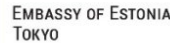




Report on the EU-Japan Green Transition Business Matchmaking 2022



14-31 March 2022
Online B2B and hybrid booth at Tokyo Big Sight
At the occasion of the World Smart Energy Week in Tokyo



Embassy of Greece in Japan



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1. Executive Summary

Both the European Union and Japan are committed to become climate-neutral by 2050, and are aiming for a circular and resource-efficient economy and have affirmed these common goals through the signing of a [Green Alliance](#) signed in May 2021.

Building on its practical experience with SME/Cluster Missions and Matchmaking events as well as a [series of events and activities](#) related to the topic, the EU-Japan Centre for Industrial Cooperation organised an EU-Japan Green Transition Matchmaking event in March 2022. The goals of the event were to help connect + support partnering for industries and stakeholders from the EU and Japan in the Green Transition sector, as well as start to build a base of companies with an interest in Matchmaking.

The activity consisted of two main parts:

- [Virtual B2B matchmaking event “EU-Japan Green Transition”](#) on 14-31 March 2022 jointly organised with European and Japanese partners, with [a Pre-event webinar on EU Green Transition – Green Deal Policy Insight](#) on 8 March and a link with [a Webinar on “Next Hydrogen Generation – eFuel to Power the Green Transition”](#) on 25 March.
- Hybrid exhibition as “EU- Green Transition Pavilion” at [Decarbonisation Expo / World Smart Energy Week](#) at Tokyo Big Sight on 16-18 March to promote the online platform, jointly organised with Business France and the Wallonia Export-Investment Agency, each of them bringing co-exhibiting companies into the joint booth (Business France was able to bring company representatives physically to the booth).

The event:

- illustrated the commitment of the EU-Japan Centre in the Green Transition sector, and its articulation with [many other activities to support an EU-Japan Green Transition](#).
- articulated the physical dimension by welcoming an audience in a joint booth at a trade fair together with the cost effectiveness, climate-consciousness and flexibility of the virtual dimension.
- signalled a “Team Europe approach”, as a joint action with EU Member State’s Trade Promotion Organisations (TPOs) for Matchmaking and Exhibition
- Benefited from partnerships with JETRO’s J-Bridge Programme, the Enterprise Europe Network, European Clusters and the European Innovation Council (EIC) Accelerator contributed to the event’s results.
- Included 171 registrants with matchmaking sessions, (Japan: 82, Europe [24 European countries]: 89), 42 video call meetings taken place on the online matchmaking platform, with 112 business cards exchanged at the EU-Japan Centre’s desk at the Decarbonisation fair,

The results from the event look promising for the follow-up phase and for future activity in this area. The Online Matchmaking platform will evolve into a long-term matchmaking platform and it is planned to reopen it in the second half of May 2022 with long-term matchmaking in place to further develop the number of attendees and arrange additional meetings. It also can provide additional content through cooperation with partners such as the EU member state’s Trade Promotion Organisations (TPOs) or synergies with other services provided by the EU-Japan Centre such as supporting EU-Japan cooperation with partners from ASEAN, Africa and Latin America. A hybrid Green Transition event will be planned again for March 2023.

2. Context

Both the European Union and Japan are committed to become climate-neutral by 2050, and are aiming for a circular and resource-efficient economy and have affirmed these common goals through the signing of a [Green Alliance](#) signed in May 2021.

The EU-Japan Centre has more than 10 years of experience in supporting business cooperation between EU and Japanese companies via the Enterprise Europe Network (EEN). The Centre has also been organising [Missions for EU Clusters and Small and Medium-sized Enterprises \(SMEs\)](#) in several sectors such as Bio-Nano- or Information technologies. The First Mission of this kind was organised in the field of Greentech in 2012. Usually, these Missions include Matchmaking activities as a strong component to enable partnerships between businesses.

From September 2020 to October 2021, the EU-Japan Centre for Industrial Cooperation coordinated the organization of a [series of events and activities](#) aiming at strengthening the cooperation between Europe and Japan for climate action, bringing together stakeholders in the field from both sides.

The EU-Japan Centre also prepared a '[Green stock-taking paper](#)' including all Centre's activities related to environment, climate, decarbonisation and green transition, such as webinars, analytical reports, cluster2cluster cooperation, EU-Japan business cooperation cases, etc.

Based on the importance of the Green Transition for Japan and the EU, and building on its practical experience, the EU-Japan Centre organised an EU-Japan Green Transition Business Matchmaking event in March 2021. Because travel to Japan was still not possible when the event was planned, the Matchmaking was set-up as an online event. To pair the online activity with physical actions, the project was run in line with the [World Smart Energy Week](#), which is a major Japanese Expo in the targeted field (see more info in section 6.2) , but without business matchmaking. Hence the added value of the EU-Japan Centre in providing such an additional opportunity for EU-Japan business matchmaking.

