

Welcome!



The EU-Japan Centre presents

Support Activities for EU companies internationalization toward Japan (funded by the European Commission)



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



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

When targeting Japan... A SME journey...

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

SUPPORT SERVICES

For EU Companies & Organisations



SUPPORT & GUIDANCE

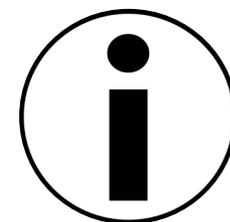
- Intelligence
- Partnering
- Training Programmes in Japan & in the EU (Business culture and manufacturing methodologies)
- Sectorial Matchmaking missions to Japan (ICT / Biotech / Nanotech)
- Cross-cultural Workshops



SUPPORT SERVICES

For EU Companies & Organisations

INFORMATION & HELPDESKS



Information on Japan

- Website (www.eubusinessinjapan.eu)
- Webinars
- Expert Reports
- EPA and general topics Helpdesks

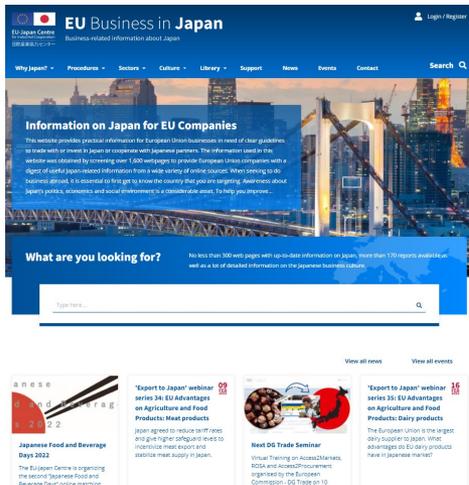
Information on Centre's support services
(www.eu-japan.eu)



SUPPORT SERVICES

For EU Companies & Organisations

Over 100 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 100 more...

www.eubusinessinjapan.eu



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www.eu-japan.eu

Next About Japan webinars

'About Japan' webinar series 206: EU-Japan Smart Ageing Project e-VITA

07 March 2023

More to come this Spring...

Past webinars are all recorded and available online !

<https://www.eubusinessinjapan.eu/events>



SUPPORT SERVICES

For EU Companies & Organisations

Reports and videos to understand Japanese business culture:



www.eubusinessinjapan.eu

- Do's and Don'ts in the Japanese Business Environment
- Decision-making Process in Japan
- Communicating with the Japanese
- Challenges of the Japanese Market
- Customer Service in Japan
- Managing Quality Claims in Japan
- The Realities of Business in Japan
- Smart guide for your first meeting with Japanese
- Business Negotiations in Japan
- Negotiations and closing the deal
- and many more...

EU-Japan EPA HELPDESK

The helpdesk aims to help you understand how to take advantage of the EPA agreement.

- Publications (factsheets & guidelines)
- Webinars (covering EPA chapters)
- Infodesk (answering EPA related queries)



EU-JAPAN CENTRE for Industrial Cooperation

About

Activities

Contacts

EPA helpdesk publications



Factsheet: EPA & Dairy Products



About the Factsheet The aim of this Factsheet is to explain to EU dairy exporters the market access opportunities offered by the Agreement for an Economic Partnership (EPA) as well as, in a brief overview, the relevant Rules of Origin, Japan's procedure for the application of a TRQ share and import...

Factsheet: EPA & Meat Products



About the Factsheet The aim of this Factsheet is to explain to EU meat exporters the market access opportunities offered by the EU-Japan Economic Partnership Agreement as well as, in a brief overview, the relevant Rules of Origin and import procedures in Japan. This factsheet focuses first on...

Factsheet: EPA and Spirits & Beer Products



About the Factsheet The aim of this Factsheet is to explain to EU beer and spirits exporters the market access opportunities offered by the EU-Japan Economic Partnership Agreement and in a brief overview, the relevant Rules of Origin and import procedures in Japan. This factsheet takes a close...

