

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 252: Heat pumps and geothermal energy market in Japan	17 June 2025
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More to come next 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 third countries

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



EU-JAPAN CENTRE for Industrial Cooperation

About

Activities

Contacts



Business Support on Your Doorstep

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。



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

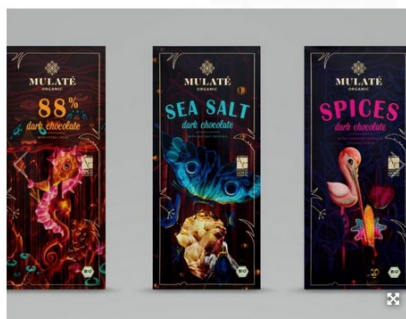
SUPPORT SERVICES – Promotion



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、素晴らしい世界の美味にあなな驚きます。

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、また食べたい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。

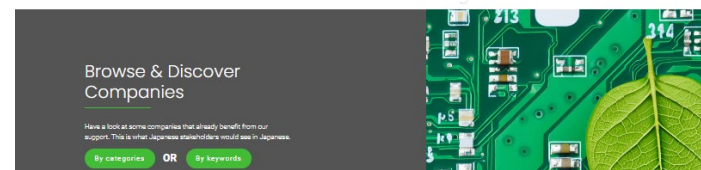
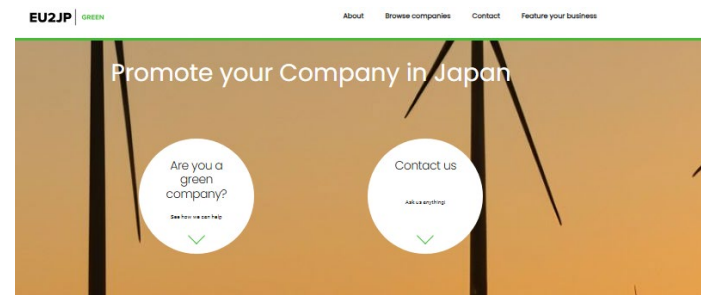
88%：クラシックへのオマージュです。ビュアなダークチョコレートに、南米産のカカオ豆の強い風味を加えています。

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厳選、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 (Oct)
- Digital (Oct)
- Innovation
- Smart Factory and Robotics (January)

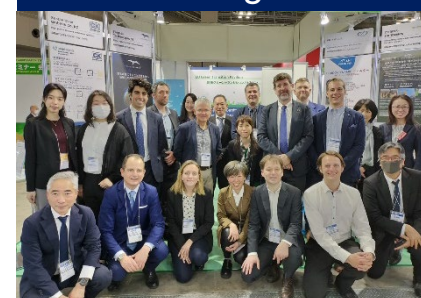
New missions

Booth at the fair



For EU SMEs

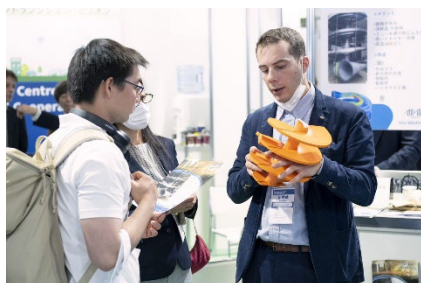
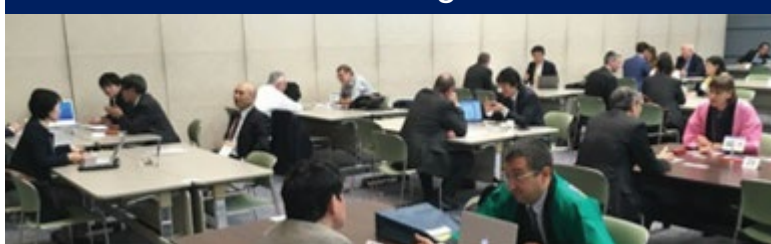
EU Delegation



B2B meetings



Matchmaking event





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
- Oct session recruitment – apply by Sep 4

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

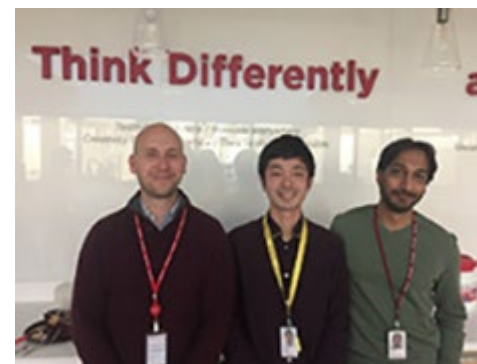
Fields: engineering (mechanical, electrical, electronics, civil, nuclear, etc.), ICT, telecommunications, chemistry, biotechnology, physics / metal materials

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>

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X, Instagram and LinkedIn

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

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