3. Overview

The goal of the “Green Transition 2022 Activities in the 1st quarter of 2022” was to gather stakeholders from the EU and Japan around the topic of Green Transition and starting to build a base of companies in the field with an interest in Matchmaking.

The activity consisted of two main parts:

- [Virtual B2B matchmaking event “EU-Japan Green Transition”](#) on 14-31 March 2022 with a [Pre-event webinar on EU Green Transition – Green Deal Policy Insight](#) on 8 March and a [Link with Webinar on “Next Hydrogen Generation – eFuel to Power the Green Transition”](#) organised by the Policy team at the EU-Japan Centre on 25 March
- Hybrid exhibition with a booth at [Decarbonisation Expo / World Smart Energy Week](#) at Tokyo Big Sight on 16-18 March, jointly organised with interested Trade promotion organisations (TPOs) from EU member states.

The World Smart Energy Week, held from 16-18 March 2022 at the Tokyo International Exhibition Center Tokyo Big Sight, which is one of the largest fairs in Japan in the field of Renewable Energy, was chosen to

promote the online Matchmaking and to add a physical component to the activity. Jointly with Trade Promotion Organisations (TPOs) from EU member states, the EU-Japan Centre organised an “EU Green Transition Pavilion” at the Decarbonisation Expo, one of the many special fair zones that are part of the Smart Energy Week. This helped to promote the Matchmaking platform to the Japanese audience. At the same time, holding the event at the end of the March, which is the end of the fiscal year, was certainly a limiting factor, because many Japanese employees are pre-occupied with reporting and auditing at this time of the year.

4. Joint action with partners

From the beginning it was seen as important to involve a variety of networks in the EU and Japan. Besides the Japanese offices of member states’ Trade Promotion Organisations (TPOs) the Centre worked with the Enterprise Europe Network (EEN) for which the EU-Japan Centre is the local contact point in Japan, the network of Clusters in Europe and the European Innovation Council (EIC) Accelerator.

The stronger cooperation with TPOs for both the Online Matchmaking event as well as the joint Pavilion at the Expo was an attempt to streamline action as “Team Europe”, an approach that will also guide future projects carried out by the EU-Japan Centre for Industrial Cooperation.

After a first call for expression of interest sent to heads of all Japan offices of member state’s Trade Promotion Organisations (TPOs), those from France, Wallonia, Estonia, Greece and Italy joint a first meeting. In the end, the exhibit at the Decarbonisation area was realised jointly with Business France and Wallonia Export-Investment Agency AWEX. The Matchmaking platform was supported by a large number of TPOs that even increased over the duration of the activity.

On the Japanese side, the Centre entered into a fruitful cooperation with the [J-Bridge](#) Programme run by the Japan External Trade Organisation (JETRO). J-Bridge is a business platform to facilitate collaboration or alliances between Japanese companies and overseas start-ups/businesses.

5. EU-Japan Green Transition Virtual Matchmaking

5.1. The platform

An online [matchmaking platform](#) was set up and open for registration and from 14 February 2022 to brings together companies as well as research organisations from Japan and Europe to build business partnerships that can contribute to a low-carbon society. Registrants on this platform created profiles including their "Offers" and "Requests" / "Seeds" and "Needs", to allow them to identify potential partners by browsing each other’s profiles by keywords and categories. In a second step they sent messages or requested meetings, which took place in the form of video calls.

In addition to company profiles, participants had the opportunity to register so called “Marketplace Opportunities”. Several corporate clients of the JETRO J-Bridge programme disclosed information on products and technologies through request profiles.

5.2. Sectors covered

Sectors covered were as follows:

- Renewable (solar, hydrogen, bioenergy, wind, energy cogeneration, hydropower, geothermal, ocean energy)

- Smart Energy Infrastructure (power generation, energy storage, energy transmission, energy conversion)
- Resource Efficiency (recycling and waste management, low carbon products, low carbon mobility, low energy water supply, circular economy)
- Biomaterials (biodegradable material, bio-based material)

As it becomes clear from the sectors mentioned above, the Matchmaking covered only a part of the Green Transition field and the sectors were deliberately limited to better align with the topics of the Decarbonisation Expo / World Smart Energy Week. Some Green Transition topics such as sustainable agriculture/forestry were not addressed and others gathered under the broad field of Resource Efficiency.

5.3. Challenge

Organising business Matching events with Japanese companies is more challenging than in Europe, because the concept of short introductory meetings without knowing much about the partner upfront is not very common in Japan yet, at least outside certain fields such as startup matchmaking or Biotech partnering. The language barrier is another limiting factor: many Japanese are not confident in having a conversation in English without the help from an interpreter. This is even more true for online meetings. Nevertheless, the EU-Japan Centre continues to organise those kind of matchmaking events. Some assistance is given to Japanese participants to deal with the English language interface of the platform. (How-to manuals in Japanese) A shift to the use of digital tools during the pandemic has led to more acceptance of the platform, simply due to the lack of other alternatives such as international business travel.

