



BIG GREEN OPPORTUNITY FOR EU-JAPAN INDUSTRIAL COOPERATION

The big green opportunity of EU-Japan industrial cooperation for achieving green growth, protecting our environment and promoting business cooperation in/with third countries' markets.

Both the EU and Japan are pursuing carbon neutrality by 2050. In this context, the EU-Japan Centre for Industrial Cooperation organizes a series of online seminars to support further industry, trade and economic cooperation between Europe and Japan for climate action, covering topics such as off-shore wind energy, clean hydrogen and green innovation (<https://spipa-japan.net>).

The attendance from Japan and the EU, from the private and the public sectors, from the technological and regulatory stakeholders that we registered for these events broke our records. More than 500 professionals from both sides registered for our EU-Japan offshore wind workshop in April, and we passed the bar of 1,000 registrations for our green hydrogen workshop on 27 May, at the same date as the EU-Japan Summit where was launched the 'Japan-EU Green Alliance to protect our environment, stop climate change and achieve green growth'.

The EU-Japan Centre for Industrial Cooperation – a joint venture of METI and DG GROW - will continue to facilitate EU-Japan industrial cooperation for decarbonisation notably via the following actions:

- EU-Japan green business matchmaking: examples of existing such cooperation are listed (<https://www.eu-japan.eu/climate>) and may inspire new ones to come in sectors such as renewable energy, energy efficiency, and low-carbon mobility. The Centre plans to organise by the end of 2021 an online EU-Japan green business matchmaking to promote new cooperation bringing together the best of European and Japanese technologies, expertise and know-how, from start-ups, SMEs and long-established major corporations. To achieve this, the Centre intends to mobilise European and Japanese tools and initiatives such as the Enterprise Europe Network and the European Cluster Collaboration Platform, and the JETRO J-Bridge Europe focusing on carbon neutral technologies (<https://www.jetro.go.jp/en/j-bridge.html>).
- EU-Japan business cooperation in/with third countries: moreover, in the planned matchmaking event, the EU-Japan Centre will also include the new and increasingly important dimension of EU-Japan cooperation in/with third countries, e.g., the ASEAN, Africa and Latin America regions. EU-Japan business cooperation in third countries does not start from scratch as analysed by several reports (<https://www.eu-japan.eu/minerva-past-reports>), and present untapped opportunities for the green transition in terms of technology, entrepreneurship, innovation finance, market development, legal and regulatory framework in the third countries. EU and Japan businesses working together on the global scene can bring positive impact on all these fronts.
- Industrial clusters towards green transition: the Centre promotes cooperation between EU and Japan industrial clusters (<https://www.ejrc-helpdesk.eu>), regions, prefectures and cities where the sector-specific and/or spatial concentration of businesses, notably SMEs, leading to many benefits including the facilitation of inter-firm cooperation, labour market pooling and technological learning and well as providing a focal point for targeted policy support. These local ecosystems are crucial to the EU and Japan for implementing the twin green and digital transitions, demographic change, and are also of particular value to third countries as they enable risk sharing between businesses and the pooling of limited capital and entrepreneurial skills.

These activities of the EU-Japan Centre for Industrial Cooperation are expected to contribute to create climate neutral, clean, circular and resource efficient economies to achieve green growth. The Green transition is a lever for the competitiveness and modernisation of our industrial systems in Europe and in Japan, which is likely to shape substantially our model of economic growth for the next decades.

Dr. Philippe de Taxis du Poët
Managing Director, EU-Japan Centre for Industrial Cooperation
Minister Counsellor, Delegation of the EU to Japan

EU-JAPAN ONLINE CONFERENCE “TRADE & INDUSTRY TOWARDS CARBON NEUTRALITY”

30 JUNE 2021, 9:00-11:30 CET / 16:00-18:30 JST

The EU-Japan Centre is happy to invite you to join our next EU-Japan event: Trade & Industry towards Carbon Neutrality

Building on the strength of bilateral trade, and leveraging the effect of EU-Japan cooperation on regulations and standards, the event will focus on technologies and sectors that are key to achieving carbon neutrality by 2050 in the EU and Japan: renewable energy, hydrogen, clean mobility, and the raw materials required by these industries.

It will aim at facilitating the exchanges of experiences between business representatives from the EU and Japan about the potential opportunities associated with green growth, on both markets and on the global scene.

In this event, 12 experts and business leaders will cover the following topics:

- Renewable energy: decarbonizing the economy at the source
- Hydrogen: a new vector to store and distribute low-carbon energy
- Transport: towards zero-emission mobility
- Raw materials for decarbonized economies

Speakers include representatives from the European Commission, the Ministry of Economy, Trade & Industry of Japan, BloombergNEF, Kansai Electric Power Co., Enel Green Power, Hydrogen Europe, Japan Hydrogen Association, McKinsey & Company, OECD, Umicore, Sojitz Corporation.

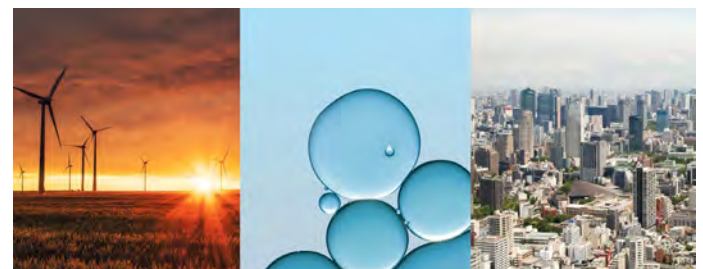
Date: Thursday 30th June | 9:00-11:30 CET / 16:00-18:30 JST. Language: English and Japanese with simultaneous interpretation.
Detailed agenda and registration online: ➔ <https://spipa-japan.net/?p=3386>

DECARBONISING TOGETHER WITH OFFSHORE WIND AND HYDROGEN: EVENTS BY THE EU-JAPAN CENTRE

In September 2020, the EU-Japan Centre for Industrial Cooperation announced its project of organising a one-year cycle of events on Decarbonisation, with the financial support of the European Union's Partnership Instrument. One month later, Prime Minister Yoshihide Suga set the new ambition of Japan: reaching carbon neutrality by 2050. Now aligned with the European ambition, Japan is accelerating its efforts for a transition towards a low-carbon society.

Thanks to this new pledge, interest has grown in Japan for policies and technologies contributing to Decarbonisation – a sector in which European member-states and their companies have established a global leadership.

Two promising clean energy sectors, both representing a key component of Decarbonisation efforts towards 2030 and 2050 in Europe and Japan, have been the focus of events organised recently by the EU-Japan Centre.



The first one, offshore wind (<https://spipa-japan.net/?p=3235>), gathered on 26-28 April more than 25 representatives of leading companies from both sides, including major businesses, such as Orsted (Denmark) or Sumitomo Corporation (Japan), and smaller innovative companies, like BW Ideol (France) and 2-B Energy (The Netherlands). This event highlighted existing partnerships, helped companies from both sides to better know each other, and included a focus on two key topics: certification and conformity assessment of offshore wind technologies, and cost reduction of floating offshore wind.

The second one, on 27 May, explored the topic of green hydrogen production (<https://spipa-japan.net/?p=3197>). Existing projects from the Netherlands, Spain and Japan were introduced, and speakers could discuss the potential for further EU-Japan cooperation in producing a zero-carbon renewable hydrogen. Both events gathered several hundreds of participants, confirming the increased interest, in 2021, for Decarbonisation in Europe and Japan – and how EU-Japan partnerships can be furthered developed in relevant sectors.

These successful events will be followed by other ones in the coming weeks. To know more about past and future events in this program, please visit our website or contact: stefan.le-du@eu-japan.or.jp ➔ <https://spipa-japan.net>

STRENGTHENING THE VOICE OF SMEs IN EU-JAPAN BUSINESS



The EU-Japan Business Round Table (or “BRT”) brings together business leaders from the EU and Japan to discuss issues of common interest; to review factors affecting trade, investment and other forms of cooperation; to provide an EU-Japan business perspective to both topical and long-term issues of public policy; and, to identify practical recommendations to the EU and Japanese Authorities to help develop trade and investment between the EU and Japan or together in third countries.

In recent weeks, 8 members have joined the BRT and will enable it to address sectors that were hitherto under-represented as well as contributing to the work of the BRT’s 4 Working Parties (<https://www.eu-japan-brt.eu/working-parties>). With SMEs accounting for 99% of companies in both the EU and Japan and being engines for economic growth, but facing additional issues when operating internationally, the BRT has proactively sought to recruit more SMEs so as to strengthen their voice in the BRT’s discussions and recommendations. To this end, 6 of the new BRT members represent SMEs, 1 represents an industry body and 1 represents a large company.

THREE NEW JAPAN-SIDE MEMBERS, INCLUDING 2 SMEs

Three companies – active in biotech industry, lighting and water services – including two SMEs (euglena and I.C.O.N.) have joined the Japan-side of the BRT. They will contribute to the BRT’s work on environmental and sustainable development issues.



MITSURU IZUMO, Founder and CEO, euglena Co., Ltd.

➡ <https://www.euglena.jp>



Mitsuru Izumo is a graduate of the University of Tokyo, having specialised in agricultural structural management. In 2005, he established euglena Co., Ltd. to harness the properties of microalgae Euglena. euglena Co., Ltd. became the world’s first biotechnology company to succeed in the outdoor mass cultivation of Euglena. Currently, euglena Co., Ltd upholds “Sustainability First” as its philosophy and

leverages on its principally Euglena-based business and advanced R&D capabilities to propose sustainable solutions to social problems, such as realising life-long health for people in healthcare business, finding concrete solutions to climate change in biofuel business, and solving malnutrition issues in developing countries. euglena Co., Ltd. has joined the BRT’s Working Party on “Environment & Sustainable Development”.



AKARI-LISA ISHII, Principal and Lighting Designer, I.C.O.N.

➡ <https://www.icon-lighting.com/en>



Established in 2004, I.C.O.N. creates new concepts of lighting design and light arts projects around the world from its bases in Tokyo and Paris, bringing together Japanese culture, French spirit and an international point of view. Akari-Lisa Ishii who founded and leads the company, as its legal representative, to create the general lighting design, to generate new lighting design trends, also to raise awareness

of the importance of lighting culture. I.C.O.N. is a Member of the BRT’s Working Party on “Environment & Sustainable Development”.



YUMIKO NODA, Chairman and Representative Director, Veolia Japan K.K.

➡ <https://www.veolia.jp/en/about-us/veolia-japan/veolia-japan-kk>



Established in 2002, Veolia Japan group employs about 9,000 people and provides comprehensive water business, renewable energy business, and plastic recycle business services to municipalities and industry. Yumiko Noda became its Chairman and Representative Director in 2020. Globally, the Veolia group employs more than 178,000 people and has 3 business activities: water, waste and energy. Veolia

Japan K.K. is a Member of the BRT’s Working Party on “Environment & Sustainable Development”.

ONE TRADE BODY & 4 SMEs HAVE JOINED THE BRT'S EU-SIDE

The trade association representing digitally transforming industries in Europe and 4 SMEs (including two based in Japan) have joined the EU-side of the BRT.



