



Event Report

EU-Japan Business Matchmaking with Vietnam

Kick-off Event | 7-9 March 2022



EU-Japan Centre
for Industrial Cooperation
日欧産業協カセンター



A pilot initiative launched by the EU-Japan Centre
for Industrial Cooperation

To connect Vietnamese, EU and Japanese
companies and organisations for trilateral joint
projects in Vietnam

Organisers



EU-Japan Centre
for Industrial Cooperation

日欧産業協力センター



Partners



In cooperation with

- Embassy of Germany in Japan
- Embassy of Greece in Japan
- Embassy of Slovakia in Japan
- Embassy of Hungary in Japan
- CzechInvest in Japan

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EXECUTIVE SUMMARY (1/2)

Context

Taking into account important business trends over the last years, and following the signature of the Partnership on sustainable connectivity and quality infrastructure between the EU and Japan in 2019, and the EU Japan Green Alliance, the EU Japan Centre for Industrial Cooperation has undertaken business support activities to facilitate the connection between EU and Japanese companies for joint projects in and with Africa, Southeast Asia and Latin America.

About the EU-Japan Centre's initiative

The EU-Japan Centre has more than 10 years of experience in supporting business cooperation between EU and Japanese companies via the Enterprise Europe Network (EEN). It is now extending its expertise to promote new business opportunities in Vietnam and with Vietnamese partners with a helpdesk fully dedicated to support EU-Japan partnerships with Southeast Asia, Africa and Latin America.

About the EU-Japan Business Matchmaking with Vietnam

To support EU-Japan-Vietnam tripartite business cooperation, the EU-Japan Centre organised a kick-off event from 7 to 9 March 2022 launching the one-year platform "EU-Japan business matchmaking with Vietnam".

This kick-off event included a webinar presenting the initiative and a two-day virtual business matchmaking. As part of the Team Europe approach, the EU-Japan Centre worked closely with EU Member States' Trade Promotion Organisations and EU Embassies in Japan.

While business cooperation between EU and Japanese companies in Europe or in Japan is a concept that is widely understood, the concept of tripartite business cooperation between EU and Japanese companies in Vietnam and with Vietnamese partners is not widely known yet. The EU-Japan Centre and its partners aim at promoting opportunities for tripartite business cooperation thanks to this one-year platform. Throughout the year, the platform will include several webinars and business matchmaking sessions to showcase opportunities and encourage the connection between EU, Japanese and Vietnamese companies for trilateral projects in Vietnam.

Possible areas of cooperation

The EU and Japan both agreed to cooperate with partner countries, including in ASEAN, in improving connectivity in energy, transport and digital projects, as well as in projects contributing to carbon neutrality and sustainable development.

As for the EU-Japan Business Matchmaking with Vietnam, after consultation with partners in Vietnam, Japan and the EU, four areas of activity were chosen for target areas of cooperation on the platform: infrastructure, manufacturing, smart city and green technology.

Benefits of EU-Japan-Vietnam business cooperation

The above sectors have the potential to create windows for opportunity for EU-Japan-Vietnam consortia, in which each company can leverage their competitive advantage such as a technology, market intelligence, a subsidiary or existing network to achieve a joint project.

Vietnam is a market that is being increasingly attractive for both Japanese and EU companies. It has a free trade agreement with both the EU and Japan, and is being considered more and more as a good and stable alternative to China for foreign companies wishing to undertake activities in Asia.

EXECUTIVE SUMMARY (2/2)

Possible synergies between the EU and Japan: joint funding

Funding is important for both EU and Japanese companies when discussing possible joint projects in a foreign market. This is why synergies between EU and Japanese funding entities to create joint funding would facilitate business cooperation between EU and Japanese companies in Southeast Asia. Several EU and Japanese banks or funding agencies have signed Memorandum of Understandings to this effect*. However, the implementation of these MoUs has not been completed yet, leaving possible EU-Japan joint funding in the pipeline.

Lessons learned

The EU-Japan Centre's business matchmaking support for EU and Japanese companies in and with Vietnam is a pilot initiative that started in March 2022 with the launch of the EU-Japan business matchmaking with Vietnam platform.

