices and lessons learnt in renewable and low-carbon hydrogen research, development, applications and demonstration projects;
- Project development including in the context of multilateral cooperation initiatives, including with a view to supporting other countries around the world;
- Education, upskilling, reskilling and vocational education and training, including via exchanges.

Source: European Commission

➔ https://ec.europa.eu/commission/presscorner/detail/en/IP_22_7322

THE EU-JAPAN 100 CITIES EVENT ON CLIMATE ACTION

On 27 May 2021, the European Union (EU) and Japan announced a Green Alliance to accelerate their respective transition towards a climate-neutral, circular and resource-efficient economy over the coming decades. The alliance is the first of its kind for the EU and represents an important milestone for the implementation of the European Green Deal and Japan's Green Growth Strategy.

Held on 25 and 26 January 2023, "The EU-Japan 100 Cities Event on Climate Action" contributed to the discussion on how the EU and Japan could enhance cooperation at city level in order to meet the shared goal of net-zero emissions by 2050. This event organised by the Delegation of the European Union to Japan and the Institute for Global Environmental Strategies (IGES) aimed to facilitate exchange between EU and Japanese cities through sharing good practices and solutions taken by leading cities. Speakers' presentations are available online on IGES' website. Source: IGES

➔ <https://www.iges.or.jp/en/events/20230126>

NEW COPERNICUS COOPERATION ARRANGEMENT BETWEEN THE COMMISSION AND JAPAN TO BOOST EXCHANGE OF EARTH OBSERVATION DATA IN AREAS OF COMMON INTEREST

On 17 January 2023, Director-General Timo Pesonen of the Directorate-General for Defence Industry and Space has signed, on behalf of the European Commission, a Copernicus Cooperation Arrangement with the Ministry of Economy, Trade and Industry (METI) of Japan.

The Arrangement was signed in the margin of the EU-Japan Space Dialogue taking place in Brussels the same week. The aim of this new Arrangement is to facilitate reciprocal data sharing of Earth Observation data between the EU and Japan.



It represents a milestone in the efforts to address together common global challenges with space-based data.

This Arrangement will provide mutual benefits to both sides. End-users in Japan will enjoy easier and simplified access to Copernicus data through the Tellus Data hub, which will host the Copernicus Sentinel data and establish a link with the Copernicus Data Access System (DAS).

The Copernicus ecosystem in Europe will get access to data from Japan's non-commercial Earth Observation satellites. Access to in-situ data from Japan will enhance the quality and precision of Copernicus services for the benefit of all users.

Sources: Delegation of the European Union to Japan and Copernicus

➔ https://www.eeas.europa.eu/delegations/japan/japan-new-copernicus-cooperation-arrangement-between-commission-and-japan-boost_en

➔ <https://www.copernicus.eu/en/international-cooperation-area-data-exchange>

EU SIGNS AGREEMENT BOOSTING AIR SERVICES WITH JAPAN

With a view to enhancing air services with Japan, on 20 February 2023, the Swedish presidency of the Council signed on behalf of the EU an aviation agreement with one of the Union's most important partners in Asia.

The agreement will give all EU air carriers non-discriminatory access to routes between the EU and Japan, thereby promoting open and fair competition. The agreement will create a level playing field for EU carriers and a sound legal basis for further development of air services with Japan. Moreover, together with the EU-Japan aviation safety agreement that entered into force in 2021, this agreement will further strengthen bilateral cooperation between the parties in the field of aviation.

Source: European Council

➔ <https://www.consilium.europa.eu/en/press/press-releases/2023/02/20/external-aviation-policy-eu-signs-agreement-boosting-air-services-with-japan>

THE GREEN DEAL INDUSTRIAL PLAN: PUTTING EUROPE'S NET-ZERO INDUSTRY IN THE LEAD

On 1 February 2023, the Commission presented a Green Deal Industrial Plan to enhance the competitiveness of Europe's net-zero industry and support the fast transition to climate neutrality.

The Plan aims to provide a more supportive environment for the scaling up of the EU's manufacturing capacity for the net-zero technologies and products required to meet Europe's ambitious climate targets. The Plan builds on previous initiatives and relies on the strengths of the EU Single Market, complementing ongoing efforts under the European Green Deal and REPowerEU. It is based on four pillars: a predictable and simplified regulatory environment, speeding up access to finance, enhancing skills, and open trade for resilient supply chains.

