



TURNING A GOLDEN ANNIVERSARY INTO A SPRINGBOARD

The European Union has had a diplomatic presence in Tokyo since 1974; this bilateral partnership has the potential to deliver much more.



It is a pleasure to address the distinguished readers of this newsletter, particularly in what is a special year for our Delegation in Japan. Its predecessor was established in Tokyo as a representative office of the Commission of the European Communities back in 1974, and we celebrate our golden anniversary this year – five decades during which the world, Europe, and relations between the European Union (EU) and Japan have seen dramatic change.

The year 1974 saw the end of the first oil crisis, and the global political and economic mood in the wake of those tumultuous months provided an impetus for efforts to build new and collaborative international relations. At the time, dialogue and cooperation between Japan and mainly West European countries in the political and economic fields were pursued closely through various consultations, but were often overshadowed by concerns over trade imbalances. Indeed, this was one of the reasons behind the establishment of the Tokyo Delegation.

In its Diplomatic Bluebook for that year, the Japanese government acknowledged that *'the present state of relations between Japan and Western Europe is not yet fully satisfactory'*, and I am certain that governments in Europe at the time would have made a similar assessment. The paper went on to say that Tokyo *'intends to overcome these obstacles and continue making sincere efforts for the development of economic relations with Europe'*, adding that Japan *'also intends to promote concrete cooperation in wide-ranging areas, such as science and technology, energy, and development cooperation in third countries'*.

As our own experiences tell us, this effort toward fostering cooperation across a whole spectrum of sectors had indeed increased throughout the ensuing decades, and continues to this day. I would have loved to see our predecessors on both sides marvel at the fact that the EU and Japan in February celebrated the fifth anniversary of their groundbreaking Economic Partnership Agreement (EPA), which created a combined market of over 550 million consumers. Between 2018 and 2022, EU-Japan trade increased by over 20% in goods and 27% in services, showing the vitality of our bilateral relationship. This EPA remains the biggest trade deal negotiated by the EU in terms of market size, and together with the EU-Japan Strategic Partnership Agreement, symbolises the close cooperation between two like-minded partners that share fundamental values – something increasingly vital and precious at a time when the free and open rules-based international order is being challenged on multiple fronts. In this context, the EU-Japan Centre for Industrial Cooperation has been and continues to be an essential catalyst to translate these different bilateral policy partnership agreements into business cooperation opportunities for European and Japanese SMEs.

But this year's golden anniversary should not simply be a moment to pat ourselves on the back; while we have certainly accomplished a great deal, and a good part of that in close partnership with the private sector on both sides, we should always strive to push the envelope. I am convinced there are many further areas where the EU and Japan can and should join hands, from security issues to connectivity partnerships and collaboration in research and innovation.



By **JEAN-ERIC PAQUET**, Ambassador of the European Union to Japan.

Both Europe and Japan recognise the need to build resilient supply chains, manage new geopolitical risks and boost our shared economic prosperity; both sides are determined to enhance cooperation in these areas. While we will see a new European Commission and European Parliament installed after the June European elections, there can be no doubt that the trajectory of EU-Japan relations will remain on course, expanding and deepening, as we explore exciting possibilities. Together with the EU-Japan Centre for Industrial Cooperation, the EU Delegation to Japan will be at the forefront of these endeavours.

SUBMISSION OF THE EU-JAPAN BUSINESS ROUND TABLE'S 2023 RECOMMENDATIONS TO THE JAPANESE GOVERNMENT

On 16 February 2024, Nobuhiro Endo (Japan-side BRT Chair and Executive Advisor, NEC Corporation) and Christopher Thomas (Representative Director, President of Merck Ltd., Japan, representing Belén Garijo, EU-side BRT Chair) submitted the BRT's 2023 Recommendations to Prime Minister Fumio Kishida.

During the meeting, Dr. Endo explained that the BRT's 2023 Annual Meeting focused on the theme of cooperation in economic security, held an exchange of views on "sustainable growth," recognised that the green and digital transformation remains an important theme, and reported that standardisation and deregulation were important pillars of the discussion. Mr Thomas noted that in this era of swift change, there is a growing emphasis on fostering economic partnerships and investments with nations that share common values and political systems. Haitze Siemers (Deputy Head of the Delegation of the European Union to Japan), Directors-General from MOFA, METI and MIC, the EU-Japan Centre's Managing Directors and a representative of NEC Corporation were also present.

In January, Dr Endo paid courtesy calls on Ken Saito, Minister of Economy, Trade and Industry, Yoko Kamikawa, Minister of Foreign Affairs and Koichi Watanabe, State Minister of Internal Affairs and Communications, to hand over the BRT's 2023 recommendations. BRT Japan-side Working Party Leaders, Kuninori Kuroishi (Senior Advisor, Marubeni Corporation), Osamu Nagayama (Honorary Chairman, Chugai Pharmaceutical Co., Ltd.) and Shigehiro Tanaka (Corporate Senior Executive Vice President Chief of External Relations, NEC Corporation) were also present at the meetings. During those meetings METI Minister Saito expressed the importance of trust between the EU and Japan in the current global situation and was encouraged by the BRT's efforts and Foreign Minister Kamikawa commented that the BRT's 25-year effort is a model for solving issues through multi-stakeholder diplomacy, especially by the private sector.

The BRT's 2023 Recommendations were submitted to European Commission Vice President Jourová during the 2023 Annual Meeting.

➔ <https://www.eu-japan.eu/brt>

WHAT IS THE BRT?

The EU-Japan Business Round Table (BRT) was established in its current form in 1999 to foster communication between Japanese and European industries. It meets annually, alternately in Japan and in Europe. For a 2-minute overview of who the BRT members are, the BRT's goals, working methods, links with the EU and Japanese Authorities and for archive footage, see this introductory video.

➔ <https://www.eu-japan.eu/videos/BRT.mp4>



Left to right: Nobuhiro Endo (Japan-side BRT Chair and Executive Advisor, NEC Corporation), Fumio Kishida (Prime Minister of Japan) and Christopher Thomas (Representative Director & President, Merck Ltd., Japan) - © Official Website of the Prime Minister of Japan and His Cabinet



Left to right: Nobuhiro Endo and METI Minister Saito



Left to right: Nobuhiro Endo and Foreign Minister Kamikawa

VULCANUS IN JAPAN **ALUMNI GET TOGETHER IN TOKYO**

On 18 December 2023, approximately 30 people, consisting of Vulcanus Alumni and current participants, convened at the EU Delegation to Japan venue in Tokyo. The gathering organized by the EU-Japan staff, served as a platform where Vulcanus success stories inspired present participants.



The event kicked off with impactful remarks from Jean-Eric Paquet, the Ambassador of the EU to Japan. Subsequently, five Vulcanus alumni shared presentations highlighting their respective success stories, showcasing the notable careers they've forged in prestigious companies, which stemmed from their Vulcanus year in Japan. Notably, for some of them, that year in Japan was as far back as the 2005-6 session. Following the informative session, a small reception took place, providing an opportunity for current Vulcanus

participants to engage in discussions with their predecessors. They sought valuable tips and guidance in anticipation of their upcoming Vulcanus chapter – the industrial traineeship at a company based in Japan. Moreover, the latest Vulcanus cohort gathered valuable information and insights to aid in the development of the industrial report that they are expected to write during their Vulcanus experience. The event garnered enthusiastic support from both Vulcanus Alumni and current participants, who were eager to attend similar gatherings in the future.



Ambassador Jean-Eric Paquet addressing the Vulcanus alumni



➔ <https://www.eu-japan.eu/events/vulcanus-japan>

VULCANUS IN JAPAN 2023/24 SESSION - LANGUAGE SCHOOL GRADUATION CEREMONY

Vulcanus in Japan 2023/24 students gathered at Naganuma School for the 'End of School Reporting Ceremony' on 15 December.



The 16 participants successfully completed the first part of the Vulcanus programme, a 4-month intensive Japanese language course in Tokyo. Alongside the language course, they also engaged in insightful seminars on Japanese culture and politics. For the ceremony, the students made a Japanese presentation on their academic backgrounds and the themes of their forthcoming internships, showcasing their language skills honed during the intense course undertaken since September. The event concluded with a small reception.

The participants of the programme arrived in Japan in September 2023 and started their 8-month internships in Japanese host companies in January 2024. Congratulations to all the students from the Centre!

➔ https://www.linkedin.com/posts/eu-japan-centre-for-industrial-cooperation_vulcanus-japan-naganuma-activity-7150045996570353664-Fqp8?utm_source=share&utm_medium=member_desktop

➔ <https://www.eu-japan.eu/events/vulcanus-japan>

UNLOCK YOUR BUSINESS POTENTIAL IN JAPAN WITH THE GET READY FOR JAPAN PROGRAMME - APPLICATION OPEN!

Experience the Best of Japan with the Get Ready for Japan Programme!



Join the EU-Japan Centre for a unique opportunity to immerse yourself in Japanese culture and business practices with the new format of our Get Ready for Japan programme. On 17-24 June 2024, participate in an enriching online programme featuring case studies and cross-cultural lectures to prepare you for a week-long trip to Japan on 8-12 July 2024. This optional trip will include visits to Japanese companies and meetings with potential business partners, all with the support of the EU-Japan Centre. Don't miss out on this incredible opportunity to expand your horizons and grow your business in Japan.

To receive more information, send an email to: follow-up_training@eu-japan.eu

Online application available at the website below. Application deadline: 25 April 2024.

(This programme is subject to the allocation of a Grant Agreement by the European Commission for 2024-2026)

➔ <https://www.eu-japan.eu/events/get-ready-for-japan-training-programme-1>

SUCCESS STORIES FROM GRFJ PARTICIPANT: MELLIFERA JSC - BULGARIA



Introduction

Mellifera JSC is a Bulgarian SME founded in 2016. Since then, it has been rapidly growing thanks to its focus on innovation and sustainability. The company's catalogue consists of honey-based products, skillfully blended with a variety of other superfoods and plant extracts.