Following the kick-off event launching the platform, several lessons learned and key points can already be highlighted to better prepare future activities:

- The trilateral dimension of EU-Japan-Vietnam business cooperation is important. EU and Japanese companies collaborate in Vietnam and with Vietnamese partners from the public and private sectors.
- Cooperation with partners in Vietnam, Japan and the EU, such as chambers of commerce, investment and trade agencies, municipalities and the Enterprise Europe Network (EEN), was crucial to ensure the visibility of the kick-off event and will be important again for future events.
- The language barrier can be a challenge for EU, Japanese and Vietnamese companies to discuss possible cooperation. While companies interested in finding international partners should ideally appoint staff speaking English or the language of the target foreign market, the use of interpretation services was also appreciated by participants attending the kick-off webinar organised by the EU-Japan Centre.
- An important lesson learned is that the concept of EU-Japan-Vietnam trilateral business cooperation is not widely known yet. Most companies and business support organisations are more familiar with traditional bilateral cooperation. However, trilateral cooperation can respond to the needs of the Vietnamese market by using the expertise of international stakeholders from Japan and the EU in addition to local experts in Vietnam. For example, many infrastructure and smart city projects are undertaken by international consortia. Therefore, the concept of tripartite business cooperation needs to be further promoted, explained, and illustrated by success stories. To address this challenge, the EU-Japan Centre plans to organise more events and webinars to raise awareness on opportunities and success stories.

* A least 4 MoUs were signed on this matter: (1) [MoU between the European Investment Bank \(EIB\) and the Japan International Cooperation Agency \(JICA\) in 2019](#), (2) [MoU between the EIB and the Japan Bank for International Cooperation \(JBIC\) in 2018](#), which was [extended in 2021](#) (3) [MoU between the EIB and Nippon Export and Investment Insurance \(NEXI\) in 2018](#), (4) [MoU between the European Bank for Reconstruction and Development \(EBRD\) and NEXI in 2020](#).

CONTEXT

General context

Following the signature of the [Partnership on sustainable connectivity and quality infrastructure between the EU and Japan](#) in 2019, and the commitment from the EU and Japan to form a [Green Alliance](#), the EU-Japan Centre for Industrial Cooperation has undertaken business support activities to facilitate the connection between EU and Japanese companies for joint projects in and with Africa, Southeast Asia and Latin America.

Substantial data show that tripartite business cooperation in and with Southeast Asia, Africa and Latin America is a growing trend that opens many business opportunities in untapped markets.

More information on this topic can be found below:

- Overview of the conference "[EU-Japan business collaborations in third markets](#)" organised by the EU-Japan Centre in 2019.
- Report "[Analysis of EU-Japan business cooperation in third countries](#)" published by the EU-Japan Centre in 2020.
- [French Japanese Business Summit 2020](#) focusing on "Growth opportunities in Africa: towards new partnerships".
- Report "[EU-Japan business cooperation in third markets – Focus on the digital economy](#)" published by the EU-Japan Centre in 2021.
- [Event report](#) about the involvement of the EU-Japan Centre at the Japan-Africa Business Forum 2021.
- Annual report "Economic outlook – German Business in Japan" published by the German Chamber of Commerce and Industry in Japan (AHK Japan). The chapter "Business in third markets" presents key numbers about business cooperation between German and Japanese companies outside Germany and Japan. Read the report for [2018](#), [2019](#), [2020](#) and [2021](#).
- [EU-Japan-Africa Mission 2022](#). Report available [here](#).
- Case studies of trilateral business cooperation between Africa, the EU and Japan available [here](#).

EU-Japan-Vietnam tripartite business cooperation

After successful experiences in supporting matchmaking activities between EU, Japanese and African companies during the 3rd Japan-Africa Business Forum and the 7th EU-Africa Business Forum, the EU-Japan Centre has extended its scope to Southeast Asia.

A pilot initiative to support EU-Japan-Vietnam tripartite business cooperation was launched in March 2022 with the one-year platform [EU-Japan business matchmaking with Vietnam](#).