5.4. Promotion

Promotion for the platform was done in cooperation with the many different partners already mentioned under “[Joint action with partners](#)” above. Trade Promotion Organisations (TPOs), the Enterprise Europe Network (EEN), European Clusters, the European Innovation Council (EIC) Accelerator and JETRO J-Bridge. All partners helped with promoting the Matchmaking event in their respective networks and the EU-Japan Centre can only be grateful for their support. The role of JETRO with its J-Bridge Programme and European Innovation Council (EIC) Accelerator was a specific one because JETRO clients disclosed technologies or products of interest as business requests. The European Innovation Council (EIC) Accelerator helped specifically to accommodate some of these requests and to find suitable European partners.

A Pre-webinar was organized on 8 March to connect with the Japanese audience from “EU Policy Insights - European Green Deal Report”, a monthly report series in Japanese, published by the EU-Japan Centre for Industrial Cooperation since April 2021. Although webinar registrants were mainly interested in information about the EU and not necessarily in matchmaking with EU companies, the Webinar was organized through the same platform as the matchmaking. All 121 Webinar participants were invited to switch their accounts to full matchmaking accounts, but only some of them accepted the offer.

A large promotional effort was made in line with the exhibit at the Decarbonisation Expo / World Smart Energy Week. The joint exhibit was organized under the name “EU-Japan Green Transition Pavilion” to stress the connection with the online matchmaking platform. Visuals used for the Pavilion and the Matchmaking platform were identical. Banners placed as advertisement on the Expo website linked to the Matchmaking platform as did the online exhibitor profile on the Expo website.

5.5. Agenda

Registration, submitting and browsing of participant and company profiles as well as Marketplace opportunities started gradually from mid-February.

The pre-event Webinar in Japanese language “[EU Green Transition - Green Deal EU Policy Insights](#)” held on 8 March 2022, was the first session organised on the platform. 121 registrants participated in the Webinar, which summarised content of the monthly reports that had been issued by the EU-Japan Centre until that date.

For the week from 14-18 March, [daily matchmaking sessions](#) were set from 16:00 until 19:55 (JST) / 8:00 a.m. – 11:55 a.m. (CET) for participants, to arrange short online meetings of 25 minutes each. Mostly European companies used the opportunity to request meetings with Japanese companies. Japanese participants have been more passive.

An extension of the matchmaking sessions until 31 March was announced together with the start of the exhibition at the Decarbonisation Expo / World Smart Energy Week, in order to allow new participants, who learned about the platform at the Expo, to register and to use the platform.

Finally, a Webinar on “[Next Hydrogen Generation – eFuel to Power the Green Transition](#)” organised by the EU-Japan Centre on 25 March was linked to the Platform so that participants could attend this webinar seamlessly.

The screenshot displays the user interface of the 'EU-Japan-Green-Transition-2022' platform. At the top, a green navigation bar includes the title 'EU-Japan-Green-Transition-2022' with the dates 'March 14 - February 28, 2023', and a menu with 'Home', 'Companies', 'Participants', 'Marketplace', 'Agenda', 'Meetings', and 'Messages'. Below the navigation bar is a decorative banner with green and yellow icons representing renewable energy and urban development. The main content area features a company profile for 'SAMPLE COMPANY' with the logo 'LOGO' and the text 'Company (SME/startup) 中小企業・スタートアップ | Brussels, Belgium'. Below the profile, there are two tabs: 'OVERVIEW' (selected) and 'MARKETPLACE'. The 'OVERVIEW' tab contains an 'About' section with a sample description and a list of insights: 'what the organisation is about', 'what they are doing/ what their business model is', 'what their main products technologies or services are', 'how their activity is related to the platform's main topic/business fields', and 'what potential partners can expect from the organization'. To the right, there are three widget boxes: 'RESOURCES' with a PDF icon and the file name 'Matchmaking_Flyer_v4.pdf', 'PROFILE VISITS' showing a count of '81' with a bar chart icon, and a 'Visit website' button.

6. EU Green Transition Pavilion at the Decarbonisation Expo / Japan World Smart Energy Week 2022

The fair participation was chosen to promote the online Matchmaking and to add a physical component to the Matchmaking activity.

6.1. The Trade Fair

World Smart Energy Week is one of the largest Trade fairs in Japan in the Green Energy Sector. It follows a fair in fair concept and is comprised of several fair zones for Photovoltaics, Wind Energy, Biomass, Batteries, Fuel Cells etc. It is held in Spring and Autumn in Tokyo and once a year in Osaka. A Decarbonisation Expo zone has been added to the fair for the first time in 2021/22.