CECILIA BONEFELD-DAHL, Director-General, DIGITALEUROPE

➔ <https://www.digitaleurope.org>



DIGITALEUROPE is the leading trade association representing digitally transforming industries in Europe. DIGITALEUROPE stands for a regulatory environment that enables businesses and citizens to prosper from digital technologies. It is firmly convinced that international partnerships are key to driving growth within and outside Europe, as well as driving innovative policy responses to the twin green and digital transition. DIGITALEUROPE's membership represents over 35,000 businesses who operate and invest in Europe. It includes 85 corporations which are global leaders in their field of activity (including one-fifth from Japan) as well as 39 national trade associations from across Europe. Cecilia Bonefeld-Dahl is Director-General of DIGITALEUROPE. She has more than 25 years of experience in the ICT industry, and previously held international positions at IBM and Oracle as well as with SMEs, building businesses and founding a cloud provider. She has long-standing expertise into the digitalisation of business and society and the data-driven economy.



ALAIN DARDY, Representative Director, Energy Pool Japan

➔ <https://www.energy-pool.eu>



Energy Pool is a leading Energy Flexibilities Solutions & Operations provider. Established in France in 2009 as a demand response aggregator, it is now active in several countries. In Japan, its demand response programmes reduce peak demand and secure the electricity grid at critical times. Its main priority in Japan is to develop and offer new services to leading utility companies to allow them to leverage the potential of their industrial users as 'Virtual Power Plants'. This is achieved based on identification of industrial flexibilities and their monetisation through lean Cloud-based operations and AI-driven forecasts and optimisations. Alain Dardy's career has been in the energy sector. He joined Energy Pool Japan in 2018, having previously worked for AREVA and EDF. Energy Pool Japan has joined the BRT's "Environment & Sustainable Development" Working Party.



JEAN-FRANÇOIS PERRIN, CEO, Nanomakers S.A.

➔ <https://www.nanomakers.com>



Nanomakers and Nanomakers Japan were both founded in 2010. 99% of their turnover comes from Asia and North America. Nanomakers designs, develops and commercialises patented silicon-based nanoparticles for mechanical reinforcement of materials (metallic alloys, elastomers) and improvement of energy density of Lithium-ion batteries. It would like to have closer contacts with Japanese semicon producers and their equipment makers to accelerate the development of its new product for semicon: wafer supports made of sintered nano-silicon carbide. Jean-François Perrin has been Nanomaker's CEO and Chairman of its Board since 2015. Nanomakers has joined the BRT's Working Parties on "Digital Innovation & Mobility" and "Environment & Sustainable Development".



MATTHIEU CHAREYRE, Chief Business Development Officer - Global Pharmaceutical Operations, Regulaxis SAS

➔ <http://regulaxis.com>



Established in 2013, Regulaxis is a Biotech company developing innovative therapies based on new synthetic peptides regulating cell growth and differentiation, including a regenerative medicine approach to osteoarthritis. Japan's increasing ageing population and unique awareness regarding the socio-economic impact of osteoarthritis will represent by far its largest single market with 10.1m potential patients by 2027 (almost 9x bigger than the combined EU figure). Matthieu Chareyre is a serial entrepreneur and investor in Life Sciences. He has been the Chief Business Development Officer for Regulaxis since 2014 and will contribute to the BRT's Working Party on "Life Sciences & Biotechnology, Healthcare & Well-Being".



HENRIK KOHBERG, President, Scandinavian Living Co. A/S

➔ <http://www.scandinavian.co.jp>



Scandinavian Living is a leading importer of high-quality furniture, flooring, building materials and interior lifestyle products. Active in Japan for more than 30 years, its main business is the promotion and sale of exclusive timeless design furniture from Denmark and high-end sustainable building materials from Europe. Henrik has been its President since 1994. He will feed in to the work of the BRT's Working Parties on "Trade Relations; Investment & Regulatory Cooperation; Financial Services, Accounting & Taxation" and on "Environment & Sustainable Development".

1ST EU-JAPAN REGIONAL COOPERATION ANNUAL CONFERENCE



The first EU-Japan Regional Cooperation Annual Conference & Matchmaking was successfully held on 17-18 May 2021 on the theme of “Future of the EU-Japan Regional Cooperation”, with 136 participants from Europe and Japan, including 7 prefectures and 2 cities from Japan, 6 regions and one city from Europe, as well as 11 clusters from Japan and Europe.

This event was organized by the EU-Japan Regional Cooperation Helpdesk* (CEEJA and CLAIR) and the EU-Japan Centre for Industrial Cooperation (joint venture between DG GROW and METI), in cooperation with the European Cluster Collaboration Platform.

The first session, held on May the 17th, was devoted to EU-Japan Regional Cooperation Policies, and highlighted good practice strategies of two Japanese prefectures (Aichi Prefecture and Osaka Prefecture – Bio Headquarters) and two European regions (Kosice Region, Slovakia and Grand Est Region, France). These presentations were introduced by a global overview from JETRO Tokyo.

A second session on “Trends of EU-Japan Regional Cooperation” highlighted new developments from Ibaraki and Gifu Prefectures, the City of Sendai, the Energy Agency of the state of North Rhine Westphalia in Germany, and two clusters (Alpha RLH focused on photonics, Vitagora focused on agri-food innovation, and which opened offices in Japan).

A panel discussion on best practices, challenges and opportunities regarding digital transformation and green transition closed the conference.

The matchmaking event on May the 18th was introduced by the Ministry of Economy, Trade and Industry of Japan (METI) and involved a pitch session with 6 speakers from Europe and Japan. 19 meetings were organized with European and Japanese clusters, Japanese prefectures and European regions, with the objective of accelerating cooperation between these actors. The presentations and the recording of the conference will soon be available on the EJRC website.



➡ <https://www.ejrc-helpdesk.eu> *The EU-Japan Regional Cooperation Helpdesk is an initiative of the EU-Japan Centre for Industrial cooperation

NEW REPORT ON EU-JAPAN BUSINESS COOPERATION IN THIRD MARKETS WITH A FOCUS ON THE DIGITAL ECONOMY

After the publication of a first general report showing the importance of European and Japanese business cooperation in third markets, the EU-Japan Centre is publishing a new report focusing on business opportunities in the digital economy.



This new report written by Florence Arnu as part of the MINERVA Market & Policy Intelligence Programme (https://www.eu-japan.eu/minerva_programme), provides recommendations to companies, and in particular EU SMEs, on how to be involved in business cooperation with Japanese partners in third markets, with suggestions on promising sub-sectors of the digital economy and opportunities in third markets. EU-Japan business cooperation in third markets is supported by a substantial political momentum between the EU and Japan and is likely to be a growing business trend. In addition, surveys in some EU

Member States show that many EU companies are already involved in business activities with Japanese partners outside Japan. In general, cooperation between European and Japanese companies in third markets presents an opportunity for both sides to complement each other's strengths such as in technologies, networks, market intelligence, financing, and leveraging pre-existing subsidiaries that may be used for joint projects in third markets.

The report suggests that business opportunities remain largely untapped in emerging countries, which have made ASEAN, Africa, and Latin America, among other regions, particularly attractive for EU-Japan business cooperation in third markets. Finally, the report highlights opportunities that result from the following trends: (i) the growing need for smart cities and smart rural solutions which often require innovative digital solutions; (ii) the growing importance given by governments and businesses to development issues and the Sustainable Development Goals (SDGs); and (iii) the growing need for digital transformation, in particular for the healthcare sector, which has been accelerated by the COVID-19 pandemic.

➡ https://www.eu-japan.eu/sites/default/files/publications/docs/eujp_business_cooperation_3rd_markets_digital_economy_n1.pdf

CALL FOR APPLICATIONS: **THIRD JAPAN-AFRICA BUSINESS FORUM 2021**

The Third Japan-Africa Business Forum will launch a virtual B2B matchmaking platform from 29 June to 16 July 2021

The Third Japan-Africa Business Forum will aim at bringing Japanese companies and investors to Africa and is financed by the Japanese Ministry of Finance and the African Development Bank.

This year, through a partnership with the EU-Japan Centre for Industrial Cooperation, the Japan-Africa Business Forum will be open to EU SMEs active in Africa. Selected SMEs from the EU or COSME partnering countries will have the opportunity to participate through the

EU-Japan Centre's e-booth, and to meet with Japanese companies wishing to invest, enter or expand into African markets and looking for partners already established in the continent.

The event targets companies in the following sectors:

- Energy (oil & gas, renewable energy, geothermal energy, off-grid solutions, independent power producers (IPP), etc.)
- Agri-food (agriculture and related technologies, food transformation)

Japan • Africa Business Forum 2021

- Manufacturing (projects of new factories, need for off-takers/buyers)
- Infrastructure (SMEs involved in infrastructure projects in Africa)
- Solutions to improve the quality of life of African people (healthcare and telemedicine, education, access to water, waste management, etc.)

The B2B matchmaking platform will be open from 29 June to 16 July 2021.

Application deadline: 18 June 2021

Venue: online. Cost: free of charge

- ➔ <https://www.eu-japan.eu/events/b2b-matchmaking-eu-smes-third-japan-africa-business-forum>
- ➔ https://www.eu-japan.eu/sites/default/files/applications/jabf2021_applicationform2.docx

SUCCESS STORY OF A FINNISH COMPANY: AUGUMENTA

How a Finnish SME assists the Japanese International Cooperation Agency (JICA) with remote technical training in Ghana and Zambia during a pandemic.

On 19 April 2021, Augumenta announced its first partnership with a Japanese entity: they will supply remote communication technologies to support JICA in providing technical training programmes in Ghana and Zambia. After participating in an open innovation challenge launched by JICA in 2020, the Finnish SME Augumenta, Ltd. was selected as the winner among 24 other contestants.

JICA's activities, such as delivering official development assistance and technical cooperation in developing countries, were considerably disrupted due to the COVID-19 pandemic. Staff working all around the world was sent back to Japan, leading to the suspension of many projects. This resulted in an open call for proposals to provide tools for remote technical training in the fields of infectious disease control and agriculture in Ghana and Zambia.

Ultimately, Augumenta's smart glasses and remote training solutions were selected to help JICA continue their operations and connect their experts with workers in Africa.



Augumenta took part in several business missions in Japan and was supported twice by the EU-Japan Centre in participating in trade fairs and matchmaking events with Japanese companies. However, "we were always facing one major problem: nobody wants to be the first partner" explained the CEO and Co-founder Tero Aaltonen. According to him, their perseverance and the "Finnish direct and transparent style of communication" have really helped them build trust with Japanese companies. "We explain from the very beginning what is possible and what is not."

The project is entering deployment phase: smart glasses (made by Iristick – a Belgian SME) and cameras are shipped to Japan and Africa, and operational support will be given. After a successful completion, similar projects could be undertaken in other developing countries. In addition, the company is working on its expansion in the Japanese market.

