



Report

Support Mission for EU SMEs at the Japan-Africa Business Forum 2021

29 June – 16 July 2021



EU-Japan Centre for Industrial Cooperation 日欧産業協力センター

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The event was organised by the African Development Bank (AfDB), co-organised by the Japan External Trade Organisation (JETRO), the Japan International Cooperation Agency (JICA), the United Nations Development Programme (UNDP) and the United Nations Industrial Development Organisation (UNIDO), in partnership with the African Diplomatic Corps in Tokyo. The EU-Japan Centre participated as a co-organiser for the matchmaking session.



OUTLINE

THIRD JAPAN-AFRICA BUSINESS FORUM (JABF 2021)

Mission contents

- 6 webinars: 29 June – 8 July 2021
- 5-week virtual matchmaking: 29 June – 31 July 2021
- Individual matchmaking support provided by the Centre and the event's organiser before, during and after the event

Fully virtual: <https://afdb-org.jp/jabf2021/en/index.html>

European participants supported

9 SMEs - 1 cluster



Goal

Support EU SMEs already active in Africa to establish business contacts in Japan and open up opportunities for joint cooperation in Africa.

Targeted business segments



1
Energy



2
Agri-food



3
Manufacturing



4
Infrastructure



5
Improvement of the
quality of life of
African people

Cost borne by participants and the EU-Japan Centre for Industrial Cooperation

Free of charge. Event fully financed by the African Development Bank and the Japanese Ministry of Finance

Output

- For its first event of this kind, the EU-Japan Centre successfully recruited and supported 9 European SMEs and 1 EU cluster.
- 19 meetings were held between the mission participants and either Japanese or African companies:
 - 5 of them were defined as "possible cooperation" by the mission participants
 - 1 meeting led to concrete cooperation between a Japanese company and a mission participant (EU SME) in Africa
- Mass promotion and increased visibility of opportunities for EU SMEs regarding EU-Japan business cooperation in Africa.

Next steps

- Follow up with the mission participants and provide further support in connecting them with Japanese companies if requested.
- Similar events will be organised or co-organised to foster EU-Japan business cooperation in Africa, Southeast Asia and Latin America (e.g. EU-Africa Business Forum, Asia Smart City Conference).
- The EU-Japan Centre will launch a new helpdesk supporting the connection between EU SMEs and Japanese companies in emerging markets.
- Success stories about EU-Japan business cooperation in emerging markets will be promoted by the EU-Japan Centre via various media (e.g. newsletter, social media, website, Eurobiz magazine).

CONTEXT

Following the signature of the [Partnership on sustainable connectivity and quality infrastructure between the EU and Japan](#) in 2019, and following the publication of substantial data showing a growing trend for EU-Japan business cooperation in emerging markets, the EU-Japan Centre has undertaken new initiatives in this field.

After a successful [seminar](#) and the publication of [two reports](#) on this topic, the EU-Japan Centre took part for the first time in a matchmaking event during the Third Japan-Africa Business Forum (JABF 2021) with the aim to connect EU SMEs with Japanese companies to discuss joint projects in Africa. The EU-Japan Centre has substantial experience in organising matchmaking events between EU and Japanese companies via the Enterprise Europe Network (EEN) and it is now extending its expertise to promote new business opportunities outside the EU and outside Japan. The EU-Japan Centre is currently preparing the creation of a new helpdesk to support and promote EU-Japan joint projects in emerging markets.

HIGHLIGHTS OF THE EVENT

The JABF brings together government officials and business leaders, mainly from Africa and Japan, to discuss investment, development and business opportunities in the African continent. The theme of the JABF 2021 was “Shaping a New Africa in the Era of COVID-19” and was divided into two parts: webinars and a virtual matchmaking platform.

As a co-organiser for the matchmaking session, the EU-Japan Centre successfully recruited and supported 9 European SMEs and 1 cluster with pre-existing experience with Africa, and looking for Japanese business or technology partners, or buyers and investors, to help grow their business in Africa. The support mission for EU SMEs was fully organised by the EU-Japan Centre. Partners such as EU Trade Promotion Organisations (TPOs) and the Enterprise Europe Network (EEN) were involved in the promotion of the call for applications for EU SMEs. Thanks to a personalised support and collaboration with the organisers, the EU-Japan Centre successfully managed to arrange meetings between the mission participants and Japanese companies about possible joint projects in Africa.