Biljana Lowndes-Nikolova, the founder, graduated as a food technologist and further specialized in sports nutrition. Leveraging this expertise, the company placed its focus on functional foods. Thus, after the pandemic, Mellifera marketed MelliGEL, now heralded as its flagship product. This bioenergy gel, designed for athletes, is acknowledged as a healthier substitute for energy drinks.

The company's mission is to restore faith in the superpower of clean and sustainable food.

Mellifera's growth garnered attention from investors, culminating in a successful Initial Public Offering (IPO) in December 2022.

Why Japan?

"Japan is for the long-distance runners in business".

While it was clear from the start that the Japanese market would be quite hard

to approach, Mellifera believed that it was the right country for its products. Entering the Japanese market took time and perseverance. In 2019, the Bulgarian-based company had an exhibition stand at FOODEX Japan, the largest food fair in Asia. Although some contacts were made, they did not lead to any business partnerships.

Challenges and difficulties

"I think the biggest challenge for Western businesses is that we know what we want to achieve and what we want to say, but we hardly listen".

What was lacking was a better understanding of Japanese business etiquette. It might be argued that Mellifera approached Japan in a "Western way", by being direct and demanding results fast.

EU-Japan Centre support

In 2022, Mellifera was selected as one of the participants in the Get Ready for Japan Training, a scheme promoted by the EU-Japan Centre that offers EU managers the unique opportunity to experience and understand both the cultural and economic elements that define and explain Japanese business etiquette. Due to the pandemic, the training was held online.



Get Ready for Japan had a tangible effect on Mellifera's business strategy, prompting a reassessment of the approach used when dealing with Japanese counterparts.

In 2023 Mellifera took part in Sportec, Japan's largest sports and wellness industry exhibition. This time, Mellifera managed to reach active negotiations. Samples of the products were sent and around 80% of contacted companies replied, which is a strong response. Since October, Mellifera has managed to complete three exports, a remarkable success.

Any advice to companies that want to break into the Japanese market?

"My advice is to not be intimidated by Japan. It is not impossible to enter this market. You have to be patient and not give up; it takes time, but it is worth it."

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-mellifera-jsc>

Text based on an interview with Mrs. **BILJANA LOWNDES-NIKOLOVA**, Founder and CEO, Mellifera JSC, <https://www.mellifera.bg>, participant in GRFJ 2022



EUROPEAN SMES AND CLUSTERS VISIT THE NANOTECH TRADE FAIR WITH THE CENTRE'S NANOTECH MISSION

From 30 January to 2 February, six European SMEs and Clusters from Belgium, the Czech Republic, France, and Germany visited Tokyo to participate in the Nanotechnology mission organized by the EU-Japan Centre.



Nano tech Japan is the world's largest industrial fair for nanotechnologies, promoting international business collaborations with over 400 exhibitors. Exhibitors presented cutting-edge technologies for nano materials, nanofabrication, nano innovation, and analysis and evaluation. The four-day programme started with a networking session on the first day, at which the participating SMEs and Clusters were joined by Japanese companies active in the Nanotechnology sector. The following three days of a joint exhibition at Nano tech Japan 2024 presented the opportunity to connect with key players. The joint booth prepared by the EU-Japan Centre included a small display space for every company/cluster 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 Nanotech Exhibition saw a total of 42,034 visitors over the 3 days of



exhibition, together with concurrent trade fairs organized in Tokyo Big Sight. The participants in the Nanotech mission were satisfied with the overall organisation and gained valuable business connections.

To support European SMEs and Cluster internationalization toward Japan, the EU-Japan Centre organizes several annual business missions to Japan in target sectors.

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

EXPERT INTERVIEW ANNOUNCEMENT

The EU-Japan Centre is pleased to announce that our Japanese Cross-cultural expert, Dr. **PARISSA HAGHIRIAN**, will be featured in the June edition of our newsletter.



Learn from Parissa Haghirian's upcoming article about the importance of Japanese management practices and the need for preparatory online events before meeting Japanese entrepreneurs. Prof. Haghirian will also recount her experiences as the main lecturer during the "Get Ready for Japan" mission, providing insights into the programme's effectiveness. Stay tuned for the upcoming newsletter release, where you can dive deeper into her insights.

GREEN TRANSITION BUSINESS MISSION 2024

For the second time, the EU-Japan Centre organised a Green Transition business mission to Japan for European SMEs.



A group of 12 companies from France, Italy, Latvia, Netherlands, Poland, and Spain, with technologies ranging from nanocoatings for hydrogen fuel cells to cable tracking for the offshore wind market visited Japan from 27 February to 1 March to develop their business in the Japanese market. On the first day, a pitch and networking event with Japanese companies was organised at the CIC Tokyo with the support of other partners such as JETRO J-Bridge.

Over the following three days, participants joined the EU Green Transition Pavilion at the Decarbonisation Expo, which took place as part of Smart Energy Week / Green Transformation Week at the Tokyo Big Sight International Exhibition Centre. Participating companies had a small exhibition and poster space to present themselves. The translation of their posters into Japanese, arranged by the EU-Japan Centre, and the interpreters available to help with communication at the stand were much appreciated by the participants. One of the participants explained: *"For a small start-up company like ours, this was an opportunity we would not have had without the Centre's support. Our participation proved to be very fruitful"*.

The Japanese visitors were curious about the technologies and services presented by the participants. Many expressed a general interest in how climate change is being tackled in Europe and how the policies being developed by the European Union might affect their businesses.

In addition to the trip to Japan, online activities such as a pitching webinar and online business meetings were organised on the EU-Japan Green Transition Business Matching Platform, which ran in parallel to the mission.

The Green Transition Business Matching Platform will continue to run until 25 March and registration is free for EU and Japanese organisations that match the target sectors listed on the following website.

➔ <https://eu-japan-green-transition.b2match.io>

WCM TRAINING PROGRAMMES: A LEGACY OF PASSION AND DEDICATION

The World Class Manufacturing (WCM) mission has come a long way since its establishment in 1992.

With its focus on training, benchmarking, and Gemba visits, it has consistently provided European entrepreneurs and managers with a unique opportunity to gain deep knowledge of TPS, TPM, and Kaizen globally. The tireless efforts of the EU-Japan Centre team and the invaluable guidance of Dr. Richard Keegan have been instrumental in shaping the mission into an attractive platform for cross-cultural learning and collaboration.

Over the years, the WCM mission has evolved to meet the expectations and aspirations of EU entrepreneurs and managers seeking to enhance their lean expertise. With each edition, the programme has been fine-tuned, ensuring that the participants gain practical knowledge and a deep understanding of Toyota



Back in time during one of the very first missions

Production System (TPS), Total Productive Maintenance (TPM), and Kaizen. This evolution has been made possible through the continuous efforts of both the Centre's European office and its head office in Japan, which strive to create an engaging and enriching experience even during the worldwide lock down period caused by the pandemic of Covid-19.

The 54th edition of the WCM mission, scheduled from 11 to 14 March 2024 in Nagoya, was a pivotal milestone in the mission's long tradition. With a delegation of 24 excited and motivated participants, the mission is poised to ignite new possibilities and open doors for collaboration between European and Japanese manufacturing leaders.

If you too are interested in applying to one of our WCM mission and never had the chance to participate to any so far, send an email to: follow-up_training@eu-japan.eu You might be one of the next participants on board!

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

THE FINAL LEAN IN EUROPE VISIT WAS TO TOYOTA'S YARIS PLANT IN VALENCIENNES

Since 2013, Lean in Europe visits have looked at how European sites adapt and adopt Japanese principles of production excellence in their quests to eliminate waste, drive their activities, ensure quality and engage their people. For the final visit we went to the source of many of these tools – Toyota.



The Toyota Motor Manufacturing France (TMMF) plant in Valenciennes has the highest output of all Toyota car plants – a takt time of 58 seconds and 3 shifts means it manufactures 1200 Yaris and Yaris Cross cars a day.

During the group discussion, the 20 participants learned the importance Toyota attaches to genchi genbutsu (going to the 'real place' where value is created, where interactions are happening between process and material, where engagement is

happening with the people involved) and to minotake (where you are today).

After a detailed plant introduction, the participants went to the Gemba to see the whole process from stamping, through the body shop, paint shop and assembly up to the quality booth where the car is turned on for the first time and is checked to ensure that its customer's options are all there. In an Obeya room, participants learned how by using smartphone apps on the shopfloor to input information and

a touch-sensitive big screen in the room, information can be easily accessed and shared during the meetings at the start of each production shift, between shifts and in daily 'power meetings' where Toyota members (staff) can raise concerns. This use of digital tools saves 20-30 minutes for group leaders who can spend longer on the shop floor.

Thank you to TMMF for hosting this visit, the 33 companies that have hosted previous visits, all the 704 lean enthusiasts who have joined the visits and particularly to Richard Keegan (Adjunct Professor of Lean Operational Excellence at Trinity Business School) for leading all the visits and giving coaching and feedback to participants and hosts to help everyone on their lean journeys. Although this was the final Lean in Europe visit, the EU-Japan Centre will continue to run WCM missions in Japan.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-33-toyota-valenciennes>

THE EU-JAPAN CENTRE PARTICIPATES IN THE INTERNATIONAL SPACE INDUSTRY EXHIBITION 2024

The “International Space Industry Exhibition (ISIEX)” - organized by The Nikkan Kogyo Shimbun, Ltd. exclusively for the space business - is one of the most focused industrial exhibitions in Japan bringing together businesses specializing in space development products, lunar surface development, rocket development, satellite utilization, newspace startups, new-to-space MNCs and other ground-related services.

