



EU AND JAPAN CLOSER THAN EVER

In this period of global turbulence, but also of important institutional transition and increasing demand for the distinct “European way” of doing economic diplomacy, more European action is needed while forging an ever-deeper partnership with Japan. Standing together is a chance to influence global dynamics, and to defend our common interests and values. Japan has today the closest relation with the EU in history.



In this context, I am proud to see that the EU-Japan Centre for Industrial Cooperation is increasingly considered as a pivotal instrument to deal with upcoming challenges related to digital economy, climate change, implementation of the EPA, circular economy, co-financing of industry projects and business partnerships for operating in third countries. And given the uncertain global context, I would add defence industry as an emerging cooperation area of interest. The Centre is mobilising and attracting interest beyond its two co-founders DG GROW and METI, and is active in more than industrial cooperation towards becoming a Centre for cooperation in economic diplomacy.

This implies listening and engaging even more with diverse stakeholders, managing the evolution of the Centre while keeping it flexible to always be quick to adapt and be able to deal with macroeconomics trends as well as local specificities. Today more than ever, local issues go global and global issues become local. While globalisation affects nearly every aspect of people, industry and economies, our clusters and regions do experience these developments very differently. Hence the pertinence of the new EU-Japan regional cooperation helpdesk that we are launching to promote cooperation between European and Japanese clusters, regions and prefectures in terms of industry, trade, investment, innovation, tourism and people mobility.

At the same time we need to be even more active when it comes to communication. “Faire savoir” and “savoir faire” should go together to raise awareness, inform, stimulate, guide and better respond to the needs of our stakeholders.

Philippe de Taxis du Poët,

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



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

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

欧州連合日本政府代表部/欧州委員会より

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EU-JAPAN BUSINESS ROUND TABLE **MEETS PM ABE**

On 18 September in Tokyo, the BRT's 2019 Recommendations were formally submitted to PM Abe by BRT Japan-side Chairman Masaki Sakuyama and by Michael Mroczek (Member of the EU-side of the BRT). Mr Mroczek represented Ben Story who chaired the EU-side of the BRT at the time the Recommendations were adopted.



[L to R] Patricia Flor (Ambassador of the European Union to Japan); Masaki Sakuyama (Chairman of Mitsubishi Electric Corporation); Michael Mroczek (Chairman of the European Business Council (EBC) in Japan) and Shinzo Abe (Prime Minister of Japan)

Source: Official Website of the Prime Minister of Japan and His Cabinet (http://www.kantei.go.jp/jp/98_abe/actions/201909/18brt.html)

➔ <https://www.eu-japan-brt.eu/annual-meeting-2019>

MEETING IN TOKYO WITH **THE MEMBER STATES TRADE PROMOTION ORGANISATIONS**

25 SEPTEMBER 2019



Kindly hosted by the Embassy of Finland in Japan, the meeting with Member States Trade Promotion Organisation, organised by the EU-Japan Centre for Industrial Cooperation was an opportunity to share information and discuss cooperation, in particular regarding:

- The new helpdesk to inform, guide and promote cooperation between European regions (and clusters) with Japanese Prefectures (and clusters) in the fields of industry, trade, investment, innovation, tourism, and people-to-people connectivity
- The preparation of a conference (3 December in Tokyo) on European and Japanese businesses teaming up to operate together in third country markets, in particular in the South East Asia
- Review of our EPA- activities to help European businesses to take advantage of the EU-Japan Economic Partnership Agreement.
- Cluster and business missions in the next 6-12 months
- EU-Asia Connectivity Forum, Brussels, 27 September 2019 with PM Abe and President Juncker
- European Innovation Day (Tokyo, 31 October 2019) – focus on women entrepreneurs
- Annual conference of the Enterprise Europe Network, in Helsinki on 21-23 October 2019 where the EU-Japan Centre will organise a specific session
- The MoU between the German Chamber of Commerce & Industry in Japan and the EU-Japan Centre for Industrial Cooperation

This regular discussion “on the ground” in Japan complements the ones organised by the European Commission and TPOs in Brussels, as well as the useful initiative taken by several TPOs to launch the “ETPO Association”.



Q&A ABOUT THE EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT

How to check the preferential tariff for your product exported to Japan?

To check if your product will benefit from preferential tariff, use the Market Access Database of the European Commission (MADB quick search - <http://madb.europa.eu/madb/indexPubli.htm>) by selecting Japan and input the exact HS code of the product you will see the expected changes on tariffs (either 0% from day one of the agreement on 1st of February) or the decreasing period of transition called "schedule". If you do not know the HS code, use the "find product code" box and input a relevant word. In some cases your product may have been already trading at a 0% duty, even before the EPA. This is a status quo situation and there is of course no benefit from the EPA.

Is the preferential tariff applied automatically?

No, the new preferential tariffs are not applied automatically, the importer must make a claim for preferential tariff treatment with the local customs at the moment of custom clearance of the products.

We have some products of EU origin but we cannot yet officially declare them as of EU origin. Can we list them in the statement on origin?

You may only list in the "statement on origin" the goods for which you can justify the EU origin (in case of a request verification by the Japan customs). If you are not able to justify the EU origin, then you cannot list the goods in the "statement on origin" and cannot benefit from the preferential tariff.

NEXT "EPA HELPDESK" PUBLICATIONS & WEBINARS

To raise awareness of the opportunities the EU-Japan Economic Partnership Agreement offers and to help EU SMEs take advantage of them, the EU-Japan Centre publishes factsheets and organises webinars covering specific EU-Japan EPA-related topics.

FUTURE TOPICS TO BE COVERED

- Rules of Origin - 19 November 2019
- Services - Domestic Regulations & Mutual Recognition Agreement - 26 November 2019
- Tariff Rate Quotas (TRQs) - 3 December 2019
- Public Procurement & Healthcare - 14 January 2020

To register go to: ➔ <https://www.eu-japan.eu/epa-helpdesk>

GET ACCESS TO PAST EPA WEBINAR RECORDINGS

EPA Helpdesk Webinar 8 - Rules of Origin

This webinar provided information on the specificities of the EU-Japan EPA compared with other trade agreements concluded by the EU and analysed the best and the easiest way to put into practice the EPA when exporting to Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-8-rules-of-origin>

EPA Helpdesk Webinar 9 - Intellectual Property Rights

The objective of this webinar was to give information to EU SMEs on how to navigate the Intellectual Property Rights through the EU-Japan Economic Partnership Agreement.

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-9-intellectual-property-rights>

To have full access to the website content, feel free to register:

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

LAUNCH OF THE EU-JAPAN REGIONAL COOPERATION HELPDESK

The EU-Japan Centre is pleased to announce that CEEJA (European Center for Japanese Studies in Alsace) in Europe together with the Prefectures of Gifu and Iwate in Japan will develop the EU-Japan Regional Cooperation helpdesk.

The helpdesk will put together a platform mobilising the maximum number (if not all) European regions and clusters and Japanese Prefectures and clusters.

The objective is promote cooperation in terms of industry, trade, investment, innovation, tourism, and people mobility. Such cooperation will be bilateral between European and Japanese stakeholders, but it may also include EU with Japan jointly operating vis-à-vis third countries, e.g. in Africa and South East Asia. The organisers of the helpdesk (CEEJA, Gifu and Iwate Prefectures) have a rich experience of cooperation and many contacts on both side. This will be beneficial to put in place the helpdesk for presenting appropriate information (existing tools, funding, instruments) and opportunity for finding European and Japanese partners to establish new regional cooperation and reinforcing existing ones.

The EU-Japan Centre invites all regions and clusters (and network of clusters) in Europe and all Prefectures and clusters in Japan to contact CEEJA to become members of the EU-Japan Regional Cooperation Platform, and benefit from the helpdesk.

Contact: Virginie Fermaud
ejrc@outlook.fr

BETTER TIMES AHEAD FOR EUROPEAN COMPANIES IN THE GOVERNMENT PROCUREMENT MARKET?

JAPANESE GOVERNMENT SURVEY

Statistics on the involvement of foreign suppliers in the Japanese government procurement market are scarce and often scattered and incomplete.

The most comprehensive report showing involvement of foreign suppliers in the market is currently an annual report prepared by the Cabinet Office called “Japan’s Government Procurement: Policy and Achievements Annual Report - Toward Government Procurement Open to the World”.

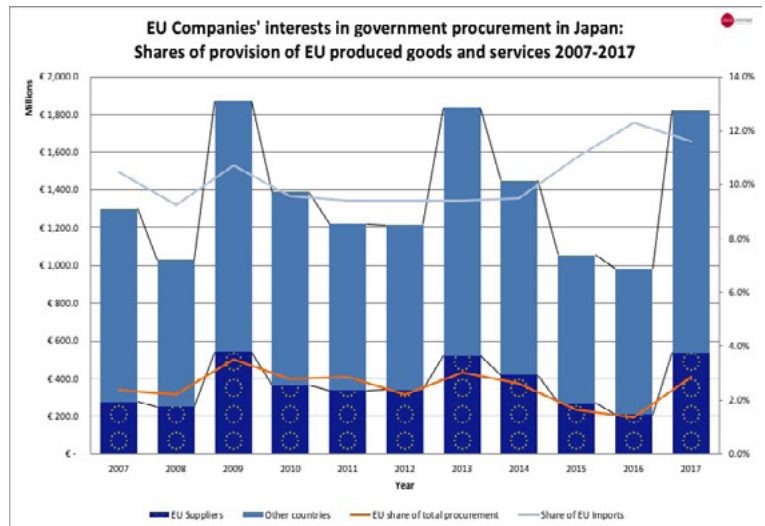
The reports give an overview of the stipulations and regulations on Japanese government procurement, but the most interesting aspect of the reports are the results of an annual survey among the country’s central government ministries and related agencies. The survey is limited to procurement of goods and services and does not give an overview of public works expenditures. It is, however, the only publication available that gives some insights into activities of EU suppliers on the market. The 2018 Report, published earlier this year, which covers procurement in FY 2017, shows that after a number of years of slowdown, EU suppliers are making a comeback as suppliers to the Japanese government, obtaining more contracts with higher contract values.

In terms of value, contracts awarded to EU suppliers more than tripled from €128 million in 2016 to €435 in 2017, representing over 50% of contracts awarded to foreign suppliers. While this is still small when compared with the total amount of goods and services procured by Japanese central government entities at close to €19 billion, the EU share of total procurement rose from 0.83% to 2.3%. Also, in terms of procurement of EU-produced goods and services, procured from Japanese businesses, 2017 was a good year for EU suppliers. Here, the value more than doubled from €210 million in 2016 to more than half a billion euros, a 40.2% share of all goods and services offered by foreign suppliers.

Based upon this report, procurement by Japanese government organisations still lags behind when compared with the share of regular EU-imports, said to be 11.6% in that year. It will still be a few years before the impact of the EU-Japan EPA will be visible in these statistics, however, the trend points towards better times ahead for European companies in the Japanese procurement market.

Links to the original report and past editions are available on the JTPP Helpdesk’s website.

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



Interested in business opportunities for your company in the Japanese public procurement market? Get the latest tender information by subscribing to JTPP Helpdesk’s free Weekly Tender Digest!

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

“STEP IN JAPAN” - YOUR FREE OFFICE SPACE IN TOKYO... AND MUCH MORE

ARE YOU AN EU OR COSME SME PLANNING TO GO TO JAPAN? THEN DON'T MISS OUT THIS OPPORTUNITY.

The EU-Japan Centre offers FREE logistical support and business assistance at our Tokyo office, for up to one month. What can you ask for?