Factsheet: EPA & Wine



About the Factsheet The aim of this factsheet is to explain to EU wine exporters the market access opportunities offered by the EU-Japan Economic Partnership Agreement (EPA) as well as and the recognition of oenological practices (OPs), and in a brief overview, the relevant Rules of Origin and...

www.eu-japan.eu/epa-helpdesk



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DAIRY PRODUCTS

PRELIMINARY REMARKS

- The aim of these Factsheets and Guidelines (hereafter 'Report') is to explain to EU dairy exporters the market access opportunities offered by the Agreement for an Economic Partnership (EPA) as well as, in a brief overview, the relevant Rules of Origin, Japan's procedure for the application of a TRQ share and import procedures in Japan. More information on these issues and on specific market entry requirements, including Customs procedures and SPS measures are covered in the relevant Factsheet and Guidelines, or can be found in the 'Food and Beverage Handbook: Japan'¹⁾.
- As regards product specification, only the Harmonised System (HS) code system at six-digit level, or the Japanese nomenclature at nine-digit level have been used. For detailed description of the Japanese nomenclature, reference is made to the Japanese Schedule in the Agreement.
- In the Japanese Schedule, a fiscal year means the period between 1 April of one year and 31 March of the next year. As the Agreement enters into force on 1 February 2019, the first year will be the period between 1 February 2019 and 31 March 2019. The first-year quantities of the tariff quotas have therefore been calculated on a 'pro rata' basis.
- All quantities are expressed in metric tonnes (t), unless stated otherwise.
- The complete text of the EPA, and annexes, incorporating the Schedule of Japan, can be found on the following website of the European Commission: <http://trade.ec.europa.eu/doclib/press/index.cfm?id=1684>. Japan's tariff Schedule is in Annex 2-A-4; "Notes for the Schedule of Japan" can be found in Annex 2-A-3. These Notes explain inter alia the various types of concessions, including details on TRQs, safeguard measures, etc.



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Under the
supervision of

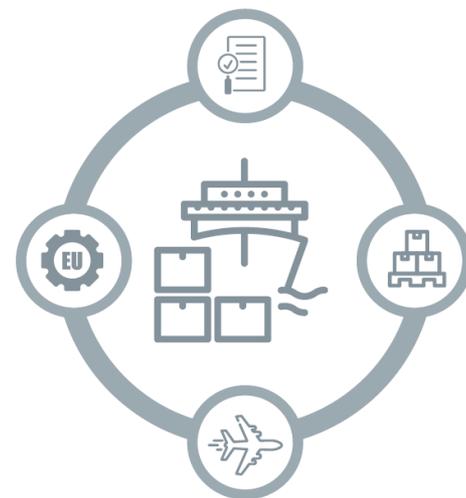


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EPA helpdesk publications

Our EPA Helpdesk released 2 handbooks to help EU companies understand the EPA.

- **EPA Handbook – a guide to help EU SMEs import Japanese products** (May 2021)
- **EPA Handbook – a guide to help EU SMEs export to Japan** (March 2022)



www.eu-japan.eu/epa-helpdesk



EPA webinars – 2022 series



Geographical Indicators	Past - recorded
Wines and Spirits & Beers	Past - recorded
Dairy Products	Past - recorded
Meat Products	Past - recorded
Processed Agricultural products	Past - recorded
Tarif Rate Quotas	Past - recorded
Fruit and Vegetable Products	Past - recorded
Textiles	Past - recorded
Leather and Footwear Products	Past - recorded
Forestry Products	Past - recorded
Motor Vehicles	Past - recorded
SMEs	Past - recorded
Rules of Origin	Past - recorded

Past webinars are all recorded and available online !