Coordinated by the Space.Japan Helpdesk, the hybrid mission represented 10 selected EU SMEs: 3IPK, GReD, Sidereus Space Dynamics, CShark, Iguassu Software Systems, Nanoprom Chemicals srl, Dartsat, Stratosyst, Arcsec, 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. 3 SMEs (Sidereus, GReD and 3IPK) were present in Tokyo and were able to have numerous in-person meetings during the 3-day event.

Alongside the exhibition, held on 20-22 February 2024, at Tokyo Big Sight West Hall, featured several presentations, including one by JAXA's director, Mr. Kazuyoshi Kawasaki, as the keynote speaker. Luca Escoffier, Project Manager of the Space.Japan Helpdesk, delivered a seminar entitled “Space Connection between EU and Japan: A

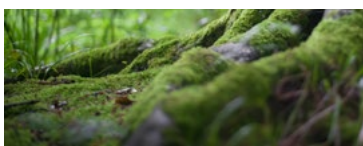


Stellar Opportunity” offering an overview of the Centre's assistance in favour of the 10 participating companies and space companies in general. Total attendance over the three days, encompassing concurrent exhibitions, reached 20,436 visitors. The Space.Japan booth drew considerable traffic and connected with over 250 visitors, enabling EU companies to showcase their expertise and projects to the Japanese market, aiming to forge technological and industrial partnerships.



Overall, ISIEX 2024 proved successful for the Space.Japan Helpdesk and the EU companies represented, reflecting the Japanese private space sector's interest in collaborating with overseas entities. With a significant turnout and booth engagement, this trade fair served as a unique platform for fostering new collaborations and synergies in the EU space industry.

➔ <https://biz.nikkan.co.jp/eve/isiex>



“ABOUT JAPAN” REPORTS AND WEBINARS

The following reports and forthcoming webinars have been planned within the frame of the Centre's EU Business in Japan support.

The EU Business in Japan content provides practical information for European Union businesses in need of clear guidelines on how to trade with/invest in Japan or cooperate with Japanese partners. Over 400 reports and webinars available! Please note that these pages have a restricted access content only available to registered members.

Forthcoming webinars:

26 March - Japan's Fish, Fisheries and Seafood, a market overview
9 April - Opportunities arising from new product developments through R&D projects between European SMEs and Japanese companies

16 April - 6G in Japan

4 June - Foodtech Sector in Japan

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

Latest published reports:

Baby Goods Market in Japan

In a challenging context, how is the baby goods market evolving in Japan, what are current and future trends and what opportunities can still be found for EU SMEs?

<https://www.eu-japan.eu/eubusinessinjapan/library/publication/report-baby-goods-market-japan>

Market Situation and Potentials in Japan for Technologies for Solid Biomass Utilization

This report shows the wide variety of biomass utilization in Japan.

<https://www.eu-japan.eu/eubusinessinjapan/library/publication/report-market-situation-and-potentials-japan-technologies-solid-biomass-utilization>



For more info and memberships registration. ➔ <https://www.eu-japan.eu/eubusinessinjapan>

INTERVIEW SERIES: THE PEOPLE BEHIND EU-JAPAN COOPERATION

EU-Japan cooperation takes many forms. Time and time again, we read news reports about agreements signed between the EU, or its Member States, and Japan, about trade missions and cultural events, about joint innovation and dialogue. But the question remains: Who are the people behind these efforts? What is their story and how did they become involved in developing international cooperation?

The EU-Japan Centre for Industrial Cooperation is happy to introduce the fourth instalment of this series with the interview of Mrs. **CHRISTA DE KEMP**, Managing Director, Dujat - Dutch & Japanese Trade Federation (<https://www.dujat.nl>).



Q: You have a long experience of working with public organizations, especially municipal authorities – how has it shaped

your approach to EU-Japan and Japan-Netherlands relations?

Christa: *One of the first responsibilities I encountered while working for the City of Amstelveen was making a contract for the site Canon Europe bought in order to build their new European HQ. It was the first time I met with Japanese businessmen and their way of communicating. I was very impressed, especially seeing how loyal and trustful they were. I also felt very much appreciated for my efforts and involvement. EU-Japan relations became more and more important in my career in the upcoming years. For example, organizing seminars always involves EU-Japan related matters.*

Q: During your time at the Amsterdam and Amstelveen offices, especially the Japan Desk of amsterdam inbusiness, is there a significant success or challenge that you would like to share?

Christa: *The challenge was always the visa procedure for newcomers. For me, it was important to maintain good contact with the expat center. Every time we managed to solve a visa issue, it felt like an achievement. On the side of successes, during my time working for amsterdam inbusiness, I started organizing seminars together with NFIA*

Japan in Osaka and Tokyo for prospects. These seminars were quite successful and brought many new investments to the Amsterdam Area. At the end of my career working for amsterdam business, I was even honored by the Japanese government with a decoration in the order of the Rising Sun.

Q: For the last 7 years, you have been working as Director of DUJAT, the Dutch & Japanese Trade Federation. Can you tell us about your mission as an organization, and what have been your main activities in order to consolidate the relations with Japan and its market?

Christa: *When I started this job, I found out Dujat was only focusing on the Amsterdam area. But Japanese companies are spread all over this country, so I started to cooperate with all the regional development agencies. Now nearly all regional development agencies are a member of Dujat and we manage to organize great projects together. The second topic I was working on was to strengthen the networking moments for the members. We found that networking opportunities are one of the most important reasons to become a member of Dujat. The result is that the number of members of Dujat doubled in the last 7 years.*

Q: What projects does DUJAT plan for the future? Anything special you would like to mention and promote?

Christa: *The Board of Dujat emphasized the importance of getting the younger generation more involved within the Dutch*



Dutch & Japanese Trade Federation

Japanese business community. We started an essay contest among students of Dutch universities in close cooperation with the Vrije Universiteit Amsterdam. Our first attempt was a success. At this moment, we are working on a second edition, which will launch in March this year.

Q: In your experience, what are some good practices that Dutch companies employ when they try to reach Japan, or vice-versa, when Japanese companies attempt to cross over to Netherlands?

Christa: *In my experience the most important advice for Dutch companies is - don't expect immediate results. It takes time to build a strong and trustful relationship with Japanese companies. It is also important to maintain the relationship by keeping in contact. For Japanese companies, I would say the Netherlands is a good country to invest and Dutch people are very welcoming and ready to help. And if you need assistance or advice, feel free to ask NFIA Japan or contact Dujat in Netherlands.*

Q: How do you see the current relations between the Netherlands and Japan in the forthcoming years?

Christa: *The relations between the 2 countries have already existed for more than 400 years. They are strong and there are many people working constantly in the Netherlands as well as Japan to make these relations even stronger. They will continue to grow, and I do hope that I can be part of it in the coming years.*

This is only an abstract, the whole interview continues online at:

➔ <https://www.eu-japan.eu/publications/highlighting-contributors-to-eu-japan-cooperation-christa-de-kemp>

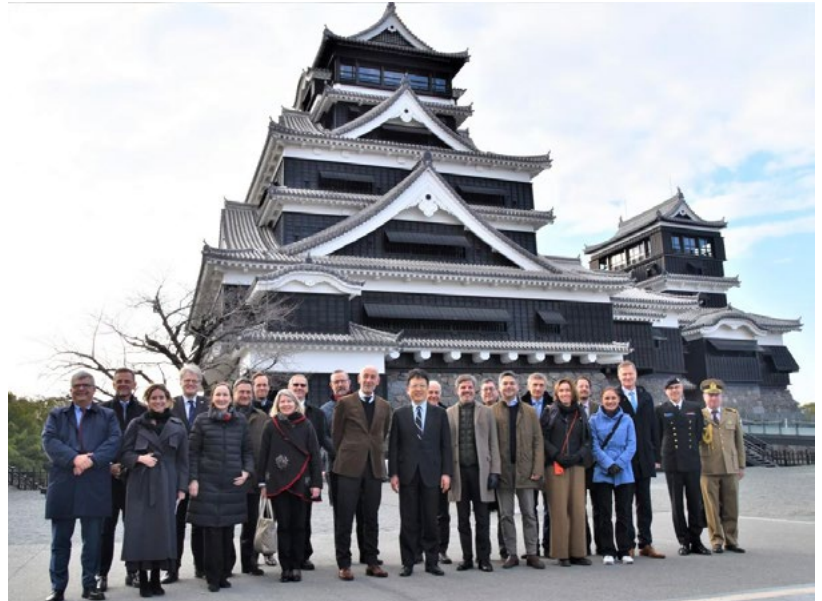
TEAM EUROPE IN JAPAN VISITS KUMAMOTO FOR EXCHANGES WITH LOCAL STAKEHOLDERS

On 8 and 9 February, European Union Ambassador to Japan Jean-Eric Paquet, together with 19 EU Member State Ambassadors, visited the city of Kumamoto in southwestern Japan for a series of meetings with local stakeholders on issues including security and economic security.

At a press conference opening the visit, EU Ambassador Paquet stressed how Europe was keen to further develop its ties with Japan at the regional level, notably in such areas as security cooperation and boosting the resilience of supply chains in critical goods and materials.

In line with this, the group visited the headquarters of Tokyo Electron Kyushu Ltd. for an exchange with senior officials on the semiconductor industry and its links to Kumamoto and the wider Kyushu regions. This was followed by a visit to Camp Kengun of the Japan Ground Self-Defense Force's Western Army for discussions on the potential for further expansion of defence-related cooperation and exchanges between the EU and Japan.

The two-day visit concluded with a tour of Kumamoto Castle, a symbol of the city as well as the continued dedication of officials and citizens to rebuild after the series of powerful earthquakes that hit the prefecture in 2016. Ambassadors noted that this was a beacon of hope for those impacted by the Noto Peninsula Earthquake that struck central Japan on New Year's Day.



