

Agenda

- 13:30 Registration
- 14:00 Welcome
- 14:10 European support for SME to enter Japanese market
EU Japan Centre
- 14:30 Workshop intercultural communication in Japan
EU Japan Centre
- 16:00 Coffee break
- 16:20 Introduction experts and institutions world café
- 16:30 Parallel discussions at „expert’s table“
(Changing tables every 20 minutes)

Table 1

Marketing Opportunities Renewable Energies in Japan
Experten: N.N. (Vertreter der Energieagentur.NRW)

Tisch 2

Marketing Opportunities Health Sector in Japan
Experten: N.N. (EWG, ggf. mit Unternehmen) (ZENIT ?)

Tisch 3

Support for SMEs to enter new markets in Japan
Experten: N.N. (JETRO und NRW.International)

Tisch 4

Funding and Financing with public funds
*Experten: Verena Würsig/Justus Schünemann,
NRW.Europa/NRW.BANK*

- 17:45 Conclusion and discussion of results
- 18:00 Networking and finger food