Source: Delegation of the European Union to Japan

➔ https://ec.europa.eu/commission/presscorner/detail/en/IP_23_510

HEALTH CAMPUS LIMBURG, AN INITIATIVE OF POM LIMBURG, AND OSAKA BIO HEADQUARTERS REACH AN AGREEMENT

Health Campus Limburg, the new health & life sciences campus in Belgian Limburg, and Osaka Bio Headquarters, a bureau of industry-academia-government collaboration responsible for accelerating the growth of life-science industry in Osaka, agreed on the memorandum of understanding to foster connections between Flanders and Osaka.



The signing ceremony was held on 8 December 2022 in Osaka as an official program of the Belgian Economic mission led by Her Royal Highness Princess Astrid of the Kingdom of Belgium. The partnership will engage in knowledge exchange on building strong life sciences ecosystems involving the triple helix of industry, academia, and government. The international connection will allow their local companies to expand their global business and the partners to share experiences in technological innovation.

Source: Osaka Prefectural Government, Osaka Bio Headquarters

➔ <https://pomlimburg.be/nieuws/health-campus-en-osaka-bio-headquarters-bevestigen-samenwerking-tijdens-prinselijke-missie>

NEDO CHAIRMAN MEETS PRESIDENT OF REGIONAL COUNCIL OF BRETAGNE, FRANCE

On 8 December 2022, NEDO Chairman Hiroaki Ibizuka met with Mr. Loïg Chesnais-Girard, President of the Regional Council of Bretagne, France.

During the meeting, NEDO described its activities related to the development of hydrogen energy, including the development of hydrogen-powered ships. Following the NEDO presentation, the Regional Council of Bretagne described its activities related to the development of hydrogen energy. At the meeting's conclusion, the two sides confirmed the importance of international collaboration and agreed to continue their dialogue.

Source: New Energy and Industrial Technology Development Organization

➔ https://www.nedo.go.jp/english/whatsnew_00292.html



SPOTTED PUBLICATION

The monthly magazine "Highlighting Japan" is published by the Japanese Government to help readers better understand Japan today. Latest issues: December - The Patterns of Japan; January - Mt. Fuji: World Heritage; February – Pleasures of the Japanese winter.

Source: Cabinet Office, Government of Japan

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

THE BELGIUM-JAPAN ASSOCIATION & CHAMBER OF COMMERCE CELEBRATES ITS 60TH ANNIVERSARY IN 2023

The Belgium-Japan Association was founded and officialised in 1963, just after the return to Belgium of a Princely Economic Mission to the Far East.



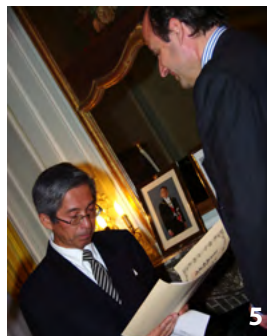
At the time, the members of the mission noted the strength of the Japanese industry and economy in general. Consequently, they decided to create an association having as its purpose the organization of meetings between Belgians and the Japanese living in Belgium (about 400 at that time). This initiative was supported by HRH Prince Albert of Belgium, who personally attended the inauguration ceremony. Viscount Obert de Thieusies, Honorary Ambassador and Chairman of the Federation of Belgian Chambers of Commerce Abroad, took up the chairmanship of the new association. In the early nineties, the Belgian-Japan Trade Federation (BEJAT) merged with the Belgium-Japan Association and hence the name became the Belgium-Japan

Association & Chamber of Commerce (BJA). The aim of the new association was not only to develop cultural and social events, but also to focus on the promotion of commercial, industrial, and financial relations between Belgium and Japan.

On 15 July 2008 in Tokyo, the Minister of Foreign Affairs of Japan had awarded the BJA a commendation for the outstanding role the association plays in fostering the relations between the two nations. Then in 2013, His Majesty King Albert II of Belgium bestowed upon the BJA the Royal title. The association at present counts over 650 members, including Belgian, Japanese and multinational companies as well as numerous individuals residing in Belgium.

The BJA has grown into a very dynamic organization, publishing surveys, reports and newsletters, lobbying to improve the Belgium-Japan economic and legal framework, and supporting many other organizations, including the EU-Japan Centre. The BJA also offers a wealth of activities, including events focused on EU-Japan relations, thanks to its dynamic EU Committee. If you would like to know more about the BJA and its activities, please visit the BJA website:

➔ <https://www.bja.be/en>



- (1) 1999 - BJA Reception for the Japanese Imperial Family
- (2) 2004 - Celebrating Friendship
- (3) 2005 - Signature of the Belgium-Japan Social Security Treaty
- (4) 2006 - Human machine encounter
- (5) 2008 - Commendation MOFA to BJA
- (6) 2014 - Business Round Table with HE King Philippe
- (7) 2019 - Symposium EU-Japan EPA



ENERGY TRANSITION COLLABORATIONS: **DUTCH TRADE MISSION, LED BY MINISTER SCHREINEMACHER COMING TO JAPAN**

From 15 to 17 of March 2023, more than 30 companies, organizations, and knowledge institutes will participate in a Trade Mission organized by the Embassy of the Kingdom of the Netherlands to Japan.