- office facilities in Tokyo on the Centre’s premises, including an internet connection and telephone
- full access to meeting and seminar facilities on the Centre’s premises;

And more! We want to help you prepare your trip. Check out what we suggest:

- free access to sector specific reports and webinars and to a thorough intercultural crash-course;
- assistance in using the Enterprise Europe Network service while in Japan;
- a help desk for all information inquiries about business in Japan.

➔ <http://www.eu-japan.eu/logistical-support-step-japan>

* <https://ec.europa.eu/docsroom/documents/34263>

** http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm





GET READY FOR JAPAN MAY 2019

14 companies from 10 EU Member States participated in the second edition of the Centre's new programme "Get Ready for Japan - GRFJ".

Participants attended lectures on Japan, joint seminars and participated in a regional trip. With the help of the EU-Japan Centre, they could deepen their knowledge of Japanese business culture. The flow of lectures was carefully composed from fundamental to practical elements to foster a better understanding of participants by following lectures from day one.

There was also a chance to experience Shodo, Japanese Calligraphy, as a hands-on activity to understand the concept of "pay attention to the details" and also history and cultural background of Japan.

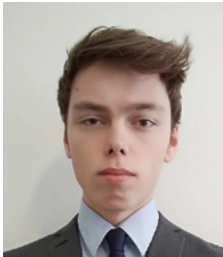
This year, Miyagi Prefectural Government welcomed the delegation and outlined the Prefecture's investment activities and gave examples of foreign companies which launched their business in Miyagi as a role model for the mission's participants. Participants had a chance to ask questions to those companies directly at their premises and obtained very useful information from each visit. Another highlight of this programme was the individual company meetings (ICMs). Those ICMs were organised with the EEN Japan team as a part of its framework and 32 meetings were arranged, including 5 of them with very positive outcomes. It is, of course, not only a great opportunity for participants to meet new potential business partners in Japan, but also it is very useful to meet current clients again as a follow-up and strengthen their relationship.



CALL FOR APPLICATIONS FOR GRFJ 2020

• **Mission dates: 19-29 May 2020 - Applications deadline: Thursday, 30 January 2020**

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



By **RUTGER MOUT**, Product Manager, FFT International BV ➔ <http://www.fftint.com>

"The Get Ready for Japan Programme, as organised by the EU-Japan Centre for Industrial Cooperation, has served as an important stepping stone for FFT International in further marketing and promoting European products in the Japanese market.

The courses on Japanese business culture, history, economy, and politics further consolidated my knowledge about Japanese culture, and revealed more important facts about the country. Brushing up on Japanese culture and religion also helped me to better understand Japan's general value system and revealing the underlying motives for cultural practices that I did not understand until then. I wholly recommend the EU-Japan Centre to continue these lectures and I commend the lecturers' vast knowledge and great delivery of complex information. The knowledge gained will be used within our company to better develop our general strategy for the Japanese market, but also to pass on to colleagues that are curious to know the cultural and economic differences between their markets and mine. In addition, the information will also be used to educate our suppliers in understanding Japanese (business) values and cultural differences. During the two weeks, we were not only given the opportunity to formally learn about Japanese society in a classroom, but also got introduced to Japanese managers through joint seminars and company visits. (...)

I learned how corporate structures and strategies in Japan can completely differ from Western business' models. By knowing the key differences, our company can better anticipate to our competitors' strengths and weaknesses.

My personal highlight of this programme has been the conference with the prefectural government of Miyagi Prefecture. Even though our company is not (yet) looking into investing into Japan, the conference showed me how in the long term investing into local prefectures can lower the barrier to doing business in Japan.

In addition to all of the abovementioned events, it should also be said that the GRFJ programme is an excellent stepping stone into learning more about the Centre's services. The Centre offered me to look into public procurement opportunities for our products, which up until this point has been very difficult to grasp. Services like these could absolutely help our company to increase our revenue and profitability. I am very glad that the EU and Japan established a centre that supports SMEs through services like these. (...) It is clear that the programme has been prepared well in advance and with enough human and capital resources to make it a success."

DOUBLE LEAN VISIT IN PRAGUE – ŠKODA & LEGO

The 23rd Lean in Europe visit was a double visit to two companies near Prague. Twenty-seven participants from all the EU attended the event that began on 16 July at Škoda's Lean Center and focused on strategic development, lean and industry 4.0 tools and team training.

The Lean Center was created to help the company achieve better results in terms of process optimisation, continuous improvement, problem solving and productivity. In this respect it can be useful to implement new tools. The input comes nowadays from customers who identify problems. Innovators are no longer involved in the first place to address problems. Škoda managers mentioned several times their simply clever philosophy - innovative tools are not always the best solution in terms of efficiency and cost. Simple and more practical tools often turn out to be more appropriate. An integrated work system consisting of feasibility studies, estimated price offers, functional specifications and proof of concepts is used to

determine whether or not an innovative tool can be developed and implemented. For Škoda it is very important not only to identify the root cause of problems but also to reduce them because depending on how the system respond to a problem (Muda) it can be further amplified. Changing mind-sets is also essential for securing the future of the company. Škoda workers are encouraged to find solutions to problems and deviations in their operational environment. During the visit at Škoda, participants were also able to visit the training area (Dōjō). A mock vehicle assembly line arranged for training needs enables newcomers to learn



basic assembly skills under the supervision of a trainer. There is also a section where it is possible for newcomers and visitors to use google glasses to assembly a vehicle in augmented reality. Despite this, Škoda trainers outlined that newcomers should primarily acquire practical skills in the assembly line. Furthermore, it is important for the training center to assess the quality of training. This can be done by measuring the performance of newcomers in their first weeks of effective work.

The following day, the participants visited LEGO Production s.r.o. in Kladno.

The scope of the visit there was to understand the implementation of team coordinators on shop floors, the Single-minute Exchange of Dies (SMED) and the improvement of changeovers on packaging lines.



The plant employs around 2500 people, of which 6 are dedicated to continuous improvement. Each of the 2 shift leaders supervise 3 team coordinators who in turn are responsible of different packaging lines in 4 shifts. The role of a team coordinator is to manage the daily routine and to focus on problem solving and improvement of processes. Team coordinators are often working themselves on the production line to ensure that standards are met. The improvement of process can be sometimes achieved through a standardisation of processes decided at high level and implemented on a

pilot line. If the results are positive the processes can be then widespread to other lines. A good communication between team coordinators is very important. Another aspect LEGO is focusing on is the reduction of changeovers through the optimisation of SMED. As there are more than 350 differently shaped LEGO pieces, the reduction of changeovers is crucial. During a changeover the machines may have to be reprogrammed to set up the density of ink that will ultimately be used to decorate mini figures. In some cases it is possible to start the changeover without stopping the line.

Better scores in the Overall Equipment Effectiveness (OEE) have an impact on the reduction of changeover time. However, in order to achieve good results in a reduction of changeover time it is also important to provide proper training to help the staff to identify the category of wastes encountered and build problem awareness. A practical problem solving report sheet is used to investigate on the root causes of a problem and to address corrective actions. In addition to hard skills the staff is also trained on soft skills such as learning through play, conflict handling or situational leadership. During the visit to LEGO Production, participants also saw some 3D printing machines used to print prototypes that are then produced at a larger scale and used by workers to assembly pieces manually or on semi-automated lines.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-23-lego-and-skoda>

LAST CHANCE TO APPLY

for a place on the Lean in Europe visit to SKF Slewing Bearings, in Avallon (FR), on 27 & 28 November 2019. This visit to the SKF Group's centre of excellence for slewing bearings, will focus on the challenges of introducing lean thinking and lean tools such as policy deployment, 5S, value stream mapping, and excellence maintenance into an old plant. DEADLINE: 27 OCTOBER.

➔ <https://www.eu-japan.eu/events/lean-visits-europe>

WCM TRAINING MISSION IN JAPAN IN JUNE 2019

The 44th WCM mission was held in Nagoya on 24-28 of June 2019, and welcomed 25 participants from 15 different EU member states.

The mission group was provided lectures on TPS, TPM, Standard Work, Industry 4.0, Karakuri-Kaizen and so forth throughout the course and also took part in a hands-on practical training conducted by a TPS consultant who worked for Toyota for more than 40 years. The mission group also visited 4 different plants and saw actual Gemba with going through the shop floor with plant managers/CEO of each company, and gained rich knowledge about Kaizen activities from each visit.



Participants understood that how difficult and important it is to try continuous improvement and involve all staff members, "Zen-In-Sanka" (full participation), to change everyone's mindset in order to make their company better.

Two interesting aspects of this mission were the presence of participants sent by companies that had taken part in EU-Japan Centre missions in the past, and the intergenerational impact our missions have, since one of the participant's father had taken part in a WCM course a decade ago. This is not the first time this has happened and shows how the WCM programme has satisfied its participants since its launch in 1992.

CALL FOR APPLICATIONS FOR WCM JUNE 2020

- **Mission dates: 22 - 26 June 2020 - Applications deadline: Thursday, 19 March 2020**

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

6-MONTH MINERVA FELLOWSHIP

The "MINERVA" EU-Japan Fellowship is a 6 month in-house fellowship scheme in Japan, targeting EU and Japanese academics, trade / economic analysts and civil servants.



The scheme is designed to support the Centre's policy analysis of EU-Japan economic and industrial issues.

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

Priority topics: <https://www.eu-japan.eu/minerva-topics-2020>

The EU-Japan Centre is currently calling for applications for the session from 1 April to 30 September 2020.

Deadline to apply: 1 December 2019 • Fellowship: €2500 / month • Location: Tokyo, Japan

More info ➔ <http://www.eu-japan.eu/other-activities/minerva-fellowship> or email minerva@eu-japan.gr.jp



NEW MINERVA REPORTS RELEASED

Two reports have been released under the MINERVA Fellowship in May 2019:

- "Opportunities in Industrial and R&D cooperation potential for European SMEs in Japan in NewSpace" by Helen Tung.

➔ https://www.eu-japan.eu/sites/default/files/publications/docs/newspace_executive_summary_magazine_14.06.2019_updated_v1.pdf

- "The Country-of-Origin Effect in Japan" by Paul Van der Plas.

➔ https://www.eu-japan.eu/sites/default/files/publications/docs/minerva_report_the_countryoforigineffectinjapan_paulvanderplas_2019.pdf

CALLS FOR APPLICATIONS NANOTECH CLUSTER/SME MISSION TO JAPAN

MISSION DATE: 28-31 JANUARY 2020 - EXTENDED DEADLINE: THURSDAY, 17 OCTOBER

The Centre is currently inviting EU Clusters and SMEs to apply for the next nanotech mission to Japan in February 2018. During this 4-day mission you will have the opportunity to meet with Japanese companies/visitors and get access to a (free) exhibition space at the "nano tech - International Nanotechnology Exhibition and Conference" in Tokyo (<http://www.nanotechexpo.jp/index.html>).

Profile: EU SME or a Cluster operating in Nano Materials (especially cellulose nanofibers), Nano Evaluation & Measurement and Nano Fabrication Technology

To apply: ➔ <https://www.eu-japan.eu/events/nanotech-clustersme-mission>

By ANTTI LAAKSO, Co-founder of Brighterwave Inc., participated to Nanotech mission 2018

"The mission provided a good insight of the Japanese companies working in the field of nanotechnology and gave a possibility to introduce our company to several possible partners. The most valuable part for me was face-to-face meetings with these companies. Without a poster and Centre's presence at the booth, I would have missed a few good contacts visiting the booth while I was at the meetings. Getting used to Japanese customs and building business relations take some time, and the mission took our company one step further in this process."



