

EU Investment Forum: Why Should I Invest in the European Union? (Simultaneous English / Japanese Interpretation)

Date: Tuesday, 10 March 2026

Time: 16:30–20:00 (JST)

Venue: Europa House, 4-6-28 Minami-Azabu, Minato-ku, Tokyo 106-0047
 (Delegation of the European Union to Japan)

[The Invest in EU Hub](#), operated by [EU-Japan Centre for Industrial Cooperation](#), is an initiative designed to support **Japanese companies investing in and expanding their business operations in the European Union**.

We are pleased to host, **together with EU Member States' Investment Promotion Agencies**, an in-person **investment forum for Japanese companies**, presenting the **EU Single Market's** improved investment environment and relevant EU support tools.

The forum will focus on **strategic sectors such as batteries, critical raw materials, clean technologies, robotics**, highlighting the EU's latest industrial policy developments, evolving investment conditions, and **concrete business opportunities for Japanese companies**. Speakers will include representatives from the **European Commission (DG GROW)**, **Japan Bank for International Cooperation (JBIC)**, and **Japanese companies already operating in the EU**, who will share **real-world investment case studies**.

In the second half of the event, participants will have the opportunity to join a **one-to-one networking session with Investment Promotion Agencies from EU Member States**. Attendees will be able to consult directly on **investment conditions, public support schemes, and market entry or expansion opportunities** in countries and regions of interest.

This forum aims to provide **Japanese companies considering EU market entry or business expansion** with a concrete, practical, and realistic understanding of the **EU as an investment destination**.

Participation is free of charge, but anyone wishing to attend **must pre-register via [link](#)**. We sincerely look forward to **your participation**.

Co-organisers



Agenda

Forum – Part I

Moderator

Manuel Hubert, EU-side Managing Director, EU-Japan Centre for Industrial Cooperation

16:30–16:35 | Opening Remarks

Thomas Gnocchi Deputy Head of Mission of the European Union to Japan

16:35–16:37 | Opening Video

Promotional video on the EU investment environment

16:37–16:52 | Keynote Speech

Speaker: **Maive Rute**

Deputy Director-General, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)
(*Online participation*)

16:52–17:07 | Presentation on InvestEU and EU Support Instruments

Speaker: **Ramona Ocak**

Policy Officer, InvestEU Governance Advisory Unit, DG GROW
(*Online participation*)

17:07–17:22 | JBIC’s Role in Supporting Japanese Investment in the EU

Speaker: **Tatsushi Amano**

Senior Managing Executive Officer & Head of Resources Finance Group
Japan Bank for International Cooperation (JBIC)

17:22–18:07 | Case Studies by Japanese Companies

Investment case presentations by three Japanese companies operating in the EU

Speaker: **Masato Tachibana**

General Manager, Next Generation Social Infrastructure Department, Marubeni Corporation

(Additional speakers to be confirmed)

18:07–18:17 | Q&A Session

18:17–18:22 | Closing Remarks

Speaker: **Susumu Kataoka**

President, Japan External Trade Organization (JETRO)

Forum – Part II

18:30–20:00 | Networking Sessions with EU Member States’ Investment Promotion Agencies

Individual meetings with IPAs are subject to prior registration. Spontaneous meetings may be possible on the day; however, **pre-registered meetings will be given priority.**

For inquiries regarding this forum, please contact us at the email address below.

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The Invest in the EU Hub also provides Japanese companies with information on the EU’s investment environment, industrial policies, and available support schemes. Further details are available via this [link](#).