The kick-off event launching this one-year platform included a webinar and two days of virtual business matchmaking for registered participants. The full programme of the event is available [here](#) and the recording of the webinar is available [here](#).

The EU-Japan Centre has substantial experience in organising matchmaking events between EU and Japanese companies via the Enterprise Europe Network (EEN) and it is now extending its expertise to promote new business opportunities in Vietnam and with Vietnamese partners.

In April 2022, the EU-Japan Centre launched a new helpdesk supporting and promoting EU-Japan partnerships with Southeast Asia, Africa and Latin America. This helpdesk will organise other events of the EU-Japan-Vietnam platform to showcase more opportunities for cooperation and encourage the connection between EU, Japanese and Vietnamese companies for trilateral projects in Vietnam.

OUTLINE

From 7 to 9 March 2022, the EU-Japan Centre for Industrial Cooperation organised a kick-off event launching the 1-year platform “EU-Japan business matchmaking with Vietnam”.

Contents

1 webinar
2-day virtual matchmaking

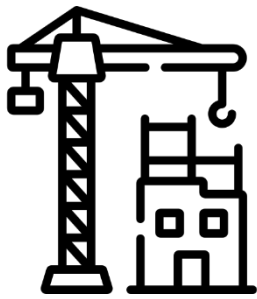
Format

Fully virtual
<https://eu-japan-vietnam-2022.b2match.io/home>

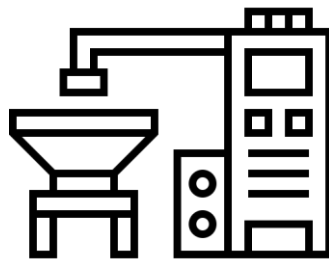
Objective

Support the connection between EU, Japanese and Vietnamese companies and organisations interested in trilateral business cooperation for joint projects in Vietnam.

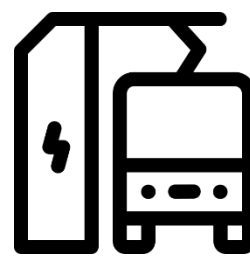
Target business segments



Infrastructure



Manufacturing



Smart City



Green technology

EU participants taking part in the event



Belgium



Greece



Germany



Lithuania



Spain



Hungary



Estonia



Portugal



Sweden



Romania

Output

- 1 webinar that gathered 30 attendees – Recording available [here](#)
- 2-day virtual business matchmaking with 19 meetings arranged
- 69 individual participants representing 54 companies/organisations
- Feedback shows that 50% of the meetings could result in “possible cooperation”
- Increased visibility of Vietnam-EU-Japan tripartite business cooperation

NEXT STEPS

The EU-Japan Centre will follow up with the participants of the business matchmaking event and provide further support if requested.

The virtual platform “EU-Japan Business Matchmaking with Vietnam” will be open for one year. Registration for eligible companies and organisations will be possible throughout the year and registered participants will be able to arrange meetings with other participants at any time of their convenience.

Other events will be organised on the platform to showcase more opportunities for cooperation. Business matchmaking sessions will be organised to foster the connection between EU, Japanese and Vietnamese companies to discuss trilateral projects in Vietnam. The EU-Japan Centre considers organising a second event on the platform around mid-2022.

Because the concept of EU-Japan-Vietnam trilateral business cooperation is not widely known yet, it needs to be further promoted, explained, and illustrated by success stories.

- Future events organised on the platform will also aim at further promoting the business trend of EU-Japan-Vietnam trilateral business cooperation.
- The EU-Japan Centre considers creating a list of case studies of Vietnam-EU-Japan trilateral business cooperation that would be available on its website.

The EU-Japan Centre will keep working on supporting EU-Japan business cooperation in Vietnam and with Vietnamese partners from the public and private sectors.

ANNEX 1: PROGRAMME

The full programme of the event is available [here](#).