RECRUITMENT OF HOST COMPANIES IN JAPAN FOR THE "VULCANUS IN JAPAN" PROGRAMME 2020-2021

"Vulcanus in Japan" is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre. Every year, about 30 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4 months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, ICT, GNSS, Chemistry, Biotechnology and Life Sciences, Architecture, etc. The 2020-2021 Vulcanus programme will start from September 2020 with an intensive Japanese language class, and industrial internship from January to August 2021. Companies based in Japan interested in hosting Vulcanus interns may contact Vulcanus in Japan team at the EU-Japan Centre in Tokyo: e-mail: VinJ@eu-japan.gr.jp, phone: +81-(0)3- 6408-0281

Application deadline: 13 December 2019.

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

ヴルカヌス・イン・ジャパン2020-2021プログラム受入れ企業様募集のお知らせ

ヴルカヌス・イン・ジャパンは、日欧産業界協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における1年間の企業研修プログラムです。実施期間は毎年9月から翌年8月末、4ヶ月間の語学研修・セミナーと8ヶ月間の企業インターンシップから成り立っています。現在、当センターでは2020年度プログラム（企業研修期間は2021年1月～8月）への参加企業様を募集しております。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げております。

ヴルカヌス・イン・ジャパンプログラム担当

メール: VinJ@eu-japan.gr.jp, 電話番号: +81-(0)3-6408-0281 申込み締切日: 2019年12月13日

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

RECRUITMENT OF HOST COMPANIES IN THE EU

VULCANUS IN EUROPE

Boost your R&D team through hosting a Japanese student in engineering



Every year, the EU-Japan Centre offers companies and research centres the possibility to host Japanese trainees for an 8-month internship in the EU from August to March. The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. Following a 4-month intensive language course, the trainees are able to communicate in the EU company's local language. By welcoming a trainee, the main benefits for the host company is a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan. The next call will be launched in spring.

Should you wish to receive information then, please do not hesitate to contact us: vulcanus@eu-japan.eu

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

**webinar****REGISTER TO THE NEXT
“ABOUT JAPAN” WEBINARS
IN OCTOBER****WEBINAR 145: THE BIOPHARMACEUTICALS
SECTOR IN JAPAN****15 OCTOBER 19 | 10:30 - 11:30 AM (CET)**

The objective of this webinar is to present the latest trends of the biopharmaceuticals sector in Japan covering immunotherapeutics, cell-based products and genomic medicine. Japanese regulations favour innovative products and services, and therefore may offer an opportunity for a fast-track market access.

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

**WEBINAR 146: JAPANESE-EUROPEAN M&As
CROSS-CULTURAL CHALLENGES AND KEYS TO POST-
M&A SUCCESS****22 OCTOBER 19 | 10:30 - 11:30 AM (CET)**

This webinar aims at providing information on the key challenges related to Japanese post-M&A processes and explains how to navigate the possible issues occurring during an M&A process from a cross-cultural perspective.

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

GET ACCESS TO PAST WEBINAR RECORDINGS**WEBINAR 141: PRACTICAL GUIDE ON EXPORT-
TO-SALES “PROCESSES” FOR THE EU AGRI-
FOOD PRODUCTS TO THE JAPANESE MARKET**

This webinar gave information on the administrative processes to follow and the thorough preparation for exporting to Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-141-practical-guide-on-export-to-sales-processes-for-the-eu-agri-food-products-to-the-japanese-market>

**WEBINAR 142: PRACTICAL GUIDE ON EXPORT-
TO-SALES “LEGAL PROCEDURES” FOR THE
EU AGRI-FOOD PRODUCTS TO THE JAPANESE
MARKET**

This webinar offered practical advice to EU exporters of agri-food on the legal procedures and legal requirements to comply with the Japanese authorities.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-142-practical-guide-on-export-to-sales-legal-procedures-for-the-eu-agri-food-products-to-the-japanese-market>

**WEBINAR 143: PRACTICAL GUIDE ON EXPORT-
TO-SALES “PLANNING” FOR THE EU AGRI-
FOOD PRODUCTS TO THE JAPANESE MARKET**

This final webinar of three practical guides for the EU producers and exporters of agri-food products focused on managerial planning to optimise results when exporting agri-food products to Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-143-practical-guide-on-export-to-sales-planning-for-the-eu-agri-food-products-to-the-japanese-market>

WEBINAR 144: CIRCULAR ECONOMY IN JAPAN

This webinar focused on Japanese circular economy policies (national strategies, recycling policies, waste management rules) and provided information on the certifications for products which uses recycled materials. In addition, the presentation highlights the different types of existing circular economy businesses in Japan and the size of the market.

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

**JAPANESE BUSINESS CULTURE VIDEO**

Do you want to learn how to establish first contacts with Japanese partners and lay the basis for a good relationship?

Watch our video «Getting in touch with Japanese Partners» realised with the cross-cultural expert Angela Kessel and available on our EU-Business in Japan Website.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-123-cross-cultural-issues-getting-in-touch-part-1>



EU-ASIA CONNECTIVITY FORUM

BRUSSELS, 27 SEPTEMBER 2019

This event builds on the recent European Commission Communication *Connecting Europe and Asia: Building Blocks for an EU Strategy*.

It is a first concrete manifestation of facilitating much deeper ties between Europe and Asia in promoting shared values and joint interests: from upholding the rules-based,

multilateral order and developing high standards for digital and physical infrastructure, to embracing sustainability and clean technologies. In a mix of keynote addresses by high-ranking political leaders and interactive panels, speakers explored connectivity as a global megatrend, and extrapolated what it means for the EU-Asia relationship as well as the wider world. In particular, connectivity was examined through various angles, from geopolitics and economics to standards and finance.

President Juncker and Prime Minister Abe opened the event together, highlighting the key strategic partnership and unique bilateral relationship between the EU and Japan, including on connectivity and signed “The Partnership on Sustainable Connectivity and Quality Infrastructure between the European Union and Japan”. This Partnership addresses “all dimensions of connectivity, bilaterally and multilaterally”, underlines the need for private sector involvement and emphasises the importance of other EU-Japan MoUs designed to promote investment cooperation.

Connectivity had been an issue addressed by the EU-Japan Business Round Table (BRT) in May.

Masaki Sakuyama, BRT co-Chairman and Chairman of Mitsubishi Electric Cooperation, delivered a special address during the Forum and explained that the BRT had identified two key issues – going beyond the EU-Japan Economic Partnership Agreement to deliver economic vitality and ensuring that both sides cooperate throughout the creation of new regulations and standards in areas such as AI or autonomous driving.



EXTRACT FROM THE AGREEMENT:

Both sides intend to promote the existing cooperation arrangements and memorandums including such as those between the EIB and the Japan Bank for International Cooperation (JBIC), as well as between the EIB and the Nippon Export and Investment Insurance (NEXI) for this purpose. The EU-Japan Centre for Industrial Cooperation would be involved when appropriate.

➔ https://ec.europa.eu/epsc/events/eu-asia-connectivity_en

➔ https://eeas.europa.eu/headquarters/headquarters-homepage/68018/partnership-sustainable-connectivity-and-quality-infrastructure-between-european-union-and_en

➔ <https://www.eu-japan-brt.eu>

1ST EU-JAPAN COMPETITION WEEK

EU and Japan create platform for cooperation and technical exchanges on competition policy.

The 1st EU-Japan Competition Week took place in Tokyo on 19-20 September 2019. The initiative is a first in a series of annual dialogues providing a platform for cooperation and frank exchanges between the European Commission Directorate-General for Competition (DG Competition), the EU Member States National Competition Authorities and the Japan Fair Trade Commission (JFTC). The Competition Week opened with a public conference on competition law enforcement in the digital economy. The conference was followed by closed-door sessions between the JFTC, DG Competition and the Austrian Federal Competition Authority. The EU-Japan Competition Week is part of the Competition Cooperation project, a 5-year EU-funded programme aimed at fostering convergence of competition policies to create a more level playing field in world trade.

Source European Commission

➔ https://eeas.europa.eu/delegations/japan/67635/1st-eu-japan-competition-week-eu-and-japan-create-platform-cooperation-and-technical-exchanges_en

THE NEW EUROPEAN COMMISSION

ON 10 SEPTEMBER, PRESIDENT-ELECT URSULA VON DER LEYEN PRESENTED HER TEAM AND THE NEW STRUCTURE OF THE NEXT EUROPEAN COMMISSION

The new Commission will reflect the priorities and ambitions set out in the Political Guidelines. The Commission is structured around the objectives President-elect von der Leyen was elected on by the European Parliament.

- ➔ https://ec.europa.eu/commission/presscorner/detail/en/ip_19_5542
- ➔ <https://ec.europa.eu/commission/interim/commissioners-designate>
- ➔ https://ec.europa.eu/commission/sites/beta-political/files/allocation-portfolios-supporting-services_en.pdf

THE EUROPEAN COMMISSION ELECTION PROCESS EXPLAINED

Below links explain the process leading to the establishment of the new European Commission.

- ➔ http://www.europarl.europa.eu/resources/library/images/20190910PHT60702/20190910PHT60702_original.jpg
- ➔ <https://www.europarl.europa.eu/news/en/hearings2019/20190620STO54901/the-new-parliament-and-the-new-commission>



THE EUROPEAN ELECTION RESULTS

A European Commission dedicated website shows the results of all previous European elections held since 1979.

Source: European Commission

- ➔ <https://www.european-elections.eu/election-results>

Plenary chamber of the European Parliament

THE EU BUDGET AT A GLANCE

How much does the EU spend in your country and on what? How does it compare to other countries? And where does the money come from? Find out in the European Commission's infographic.

The multimedia application has been updated with the latest figures from the European Commission's annual financial report for 2017.

Source: European Commission

- ➔ <http://www.europarl.europa.eu/news/en/headlines/eu-affairs/20141202IFG82334/eu-budget-explained-expenditure-and-contribution-by-member-state>



NEW GUIDANCE ON THE PARTICIPATION OF THIRD COUNTRY BIDDERS IN THE EU PROCUREMENT MARKET

The guidance facilitates the understanding of some practical aspects of public procurement procedures in the EU when dealing with third country participation in tenders. It also aims to promote the principle that not only price, but also high European standards are taken into account in public procurement procedures.

This will help public buyers ensure that all bidders, regardless of their origin, are treated equally and play by the same rules. The EU has an open procurement market, the largest in the world with an annual value estimated at €2 trillion. In increasingly global markets, public buyers in the EU need to be equipped with the right tools and knowledge to deal with bidders from countries outside of the EU. The guidance on the participation of third country bidders provides practical advice to public buyers in EU countries. It helps them identify which third country bidders have secured access to the EU procurement market.

The guidance further aims to raise awareness among contracting authorities of the different instruments in the EU public procurement toolbox. This includes measures that may be taken in case of abnormally low-priced offers, as well as measures to ensure that third country bidders respect the same quality as EU bidders in areas such as security, labour and environmental standards.

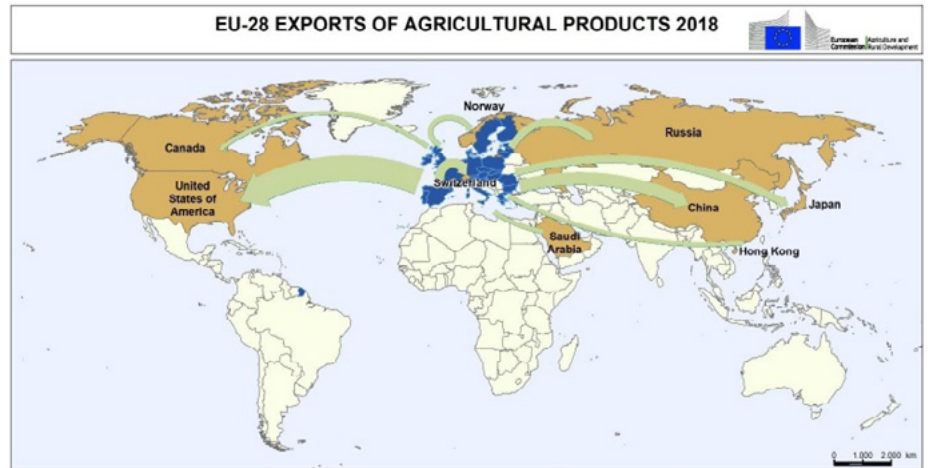
Source: European Commission.