Even though travel restrictions to Japan still prevented European companies from physical participation in the fair, several reasons led to the decision to participate:

- The size of the fair and its large audience offered a suitable framework for promoting the Virtual Matchmaking activity. The 2022 installment counted 761 exhibitors (240 of them in the Decarbonisation Expo area) and 41,761 visitors.
- The new Decarbonisation fair zone provides an overarching theme under which a variety of different technologies and products can be presented
- To attract foreign entities, the fair organisers offered a discounted “remote participation package” which included basic booth construction, interpreters and laptops with internet connection for live communication with companies only represented in the booth but attending virtually from Europe.
- Several Trade Promotion Organisations showed interest in an offer for joint exhibition.

6.2. The Joint Booth

The EU-Japan Centre for Industrial Cooperation reserved 6m x 5.4m (32.4sqm) space in the Decarbonisation area of the World Smart Energy Week. Three of 4 small units (3m x 2.7m) were offered to interested member state’s TPOs for a small financial contribution. One unit was kept for the Centre itself. After initial interest from several TPOs, the joint booth was finally realised with Business France (using 2 units) and the Wallonia Export-Investment Agency AWEX. Each unit provided a reception desk run by the partnering TPO and small poster and display spaces for companies which were registered as co-organisers in the fair.

In line with the Name of the Virtual Matchmaking the joint participation was labeled “EU Green Transition Pavilion” in the Exhibitor catalogue, in paid advertisement and communication around the fair. The booth was located quite far away from the entrance but benefitted of other large exhibitors that were in the same area of the hall and attracted a larger audience.



6.3. Co-exhibitors

Each of the co-exhibitors had recruited 3 co-exhibitors per space unit. (Business France: 6, AWEX: 3) The Centre finally selected 4 companies from the Green Transition Matchmaking platform that showed interest in being at the Expo and had good quality profiles. Exhibiting companies in the EU-Japan Centre area as well as most of the Belgian exhibitors in the AWEX area were not present in person due to ongoing Japanese immigration restrictions and were only represented by staff from the EU-Japan Centre and AWEX at their respective reception desks. Business France on the other hand had mostly recruited companies with a presence in Japan. Therefore, nearly all of the display spaces were staffed with local Japanese representatives of the companies.

EU-Japan Centre for Industrial Cooperation

- [CENER BIO2C \(Spain\)](#)
- [Circularise \(Netherlands\)](#)
- [VIOTAS \(Ireland\)](#)
- [WELTEC BIOPOWER GmbH \(Germany\)](#)

Wallonia Export-Investment Agency (Belgium)

- [Ampacimon s.a.](#)
- [Materia Nova](#)
- [Pepite s.a.](#)

French Embassy in Japan - Business France

- [BW Ideol](#)
- [COLAS RAIL](#)
- [EDF](#)
- [Metron](#)
- [NASKEO Environnement](#)
- [Plastic Omnium](#)

* All except 3 of the above, have a profile on the EU-Japan Green Transition Matchmaking Platform.

6.4. Attempts to link Online participants with the fair

During late afternoon hours at the fair, (16:00 – 18:00 JST) which overlaps with morning business hours in Europe, attempts were made to connect fair visitors with companies that were only represented online. For this purpose, “virtual meeting rooms” had been set up on the Matchmaking platform and co-exhibitors in the area of the EU-Japan Centre have been asked to connect during these hours. EU-Japan Centre staff has been able to talk to participants and show them the atmosphere of the fair but no direct talks with fair visitors resulted from this activity.

6.5. Audience

Visitors at the booth included Japanese companies interested in selling their products to Europe and (mostly larger) Japanese companies searching for innovative solutions from Europe. The latter included representatives from all large Japanese Trading companies.

Inquiries received were on topics such as:

- utilization of biomass (agricultural and household waste) for power generation or biorefinery processes.
- Offshore Wind energy
- Biomaterials, Bioplastics

Another group of visitors at the booth were representatives from Japanese local governments (Prefectures and Cities) which often have an interest in cooperation with counterparts in Europe to support the internationalisation of their companies and to attract investment from foreign companies.

In several cases, we were able to invite visitors, who got interested by the posters and flyers on display, to register on the Online Matchmaking platform. Some interest was transformed into meetings on the platform immediately while others will need follow up once the platform reopens in May.