AGENDA

Day 1
Monday, 7 March

Kick-off Webinar

Brussels (CET) 8-10am
Vietnam (ICT) 14-16pm
Japan (JST) 16-18pm
Japanese/English simultaneous interpretation will be available

Moderator:

Ms. Florence Arnu, Business Support Coordinator,
EU-Japan Centre for Industrial Cooperation

(8:00 CET, 14:00 ICT, 16:00 JST)

Opening remarks

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

Mr. Marcus Schürmann, CEO, German Chamber of Commerce and Industry in Japan (AHK Japan)

Mr. Marko Walde, Chief Delegate, Delegation of German Industry and Commerce in Vietnam (AHK Vietnam)

Ms. Emilie Teruel, Business Development Manager, French Chamber of Commerce and Industry in Japan

Mr. Adam Koulaksezian, Executive Director, French Chamber of Commerce and Industry in Vietnam

(8:25 CET, 14:25 ICT, 16:25 JST)

**Vietnam's economic development from 1986 to 2022:
from one of the poorest nations to a rising star in Southeast Asia**

Ms. Hanh Nguyen, Head of Business Support, French Chamber of Commerce and Industry in Vietnam

(8:35 CET, 14:35 ICT, 16:35 JST)

Presentation of Japanese investment in Vietnam

Mr. Toshio Kazama, Deputy General Director, Phu My 3 Specialized Industrial Park,
Thanh Binh Phu My Joint Stock Company

(8:50 CET, 14:50 ICT, 16:50 JST)

Presentation of the City of Yokohama's Y-PORT Program

Mr. Shunsuke Hieda, Leader of Expert Team, Y-PORT Program

(9:05 CET, 15:05 ICT, 17:05 JST)

Success story: Estonia-Japan business cooperation in Asia and Vietnam

Dr. Sebastian Pohlmann, Vice-President, Skeleton Technologies

(9:20 CET, 15:20 ICT, 17:20 JST)

Success story: France-Japan business cooperation in Asia and Vietnam

Mr. Vincent Dufour, General Representative Japan & Korea, EDF

(9:35 CET, 15:20 ICT, 17:35 JST)

Q & A

(9:55 CET, 15:55 ICT, 17:55 JST)

Presentation of the matchmaking platform and features

Mr. Mark Rijntjes, Business Support Coordinator, EU-Japan Centre for Industrial Cooperation

(10:10 CET, 16:10 ICT, 18:10 JST)

Closing remarks

Mr. Fabrizio Mura, Executive Advisor to the EU-side Managing Director, EU-Japan Centre for Industrial Cooperation

(10:15 CET, 16:15 ICT, 18:15 JST)

End of webinar

ANNEX 2: EVENT'S LEAFLET



EU-JAPAN BUSINESS MATCHMAKING IN AND WITH VIETNAM 2022

KICK-OFF EVENT
7 – 9 March 2022
Online



For:

- European, Japanese and Vietnamese companies and industrial clusters interested in cooperating in joint business projects in and with Vietnam

Target Sectors:

- Infrastructure • Manufacturing • Smart Cities • Green Technologies

Cost: Free of charge

Registration:

- Register here: <https://eu-japan-vietnam-2022.b2match.io/>

DETAILS OF THE INITIATIVE

Format:

- A 1-year platform to connect companies and facilitate discussions about tripartite projects between Vietnam, Japan and the EU.
- Various webinars and networking opportunities will take place via this platform throughout the year.

Objectives:

- Connect Japanese and EU companies, and relevant Vietnamese stakeholders, interested in finding partners for joint projects in Vietnam.
- Maximise partnering opportunities between participants.