Interview with **TERO AALTONEN** (Co-founder and CEO) and **DAMIEN DOUXCHAMPS** (Co-Founder and Head of Research) Participants of the EU-Japan Centre's ICT Cluster Mission 2017 and matchmaking event at CEATEC Japan in 2018

- ➔ <https://www.augumenta.com>

Find out more about Augumenta's partnership with JICA on the company's website:

- ➔ https://www.augumenta.com/wp-content/uploads/2021/04/20210419-Augumenta_JICA_press_release.pdf

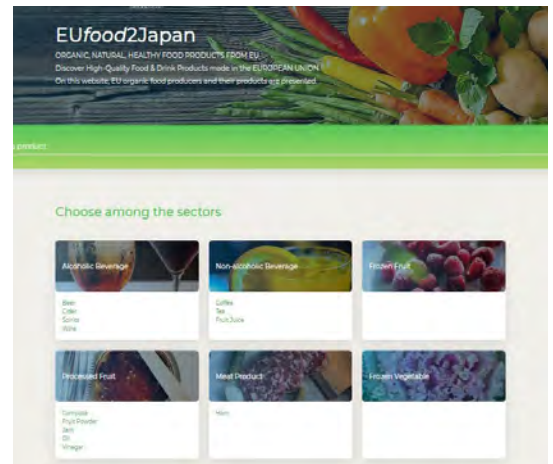
NEW PROMOTION SUPPORT FOR EU ORGANIC FOOD & BEVERAGE PRODUCERS



The EU-Japan Economic Partnership Agreement entered into force in February 2019. One of the main sectors promoted in this agreement is food. Within this framework, the EU-Japan Centre launched specific activities to support EU Food producers seeking to export their products to Japan.

Among the different support available, the EU-Japan Centre has launched a new website: <https://www.eufood2japan.eu> aiming at promoting EU Organic Food products among Japanese importers and buyers. All the EU organic food products descriptions on this website are available in English and Japanese. This project is managed by the EU-Japan Centre for Industrial Cooperation, under the umbrella of Enterprise Europe Network with the support of the European Trade Promotion Organisations Association and funded by the European Commission.

If you would like to know more about this project, feel free to contact the EU-Japan Centre: <https://www.eufood2japan.eu/en/contact>



SUCCESS STORY: SHARING THE COMMON BEER PHILOSOPHY



Beer Mania, a bottled beer shop located in the heart of the EU, Brussels, Belgium, is one of the first beer shops globally. Since 1981, it serves many different types of Belgian beers to enthusiasts not only domestically but also all over the world.

In 2019, the owner of Beer Mania was looking for opportunities to expand his business to Japan and visited the EU-Japan Centre's office in Brussels to find helpful information.

Simultaneously, HIGHBURY,

a Japanese beer importer & restaurant, acknowledged to the EU-Japan Centre that they were planning a visit to Belgium and looking for a beer consolidator to purchase various Belgian beers to Japan. In early 2020, the EU-Japan Centre introduced the two companies to one another. After a few fruitful discussions, they reached a partnership agreement for exporting Belgian beers to Japan.

Due to the COVID-19 pandemic, the actual shipping of beers had to be put on hold until April 2021. Yet to ensure a smooth transit and live up to expectations of HIGHBURY, the owner of Beer Mania sourced the best selection of Belgian beers and arranged a pallet shipping by air. If one is familiar with standard beer transportation, one would be able to guess how passionate these people are about beers. HIGHBURY found the right partner with whom they can share their common beer philosophy.



"KEYS TO JAPAN" - COMPETE FOR SPONSORSHIP OF YOUR MARKET ENTRY PLAN FOR JAPAN

Are you considering marketing a product or service in Japan? Do you need a professional market entry plan? Call for Applications to Benefit from "Keys to Japan"

"Keys to Japan" is a European Commission-funded initiative, managed by the EU-Japan Centre. The goal of this initiative is to help a selected European SME, which is considering marketing a product or service in Japan, by developing a personalised market entry plan for it.

Special financial conditions for session 2021/22:

The plan is worth €10,000: €9.700 are covered by the EU-Japan Centre, and €300 will be covered by the SME.

The plan will be prepared by the prestigious JMEC.

Who is eligible to apply? Applicants must be citizens of an EU Member-State or COSME Third Country, working in a management position for a SME headquartered in the EU or in a COSME Third Country. Applicants must be at least 20 years of age at the date of submission of the application form. Deadline to apply: 2 July 2021 (17:30 Tokyo time).

<https://www.eu-japan.eu/market-entry-business-plan-support-keys-japan>

VULCANUS IN EUROPE – GET A JAPANESE PERSPECTIVE TO YOUR R&D ACTIVITIES

Around the world, everyone is looking forward to seeing the new blossoming of local economies. Summer 2022 will most likely be a key moment for companies to explore new fields of activities, or to re-start existing projects that had been put on hold. Having a Japanese perspective may help your projects flourish.

In summer 2022, 30 Japanese (post) graduate students of science, technology or engineering will come to Europe for a 6 to 8-month internship. By hosting a Vulcanus intern, you will benefit from your student's technical studies, strengthen your team's workforce and get a Japanese input into your R&D activities. Moreover, your Vulcanus intern can help your company to develop its business with Japan. Given the broad range of studies on offer, Vulcanus is open to all sectors of industry and to companies of all sizes. We would especially welcome applications from Central and Eastern Europe.



Click on the photo to watch the video.

TEMPTED TO HOST ONE OR MORE OF VULCANUS INTERNS?

You would get to choose your student(s). To help you in your choice, the EU-Japan Centre will propose a short-list tailored to your company, based on the students' field of studies, academic scores, personal background and recommendations from their tutors. Before they join you, to help them fit in to your workforce, the students will have followed an intensive language course in your company's working language.

Please see our website for more information or email: vulcanus@eu-japan.eu

Period of internship: August 2022 – March 2023 - 8 months (France and Germany: late September 2022 – March 2023 - 6 months)

Deadline to apply: 23 September 2021

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

LYRECO SHARES ITS CONTINUOUS IMPROVEMENT JOURNEY AT **THE LEAN CAFÉ**

The EU-Japan Centre Lean Café brings together lean practitioners for regular Zoom discussions of lean thinking and lean strategy.

Each session focuses on the experience and learnings of a different company and includes detailed insights into the strategies and tools it uses, explanations and group discussion moderated by Prof. Richard Keegan (Adjunct Professor of Lean Operational Excellence, Trinity Business School).

On 27 May, during Lean Café #07, Lyreco – the European leading distributor of workplace products and services – shared the continuous improvement journey of its UK national distribution centre and regional distribution centre.

Nick Dacey (Supply Chain Director), Richard Taylor (Head of Operations), Peter Gojka (Building Service Manager) and Ade Oyedeji (Continuous Improvement Manager) took questions and outlined Lyreco's lean journey. They explained how it uses 'Continuous Improvement', 'Performance Dialogue', 'Gemba Walks & Productivity Gembas', '5S' and – this year – started implementing 'OEE' (Overall Equipment Efficiency) / 'TPM' (Total Preventive Maintenance).

If you missed the live session, you can watch the recording of it via the link on the Lean Café webpage.



DATES FOR YOUR DIARY...

Book your place at our next 2 Lean Cafés:

- on 'digital transformation and lean' (Lean Café #08, featuring SpoluWorks, on 1st July)

- on 'translating WCM to World-Class Company' (Lean Café #09, featuring CNH Industrial, on 23 September).

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

CALL FOR APPLICATIONS

WORLD CLASS MANUFACTURING VIRTUAL TRAINING

The EU-Japan Centre for Industrial Cooperation launched the 48th edition of its WCM training.

Training dates: 15-19 November 2021 Application deadline: 24 June 2021

This 5-day online course will offer a unique opportunity for 25 top entrepreneurs from European industry to observe, see and understand the latest Japanese approaches to operational excellence. Participants will be invited to join the Centre's platform sessions in the morning and early in the afternoon for a follow-up and Q&A session. The afternoon discussion will be led by Prof. Richard Keegan who will highly encourage participants to adapt and use world-class approaches to secure their future business plan.

The next WCM training will take place in November (15-19) and focus on the strategic approaches used by Japanese companies to safeguard and enhance their competitiveness. Participants in November's course must therefore have a senior strategic role in their company or an advanced knowledge and practice of methods of excellence. This course is free of charge and open to applications from manufacturing companies, logistics and other service companies (excluding consultancies).

➔ <https://www.eu-japan.eu/events/world-class-manufacturing-mission-1>

VIRTUAL WCM TRAINING SESSION SUCCESSFULLY COMPLETED

The COVID-19 crisis has led European and Japanese governments to take exceptional measures to avoid the pandemic. For that reason, and given the persisting sanitary risks, the EU-Japan Centre organised an interactive and real-time online version of our "Challenge Towards World Class Manufacturing" (WCM) training programme aiming to help improve EU manufacturers' competitiveness.



For our latest WCM training held on 8-12 March 2021; 25 companies from 11 Member States were selected to participate in the programme, among which 9 SMEs. The programme provided 4 lectures on Japanese manufacturing methods, 4 virtual plant visits and expert lectures of the selected Japanese firms, 1 workshop and 4 discussion sessions were also successfully organised. At the end of the programme, the participants divided into groups and presented how the learning of the course would help overcome the challenges that the participants currently face and stimulate their innovative capacities. The latest two WCM missions were successfully organised virtually in this unprecedented time with Covid-19 pandemic. If the world health situation improves, the Centre will consider restarting physical WCM mission in Japan.



TESTIMONIALS

"WCM was a great way for me to get a better insight into the power of Lean. My main take away from the training is that Lean thinking is a Philosophy, a way of life for organisations. This means the role of the CI manager is to facilitate the change in the mindset of the organisation, through the effective and efficient deployment of relevant lean tools to meet that specific organisation's needs. It was also a good forum to hear from others about their experiences in deploying lean in their organisations. I personally learned and enjoyed the sessions with the various senseis. The organisation by the Centre was really good. I would like to thank everyone at the EU-Japan Centre that made this possible."

By **ADE OYEDEJI**, Continuous Improvement Manager, Lyreco, UK

➔ <https://www.lyreco.com/webshop/ENIR/index.html>

"I am extremely grateful to the EU-Japan Centre for the opportunity I was given to participate in this event. More than the tools learned, the greatest knowledge that I brought and that I will pass to my organisation is the care with People: the knowledge is in people; the improvement will come from people as a team. To get the most of what people have best - knowledge - to identify the real causes of problems and then look for solutions to eliminate them. To develop people so that they put their capacities on the activities that add value to the organisation. I congratulate the entire team that built this mission in an online format, since they managed to reproduce in virtual format what was designed to be on-site format event. Congratulations! Well done!"

By **RICARDO FREITAS**, Process Engineer, CENTIMFE - Centro Tecnológico da Indústria de Moldes, Ferramentas Especiais e Plásticos, Spain ➔ <https://www.centimfe.com>

NEW EPA HANDBOOK A GUIDE TO HELP EU SMES IMPORT JAPANESE PRODUCTS



In February 2019, the EU-Japan Economic Partnership Agreement (or “EPA”) transformed the EU-Japan trade and economic relationship and has created real opportunities for EU and Japanese SMEs – the backbone of their respective economies. However, it’s not always easy for would-be first-time EU importers to find information, navigate the process and seize the opportunities on offer.

For this reason, the EU-Japan Centre has produced a handbook offering comprehensive and practical information that is easy to understand and follow, thereby demystifying the process for would-be EU importers and encouraging them to import from Japan. The Handbook explains how the EPA has introduced ‘preferential tariff treatment’ for Japan-EU trade (i.e., the elimination or reduction of tariffs either immediately or over a specific time period) and will then guide importers through the process of working out the tariff code that will apply to the product they wish to import. It also explains ‘rules of origin’ and provides a step-by-step guide to check whether a product can be considered as ‘originating in Japan’ and therefore eligible to benefit from preferential tariffs. Importantly, it also explains how to claim preferential tariff treatment.