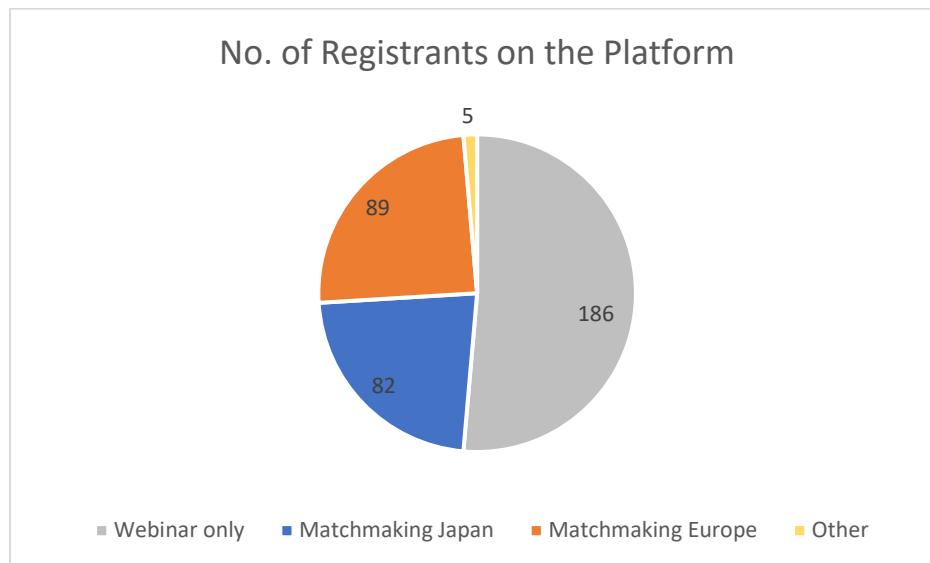
112 visitors left their business card at the reception desk of the EU-Japan Centre at the EU Green Transition Pavilion mostly after a brief talk about their interests with the Centre’s bilingual staff or Japanese assistants working at the booth.

- Mar. 16: 22
- Mar. 17: 48
- Mar. 18: 42

Business France and the Wallonia Export-Investment Agency AWEX TPOs also reported high interest in the companies represented in their parts of the joint booth.

7. Results

The exhibition participation was not intended to be a goal itself but it should support Matchmaking activities on the Online Matchmaking platform. In some cases, we were able to have visitors, who got interested by the posters and flyers on display, to register directly on the platform. Some interest was transformed into meetings on the platform immediately. All visitors who left their business cards at the reception desk of the EU-Japan Centre were sent an invitation to the platform after the fair. 30 participants are thought to have registered because they have learned about the Matchmaking during the exhibition.

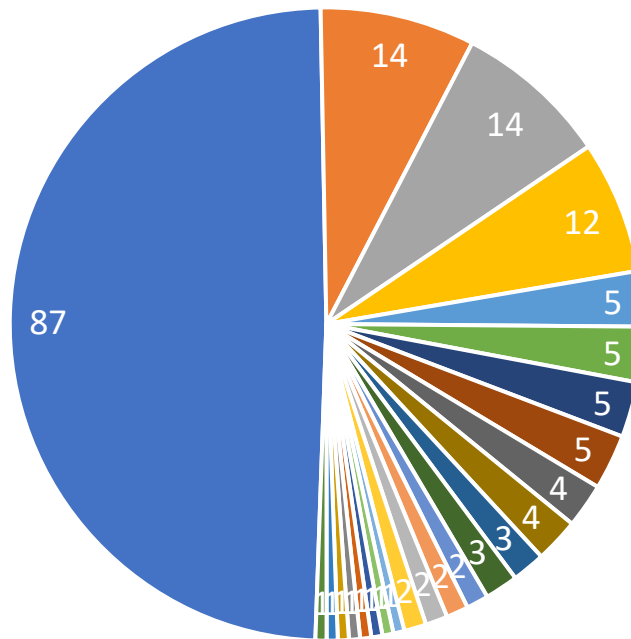


On the Matchmaking platform, 362 business people have registered in total. 186 Japanese people registered with a sole interest in Webinars. 171 participants registered for matchmaking sessions with 82 being from Japan and 89 from Europe.

121 people attended the Green Deal Policy Insight Webinar on 8 March and 26 attended the Hydrogen Webinar on 25 March via the Matchmaking platform.