- ➔ <https://ec.europa.eu/docsroom/documents/36601>

EU CONFIRMS FOR YET ANOTHER YEAR ITS POSITION AS **LARGEST GLOBAL EXPORTER**

In 2018, the EU agri-food trade reached a value of 254 billion - €138 billion of exports and €116 billion of imports.

This means that the EU confirms for yet another year its position as largest global exporter and now second (previously first) importer of agri-food products. Agriculture products accounted for a solid share of 7% of the value of EU total goods exported in 2018, further contributing to job creation and growth in the European agri-food sector. This publication provides a detailed overview of EU agricultural and food trade in 2018, with a focus on key partners and key products.



Source: European Commission

➔ https://ec.europa.eu/agriculture/trade-analysis/map_en

➔ https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/news/documents/agri-food-trade-2018_en.pdf

SPEECH BY EU TRADE COMMISSIONER CECILIA MALMSTRÖM

Trade Commissioner Cecilia Malmström made a speech on the 4 September covering the topic: “Truths about Trade”.

The transcription is available online. Source: European Commission

➔ https://ec.europa.eu/info/news/truths-about-trade-2019-sep-04_en

EU AND JAPAN SELECT **FIRST ERASMUS MUNDUS JOINT MASTER PROGRAMMES**

On 31 July 2019, the European Commission has announced the results of the call for proposals for Erasmus Mundus Joint Master Degree Partnerships with Japan launched in October 2018.

The Commission and the Japanese Ministry of Education, Culture, Sports, Science and Technology have selected three programmes offered by international consortia involving leading universities:

- Master of Science in Imaging and Light in Extended Reality, University of Eastern Finland (Finland) and Toyohashi University of Technology (Japan). Additional country partners: Belgium and France, as well as associated partners from Finland, Belgium, Germany, Switzerland and Japan.
- Japan-Europe Master on Advanced Robotics, coordinated by École Centrale de Nantes (France) and Keio University (Japan). Additional country partners: Italy and Poland.
- History in the public sphere, Central European University (Hungary) and Tokyo University of Foreign Studies (Japan). Additional country partners: Italy and Portugal, as well as an associated partner from France.

This call for proposals, the first of its kind, is jointly implemented and financed by the Commission, through the Erasmus+ programme, and the Japanese Ministry of Education, Culture, Sports, Science and Technology (through the Inter-University Exchange project). It will enable high-performing students from around the world to study in at least two of the universities represented in each programme.

Source European Commission

➔ https://europa.eu/rapid/press-release_IP-19-4889_en.htm

SPOTTED PUBLICATION

europe magazine

EU MAG

駐日欧州連合代表部の公式ウェブマガジン

THE EU MAG

The Delegation of the European Union to Japan's bi-monthly online Japanese-language magazine, EU MAG, covers a wide range of EU topics, from regulations and policies to culture and people in a colourful, engaging format. It is aimed at a wide readership, but would also be of use to those researching the EU and its policies. It sets out to be comprehensible and accessible.

Source: Delegation of the European Union to Japan

➔ <http://eumag.jp/>

LECTURE AT **SETSUNAN UNIVERSITY**

Dr. M. Reiterer, Ambassador of the European Union to the Republic of Korea and adjunct professor, University of Innsbruck explained the origins of the EU after World War II, put it into the context of new challenges seventy years later and demonstrated in citing many examples that the EU will continue to play an important role in international politics, despite the rise of new powers which will mark only a relative decline in the power of the EU.

The EU as the largest trader and investor and second largest economy realies together with Japan 28% of world GDP. Therefore, linked by two state-of-the-art agreements, the Economic Partnership Agreement and the Strategic Partnership Agreement, the EU and Japan are destined to work together, based on shared interest, a high overlap of values and intertwined economies necessitating cooperation also in the area of security whether traditional or non-traditional (cyber, disaster protection, hybrid threats...).

However, relationships are based on people, therefore the Connectivity Strategy, providing the necessary infrastructure, is important. The Erasmus Plus scholarship program, and Jean Monnet Centers of Excellence are important pillars of the EU foreign policy. In exercising soft power the EU is the largest contributor to the UN budget, defends the rules and law based international order as a champion of multilateralism, is in the forefront of fighting climate change. Standard setting is another feature of soft power, the extension of GDPR (General Data Protection



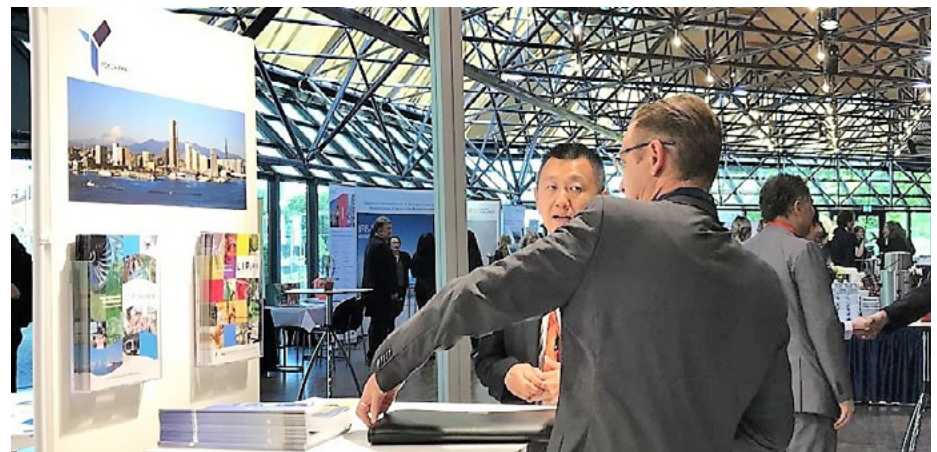
Regulation) the EU's data protection benchmark in which Japan participates. Working for peace also means investing in security: the combined defense budgets of the Member States makes them the second largest spender after the US and before China. In six military missions and ten civil missions world-wide the EU leads and does not only the talks but also the walk. The anti-piracy operation ATLANTA off the coast of Somalia is of particular importance for Asia and thereby Japan as it keeps the sea-lanes open and secure for trade.

➔ <https://www.setsunan.ac.jp/english/news/2019085725.html>

ASIA-PACIFIC FORUM 2019 IN FÜRTH, GERMANY

In July this year, the City of Yokohama Europe Representative Office participated for the first time in the biennial Asia Pacific Forum (<https://www.apf-bayern.de>).

The forum is aimed at all those interested in expanding into the Asian market. Connections to Asia can be established or expanded at the booths as well as during business presentations. This year, Japan was the partner country of the forum, which prompted JETRO to exhibit a Japan pavilion. At one of the booths of this pavilion the Representative Office was able to present information about Yokohama and the business opportunities in Yokohama.



The President of the Nuremberg Chamber of Industry and Commerce and the State Secretary of the Bavarian State Ministry of Economic Affairs, Regional Development and Energy welcomed the participants. The latter introduced the main guests of the event and paid a visit to the Japan Pavilion before the official opening.

During the Forum, there was plenty of time, at the stand and during the networking, to introduce Yokohama's economic advantages and promote opportunities to open a branch in Yokohama to visitors.

The stand was visited by numerous company representatives from the AI, energy and medical technology sectors, among others, and the bio-life-science network LIP Yokohama and IoT/AI network ITOP Yokohama, as well as the city's subsidy program for SMEs were of particular interest to the visitors.

➔ <http://www.yokohama-city.de>

ENERGY AGENCY, FUKUSHIMA SIGNED A MEMORANDUM OF UNDERSTANDING WITH THE STATE OF GREEN (DENMARK) AND THE BASQUE ENERGY CLUSTER (BASQUE, SPAIN) FOR COOPERATING IN THE FIELD OF RENEWABLE ENERGY

As part of Fukushima prefecture's efforts to become the frontrunner in the field of renewable energy, Energy Agency, FUKUSHIMA (EAF) signed a Memorandum of Understanding (MoU) in the field of renewable energy with State of Green, and Basque Energy Cluster.



▲ MoU with State of Green, From the left, Mr. Svane, Mr. Mortensen, Mr. Hattori and Mr. Ide



▲ MoU with Basque Energy Cluster, From the left, Mr. Yamada, Mr. Hattori, Mr. Shishido, Mr. Zarraonandia, and Mr. Hormaeché

EAF is an organisation which works on behalf of the Fukushima Prefectural Government to support local companies and to develop and accumulate industries related to renewable energy. State of Green and Basque Energy Cluster are non-profit organisations, which public and private sectors collaborate to promote renewable energy-related industries.

The signing ceremony with State of Green took place at the Royal Danish Embassy in Tokyo, on 23 May. Mr. Mortensen, an Executive Director of State of Green and Mr. Hattori, a Managing Director of EAF signed the documents and Mr. Svane, an Ambassador of the Royal Danish Embassy and Mr. Ide, a vice governor of Fukushima Prefecture Government attended the ceremony as guests.

The signing ceremony with Basque Energy Cluster took place at the city of Bilbao located in the Basque Country, on 30 May.

Mr. José Ignacio Hormaeché and Mr. Yasuhiro Hattori, Managing Director of both organisations signed the documents. They were joined by Mr. Javier Zarraonandia, the Deputy Industry Minister, Mr. Yosuke Shishido, the Director of Fukushima Prefectural Government and Mr. Takahiro Yamada, the First Secretary of the Japanese Embassy in Spain who attended as guests.

The topics of the MoU for the cooperation with State of Green are "renewable energy technologies", "smart and urban solution" and "energy efficiency and flexible energy systems", whereas Basque Energy Cluster's topics are "wind energy", "photovoltaic", "smart grid/energy management" and "hydrogen". Both parties agreed to exchange and transfer knowledge, hold regular meetings and workshops, support networking between companies, institutes and research facilities in both regions for future collaboration.

➡ <https://energy-agency-fukushima.com/en/topics/609>

➡ <https://energy-agency-fukushima.com/en/topics/611>

JETRO REPORT

Main topics of the JETRO Global Trade and Investment Report 2019 - The fluctuating international economic order and global business in the future

- World trade in 2018 was at a record high, however, its growth is slowing down
- Global trade flows changing with the tariff fight between the US and China
- Startups emerging as new business partners - New momentum toward establishing startup ecosystems around the world

Source: Japan External Trade Organisation

➡ <https://www.jetro.go.jp/en/news/releases/2019/f25b1986b750a9f9.html>

12TH KAWASAKI INTERNATIONAL ECO-TECH FAIR

13-14 NOVEMBER 2019, KAWASAKI CITY, JAPAN

Kawasaki City (*) in Kanagawa Prefecture, Japan, will hold the “12th Kawasaki International Eco-Tech Fair” on 13-14 November 2019.

The “Kawasaki International Eco-Tech Fair” promotes contributions to international society through cross-industrial exchange and technology transfer in the field of the environment by disseminating the excellent technologies and know-how in the environmental field that have been accumulated in Kawasaki City, where people once suffered from air pollution to Japan and the rest of the world and simultaneously providing an opportunity for business matching between exhibitor companies/organisations and domestic/foreign companies.

(*): Kawasaki City is a government-designated city with a population of 1.5 million, located close to Tokyo and conveniently accessible from Tokyo International Airport (Haneda Airport).