The Handbook includes 3 case studies: automotive parts to show how the EPA has eliminated tariffs and also brought about other non-tariff benefits; apple juice containing sugar not originating in Japan to show how the rules of origin work; vacuum cleaners to outline technical requirements that can be needed.

The Handbook also includes more than 25 sources of information covering general information and support for EU-Japan trade; EU-Japan EPA information and support; the EU Access2Markets portal; importing into the EU; EU-Japan customs relations; and other sources of information or support.

➔ <https://www.eu-japan.eu/publications/epa-handbook-guide-help-eu-smes-import-japanese-products>

NEXT EPA WEBINARS & NEW EPA FACTSHEETS

These webinars are part of the EU-Japan EPA Helpdesk. Each webinar addresses a different topic or a sector and looks at the changes that the EU-Japan Economic Partnership Agreement brings and the opportunities it will create.



EPA Helpdesk Webinar 38: Vehicles 15 June 2021 - 10:30 - 11:30 AM CET

The webinar is targeted at EU companies seeking to export vehicles and parts of products to Japan by taking advantage of the trade preferences offered by the EPA.

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-38-vehicles>



EPA Helpdesk Webinar 39:

SME Chapter

29 June 2021 - 10:30 - 11:30 CET

Important concessions are contained in the EPA for EU exporters to Japan, including SMEs. The webinar is targeted at EU SMEs seeking to export to Japan by taking advantage of the trade preferences offered by the EPA.

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-39-sme-chapter>

RECORDINGS OF PAST EPA WEBINARS

EPA Helpdesk Webinar 32: Processed Agricultural Products

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-32-processed-agricultural-products>

EPA Helpdesk Webinar 33: Tariff Rate Quotas

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-34-fruits-and-vegetables>

EPA Helpdesk Webinar 34: Fruits and Vegetables

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-34-fruits-and-vegetables>

EPA Helpdesk Webinar 35: Textiles

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-35-textiles>

EPA Helpdesk Webinar 36:

Leather and Footwear Products

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-36-leather-and-footwear-products>

EPA Helpdesk Webinar 37:

Forestry Products

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-37-forestry-products>

LATEST EPA FACTSHEETS

Five factsheets covering the EPA and human resources mobility have been released.

Intra-corporate transferees

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-intra-corporate-transferees>

Investors and Business Visitors for Investment Purposes

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-investors-and-business-visitors-for-investment-purposes>

Short-term Business Visitors

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-short-term-business-visitors>

Independent professionals

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-independent-professionals>

Contractual service suppliers

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-contractual-service-suppliers>

More information on the EPA Helpdesk:

<https://www.eu-japan.eu/epa-helpdesk>

UPCOMING “ABOUT JAPAN” WEBINARS AND REPORTS



These webinars and reports are part of the EU Business in Japan website support activities. Each of them will address a different topic or sector providing EU companies with information on opportunities in accessing the Japanese market.

Webinar 176: E-health and Telemedicine in Japan 22 June 2021 - 10:30 - 11:30 AM CET

This webinar presents the opportunities on the e-health and telemedicine market in Japan for EU SMEs, investigates the Japanese medical system and what the Japanese government wants to achieve when digitising the medical industry, and presents the market's key players and challenges.

<https://www.eubusinessinjapan.eu/library/event/webinar-176-e-health-and-telemedicine-in-japan>



RECORDINGS OF PAST WEBINARS

Webinar 169: Working in Japan as an Expatriate, part 1 - Achieving assignment success

<https://www.eubusinessinjapan.eu/library/event/webinar-169-working-in-japan-as-an-expatriate-part-1-achieving-assignment-success>

Webinar 170: Working in Japan as an Expatriate, part 2 - Step-by-step guide and checklist for future expatriates

<https://www.eubusinessinjapan.eu/library/event/webinar-170-working-in-japan-as-an-expatriate-part-2-step-by-step-guide-and-checklist-for-future-expatriates>

Webinar 171: Smart Mobility Market in Japan and Opportunities for EU SMEs

<https://www.eubusinessinjapan.eu/library/event/webinar-171-smart-mobility-market-in-japan-and-opportunities-for-eu-smes>

Webinar 172: Recent Evolution of Japanese Outbound Tourism and Recommendations for EU SMEs

<https://www.eubusinessinjapan.eu/library/event/webinar-172-recent-evolution-of-japanese-outbound-tourism-and-recommendations-for-eu-smes>



Webinar 173: Japan Private Equity and Venture Capital Landscape: Opportunities for EU SMEs and Start-ups

<https://www.eubusinessinjapan.eu/library/event/webinar-173-japan-private-equity-and-venture-capital-landscape-opportunities-for-eu-smes-and-start-ups>



Webinar 174: Compliance with Japanese Standards: How to test your organic products to obtain the JAS label

<https://www.eubusinessinjapan.eu/library/event/webinar-174-compliance-with-japanese-standards-how-to-test-your-organic-products-to-obtain-the-jas-label>

Webinar 175: Compliance with Japanese Standards: How to test your food and beverage products before exporting to Japan

<https://www.eubusinessinjapan.eu/library/event/webinar-175-compliance-with-japanese-standards-how-to-test-your-food-and-beverage-products-before-exporting-to-japan>

More events available on:

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

LATEST “ABOUT JAPAN” REPORTS

The Olive Oil Market in Japan

<https://www.eubusinessinjapan.eu/library/publication/report-the-olive-oil-market-in-japan>

Working in Japan as an Expatriate: Practical Guidance towards Achieving Assignment Success

<https://www.eubusinessinjapan.eu/library/publication/report-working-in-japan-as-an-expatriate-practical-guidance-towards-achieving-assignment-success>

Working in Japan as an Expatriate: Step-by-step guide and checklist for future expatriates

<https://www.eubusinessinjapan.eu/library/publication/report-working-in-japan-as-an-expatriate-step-by-step-guide-and-checklist-for-future-expatriates>

Japan's Private Equity and Venture Capital Landscape for EU SMEs and Start-ups

<https://www.eubusinessinjapan.eu/library/publication/report-japan's-private-equity-and-venture-capital-landscape-for-eu-smes-and-start-ups>

Recent Evolution of Japanese Outbound Tourism and Recommendations for EU SMEs

<https://www.eubusinessinjapan.eu/library/publication/report-recent-evolution-of-japanese-outbound-tourism-and-recommendations-for-eu-smes>

Smart Mobility Market in Japan and Opportunities for EU SMEs

<https://www.eubusinessinjapan.eu/library/publication/report-smart-mobility-market-in-japan-and-opportunities-for-eu-smes-tions-for-eu-smes>

Export & Import EU-Japan Trade data 2020

<https://www.eubusinessinjapan.eu/library/publication/report-export-import-eu-japan-trade-data-2020>

More reports available on:

<https://www.eubusinessinjapan.eu/library/publications>



EU-JAPAN SUMMIT MAY 2021

EU and Japan agree ‘Green Alliance’ at summit that confirms strong bilateral cooperation and multilateral leadership.

On 27 May, Commission President Ursula von der Leyen and Council President Charles Michel met via video conference with Prime Minister Yoshihide Suga for the 27th EU-Japan Summit¹. At the summit, the EU and Japan established a Green Alliance², which is the first such bilateral initiative between the EU and a partner country intended to accelerate ambitious action to tackle climate change, environmental degradation, promote green growth and jobs, and achieve sustainable and secure energy supplies. Speaking at the press conference³ following the summit, President von der Leyen said⁴: “Japan is one of the first countries that has committed to climate neutrality in 2050. They are, like the European Union, very committed to the long-term goals. And we want to work much closer on this topic together. That is why we started the first ever Green Alliance with Japan.” The leaders adopted a wide-ranging joint statement⁵, which covers the three broad pillars of the morning’s discussions: global issues; bilateral relations; and foreign and security policy. Speaking about the discussions on the response to and recovery from the coronavirus, President von der Leyen said: “Both the European Union and Japan have made significant contributions to COVAX to ensure access to vaccines for all. The European Union will continue to support the efforts to fight the pandemic, including by exporting vaccines. It is a sign of solidarity and a sign of friendship with Japan that so far the European Union has authorised

more than 100 million doses to be exported to Japan. That is approximately enough to vaccinate 40% of the population. And this reflects the very strong bonds between the European Union and Japan.” The leaders also discussed the digital transition, global economic governance, the implementation of the EU-Japan Strategic Partnership Agreement⁶, Economic Partnership Agreement⁷, and Connectivity Partnership⁸, as well as joint work to address challenges and opportunities in respective neighbourhoods, notably in the Indo-Pacific region in light of the EU’s recently-adopted strategy⁹. More information on the outcomes of the summit are available on the dedicated website¹⁰, in the joint summit statement¹¹, in President von der Leyen’s remarks at the press conference¹², in a factsheet¹³, and in this webnews on the Green Alliance¹⁴.

Both the official ‘Joint Statement’ and the linked ‘Towards a Green Alliance’ statement referred to the EU-Japan Centre for Industrial Cooperation as supporting and facilitating cooperation “between the business communities of Japan and the EU, such as EU-Japan Business Round Table (BRT), the Japan Business Council in Europe (JBCE), and the European Business Council in Japan (EBC)”. The Green Alliance statement also stated that, “Both sides also envisage to work together to further promote business cooperation in third countries’ markets, with support from the EU-Japan Centre for Industrial Cooperation”.

➔ <https://www.consilium.europa.eu/en/meetings/international-summit/2021/05/27/>

1 <https://www.consilium.europa.eu/en/meetings/international-summit/2021/05/27/>

2 <https://www.consilium.europa.eu/en/press/press-releases/2021/05/27/eu-japan-green-alliance/>

3 <https://audiovisual.ec.europa.eu/en/video/1-206616>

4 https://ec.europa.eu/commission/presscorner/detail/en/statement_21_2686

5 <https://www.consilium.europa.eu/en/press/press-releases/2021/05/27/joint-statement-eu-japan-summit-27-may-2021/>

6 https://eeas.europa.eu/headquarters/headquarters-homepage_en/48463/EU-Japan%20relations

7 <https://www.consilium.europa.eu/en/meetings/international-summit/2021/05/27/>

8 https://eeas.europa.eu/headquarters/headquarters-homepage/99086/eu-japan-partnership-connectivity-and-quality-infrastructure_en

9 <https://www.consilium.europa.eu/en/press/press-releases/2021/04/19/indo-pacific-council-adopts-conclusions-on-eu-strategy-for-cooperation/>

10 <https://www.consilium.europa.eu/en/meetings/international-summit/2021/05/27/>

11 <https://www.consilium.europa.eu/en/press/press-releases/2021/05/27/joint-statement-eu-japan-summit-27-may-2021/>

12 https://ec.europa.eu/commission/presscorner/detail/en/statement_21_2686

13 https://eeas.europa.eu/headquarters/headquarters-homepage/99089/eu-japan-strategic-partnership_en

14 https://ec.europa.eu/clima/news/eu-japan-green-alliance_en



EUROPEAN GREEN DEAL: COMMISSION PRESENTED ACTIONS TO BOOST ORGANIC PRODUCTION

On 25 March the Commission presented an Action Plan for the development of organic production¹. Its overall aim is to boost the production and consumption of organic products, to reach 25% of agricultural land under organic farming by 2030, as well as to increase organic aquaculture significantly.

