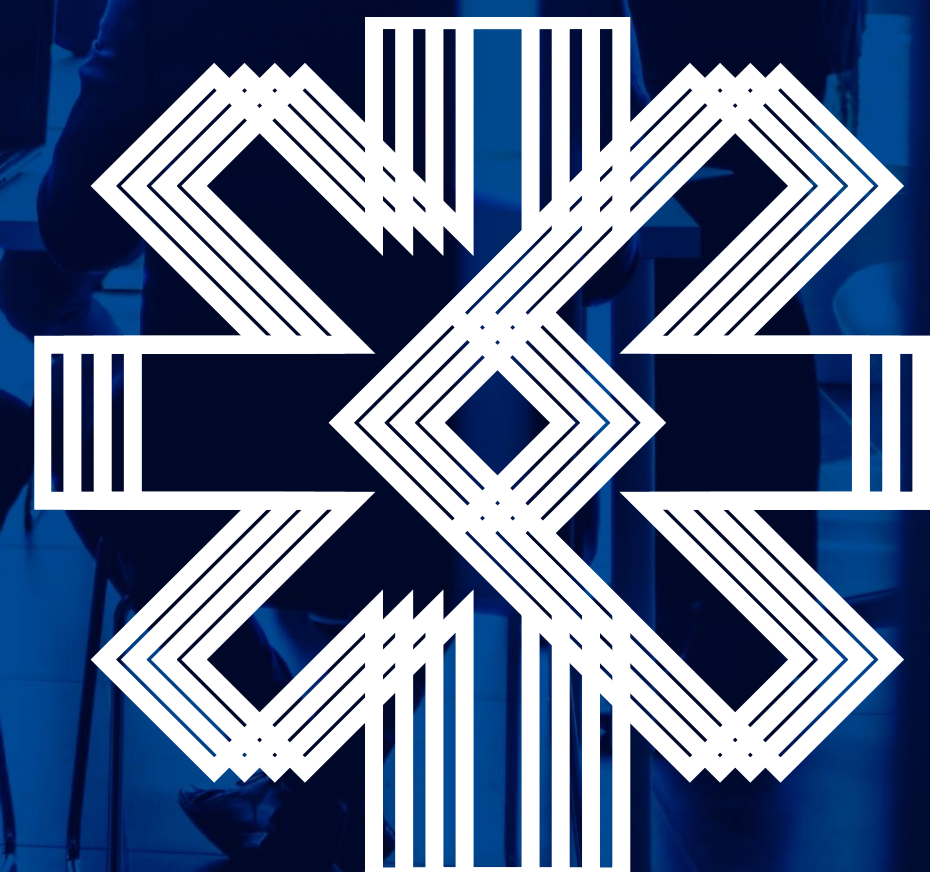


A successful regional partnership between Basque Country and Mie Prefecture

Webinar

15th March 2022



A gradual approach based on 3 pillars: institutional leadership, B2B matching and living each other's culture

Institutional leadership

- Signature of a MoU. Collaboration on industrial sectors of common interest:
 - R&D and innovation
 - Industrial policy (focus on automotive, aeronautics and manufacturing sectors)
 - Industry 4.0, Advanced Materials, Robotics and Automation
 - Biotechnology
 - Agri-foods
- Institutional visits Basque Country-Mie and Mie-Basque Country

B2B matching

- Screening of Basque and Mie companies in different sectors to match their capabilities and interests (involvement of companies, associations, clusters, technology centres...)
- Participation in B2B events in Japan and in Basque Country
- Definition of specific actions between matched companies
- Success stories (next slide)
- Relationship built: expansion of collaboration (Greater Nagoya Initiative)

Living the culture



A close collaboration between Basque and Japanese companies to offer combined capabilities

3 general results:

- The cultures of both regions have been brought closer
- Access to Japan and EU market
- Higher collaboration between both sides business associations (i.e. entry of a Basque aeronautical company into a Japanese association)

Specific success story

- Precision machining Basque SME and Japanese SMEs develop a common offering after collaborating in:
 - Technology transfer
 - Market opening
 - Offering & production combination
- Combined offering in the Basque Country of parts machined in Japan



3

Events in Basque Country and Japan



+65

Basque and Japanese organizations participating in the events



+35

Basque and Japanese companies exploring collaboration opportunities



Understanding of culture and traditions as a way of doing business

-  | 1 Trust and respect
-  | 2 Be patient. And persistent
-  | 3 Step by step and one by one
-  | 4 Coordinate and talk

Understanding each other's culture and tradition is key to understand Basque and Japanese businesses and way of doing businesses.

Do not expect results in the very short term: they will come in the mid or long term, as the bridges to build are big.

It is critical to have a good knowledge on the capabilities, necessities and priorities from both sides. Define common and concrete interests to move forward in the relationship.

As this is a trust-based relationship, continuous coordination is key: in-person meetings, keep permanent point of contacts and be transparent.

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