Contact: Kawasaki International Eco-Tech Fair Organizing Committee Secretariat (28ecotech@city.kawasaki.jp)

➔ <https://www.kawasaki-eco-tech.jp/english>

Many visitors from overseas will be attending, with approximately 190 people coming from 50 different countries such as China, South Korea, Australia, Italy and Germany which participated in the last fair.

A wide array of state-of-the-art technologies are exhibited at each fair, ranging from environmental technologies, including those for air and water treatment, to renewable energies such as hydrogen energy, solar power and biomass.

KYUSHU UNIVERSITY EU CENTRE, JEAN MONNET CENTRE OF EXCELLENCE-KYUSHU (JMCOE-Q)

The Kyushu University EU Centre (JMCoE-Q) Extension Lecture Series 2019 titled “The EU Faces Challenges” took place at the JR Hakata City Conference Room. It was composed of four lectures held from 17 June to 17 July 2019.



This extension lecture series is provided for the general public in order to reach out to wider groups of citizens to promote a public understanding about the EU in general by taking up various themes. This year was the third time it was organised by JMCoE-Q.

The Kyushu University EU Centre received so many applications that exceeded the seating capacity. All seats were full for each session, and the Extension Lecture Series was a great success. Participants said that they are looking forward to the lecture series every year. The EU Centre Extension Lecture Series is more and more popular among the general public every time it is held, and it is becoming a main activity contributing to the community through learning.

The EU continues to face challenges, including the influx of refugees, the UK's withdrawal from the EU, the rise of EU sceptical parties, and the ongoing division within the Eurozone. On the other hand, the EU-Japan Economic Partnership Agreement and Strategic Partnership Agreements (EPA and SPA) were concluded and are expected to positively impact on expansion of trade and investment, as well as strengthening cooperative relationships. In last year's JMCoE-Q Extension Lecture Series, the current status of some issues facing the EU were explained. This time, the Kyushu University EU Centre took up the EU's challenges in tackling these issues with four lecturers who are experts on the EU taking a comprehensive view on the new future of the EU.



The Kyushu University EU Centre welcomed four different specialists related to the EU as lecturers, not only from Kyushu University but from other universities and EU institutions. In total, around 300 people participated through the four parts of the series.

The titles and the lecturers were as follows:

- 17 June 2019, Prof. Tamio Nakamura (Waseda University): “Brexit-Much Ado about Nothing or Everything?”
- 24 June 2019, Ms Machiya Hachiya (Kyushu University EU Centre Advisor): 『EUの外交課題: 「大国」の狭間のかじ取り』
- 1 July 2019, Prof. Kenji Iwata (Director of Kyushu University EU Centre) 『ユーロ誕生20周年: 成果と課題』
- 17 July 2019, Mr. D'ambrogio Enrico (European Parliament, European Parliamentary Research Service): “European elections 2019: before and afterwards”

➔ <http://eu.kyushu-u.ac.jp/jmcoe.html>

PARTNERING EVENT IN TOKYO – CALL FOR SPEAKERS

“REGENERATIVE MEDICINE CROSSROAD IN TOKYO #11” ON 6 FEBRUARY, 2020 IN TOKYO, JAPAN
- A CAN'T-MISS OPPORTUNITY TO MEET YOUR BUSINESS PARTNERS IN JAPAN



LINK-J & FIRM are excited to announce their 11th edition of the Regenerative Medicine Crossroad® in Tokyo (RMCR#11) which will be held on Thursday, 6 February, 2020 in Tokyo, and are currently looking for speakers!!



The event is meant to provide a “speaker’s corner” for those who seek partnerships with Japanese companies for the purpose of developing regenerative medical products in their pipelines or their promising technology in Japan.

The half-day session will consist of oral presentations and multiple one-on-one partnering meetings, followed by a networking mixer at the end of the day.

The organisers encourage those who are engaged in clinical development (including pre-clinical stage) in regenerative medicine, cell therapy, and gene therapy, and looking for opportunities in Japan, to come to Tokyo and directly discuss businesses with local company representatives.

Deadline for the Preliminary Registration: 29 November, 2019 (JST)

Expected number of speakers for the event: 3-6 entities

Expected number of event attendees: 50-100 business professionals and experts from the regenerative medicine and cell/gene therapy sector of Japan.

Venue: Nihonbashi Life Science Building
<https://www.nihonbashi-lifescience.jp/en>, Nihonbashi, Tokyo, Japan.

Contact: Fuyu Mori, RMCR Organizer
info-tf@firm.or.jp

➔ <https://firm.or.jp/rmit/en>

BIOJAPAN & REGENERATIVE MEDICINE JAPAN 2019

BioJapan, Asia’s premier partnering event for the global biotechnology industry, has played a vital role in facilitating interaction between biotech-related organisations from Japan and abroad for almost 30 years.

As well as a large-scale exhibition and a jam-packed seminar schedule, the twinned exhibitions also boast a patented Partnering system to help participants reach as many prospective partners as possible. Besides a great number of universities, TLOs, CRMOs, and ventures, almost every top pharma in Japan participates in the event every year, making it the perfect place to forge new relationships.

This year’s event brought together over 1,000 exhibitors, 1,800 partnering participating organisations, and 15,000 visitors, from over 30 countries and regions working in such areas as pharmaceuticals, personalised healthcare, medical and diagnostic equipment, functional foods, bioenergy and more.

REGENERATIVE MEDICINE

Thanks in part to recent game-changing policy developments, Japan is set to become a hive of innovation in the regenerative medicine field in coming years. Aiming to promote cross-field collaboration with this new and exciting area of medicine, BioJapan was also co-located once again with Regenerative Medicine Japan, an exhibition co-organised with the Forum for Innovative Regenerative Medicine (FIRM) now in its fourth year.

As well as boasting a roster of exhibitors including researchers and key players in RM from Japan and abroad, the exhibition also featured a number of special seminars hosted by FIRM and a Partnering system that’s entirely shared with BioJapan.

PARTNERING

The twinned exhibitions’ patented Partnering system provided the perfect opportunity to meet with a diverse range of participants to forge new alliances, facilitating interaction between Japanese and global organisations.

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

SPOTTED PUBLICATIONS

THE METI JOURNAL

The METI Journal in the Japan Times introduces featured policies of the Ministry of Economy, Trade and Industry and showcases noteworthy topics and relevant efforts surrounding economic and industrial circles. Updated twice a month, the articles on this website are edited translations from the METI Journal.

Source: The METI Journal

➔ <https://meti-journal.japantimes.co.jp/>

HIGHLIGHTING JAPAN

The monthly magazine “Highlighting Japan” is published by the Japanese Government to help readers better understand Japan today.

Latest issues’ topics: August - In praise of mountains; September - Celebrating diversity in culture.

Source: Cabinet Office, Government of Japan

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



“DÜSSELDORF ABEND 2019” IN TOKYO

A record was set on 5 September, 2019 when the “Düsseldorf Abend 2019” in Tokyo, an evening event organised by the City of Düsseldorf, the Ministry of Economic Affairs of North Rhine-Westphalia (NRW), Messe Düsseldorf and NRW.INVEST attracted over 1,400 guests.

Traditionally held at the Hotel New Otani in Tokyo, the event brings together Japanese business people who once worked in Düsseldorf or currently conduct business in Düsseldorf and North Rhine-Westphalia or plan to do business there in the future. The event allows guest to relive and remember their experience in Düsseldorf. The guests were cordially welcomed by Mr. Thomas Geisel, Lord Major of the City of Düsseldorf, Mr. Christoph Dammermann, State Secretary, Ministry for Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia, Mrs. Ina Lepel, the designated German Ambassador to Japan, Mr. Werner Dornscheidt, CEO, Messe Düsseldorf, as well as Ms. Petra Wassner, CEO of NRW.INVEST. The guests enjoyed typical Düsseldorf Altbier courtesy of the “Schlüssel” brewery imported and served by CEO Mr. Karl-Heinz Gatzweiler.

Source: NRW Japan K.K.



GERMAN-JAPANESE BUSINESS SEMINAR

On 5 September, 2019, the City of Düsseldorf, NRW.INVEST GmbH and NRW Japan K.K., the Japanese subsidiary of the Economic Development Agency of the State of North Rhine-Westphalia hosted the German-Japanese Business Seminar “Digitalisation – Recent Developments and Applications for Cutting Edge Technologies: Best Case Studies from Japanese and German Companies in NRW / Düsseldorf”.

The event which was attended by about 150 participants was co-sponsored by the German Centre for Research and Innovation Tokyo (DWIH Tokyo) and supported by the Embassy of the Federal Republic of Germany in Japan, the German Chamber of Commerce and Industry in Japan (DIHKJ), the German Business Association (DJW) as well as the Japan External Trade Organization (JETRO).

Digitalisation has a profound impact on the economies of Japan and Germany, both leading industrial economies, opening up opportunities to jointly navigate through the digital transformation. Mr. Christoph Dammermann, State Secretary, Ministry of Economic Affairs, Innovation, Digitalization and Energy (MWIDE) of the State of North Rhine-Westphalia (NRW) emphasized the strengths of NRW as a leading industrial, digital and R&D location.

Thomas Geisel, Mayor of the City of Düsseldorf, the premier business hub for Japanese companies on the continent stressed the strengths and attractiveness of one of Germany's most innovative cities. Ms. Astrid Becker of NRW.INVEST, outlined the key role NRW holds in facilitating Germany's digital transformation and the business opportunities for foreign investors.

In a keynote speech Prof. Dr. Harald Mathis, Fraunhofer Institute for Applied Information technology, explained his institute's work on creating AI that helps monitor the wellbeing of animals and humans, thereby increasing safety and quality of life. Mr. Peter Hornik, CEO Digital Innovation Hub Düsseldorf/Rheinland GmbH, presented the Digital Innovation Hub as a matchmaker between start-ups and established companies.



Kenji Akai, Renesas Electronics Corporation, showed how automotive companies can benefit from digitalisation. Rina Obi of Henkel AG & Co KG explained how a company with a rich industrial tradition managed to make itself ready for a digital future. Mr. Rainer Pfaff, DMG Mori Co., Ltd., gave insights on the company's usage of smart factories to increase productivity and efficiency.

Mr. Philipp Heltewig, CEO, Cognigy GmbH and Ms. Irina Kordon, City of Düsseldorf, both highlighted the preferable conditions the city provides to innovative businesses and start-ups, be they German or Japanese. NRW Japan K.K., which organised the very well-received event, then invited the guests to a reception where many of the speeches topics could be further discussed.


Source: NRW Japan K.K.

SEMINAR ABOUT THE **IMPACT OF THE EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT**

Last 18th of June CEOE Aragon, together with the Embassy of Japan in Spain, European Commission, ICEX, the Spanish Ministry of Industry and Commerce, organised a seminar about the impact of the EU-Japan Economic Partnership Agreement (EPA).

The Ambassador of Spain in Japan Mr. Jorge Toledo and the minister of the Japanese Embassy in Spain Mr. Toru Shimizu detailed the economic benefits of this Agreement that will remove the majority of the €1 billion of duties paid annually by EU companies exporting to Japan and will also open up the Japanese market of 127 million consumers to key EU agricultural exports and will increase EU export opportunities in a range of other sectors.

