

Defence Business Mission  
20 to 23 May 2025



# Defence Business Mission to Japan

Pre-Departure Briefing:  
Friday 11<sup>th</sup> April 2025 (10:00 AM CEST)

Mission dates in Japan:  
20 May (Tue) – 23 May (Fri) 2025

# Defence Business Mission

## 20 to 23 May 2025



## 1. Centre staff in charge of the Mission



**Fabrizio MURA (Mr.)** Head Office, Japan

Executive Advisor; Mission Leader

Swedish, English, French, Japanese, Italian



**Hitoshi KOYANO (Mr.)** Europe Office, Belgium

Mission Manager; recruitment

Japanese, English



**Noriko MITA (Ms.)** Head Office, Japan

Mission Manager; logistics + on-site support

Japanese, English



**Lyckle GRIEK (Mr.)** Head Office, Japan

JTPP Helpdesk; on-site support

Dutch, English, Japanese



**Stijn LAMBRECHT (Mr.)** Head Office, Japan

Mission Manager; logistics + on-site support

Dutch, English, Japanese



**Yann BOTREL (Mr.)** Head Office, Japan

Mission Manager; logistics + on-site support

French, English, Japanese

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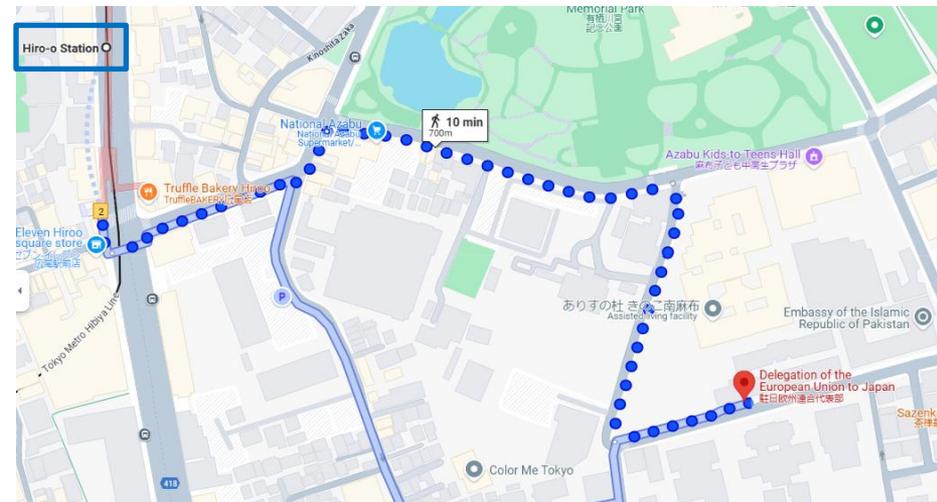
## 2. Schedule of the Mission

Date	Monday (May. 19)	Tuesday (May. 20)	Wednesday (May. 21)	Thursday (May. 22)	Friday (May. 23)
Event and Venue		Pre-event (EU Del. To Japan)	DSEI Japan 2025 (Makuhari Messe)		
	<ul style="list-style-type: none"> <li>- Arrival in Japan</li> </ul>	<b>Afternoon</b> <ul style="list-style-type: none"> <li>- Pre-event at the Delegation of the European Union to Japan (15:30-19:30)</li> <li>- Co-organised by ESIWA+ and the EUJCIC</li> </ul>	<b>(DAY 1)</b> <ul style="list-style-type: none"> <li>- Matchmaking (Individual Company meetings)</li> <li>- Exhibition / Seminars (9:00-17:00)</li> </ul>	<b>(DAY 2)</b> <ul style="list-style-type: none"> <li>- Matchmaking (Individual Company meetings)</li> <li>- Exhibition / Seminars (9:00-17:00)</li> </ul>	<b>(DAY 3)</b> <ul style="list-style-type: none"> <li>- Matchmaking (Individual Company meetings)</li> <li>- Exhibition / Seminars (9:00-17:00)</li> </ul>
Area		EU Del. To Japan Minato-ku, Tokyo	Makuhari Messe Mihama Ward, Chiba	Makuhari Messe Mihama Ward, Chiba	Makuhari Messe Mihama Ward, Chiba

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## 3.1 Pre-event at the Delegation of the EU to Japan

- Initial Meeting Point for the Mission
- Pre-event location: **Delegation of the European Union to Japan**  
(4 Chome-6-28 Minamiazabu, Minato City, Tokyo 106-0047, Japan)
- Time: Tuesday 20 May, 15:30-19:30 (JST)



Google Maps: <https://maps.app.goo.gl/FzABxzeCKyggNCMo8>

### Nearest Station: **Hiro-o Station**

- From Kaihimmakuhari Station (1 hour 5 min.):
  - Take the JR Keiyō Line to Hatchōbori Station.
  - At Hatchōbori Station, transfer to the Hibiya Line and travel to Hiro-o Station.
  - Walk for about 10 min. to the EU Delegation to Japan.