<https://www.eu-japan.eu/epa-helpdesk>



SUPPORT SERVICES

For EU SMEs



Business Support on Your Doorstep

PARTNERING

Enterprise Europe Network (Japan representative)

- Promotion of EU company profiles
- B2B Meetings & Networking Events in Japan
- Meeting facilitation
- Cross cultural workshops in the EU

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

www.een-japan.eu

EU-JAPAN CENTRE for Industrial Cooperation

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Business Support on Your Doorstep

SUPPORT SERVICES

PARTNERING

Enterprise Europe Network

Promotion of EU company 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. 綿ネクタイ・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委託も可能です。

For EU SMEs



ホーム 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 リンク

エンタープライズ・ヨーロッパ・ネットワーク(EEN)では、ヨーロッパ企業・研究機関との公的マッチングサービスを提供しています。日本企業協力センターは日本におけるEENのコンタクトポイントです。詳細はこちら

ヨーロッパでのパートナー探し

買い手です

・ヨーロッパから製品やサービスを購入したい
・EUの技術シーズを探したい

売り手です

・EUで製品やサービスの販路を拡大したい
・技術のライセンス先を探したい

共同開発がしたいです

・研究開発に参加したい

パートナーシップの機会

日本向けの最新/パートナーシップの機会 (確認されたプロフィールのみ)

詳細はこちら

Discover all profiles!

スウェーデンの水筒メーカーは、ヨーロッパにアジア向けをプライベートブランドメーカーの高品質サービス契約または協賛契約のパートナーを探しています

スウェーデンの家具用品ブランドが家庭用品のディストリビューターを探しています

北アイルランド(英国)のギターメーカーがディストリビューターを探しています

www.een-japan.eu

SUPPORT SERVICES

PARTNERING

Organic food manufacturers

Promoting EU Organic Food 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、一度口に入れば、素直な味の世界への冒険にあなな誘います。

MULATÉ ORGANICのチョコレートバーの味は密な設計により成り立っており、それを実現するための素材も厳選して行っています。厳選して消費者にとって思いつかない味わい、一度食べたら忘れられないような、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、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。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、バニラ、カイエンペッパーをミックスした、視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感のバランスのとれた塩味が引き締めています。

PEARL：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。

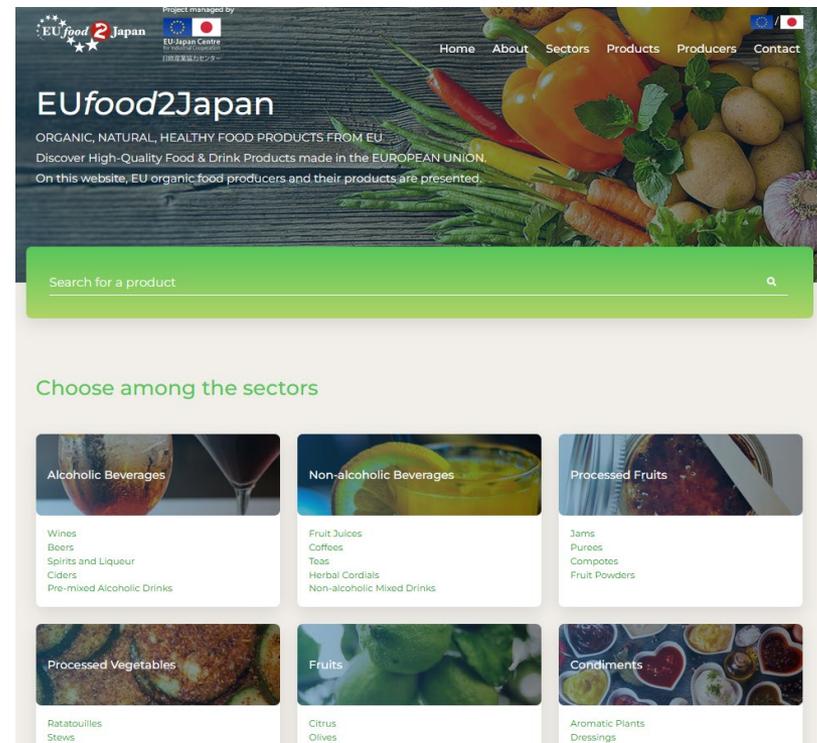
TANINI：ゴマ・ゴマペーストを使ったダークミルクチョコレートバーで、甘みと塩味を行ったり来たりと感じる不思議なチョコレート、また黒コーロップをはじめ広い地域伝統的菓子、ハルツァのような複雑な後味です。