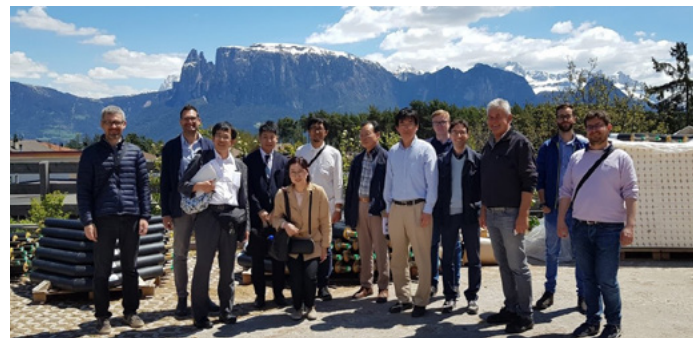


 <https://ceoeearagon.es/noticias/la-supresion-de-barreras-aduaneras-y-tecnicas-abre-oportunidades-a-las-empresas-aragonesas-gracias-al-acuerdo-comercial-ue-japon/>

EU-JAPAN BIOMASS SEMINAR – SUSTAINABLE VALUE CHAINS FOR DISTRIBUTED BIOENERGY PROJECTS

Challenges and opportunities for European and Japanese companies and research organizations discussed at the recent seminar in Lisbon.

The “2nd EU-Japan Biomass seminar - Sustainable value chains for distributed bioenergy projects” was held on 27 May in Lisbon, Portugal, during the 27th European Biomass Conference and Exhibition (EUBCE). The event was part of a collaborative program established between EUBCE and the Japan Institute of Energy (JIE), and followed the first “EU-Japan small-scale biomass gasification seminar” (<http://www.eubce.com/eu-japan-small-scale-biomass-gasification-seminar.html>) previously held in Higashi-Hiroshima, Japan, as a part of the 14th Conference on Biomass Science.



The workshop gathered experts from research and industry from both Europe and Japan, to discuss the challenges and the solutions to produce renewable energy for local communities from sustainable domestic biomass available in Japan. In recent years, the use of wood and wood residues for heat and power production from small-scale plants has increased sensibly in Japan, thanks the adoption of a supportive national policy framework and to the availability of feed-in tariffs for electricity. One of the technologies used for this is biomass gasification. Around 20 small-scale gasification plants are currently installed in Japan and more than 90 projects are in the planning phase, most of these installations are based on European technologies. Solutions are needed for the adaptation of those technologies to the specific site conditions and for the efficient utilisation of the forest biomass available locally.



On 23-24 May a study tour associated with the event, was organised by ETA Florence Renewable Energies (EUBCE organisers) and the Free University of Bozen-Bolzano, for Japanese biomass experts to visit local biomass plants in South Tyrol (Italy). Building on the outcomes of these events, the organisers are now working to develop a framework for further knowledge transfer, research and industrial cooperation activities between Europe and Japan. Interested companies and organisations can contact: maurizio.cocchi@etaflorence.it.

The slides of the event are available for open access on below link.

➔ <http://www.etaflorence.it/proceedings/>

➔ <http://www.eubce.com/eu-japan-biomass-seminar-sustainable-value-chains-for-distributed-bioenergy-projects.html>

THE 10TH ANNIVERSARY **KOBE UNIVERSITY BRUSSELS EUROPEAN CENTRE SYMPOSIUM**

“OPEN SCIENCE, EVOLVING SOCIETIES: NEW HORIZONS FOR EU-JAPAN RESEARCH”

22 OCTOBER 2019, BRUSSELS, BELGIUM

The high-level Symposium “Open Science, Evolving Societies: New Horizons for EU-Japan Research” will take place on 22 October 2019 at the Vrije Universiteit Brussel (VUB). Jointly organised with the VUB, this event celebrates the 10th anniversary of the Kobe University Brussels European Centre Symposium, and the continued active presence of Kobe University in Brussels.

10th ANNIVERSARY
Kobe University
Brussels European Centre Symposium
Organised jointly with Vrije Universiteit Brussel

**Open Science, Evolving Societies:
New Horizons for EU-Japan Research**

22 October 2019, 8:45-18:30
VUB Conference Centre, U-Residence
Boulevard General Jacqueslaan 271, 1050 Brussels

Registration 8:45-9:15
Welcome addresses 9:15-10:00
Parallel sessions 10:00-13:30

- EU-Japan EPA and SPA: joining forces for a rule-based international economic order
- Food system for quality, safety and functionality
- Preserving the past, embracing the future: a new era for cultural heritage

Japanese networking lunch 13:30-14:30
Interactive workshops/brokerage events 14:30-17:00

- New horizons in economic research
- Food research in tradition and future
- Towards a holistic approach to cultural heritage research

Closing remarks 17:00-17:15
Networking reception and drinks 17:15-18:30

Information and registration
Kobe University Centre for EU Academic Cooperation
tel: +31 78 6270
tel: kobe_u_jap@office.kobe-u.ac.jp

The symposium will open with presentations by Kobe University President Hiroshi Takeda, VUB Rector Caroline Pauwels, DG RTD Director-General Jean-Eric Paquet, and H.E. the Japanese Ambassador to the EU Kazuo Kodama.

This year's event directly builds on the recent adoption of the EU-Japan EPA and SPA, which provide fresh impetus to EU-Japan cooperation in R&I, and on the new perspectives offered by a future association of Japan to Horizon Europe.

Three parallel sessions will address highly topical themes in the areas of economics, natural sciences, and SSH:

- EU-Japan EPA and SPA: joining forces for a rule-based international economic order
- Food system for quality, safety and functionality
- Preserving the past, celebrating the present, embracing the future: a new era for EU-Japan cultural heritage research.

In addition, three interactive workshops and brokerage events will aim at developing concrete EU-Japan research projects

in response to Horizon 2020 and Horizon Europe priorities.

As the first Japanese university to open an office in Brussels in 2010, Kobe University has been a pioneer in developing R&I cooperation between Japan and Europe, with over 140 agreements with European universities. One of the most resolutely international of Japanese academic and research institutions, Kobe University was the first Jean Monnet Centre of Excellence in Japan, actively participated in Erasmus + and FP7, and in several consortia responding to Horizon 2020 calls.

The 10th Anniversary Symposium will feature over 40 speakers who will present some of the latest results in key research areas between Japanese universities and partner institutions in the EU. Presentations and open workshops will provide the audience with ample opportunities to interact with leading Japanese and European researchers, and gain valuable insights into the latest collaborative projects between the EU and Japan.

➔ http://www.office.kobe-u.ac.jp/ipiep/events/20191022_en.html

OSAKA UNIVERSITY OFFICE HOSTED BY THE EU RESEARCH INFRASTRUCTURE ELI, ELI-NP

The laser dream of Dr Gerard Mourou, Nobel Physics Laureate in 2018, has come true at ELI-NP by starting the operation in 2019 of 10 PW laser system (PW = 10¹⁵ Watt): the highest peak intensity in the world. ELI-NP has been constructed near Bucharest Romania by the EC infrastructure fund since 2012.

The collaboration in the cutting edge nuclear physics has developed with Japan at ELI-NP. Japan has already its close connection to ELI-NP. Prof Kazuo A. Tanaka (Osaka Univ.) has been appointed as the scientific director since 2016 and has worked with 250 international scientists and engineers including four Japanese scientists. On June 24, 2019, Osaka University office has been opened at ELI-NP with the presence of Mr. Hitoshi Noda, the Ambassador of Japan to Romania. This office will be used to accelerate the collaboration between Japan and Romania. This unprecedented laser system will be open to the world expert users and will be used to study the extreme physics such as the dark matter and isotope production for cancer medical treatment etc.

➔ <http://www.eli-np.ro>



▲ On the day of Osaka Univ. office opening: Mr H. Noda, Japanese ambassador to Romania, Prof R. Kodama, Director of Institute of Laser Engineering, Osaka University, Prof NV Zamfir, ELI-NP project leader, Prof KA Tanaka, ELI-NP Scientific Director are in the group



CASE STUDY FROM AN IT SME FROM NORTH MACEDONIA*

ROAD TO JAPAN: GO-TO MARKET STRATEGY FOR A SOFTWARE COMPANY ENTERING THE JAPANESE MARKET

By **JANE UZUNOVSKI**, Head of Japan, EmbedSocial, www.embedsocial.com

Below you will find a primer of a software company deciding to enter the Japanese market with the help of a local partner. In short, there are 2 ways to do it. Enter alone, hire locally and build your brand, - a bottom up approach. The second strategy is entering Japan via an alliance, joint venture or business partner, all local, Japanese nationals or entities.

Main strategy followed by the software company to enter/expand into the Japanese market.

We found a business partner that was interested to bring the product to Japan. We already knew each other, during my research studies in Japan we met and established relationship and trust. This proved to be the key down the road. We were a good fit on many levels. To succeed at this stage, make sure to define and come to terms with what is success for you, 6 months, 1 year or 2 years from the start. Having realistic expectations and proper budgeting will set you free to put into action the plan you will forge together without any pressure from any party. Make sure to know how to properly define the roles and responsibilities and how to share the successes. This will form your organisational structure, make sure each party to focus on their strengths. Our partner took control of the sales and support due to its specialisation in the field and large network. We focused on the product and custom features since this was our main strength. Marketing was shared due to the nature of this function. With every little success our trust increased further fueling the desire to succeed together.

Main challenges faced by the company in implementing the go-to market strategy and company product/services/technology specificities that lead the company to be successful in this demanding market.

It was our first experience, although we had a tracked record none of us had previous experience with Japan market except for our local Japanese partner who in turn never before worked with a foreign company on this level with these goals. No matter how good you are in connecting with people and asking the right questions, be prepared to make your own mistakes and learn from them. The way to overcome this challenge is to be confident in yourself and in your team/partner. You will learn sales cycles in Japan no matter the size of the company are longer compared to the EU or North America, so this will test your patience. We also realized the customer journey from awareness, activation, retention, revenue and referral depending on the size of the company is different compared to our traditional markets. If you are selling to SMB's you have to find your local partner through which they procure most of their needs i.e. understanding how they make purchases, what are the minimum requirements and be prepared to separate yourself by offering unique benefits will set you up for success.

Going forward what else you need to consider.

How to build a sustainable business is the key question you should always have in your mind. For long-term planning, no matter what kind of vision or mission you have, you have to think about how to build a business in Japan that doesn't depend on one person or one channel. However in Japan, taking care of all stakeholders, of the wellbeing of your employees, of your customers, partners, is not enough. There is another layer in addition to environment and stakeholders that is considered to be sacred. In Japan, the harmony of the society is embedded in the spirit of many companies. Modern marketing term/action that is associated with achieving this harmony is building a community around your brand values or product/service. I cannot stress enough how much this is important. Thinking about community and adding value that positively affects the society, right from your start, will make your path much more fun, sustainable and meaningful. You will be talking directly with people and involving them in your decision-making, testing assumptions, and owning the relationships. This is how you build a sustainable business.

ROAD TO JAPAN: OPPORTUNITIES, CHALLENGES AND PROCESSES THAT LEAD TO SUCCESS

What would be the best advice for EU companies targeting Japan, condensed in 300 words? This was the main question that I was trying to answer for the benefit of the readers of EU-Japan newsletter. Below please find the summary.

Why Japan market is key for EU companies?

Japan has a large market, you can experiment with pricing and value, learn more due to competition and develop strong relationships for a sustainable business. According to World Bank Japan has the 3rd largest economy and high IT adoption and literacy rate. It provides a perfect field to compete with the best in the world. Its strong state and industry policy are geared towards maintaining a leadership position for key technologies while advancing forward into new ones. All of these market specific characteristics add to the overall company strength, greatly rewarding those who succeed.

* COSME country
<https://ec.europa.eu/docsroom/documents/34263>

➔ Following from previous page

Is Japan offering a lot of opportunities for ICT companies?

There are plenty of opportunities for ICT companies targeting Japan. The country is facing a number of challenges that have been identified while the government has put official strategy action plans into motion. The Japan domestic ICT market is run by large traditional holding companies that have ICT companies part of their holding, providing services to group companies while competing on domestic and international markets. What is common for all of them is their commitment to implementation of state policies and their desire to cooperate with international companies. Companies from EU can strongly benefit from this behavior by properly identifying the opportunities ahead. The METI's Future Vision 2030s (https://www.meti.go.jp/english/press/2017/0530_003.html) and the new Society 5.0 (<https://www.gov-online.go.jp/cam/s5/eng/index.html>) represent a starting point for anyone considering to enter Japan's market.

