

# CALL FOR PRE-DEPARTURE BRIEFING CROSS-CULTURAL EXPERT SMART FACTORY & ROBOTICS BUSINESS MISSION

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## **About the EU-Japan Centre for Industrial Cooperation:**

The EU-Japan Centre for Industrial Cooperation was established in 1987 as a core organisation to implement industrial cooperation between the EU and Japan as an affiliate of the Institute for International Studies and Training (renamed later Center for International Economic Collaboration). The Centre is currently the only joint venture between the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs (DG GROWTH) and Japan's Ministry of Economy, Trade and Industry. This collaboration is further strengthened by the effective partnership between the two offices: one located in Brussels, Belgium, and the other in Tokyo, Japan. Both offices focus on promoting industrial and trade cooperation between the EU and Japan, as well as enhancing the competitiveness of EU and Japanese companies by facilitating the exchange of experiences and know-how. Funded by both the EU and Japan, the Centre also arranges and oversees annual business missions and programmes to Japan.

## **Context of the Call:**

The EU-Japan Centre for Industrial Cooperation is organising the first edition of its new initiative, "Smart Factory & Robotics." As part of this effort, the Centre will accompany a delegation of EU entrepreneurs from the targeted sectors of Smart Factory and Robotics to the Factory Innovation Week in Tokyo. To ensure that the EU participants make the most of their experience, the Centre seeks a knowledgeable and experienced cross-cultural expert to deliver a presentation during a pre-departure briefing webinar scheduled **for 10 December 2024, at 9.15 CET Time Zone.**

## **Requirements:**

The chosen expert will be invited to deliver a 40-minute cross-cultural presentation, which will include a Q&A session, during the final segment of the online Pre-Departure Briefing (PDB). Additionally, the expert is encouraged to attend the entire Zoom webinar scheduled for 9:15 AM CET **on Tuesday, December 10th.** The expert is welcome to structure their presentation as they see fit but is kindly encouraged to consider the following points:

1. The key differences in communication styles between Western entrepreneurs and Japanese entrepreneurs.
2. The dynamics of working relationships in Japan.
3. How to prepare for a face-to-face meeting with a Japanese counterpart, along with common mistakes to avoid.
4. Strategies for addressing cross-cultural challenges.
5. Practical guidance for effective engagement within the specific technology sector is also appreciated.

## **What we offer:**

The European office in Brussels will pay between €300 and €600 (including VAT) for the 40-minute presentation.

## **Application Process:**

If you believe you have the necessary expertise and are interested in contributing to this webinar on this date, please reach out to us with a detailed resume highlighting your experience, along with a brief outline of the proposed presentation for the webinar.

Please send your applications and any inquiries to [d.lula@eu-japan.eu](mailto:d.lula@eu-japan.eu)

**Deadline for Applications: 28 November 2024.**