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## 3.2 Pre-event in the margins of DSEI Japan

- The event is expected to attract up to 150 participants (**registration at 16:00**)
  - All mission participants will have the opportunity to pitch and present their company for three minutes to an audience of key stakeholders from EU and Japan's defence sector
  - An opportunity to connect and network before the DSEI Japan
- Agenda:**
- 16:30-16:35 Introduction/Welcome
  - 16:35-16:50 EU perspective
  - 16:50-17:05 Japan perspective
  - 17:05-17:20 Japanese Defence Procurement – Supporting SME technological base
  - 17:20-17:55 Company pitches 2-3 minutes max
  - 17:55-18:00 Closing
- A networking reception will follow the pitching sessions (**18:00 to 19:30**)



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## 4. **DSEI JAPAN** (21 – 23 May)

### **21 May (Wednesday) – DAY 1**

- Partnering & Exhibition (9:00-17:00), Makuhari Messe

### **22 May (Thursday) – DAY 2**

- Partnering & Exhibition (9:00-17:00), Makuhari Messe

### **23 May (Friday) – DAY 3**

- Partnering & Exhibition (9:00-17:00), Makuhari Messe

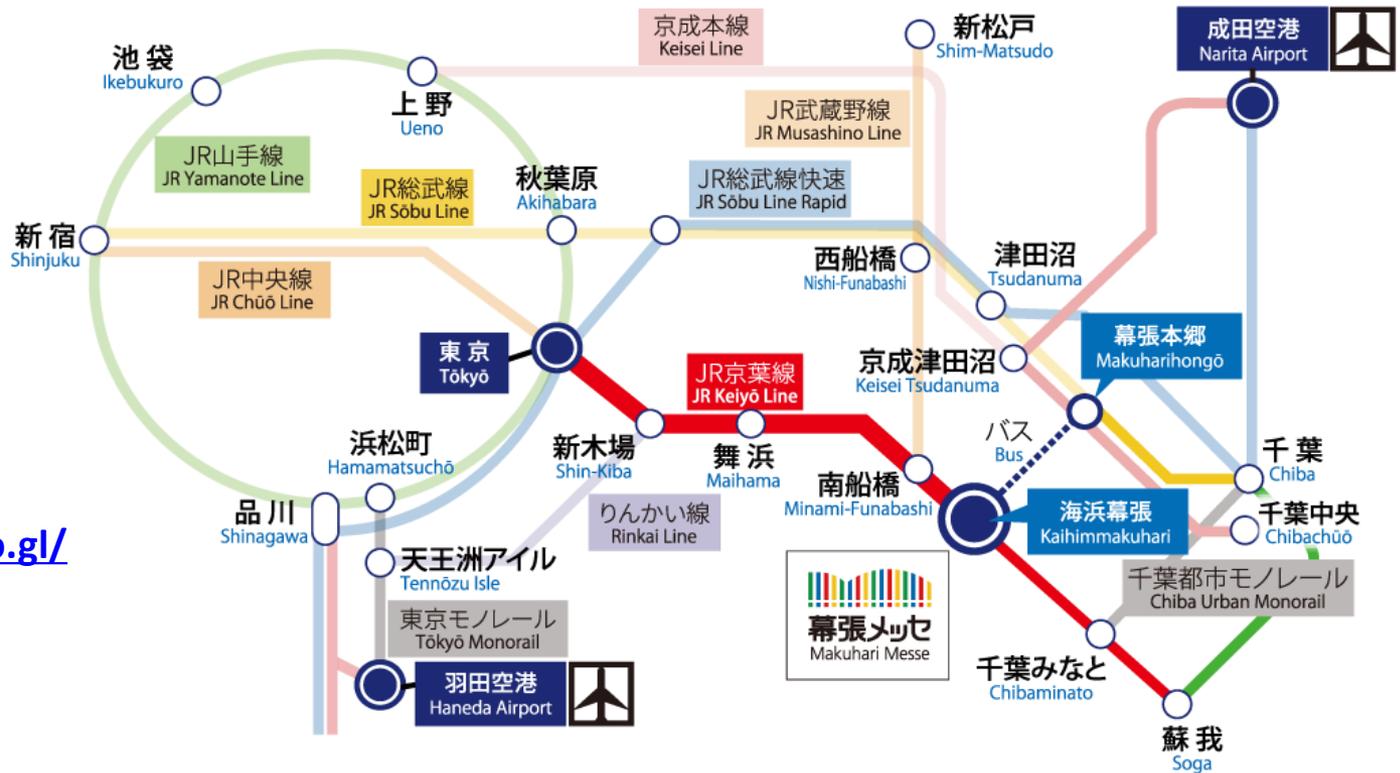
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### 4.1 Venue – Makuhari Messe