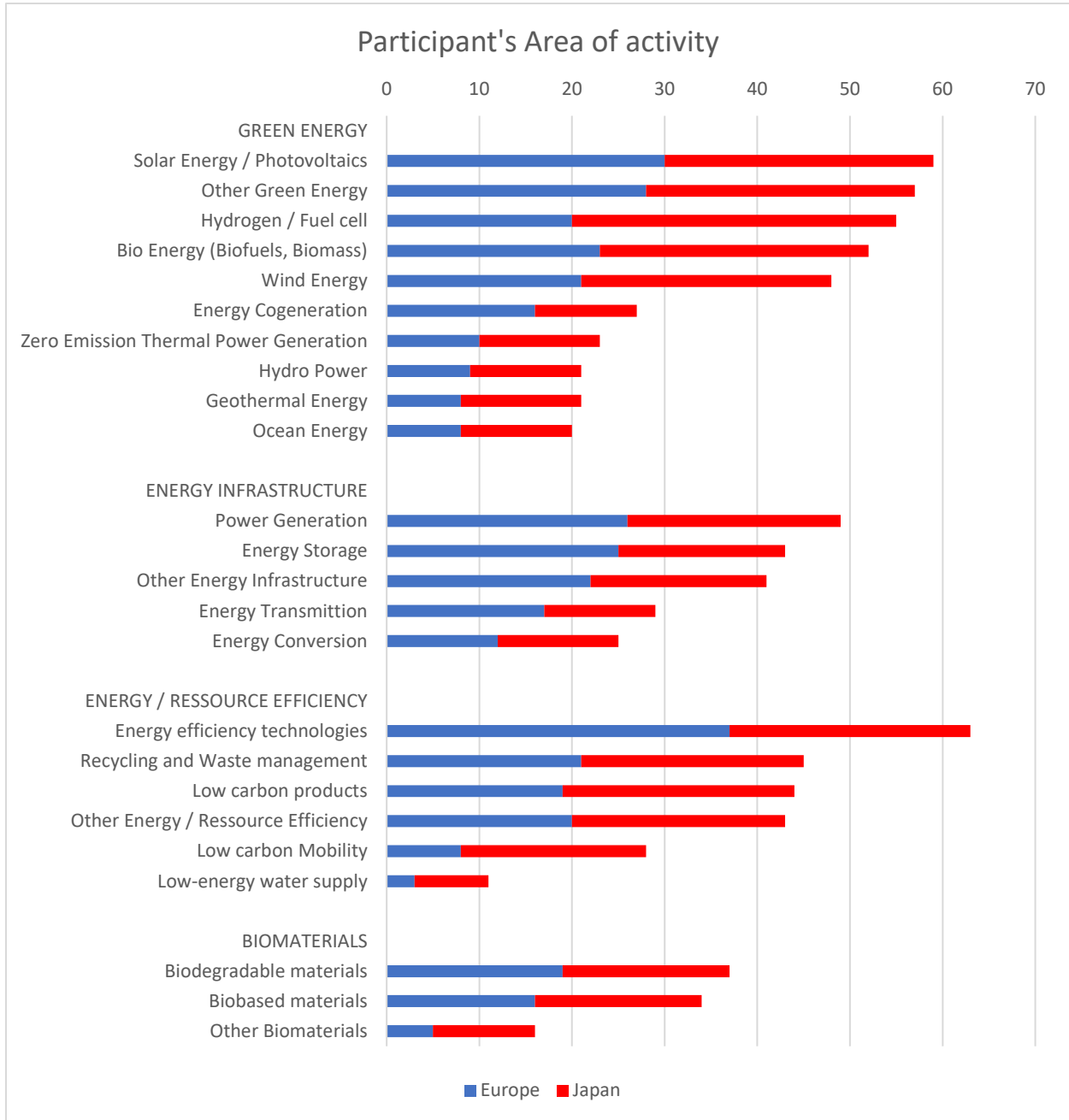
Within Matchmaking participants from Europe, Spain, France and Greece have the largest number of participants mainly thanks to promotion via the Enterprise Europe Network and the countries TPOs. It is likely, that simultaneous promotion via both channels above has as a particularly strong impact because TPOs from France Greece, Belgium and Italy have supported the Matchmaking from a very early stage and were joint by the Spanish TPO and others at a later stage. During the preparation phase of the event, the shared IT tool, which is used in the Enterprise Europe Network (EEN) to promote events, migrated to another platform. Together with the relatively short preparation phase this might have limited effective promotion withing the EEN. Japanese participants include a considerate number (12) of employees at Embassies, TPOs and other organizations related to Europe.

No. of matchmaking participants per country



- Japan: 87
- France: 14
- Spain: 14
- Greece: 12
- Belgium: 5
- Bulgaria: 5
- Italy: 5
- United Kingdom: 5
- Germany: 4
- Netherlands: 4
- Ireland: 3
- Poland: 3
- Estonia: 2
- Finland: 2
- Romania: 2
- Turkey: 2
- Croatia: 1
- Cyprus: 1
- Denmark: 1
- Hungary: 1
- Latvia: 1
- Lithuania: 1
- Portugal: 1
- Sweden: 1