Webinars

Six webinars were organised by the JABF organisers on the following topics: “Light up & Power Africa”, “Feed Africa”, “Industrialise Africa”, “Start-up Session”, “Integrate Africa” and “Improve the Quality of Life of the People of Africa”. The mission participants were free to attend the webinars depending on their interest in the topics.

Matchmaking

The virtual matchmaking session was extended to 5 weeks instead of the scheduled 3 weeks and took place on the EventHub platform. The mission participants all had their individual e-booths inside the EU-Japan Centre’s e-pavilion. The Centre set up each company’s e-booth, proofread each profile’s contents in English and translated a catchphrase to Japanese for each profile. Initially, the mission participants only had access to Japanese companies on the matchmaking platform. After a few days, the organisers changed this feature and gave the mission participants access to all participants, including African companies. The EU SMEs supported by the EU-Japan Centre appreciated this change as they were generally not only looking for potential Japanese business partners and investors, but also for local partners in Africa.

The matchmaking was divided into 2 types of matching support:

1) General matchmaking with visible participants

The mission participants could browse the list of participants registered to the platform, check their profiles and send messages as well as meeting requests. The Centre’s staff recommended a few relevant profiles for each mission participants to increase matching opportunities.

2) Targeted matchmaking with invisible participants

The Centre’s staff was in direct contact with the organisers to match the mission participants with Japanese companies that chose not to be visible on the platform (almost half of the participants). Thanks to this collaboration, a targeted matchmaking was done outside EventHub for a few mission participants that generated interest among highly relevant Japanese companies. This targeted matchmaking was done through phone calls, emails and e-meetings.

CONCLUSION

It was the first time that the EU-Japan Centre took part in the matchmaking session of the Japan-Africa Business Forum. Overall, the European SMEs supported gave excellent feedback on the organisation of the mission. The most relevant meetings for them were the ones arranged by the EU-Japan Centre and the JABF’s organiser outside the matchmaking platform with Japanese companies that chose to remain invisible.

The EU-Japan Centre will follow up with the mission participants to see if the contacts made during the event led to further discussions or partnerships. Further assistance in reaching out to Japanese companies can also be provided in the future. The mission participants will also be contacted for future events related to EU-Japan business cooperation in Africa. The EU-Japan Centre will promote success stories and testimonies through various media such as the newsletter, social media, and partners’ publications such as the magazine Eurobiz Japan.

Finally, thanks to a fruitful collaboration during the matchmaking session, the EU-Japan Centre solidified its ties with partners such as the African Development Bank.

Annex 1: Programme of the Japan-Africa Business Forum

PROGRAMME			
DATE	TIME	EVENT	VIRTUAL MATCHMAKING
Day 1			Virtual Matchmaking platform open to participants from 29 June to 31 July 2021
Jun. 29 Tue	16:30-19:00 (JST)	Opening Session & Session 1: Light Up & Power Africa	
Day 2			
Jun. 30 Wed	17:00-19:00 (JST)	Session 2: Feed Africa	
Day 3			
Jul. 1 Thu	17:00-19:00 (JST)	Session 3: Industrialise Africa	
Day 4			
Jul. 6 Tue	17:00-18:30 (JST)	Africa Innovates: Embracing the Power of Start-ups	
Day 5			
Jul. 7 Wed	17:00-19:00 (JST)	Session 5: Integrate Africa	
Day 6			
Jul. 8 Thu	17:00-19:10 (JST)	Session 6: Improve the Quality of Life for the People of Africa & Closing Session	

Annex 2: Promotion of the involvement of the EU-Japan Centre during the JABF 2021

The EU-Japan Centre for Industrial Cooperation was fully in charge of the recruitment and support of relevant EU SMEs to participate in the matchmaking with Japanese companies during the Japan-Africa Business Forum. A dedicated webpage was created on the EU-Japan Centre's website to promote the opportunity to EU SMEs and recruit participants. The webpage is available here: <https://www.eu-japan.eu/events/b2b-matchmaking-eu-smes-third-japan-africa-business-forum>

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JUNE 29 2021

▼

JULY 16 2021

B2B MATCHMAKING FOR EU SMEs AT THE THIRD JAPAN-AFRICA BUSINESS FORUM

ARE YOU A EUROPEAN SMALL AND MEDIUM SIZED ENTERPRISE (SME) ACTIVE IN AFRICA?