Exhibition location:  
**Makuhari Messe**  
(2 Chome-1 Nakase,  
Mihama Ward, Chiba,  
261-0023, Japan)

Google Maps:  
<https://maps.app.goo.gl/2wjiFxx3DRq6cqHPA>



Nearest Station:

**Kaihimmakuhari Station** • From Tokyo Station – JR Keiyō Line: about 42 min.

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## 4.1 Venue – Hotels & Restaurants



List of official hotels: <https://www.m-messe.co.jp/en/cityguide/>

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## 4.2 Floor Layout



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## 4.3 Booth Layout #H5-354 (21 – 23 May)



Booth layout / design subject to change.

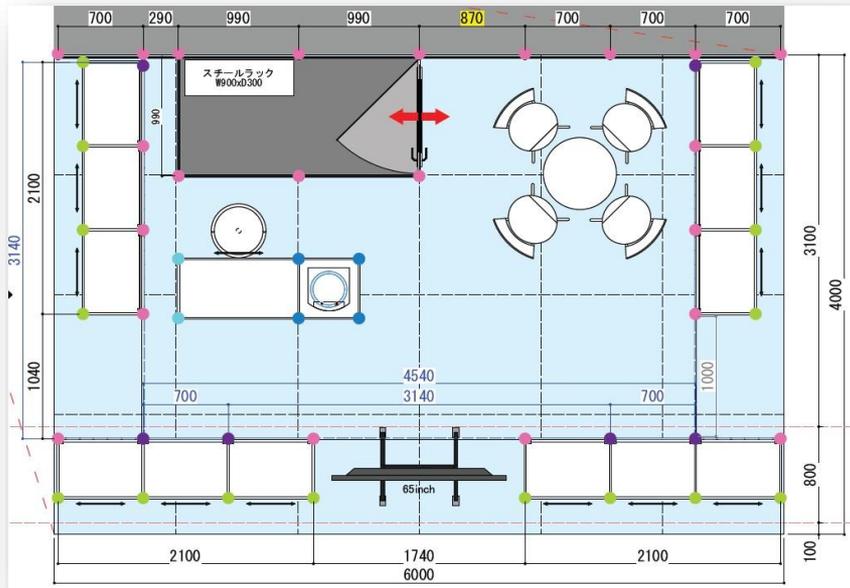
❖ Necessary documents (poster, logo, etc.) have not been submitted yet?

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## 4.4 Company Meetings

- Meeting space: within booth (1 table)
- ✳️ Table will be reserved for confirmed meetings



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## 4.5 Badge Issuance

- We are currently resolving a minor issue related to badge registration.
- We appreciate your patience and understanding while we clarify the situation with the organiser.
- Please be reassured that every participant will be provided with a badge for the exhibition in due time.
- Once the issue is resolved, we may ask you to repeat the registration process, for those who already started it.

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### 5. Reporting & Follow-up



All participants are required:

- 1) to fill out an online questionnaire regarding the mission organisation
- 2) to submit meeting records regarding the Japanese companies met during DSEI Japan 2025

**EU-Japan Centre staff will contact you periodically after the event to evaluate the outcome of the Mission in terms of potential partnerships.**

✳ The deposit will be refunded after online questionnaire has been submitted

“Permission to use Centre’s logo by mission participants who have been selected to benefit from the Centre’s services does not imply that the Centre - or any staff working for the Centre - represent the participant’s business at any time”

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## 6. Practical information

### Electricity and Power Plugs

- The voltage used in Japan is 100 volts
- Frequency is between 50-60 Hz

### How to move around

- Search engines for train times (Japan Transit Planner, Google Maps, etc.)
- Train tickets mainly cash
- If you're an iPhone user, you can add a digital Welcome Suica card directly in Apple Wallet. It's valid for 28 days from the first day of use. For more information, please visit the [JR East Welcome Suica webpage](#).

### ATMs

- Convenience stores (e.g. 7-Eleven, LAWSON, Family Mart)
- Post offices (available during post-office opening hours)
- Bank ATMs



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# Questions (very welcome)

**EEN Mission Team: [een-mission@eu-japan.eu](mailto:een-mission@eu-japan.eu)**