Organic production comes with a number of important benefits: organic fields have around 30% more biodiversity, organically farmed animals enjoy a higher degree of animal welfare and take less antibiotics, organic farmers have higher incomes and are more resilient, and consumers know exactly what they are getting thanks to the EU organic logo. The Action Plan is in line with the: European Green Deal², Farm to Fork³, and Biodiversity Strategies⁴.

The Action Plan is designed to provide the already fast growing organic sector the right tools to achieve the 25% target. It puts forward 23 actions structured around 3 axes – boosting consumption, increasing production, and further improving the sustainability of the sector – to ensure a balanced growth of the sector.

Source: European Commission ➔ https://ec.europa.eu/commission/presscorner/detail/en/IP_21_1275

1. https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/farming/documents/com2021_141_act_organic-action-plan_en.pdf

2. https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

2. https://ec.europa.eu/food/farm2fork_en

3. https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/actions-being-taken-eu/eu-biodiversity-strategy-2030_en

THE COMMISSION HAS LAUNCHED “OPEN RESEARCH EUROPE”

A platform for publishing scientific articles that will be accessible to all.

The platform will present the results of research work funded by Horizon Europe, the EU's research and innovation program for the period 2021-2027, and by its predecessor, Horizon 2020. Open Research Europe will provide researchers with a site where quickly publish and share their findings and knowledge and promote open and constructive research debates. The platform presents a wide range of indicators to measure the scientific and social impact of articles and to provide information on their use and reuse. By taking on this new role, the Commission intends to set an example by actively supporting open science practices and promoting transparency in the publication process. The aim is to encourage other donors, particularly national ones, to do the same.



Source: European Commission ➔ <https://open-research-europe.ec.europa.eu/about/>



REPORT ON JAPAN: TECHNOLOGICAL CAPACITIES AND KEY POLICY MEASURES

The International Reports (<https://ati.ec.europa.eu/reports/international-reports>) explore the technology and policy landscape of non-European countries including USA, China, Canada, Japan, South Korea and Russia.

These reports provide European policymakers insights into the most recent developments from overseas. Country performance regarding advanced technologies is presented based on patents, trade and investment data. A concise and informative review of policies relevant for advanced technology development and deployment is also part of the reports.

The report covering Japan is available on the following link.

Source: European Commission

➔ <https://ati.ec.europa.eu/reports/international-reports/report-japan-technological-capacities-and-key-policy-measures>

JAPAN-EU FOREIGN MINISTERS' MEETING

On 4 May, Mr. Toshimitsu Motegi, Minister for Foreign Affairs of Japan, held a meeting with Mr. Josep Borrell Fontelles, High Representative of the European Union (EU) for Foreign Affairs and Security Policy, Vice-President of the European Commission.

Minister Motegi welcomed the Council conclusions on the "EU Strategy for cooperation in the Indo-Pacific" as EU's strong will for its engagement with the Indo-Pacific region. High Representative Borrell expressed his gratitude for Minister Motegi's explanation of the vision of a "Free and Open Indo-Pacific (FOIP)" at the EU Foreign Affairs Council in January, and stated that it contributed to the formulation of the "EU Strategy for cooperation in the Indo-Pacific".

Minister Motegi asked for continuous smooth vaccine exports from the EU member states to Japan, and High Representative Borrell stated that he would make efforts to ensure continuous smooth shipments to Japan. They also shared the view to cooperate on the response to the COVID-19 pandemic, including the COVAX Vaccine Summit co-hosted by Japan and Gavi, climate change and environment, WTO reform, WHO review and reform, digital and others.

They shared the view to make thorough preparations in order to ensure the success of the next Japan-EU Summit Meeting. Minister Motegi also asked for cooperation from the EU to remove restrictions on imports of Japanese food products.

Source: Created by editing the website of the Ministry of Foreign Affairs of Japan ➡ https://www.mofa.go.jp/press/release/press4e_002999.html

JETRO LAUNCHES THE J-BRIDGE PLATFORM

J-Bridge is a business platform to facilitate collaboration or alliances between Japanese companies and overseas startups/businesses.



The project targets some Asian countries, the United States, Australia, and Europe covering various sectors.

For the time being, for Europe, only companies dealing with carbon-neutral technologies are invited to become members of the new platform.

Source: JETRO ➡ <https://www.jetro.go.jp/en/j-bridge.html>

STARTUP CITY PROJECT JAPAN

Startups are key players in the transformation of society and solving social issues by innovation.

The "Startup city project" is aiming to make an energetic Startup ecosystem in Japan.

The Japanese Government has selected eight Startup Cities and is providing intensive support for the ecosystem building by cooperation with local governments, universities, and the private sector.

Source: Cabinet Office, Government of Japan

➡ <https://www.j-startup-city.go.jp>

OVERVIEW OF OPEN INNOVATION PROGRAMME "MOIRE"

Mochida Pharmaceutical Co., Ltd. implemented "MOIRE", an open innovation programme for drug discovery based on proposals from academic researchers since 2019. The company welcomes applications from researchers with a great interest in connecting drug discovery seeds to pharmaceutical development.

Applicants would be researchers and research representatives affiliated with public research institutions, universities, university-originated venture companies, etc...

The company has three main interest research disease areas: women's health, for instance, endometriosis, uterine fibroid, pre-eclampsia, or other diseases with a high unmet medical need in obstetrics and gynaecology; and digestive diseases such as inflammatory bowel disease, NSAIDs-induced bowel

injury or other digestive diseases with a high unmet medical need. Moreover, the third area is researching intractable & rare diseases.

Application period: 1 June 2021, to 31 July 2021

Research period: One year in principle

Research expenses: Maximum US\$ 50,000 / project

The amount is decided for each project after consultation.

Application form and more detail information available online.

➡ https://www.mochida.co.jp/english/business/rd_openinnovation.html

KYUSHU UNIVERSITY EU CENTRE “JEAN MONNET CENTRE OF EXCELLENCE-KYUSHU, SECOND STAGE, KICK-OFF SYMPOSIUM”

On Wednesday, 17 February 2021, Kyushu University EU Centre organised the “Jean Monnet Centre of Excellence-Kyushu, Second Stage, Kick-off Symposium” entitled “The Future of Brexit and EU Integration” as an online webinar.



Kyushu University EU Centre was first awarded and implemented “EU Institute in Japan, Kyushu (EUIJ-Kyushu)” (2011-2016) funded by the European Commission, and later “Jean Monnet Centre of Excellence-Kyushu (JMCoE-Q)” (2016-2019) funded by Erasmus+, which is the European Union's funding scheme to support activities in the fields of Education, Training, Youth and Sport. Subsequently, It has been awarded Erasmus+ again and has started the activities of “Jean Monnet Centre of Excellence-Kyushu, Second Stage (JMCoE-Q2)” from 17 November 2020. For three years until 16 November 2023, it will carry out a wide range of activities in education, research, outreach, and academic exchange while contributing to the globalisation efforts of Kyushu University through the further deepening and development of EU research and education.

As the first step of the activities of “Jean Monnet Centre of Excellence Kyushu, Second Stage (JMCoE-Q2)”, this kick-off symposium under the theme of Brexit, the United Kingdom's withdrawal from the European Union, was held for the purposes of strengthening cooperation with regional EU-related organisations and international exchange organisations for future business development, and to return the benefits of EU research to the community in general.

At the end of 2020, approximately four and a half years after the United Kingdom decided to withdraw from the EU in a referendum, the country finally left the EU. Since the establishment of the EEC (European Economic Community) in 1958, the withdrawal of a member state was experienced for the first time in the history of European integration. The leading speakers on EU integration research and European economic research in Japan were invited. Multidimensional perspectives were provided on the implications for European integration, on the impact on the economies and industries of the EU and the UK, and on the challenges for Japanese-European business.

At the opening ceremony, Prof. Toshiyuki Kono, Executive Vice President of Kyushu University/Senior Vice President of Kyushu University, and Dr Philippe de Taxis du Poët, Managing Director, EU-Japan Centre for Industrial Cooperation/Minister Counsellor, Delegation of the European Union to Japan, gave greetings. In the Jean Monnet Symposium, following the opening remarks by Professor Kenji Iwata (Director of Kyushu University EU Centre), a lecture titled “The UK-EU Relations after Brexit and the Future of EU Integration/ブレグジット後の英EU関係と欧州統合のゆくえ” by Prof. Katsuhiro Shoji (Professor,

Law School, Keio University, Jean Monnet Chair ad personam, Director of the Keio Jean Monnet Centre of Excellence) and a lecture titled “The UK and EU Economics after Brexit - a Future Path/ブレグジット後の英国、EU経済—それぞれの進路” by Ms Sayuri Ito (Executive Research Fellow, Economic Research Department, NLI Research Institute) were delivered.

During the Q&A session, the discussion on “Brexit and EU Integration” was deepened by a wide range of perspectives, while questions from general participants were answered. At the subsequent Jean Monnet Seminar targeted broadly to the general public, Mr Susumu Tanaka (Director of the Europe, Russia and CIS Division, Overseas Research Department, JETRO) was invited and delivered a lecture entitled “Changes in the Business Environment of Europe/ブレグジット後の欧州ビジネス環境の変化”. Finally, Ms Machiko Hachiya (Advisor to Kyushu University EU Centre) concluded with a summary of the symposium and the closing remarks.

This symposium was held online as a webinar in the midst of the coronavirus pandemic, and the kick-off event was a great success with the participation of approximately 70 people from all over the country.

This symposium was supported by the Delegation of the European Union to Japan, EU-Japan Centre for Industrial Cooperation, Fukuoka EU Association, The Kyushu Society for EU Studies, Kyushu University Institute for Asian and Oceanian Studies Cultural Variation Cluster, Kyushu University SHARE Office, and Kyushu University Stockholm Liaison Office.

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

OPENING OF A NEW OFFICE IN TOKYO FOR **ALPHA-RLH COMPETITIVENESS CLUSTER**

Since 2017, members of ALPHA-RLH wanted to expand their businesses on the Japanese market. Since 1 April 2021, ALPHA-RLH launched its new project with the purpose of opening a bureau in Japan. It is not the first experience for such an internationalisation of ALPHA-RLH services. For example, the Chinese mission since 2011.

This office will be located in Tokyo with the partnership of the CCI France Japon. The selected French companies are SANODEV (design and manufactures innovative machines of disinfection using pulsed light, continuous UV, electric arc and microwave), KREON Technologies (3D measurement solutions: portable measuring arms, 3D scanners). Their products are used in many industrial sectors, mainly automotive and aeronautics, but also consumer goods, research and training. Currently, ALPhANOV is the latest beneficiary. ALPhANOV is a research and technological centre and a major player in the field of laser processes and micro-machining, from the development of laser processes to tailor-made R&D systems. This mission is meant to create contact and relation to access their specific market and to facilitate matchmaking activities & B2B, attending exhibitions, visiting companies, meetings with the local Japanese ecosystem, key stakeholders, and research institutions.