ARE YOU LOOKING FOR INVESTMENT OR BUSINESS FOR A NEW PROJECT IN AFRICA?

ARE YOU PARTICIPATING IN THE THIRD JAPAN-AFRICA BUSINESS FORUM?

THE CALL FOR APPLICATIONS IS CLOSED

The Third Japan-Africa Business Forum will open a virtual B2B matchmaking from 29 June to 30 July 2021 and will exceptionally invite European SMEs with experience in Africa to meet with Japanese companies wishing to enter African markets.

To meet an ongoing need with the aim of bringing Japanese companies and investors to Africa and to be financed by the Japanese Ministry of Economic and Financial Development, Directorate General of Economic and Financial Development, Office of Economic and Financial Development (OEFD).

This initiative of the African Development Bank (ADB) is funded by the JICA.

*Japan are companies meeting the standard European Commission criteria for an SME.

WHAT TO EXPECT

- A preparatory webinar or online meeting;
- Remote work cooperation in a B2B matchmaking during the Third Japan-Africa Business Forum via the 3rd Japan-Africa Business Forum from 29 June to 30 July 2021 (in English);
- Access to the event's webinars from 29 June to 30 July 2021 (in English);
- Chatting after the event via questionnaires and virtual sales meetings;
- On a case-by-case basis, support in following up with potential Japanese partners met during the event.

OBJECTIVES

- Promote EU SMEs already active in Africa to increase visibility toward an audience of Japanese companies interested in doing business in Africa and looking for partners in the continent;
- Increase mutual knowledge about operating sectors and business opportunities in Africa as well as EU-Japan business cooperation in Africa;
- Increase emerging opportunities with Japanese companies looking to invest/ buy/ lease/ or export a business in Africa;
- Meet potential business partners;
- Create new business opportunities.

PARTICIPANT PROFILE

The EU-Japan Centre's e-book will host SMEs headquartered in one of the 27 EU Member States, or in the UK, or in countries participating in the COVID-19 response. Candidates will have to be active in one of the 5 priority areas to qualify for the event:

- Fight up Africa's energy of 8 gas, renewable energy, geothermal energy, off-grid solar, independent power producers (IPP), etc.
- Food Africa: agriculture and related technologies, food innovation;
- "Industrial Africa": manufacturing, aspects of new services, need for infrastructure;
- Transport Africa: infrastructure in transport projects in Africa;
- Solutions to improve the quality of life of African people: healthcare and telemedicine, education, access to water/sanitation, agribusiness, waste management technology for development including digital and off-grid solutions, etc.

Candidates will be with a concrete project in Africa and looking for buyers, investors, technology partners or any other type of business partners from higher chances to be selected.

ELIGIBILITY

The company must:

- Meet the criteria of European Commission criteria for an SME;
- Be an SME registered in one of the 27 EU Member States, or in the UK, or in countries participating in the COVID-19 response;
- Have experience with African markets and/or African investors. Companies with a higher number of products/technologies that have been successfully applied in developing/emerging countries in Africa, and with the project to target Africa in the near future must be considered;
- Be active in the COVID-19 response (partnering country);
- Be an entrepreneur, not an EU or COVID-19 response country's official partner.

The candidate must:

- Be a citizen of an EU Member State, or the UK, or a COVID-19 response country;
- Be an active manager of the company in the field of business of the application form;
- Work in a management position with proven experience in industry;
- Be supported by a partner/ investor;
- Commit to attend the meetings (planned during the event);
- Have a good command of English.

SELECTION

The main criteria for selection are:

- The above-mentioned eligibility criteria;
- The applicant's sales strategy;
- A proven business experience in African markets;
- The innovative aspect of the applicant's technology offered by the company;
- The strategy of the participant's company regarding Africa and regarding Japanese partners;
- The professional & educational background of the candidate.