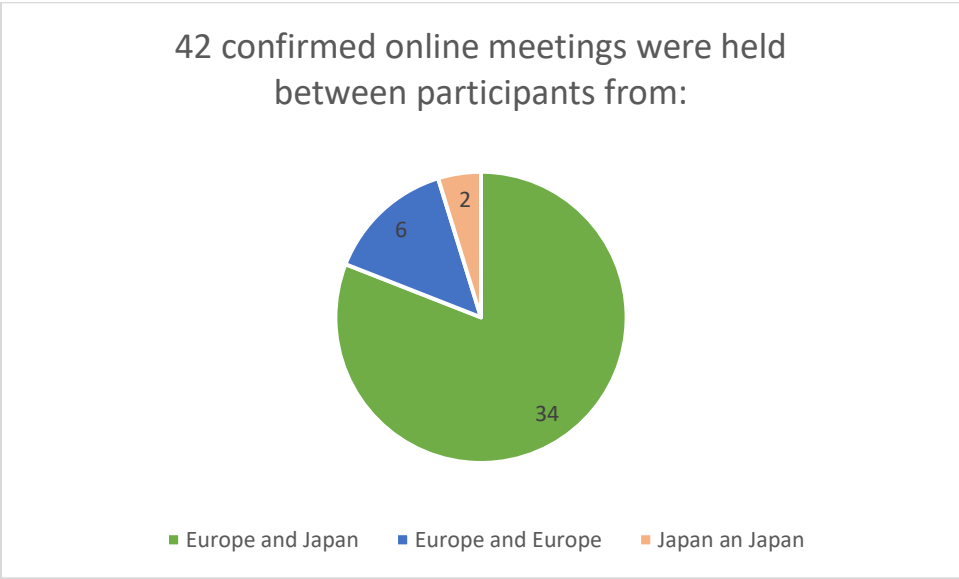
Areas of activity as well show a rather good balance between Japanese and European participants. Only the more frequent mentioning of sustainable energy forms such as Hydrogen / Fuel cell and Wind Energy by Japanese participants stands out. Likewise European participants were more often to choose Energy efficiency technologies.



The platform registered 2,554 profile views until the end of March 2022, which means that in total, participant’s profiles have been viewed by other registrants 2554 times.

52 video call meetings have been scheduled and 42 video call meetings have confirmedly taken place on the online matchmaking platform. The remaining 10 of the scheduled video call meetings did not take place due to absence of at least one of the participants or couldn’t not be verified as “taken place” on the platform.

34 of the meetings were meetings between one participant in Japan and a participant in Europe. 6 meetings were between 2 participants from Europe and 2 meetings were Japan-Japan meetings. One single participant was involved in 11 meetings, which shows that an active use of the matchmaking platform to generate meetings is possible.



When looking at the 34 Europe-Japan meetings, it is striking that more than two thirds of all meetings have been requested by European participants.

Also, more than 30% of the Europe-Japan meetings involved Japanese speaking staff on the European side. More than half of the meetings involved J-Bridge clients, who all had request profiles listed in the Marketplace of the platform.

When participants ranked their meetings in the final feedback after the end of the activity, no cooperation was sealed until that date but a third of all meetings was rated as “Cooperation possible” by at least one party. For 10 meetings, no rating was received.

8. Lessons learned and Next steps

The goal to bring together companies related to the Green Transition was an ambitious one as many different sectors and industries are involved and it was the first Online Matchmaking for the EU-Japan Centre in this field.

The results from the event look promising for the follow-up phase and for future activity in this area. European and Japanese companies indicated their interest for cooperation in renewable energy, resource efficiency and green materials by registering to the platform. Japanese participants indicated interest in Energy generation from Biomass, Bioplastics and other sustainable materials. Another topic of interest is hydrogen related technologies, such as electrolyzers and hydrogen engine technology.

The partnerships with TPOs, JETRO's J-Bridge programme and the European Innovation Council (EIC) Accelerator for this event have proven to be very beneficial. Member state's TPOs helped to recruit promising European companies, J-Bridge clients made many meetings possible by disclosing their request profiles and the European Innovation Council (EIC) Accelerator served as a resource to find partners that suit the Japanese requests. As long as J-Bridge clients are willing to continuously using the platform, searching suitable partners fitting their request can be a source of future partnership agreements. A fully functioning platform should also aim for being bi-directional. It should create opportunities for innovative Japanese companies to sell their products or technologies to in the European market.

Promotion activities at the trade fair, that were jointly undertaken with member state's TPOs gathered additional interest, even though the event's time frame was too short to immediately reap all the benefits of the fair promotion.

The Matchmaking closed at the end of March 2022 in line with the end of the fiscal year. It will be transformed into a long-term platform to reopen in the second half of May 2022 with long-term matchmaking in place to further develop the number of attendees and arrange additional meetings.

A long-term platform for Green Transition takes away the time pressure of an event and can allow for a better connection with other projects in the EU-Japan Centre, such as the Technology Transfer Helpdesk, the Public Procurement Helpdesk, or the new Helpdesk for EU-Japan business cooperation with ASEAN, Africa, and Latin America. More references to the EU-Business in Japan Portal operated by the EU-Japan Centre or maybe also the Horizon Europe National Contact point can be thought of. Future Matchmaking events could for example include webinars to introduce those services to participants and provide market and intercultural knowledge together with matchmaking opportunities. The platform should also invite TPOs to make use of the platform for their own promotional activities be it webinars or company missions related to the Green Transition field.

