

Welcome!



The EU-Japan Centre presents

Support Activities for EU companies' internationalization toward Japan



Co-funded by
the European Union



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

www.eu-japan.eu



When targeting Japan

To succeed in Japan,
EU companies will successively need to:

- Gather information
- Know the target market / sector
- Understand the specificities of Japan (business culture...)
- Find key contacts
- Identify potential opportunities





The Centre

Authorities

- European Commission – DG Growth
- Japanese Ministry of Economy, Trade & Industry (METI)

Head Office in Tokyo (since 1987) & EU office in Brussels

- +/- 30 staff (in Tokyo and Brussels)

Mission

- Promote Industrial Cooperation between the EU and Japan

Activities

- Services to Business
- Policy Analysis and Advices
- Promotion of Industrial Innovation and R&D



SUPPORT SERVICES



- Intelligence
- Partnering
- Sectorial Matchmaking missions to Japan (ICT / Biotech / Green / Space / Robotics)
- Training Programmes in Japan & in the EU (Business culture and manufacturing methodologies)
- Innovation and R&D

SUPPORT SERVICES - Information on Japan

Over 400 sector focus reports and webinars already available



- Alcoholic Beverage Market in Japan
- The Japanese Agrifood Market
- Blockchain in Japan
- The Japanese Startup Ecosystem
- Japanese Healthcare Industry
- Autonomous Driving System in Japan
- Nanotech - Wearable Technologies
- ICT market in Japan
- Wine market in Japan
- and 400 more...

<https://www.eu-japan.eu/eubusinessinJapan>



SUPPORT SERVICES - Information on Japan

Next webinars

'About Japan' webinar series 250: Grid technologies - opportunities for EU companies	13 May 2025
'About Japan' webinar series 251: Preparation for EXPO 2025 Osaka	20 May 2025
'About Japan' webinar series 252: Heat pumps and geothermal energy market in Japan	17 June 2025

More to come this Summer...

Past webinars are all recorded and
available online !



SUPPORT SERVICES - Helpdesks

- **General enquiries**

Everything you always wanted to know about Japan
(but were afraid to ask)



- **EU-Japan Economic Partnership Agreement (EPA)**

What to do and how to benefit from the free trade agreement between the EU and Japan (Available resources: 47 webinars and factsheets about main sectors beneficiary of the agreement, 2 handbooks for EU importers and exporters)



- **Tax and public procurements**

How to comply with financial duties and the Japan Tax Agency
How to participate in Japan national and local authorities' calls for tender.



SUPPORT SERVICES - PARTNERING



Business Support on Your Doorstep

Enterprise Europe Network (Japan representative)

- Promotion of EU/JP companies' profiles
- Business missions to Japan
- Online B2B events
- Training missions to Japan

Other partnering opportunities

- EU-Japan Regional cooperation
- EU-Japan cooperation in third countries

→ European Commission funded Network to support EU SME's internationalization worldwide.



SUPPORT SERVICES – EEN Promotion

For EU SMEs

Promotion of EU companies' profiles

- Translated
- Website publication
- Targeted emails
- During events (trade fairs, seminar...)
- Via local Japanese partners (CCI, associations...)

リトアニア発リネン、アクセサリーなどの生活雑貨用品メーカーがディストリビューターを探しています



Country of origin :
リトアニア

EEN profile reference :
BOLT20200604001

Sector/Main field of activity :
クラフト&デザイン
その他

Date :
24/06/2020

Partnership type sought :
商業代理店
流通サービス

Type of Partnership :
Business

リトアニア企業は2018年より、良質なテキスタイルや木材でハンドメイドアクセサリーやリネン製品を製造しており、現在以下の様なラインナップでグッズを提供しています。

1. 縞ネクタイ・リネンまたは木製(彫刻可)
2. リネン製ネクタイ・レギュラー/スリム
3. カフス・木製(彫刻可)またはリネン
4. リネン生地生活雑貨

同社は、商業代理店または流通サービス契約の下で自社製品の流通を希望する海外ビジネスパートナーを探しています。また、製造契約の下でプライベートレーベル製品の生産受託も可能です。