PARTICIPATION FEE

Participation is free of charge for the selected SMEs.

Selected EU SMEs will have access to the event's website and virtual matchmaking platform through the EU-Japan Centre's e-book.

PREVIOUS EDITIONS

- More information on their past Japan-Africa Business Forum (2014) website here.
- More information on the Second Japan-Africa Business Forum (2019) available here.

BUSINESS OPPORTUNITIES WITH JAPANESE PARTNERS IN AFRICA

Looking for information about business opportunities with Japanese partners in third markets?

Read and download the following reports on the topic:

- Analysis of EU-Japan business cooperation in third countries' available here.
- EU-Japan business cooperation in third markets - focus on the digital economy' available here.

TERMS AND CONDITIONS

Disclaimer

In no way will the EU-Japan Centre for Industrial Cooperation be liable for any advice or information given by the organizers of the Japan-Africa Business Forum.

In no way will the EU-Japan Centre for Industrial Cooperation be liable for any direct, indirect, special, incidental, punitive, exemplary, consequential or subsequent damages or any loss of business or profits, regardless of type, in whole or in part to the EU-Japan Centre for Industrial Cooperation has been aware of the possibility of such damage, for the use, non-use or omission of any information or advice provided by the Japan-Africa Business Forum.

Confidentiality

Successfully candidates will receive an invitation to access to the B2B matchmaking platform of the Japan-Africa Business Forum (2021) from 29 June to 30 July 2021. Successful candidates have the duty to keep all information received from the Japan-Africa Business Forum confidential unless otherwise stated in the copies of the Japan-Africa Business Forum. The EU-Japan Centre for Industrial Cooperation will keep confidential all information provided by the candidates for the application.

Copyright

The Japan-Africa Business Forum, the African Development Bank and the EU-Japan Centre for Industrial Cooperation are protected by copyright, logos, trademarks and such other marks or aspects of rights. In no event the candidates are granted any right, title or interest in the aforementioned materials, logos and/or other marks or aspects of rights. Any intellectual property right owned by the candidates will remain the property of the candidates.

CALL FOR APPLICATIONS

THIRD JAPAN-AFRICA BUSINESS FORUM (virtual event)

29 June to 30 July 2021

The call for applications is closed

Any questions about the Third Japan-Africa Business Forum?

[CONTACT: E-MAIL](#)

RELATED

B2B Matchmaking for EU SMEs at the Third Japan-Africa Business Forum

ARE YOU A EUROPEAN SMALL AND MEDIUM SIZED...

The official website of the JABF 2021 displayed the European SMEs supported by the EU-Japan Centre during the matchmaking, in both English and Japanese languages.

THE THIRD JAPAN-AFRICA BUSINESS FORUM (JABF 2021)
 Asia External Representative Office (JABF)

HOME/PROGRAM | About the forum | Business matching | JP | EN | FR

European Companies participating in Business Matching

Country	Sector	Company (Home Country)	Company Profile
Senegal	Water & Sanitation	WeCo Toilet Inc. (France)	Development of environmentally-friendly wastewater treatment and water reuse
Kenya (or other East African countries: Uganda, Tanzania or Rwanda)	Water & Sanitation, Manufacturing	WaSH Innovation (Poland)	Development of water-efficient portable sanitation equipment to improve water quality and sanitation
Tanzania	ICT, Postal Services, Multisector	Krabu Grupp (Estonia)	Support for the digitalization of industry through the development and introduction of software and consulting services
Netherlands (for application in emerging countries in Africa & Asia)	Health	PreMal BV (Netherlands)	Development and commercialization of high-performance mosquito trap system
Rwanda and more	ICT Multisector Technology for Development ("Tech for Dev")	Trust Stamp Malta Ltd. (Malta)	Development of software products for government agencies, finance, healthcare, education and other sectors
Mozambique	Manufacturing Agri-processing, Oil & Gas	Valinox (Portugal)	Management of oil and gas, metal, and food processing plants
Whole continent, Mainly West Africa	Renewable energy, Solar energy, Off-grid solutions	GFM (Spain)	Development of solutions for portable power generation facilities and equipment
Whole continent, South Africa	Technology applied to Infrastructures	algoWatt (Italy)	Development of sustainable solutions for energy and natural resources management
Depends on project	Connects investor with SMEs with development projects in Africa	SDG Changemakers Ltd. (U.K.)	Matching investors to achieve the SDGs

