

# Welcome!



The EU-Japan Centre presents

## Support Activities for EU companies' internationalization toward Japan



[www.eu-japan.eu](http://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

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### 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

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

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*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

**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。

The screenshot shows the EEN website interface for Japan. It features a search bar and navigation links. The main content area displays 'Partnership opportunities' with three cards: 'Buyer' (探し手です), 'Seller' (売り手です), and 'Joint development' (共同開発がしたいです). Below this, there is a section for 'Partnership opportunities' (パートナーシップの機会) with a list of profiles to discover, including 'Discover all profiles' and 'Discover all profiles'.

<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、素晴らしい世界の露険にあなたを誘います。

MULATÉ ORGANICのチョコレートバーの味は絶妙な設計により成り立ち、それを表現するための素材も厳選して行っています。裏返して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、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。ピ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。

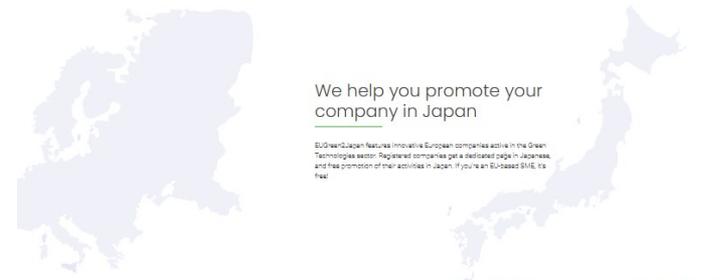
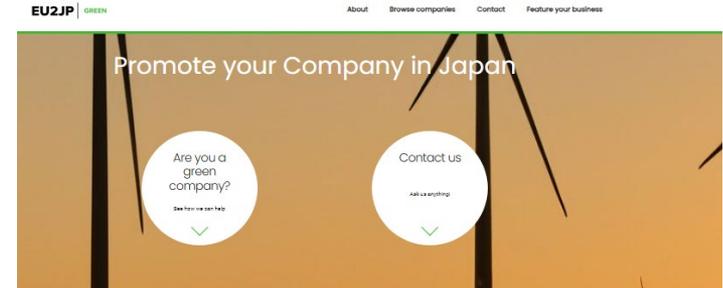
SPICES：セイロンシナモン、パニラ、カイエンペッパーをミックスした、味覚を刺激するチョコレートバーです。SPICESは、チョコレートが口の中で溶けるときに味と香りが変化するという、ちょっとした技術的なトリックを利用したチョコレートです。

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:

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*



## 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



## **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

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- **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

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**Do you want to be kept informed?** [www.eu-japan.eu/be-informed](http://www.eu-japan.eu/be-informed)

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

[www.eu-japan.eu](http://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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