Source: Delegation of the European Union to Japan

➔ https://www.eeas.europa.eu/delegations/japan/team-europe-japan-visits-kumamoto-exchanges-local-stakeholders_en

EU AND JAPAN SIGN PROTOCOL TO INCLUDE CROSS-BORDER DATA FLOWS

On behalf of the EU, the Belgian Presidency of the Council has signed in January the protocol to include provisions on cross-border data flows in the agreement between the EU and Japan for an Economic Partnership. The protocol will provide greater legal certainty, ensuring that data flows between the EU and Japan will not be hampered by unjustified data localisation measures, and also ensuring the benefit from the free flow of data according to the EU and Japan's rules on data protection and the digital economy.

Source: European Council

➔ <https://www.consilium.europa.eu/en/press/press-releases/2024/01/31/eu-japan-economic-partnership-agreement-eu-and-japan-sign-protocol-to-include-cross-border-data-flows>

DG TRADE EXPANDS ONLINE BUSINESS SUPPORT FOR EU SERVICE EXPORTERS

DG Trade has expanded the scope of its online Trade Assistant for Services and Investment to cover one hundred services sectors across four of the EU's key trading partners: Canada, Japan, Switzerland, and the UK.

EU businesses now have access to an even more comprehensive database of information – free of charge and in all 24 EU languages – detailing the requirements they need to fulfil when exporting their specific service or investment to a third country. The Trade Assistant tool helps to empower European firms, including small and medium enterprises, to export around the world by ensuring that they are clear on the rules to follow.

Available through DG Trade's Access2Markets website, the Trade Assistant for Services and Investment provides detailed, up-to-date information on country-specific market access



conditions such as licensing and authorization requirements, foreign equity caps, legal form, nationality requirements, and work permits. The information is categorized by three modes of supply, making it easier for EU suppliers to get the exact information they need.

Source: European Commission

➔ <https://trade.ec.europa.eu/access-to-markets/en/home>

JAPAN NAMED COUNTRY OF THE YEAR AT VIVATECHNOLOGY 2024

22-25 MAY 2024, PARIS, FRANCE

As a special guest country, Japan will showcase its disruptive innovations and global tech leadership at VivaTechnology 2024 (<https://www.vivatechnology.com>), the largest event in tech, digital, and startups in Europe.



Japan External Trade Organization (JETRO) will set up a Japan Pavilion of 565 m2 where approximately 50 innovative startups and several large companies from Japan are expected to exhibit. JETRO will support participating companies with a rich menu of services, including mentoring, business matching support, and English communication training, thus utilizing its network.

This is the first time for Japan to exhibit as Country of the Year at VivaTechnology. Compared to 2022, when JETRO participated last time, the Japan Pavilion is expected to be 10 times larger and have 4 times more exhibitors. Visitors from Europe and the world will have the opportunity to experience the latest Japanese technological advancements in Artificial Intelligence, Tech for Green, mobility, creator's economy and Web3/metaverse, entertainment and Sports Tech, retail, Beauty Tech, etc. Top speakers from leading Japanese corporations will introduce their innovation strategy.

Susumu Kataoka, President of JETRO, said: *"Celebrating Japan's participation as the Country of the Year at Vivatech, a premier global innovation festival, is a true honor. Engaging with France and the global innovation community at VivaTech marks a significant leap for Japanese startups and corporates, for which this participation is sure to serve as a trigger to foster collaborations with international players. We are thrilled that Japan's leading corporations, known for their commitment to open innovation, will join us. JETRO, alongside the Ministry of Economy, Trade and Industry, is dedicated to supporting Japanese startups and corporates, and we invite everyone to explore the Japan Pavilion, to feel, see and understand what has been taking place in Japan over the past five years in terms of innovation."* For more info please contact: info-prs@jetro.go.jp

Source: JETRO Paris

➔ <https://www.jetro.go.jp/en/>

GENIAC TO BE LAUNCHED

Aiming to enhance Japan's capability to develop generative AI, the Ministry of Economy, Trade and Industry (METI) will launch the Generative AI Accelerator Challenge, or GENIAC, a project to provide support to companies etc. in securing computational resources necessary for the development of foundation models and to encourage collaboration among stakeholders.

METI will hold a series of events not only to provide developers with opportunities to widen networks and share knowledge, but also to promote the utilization of generative AI. These will include seminars to which overseas experts are invited, networking events for developers, and events to match developers and users. Moreover, METI will launch a website exclusively for GENIAC to raise public awareness about its activities.

Source: Japan Ministry of Economy, Trade and Industry

https://www.meti.go.jp/english/press/2024/0202_001.html

LAUNCH OF AI SAFETY INSTITUTE

In response to the growing international interest in AI safety, the AI Safety Institute (<https://aisi.go.jp>) was launched on 14 February 2024 to examine the evaluation methods for AI safety and other related matters. The Institute will be established within the Information-technology Promotion Agency (IPA), in collaboration with relevant ministries and agencies, including the Cabinet Office.

The Ministry of Economy, Trade and Industry, will contribute to the activities of the AI Safety Institute by leveraging the knowledge and both domestic and international networks it has developed through the Information-technology Promotion Agency (IPA) and the National Institute of Advanced Industrial Science and Technology (AIST).

Source: Japan Ministry of Economy, Trade and Industry

https://www.meti.go.jp/english/press/2024/0214_001.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 Japanese and cranes; January - Japan's Impressive Snowy Landscapes; February - Specialty Products Driving Local Revitalization (Part 1).

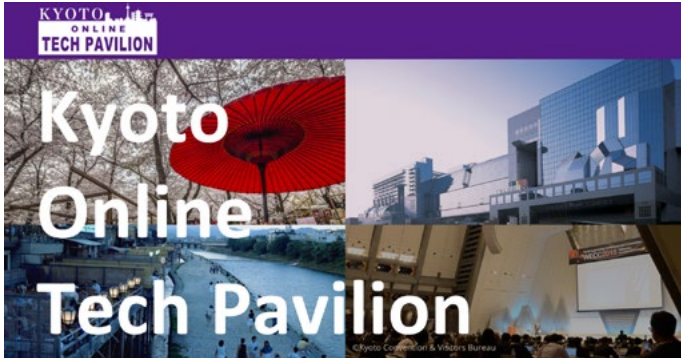
Source: Cabinet Office, Government of Japan

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

KYOTO CITY ESTABLISHED "KYOTO ONLINE TECH PAVILION" TO PROMOTE LOCAL INDUSTRY



The Industrial Innovation Promotion Office of the City of Kyoto is promoting business exchanges with overseas countries ahead of the 2025 Osaka/Kansai Expo.



"Kyoto Online Tech Pavilion" is a website that disseminates information about Kyoto's industries, including the introduction of excellent small and medium-sized enterprises and start-ups in the fields of manufacturing, IT/information, and research & development.

Through the website, visitors can contact potential partners directly from each company page to discuss collaboration and business deals.

In addition, the website introduces the attractive business environment in Kyoto and lists the available support foreign companies can receive when establishing their offices in the city. Furthermore, the website also contains information on technical tours. Kyoto City is actively attracting industrial missions and offering custom-made tours tailored to enquirers' needs. In the near future, the city will post details online about the application process, model itineraries, and so on. EU Member States organizations are encouraged to reach out to the Promotion Office for more info: sanshin@city.kyoto.lg.jp

Source: City of Kyoto - Industrial Innovation Promotion Office ➡ <https://kyoto-tech-companies.com>

The 6 compelling benefits that Kyoto offers to overseas companies.

1. Centre of History and Culture

The status of Kyoto as a globally renowned cultural icon can enhance brand recognition and attract customers who seek products and services with authenticity and high quality.

2. Industrial City

Kyoto houses prominent universities and technology companies, fostering an environment that encourages cutting-edge research and development. This attracts global companies seeking to collaborate with leading experts in various fields.

3. Top-tier Talent Pool

Kyoto boasts some of Japan's most prestigious universities, such as Kyoto University. This pool of talent offers a diverse range of skills to meet a company's needs.

4. Innovation Ecosystem

Kyoto is home to numerous research institutions that actively promote collaboration between businesses and academia. Furthermore, Kyoto's start-up culture is flourishing, with numerous incubators and accelerators supporting ventures.

5. Quality of Life

Kyoto offers a high quality of life, with a low crime rate, excellent healthcare facilities, and a clean environment.

6. Locational Advantages

Kyoto is situated in the Kansai region, which includes Osaka and Kobe. The location provides access to a combined population of over 20 million people.

PRELIMINARY REPORT ON THE 2023 BASIC SURVEY OF JAPANESE BUSINESS STRUCTURE AND ACTIVITIES

The Ministry of Economy, Trade and Industry (METI) regularly conducts a survey titled the METI Basic Survey of Japanese Business Structure and Activities with the aims of 1) clarifying how the management strategies of Japanese enterprises and industrial structures actually evolve and 2) gathering basic data to support administrative measures.

The following is a summarized preliminary report of the 2023 survey based on actual results from FY2022. The following key points were revealed from a total of 31,411 enterprises that were categorized in target sectors for the survey.

- Sales per company increased by 11.3% on a year-on-year basis.
- Ordinary profit per company increased by 14.0% on a year-on-year basis.

- The ratio of ordinary profit to sales per company increased by 0.2 percentage points on a year-on-year basis.
- Value added increased by 2.8% on a year-on-year basis due to an increase in total payroll and other factors.
- The labor share ratio decreased by 0.3 percentage points on a year-on-year basis, owing to the fact that the rate of increase in total payroll was smaller than the rate of increase in value added.