What are the key challenges for EU companies targeting the Japanese market?

Your service and your product determines the niche market you will target in Japan. This is the main differentiator when considering the level of challenges among several opportunities. Consider and go for the difficult ones as the return is higher and you will face less competition going forward. Consider always who will be your user. Don't think about the type of company, it is more important to understand the person that will be using your service or product. Later you can turn to firmographic data and analyse your ideal organisations. Other common challenges, that many of you are familiar with, are language barriers and finding the right talent or partner. For talent use the Japanese version of LinkedIn, Wantedly, it has higher reach. For finding the right partner, go to Japan, find someone who has a reputation and you can trust, this is the most difficult challenge.

What are the processes that lead to success?

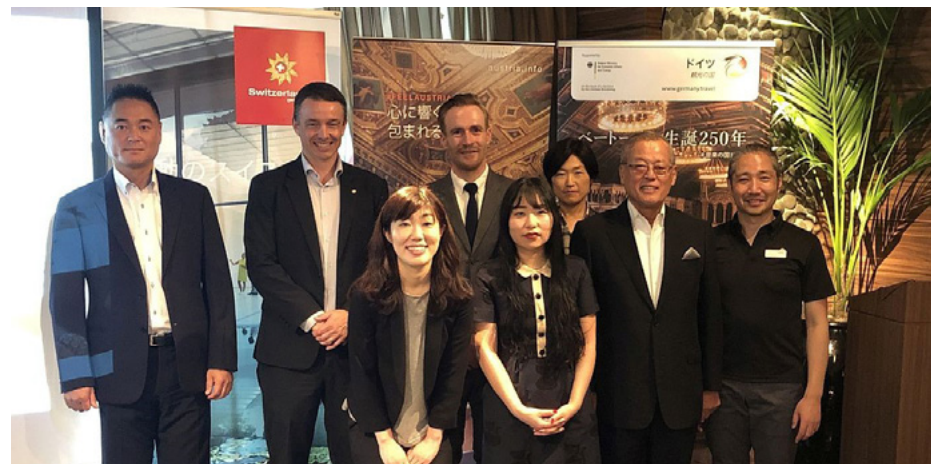
Finding the right people will set you up for success. Japanese companies and people value tradition and reputation hence finding a partner that has both, while you are opening an office in Tokyo, will ease concerns and open the room for discussions. Next in line is you being present there and talking with key business people, freelancers, entrepreneurs, domestic and international. You will hear many stories, how they succeeded and how they failed. The key is to build your local network and ask the right questions, to the right people at the right time. Never assume and always ask and confirm. Finally, setting up reasonable expectations, having a strong localisation in your go-to market strategy, being polite and investing in customer support and customer success are minimum requirements. If you want extra ideas, experiment with pricing/business models, events management and community building.

DACH NTOS AND PARTNERS CONTINUE COOPERATION IN JAPAN

The connection of the DACH countries showed again with the continued cooperation in the Japanese travel market aiming to increase the outbound tourism from Japan to the three destinations.

With the 150th anniversary of Japanese-Austrian Diplomacy as well as newly launched non-stop services by ANA and Austrian Airlines between Vienna and Tokyo, there is a high opportunity for DACH destinations to increase their travel demand from Vienna.

Together with long-term partners Lufthansa Group and Rail Europe Japan, the NTOs of Germany, Austria and Switzerland hosted a B2B Promotional Event in Tokyo on 3 July, 2019. Presenting each of their annual marketing themes and the latest trends in the travel market, the DACH NTOs



and partners enhanced the attractiveness of combining the three destinations for travellers from Japan. With convenient connection through air and railway, the DACH region offers a variety of activities for travellers of all ages and interests.

26 Top Key Accounts of Tokyo's Travel industry attended the seminar and had the chance to win a price in the quiz rounding up the presentations. During a standing Networking Lunch with regional specialties of the DACH countries, the guests and the delegates were able to connect and discuss the latest topics of the travel industry.

INTERNATIONAL COOPERATION PROJECTS

BETWEEN THE CLUSTER ORGANIC ELECTRONICS SAXONY AND THE PARTNER CLUSTER IN YONEZAWA, YU-FIC IN JAPAN, PRESENT FIRST DEVELOPMENT STEPS

From 22 to 29 September 2019, 18 Japanese representatives from industry and research visited the German state of Saxony.

The Organic Electronics Saxony cluster has initiated two international projects as part of the BMBF funding measure "Internationalisation of Leading Edge Clusters, Future Projects and Comparable Networks". 30 partners from Germany and Japan participate in the projects, with more than 50 people involved. The projects focus on the development of stable OLEDs on flexible glass and applications with printed 3D and organic electronics. The Japanese participants took part in the International Workshop on Flexible Electronics and Sensors (<https://oes-net.de/innovationsworkshop-sensa-en>) held on the 23. More than 90 participants attended the event in the Congress Center Dresden, with great interest and discussed the new challenges. The first project meetings between the participating partners took place on the 24 to present the first development steps. The main focus was on the handling of flexible glass. In the next milestone, the aim is to exhibit a demonstrator at the LOPEC trade fair for flexible electronics. Until then, in March 2020, some tinkering still has to be done. A project meeting will also take place in January 2020 - at halftime - in Tokyo.



ABOUT ORGANIC, PRINTED, FLEXIBLE ELECTRONICS

In contrast to classical electronics, organic electronics is ultra-thin, extremely light, transparent, flexible and has an excellent environmental balance. This makes completely new applications possible. The design and function of well-known electronic devices will be subject to lasting change. Currently, organic electronics are used commercially in organic light-emitting diodes (OLEDs) and displays.

ABOUT THE PROJECT

The project aims to develop large-scale lighting applications with organic light-emitting diodes (OLEDs) on flexible substrates. The focus is on ultra-thin glass, which offers advantages over plastic as a substrate due to its excellent barrier properties.

For roll-to-roll production, the winding processes of the substrate must first be integrated into the coating system.

A further challenge is the development of laser cutting and structuring processes for substrate separation and interconnection. In addition, efficient protective layers for OLEDs and transparent electrical contacts are being developed, which represent added value in the lighting market. As a result, demonstrators will be developed to demonstrate the performance of the technology. Some of the technologies will be researched in cooperation with partners from the partner cluster in Yonezawa, Japan. The entire project is coordinated by Organic Electronics Saxony.

➔ <http://www.oes-net.de>

BELGIAN FOOD PAIRING IN JAPAN

5 DECEMBER 2019, OSAKA, JAPAN

For 7 years now the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) has been promoting Belgian food pairing in Japan.



Thanks to the Belgian Beer Weekend festivals and the recognition by UNESCO, Belgian beer has become a well-known product in Japan, and many Belgian beer cafes have opened up. But Belgian food and especially the pairing with Belgian beers are still not widely known. So 7 years ago the BLCCJ started its signature seminar "Belgian Beer and Food Academy" to which they invite specialists to increase awareness of the potential of Belgian beer and food together.

The presentations are always followed by a tasting. So far they have done 7 editions in Tokyo, 4 in Osaka and 1 in Nagoya.

The main aim of the seminars is to increase the export of Belgian F&B to Japan by increasing the awareness among Japanese F&B professionals (importers, distributors, purchasers, restaurants, hotels, etc.) of the potential of Belgian food and Belgian beers by showing them and having them taste the two together.

Through the seminars the Chamber also introduces Belgian products (e.g. vegetables like celeriac or chicory) that are not yet (or limitedly) imported into Japan, with the aim to increase knowledge of the products and eventually start import into the Japanese market.

On Thursday 5 December the BLCCJ will organise the 5th edition of the "Belgian Beer and Food Academy in Osaka" – more information on their website.

➔ <http://blccj.or.jp/>

ITALIAN PARTICIPATION AT BIOJAPAN 2019

ASIA'S PREMIER PARTNERING EVENT FOR THE GLOBAL BIOTECHNOLOGY INDUSTRY
9-11 OCTOBER, YOKOHAMA, JAPAN

The Embassy of Italy in Japan, the Trade Promotion Section is organising the Italian participation to the "BioJapan 2019 International Exhibition Japan", coordinating a group of 6 Italian firms that guarantee innovative technology and consistent quality.

The following 6 Italian firms will introduce their advanced technology and partnership proposals at Italia's booth, located at no. D-10.

Furthermore, on Thursday, 10 October - at the Exhibitor's Stage I - an exhibitor's presentation will be held in which the Italian companies will introduce their latest technologies and services. Italy has a growing number of companies in the biotech sector and continues to show its competitiveness, not only at the European level.

Despite the difficult economic situation, the sector is in constant development, with 384 companies, 225 of which are pure biotech. Italy is confirmed to be the third country in Europe by number of dedicated companies.

- ➔ <http://www.ice-tokyo.or.jp/event-category4/biojapan-2019>
- ➔ <https://www.ics-expo.jp/biojapan/en>



EXHIBITING COMPANIES - Booth D-10	
A. Menarini Industrie Farmaceutiche Riunite srl	http://www.menarini.com
Accelra Srl	http://www.accelera.org
Aptuit (Verona) Srl	https://www.apuit.com
GenomeUp srl	https://www.genomeup.com
OPIS s.r.l.	http://www.opiseurope.com
The Clust-ER Health	http://health.clust-er.it

SIGNED AGREEMENT ON WORKING HOLIDAY VISA PROGRAM

The Governments of Sweden and Japan has signed a Working Holiday Agreement on 27 August. The Agreement strengthens long-term bilateral relations between the countries and provides opportunities for young people between the age of 18 and 30 to experience the culture and general way of life in Sweden and Japan.

Source: Swedish Chamber of Commerce and Industry in Japan

- ➔ <https://www.sccj.org/news/signed-agreement-on-working-holiday-visa-program-english-japanese-and-swedish>

CITY MAKING IN THE 21ST CENTURY: GLOBAL CHALLENGES AND LOCAL PRACTICES

28 NOVEMBER 2019, TOKYO, JAPAN

Founded in 2009, the Fondation France-Japon de l'EHESS celebrates this year its 10th anniversary.



FFJ was created in an international collaborative spirit, especially regarding partnerships between academic and private institutions in the field of social sciences. It is therefore an opportunity to reflect on its activities. To this end, the team, in collaboration with the Maison franco-japonaise in Tokyo (MFJ) and the French Institute of Research on Japan in the Maison franco-japonaise (IFRJ-MFJ), has organised an international symposium in Tokyo welcoming renowned researchers and experts. In 2050, 70% of the world's population will live in cities. However, it is clear that urban issues are radically different in the various regions of the world. Indeed, the current context of globalisation means all cities face the same issues (metropolisation, transformations of mobilities, migrations, climate change, etc.), but these processes are deeply rooted in local dynamics. Therefore, this represents a real challenge for the local development of cities.

This international symposium aims to examine the relationships between the local and the global scales by discussing the ways in which metropolitan regions are dealing with new urban issues and examining the diversity of local responses.

This event will bring together figures from the worlds of academia, institutions and business in order to engage in an interdisciplinary discussion on urban studies with a focus on France and Japan. ➔ http://ffj.ehess.fr/evenements_a_venir.html#20191128

NANOAugmented Materials Industry Summit 2019

THE FUTURE OF MATERIALS STARTS HERE

5-6 NOVEMBER 2019, KYOTO, JAPAN

NAUM is the world's largest event focused on graphene nanotubes (single wall carbon nanotubes) and their industrial applications in transportation, coatings, composites, plastics & rubbers, energy sources, rubbers, packaging, electronics, consumer goods and construction.



