

Welcome!



The EU-Japan Centre presents

Support Activities for EU companies' internationalization toward Japan



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 Grow
- 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 253: Onshore and Offshore Wind Market in Japan	09 Sep 2025
'About Japan' webinar series 254: Building Bridges to Growth: Key Strategies for B2B Tech Success in Japan - Leveraging Local Partnership Ecosystem	23 Sep 2025

And more to come this Fall...

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 international joint project

→ 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	Date : 24/06/2020
EEN profile reference : BOLT20200604001	Partnership type sought : 商業代理店 流通サービス
Sector/Main field of activity : クラフト&デザイン その他	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. 織物クタイ・リネンまたは木製(彫刻可)
2. リネン製クタイ・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。

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

SUPPORT SERVICES – Promotion



For EU SMEs

Specific to organic food
Promoting EU Organic Food products among
Japanese importers and buyers.



オーガニックチョコレート MULATE ORGANIC リトアニア

Chocolates

MULATE 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、素晴らしい世界の露険にあなたを誘います。

MULATE ORGANICのチョコレートバーの味は緻密な設計により成り立ち、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思いがけない味わい、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そんな味わいを持たせています。

現在、MULATE ORGANICブランドでは、8種類のチョコレートバーを提供しています。

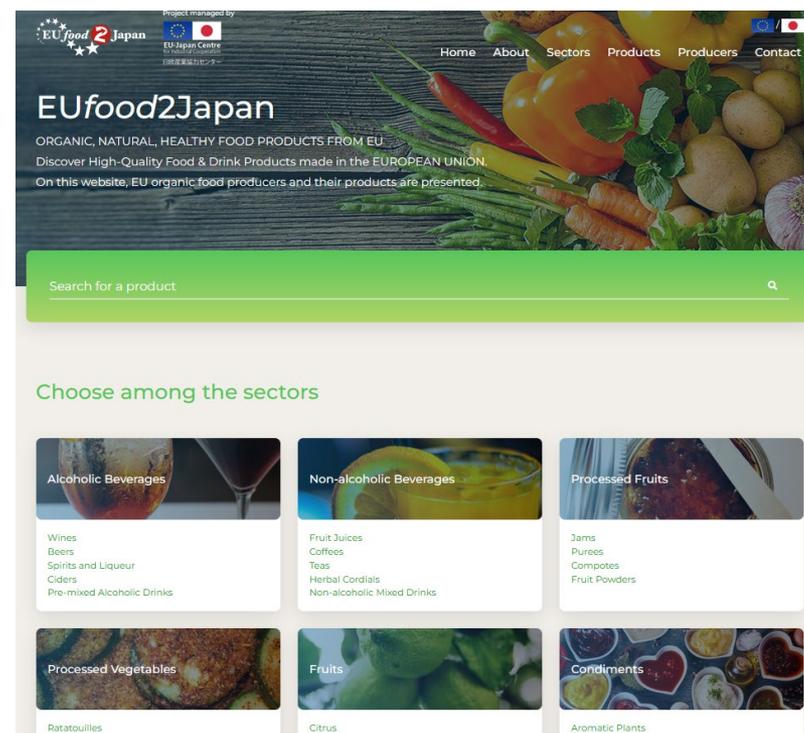
88：クラシックへのオマージュです。ビュアなダークチョコレートに、南米産のカカオ豆の強い風味を加えています。

SPICES：セイロンシナモン、パニラ、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とき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。

SEASALT：甘さと塩味のハーモニーが特徴で、チョコレートの甘さを高級塩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:
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

- Biotech (October)
- Digital (October)
- Green (February)
- Innovation
- Smart Factory and Robotics
- Space
- Defence



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)
- Next session in October/November, deadline 4 September!

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 deadline for host-companies: 20 September (new companies) - 30 September (former host companies)



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>

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

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Thank you for your attention!



Now a brief introduction about today's expert

Caroline Hayashi



www.eu-japan.eu