The participants specialize in the sectors of offshore wind, hydrogen, battery technology, and horticulture/ATES. This upcoming mission will be led by the Netherlands Minister for Foreign Trade and Development Cooperation, Liesje Schreinemacher together with Ms Ingrid Thijssen from VNO-NCW, the Dutch employers' organization.

On 16 March, the delegation will attend a special seminar organised by the Netherlands at the World Smart Energy Week exhibition (<https://www.wsew.jp/hub/en-gb.html>). Here, Minister Schreinemacher will give a keynote speech together with notable speakers from the energy sector (Mitsubishi and Van Oord). Afterwards, the Netherlands booths for Offshore Wind and Hydrogen will be visited.

With extensive experience constructing and operating offshore wind farms, the Netherlands has vast knowledge to share with its partners. Japan has a strong ambition to install 30 to 40 gigawatts of offshore wind capacity by 2040. Moreover, Japan and the Netherlands both recognise each other as an important player



and partner in building the hydrogen supply chain. In 2021, the Netherlands entered a public-private partnership to facilitate collaboration between the two countries in hydrogen.

During the seminar event in the afternoon, experts from across industries, supply chains and stakeholders will be brought together to review the state of the energy transition, and the paths that both the Netherlands and Japan are following to realize this transition in hydrogen and offshore wind. Via scene setting on Dutch and Japanese policies and challenges, common ground for collaboration will be explored and shared interactively.

On 17 March, companies focused on offshore wind and hydrogen will visit Japanese companies active in these fields. The afternoon program will consist of a matchmaking session. This will allow Dutch and Japanese businesses and stakeholders to connect and further define their collaboration.

This trade mission is organized collaboratively by the Embassy of the Kingdom of the Netherlands in Tokyo, The Ministry of Foreign Affairs in the Netherlands and the Netherlands Enterprise Agency (RVO).

The list of exhibiting companies is available here: <https://www.netherlandsandyou.nl/documents/publications/2023/02/09/nl-companies-at-wsew>

➔ <https://www.netherlandsandyou.nl/your-country-and-the-netherlands/japan/trade-mission>

SEMINAR - BUSINESS AND INVESTMENT OPPORTUNITIES IN GERMANY'S GROWING HYDROGEN ECOSYSTEM: NORTH RHINE-WESTPHALIA, A FRONTRUNNER OF THE GERMAN HYDROGEN STRATEGY

On 16 March 2023, during the FC Expo 2023 at BIG SIGHT TOKYO, NRW.Global Business, the trade and investment agency of the German state North Rhine-Westphalia, and Germany Trade and Invest (GTAI) will host a seminar "Business and Investment Opportunities in Germany's Growing Hydrogen Ecosystem: North Rhine-Westphalia, a Frontrunner of the German Hydrogen Strategy".



This Seminar will give the participants insights into Germany's market for hydrogen with a special focus on the state of North Rhine-Westphalia (NRW). The State of North Rhine-Westphalia will introduce its current policy and brief participants on developments in the field of hydrogen in North Rhine-Westphalia. Companies with leading technologies from Germany and Japan will present their approaches to a future with green and sustainable energies. One of the highlights will be a keynote speech from thyssenkrupp nucera Japan Ltd., a global player engaged in major projects in the field of hydrogen. Registration deadline: 10 March 2023

➔ <https://events.nrwglobalbusiness.com/en/business-investment-20230316/registration>



GERMAN-JAPANESE ENERGY TRANSITION COUNCIL DISCUSSES PATHWAYS TO DECARBONIZATION

The German-Japanese Energy Transition Council (GJETC) has been working on energy policy issues (including controversial ones such as nuclear energy, CCS, long-term goals of climate protection) in studies, policy papers and public dialogues in a constructive and science-based manner since 2016.

The Council's work is supported by the Japanese Ministry of Economy, Trade and Industry Japan (METI) and the Federal Ministry of Economics (BMWK). From 2 to 3 March, the German and Japanese members of the Expert Council exchanged views on the current energy policy of both countries in a two-day meeting. In particular, the focus is on the results of studies on carbon-neutral buildings and on the decarbonization of the petrochemical industry.



Most recently, the GJETC compared the potential for waste heat utilization in both countries in a topical paper. The studies "Strategies, concepts and measures for decarbonizing the building stock by 2045/50" and "Pathways to greenhouse gas neutrality for industrial sectors that are difficult to decarbonize: the petrochemical/chemical sector" will be published at the end of Q1/2023.