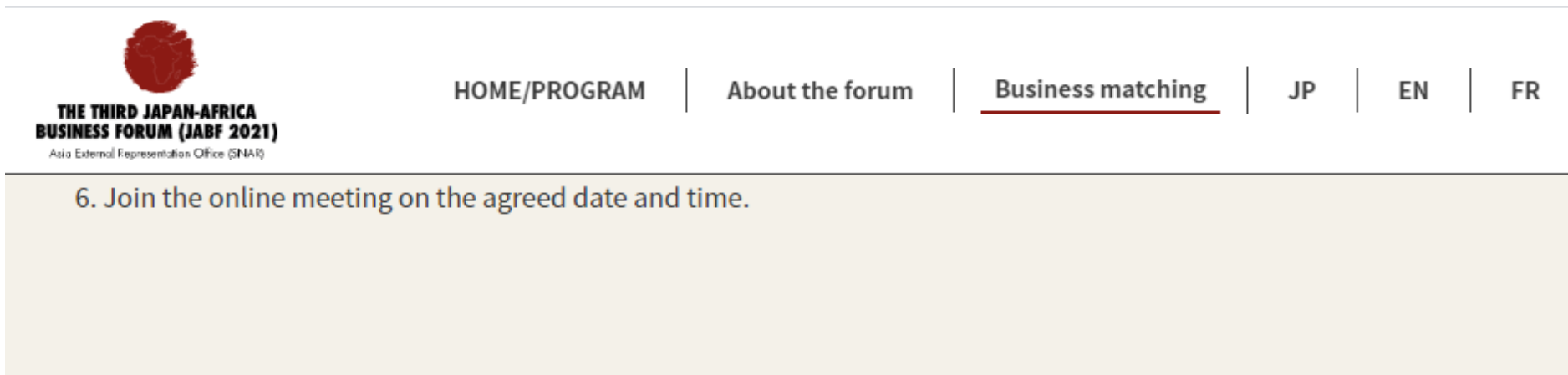
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ビジネスマッチングに参加する欧州企業

国名	セクター	企業名(本国名)	企業概要
セネガル	水・衛生	WeCo Toilet Inc. (フランス)	環境にやさしい排水処理・水再利用の開発
ケニア等	水・衛生	WaSH Innovation (ポーランド)	水・衛生を改善するための節水型ポータブル衛生機器の開発
タンザニア	ICT	Krabu Grupp (エストニア)	ソフトウェア開発、導入とコンサルティングによる産業界のデジタル化支援
ケニア、ガーナ、南アフリカ等	ヘルスケア	PreMal BV (オランダ)	高性能蚊取トラップシステムの開発及び商品化
ルワンダ等	ICT	Trust Stamp Malta Ltd. (マルタ)	政府機関、金融、ヘルスケア、教育等向けのソフトウェア製品開発
モザンビーク	製造、農業・食品加工石油・ガス	Valinox (ポルトガル)	石油・ガス、金属、及び食品加工工場の経営
西アフリカを中心に全地域	再生可能エネルギー	GFM (スペイン)	ポータブル発電設備のソリューション開発
南アフリカ等	インフラ	algoWatt (イタリア)	エネルギー・天然資源管理のための持続可能なソリューション開発
アフリカ全地域	金融(投資家とSMEsの連携促進)	SDG Changemakers Ltd. (イギリス)	SDGs達成に向けた投資家を結ぶマッチング

The official website of the JABF 2021 showed the EU-Japan Centre as a partner for the business matching part of the event.