Programme of the kick-off event:

- **3 March 2022: Pre-event briefing (30 min)**
 - Languages & Time: English: 10 AM (CET) / Japanese: 10 AM (JST)
 - Presentation of the platform, its concept and features
- **7 March 2022: Kick-off webinar (2 hours)**
 - 8 AM (Brussels) / 2 PM (Hanoi) / 4 PM (Tokyo)
 - English-Japanese simultaneous interpretation available
 - Presentation of opportunities for EU and Japanese companies in Vietnam
 - Presentation of success stories of EU-Japan business cooperation with Vietnam
- **8-9 March 2022: Online B2B matchmaking**
 - Register and pre-arrange your meetings with other participants by 7 March 2022

All in one place:

Participant and company profiles; marketplace for products, technology & project cooperation; possibility to upload files and videos; online meetings with other participants; webinars and networking opportunities

Partners:



In cooperation with: Embassy of Germany in Japan, Embassy of Greece in Japan, Embassy of Slovakia in Japan, Embassy of Hungary in Japan, CzechInvest in Japan

ABOUT US



More info
www.eu-japan.eu

Inquiries
EJP3A@eu-japan.or.jp

ANNEX 3: PLATFORM'S HOMEPAGE

The platform is accessible here: <https://eu-japan-vietnam-2022.b2match.io/home>



[Home](#) [For EU participants](#) [How it works](#) [日本からご参加の皆様へ](#) [イベント当日までの流れ](#) [よくある質問](#) [FAQ](#) [Organisers](#)

[Contact / お問い合わせ](#)

EU-Japan Business Matchmaking with Vietnam

In case anything is unclear about the b2match platform, please find the slides used in our pre-event briefing on March 3 [here](#).

The EU-Japan Business Matchmaking with Vietnam is a one-year virtual B2B matchmaking platform that aims at facilitating the connection between EU, Japanese and Vietnamese companies for trilateral joint projects in Vietnam.

By hosting various seminars and matchmaking events, the platform will provide opportunities for European, Japanese, and Vietnamese companies to network and discuss potential partnerships.

Access to this platform is reserved for registered participants only. Only those whose registration has been authorised by the organisers will be eligible to participate in upcoming events.

Target fields of the platform

- 1) Infrastructure
- 2) Manufacturing
- 3) Smart Cities
- 4) Green Technology

Kick-off event

Outline

The platform will be launched with a webinar on 7 March 2022, followed by 2 days of virtual B2B matchmaking on 8 and 9 March 2022.

The full programme of the event is available in [Agenda](#) or in [this PDF](#).

Pre-event: (Technical overview)	3 March 2022 Japanese: 10:00 AM (JST) English: 10:00 AM (CET)
Kick-off event:	Webinar: 7 March 2022 Online matchmaking: 8-9 March 2022
Venue:	Online
Participation:	Free of charge
Language:	Webinar: English and Japanese (simultaneous interpretation available)

Online matchmaking: English
(participants must make their own arrangements if they require interpretation during the meetings that they book with other participants)

Why participate?

- Meet Partners and Customers
- Discover New Products & Services
- Prepare Purchases or Projects
- Get Information about latest trends

How can you benefit from this event?

- Boost your company's visibility
- Initiate and arrange promising pre-scheduled 1:1 meetings
- Increase your network in the EU, Japan and Vietnam
- Meet potential partners/investors for your projects in Vietnam

7 March 2022 - 9 March 2022

EU-Japan Business Matchmaking with Vietnam 2022

REGISTRATION

Closed since 8 March 2022

ORGANISED BY



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



SUPPORTED BY



RESOURCES

[Programme EU-Japan-Vietnam Kick-off Event](#)
[ベトナムb2match登録マニュアル.pdf](#)
[How to use b2match](#)

ANNEX 4: INFORMATION ABOUT THE TYPES OF PARTICIPANTS

Eligible participants for this platform have to be entities headquartered in Vietnam, Japan, one of the 27 EU Member States or a country participating in the former [COSME Programme](#).

Participants	Total		EU / COSME Participants	Japanese Participants	Vietnamese Participants
	54 companies/ organisations (represented by 69 individual participants)		30	14	10
		Austria	1		
		Belgium	14		
		Czech Rep.	1		
		Estonia	1		
		France	2		
		Greece	1		
		Hungary	3		
		Lithuania	1		
		Portugal	1		
		Romania	1		
		Spain	2		
		Sweden	1		
		Ukraine	1		
Large companies	14		3	7	4
SMEs	24		16	4	4
Non-companies	12		10	2	/
Clusters	4		1	1	2