➔ <https://gjetc.org>

JOINT BOOTH OF THURINGIAN HIGH-TECH COMPANIES FROM GERMANY AT THE "OPTICS & PHOTONICS INTERNATIONAL EXHIBITION"

Organised by the Regional Development Corporation of the German Free State of Thuringia a delegation of High-tech companies will be exhibiting at the "Optics & Photonics International Exhibition" (<https://www.opie.jp>) from 19 to 21 April 2023 at Pacifico Yokohama. Interested Japanese organisations are invited to visit their booth.



Exhibitors list - Booth No.: D-36	
International Startup Campus (ISC) – Friedrich Schiller University Jena	As a joint university initiative in a metropolitan triangle in Central Germany iCS supports East Asian research-based startups and companies to get in touch with the Central German startup and innovation ecosystem. ISC offers access to a network of universities, research institutions and business incubators.
LAYERTEC GmbH	Develops and produces optical components for enhanced laser applications
INNOVENT Technology Development Jena	Independent industrial research institute specialised in analyses, applied research and development in the field of surface technology, magnetic & optical systems and biomaterials.
SPACEOPTIX GmbH	The company engineers, manufactures, integrates, and tests high-performance metal optical components and systems for applications in space, astronomy, science, and industry.
Indigo Optical System	Indigo is a spin-off company of the University of Jena and the Helmholtz Institute Jena. The company offers various services for the short wavelength spectral range, such as the soft X-ray range (SXR), vacuum ultraviolet (VUV), extreme ultraviolet (EUV / XUV).
openUC2 GmbH	Makes cost-effective cutting-edge research available to a large community by increasing flexibility and enabling an extended information depth.
State Development Corporation of Thuringia (LEG Thüringen) www.thueringen-international.de/en www.invest-in-thuringia.de/en	As a 100 % subsidiary of the Free State of Thuringia, LEG Thüringen unites all areas of investment promotion, site development and marketing of real estates under one roof. The LEG team "Thuringia International" supports and accompanies enterprises to access new export markets. It organizes Thuringian business delegations abroad, as well as joint exhibition booths at international trade fairs and promotes cross-border cooperation between companies.

POLISH AND JAPANESE CITIES JOINTLY PREPARE A TRADE MISSION TO JAPAN IN MAY 2023

The idea of establishing a friendly exchange with Japan was born during the celebration of the 10th anniversary of the Polish Sumo Federation (held in Krotoszyn in 2014).

The idea, which was suggested by the Mayor of Krotoszyn, to the, at the time Ambassador of Japan in Poland, Mr. Makoto Yamanaka, was to search for a Japanese town open for mutually beneficial cooperation. Soon afterwards, the town of Okinoshima (Oki Islands) was proposed to establish bonds with Krotoszyn due to its fame of hosting the oldest sumo school in Japan. *“At the beginning cooperation aimed only at cultural and sports activities. Now, after 6 years of common projects, the time for a trade mission has come”*, stated Franciszek Marszałek, Mayor of Krotoszyn.

Many projects were finalized during that period. Notably, the celebration of the 600th anniversary of Krotoszyn’s foundation and the 100th anniversary

of the Polish-Japan diplomatic relations establishment. Other projects involved artistic plain-air events, some including the participation of members of the chi-giri-e Club; Krotoszyn’s and Okinoshima’s sumo wrestlers’ frequent exhibits in each other countries; mutual school projects; organisation of the Polish Festival in Okinoshima and Japanese Festival in Krotoszyn. Moreover, the release of a series of articles about Oki Islands written by Mrs Izabela Raczyńska (Oki Islands side cooperation coordinator) on the official Krotoszyn’s town website was also successfully achieved.

“We are delighted to expand our cooperation to new areas such as the economic one” – adds Franciszek Marszałek.



Okinoshima Town & Misato Town

One of the main highlights of this trade mission will be a visit to Ohchi Yamakujira company, a venison producer based in Misato. This company shares a similar profile to one of the participants: Krotoszyn’s Las-Kalisz Ltd.Co. The mission will also cover meetings with other companies’ representatives, study visits and tours through research centres, but also most importantly, the acquisition of Japanese culture and market knowledge.

Participating companies	
Las Kalisz Ltd Co.	Venison producer
Blending Ltd Co.	Agricultural products manufacturer
ZUPH Mech-Masz	Manufacturer of silage harvester and spare parts for agricultural machinery
Przedsiębiorstwo Wielofunkcyjne AGROUNIMA Cezary Sztuder	Agricultural machinery manufacturer
A2HM Ltd Co.	Producer of bus shelters and outdoor displays
Mr. Marek Waškowiak	Entrepreneur in roof covering



Source: Municipality of Krotoszyn

SCCJ 30TH ANNIVERSARY CELEBRATION

The 30th anniversary celebration of the Swedish Chamber of Commerce and Industry in Japan took place on 27 January. The event was held in honor of the successful 30 years of the chamber and its member companies.

