

Japan – the land of the rising business opportunities



EU-Japan Centre
for Industrial Cooperation

日欧産業協力センター

Friday 13 November, BIS Conference Centre,
1 Victoria Street, SW1

Japan is the UK's 7th largest export market accounting for £9.4bn in 2012 and covering both goods and services. Key sectors include machinery and mechanical appliances; chemicals, medical and pharmaceutical products; financial services; scientific and medical equipment; food and drink; clothing, cosmetics and perfumery; transport and media. Japan is also a key British market for royalty and licensing income¹ and a major investor in the UK. Despite the current strong ties, the untapped business potential is great. The EU and Japan are currently at an advanced stage of negotiations for a free trade agreement (FTA) to eliminate both tariff and non-tariff measures, improve regulatory cooperation and market access in both directions thereby maximising business opportunities. They hope to reach a preliminary agreement on a comprehensive and ambitious accord soon.

This event looked at the business potential – be it for traditional exports, cutting-edge research or investment opportunities, etc. Addressing key sectors, **the first part of this event looked at the likely impacts a free trade agreement will deliver** – identifying potential growth areas, helping you adapt your company's Japan strategy to capitalise on the new opportunities. The second part heard from a series of British companies from a range of sectors, all of whom have succeeded in Japan and who tried to **explain the secrets of their success** and pass on tips to companies considering entering the Japanese market. The final part of the event heard from British, EU and Japanese organisations that can provide **practical support, encouragement and advice to help you succeed in Japan**.

Aimed at both SMEs and large company, either with existing business links with Japan or seeking to develop them; interested in exporting, importing, conducting joint scientific research or some other tie, this event was designed to explain what the opportunities are and how to take advantage of them.

This event was organised by the EU-Japan Centre for Industrial Cooperation.

Photos and some presentations can be found on the event webpage:

<http://www.eu-japan.eu/japan-land-rising-business-opportunities>

¹ Source : <https://www.gov.uk/government/publications/exporting-to-japan/exporting-to-japan>

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Agenda

- 14:00 **Introduction** – Simon Craig Gray, Deputy Director, EU-Japan Centre
- 14:05 **Keynote speech and Q&A – Business opportunities through the FTA**
Dr Stephen Woolcock is Associate Professor in the Department of International Relations at the London School of Economics and Political Science (LSE) and one of the authors of the Trade Sustainability Impact Assessment of the EU-Japan FTA for the European Commission's DG TRADE (the EU's lead negotiators). He analysed the likely impacts that the FTA will have on key business sectors.
- 14:50 Break
- 15:00 **British success stories from Japan**
Japan may be a demanding market, but provided your company is committed to engaging fully the long-term benefits can be significant. During this session 3 entrepreneurs and businesspeople shared their experiences and explained the steps they took first to engage, and ultimately to succeed with Japan.
- 15:00 **Francesco Fiore**, Managing Director, Axxe Ltd
- 15:15 **Alex Gover**, Vice-President, Business Development, Europe, Intralink Group Limited
- 15:30 **Aily Saitoh**, Product Marketing Manager, Sensus UK
- 15:45 **Q & A**
An opportunity to quiz the entrepreneurs
- 16:00 **Support and assistance for Japan**
Help is available from the UK, EU and Japanese Authorities, this session looked at what is on offer.
- 16:00 **UK Trade & Investment – Japan**
Akiko Okamoto, Senior Trade Adviser for the Technology sector, British Consulate-General in Osaka
- 16:10 **UK Trade & Investment – London**
Jim Pickles, Senior International Trade Adviser, London International Trade Team
- 16:20 **JETRO London**
Toshihiko Sakaguchi, Director General, JETRO London
- 16:30 **EU-Japan Centre for Industrial Cooperation**
Aiko Higuchi, Director
- 16:40 **Q & A**
An opportunity to quiz the representatives of the Authorities

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