Source: Japan Ministry of Economy, Trade and Industry ➡ https://www.meti.go.jp/english/press/2024/0130_004.html

INFORMATION ON LOCAL TAX CREDIT SCHEME FOR OVERSEAS FINANCIAL CORPORATIONS LOCATING IN OSAKA

Osaka, Japan's vibrant metropolis, seamlessly blends ancient tradition with modern innovation. From its iconic street food scene in Dotonbori to historic landmarks like the Osaka Castle, the city captivates visitors with its rich culture and dynamic energy.

For EU companies seeking expansion, Osaka offers a strategic gateway to the Asian market. Osaka also has a local economy with a diverse range of prospering industries such as: life sciences, chemicals, food, renewable energy, electrical equipment, and tourism. With its robust infrastructure and transportation, including a 24-hour operated international airport, skilled workforce, and favourable business environment, the city provides ample opportunities for growth and success.

In addition, the Osaka Government is aiming to become a global financial city with Osaka's unique characteristics and

functions, by leveraging its potential to host Osaka-Kansai Expo 2025 (World Expo) and form a base for the health and medical industry. As one of its incentives, Osaka Government has implemented a system for local taxes (corporate inhabitant tax and corporate enterprise tax) for companies that are expanding into Osaka for the first time.

This system targets foreign financial companies that engage in asset management and fintech businesses by reducing corporate inhabitant tax and corporate enterprise tax for up to 10 years.

For more information about eligibility criteria, please refer to the link below or

contact Osaka Global Finance One Stop Support Center via: f-onestop@global-financial-city-osaka.jp. Application period is open until 31 March 2026. Investing in Osaka not only grants access to Japan's thriving economy but also serves as a launchpad for broader market penetration across Asia. Osaka beckons EU financial companies to thrive in its dynamic market and to capitalize on Japan's robust economy, tap into diverse investment opportunities, and leverage Osaka's vibrant business ecosystem for sustained growth and success in the heart of Asia.

Source: Osaka Government

➔ <https://global-financial-city-osaka.jp/en/announcement/information-on-the-local-tax-reduction-system-for-overseas-financial-corporations>

SOLID STATE FERMENTATION FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT: EXPORTING “HAKKO” TRADITION AND SCIENCE FROM NIIGATA TO EUROPE

Japanese fermentation, Hakko, is a value-add to agricultural products in several ways in Japan. It allows boosting the shelf life of products to about a year without refrigeration, while maintaining nutritional value and generating a dose of healthy probiotics — live microorganisms crucial to good digestion that can account for the 84.5 years of life expectancy of the Japanese people.



Solid-state fermentation (SSF) using koji is a traditional Japanese method for producing various Japanese fermented foods and beverages. Rice inoculated with koji mold becomes koji rice. Niigata Prefecture is the largest producer of rice in Japan and Koshihikari is the most famous rice brand produced in Japan using this method. Facing the Japan Sea, only a 1.5 h train ride from Tokyo, the Niigata Prefecture attracts abundance of visitors due to its ski resorts, national parks, and numerous hot springs. As Japan's premier rice-growing region using clear mountain water, this region is also famous for its sake and rice-based processed food.



Yamakoshi Ta

However, rice agriculture, and consequently Japan's food security, is facing two issues: the falling rice demand and the receding number of farmers. The annual rice consumption per inhabitant has been drastically reduced from 120 to 50 kg/year as consumers migrated to wheat-based products, and the number of farmers receded by 50'000/year. Part of the solution strategy is based on exportation, by focusing on high-end quality and value-added products.

Under the auspices of the COI-NEXT (Center of Innovation Next) program of the Japan Science and Technology Agency (JST), Nagaoka University of Technology launched in 2023 “Rice Destinations”—a bio-community centre for the future of the Niigata Region. Based on the synergy between the fermentation tradition and scientific research, this centre fosters a transition towards a sustainable food production system created in the countryside and enabling “a society where young people can continue to live”. Its objective is to present these novel tradition-based products to global agricultural and industrial communities and to invite them to visit and explore.

Source: Japan Bioindustry Association ➔ <https://coi-next.nagaokaut.ac.jp/en>

PHOTOVOLTAIC PANEL TECHNOLOGY FROM JAPAN TO SLOVAKIA

Slovakia wants to become a gateway for the expansion of new photovoltaic panel technology in Europe. Denisa Saková, the Deputy Prime Minister of the Slovak Republic and the Minister of Economy of the SR signed the Memorandum of Understanding in Tokyo, Japan, with Sekisui Chemical, which develops photovoltaic flexible panels.



"We are not only interested in working together on the expansion of this technology in Slovakia, but at the same time we want to explore the possibilities of locating the production of such panels in our country" said Mrs. Saková.

Source: SARIO

The Memorandum creates the prerequisites for closer cooperation between the Slovak Government and Sekisui Chemical, especially when finding different conditions for entering the Slovak market. Both parties undertake to cooperate intensively in the development of R&D in this area in Slovakia. They also expressed their willingness to start negotiations on the potential location of the production of this technology in Slovakia. According to available data, the production of solar panels of this type does not require any precious raw materials, and its expansion could contribute to the decarbonization of several European countries in the future.

Moreover, the Government of the Slovak Republic and Nippon Steel Corporation started a discussion about U.S. Steel Kosice - an important employer in the east of Slovakia and an important element for maintaining employment in the region. In Tokyo, Japan, there was a discussion about the future of this steel plant and the view of Nippon Steel Corporation on their future plans in Slovakia. The Nippon Steel Corporation's view on the decarbonization of steel production was discussed as Slovakia has allocated money for this purpose from the Recovery and Resilience Plan of the Slovak Republic and other funds.

BIOSYS - COLLABORATION IN FOREST BIOECONOMY AND FOOD SOLUTIONS BETWEEN FINLAND AND JAPAN

The Natural Resources Institute Finland is excited to introduce the BIOSYS Ecosystem, a dynamic connector between the North Karelia region in Finland and Nagano (Ina) and Hokkaido in Japan.

BIOSYS mission is to grow active collaborations and concrete projects that bridge research, development, innovation (RDI), and business activities in the following sectors:

1. Forest Bioeconomy: Focusing on sustainable management of forests and the bio-circular economy.
2. Renewable Energies: Exploring collaboration on bioenergy and biochar activities.
3. Forest Technologies: Enhancing the usage of novel forest technologies and supporting the entire forest value chain.
4. Cascading Processes: Improving forest management and training activities.
5. Healthy Living Environments: Bringing new knowledge and information to promote green buildings, wood materials, and individual well-being in different wood-based environments and digital surroundings.
6. Finnish unique food solutions will focus on promoting, testing and co-creating novel Plant-Based Foods and ingredients.



The BIOSYS will run from 2024 to 2025 and has received funding from the EU Just Transition Fund of North Karelia, Finland, with the scope to foster region-to-region collaboration, that drives international growth and addresses the key challenges of green and clean transition. By bringing people, institutes, and companies together and building stronger bonds, the BIOSYS aims to build an active, two-way bridge and deepen the international collaboration of North Karelia: a vibrant region in Finland with the strongest forest bioeconomy expertise, research, and connectivity with all stakeholders.

Events will be organized in October 2024 both in Hokkaido and Nagano.

For more info: jutta.kauppi@luke.fi

Source: Natural Resources Institute Finland (Luke) ➔ <https://www.luke.fi/en/projects/biosys-japani>

JAPAN DRAWING INTEREST FROM POLISH FIRMS

Over 300 entrepreneurs and representatives of Polish business support institutions participated in the inaugural seminar of the training series titled “An Opportunity to Develop Your Business in Japan - Expo 2025 Osaka, Kansai”. The event was organised by the PAIH Expo Team.

During the meeting, participants received insights into developing cooperation with Japanese partners, learnt the details of the Economic Programme and Poland’s Partner Programme for Expo 2025 Osaka, Kansai, and got valuable advice on instruments supporting Polish businesses in relation to the Expo.

Apart from experts from the Polish Investment and Trade Agency (PAIH) and other institutions supporting business, representatives from several companies talked about their experiences in collaborating with Japanese partners and the intricacies of the Japanese market.

The robust attendance underscores Polish entrepreneurs’ readiness for international expansion, even into distant and challenging markets like Japan.

“The high attendance at this first, inaugural seminar, with more than 300 in-person and online participants, proves that our activities are needed, there is an interested audience, and Polish entrepreneurs are ready to expand abroad, including to the Japanese market. Importantly, Polish entrepreneurs realise that expansion into foreign markets requires adequate preparation, especially when it comes to the demanding Japanese market. We are glad that entrepreneurs trust



us and turn to the Expo Team at the Polish Investment and Trade Agency when planning and preparing for foreign expansion. The inaugural seminar of this training series is just one among several initiatives planned and implemented under the Economic Programme for Poland’s engagement in Expo 2025 Osaka, Kansai. I wholeheartedly urge Polish entrepreneurs to delve into the particulars and extend an invitation to join us”, stated Eliza Klonowska-Siwak,

Deputy Commissioner General of the Polish Section at Expo 2025 Osaka, Kansai. Additional events, a total of six webinars and a concluding seminar, are scheduled throughout the year. A training series on the Japanese market is one of the initiatives of the Economic Programme accompanying Poland’s participation at Expo 2025 Osaka, Kansai.

Source: Polish Investment and Trade Agency
➔ <https://expo.gov.pl/?lang=en>

PIMAP4SUSTAINABILITY - CALL FOR TRAINING, SERVICES & INTERNATIONAL MISSION TO JAPAN

PIMAP4Sustainability is an EU co-funded partnership dedicated to helping SMEs with innovation, upskilling, resilience, and internationalization.

The partners are representing 6 countries: Czechia, Finland, France, Italy, Portugal, Sweden, however the call is open to all European SMEs working on photonics, advanced materials, advanced manufacturing, aerospace, metalworking, and industrial production.