The celebration began with a delicious four-course dinner at the Hakuho-kan, with a menu created by the Ambassador Chef, Johan Ahlstedt. The speeches by the Swedish ambassador Pereric Högberg, Vice Minister Satomi of METI, and Chair of the Chamber Martin Persson, were highlights of the evening. They recognized the Chamber’s contributions and achievements over the years and expressed their hopes for its future success.

The celebration continued with an after-party at Happo-en, featuring a well received performance by ABBAN, an ABBA tribute cover band. The celebration was a testament to the strong bond and cooperation between the Chamber and its member companies. It was an evening of celebration, recognition, and appreciation of the achievements of the past 30 years and a look forward to continued success in the future.

Source: Swedish Chamber of Commerce and Industry in Japan

➔ <https://www.sccj.org/news/event-report-sccj-30th-anniversary-celebration-tokyo>

TOKYO MEETS ITALIAN COMPANIES FROM THE ABRUZZO REGION TO FOSTER NEW COLLABORATIONS

38 companies from Abruzzo, Italy, participated these days in the first edition of the international Foodex Japan fair (Tokyo, 7-10 March 2023) open to international exhibitors after the break imposed by the pandemic.



The initiative was part of a programme of internationalisation and development initiated by the Abruzzo Region and entrusted to the Agenzia di Sviluppo, the special company of the Chieti Pescara Chamber of Commerce, an Enterprise Europe Network partner, that is characterised by the fundamental collaboration with the Italian Trade Agency (www.ice.it), Consorzio di Tutela Vini d'Abruzzo (www.vinidabruzzo.it) and Assocamerestero. The total presence of 38 regional companies in Japan represent an absolute record, the largest group of companies in 25 years of Agenzia di Sviluppo's activity related to Japan. This was made possible thanks to the financing of the Abruzzo Region. The list of the participating companies is available here:

<https://drive.google.com/file/d/1GosTE0X3LaSzpFIWw7q8meDqZM1afGfh/view?usp=sharing>

The mission to Japan was not only an homage to the gastronomic specialties of the region of Abruzzo but also an opportunity to develop three ongoing projects of great relevance:

- The first focused on the automotive sector, characterised by a series of meetings with some Japanese multinationals: Honda, Denso and Pilkington (NSG Group), that decided to invest in Abruzzo by opening local offices aimed to establish a direct comparison of existing dynamics, and made possible proposals for further industrial development.

- The second project marked the start of the EXPO Osaka 2025 planning and included several meetings with Japanese authorities and Italian representatives of the organising committee of the Italian Pavilion directed by Andrea Marin, former Director at EXPO Dubai 2020 and of Abruzzo origins.

- The third project is dedicated to tourism and aims to develop relationships with selected Japanese operators interested in experiential travel.

This was a first step towards the creation of solid synergies between the Abruzzo ecosystem and Japan, aiming to foster fruitful connections between Abruzzo companies and Japanese business partners.



Source: Agenzia di Sviluppo - Chamber of Commerce and Industry of Chieti Pescara

AGRI-FOOD COMPANIES OF CASTILLA Y LEÓN IN FOODEX JAPAN 2023



Foodex Japan 2023, the largest agri-food fair in Japan and the entire Asia-Pacific region, took place in Tokyo from 7 to 10 March 2023.

Aimed exclusively at a professional audience, Foodex (<https://www.jma.or.jp/foodex/en>) attracts a large number of leading international buyers in the food sector: wholesalers, retailers, supermarkets, catering, beverage importers, etc.

The data of the 47th edition in 2022, reflects the success and importance of this fair, where there were more than 1,485 exhibitors from the sector and 33,726 visitors. Spain has been participating with a pavilion for the last 31 years with 30 exhibitors each year.

