

World Class Manufacturing 17-21 February 2025

Pre-Departure Briefing in January 2025

Call for a cross-cultural expert!

About the EU-Japan Centre for Industrial Cooperation

The EU-Japan Centre for Industrial Cooperation was established in 1987 as a core organisation to implement industrial cooperation between the EU and Japan as an affiliate of the Institute for International Studies and Training (renamed later Center for International Economic Collaboration).

The Centre is currently the only joint venture between the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs (DG GROWTH) and Japan's Ministry of Economy, Trade and Industry.

This collaboration is further strengthened by the effective partnership between the two offices: one located in Brussels, Belgium, and the other in Tokyo, Japan. Both offices focus on promoting industrial and trade cooperation between the EU and Japan, as well as enhancing the competitiveness of EU and Japanese companies by facilitating the exchange of experiences and know-how.

Funded by both the EU and Japan, the Centre also arranges and oversees annual business missions and programmes to Japan.

World Class Manufacturing mission (WCM)

The 5-day World Class Manufacturing mission (WCM) was created in 1992. The training course consists of lectures, workshops, and visits to some of the world's most advanced Japanese factories in order to understand the real "GEMBA" (production site). The EU-Japan Centre for Industrial Cooperation (in collaboration with external Japanese experts and Institutes) offers to participants the chance to talk directly with Japanese production Senior managers and observe the effective implementation of manufacturing methods indoors. The final purpose is for EU participants (mainly engineers, entrepreneurs, CEO) to gain a detailed understanding of current Japanese approaches on developing and implementing WCM methods in very practical way, on the one hand and on the other, to adapt those Kaizen tools to improve their companies' lean journeys and competitiveness.

Purpose of the call

In the framework of the 54th edition of its annual "WCM" ([taking place from 17 to 21 February 2025 in Nagoya](#)), the EU-Japan Centre for Industrial Cooperation will organise a 1.5-hour Pre-Departure Briefing (PDB) to provide its 25 selected participants with an overview of the mission content and a clearer understanding of their training in Japan. To achieve this, the Centre is seeking a top expert with business experience in Japan and comprehensive knowledge of Japanese business culture.

WCM: Pre Departure Briefing

The Pre-Departure Briefing (PDB) is a private webinar designated for selected participants of WCM only. No video or audio materials will be published on the EU-Japan Centre website. The PDB will take place on Monday, 20th January, at 9:00 AM (CET). The session will be organised via Zoom and jointly moderated by Mr Masaharu Suzura, Mr Tetsuki Osawa, and Mr Fabrizio Mural from the Tokyo Head Office, along with Ms Diane Lula from the Brussels office.

A 45-minute cross-cultural presentation (Q&A included)

The chosen expert will be invited to deliver a 40-minute cross-cultural presentation, which will include a Q&A session, during the final segment of the online Pre Departure Briefing (PDB). Additionally, the expert is encouraged to attend the entire Zoom webinar scheduled for 9:00 AM CET on Monday, January 20th.

The payment for the 40-minute presentation will be between €300 and €600 (including VAT) and will be made by the European office in Brussels. The expert is welcome to structure their presentation as they see fit, but they are kindly encouraged to consider the following points in their presentation:

- The main difference of communication between Western entrepreneurs and Japanese entrepreneurs
- Working relations in Japan
- How to prepare for a physical meeting with my Japanese counterpart and common mistakes to avoid
- Address cross-cultural challenges and provide practical advice for successful interactions in a Japanese business setting.
- Any other suggestion is more than welcome 😊

If you wish to apply, please submit your application (CV, letter of motivation, tentative presentation, and proposed service fee) to Ms. Diane Lula (d.lula@eu-japan.eu) by November 24, 2024.