SMEs can receive funding to follow a training or acquire a service related to:

- Green transition, up to €5000
- Internationalization, up to €10000
- International mission to Japan in June 2024 (week 25), €2000

This call is open until the end of May 2024 with the next evaluation cut-off date on 10 May.

Application guidelines available at: <https://docs.google.com/document/d/1N52UtVOg55V2CXkGvRqYUkKE0OeHRSgt/edit>

For more information: pimap4sustainability@alpha-rlh.com

Stay updated by following PIMAP4Sustainability on LinkedIn:

<https://www.linkedin.com/company/pimap4s>

Source: Photonics Finland



POLISH PAVILION AT COSME TOKYO 2024

The Tokyo Office of the Polish Investment & Trade Agency (PAIH) continues to support Polish companies in their efforts to enter the Japanese market. The latest project focused on the cosmetics industry.



When it comes to numbers, the Polish cosmetics industry is the 5th largest in the European Union in terms of market value, and the country's export value of cosmetic products amounted to 4.3 billion EUR in 2022. The main export destinations are countries from the EU; however, more and more Polish companies are trying to expand onto other markets such as Japan. In January, the Tokyo Office of the Polish Investment & Trade Agency organized the Polish Pavilion at COSME Tokyo 2024. COSME is one of the biggest trade fairs of the cosmetics industry in Japan and this year it took place on 17-19 January in Tokyo Big Sight.

The Polish cosmetics industry was represented by the following six brands: AVA Laboratory, Bless Me Cosmetics, Four Starlings, Hocus Pocus, Kovalite, and La-Le.

The objective of participating in the trade fair was to showcase Polish cosmetics export offering to the Japanese audience. According to the statistics provided by the organizer, the event was visited by nearly 34,000 people. These numbers show that the trade fair was organized on a big scale. The COSME Tokyo 2024 was an excellent opportunity to exhibit products, conduct B2B meetings, learn about the characteristics of the Japanese cosmetics market and get to know the expectations of Japanese consumers.

Source: Polish Investment and Trade Agency, Tokyo office ➔ <https://www.paih.gov.pl/wp-content/uploads/2024/02/The-Cosmetics-Sector-2023.pdf>

23 EUROPEAN COMPANIES JOIN A PUBLIC PROCUREMENTS TRADE MISSION TO JAPAN

Can foreign company participate in tenders in Japan? Public tenders in Japan are an attractive but too often overlooked opportunity for EU companies. Moreover, as an EU company, public tenders in Japan are more accessible to EU companies due to the Economic Partnership Agreement (EPA).



However, winning such a tender as a foreign company requires thorough preparation. Luckily, EU-funded project GOOSE, under the leadership of Flanders Investment & Trade (FIT) office in Japan, is organizing a physical trade mission to Japan, together with 3 other project partners: ACCIÓ - Agency for Business Competitiveness, Croatian Employers' Association and Estonian Chamber of Commerce and Industry.

23 companies have already signed up to participate in this mission from Estonia, Belgium (Flanders), Spain (Catalonia) and Croatia. These companies offer innovative solutions for ICT, smart cities, smart health, and green economy fields.

Even if the Japanese public procurement offers are open to non-Japanese companies, the reality is that it is difficult to participate in the tenders without local partners.

During the mission, EU companies will have the chance to meet potential local partners, public institutions, and learn about public procurements procedures from various experts.

The mission takes place on 16-18 April 2024 in Tokyo.

GOOSE is the sole European project to test how much EU's FTA with public procurement chapters are opening them up to European companies, whilst also developing a sound strategy to boost European companies bidding successfully.

Source: Estonian Chamber of Commerce and Industry ➔ <https://projectgoose.eu/news/join-our-trade-mission-to-japan>

BELGIUM'S PARTICIPATION IN EXPO 2025: STRENGTHENING THE LIFE SCIENCES PARTNERSHIP WITH JAPAN

Belgium will focus on life sciences as part of its participation in the World Expo 2025 in Osaka.



The country has chosen the sub-theme 'Saving Lives' for the exhibition, which will allow it to showcase its strengths in areas such as healthcare, biotechnology, and pharmaceuticals. Following the groundbreaking ceremony of the Belgian pavilion, which took place in January, the Embassy of Belgium in Japan hosted a successful networking event for the Osaka and Kansai life sciences industries, supported by the Belgian trade offices and BelExpo, the Belgian Commission-General in charge of preparing Belgium's participation to the Expo. The reception provided an excellent platform to present the Belgian life sciences sector to local companies, cluster organizations and government institutions. During the opening of the reception, Ambassador Antoine Evrard highlighted the strengths of Belgium's pharmaceutical and biotech industry, including the strong ties that exist between the Belgian and Japanese industry and academia. Commissioner-General Pieter De Crem gave the attendants a sneak peek at the Belgian pavilion and the contents of the thematic program. Source: Embassy of Belgium in Japan

VOKA MECHELEN-KEMPEN VISITS TOKYO, OSAKA AND KYOTO DURING THE WORLD EXPO IN 2025!

Voka - Chamber of Commerce & Industry Mechelen-Kempen is organizing an economic mission to Japan on 10-18 of May 2025 within the frame of the Osaka World Expo.



Targeting Flemish companies, the mission of will include:

- Informal networking with companies from the whole of Flanders in Japan
- Cross-pollination with Japanese entrepreneurs
- Meeting governmental bodies and visiting HQ's of Belgian plants

- Exploring the cities of Osaka, Tokyo and Kyoto
 - Soaking up Japanese culture
- Flemish companies can show their interest before the definitive launch of the mission in June through the link below.

Source: Voka - Chamber of Commerce & Industry Mechelen-Kempen

➔ <https://www.voka.be/activiteiten/mk/vlaamse-voka-missie-naar-wereldexpo-japan>

SPOTTED PUBLICATION - DEEPENING EU-JAPAN COOPERATION

The EU-Japan partnership has undergone a substantial transformation over the past two decades.



Historically limited to trade and economic cooperation, the decision to step up political-security cooperation, recorded since the mid-2010s, is a result of both partners' shifting foreign policy outlooks against an increasingly volatile global strategic environment that is defined by a return of great power politics. The conclusion of the EU-Japan Strategic Partnership Agreement (SPA) in 2018 marks a symbolic upgrade in the relationship, reflecting a growing strategic alignment and willingness to address common global security challenges.

Bilateral cooperation has so far increased, especially in the fields of economic security, maritime security, cybersecurity, sustainable connectivity, energy transition, digital transformation, and we are seeing greater coordination within relevant multilateral international frameworks. However, the prospects for further cooperation are vast and many of the political agreements still need to be translated into action. This In-Depth Analysis traces the progress in EU-Japan cooperation achieved so far, highlighting the most promising areas for future collaboration based on both parties' shared strategic interests, respective capacities, and political objectives. Source: Centre for Security, Diplomacy and Strategy - Brussels School of Governance

➔ <https://csds.vub.be/publication/deepening-eu-japan-cooperation>

EXPLORING JAPAN'S CLEAN MOBILITY: HYDROGEN & NEW BATTERIES TECHNOLOGY LEARNING EXPEDITION

On 15 January 2024, the French Chamber of Commerce and Industry in Japan, in collaboration with the French mobility cluster Pôle Véhicule du Futur, launched a week-long educational tour. The main goal was to explore Japan's pioneering advancements in hydrogen and battery technologies, emphasizing clean mobility and zero-carbon energy solutions.



A delegation of 15 French companies actively engaged with six prominent Japanese corporations and three laboratories recognized for their commitment to sustainable energy practices. The itinerary covered four key regions of Japan—Kansai, Chubu, Tohoku, and Kanto—offering a comprehensive exploration of Japan's leading position in the development of new energy solutions.

The expedition began with a visit to Kobelco, a key player in Japan's steel manufacturing and major hydrogen production.

The delegation discovered Kobelco's expertise in manufacturing components for hydrogen refueling stations. The day continued with a visit to Kawasaki Heavy Industries, a leading heavy industry manufacturer, showcasing innovations in the hydrogen market, including large hydrogen tanks and the Suiso Frontier, the world's first liquid hydrogen carrier ship.

In subsequent days, the delegation explored Yamaha Motor's initiatives for decarbonized mobility through hydrogen engine development and visited FC-Cubic, a research center known for groundbreaking work on single-cell fuel cells. Moreover, stops at AIST and NEDO's FH2R site focused on innovative energy storage solutions and hydrogen production.

As the week progressed, the delegation engaged with industry giants like IHI and academic institutions such as the University of Tokyo, concluding with a visit to Nissan ASSB Oppama Research Center, concentrating on electric vehicles powered by solid electrolyte batteries.

Throughout the week, seminars and networking events were organized, featuring speakers renowned for their involvement and expertise in clean energy and mobility. The week fostered cross-cultural collaboration and provided invaluable insights into Japan's efforts, laying the groundwork for future partnerships and technological advancements towards a greener future.

Source: French Chamber of Commerce and Industry in Japan

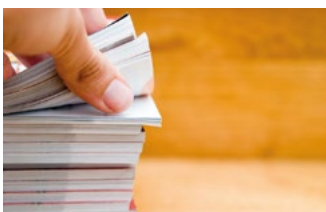
SPOTTED PUBLICATION – OECD ECONOMIC SURVEY OF JAPAN

The OECD released a report on Japan.

Japan has navigated the dual shock of the pandemic and the energy crisis well. However, significant headwinds from weak global growth, geopolitical tensions and high inflation highlight the importance of enhancing the Japanese economy's resilience to shocks. In the context of inflation, which has risen above target, and pressures from divergent monetary policy from peers, adjustments to monetary policy settings have commenced. Given high public debt, fiscal consolidation to rebuild fiscal buffers, underpinned by a credible medium-term fiscal framework to put the debt-to-GDP ratio on a clear downward path, is key.