This year, Castilla y León Region was present in the Spanish pavilion with a gastronomic space for tasting aimed at international professionals, and at the exhibition of products from the pantry of companies that wanted to consolidate their presence in the Japanese market. In this edition, the following companies of the agri-food industry from Castilla y León were present together with ICE

Exhibiting companies at the F sector N° 3B100.68	
Rojo Exporta, S.L.,	https://vinosderauda.com/en/ / http://www.castopequeno.com/ / http://www.abadialaarroyada.es
Divino Duero, S.L.,	http://divinoduero.com
Vinos De Arganza, S.L.,	https://www.vinosdearganza.com/vinos.html
Florencio Sanchez E Hijos, S.L.,	https://www.fisan.com
Apicola Del Bierzo S. Coop.,	https://www.apicoladelbierzo.com
Dulces Y Conservas Helios, S.A.,	https://www.helios.es
Yemas De Santa Teresa, S.A.,	https://www.santateresagourmet.com
Hongos De Zamora, S.L.,	https://www.honza.es
Import Export Bragado S.L.	https://licoresbullterrier.es
Jamones Segovia, S.A.	https://www.montenevado.com

Source: Institute for Business Competitiveness of Castilla y León

360° PROMOTION OF ITALIAN PRODUCTION

The Trade Promotion Section of the Italian Embassy has organized a national pavilion at four important trade exhibitions to promote the excellence of Made in Italy and increase the business opportunities for Italian companies.



The year started with the International Jewellery Tokyo, in which 16 companies presented their collections much appreciated by Japanese professionals. Italy is the 3rd supplier of Japan in the jewelry sector with imports that registered a 70% increase.

Still in February a national pavilion with 6 companies was organized at Renewable Energy, one of the most important Japanese exhibitions in this sector. Italy's participation aimed to promote technological innovation, internationalization and improvement of competitiveness of Italian SMEs in the renewable energy and energy-saving sectors, fostering the development of industrial collaboration and scientific-technological partnerships between companies in the two countries.

From 7 to 9 February, taking place at BelleSalle Shibuya Garden, Moda Italia & Shoes from Italy was an exhibition dedicated only to Italian fashion, organized twice a year for more than 30 years. 120 Italian companies attended it.

The Italian Pavilion at Foodex Japan 2023 (March 7-10) registered the participation of 170 companies, doubled compared to 2022 edition. The Italian Pavilion was divided into exhibition areas – 157 booths, and a Showroom Area dedicated to companies which are newcomers in Japan - promotional corners and institutional stands dedicated to providing information on issues of interest to exhibitors and visitors.

Special areas were set up such as: Corner Formaggi, dedicated to Italian cheeses; Punto Caffè; Punto Pinsa, promoting this not yet well-known Italian specialty; and a Cooking show area focused on the specialties of Italian regional cuisine, had a great success attracting visitors.



MODA ITALIA^{61st}
SHOES from ITALY^{71st}

RENEWABLE ENERGY
Made in Italy



イタリアパビリオン

➔ <https://www.ice-tokyo.or.jp>

ITALY AND JAPAN SIGNED AN MOU TO CROSS-SUPPORT THEIR START-UP ACTIVITIES.

During the 32nd IJBG Assembly held in Venice on 1 December 2022, the Italian Trade Agency (ITA) and the Japan External Trade Organization (JETRO) agreed to cooperate, mutually supporting the two countries' start-up companies to develop their businesses respectively in Japan and in Italy.

The aim is to strengthen ITA's "Global Start Up Program" in Japan, and JETRO's "J-Startup Program" in Italy. The IJBG Assembly highlighted the relevance of stronger partnerships for innovation and sustainability and the TPO's Presidents – Mr. Kazushige Nobiotani and Carlo Ferro – agreed to launch it among the start-up companies.

Source: Italian Trade Agency

➔ <https://www.ice.it/it/32nd-ijbg-assembly>

GLOBAL FOODTURE PROJECT TARGETS JAPAN



The green and sustainable transition of the global food system is a hot topic. Therefore, seven European clusters have joined forces and created the EU project Global Foodture with a focus on four Asian countries – Japan being one of the four.

The scope of Global Foodture is to bring together companies and other stakeholders from Europe with their counterparts from Japan, Singapore, South Korea, and Thailand, with the aim of fostering and facilitating collaboration and innovation. The goal is to help strengthen the participants' capabilities to adapt to food sustainability challenges and thus be a part of the solutions to the global sustainable transition of food systems. The below themes for the project activities have been carefully selected through analysis and market research:

- Agriculture - cultivation & support solutions
- Alternative proteins
- Sustainable packaging
- Solutions to reduce food waste
- Health products, functional and personalised food

The project's online activities are designed to showcase European and Asian products and technologies to a digital audience, creating an environment suitable for an exchange of information and stimulation of innovative cooperations between European and Asian SMEs.