Having someone in Japan will make the contact easier and more efficient. Because of the Japanese, a representative need to be there to be able to succeed the implementation on the market.

➔ <https://www.alpha-rlh.com/eng/accompagnement-international-318>

BioM AWARDED EUROPEAN CLUSTER GOLD LABEL

In April 2021, BioM Biotech Cluster Development has been awarded the GOLD Label of the European Cluster Excellence Initiative (ECEI) for the 2nd time.



The cluster management organisation for the biotechnology and pharmaceutical industry in Munich and Bavaria receives this recognition after a careful and successful quality assessment by designated experts. The renewed certification confirms that BioM is one of the leading cluster organisations in Europe.

As part of the evaluation process, BioM had to demonstrate its competencies on the basis of 31 specific criteria. Part of the quality assessment was the successful partnership of BioM with Japanese biopharma regions, namely Osaka Prefecture and Kawasaki City. Those hold an immense potential for successful business and R&D collaborations. Importantly, in comparison with other more similar markets, Japan is a country where BioM as a cluster management organisation can make a difference for SMEs approaching the different and complex market with bundled, demand-driven support initiatives.

"We are extremely pleased to receive this recognition, which confirms our work and commitment," says Dr. Stephanie Wehnelt, Head of International Affairs and responsible for the GOLD Label process at BioM. *"For us, however, being amongst Europe's top cluster organisations also means continuing to improve and expand our activities and performance. Only in this way we can optimally leverage the innovation potential provided by the local biotech network of industry and science."*

The ECEI GOLD Label "Excel in Cluster Excellence" is an independent certification and is awarded to cluster management organisations that demonstrate high-quality and sophisticated cluster management. The label is valid for two years and can then be renewed after a review of selected criteria.

➔ <https://www.bio-m.org/en/news/news-detail/biom-holt-erneut-gold.html>

BIOSPAIN 2021

27 SEPT. – 1 OCT. 2021, PAMPLONA, SPAIN

BIOSPAIN 2021 will be held as a hybrid event: Virtual Tradeshow, Digital Partnering partneringOne® and Online & Onsite.

Jointly organised in its 10th edition by AseBio, the Spanish Bioindustry Association and Sodena (Government of Navarre), BIOSPAIN has become one of the leading biotech events in Europe, being the perfect setting for forging new partnerships and strengthening existing business relationships in the biotechnological industry.



Last edition, BIOSPAIN host 200 exhibitors, 1.750 participants, 54 international investors, 773 companies and institutions from 31 countries and 3.330 one-to-one meetings.

➔ <https://www.biospain2021.org>

MAGIA2MARKET STUDY ON THE JAPANESE MEDTECH INDUSTRY

The MAGIA2Market partners are glad to announce the publication of their Japanese MedTech market study!

The report gathers the key features to know to approach the Medical Technology market in Japan. For the four clusters partners this study is a crucial resource, as it builds the first information basis for their SMEs in order to better understand and, therefore, assess their opportunities in the Japanese market. Overview of the healthcare and reimbursement systems, regulatory requirements, market access, market segmentation are among the various topics covered.

ABOUT MAGIA2MARKET:

MAGIA2Market is a European project dedicated to support SME Internationalisation in MedTech sector on three global markets: China, Japan and USA. MAGIA2Market follows the first phase of the MAGIA project, which ended on 31 December 2019. The project gathers four European leading MedTech clusters: bioPmed (coordinator, Piedmont), BioWin (Wallonia), Life Science Nord (Northern Germany) and Lyonbiopole (Auvergne-Rhône-Alpes).



MAGIA2MARKET
MEDTECH ALLIANCE



The goal of MAGIA2Market is to provide SMEs the opportunity to meet with potential partners in China, Japan and USA, laying the groundwork for potential cooperation, both in terms of business agreements but also co-development or research collaboration.

Direct link to the Japanese MedTech study:

- ➔ https://www.magia2market.com/wp-content/uploads/2021/04/MEDTECH-JAPANESE-MARKET-STUDY_Copyright.pdf
- ➔ <https://www.magia2market.com/>

THE 1ST WORKSHOP OF ICT-38 CLUSTER

The EU-Japan.AI project has envisioned to include all the ICT-38 projects on its innovative platform.

ICT-38-2020 Project Collaboration

AI for Manufacturing

1st Workshop
07/05/2021



On one side, this will make it possible to gather a large pool of experts and knowledge representing EU. On the other side, EU-Japan.AI will serve as a bridge to Japan and its network of relevant stakeholders. The result will be a vibrant online community working towards advancing collaboration and exchange of knowledge between the EU and Japan for AI-Driven Innovation in Manufacturing.

The workshop covered the following topics:

- Project presentations
- Listing areas of focus
- Identification of areas of collaboration
- Planning of next steps

The ICT-38 cluster includes the following 9 projects:

- AI-PROFICIENT (Artificial Intelligence for improved PROduction effICIency, quality and maintenance – 957391)
- ASSISTANT (leArning and robuSt deciSIon SupporT systems for agile mANufacTuring environments – 101000165)
- COALA (COgnitive Assisted agile manufacturing for a LABor force supported by trustworthy Artificial Intelligence – 957296)
- EU-Japan.AI (Advancing Collaboration and Exchange of Knowledge Between the EU and Japan for AI-Driven Innovation in Manufacturing – 957339)
- knowlEdge (Towards AI powered manufacturing services, processes, and products in an edge-to-cloud-knowlEdge continuum for humans [in-the-loop] – 957331)
- STAR (Safe and Trusted Human Centric Artificial Intelligence in Future Manufacturing Lines – 956573)
- MAS4AI (Multi-Agent Systems for Pervasive Artificial Intelligence for assisting Humans in Modular Production Environments – 957204)
- TEAMING.AI (Human-AI Teaming Platform for Maintaining and Evolving AI Systems in Manufacturing – 957402)
- XMANAI (Explainable Manufacturing Artificial Intelligence – 957362)

Source: EU-Japan.AI Project Coordinator

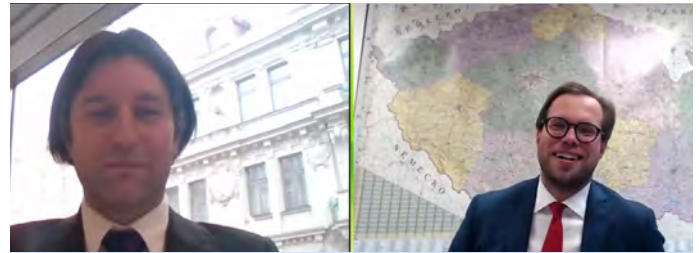
CZECH-JAPAN INNOVATION DAYS: CUTTING-EDGE COMPANIES PRESENTED ITS CAPABILITIES

The Czech-Japan Innovation Days, organised by CzechInvest and JETRO Prague, took place on 24-25 February 2021. Over the course of two days, this unique online event attracted dozens of innovative leaders of the Czech and Japanese scenes, including representatives of the private sector, universities, research and development institutes and investors, as well as members of the expert public.



The purpose of the event was to present to Japanese partners Czech entities in seven sectors that excel due to their innovative and technological nature, namely Aerospace and Defence, AI & Digital, EcoTech, HealthTech, Creative Industries, Mobility, and Advanced Industrial Technologies.

During more than nine hours of live streaming, 29 leading Czech companies presented themselves to nearly forty Japanese entities. The event was supported by a full range of esteemed speakers including, for example, H.E. Hideo Suzuki, Ambassador of Japan to the Czech Republic, H.E. Martin Tomčo, Ambassador of the Czech Republic to Japan, Yoshitaka Hoshino, executive vice-president of JETRO, Nobutaka Takeo, director general of NEDO's European office, and Patrik Reichl, CEO of CzechInvest. Due to its focus, the Innovation Days event was additionally a part of the "Year of Czech Science, Education and Innovation in Japan" declared by the Embassy of the Czech Republic in Tokyo for 2021.



On the right Richard Schneider, CzechInvest Tokyo, Director for Japanese Operations

The Czech-Japan Innovation Days did not end with the presentations of Czech companies. In connection with the virtual event, the organisers initiated an active process of bringing entities together, thus making it possible for both sides to arrange B2B meetings online. Following the end of the event, CzechInvest and JETRO Prague registered 30 requests for such meetings.

- ➔ <https://www.czechinvest.org/en/Homepage/Events/ONLINE-Czech-Japan-Innovation-Days> (English)
- ➔ https://www.mzv.cz/tokyo/ja/science_innovation/year_of_science_education_innovation_2021/x2021_02_26.html (Japanese)
- ➔ https://www.cz.emb-japan.go.jp/info_ambassador_activity.html#k210224 (Japanese)

FOOTPRINTS OF A CZECH RESEARCH CENTRE IN JAPANESE TECHNOLOGICAL DEVELOPMENT OF X-RAY COMPUTED TOMOGRAPHY

Despite the Covid-19 pandemic situation, CT Lab at CEITEC Brno University of Technology has continued to play an important role in the development of the CT technology of Rigaku Corporation – a Japanese manufacturer and distributor of scientific, analytical and industrial instrumentation specializing in X-ray-related technologies.



The story of CT Lab in Japan started in 2014 when this laboratory purchased a unique nano-CT device (Nano3DX) and became Rigaku's application laboratory for Europe, presenting the possibilities of Rigaku's nano-CT technology. Till today CT Lab has conducted over 50 demo-measurements for more than 15 of Rigaku's potential customers from various industrial and scientific fields.

Over recent years the scope of the collaboration has evolved, and CT Lab has been engaged in the development of Rigaku's CT-related technology. For this purpose, CT Lab now operates a dedicated team of

PhD students and young researchers that are pushing the limits of current CT technology by developing advanced tomographic techniques and software solutions. Moreover, since 2017, Rigaku Corporation has supported the mobility of the CT Lab team by financing study internships in their research facility located in Tokyo.

This strong and successful research collaboration has resulted in 6 common research projects over the years, whose results have been already presented in 5 scientific papers and conference contributions. Rigaku's mobility grant has enabled 4 internship stays, supporting the

education of Czech students in Japan and strengthening the research collaboration between the Czech Republic and Japan. CEITEC (Central European Institute of Technology) is a young and dynamic scientific research centre specialising in the fields of life sciences, advanced materials and nanotechnologies. The centre aims to engage in scientific discovery on a global level by providing researchers with the latest equipment and cutting-edge laboratory facilities on an open access basis.

- ➔ <http://ctlab.ceitec.cz>
- ➔ <https://rigaku.com>

AGRITECH - DISCOVER THE POTENTIAL OF SLOVENIA AND JAPAN IN AGRICULTURE

The webinar “Agritech - Discover the potential of Slovenia and Japan in agriculture” organised by SPIRIT Invest Slovenia public agency, the Embassy of the Republic of Slovenia in Tokyo and MAFF Japan, was held on 25 March 2021, with 120 participants from Slovenia and Japan.



At the event, the audience was addressed by the Ambassador of the Republic of Slovenia to Japan, Dr. Ana Polak Petrič, Ambassador of Japan to Slovenia, Mr. Hiromichi Matsushima, Minister of Agriculture of the Republic of Slovenia, Dr. Jože Podgoršek, and the Parliamentary Vice-Minister for Agriculture, Forestry and Fisheries of Japan Dr. Seishi Kumano.