Organizer Co-Organizer



Partner



(JABF) The Third Japan-Africa Business Forum Secretariat

Mail: [cl-jabf\[at\]c-linkage.co.jp](mailto:cl-jabf@jic-linkage.co.jp)

Annex 3: EU-Japan Centre's e-pavilion

The Centre's e-pavilion displayed the following elements:

- a description of its services in both English and Japanese languages,
- access to the mission participants' profiles
- a few pictures taken during previous events,
- a video presentation of the EU-Japan Centre for Industrial Cooperation,
- a leaflet about the Enterprise Europe Network (EEN) in Japanese language,
- a leaflet presenting all participants' profiles in Japanese language,
- a list of case studies of EU-Japan business cooperation in Africa.

EU-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター

The EU-Japan Centre for Industrial Cooperation is a joint venture established in 1987 by the European Commission (EC/CEC) and the Japanese Government (METI) for promoting all forms of industrial, trade and investment cooperation between the EU and Japan. It is jointly funded and managed by both sides. It has its head office in Tokyo and an office in Brussels.

The EU-Japan Centre supports European and Japanese small and medium-sized enterprises (SMEs) in their international ambitions and has brokered over 50 partnerships involving SMEs in sectors such as agri-food, manufacturing, digital and healthcare. The EU-Japan Centre also supports business cooperation between European and Japanese companies in third markets such as Africa, Asia and Latin America. If you have any questions, feel free to contact us.

More information about our services and related events can be found below:

<https://www.een-japan.eu/ja/index>
<https://www.een-japan.eu/business-missions-japan>

During the Third Japan-Africa Business Forum, the EU-Japan Centre will be hosting European SMEs with experience in Africa to support Japanese companies looking for business partners and projects to invest in. Feel free to contact them and request meetings with them.

一般財団法人日欧産業協力センターは、日本・EU間の産業協力を助す中核的機関として、欧州委員会と経済産業省により1987年に設立された非営利団体です。東京とブリュッセルに事務所を置き、日欧両政府（欧州委員会・経済産業省）と緊密な連携を促しています。

日欧両者の産業協力を促進し、競争力を向上させることを目的とし、セミナー開催・企業向け招待業務や学生向け企業インターンシップ事業など様々な事業を実施しています。欧州企業向け日非ビジネスフォーラムも企画・運営しており、ミッションと同様に、ビジネスマッチングイベントの開催や展示会への出張も行っていきます。


各事業の詳細については下記リンクをご覧ください。

<https://www.een-japan.eu/ja/index>
<https://www.een-japan.eu/business-missions-japan>


第三回日非・アフリカビジネスフォーラムでは、プロジェクト検索、投資などのビジネスパートナーを求め日非企業をサポートする。アフリカでのビジネス開発を有するEUの中小企業をご紹介しています。ミーティングのご予約がありましたら、お気軽にお問い合わせください。

詳細企業一覧はこちらをご覧ください。
<https://www.een-japan.eu/ja/japan-africa-business-forum2023>


Web Site
<https://www.een-japan.eu/ja/>




Introduction to the EU-Japan Centre & EPA Helpdesk



We connect European and Japanese businesses




Through our various services including matchmaking events




and training programmes for European managers

Documents



Enterprise Europe Network
ヨーロッパのネットワーク

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European SMEs active in Africa
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- Wash Innovation Sp. z o.o.**
Eu-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター
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- Valinox - Industrias Metalomecánicas SA**
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石臼、ガス溶射ターゲットにするアフリカ産鉄、高級加工工場 Valinox is a Portuguese mechatronic compo
- Weco-Toilet Inc.**
Eu-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター
世界初の環境にやさしい衛生的なアフリカ産糞尿処理ユニット「トイレイン」 販売 技術 トロピカルリー <https://www.een-japan.eu/sales/default/ViewPr...>
- VITAGORA agri-food & Innovation cluster**
Eu-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター
Vitagra is a leading French agri-food innovation cluster with a network of more than 350 members in 60-
- alpyWatt Spa**
Eu-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター
エネルギー、アパレルマシンのデザイン、建築ソリューションで企業 alpywatt designs, develops and i-
- Kioba Group**
Eu-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター
Digitalization services for indusrie compases: development and implementation of software and consult-
- Generaciones Fotovoltaicas de la Mancha SL (GFM)**
Eu-Japan Centre for Industrial Cooperation / 一般財団法人日欧産業協力センター
必要なサービスをあなたに。ポータブル発電設備のベストソリューションを提供 GFM is a company specialised i-
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Annex 4: Leaflet created by the EU-Japan Centre presenting the mission participants in English and Japanese

EU-Japan Centre at the Third Japan-Africa Business Forum 2021
European SMEs active in Africa



AlgoWatt Spa

Designs, develops and integrates solutions for the management of energy and natural resources!