The activities are:

- Monthly online thematic workshops
- International training with focus on the four Asian countries
- Year-round possibility to have online matchmaking meetings
- Dedicated online matchmaking sessions, with a special Japan B2B event scheduled on the 27 September 2023

The EU-Japan Centre for Industrial Cooperation is one of the co-organisers in Global Foodture providing support in the promotion of the project toward Japanese entities. Interested Japanese companies are more than welcome to join and benefit from Global Foodture's opportunities:

- Build sustainable relations and collaboration with partners in Europe
- Find partners to discuss new technology and innovative solutions
- Identify opportunities for their solutions that can contribute a more sustainable food system

For further information, companies are welcome to contact Susanne Baden Jørgensen, Senior International Manager, Food & Bio Cluster Denmark at: sbj@foodbiocluster.dk

➔ <https://globalfoodture.b2match.io> (B2B matching platform) ➔ <https://globalfoodture.eu> (Project website)

MILLIONS OF JAPANESE PEOPLE VISIT SPANISH OLIVE GROVES THANKS TO FIVE INFLUENCERS

The world's consumers no longer just buy food. They want to know where it is produced, how it is produced, and even who makes it possible. The Spanish Olive Oil Interprofessional Organization, the entity that promotes this product through its brand Olive Oils from Spain, has been promoting this food in Japan for more than a decade.

There is no better way to gain this knowledge than visiting the production areas, stepping foot on the land that sustains the olive trees, touching the olives, smelling the freshly squeezed oils and tasting them there, where the entire gastronomy revolves around this product. But of course, it's impossible to bring millions of Japanese olive oil consumers to Spain. However, new technologies and the desire of a group of Japanese influencers to experience everything firsthand have made the impossible possible. In the middle of the olive harvesting campaign, five Japanese social media experts visited Jaen, the region that produces the most olive oils in the world.

Rina Ishii (211k followers, [@ri7tin1025](#)), Haruka Nohara (164k followers, [@noharu1021](#)), Mika Sakamoto (194k followers,



[@mika_saka](#)), Mayo Sano (171k followers, [@sano.maya](#)), and Tomoki Takemura (109k followers, [@tomoky_take](#)) enjoyed a unique experience for a few days, starting with a tour of the world's largest olive grove from a hot air balloon. Once on the ground, they visited the olive trees and harvested the olives from which they made their own virgin olive oils.

The trip also allowed them to dive deeper into the gastronomy of olive oil in a cooking workshop where they learned to cook some emblematic dishes of Andalusia. Finally, they learned to appreciate the variety of aromas and flavors of Spain's virgin olive oils. And all of this was broadcast live to their many followers in Japan.

➔ <https://www.oliveoilsfromspain.jp>

“GERMAN RESEARCH FAIR” FOR GRADUATE, PHD & POSTDOC STUDENTS FROM JAPAN

ONLINE, 27 APRIL 2023

DWIH Tokyo holds the first online “German Research Fair” on 27 April 2023 (16:00-21:00 JST). The aim is to connect graduate students, PhD students and postdoc researchers from Japan with universities and research organizations in Germany and to inform them about funding opportunities.

On the virtual platform, the 14 participating organizations from Germany will each supervise a virtual booth, share information material to download, and hold online seminars. Participation is free of charge, registration is required.



➔ <https://www.dwih-tokyo.org/en/event/fair>

EUROPEAN ASSOCIATION OF JAPANESE STUDIES CONFERENCE AT GHENT UNIVERSITY

17-20 AUGUST 2023, GHENT, BELGIUM

From 17 to 20 August 2023, the Institute of Japanese Studies at Ghent University will organize the 17th International Conference of the European Association for Japanese Studies (EAJS).



This conference is a major international event in Japanese Studies, which attracts more than 800 participants from Europe, Japan, and the US. It brings together experts in the field of Japanese Studies, as well as Japanese language teachers, to increase knowledge about Japanese history, society, religion, politics and economy and to discuss recent developments in Japanese linguistics and language teaching. It also provides ample opportunities for connecting the general public and experts through an on-site exhibition of Japanese kimonos and other cultural events in the city of Ghent.

The Japanese Studies program is well-established at Ghent University. In recent years, it has seen an increase in student numbers and in teaching and research staff. The Japanese Studies Institute works closely together with the City of Ghent in its sister-partnership with Kanazawa and hosts the Kanazawa University Liaison Office for Europe.



In order to obtain their MA degree, all Japanese Studies students at Ghent are now required to take up internships at companies and public institutions in Belgium, as well as in Japan. Most recently, in December 2023, Japanese Studies professors from Ghent University accompanied the economic mission of Princess Astrid of Belgium and Ghent University mission to Japan, concluding, renewing, or initiating new cooperation

agreements with Japanese universities, such as Tokyo, Waseda, Kanazawa, Kansai, and Tohoku and Kyoto Institute of Technology, among many others. In 2021, the Institute of Japanese Studies at Ghent University had hosted the virtual EAJS conference, and is now honoured again to be the local organizer of the 17th EAJS conference at Ghent, which will be conducted in person.