Source: OECD

➡ <https://www.oecd.org/economy/japan-economic-snapshot>



2024: HUNDREDS OF ITALIAN FASHION AND FOOD COMPANIES IN JAPAN

The two events organized by the Trade Promotion Section of Italian Embassy saw a massive participation of Italian companies.

A total of 115 companies, representing the apparel, leather goods and footwear sectors, participated in Moda Italia & Shoes from Italy (<https://www.ice-tokyo.or.jp/6373>). International buyers from countries such as Australia, Taiwan, Singapore and South Korea, invited by their respective ITA Agency offices, underlined the global appeal of Italian fashion and craftsmanship, fostering fruitful collaborations between Italian artisans and international markets.



In 2023, Italy, with a share of 3,92%, ranked as the sixth largest foreign supplier of apparel to Japan, after Asian countries, with a remarkable increase in export value (+33% compared to 2022). For leather goods, Italy was the second largest supplier after China, with a market share of 23,84% (+35,33%). In leather footwear Italy has the lion's share of the Japanese market with a 37,27% share (+30.63%).

Italy seized new opportunities for growth and collaboration in the food sector too.

In 2023, Japan's imports of agri-food products amounted to approximately 9.400 billion yen, marking a slight decrease of 3% compared to 2022. However, imports from Italy increased by 5.1%, reaching 152 billion yen, representing an all-time high. The increase in imports from Italy has not only helped Italian exporters to regain market shares but also highlighted the growing importance of Italian agri-food products in the Japanese market.

Foodex Japan 2024 (<https://www.ice-tokyo.or.jp/foodexjapan2024>), where the Trade Promotion Section of Italian Embassy has been organizing the Italian Pavilion for years, has been the most important event to promote Italian food & beverage sector, with 190 exhibitors and a rich program of seminars and cooking shows.

It was also the occasion to present and support the nomination of Italian cuisine as a UNESCO World Intangible Cultural Heritage element, to further highlight the global recognition and appreciation for Italy's rich gastronomic heritage and culinary culture.

Source: Italian Trade Agency, Tokyo office

JAPAN IN THE EMILIA-ROMAGNA CULINARY TRADITION

In February, the Italian Chamber of Commerce in Japan had the pleasure of organizing a special mission from the Ibaraki Prefecture to Italy, specifically to the Emilia-Romagna Region.

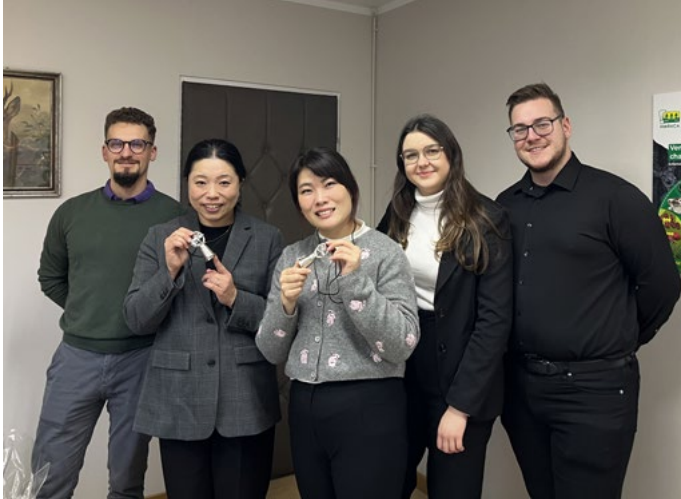
The Japanese delegation, led by Governor Kazuhiko Ôigawa and comprised of business owners from Ibaraki Prefecture's food industry, was warmly welcomed in the beautiful city of Bologna by local media and institutions. On Friday, February 9th, both parties convened at Circolo Bononia, one of Bologna's most historic and prestigious venues, for a memorable lunch. Four Michelin-starred chefs — Massimiliano Poggi, Matteo Poggi, Isa Mazzeschi, and Gianluca Gorini — curated an exclusive menu featuring traditional Emilia-Romagna dishes such as Pisarei and Trippa, alongside Ibaraki specialties like Konnyaku and Natto. This fusion of flavors and cultures provided a unique culinary experience aimed at fostering new business opportunities and strengthening the bond between Emilia-Romagna and Ibaraki. This friendship traces back more than 30 years to the Tsukuba Expo of 1986 and continues to thrive with each passing year.



Source: Italian Chamber of Commerce in Japan

WILL TRADE COOPERATION BETWEEN THE **POLISH AND JAPANESE GAME MEAT PROCESSING INDUSTRIES** BE POSSIBLE?

Akane Kuroda, CEO of Ohchi Yamakujira (<https://yamakujira.jp>) from Misato, Japan, and translator Mariko Sumi, arrived in November 2023 in Krotoszyn, Poland, as part of a revisit following the one held in May 2023 with the region's representatives and entrepreneurs traveling to Japan. Both trips were organised as part of the Okinoshima-Krotoszyn partnership city cooperation program. This time, the local organisers were able to present the specificities of the game meat processing market in Poland.



At the processing plant in Tomnice. From left to right: Tomasz Tarnawski, President of Las Kalisz, Akane Kuroda, CEO of Ohchi Yamakujira, Mariko Sumi, translator, Yana Sardak, specialist in quality, and Gabriel Mikowski, translator.



At the Forest Experimental Station in Złotówek. In the foreground on the left: prof. Wojciech Pusz, head of the station, and on the right: Akane Kuroda, CEO of Ohchi Yamakujira.

The three-day visit began in the Las-Kalisz company office (<https://www.las-kalisz.pl>), where visitors were told about the administrative procedures related to plant management. They covered topics spanning from the distribution of field venison collection points, the risk areas and challenges caused by the African swine fever, the types of game meat processed in the plant, which included some species unknown in the Japanese fauna, up to commercial assortment and markets. An important topic was the differences between the Polish and Japanese hunting laws, and the ways of hunting and transporting carcasses to a processing plant. The company tour ended with the guests observing the process of unloading, quality control and storage of the carcasses delivered to the plant.

On the second day, the group went to a model rabbit breeding facility, in the slaughtering and processing of which the Las-Kalisz company also specialises. Although rabbit meat is not a significant component of the Japanese diet, guests have shown a lot of interest in this matter. Critical points of production control, factors determining the quality of the finished product, quality management systems and opportunities for the development of rabbit breeding and processing were discussed. In the production hall of game meat processing, visitors learned about the course of veterinary control and the subsequent stages of carcass handling, i.e. skinning, basic cutting, trimming of the parts and packaging, labelling and storage of finished products.

Visitors also had the opportunity to try the meals of the manufactured products in Las Kalisz company.

The third day was dedicated to the venison collection point operating at the Forest Experimental Station in Złotówek, which is a research unit of the University of Life Sciences in Wrocław. Onsite, visitors were able to discuss aspects of the game meat supply chain as well as the research on the African swine fever planned to be undertaken by scientists from the Wrocław University.

Misato City's symbol is the wild boar, the processing of which is limited to the Ohchi Yamakujira factory. At the end of their stay in Krotoszyn, the visitors received hunting jiggers with a wild boar motif and engravings. Aware of the cultural differences, the organisers demonstrated their proper use.

The measurable results of these Polish-Japanese talks are devised plans and actions aimed at creating a local product made of wild boar leather, modeled after a Misato solution, which will be tried out by the ladies from the Country Housewives' Group in Kobierno. Talks on venison trading were also put forward with high interest from both sides, although the legal conditions of cooperation between the local industry and a non-EU country might make it difficult to achieve this quickly.

Source: Krotoszyn Town Hall

INNOVCARE PROJECT LAUNCH MEETING

27-28 MARCH 2024, PARIS, FRANCE

Fondation France-Japon de l'EHESS (FFJ) and its partners are pleased to announce the launch meeting of the INNOVCARE project.



The INNOVCARE project (Care-led Innovation: The Case of elderly care in France and Japan), coordinated by the FFJ, has been selected under the Priority Research Programme (France 2030): "Autonomy: ageing and disability". The aim of the project is to develop an alternative concept of care-led innovation based on a comparative study of robotics, AI and digital technologies that can help older people to live independently, but which have limitations identified by those working in the field and by the scientific community. This project tries to overcome these limitations by working towards a better match between social/individual needs, and the contributions made by these technologies.

The project brings together a consortium of 18 partners, including 7 from Japan (list is available on INNOVCARE website). It has a 3 million euros substantial budget that will enable it to carry out large-scale inter-disciplinary and inter-sectoral research over a period of 5 years, with researchers in the social sciences, robotics specialists, doctors and many other people working in the field on this major issue that is profoundly challenging our societies.

The launch meeting will give the floor to researchers from the project's five work-packages: Analysis of needs; Macro and micro analyses of care institutions; Survey and critical analysis of innovations in eldercare; Methodology for the design of interactive systems for care; Two care-led innovation experiments with assistive technologies.

The event programme is available on the INNOVCARE website.

Feel free to contact FFJ if you have any question about the project at: ffj@ehess.fr

Source: Fondation France-Japon

➔ <https://innovcare.hypotheses.org>

GERMAN RESEARCH FAIR

11-12 APRIL, ONLINE

The German Academic Exchange Service (DAAD) and DWIH Tokyo are organizing the second virtual "German Research Fair".

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.

You want to do research at a German university or research institute and would like to find out more about doctoral programmes, post-doctoral positions, scholarships and research funding? Join the virtual German Research Fair to get in contact with representatives from many universities, research institutes and funding organisations from Germany! In addition to a broad variety of information material about each organisation, you can chat and video-chat with representatives at each booth or join their online seminars.

Participation is free of charge, but registration is required.