Italy / イタリア

エネルギー、天然資源マネジメントのデザイン、開発ソリューションをご提案



GENERACIONES FOTOVOLTAICAS DE LA MANCHA SL (GFM)

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Krabu Group

Digitalization services for industry: development and implementation of software and consulting.

Estonia / エストニア

ソフトウェア開発、インプリメントとコンサルティングで産業界のデジタル化をご提供



PreMal BV

Development and commercialisation of high-performance mosquito trapping systems

Netherlands / オランダ

高性能蚊取トラップシステムの開発及び商品化



SDG Changemakers Ltd

Matching investors with purpose-led organisations aligned with SDGs to build a sustainable future for all

U.K. / イギリス

SDGs達成に向けた投資家と団体を結ぶマッチング



Trust Stamp Malta Limited

Authentication of trust and identity on and off-line, facilitating engagement with under-served places

Malta / マルタ

オンライン・オフライン認証により地域格差の改善をご提案



Valinox – Industrias Metalomecánicas SA

Factory in East Africa active in metal work and food processing, now targeting the oil & gas industry

Portugal / ポルトガル

石油・ガス産業をターゲットにする東アフリカの金属、食品加工工場



WaSH Innovation

Portable and water-saving personal hygiene devices. An innovation to end hygiene poverty

Poland / ポーランド

衛生不良を解決するイノベーション、節水型ポータブル衛生機器



Weco

The first eco-friendly, innovative and off-grid Water-Recycling Eco Toilets (WRET)

France / フランス

世界初の環境にやさしい革新的なオフグリッド再生水エコトイレ



日本でのビジネスパートナーシップを希望する企業および機関をセレクトいたしました。
詳細およびマッチングをご希望のかたはお気軽にお問い合わせください。

Annex 5: EU participants' feedback (anonymous)

Six participants out of ten provided feedback. Some extracts are provided below.

Company A:

"The event was well organised and managed, with great support from the EU-Japan Centre staff. The EU-Japan Centre supported us in a very proactive, clear and efficient way for the entire duration of the event. Very well done! Our biggest achievement is the opportunity to discover and interact with companies that are difficult to reach with other traditional business channels. We had the opportunity to better understand the different needs/situations of Africa and Japan, from both a business and cultural point of view. I think that Japanese companies already present in Africa represent for us a good chance to spread our technology in the country: there are some activities for which it is preferable to have a local partner. In particular, Japanese construction companies seem to be promising partners for a possible cooperation on our technology."

Company D:

"I was very pleased with the organisation of this event. The online platform was very easy to understand and use. The support provided by the team was complete and to the point: fast and precise answers! I think that the meeting arrangement with local organisations is the most valuable part. Particularly considering the way business is done in Japan, a third party that can ease the initial contact is very much appreciated! The biggest lesson for me is on the cultural approach to be used in Japan. I would also mention that a few of the webinars (particularly on solar off-grid system in Africa) were very interesting for our organisation!"

Company F:

What is your biggest achievement during this event? *"Finding a potential Japanese cooperation partner in Africa."*

What was the most valuable component of the mission? *"Meeting arrangement, because it is very difficult to do it from Europe."*

Feedback on various mission components (5 = best, 1 = lowest rating)

Company	Introductory e-meeting before the start of the event	Communication with the EU-Japan Centre staff during the event	Support provided by the EU-Japan Centre staff during the event	Webinars	User-friendliness of the EventHub platform	Matchmaking / Meetings
Company A	5	5	5	4	4	5
Company B	4	5	5	N/A	4	4
Company C	5	5	5	5	5	5
Company D	5	5	5	4	5	5
Company E	4	4	4	2	3	1
Company F	5	5	5	5	5	5
TOTAL	28/30	29/30	29/30	20/30	26/30	25/30