The screenshot shows the Enterprise Europe Network Japan website. The header includes the EEN logo and 'Japan' with the Japanese flag. Navigation links include Home, EENについて, パートナーを探す, パートナーシップの機会, 情報サービス, イベント, and リンク. A search bar is present. The main content area features a section titled 'ヨーロッパでのパートナー探し' (Finding partners in Europe) with three blue boxes: '買い手です' (I am a buyer), '売り手です' (I am a seller), and '共同開発をしたいです' (I want to co-develop). Below this is a section titled 'パートナーシップの機会' (Partnership opportunities) with a link to '日本向けの最新パートナーシップの機会'. At the bottom, there are three cards: 'Discover all profiles!' with a world map, 'スウェーデンの織物メーカーは、ヨーロッパに広がるディスプレイショップチェーンのディストリビューターを探しています' (A Swedish textile manufacturer is looking for a distributor for a display shop chain expanding across Europe), and 'スウェーデンの織物ブランドが、北欧の織物のディストリビューターを探しています' (A Swedish textile brand is looking for a distributor for Nordic textile products).

<https://www.eu-japan.eu/een>

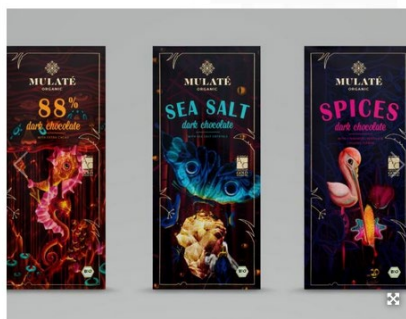
SUPPORT SERVICES – Promotion



For EU SMEs

Objective

Promoting EU products among Japanese importers and buyers.



オーガニックチョコレート MULATÉ ORGANIC リトアニア

Chocolates

MULATÉ ORGANICのチョコレートバーはそれぞれ、大変特徴的な味わい、一度口にすれば、素晴らしい世界の国産品にあなたも驚きます。

MULATÉ ORGANICのチョコレートバーは緻密な設計により作り立てであり、それを実現するための素材も厳選して行っています。楽しんで消費者にとっては新しい味わい、一度食べたら忘れられなくなるような、また食べたくなるような味わいを持たせています。

現在、MULATÉ ORGANICブランドでは、6種類のチョコレートバーを提供しています。

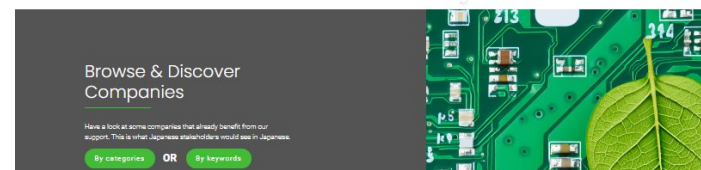
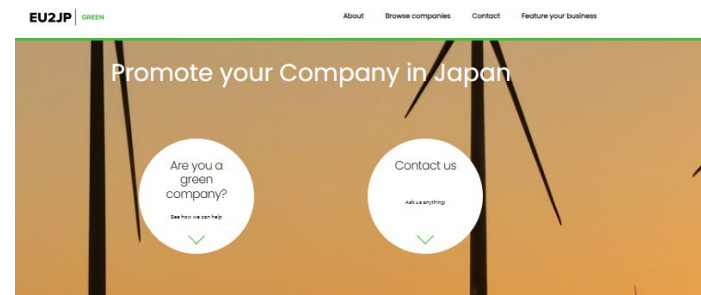
88%：クラシックへのオマージュです。ビュアなダークチョコレートに、南米産のカカオ豆の強い風味を加えています。

SPICES：セイロンシナモン、バニラ、カイエンペッパーをミックスした、味覚を刺激するチョコレートバーです。SPICESは、チョコレートが口の中で溶けると時に味と香りが変化するという、ちょっとした技術的なトリックを利用したチョコレートです。

SEA SALT：甘さと塩味のハーモニーが特徴で、チョコレートは高品質のバランスのとれた塩味が引き締めています。

PEANUT：ダークミルクチョコレートにピーナッツを練りこみました。ピーナッツは濃厚でリッチな味わい、チョコレートとの相性が最も良いピーナッツを選定、使用しています。

