

**Webinar on**  
**EU-Japan collaborative industrial innovation**  
**~Transforming business in the digital, green and space transitions~**  
*co-organized by*



*and the EU Delegation to Japan*



**When:** December 1<sup>st</sup>, 2020

**Where:** Zoom webinar. Direct link will be sent to the attendees after the registration.

**Registration:** please register by clicking [here](#).

**Cost:** free participation

### **Background**

- Innovation can sustainably contribute to economic growth in two primary ways: first, by expanding the number and value of new products and services that people are willing to buy; and second, by commercializing productivity-enhancing inventions and processes that make better use of labour and capital.
- The EU and Japan have an increasingly vibrant set of entrepreneurship hubs, but young firms face a range of barriers when it comes to scaling up their ideas. The EU and Japan are therefore investing in both the framework conditions for commercialization and as well as in collaborative links that enable firms, research centres and universities to better work together and take advantage of markets and assets.
- The Incremental models of innovation may not be sufficient to deliver the growth that is needed in the future. We have seen for example in the digital revolutions the need for innovation process to create disruptive products and entirely new markets.
- Collaborative innovation between young, dynamic firms and large, established businesses, leveraging the resources of both is a great opportunity to create value that spills over from firms to customers to entire economies and societies.

### **Objectives**

- Highlight the drivers, challenges and opportunities of EU-Japan collaborative innovation cooperation (i) between large and SMEs/start-ups and (ii) between SMES / start-ups.
- Present concrete cases of such collaborative industrial innovation in particular in the digital, circular and space sectors to fully exploit the potential to translate new ideas into valuable products and services.
- Discuss ways to further improve the EU and Japan business environment and research & innovation programmes towards increasing the number and success rate of innovation-focused collaborations between young, dynamic firms and large, established companies.
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**Agenda**

17:00-17:10 Welcome and opening remarks by Dr. **Philippe de Taxis du Poët**, Managing Director, [EU-Japan Centre for Industrial Cooperation](#), and Minister Counsellor, [EU Delegation to Japan](#)

**Presentation Sessions of EU-Japan business cooperation cases**

17:10-17:25 **Title:** Enabling the new space economy: the benefits of space logistics

**Topic:** the exponentially growing new space market is facing severe bottlenecks preventing satellite operators to optimize their revenues and operational costs. D-Orbit provides the fastest delivery of satellites into the right operational slot in orbit, in one or more orbit. ION cargo services include small satellite transportation and delivery, in-orbit demonstration and validation of innovative technologies for startups and research institutions, advanced services for operating constellations. D-Orbit has recently signed an agreement with Marubeni Corporation and Interstellar Technologies Inc. to study the development of an agile satellite release system based on D-Orbit's InOrbit NOW technologies.

Speaker: Mr. **Luca Rossetini**, CEO, [D-Orbit](#), Italy.

17:25-17:40 **Title:** Robot as a Service for inspection and maintenance of infrastructures

**Topic:** Hibot, with its robotic solutions, is helping its customers with obtaining their digital transformation, in particular for complete asset data management and failure prediction. The new snake like robot, Float Arm, developed for operations inside petrochemical plants, will be introduced together with its first field deployments within a collaboration with a major European chemical group.

Speaker: Mr. **Michele Guarnieri**, CEO, [hibot](#), Japan.

17:40-17:55 **Title:** New health-creation system beyond treatment - preventative health tools for lifelong health

**Topic:** Nightingale Health's preventative blood testing technology, backed by years of scientific research, provides unique health data otherwise invisible in standard tests. By combining pioneering technology and science, we are enabling a health system that predicts and prevents chronic illnesses and gives everyone the tools to live a healthy life. In collaboration with Japanese partners, Nightingale Health is now bringing its preventative health services also for the Japanese society and consumers.

Speaker: Ms. **Ida Tuononen**, Business Manager, [Nightingale Health](#), Finland

17:55-18:10 **Title:** Global business and collaboration on an eco-friendly foamed glass “Porous Alpha”

**Topic:** The innovative foamed glass “Porous Alpha”, recycled from waste glass developed by a Japanese company “Tottori Resource Recycling, Inc”, is introduced to EU countries in cooperation with a venture company in Portugal “Better to Earth Lda.”. The presentation covers their partnership not only to export the product from Japan to Europe but also to develop the new technology and manufacturing base covering the third region such as Africa and the Middle East.

Speaker: Ms. **Maki Sawada**, International Business, [Tottori Resource Recycling, Inc.](#), Japan

18:10-18:50

**Panel discussion**

Panelists:

**Luca Rossetti** (D-Orbit)

**Michele Guarnieri** (HiBot)

**Ida Tuononen** (Nightingale Health)

**Maki Sawada** (Tottori Resource Recycling)

**Judit Erika Magyar** (Country representative, [EURAXESS Japan](#): researcher mobility, career development and scientific collaboration between Europe and the world)

Moderator:

Mr. **Luca Escoffier**, Project Manager, [EU-Japan Technology Transfer Helpdesk](#)

18:50-19:00

Closing Remarks by Dr. **Gediminas Ramanauskas**, First Counsellor, Head of the Science, Innovation, Digital and Other EU Policies Section, [Delegation of the European Union to Japan](#).