Graphene nanotube additives allow the creation of materials of the future with improved characteristics and previously unachievable properties.



NAUM'19 WILL FEATURE:

- more than 40 industry experts from all over the world, sharing their latest results in public for the first time;
- presentations by the most distinguished scientists in the graphene nanotube field from Shinshu University, Rice University, AIST and Fraunhofer IPA;
- a unique expo with more than 100 products containing graphene nanotubes that are already on the market, including e-vehicles, car parts and tires, Li-ion batteries, 3D printing components, biodegradable materials and many more.
- an unrivalled networking opportunity for finding partners, clients and suppliers.

Among the speakers at NAUM'19 will be representatives from Airbus Defense and Space, Arrival, DAIKIN Industries, Kusumoto Chemicals, Amprius, BYK Additives, BAK Power Battery, Lufthansa Technik Intercoat and others.

OCSiAl – international company specialising in the nanotubes synthesis and organiser of the event is the member of the Silesian NANO Cluster in Poland. The cluster coordinator NANONET Foundation of Nanoscience and Nanotechnology Support from Poland has been the media partner of the conference since the first edition of this global event.

Register for NAUM'19: ➡ <http://naum.world>

INTERNANOPOLAND 2019

16-17 OCTOBER 2019, KATOWICE, POLAND

InterNanoPoland 2019 is the biggest Business-to-Science Science-to-Business conference dedicated specifically to nanotechnology in the Central Europe.



It is an international forum for scientists, entrepreneurs, business support organisations and students working in a nanotechnology and advanced materials sector. INP2019 will present newest scientific and industrial achievements in the nanotechnology and will enable dialogue between the world of science and business. The major objectives of the conference are the internationalisation of nanotechnologies and advanced innovative enterprises, as well as the exchange of experiences and business contacts.

The fourth edition of the InterNanoPoland will take place 16-17 October 2019 in Hotel Novotel, Katowice, Poland. This year the agenda consists of, among others:

- European Nanotechnological Clusters ecosystem – panel discussion
- Nanomaterials in Optoelectronics and Photonics
- 3D printing and nanotechnologies
- Nanomaterials in the environment – challenges and dangers

- Nanomaterials in the energy industry
- Nanotechnology – cosmetology and medicine
- Poster session: Research and technologies aimed at the development of the nanotechnological industry
- B2B International Session

The main organisers of the conference are the Foundation of Nanoscience and Nanotechnology Support NANONET and the Silesian Nano Cluster, whose mission is creating a platform of cooperation for entrepreneurs, scientific institutions, public administration institutions, and organising the support of businesses to increase the importance nanotechnology has in forming the future economic and innovative dimension of our region. This year the University of Silesia became one of the conference's organisers. The city of Katowice will be the honorary host of the conference for the 4th time.



The organisers encourage the founders and representatives of start-ups, students, scientists, representatives of companies conducting research and development activities and other organisations and individuals interested in the technological development to take part in the conference.

Detailed information on the event is available on the conference's website. The relations from the previous editions of the conference are available on the Foundation's YouTube channel (<https://www.youtube.com/channel/UCUr-PJYr4pYzTJUeEqcBT-xg/videos>).

➡ <http://www.internanopoland.com>

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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

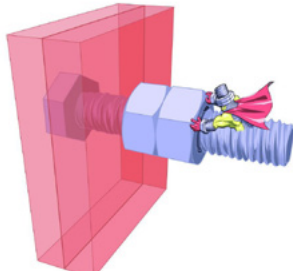


TECHNOLOGY TRANSFER OFFERED

Sector: Industrial equipment

Japan developed anti-loosening bolt technology offered under licensing agreement

Profile ID: [TOJP20190703001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Medical & healthcare

Japanese manufacturer of magnesium made canes and quad canes is seeking distribution partners and sales agents

Profile ID: [BOJP20190814001](#)

REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Toys

Japanese producer of educational toys for all ages made with highly safe materials is looking for distributors and sales agents

Profile ID: [BOJP20190903001](#)

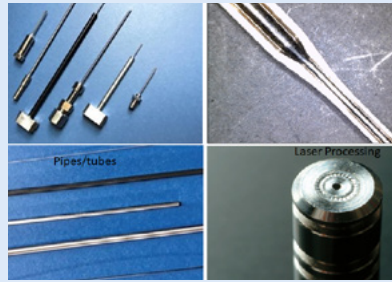


REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Packaging

A Japanese manufacturer of ecologically friendly containers and packaging is seeking commercial agents and distributors

Profile ID: [BOJP20190809001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Metalworking

Japanese metalworking company is looking for commercial agents and distributors in the EU

Profile ID: [BOJP20190625001](#)

REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Electronics

A Japanese film capacitor manufacturer is seeking distribution partners and commercial agents in the EU

Profile ID: [BOJP20190624001](#)

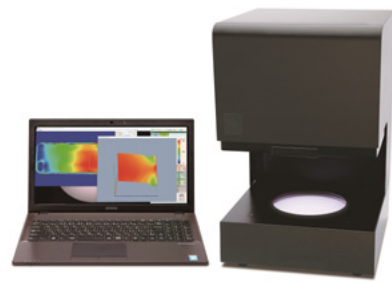


REQUEST FOR SUPPLIER

Sector: Industrial Machinery

A Japanese high-tech equipment distributor is seeking disruptive technology suppliers in the EU

Profile ID: [BRJP20190624001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Industrial Machinery

A Japanese manufacturer of cost-efficient residual and surface stress testing instruments is looking for commercial agents and distribution partners in the EU

Profile ID: [BOJP20190612001](#)

SERVICES OFFERED

Sector: Trade

Japanese company offering importer and exporter of record services to EU companies working with Japan

Profile ID: [BOJP20190308001](#)

REQUEST FOR SUPPLIER

Sector: Laboratory equipment

A Japanese trading company is looking for equipment for laboratories in the regenerative medicine field

Profile ID: [BRJP20180622001](#)

REQUEST FOR TRADE PARTNER

Sector: Industrial equipment

A Japanese company specialized in portable residual stress analyser for metallic parts is looking for partners

Profile ID: [BOJP20180608001](#)

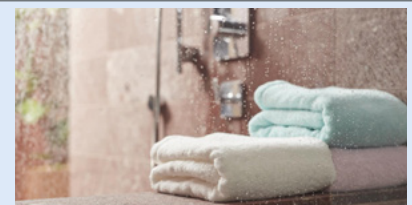


REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Textiles

Japanese manufacturer of organic home and apparel textiles is looking for distributors or sales agents

Profile ID: [BOJP20190716001](#)



PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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

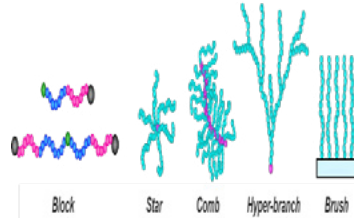


REQUEST FOR DISTRIBUTORS

Sector: Industrial equipment

A 100 years old Japanese manufacturer of technical ceramics seeks distribution partner in the EU

Profile ID: [BOJP20180809001](#)



TECHNOLOGY TRANSFER OFFERED

Sector: Polymers

A Japanese university is offering a new technology for polymer synthesis aiming at joint development of new applications

Profile ID: [TOJP20180608001](#)

REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Industrial equipment

A Japanese manufacturer of fibre orientation measurement equipment is seeking sales agents and distributors

Profile ID: [BOJP20180712001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Industrial equipment

A Japanese manufacturer of monitoring systems with sensor technologies for care facilities is seeking partners

Profile ID: [BOJP20180802001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Industrial equipment

A Japanese manufacturer of thermal measurement instruments is seeking EU sales agents and distributors

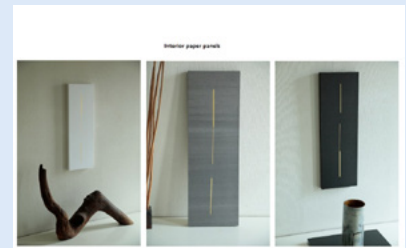
Profile ID: [BOJP20180712002](#)

REQUEST FOR DISTRIBUTOR OR AGENT

Sector: Interior design

A Japanese decorative interior paper manufacturer is looking for distributors and agents in the EU

Profile ID: [BOJP20180622001](#)



REQUEST FOR DISTRIBUTOR OR AGENT

Sector: House equipment

A Japanese manufacturer of smart toilets is seeking agents or distribution partners in the EU

Profile ID: [BOJP20180731001](#)



REQUEST FOR SALES AGENT

Sector: Industrial Machinery

A Japanese rotary damper manufacturer is seeking sales representatives in the EU

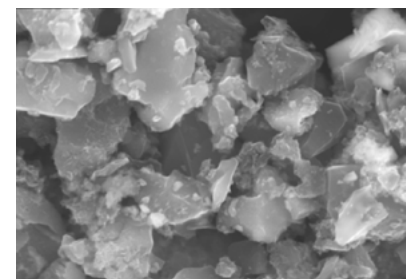
Profile ID: [BOJP20180730001](#)

REQUEST FOR SALES AGENT

Sector: nanotech

A Japanese company that produces biomass-derived nano-carbon and nano-silica is seeking sales partners in the EU

Profile ID: [BOJP20180605001](#)



BROKERAGE EVENT AT MEDICA - B2B OPPORTUNITY FOR EU AND JAPANESE SMES

On the occasion of MEDICA 2019, the global No. 1 meeting place for the medical sector, EEN partner ZENIT GmbH will organise on the 18-20 November 2019, an international Brokerage Event. The aim is to assist enterprises, universities

and research institutions in finding partners in Europe for product development, manufacturing and licensing agreements, joint ventures or other types of partnership.

➔ <https://medica2019.b2match.io>



DATE/LOCATION	DETAILS	CONTACTS
8 October 2019 Osaka, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Brokerage event at the European Biotech and Pharma Partnering Conference 2019 in Osaka	EU-Japan Centre for Industrial Cooperation https://european-biotech-and-pharma.b2match.io
8-11 October 2019 Osaka - Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Biotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-cluster-sme-mission
11 October 2019 Tokyo, Japan	ROUND-TABLE What place for women in tomorrow's Science?	CNRS (France) and University of Tokyo https://euraxess.ec.europa.eu/worldwide/japan/cnrs-france-and-university-tokyo-round-table-what-place-women-tomorrows
31 October 2019 Tokyo, Japan	SEMINAR European Innovation Day 2019	Delegation of the EU to Japan, EU-Japan Centre for Industrial Cooperation, and EURAXESS Japan https://euraxess.ec.europa.eu/worldwide-japan/european-innovation-day/european-innovation-day-2019
19-22 November 2019 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: ICT Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/ict-cluster-sme-mission
21 November 2019 Tokyo, Japan	MASTERCLASSES Simply Italian Great Wines 2019	Italian Chamber of Commerce in Japan https://www.iccj.or.jp/en/content/simply-italian-great-wines-2019
26-29 November 2019 Tokyo, Japan	MARKET SCOPING MISSION Railway Technologies & Services	EU Gateway to Japan https://goo.gl/Ackh6U
27-28 November 2019 Avallon, France	EUROPEAN COMMISSION FUNDED PROGRAMME LEAN in Europe - Visit to SKF Slewing Bearings Application deadline: 27 October 2019	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-visits-europe
28-31 Jan 2020 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Nanotech Cluster & SMEs Mission Application deadline: 17 October 2019	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/nanotech-cluster-sme-mission
15-18 March 2020 Tokyo, Japan	MARKET SCOPING MISSION Healthcare & Medical Technologies	EU Gateway to Japan https://www.eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-japan-1



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

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

ANY EU-JAPAN-RELATED NEWS?

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