CANNABIS：ヘンププロテインを配合した砂糖不使用のダークチョコレートバー。甘いおやつがほしいけれど、ダイエット中というときに、最適なチョコレートです。

MANGO：オーガニックのダークミルクチョコレートにマンゴー、タヒニ、カイエンペッパーを加えたものです。

Organic Vegetarian food No preservatives Gluten-free Caffeine free

For EU SMEs



www.eufood2japan.eu

TRAINING MISSION IN JAPAN

“Get Ready for Japan” (since 1987)

Focus: “How to do business in Japan”

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

(2022 will be a virtual session)



NEXT SESSION:

- 15-26 May 2023
- Application Deadline: 15 March

Thematic lectures on Japan



Group Company Visits



Joint Session with JP managers



www.eu-japan.eu/events/get-ready-for-japan-training-programme





MATCHMAKING MISSION IN JAPAN

Cluster and SMEs sectorial mission *(4-day mission to Japan alongside a trade fair)*

3 MISSIONS:

- Biotech (Oct 2022)
- ICT (Nov 2022)
- Nanotech (Jan/Feb 2023)

Matchmaking event



Booth at the fair



EU Delegation



B2B meetings



TRAINING MISSION IN JAPAN

World Class Manufacturing (1-week Topical Missions in Japan - twice a year)



Features:

- ✓ Hands-on lectures at Japanese manufacturing companies (e.g. Toyota, Ricoh)
- ✓ Lecture by WCM experts
- ✓ Group dynamics and mutual learning

NEXT SESSION:

Spring session - 13-17 March 2023 (physical)
Autumn session in November – apply from March to June



BENCHMARKING VISITS IN THE EU

LEAN visits in the EU (1 day in-depth visits to European plants to discuss best practice and facilitate the sharing of ideas and networking)



Some past visited companies:

✓ Lego, BMW, Schaeffler , Rosderra , GKN, Applus+ IDIADA , Danfoss Amorim and many more...

Future visits

- **17 & 18 April 2023** - Lean in hospitality at Ski Beat in the Alps (promotion to start soon)
- **03 & 04 July 2023** - Lean in machining at Fly SpA in Italy (promotion to start in April)



FOR EU ENGINEERING / R&D COMPANIES

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?: 8 months

NEXT SESSION:

August 2023 – March 2024, applications closed

Next application for host-companies: September 2023

<https://www.eu-japan.eu/events/vulcanus-europe>



SUPPORT SERVICES

For EU Companies & Organisations



INNOVATION - R&D PROMOTION

- Promotion of Horizon Europe calls in Japan
- Clusters Support
- Technology Transfer Helpdesk
- GNSS sector partnerships



OTHER SUPPORTS

www.eu-japan.eu/other-support



- A “Hot Desk” in Tokyo – Logistical support for SMEs
- Sponsoring **Market Entry Plan Draft** for SMEs
- **Public procurement** - Calls Dissemination & Guidance for SMEs
- **Tax in Japan** – Helpdesk for SMEs

Economic Partnership Agreement Helpdesk

- Webinars presenting the EPA and the opportunities linked to it



Useful links & contacts

Do you want to be kept informed?

www.eu-japan.eu/be-informed

EU-Japan Centre's activities

www.eu-japan.eu

Partnering Support

www.een-japan.eu

Information about Japan

www.eubusinessinjapan.eu

Business Round Table

www.eu-japan-brt.eu

Technology Transfer Helpdesk

www.eu-jp-tthelpdesk.eu

The Centre on Twitter

<http://twitter.com/EUJAPANCENTRE>

Also on LinkedIn

Contact: Ana Horvatin

a.horvatin@eu-japan.eu