➔ <https://eajs.nomadit.co.uk/eajs-2023-conference>

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU

➔ <https://een-japan.eu/opportunities>

REQUEST FOR SUPPLIER

Sector: home equipment

A Japanese distributor is looking for EU manufactured goods that can be sold at home improvement stores.

For example: fasteners, building hardware, metal parts, camping equipment, pet supplies, tools, adhesives, loosening prevention product etc.

Profile ID: **BRJP20230127004**

SERVICES OFFERED

Sector: pharmaceutical

A Japanese company offers services for the regulatory approval process in pharmaceuticals and biotechnology

Profile ID: **BOJP20230206002**

REQUEST FOR DISTRIBUTOR

Sector: industrial equipment

Japanese company offers sludge-dewatering equipment that prevents clogging

Profile ID: **BOJP20230127002**

REQUEST FOR DISTRIBUTORS

Sector: industrial equipment

A Japanese specialized manufacturer of Allen wrenches (hex key) wrenches

Profile ID: **BOJP20230127003**

REQUEST FOR DISTRIBUTORS

Sector: beverages

Japanese company is offering organic roasted tea called bowcha

Profile ID: **BOJP20230131001**

ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES➔ <https://een.ec.europa.eu/events>

REQUEST FOR DISTRIBUTOR OR AGENT

Sector: healthcare

Japanese company offers sensor technology for usage in elderly care

Profile ID: **BOJP20230104001**

REQUEST FOR DISTRIBUTOR

Sector: industrial equipment

Japanese manufacturer offers industrial optical lens and mould

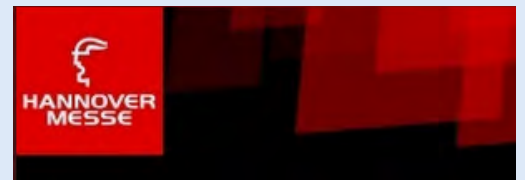
Profile ID: **BOJP20230127001**

TECHNOLOGY & BUSINESS COOPERATION DAYS 2023

4-6 & 17-20 April 2023, Hannover, Germany & Online

Sectors: multisectoral

Registration deadline: 31 March 2023



Enterprise Europe Network Niedersachsen is organizing the "Technology & Business Cooperation Days" B2B event alongside the Hannover Messe 2023 trade fair (<https://www.hannovermesse.de/en/hannover-messe-2023>).

The event will be held with a hybrid format allowing both on site and online participants.

Target sectors: Industry 4.0 and Smart Factory solutions ; Resource and energy efficient manufacturing technologies; Sustainable Energy & Mobility; Measurement Tools.

➔ <https://technology-business-cooperation-days-2023.b2match.io>



DATE/LOCATION	DETAILS	CONTACTS
15-17 March 2023 Tokyo, Japan	MATCHMAKING MISSION Green Economy Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/green-clustersme-mission
17-18 April 2023 Plagne, France	COMPANY VISIT LEAN in Europe - Ski Beat in France Application deadline: 20 March 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-visits-europe
15-26 May 2023 Tokyo, Japan	TRAINING MISSION Get Ready for Japan Application deadline: 16 March 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/get-ready-for-japan-training-programme
3-4 July 2023 Grigno, Italy	COMPANY VISIT LEAN in Europe - Fly SpA in Italy Application period starts in April	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-visits-europe
17-20 August 2023 Ghent, Belgium	CONFERENCE 17th International Conference of the European Association for Japanese Studies	EU-Japan Centre for Industrial Cooperation https://eajs.eu/eajs-2023-conference
27 September 2023 Online	B2B MATCHMAKING EVENT Dedicated EU-Japan B2B event within the frame of the Global Foodture project	EU-Japan Centre for Industrial Cooperation https://globalfoodture.b2match.io/home
10-13 October 2023 Tokyo, Japan	MATCHMAKING MISSION Biotech Cluster & SMEs Mission Application deadline: 15 June 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-cluster-sme-mission
6-10 November 2023 Tokyo, Japan	TRAINING MISSION World Class Manufacturing - November session Application deadline: 7 June 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing-mission-I
31 Jan - 3 Feb 2024 Tokyo, Japan	MATCHMAKING MISSION Nanotech Cluster & SMEs Mission Application period starts in May 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/nanotech-clustersme-mission
12-15 March 2024 Tokyo, Japan	MATCHMAKING MISSION Digital Cluster & SMEs Mission Application period starts in May 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/digital-cluster-sme-mission



EU-Japan Centre
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一般財団法人 日欧産業協力センター

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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 : newsletter@eu-japan.eu

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