This was followed by a presentation of the Slovenian business environment with an emphasis on innovative solutions in the field of agriculture by Ms. Dijana Madžarac from the Ministry of Economic Development and Technology and presentation of development projects in Slovenian agriculture by Dr. Tatjana Zagorc, director of the Chamber of Agricultural and Food Companies. Dr. Takuya Sato from the Japanese Ministry of Agriculture presented the operation of the Platform for the Integration of Knowledge and Innovation. Mr. Boris Nicolas Erjavec, Executive Director of AGRA, who presented the activities and plans of the AGRA fair for 2021 and 2022, concluded the panel.

The central stage of the conference was reserved for presentations of innovative solutions of six Slovenian and Japanese companies in the field of AgriTech: KUBOTA CORPORATION (JAP) who recently invested in a Slovenian tech company, ACIES BIO (SLO), AC PLANTA (JAP), ARK Inc. (JAP), PanOrganix (SLO) and WABOOST (SLO). Companies have demonstrated high-tech innovations related to biotechnology, water purification and improvement systems, aquaculture, and smart pest management. The conference was closed by Dr. Tomaž Kostanjevec, director of SPIRIT Slovenia, who emphasised that both Slovenian and Japanese economies have great potential and can offer high-tech solutions in the field of agriculture.

The webinar’s organisers are inviting anyone interested to participate to the B2B sessions, which will be held at International Agriculture and Food Exhibition AGRA in Slovenia at the end of August 2021.

The video is now available on the web page at:

➔ <https://spirit-agritech-slovenia-japan.meetpt.com> (English)

➔ <https://spirit-agritech-slovenia-japan.meetpt.com/ja> (Japanese)

FERMENTATION JAPANESE EXPERTS IN A FRENCH ONLINE EVENT HOLD BY VITAGORA

Healthy, with a long shelf life, authentic and traditional, or even exotic... Fermented foods are one of the hottest trends in the food markets, and the forecast for the fermented food market shows growth potential.

On 30 April 2021, Vitagora has devoted a full programme of its “Appetite For Innovation” event to fermentation, in a 100% online edition due to the sanitary context.

For this occasion, researchers from all over the world, came and presented their research programs and innovations online. As fermentation research is very strong in Japan, several Japanese experts were invited: Dr Saigusa Noriaki from Sojo University in Japan, presented the following subject: "Effect of koji mold on sweetness and umami under various culture parameter".

Dr. Kimoto Hiromi, from NARO (the Japanese national agricultural and food research organisation) spoke on the subject of the "Role of fermented milk made by a new lactic acid bacterium". Finally, Dr. Kawai Takayuki, also from NARO, spoke about "Salt Reducing Methods of

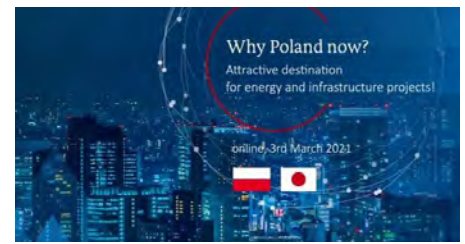
Fermented Pickles for Japanese Foods". Over a hundred participants listened to these quality presentations, which had been recorded in advance to get around the problem of the difference in time slots between speakers (in Japan) and participants (mostly in France and Europe).

➔ <https://www.vitagora.com>



WHY POLAND NOW? ATTRACTIVE DESTINATION FOR ENERGY AND INFRASTRUCTURE PROJECTS!

Investments within energy and infrastructure sectors were the subject of the virtual conference "Why Poland now? Attractive destination for energy and infrastructure projects!" organised on 3 March 2021, by the Polish Investment and Trade Agency (PAIH) and the Polish Embassy in Tokyo, in cooperation with Keidanren, JETRO and Shokokai. Polish-Japanese event was followed by nearly 500 people online.



The aim of this online meeting was to deepen partnership and seek for innovation within strategic areas - energy and large infrastructure projects. The first part of the meeting was opened by the Polish Investment and Trade Agency Board Member, Grzegorz Słomkowski, followed by, among others: Prime Minister of Poland-Mateusz Morawiecki, Special Advisor Mr Minoru Kihara, who presented a message from Prime Minister Suga; HE Paweł Milewski, Polish Ambassador to Japan. There were presentations from representatives of JETRO, Keidanren,

Toyota Motor Corporation, Polish Ministry of Foreign Affairs, Industrial Bank of Poland, Ministry of Climate and Environment, Ministry of Infrastructure and Polish Economic Institute.

The event was organised on the anniversary of Polish Prime Minister to Japan. The head of the Polish government said that Poland is a country of opportunities and that foreign entrepreneurs can count on professional and comprehensive local advice. Prime Minister Morawiecki emphasized that an important component strengthening Polish-Japanese ties is the Free Trade Agreement signed between Japan and the European Union.

The participants of the virtual conference agreed that energy is one of the most promising areas of cooperation between Poland and Japan. The Minister of Climate and Environment, Michał Kurtyka mentioned that Poland is open to further tightening ties with Japan in the energy sector.

"The energy transformation, in line with the requirements of the EU policy, is the greatest challenge, but also an opportunity for the economic development of Poland. Under current Covid-19 pandemic crisis, we treat the energy transition as a pillar of the economic recovery strategy, and therefore we also hope for cooperation with Japan. Poland welcomes recent commitment of the Japanese Prime Minister on achieving climate neutrality by 2050", said Michał Kurtyka.

In the second networking part of the conference, the representatives of Polish and Japanese business had a unique opportunity for virtual meetings with a wide group of potential partners, clients and investors, to establish and maintain business relations and to discuss plans for potential cooperation. Moreover, it was an opportunity to inquire about the concrete cooperation opportunities offered currently by the infrastructure and energy sectors.

➔ https://www.paih.gov.pl/20210305/polska_i_japonia_zaciesniaja_wspolprace#
➔ <https://www.youtube.com/watch?v=wg2anwldcfw>

CCILJ & CCHJ IN COOPERATION TO PROMOTE THE IBERIAN SPACE IN JAPAN

The Portuguese Japanese Chamber of Commerce and Industry (CCILJ) and the Japanese Hispanic Chamber of Commerce (CCHJ) have established a cooperation agreement focused on a partnership of mutual support, in the promotion of their members in the Iberian space and possible joint approaches to the Japanese market.

This partnership is of enormous importance for both entities, as it allows for the promotion of networking amongst companies linked to the Japanese market in the Iberian Peninsula, offering services for member prices to its members in both countries, as well as the joint promotion of products and services in Japan. The two entities are already collaborating in the promotion of the first edition of Agroiberia, a trade fair focused on the internal and external promotion of the Iberian agri-food market (Portugal, Spain and Andorra) that will take place in Aranjuez, Spain from 29th September to 3rd October.

This event will not only host on site visitors, but also virtual visitors, allowing Japanese importers and other agri-food professionals to get to know the products and meet its producers. Believing in the importance of European values and in transnational cooperation, CCILJ and CCHJ look for a common space to approach the Japanese market and promote the best of Iberian products and services.

➔ <https://ccilj.pt/>
➔ <https://camarajaponesa.com/>

EUROPEAN TRAVEL COMMISSION (ETC) REOPENS ITS JAPAN CHAPTER AFTER YEARS OF ABSENCE IN THE MARKET

The European Travel Commission (ETC), the association of National Tourism Organisations in Europe, appoints Koichi Numata, as the Chairman of its newly relaunched Japan Chapter. The appointment of Numata marks the official return of ETC in Japan after an absence of 10 years.



The Chapter will comprise the full members of ETC that have a national tourist office or official representation in Japan and are expected to be the organisation's eyes and ears in the marketplace. Numata, who is the Japan's Representative at Visit Finland, will lead the Chapter, consolidating cooperation and relationships between the Japanese and European travel and tourism industries.

Numata will also help ETC in monitoring and facilitating exchange of information on the impact of the Covid-19 pandemic in the market and on the image of Europe as a travel destination.

ETC's upcoming communication campaign "Europe invites the curious", which is co-funded by the European Union, is scheduled to target consumers in the Japanese market. Through its future activities, ETC hopes to encourage the Japanese trade and travellers to experience what Europe has to offer when the time is right. Japan ranks fifth among all out-of-region outbound travel markets to European destinations. 4.95 million travellers from Japan arrived in Europe in 2019, accounting for a market share of 19.2% of all Japanese outbound travel.

Tourist arrivals from Japan to Europe are expected to grow an average of 0.7% per year until 2024 due to Europe's stunning natural landscapes, cultural heritage, spas and shopping experiences.*

The European Travel Commission is a non-profit association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe.

ETC's corporate website is aimed at industry, government and educational personnel interested in tourism to Europe.

* Source: ETC Quarterly Report 4/2021, Tourism Economics data

➔ <https://etc-corporate.org>

VIRTUAL B2B EVENTS FOR FOOD & BEVERAGE, SPACE, AND OUTDOOR & FITNESS, ON **FIERA SMART365 PLATFORM** BETWEEN ITALIAN AND JAPANESE COMPANIES

Covid-19 emergency highlighted the necessity of alternative ways to establish business relations in times of reduced mobility among countries.

To react to the scenario determined by the outbreak of the pandemic ITA-Italian Trade Agency created the new platform, Fiera Smart365, a powerful and simple tool to establish and facilitate business contacts with Italian companies.

The Trade Promotion Section of the Embassy of Italy recently organised three virtual B2B events on Fiera Smart365 for Food&Beverage, Space, and Outdoor&Fitness sectors.



From 15-29 April Smart365 hosted 20 B2B meetings between important Italian and Japanese companies of the space sector. The B2B meetings were the follow-up of the webinar Italy-Japan Space Cooperation for emerging Global Challenges, held on 14 April, organised by the Italian Foreign Ministry in collaboration with the Embassy of Italy and its Trade Promotion Section, to promote the national technological excellence.

To further and boost the business contacts set during the Foodex Japan exhibition, over 60 meetings took place on Fiera Smart365, from 26-28 April, among 32 Japanese importers and 28 of the Italian companies that presented their products inside the Showroom Area of the Italian Pavilion, the innovative open space dedicated to the producers not yet represented in Japan. From 26-30 April, during Digital Sport House, an online trade exhibition event, three Japanese buyers met, on Smart365, seven Italian companies of Outdoor and Fitness sectors. All the events were a valuable opportunity for Italian and Japanese companies to meet each other, considering that the emergency measures to prevent Covid-19 spread do not yet allow foreign companies to enter Japan.

Source: Trade Promotion Section of the Embassy of Italy

BLCCJ NIPPON EXPORT AWARD 2021-2022

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is organising the 11th edition of the Nippon Export Award (NEA). With this prize the organisers want to reward SMEs or large companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.



WHERE AND WHEN?

Deadline to apply – Tuesday, 31 August 2021.

In September, the BLCCJ NEA Taskforce will select 3 finalists who will be invited to make a presentation for a professional jury in October. Companies not based in Tokyo can opt for a remote presentation via Zoom or other digital platforms.

The winner will be commemorated with an award ceremony at the Belgian or Luxembourg Embassy before the end of the year. The winner will also be announced at the annual BLCCJ gala ball on 5 November 2021 at Conrad Tokyo.