Sister platforms:
Food, digital & green economy sectors



<https://www.eu-japan.eu/eu2jp>

SUPPORT SERVICES – Business mission to Japan

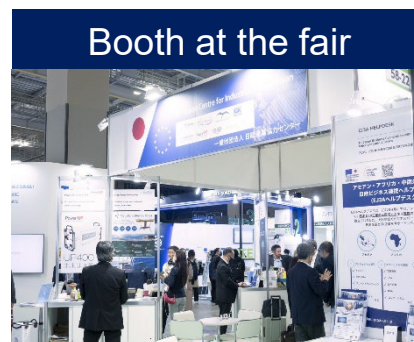
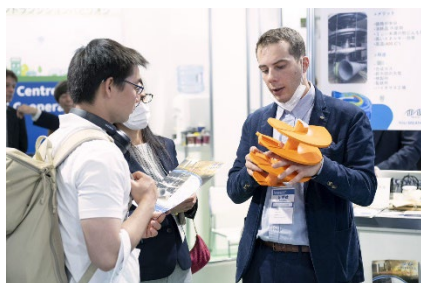
Business support mission

(4-day mission to Japan exhibiting at a trade fair)

4+ missions per year

- Green
- Biotech (October)
- Digital (October)
- Apply by June 8
- Innovation
- Smart Factory and Robotics (January)

New missions



For EU SMEs

EU Delegation



B2B meetings





SUPPORT SERVICES – Training mission

“Get Ready for Japan” *(since 1987)*

- NEW FORMAT (2 sessions a year)

Focus: “How to do business in Japan”

Includes: lectures, negotiation simulations, company visits, tailored B2B meetings, and more.

TWO TRAININGS PER YEAR:

- Autumn and Summer sessions
- Online training (1 week) + onsite training (1 week)
- Session in June and July, call closed mid-March
- Keep an eye out for the Oct session

Thematic lectures on Japan



Group Company Visits



SUPPORT SERVICES – Innovation and R&D



“Vulcanus in the EU”

a scheme for EU companies willing to host a Japanese intern

Who?: Japanese students in third or fourth year of their undergraduate studies or following a postgraduate course

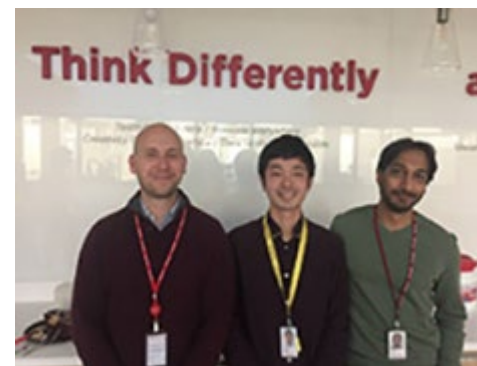
Fields: engineering (mechanical, electrical, electronics, civil, nuclear, etc.), ICT, telecommunications, chemistry, biotechnology, physics / metal materials

How long?: 6 months

NEXT SESSION:

September 2026 – March 2027

Application period for host-companies: June-Sept 2025



Other Key Services

- **International Joint Projects**: supporting trilateral cooperation, or EU-Japan business cooperation in third markets
- **Keys to Japan**: competition to win a personalised market entry business plan
- **Step in Japan**: Logistical support, temporary free office space in Japan
- **EU-Japan Business Round Table (BRT)**: Association of 80+ EU and JP business leaders; submit their recommendations to the national authorities on policy and regulatory issues.
- **Policy seminars and webinars**: brings policy makers and business leaders together to discuss latest policy developments
- **Newsletters suited for your needs**:
 - quarterly Newsletter on developing EU-Japan collaborations
 - monthly e-news with practical business-related information
 - monthly review of key developments in Japanese industry and government policy
 - Japan Tax and Public Procurement Weekly Tender Digest



Useful links & contacts

Do you want to be kept informed? www.eu-japan.eu/be-informed

EU-Japan Centre's activities
Partnering Support
Information about Japan

www.eu-japan.eu
<https://www.eu-japan.eu/een>
<https://www.eu-japan.eu/eubusinessinJapan>

Follow our Social media for daily updates:
X, Instagram and LinkedIn

<https://twitter.com/EUJapanCentre>
<https://www.linkedin.com/company/eu-japan-centre-for-industrial-cooperation/>
<https://www.instagram.com/eujapancentre/>

Contact: Ana Horvatin

a.horvatin@eu-japan.eu