Source: German Academic Exchange Service

➔ <https://www.dwih-tokyo.org/en/event/grf2024>

PHILIPS' COLLABORATIVE AID TO NOTO EARTHQUAKE VICTIMS: A MODEL OF SOLIDARITY

On 1 January 2024, the Noto Peninsula of Japan was struck by a devastating earthquake, prompting a swift response from various sectors. Among them, Philips, a renowned multinational company from the Netherlands, has stepped forward to make a significant contribution to the disaster relief efforts.

In response to the earthquake, Ms. Rino Kato, Government & Public Affairs at Philips, and Mr. Tomoaki Ozaki, Commercial Operation Leader, reached out to the Dutch Embassy in Tokyo. Mr. Norimasa Tochibayashi, the embassy's Senior Trade Officer, leveraged his expertise in humanitarian assistance and proposed a collaboration with the Japanese Red Cross Society (JRCS) to ensure efficient delivery of aid.

Subsequently, on 18 January, an online meeting was held between Philips, the Dutch Embassy, and JRCS. Philips expressed its commitment to supporting the earthquake victims by donating essential products. On 26 January, Philips presented a comprehensive list of items they intended to donate.

Responding to Philips' offer, the JRCS identified specific needs and quantities of items required for the disaster-hit region. As of 7 February, the finalization of a Memorandum of Understanding (MOU) is awaited, after which the donations will be channelled to the victims through JRCS.

This initiative by Philips not only highlights the company's dedication to corporate social responsibility but also strengthens the ties between Japan and the Netherlands. It serves as a testament to the power of international collaboration in times of crisis, and the role of private enterprises in complementing humanitarian efforts.

Source: Embassy of the Kingdom of the Netherlands in Japan

THE NETWORK OF INTERNATIONAL RELATIONS AS BRIDGE TO SUCCESS

“On the Wings of the Chamber: where talent is at home”: a groundbreaking docufilm, is part of an ambitious project by the Treviso-Belluno/Dolomiti Chamber of Commerce to promote the local economy and the internationalization of its excellence.

Collaborating with the network of Italian Chambers of Commerce Abroad (CCIE), notably the Italian Chamber of Commerce in Japan (ICJ) with Secretary General Davide Fantoni, the docufilm captures the passion, expertise and innovation of Treviso and Belluno businesses through the most prestigious sports shoes brands, thus sublimating product and territory. Looking ahead to the Milan-Cortina 2026 Winter Olympics, for a symbolic passing of the baton between Italy and Japan after the 2020 Tokyo Olympics, the project aims to support Veneto’s companies in tackling international markets. Fundamental is the collaboration with the Italian Chamber of Commerce in Tokyo, a “safe harbor” that brings the Asian market closer and fosters business opportunities for entrepreneurs. From the evocative images of the Dolomites to the beating heart of Tokyo, the video tells an authentic story: ski boots produced by Treviso shoemakers are distributed by suppliers based in Japan.

Link to the video: <https://www.youtube.com/watch?v=g5zv9TRPF10>

➔ <https://www.trevisobellunosystem.com/en/news/on-the-wings-of-the-chamber-where-talent-is-at-home-it-promotes-the-region-and-its-companies-at-countless-events-and-happenings/>



This scene was filmed precisely in Tokyo to create a bridge between cultures, respecting the reality of the Japanese reception and home. This is the beauty of doing business in a new foreign market such as Japan: looking to the future and setting an example for new models and relationships, as stated by Treviso-Belluno Chamber of Commerce President Mario Pozza. Presented at the Venice Film Festival, the docufilm continues to be proposed at institutional events, highlighting the cooperation between CCIEs, united by the values of the territory and the people that make it excellent. This endeavor continues through the CCIEs section of Trevisobellunosystem, the This endeavor continues through the CCIEs section of Trevisobellunosystem, the regional marketing portal of the Treviso-Belluno Chamber of Commerce, providing entrepreneurs with information to successfully navigate the Japanese market.

Source: Treviso-Belluno/Dolomiti Chamber of Commerce

WORLD SAUNA FORUM 2024 TAKES PLACE IN THE LAND OF SAUNA, FINLAND

Sauna culture in Finland has been chosen as UNESCO’s intangible Cultural Heritage of Humanity in 2020.



From an idyllic lake side sauna to a private apartment one, it is estimated that there are 3,2 million saunas in Finland – more than the number of private cars. Considering that Finland has a population of 5,5 million, the number of saunas already shows how much Finns love the sauna. It used to be a sacred place to give birth to a baby, but today it is a place for relaxation with family and friends. Overall, the sauna is deeply rooted in the Finnish tradition.

The tradition has spread from Finland also to Japan, where it has seen a big boom in recent years. The boom has even created new words in Japanese: “Sauners” are sauna enthusiasts who seek the feeling of “totonou”, holistic relaxation and cleansing of body and mind in the sauna experiences.

Sauna is also a serious business in Finland.

Sauna from Finland, Finnish sauna expertise association and company network, has a mission to create the best sauna experiences in the world. They offer Authentic Finnish Sauna Experience Quality Handbook, illustrating 8 core values to create the best experience: authenticity, multisensoriality, presence & relaxation, wellbeing & health, contrast, cleanliness, safety and responsibility.

World Sauna Forum 2024 takes place on 6-7 June in Jyväskylä, Finland. The event gathers sauna enthusiasts from around the world, from sauna and wellbeing professionals to service providers and manufacturers of accessories and equipment. The event combines keynote speeches, business meetings and an immersive sauna experience. Enterprise Europe Network organizes on-site business matchmaking during the event.



Credits: Visit Finland/Harri Tarvainen

Japanese companies are encouraged to attend!

Source: Business Turku

➔ <https://worldsaunaforum.com>

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU

➔ <http://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTORS

Sector: healthcare

Japanese start-up offering fem-tech product reducing day-to-day disadvantages is looking for a distributor in the EU
Profile ID: **BOJP20231128004**



REQUEST FOR DISTRIBUTOR

Sector: textile

Japanese company specialized in ecofriendly made wool socks, carpets and fabrics is looking for a commercial partner
Profile ID: **BOJP20240109003**

REQUEST FOR DISTRIBUTOR OR AGENT

Sector: healthcare

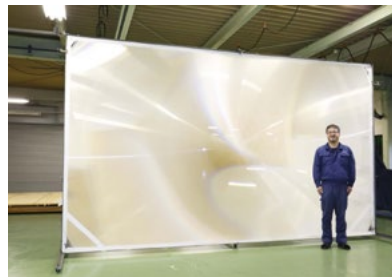
Japanese company with expertise in sensor technology for usage in elderly care is looking for agents and distribution partners in the EU
Profile ID: **BOJP20230104001**



REQUEST FOR DISTRIBUTOR

Sector: environment

Japanese company is looking for a distribution partner in the EU for their sludge-dewatering equipment
Profile ID: **BOJP20230127002**



REQUEST FOR DISTRIBUTORS

Sector: optical lens

A Japanese industrial optical lens and mould manufacturer seeks distributor in the EU
Profile ID: **BOJP20230127001**

SERVICES OFFERED

Sector: pharma

A Japanese company offers services for the regulatory approval process in pharmaceuticals and biotechnology
Profile ID: **BOJP20230206002**



ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

➔ <https://een.ec.europa.eu/events>

DMEA BUSINESS MEETINGS 2024

8-12 April 2024, Berlin, Germany + online
Sector: digital health
Registration deadline: 12 April 2024



UNLOCKPOTENTIALB2B @BEYOND2024

26-27 April 2024, Thessaloniki, Greece
Sector: digital industries
Registration deadline: 27 April 2024

Berlin Partner is organizing within the frame of DMEA <https://www.dmea.de> Europe's leading industry event for healthcare IT, an hybrid B2B matching event. Representatives of companies, universities and research institutes offering or requesting innovative solutions, investigating new collaborations and searching for adequate project partners will get a great opportunity to discuss their ideas face-to-face in the pre-arranged meetings with international experts of interest.

➔ <https://dmea2024.b2match.io>

The Federation of Industries of Greece is co-organizing a matchmaking event on the occasion of the BEYOND 2024 Exhibition (<https://www.beyond-expo.gr>). In addition to performing their b2b meetings, participants will have the opportunity of attending the various special events organized in parallel to the exhibitions, focusing on new digital technologies.

➔ <https://b2bbeyond2024.b2match.io/home>



DATE/LOCATION	DETAILS	CONTACTS
15 February - 25 March 2024	ONLINE MATCHMAKING EVENT EU-Japan Green Transition	EU-Japan Centre for Industrial Cooperation https://eu-japan-green-transition.b2match.io
26 March 2024	WEBINAR About Japan webinar series 229: Japan's Fish, Fisheries and Seafood, a market overview	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
9 April 2024	WEBINAR About Japan webinar series 230: Opportunities arising from new product developments through R&D projects between European SMEs and Japanese companies	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
16 April 2024	WEBINAR About Japan webinar 231: 6G in Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
4 June 2024	WEBINAR About Japan webinar 232: Foodtech Sector in Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
11 June 2024	WEBINAR About Japan webinar series 233: Building a Professional Network in Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
17-21 June 2024 Online 8-12 July 2024 Tokyo, Japan	TRAINING MISSION Get Ready for Japan - new format Application deadline: 25 April 2024	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/get-ready-for-japan-training-programme-1
18 June 2024	WEBINAR About Japan webinar series 234: Japan's Green Transformation (GX) investment policies and implications for EU companies	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
8-11 October 2024 Tokyo, Japan	BUSINESS MISSION Biotech Mission Application deadline: TBC	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-mission
21-25 Oct 2024 Online 11-15 Nov 2024 Tokyo, Japan	TRAINING MISSION Get Ready for Japan - new format Application deadline: TBC	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/get-ready-for-japan

(These events are subject to the allocation of a Grant Agreement by the European Commission for 2024-2026)



EU-Japan Centre
for Industrial Cooperation
一財団法人 日欧産業協力センター

is a joint venture co-funded by the European Union 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 : newsletter@eu-japan.eu

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