CONDITIONS FOR APPLICATION

- The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services.
- Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.
- Previous winners can reapply four years after their last participation with a different brand or service.

- Applicants do not need to be a BLCCJ member.
- Companies without representative office in Japan are also eligible.

SELECTION CRITERIA

The winning company will have shown outstanding export achievements.

- The presence in the Japanese market and the company's significant achievements (either growth or size) in trade with Japan.
- Showing vision in new niche markets, daring innovation to embark on new opportunities.
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards.
- Originality of approach (marketing, distribution, environment protection, design, research...)
- The company's spirit (marketing, merchandising...)
- Note: for the purpose of this year's NEA selection, any impact -positive or negative- caused by COVID-19 will be taken into consideration in the evaluation.

For more information, please contact the BLCCJ office: info@blccj.or.jp Tel: +81-(0)3-6457-8662

➔ <https://blccj.or.jp/nippon-export-award>

EU-JAPANESE START-UP IS REVOLUTIONISING THE WAY PEOPLE IMPROVE THEIR ENGLISH

What happens when you put together a British English teacher in Japan, two Japanese academics and two Japanese-German brothers with backgrounds in Business Administration and Information Systems? You get an innovative English-learning app, developed to help intermediate to advanced English learners improve their vocabulary, especially students who want to sound more eloquent in their academic papers and presentations.



A learner's passive vocabulary is far greater than their active vocabulary. Eloquence is an app designed to help foster the active vocabulary, with a carefully constructed learning-theory mix and an adaptive algorithm. It integrates interactive exercises, using pictures, videos by English teachers, and plenty more to make learning both efficient and enjoyable.

The originality and effectivity of the app has caught the attention of schools and universities worldwide. A cooperation is in the works between the company and two EU-based universities: the University of Münster (Germany) and Saxion University (the Netherlands). Moreover, a professor from the Graduate School of Language and Culture at Osaka University has expressed interest in utilizing the app as a part of the curriculum in English lectures.

The team, members located in Germany, Japan and the UK has been supported by the German state of NRW and the Enterprise Europe Network. The start-up is welcoming new connections and cooperation with schools and universities globally, including Japan where learning English is important but also complicated due to both languages being completely different. The Japanese team members especially help the start-up to tailor their learning app to users in Japan. It is also beneficial for Japanese students to attain a good grasp of the English language as many wish to travel abroad and/or work in companies requiring them to use in English. The app Eloquence offers an opportunity to institutions that are keen in helping students boost their language abilities.

➔ <https://eloquence.app>

EUROPEAN BIOTECH & PHARMA PARTNERING CONFERENCE VIRTUAL AGAIN IN 2021



From 27-30 September 2021, the EU-Japan Centre for Industrial Cooperation and Osaka Bio Headquarters (Osaka Prefectural Government) will again organise the Virtual Biotech & Pharma Partnering Conference, a one-to-one business-matching event.

This annual event held since 2016 in Osaka, was successfully taken online last year with 152 companies attending and 374 meetings, a more than 30% growth to previous physical events. The event is also a great example for cooperation between European and Japanese Clusters, the Enterprise Europe Network and member states' Trade Promotion Organisations. Thanks to the organisers support, participation in this event will be free of charge. The majority of participants from Japan will be pharma and biotech companies from Osaka and the surrounding Kansai region, the historical powerhouse of the Japanese pharma industry. But the participation from other regions in Japan has been increasing, especially last year. Typical participants from Europe are biotech ventures and service providers for drug discovery and drug development.



As elsewhere, there is a growing interest in Japan for digital drug discovery technologies, as well as for digital medicine/therapeutics such as drug-device and app-device combinations.

All meetings will be arranged between participants via an online platform and will take place in the form of video calls, which open seamlessly on the same platform.

Registration is scheduled to open on 21 June and meetings can be requested immediately after opening.

In addition to company profiles, participants will be encouraged to submit detailed product and service profiles in the Marketplace section of the platform. To ensure a high quality of the event, organisers reserve the right to reject profiles that do not fit the purpose of the event.

European and Japanese companies fitting the target can apply directly through the platform.

European EEN partners who wish to become co-organisers should contact Daniel Gralki at info-jp@een-japan.eu

➔ <https://bio-pharma-osaka-2021.b2match.io/>

COOPERATION WITH SUPPORT ORGANISATIONS MEMBERS OF ENTERPRISE EUROPE NETWORK

Co-organisation of online workshops for the benefit of SMEs clients of these EU regional support organisations.



In early 2021 the EU-Japan Centre has launched a call for (co-organising) online export-support and/or cross-cultural workshops and received over 30 expressions of interest from local member organisations of Enterprise Europe Network (EEN). Since February 2021, the EU-Japan Centre has co-organised 8 online workshops with several EEN partners, including, representatives from Stowarzyszenie Wolna Przedsiębiorczość (Poland), Croatian Chamber of Economy (Croatia), Auvergne-Rhone Alpes Enterprises (France), Estonian Chamber of Commerce and Industry (Estonia), Eurosportello – Unioncamere del Veneto (Italy), Vilnius and Kaunas Chamber of Commerce, Industry and Crafts (Lithuania), Torino Chamber of

Commerce, APRE (Italy), Hungarian Export Promotion Agency (Hungary) and TecnoCampus, XPCAT (Spain).

A total of 414 people expressed their interest in participating in one of the online workshops which covered export procedures either in food or textile sector, EPA-related developments and benefits as well as Japanese business culture and virtual communication. The food sector remained of the highest interest among local EEN partners and their clients. Since the successful launch of online workshops last year in June due to COVID-19 pandemic, the Centre will continue organising more workshops in the following months for the benefit of local SMEs with EEN member organisations across the EU.

For further information, planning or more specific queries in relation to these online sessions, please contact Ms Eivilte Kandratavičiute at eiva@eu-japan.eu. We look forward to hearing from you!

PARTNERING OPPORTUNITIES

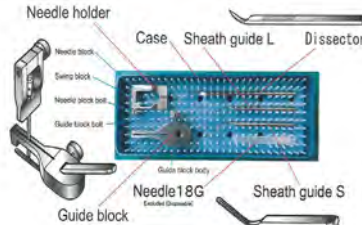
JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU → <http://een-japan.eu/opportunities>



REQUEST FOR DISTRIBUTOR

Sector: safety equipment

Japanese manufacturer of protective industrial gloves' looking for distribution agreement in the EU
Profile ID: **BOJP20210323001**



REQUEST FOR DISTRIBUTOR

Sector: medical equipment

Japanese manufacturer of surgical instruments for the treatment of trigger finger is looking for distributors in the EU
Profile ID: **BOJP20200401001**

REQUEST FOR DISTRIBUTOR

Sector: industrial equipment

A Japanese producer of hydraulic pumps competitive for their light weight and compactness is looking for EU partners
Profile ID: **BOJP20200406001**

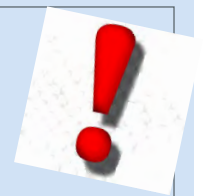


REQUEST FOR SUPPLIER

Japanese trading company supplying municipalities and local utility providers is looking for sustainable products and technologies to distribute in Japan. The company is looking for products to be used by municipalities and local utility providers that contribute to the safety, reliability and environmental friendliness of local utility supply in Japan. These could be technologies used in the case of natural disasters, but also technologies that contribute to the reliability and environmental friendliness of public utilities such as electricity and water.

Solutions that are currently envisaged are:
- power storage and management systems
- emergency power generation systems
- emergency water supply systems
- biodegradable materials

More details in the profile
Profile ID: **BRJP20210402001**



ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

→ <http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

EXPOCOOK2021

28-30 September 2021, Palermo, Italy

Registration deadline: 28 september 2021

Expocook Online Experience (<https://expocook.collectivibe.com>), held on 28-30 September 2021, brings together companies (buyers, suppliers, other stakeholders) from a large number of countries related to the world of food in its broader sense: food and beverage production: traditional, organic, "free from", functional, etc.; food/wine tourism; products and components for the Ho.Re.Ca sector; professional equipment for bars and restaurants, pizzerias, pubs and breweries, pastry shops, bakeries and gastronomy shops, hotels, large communities, etc.; hotel-business related: services for hotels and accommodation facilities, engineering and architecture, design and art direction; packaging solutions; vending machines; indoor and outdoor furniture and design; ICT, cash management software and hotel management software; marketing, communication and consulting; tableware: cutlery, tablecloths, silverware, porcelain, plates, glasses, accessories...all for a perfect "mise en place"; workwear: fashion for chefs, restaurant and hotel staff, etc.; water and waste management for the Ho.Re.Ca. sector.



The event offers three opportunities for participants:

- The Expocook 3D Virtual Fair, exhibiting companies will have virtual booths to showcase in an interactive way their products and services, and participate in all the digital events.
- The Expocook physical event, in Palermo, exhibiting companies will be able to meet potential partners online or on site, participate in or organise live workshops.
- Participation in the B2B matchmaking event, online or on site (organised by Enterprise Europe Network partner Sicindustria).

Inspiring plenary sessions, informative workshops and targeted 1:1 meetings promise knowledge gain and new business contacts. Registration to the B2B matching event:

→ <https://expocook2021.b2match.io/>



DATE/LOCATION	DETAILS	CONTACTS
22-23 June 2021	WORKSHOP Security policy workshop	Japanese-German Center Berlin https://jdz.de/en/events/security-policy-workshop-track-15
24 June 2021	WEBINAR Personalized Nutrition as a Driver of Sport Success	Foodvalley https://www.foodvalley.nl/event/34223/
1 July 2021	WEBINAR Lean Café #08 - Linking digital tools and lean with SpoluWorks	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-cafe
23 September 2021	WEBINAR Lean Café #09 with CNH Industrial - Understanding WCM, developing a World Class Company and spreading it across people, sites and cultures	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-cafe
27-30 September 2021	VIRTUAL MATCHMAKING EVENT European Biotech & Pharma Virtual Partnering Conference	EU-Japan Centre for Industrial Cooperation and Osaka Bio Headquarters (Osaka Prefectural Government) https://bio-pharma-osaka-2021.b2match.io
13 October 2021	SYMPOSIUM DJW Symposium 2021 Online: "Yesterday's future, tomorrow's trends – perspectives for the Japanese-German economic relations" part II	DJW https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/zukunft-von-gestern-trends-von-morgen-perspektiven-fuer-die-deutsch-japanischen-wirtschaftsbeziehungen-teil-ii
14 October 2021	WEBINAR Lean Café #10 with Mondelēz International - Lean in the food industry	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-cafe
13-15 October 2021	VIRTUAL MATCHMAKING MISSION Biotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-cluster-sme-mission
22-24 October 2021 Takamatsu, Japan +Online	CONFERENCE Human-centered Sustainability and Innovation for an AI-assisted Future: New Interdisciplinary Education & Research for the Next Stages in Japan and Europe	EJEA – European Japan Experts Association https://www.kagawa-u.ac.jp/kuio/circ/event/ejeaconf
15-19 November 2021	ONLINE TRAINING World Class Manufacturing - November online mission Application deadline: 26 June 2021	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing-mission-1



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

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ANY EU-JAPAN-RELATED NEWS?

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