

# Call For Pre-Departure Briefing Expert

## Green Business Mission 2026

### At-a-glance

- **Purpose:** Find an expert to deliver the PDB for EU SMEs/startups preparing for Japan's green market.
- **Eligibility (Status & Location):** Individuals acting in a professional capacity (e.g., freelancers/sole proprietors) and legal entities, **based in the EU or in Japan**, able to enter into a service contract and invoice in EUR.
- **Organiser:** EU-Japan Centre for Industrial Cooperation
- **Event:** Pre-Departure Briefing (online, Zoom)
- **When:** Late January - Early February 2026 (exact date TBC)
- **Time:** 09:00 CET / 17:00 JST
- **Duration:** 60 minutes (40-min talk + 20-min Q&A; Q&A length may be adjusted as needed)
- **Audience:** about 16 selected participants (EU SMEs/startups)
- **Language:** English
- **Honorarium:** Up to EUR 600 (incl. VAT where applicable)
- **Application deadline:** Wednesday, 10 December 2025

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### Context of the Call

The EU-Japan Centre is organising the **Green Business Mission 2026** to Tokyo. Participants will exhibit in a European Pavilion at the Decarbonization Expo 2026, a dedicated Expo zone within Sustainability Management Week / Smart Energy Week, at Tokyo Big Sight, 16–19 March 2026, and take part in a B2B Networking Event on the day before the fair. To prepare the approximately 16 selected EU participants, the Centre seeks an expert to deliver a **60-minute online Pre-Departure Briefing in Late January–Early February 2026 (exact date TBC)**, focused on actionable market entry and partnering in Japan.

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### Participants Profile

The **approximately 16** selected participants are representatives of **SMEs and clusters** from the **European Union or countries associated with the Single Market Programme (SMP)**, active in **Green Technology**—notably **renewable energies** and other **carbon-zero or circular-economy solutions**. In line with the mission page, key areas of interest include **hydrogen, batteries, photovoltaics, smart-grid, wind power, and biomass**, as well as broader **carbon-neutral solutions** showcased at the **Decarbonization Expo 2026**. Typical attendees are decision-makers (founders/executives, business development, technical/commercial leads) preparing to engage Japanese partners during the **European Pavilion and B2B Networking Event** in Tokyo.

## Requirements

The selected expert will deliver a **40-minute presentation followed by a 20-minute Q&A** that provides a practical overview of **Japan's green market** and **concrete opportunities for EU SMEs** across the sectors above. The expert may structure the session as they see fit; however, the talk should **focus on market implementation (not generic intercultural topics)**, address the points below, and result in a **distribution-ready slide deck** to be shared with participants.

### 1. Overview of Japan's Green Market

- Policy landscape and targets (decarbonization roadmap, incentives, major programmes)
- Key statistics and investment trends (generation mix, capacity additions, capex hotspots)

### 2. Future Goals and Opportunities for EU Companies

- **Renewables:** project pipelines and supply-chain niches
- **Storage & Green H<sub>2</sub>:** where pilots are scaling (batteries/BMS, fuel cells, electrolyzers, H<sub>2</sub> logistics)
- **Grid & Digital:** utility pain points; metering/EMS/DMS, DR, power electronics; procurement routes
- **Efficiency & Industrial Decarbonization:** heat pumps, waste-heat recovery, electrification/optimisation
- **Circular Economy:** recycling/upcycling, bio-based materials, resource tracking

### 3. Regulatory & Compliance Essentials

- Certification/conformity highlights (e.g., electrical equipment/PSE where applicable, interconnection/grid codes, relevant building/installation rules)
- Programme interfaces (e.g., METI/MOE/NEDO schemes) and typical documentation for pilots/vendor registration

### 4. Market Entry Strategies

- Identifying and qualifying partners (utilities, EPCs, trading houses, integrators, regional energy companies)
- From **PoC to procurement:** pilot design, data/measurement, evaluation timelines, vendor lists
- Leveraging trade fairs, clusters, and matchmaking to build a Japan-ready pipeline

### 5. Success Stories / Lessons Learned

- Short case snapshots of EU companies in Japan's green sectors
- Common pitfalls (pricing, warranties/O&M, IP/data access, service expectations) and mitigation tips

**Deliverables:** shareable slide deck (PDF or equivalent) and live Q&A facilitation. No additional report required.

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## Recording & Materials (notice)

The session will be recorded. The recording and the slide deck may be shared with mission participants on a **restricted-access, non-indexed webpage** of the EU-Japan Centre. While **“noindex”** will be used and the page will **not be linked** from public pages, it **may be accessible to anyone who knows the URL**. Redistribution by participants is **not permitted**.

## Honorarium & Payment (summary)

- **Fee:** Up to **EUR 600** (incl. VAT where applicable). The **agreed fee (≤ EUR 600)** will be invoiced in **EUR**.
  - **Payer & term:** Payment by the **EU-Japan Centre (Brussels)** within **30 days** of valid invoice receipt.
  - **SEPA (EU/EEA) accounts:** Paid by **SEPA Credit Transfer in EUR**. **No deductions by the Centre**; the amount sent equals the agreed fee.
  - **Non-SEPA / non-EU accounts:** Paid by **international bank transfer in EUR**. The Centre covers **only its outgoing bank fee**; **intermediary/receiving bank and any FX fees may be deducted, so the net amount received may be lower** than the agreed fee. **No top-ups will be made** for such deductions.
  - **Taxes/VAT:** VAT treatment follows applicable cross-border rules (e.g., reverse charge, if applicable). The expert remains responsible for local tax and social-security compliance.
  - **Travel costs:** **None**, as this is an online session.
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## Application Process

If you have the necessary expertise and would like to contribute to this webinar (**Late January - Early February 2026**), please email [H.Kovano@eu-japan.eu](mailto:H.Kovano@eu-japan.eu).

Include in your email:

1. **CV (max 1 page)** highlighting relevant experience and qualifications.
2. **One-page lecture outline** (topics, structure, timing, Q&A approach).
3. **3–5 sample slides** (excerpts from past talks are acceptable).
4. **Your expected fee** (a figure or range, **not exceeding EUR 600**, incl. VAT where applicable).

**Email subject:** *PDB Lecturer – Green Business Mission 2026*

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## About the EU-Japan Centre for Industrial Cooperation

Established in 1987, the EU-Japan Centre is a bilateral organisation fostering industrial cooperation between the EU and Japan. It operates with the support of the European Commission (DG GROW) and Japan's Ministry of Economy, Trade and Industry (METI), with offices in **Brussels** and **Tokyo**. The Centre promotes industrial and trade cooperation and facilitates the exchange of experiences and best practices between the EU and Japan.

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## Notes

- **Conflict of interest:** Applicants shall promptly declare any potential conflicts of interest and agree to sign a related declaration if required.
- **Data protection:** Submitted information will be used solely for selection, contracting, and delivery of the briefing.
- **Schedule changes:** Dates/times are indicative and may be subject to change.