However, a long-term online platform also comes with the risk of not living up to its potential because of missing attention and commitment from participants. Therefore, it is necessary to create incentives for registrants to participate actively and to reach out to registrants through pertinent and continued communication. Promotion of the online platform in the physical sphere as done with the joint trade fair pavilion organized with TPOs can be a booster for the platform.

We noticed a certain online-fatigue after 2 years of online-events due to the pandemic, that can be seen for example in participant's response rates to our notifications compared with earlier online events that we organised. The fact that this was a first-time event might also have had an influence.

The lack of activity on the platform shown by Japanese registrants can be countered with profile translations into Japanese or recommendations of potential meeting partners sent from the EU-Japan Centre's staff. After some testing, the new Japanese language interface that has been added by the platform provider, can help in largely reducing the language barrier. A new feature (still in beta-mode) using Artificial Intelligence to recommend potential meeting partners might also come in handy.

Profile quality is a recurrent issue when organizing Matchmaking events using online platforms. There is always a trade-off to be made between the ease of a quick registration and having comprehensive participant profiles to enable quality matchmaking. Several profiles had to be rejected for a lack of quality but we believe it was correct to aim for a certain profile quality in order not to compromise the credibility of the event.

Different needs for various groups of participants can be identified and better addressed. Linking the activities with other services provided by the Centre can create synergies and create win-win situations. For example, potential for cooperation in emerging markets outside the EU and Japan can be identified and be addressed through specific action jointly with the new helpdesk for cooperation in Africa Asia and Latin America.

Several European companies who participated in the Matchmaking are active in the Engineering, Procurement and Construction (EPC) field and are for example providing services for the installation of Solar power plants. Chances for them in the Japanese market are limited by the language barrier or by existing regulatory and practical barriers to enter the Japanese market. Instead of targeting end clients, a promising strategy for such companies can be to enter into agreements with local engineering procurement or construction partners, in order to win public procurement tender for example. Enabling such partnerships could be a future target for the Matchmaking platform.

There is also potential for cooperation in markets outside Japan or the EU. In a first step, the platform could be used to identify companies with experience in ASEAN, Africa and Latin America or companies with an interest to cooperate in these markets to introduce the Centre's so called EJ3A (for "EU-Japan", ASEAN, African and Latin America) actions. The hybrid Green Transition event in March 2023 could feature a special track dedicated to EU-Japan cooperation in these regions.

For the reopening of the platform as a community platform though, it should be better to clearly indicate service providers on the platform and differentiate them from companies offering their own technology and products.

9. Annex

9.1. Screenshot of Matchmaking Platform Homepage

14 March 2022 - 28 February 2023
Japan

EU-Japan-Green-Transition-2022

Home ホーム How it works Contact Organisers FAQ よくある質問 Participating Organisations

Welcome to

EU-Japan Green Transition Matchmaking Platform

Enabling new business between Japan and Europe for a greener Economy.

This Platform brings together companies as well as research organisations from Japan and Europe to build business partnerships that contribute to a low-carbon society.

The Platform is based on the idea of open innovation. Registrants create profiles including their "Offers" and "Requests" / "Seeds" and "Needs", which will allow them to identify potential partners.

Registered participants are able to browse each others profile and search for potential partners by keywords and categories. It is possible to send messages or request meetings, which will take place in the form of video calls. This is time - and cost efficient and results in business!

A first round of prearranged online meetings will take place before, during and after the [World Smart Energy Week Japan](#) from 16-18 March.

Topics addressed?

- Renewable Energy
- Smart Energy Infrastructure
- Energy and Resource Efficiency
- Biomaterials
- Other Decarbonisation technologies

Why participate?

- **As purchaser** - find qualified suppliers during effective one-to one meetings
- **As market/sales manager** - find new customers
- **As product developer** - find partners to discuss new technology and innovative solutions

How can you benefit from this platform?


- Publish and showcase your products, projects, services or business needs to other participants
- Gather information about latest technologies and business trends
- Identify promising partners by filtering companies, products and technologies
- Initiate and arrange promising pre-scheduled 1:1 meetings
- Generate fresh leads and meet new contacts in a time and cost-efficient way
- Stay one step ahead of your competitors by being seen and visibly present at the event


The Platform is a joint effort of [many different stakeholders](#) in Europe in Japan. It can be adapted to different needs of participants groups and is open to welcome and host new initiatives.

REGISTRATION
Closed since 30 March 2022



LOCATION Online


ORGANISED BY


EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター







SPECIAL COOPERATION

European Innovation Council 

SUPPORTED BY

MEETINGS

Participants	172
Meetings	53

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PARTICIPANTS

Belgium	6
Bulgaria	5
Croatia	1
Cyprus	1
Denmark	1
Estonia	2
Finland	2
France	14
Germany	4
Greece	12
Hungary	1
Ireland	3
Italy	5
Japan	89
Latvia	1
Lithuania	1
Netherlands	4
Poland	3
Portugal	1
Romania	2
Spain	14
Sweden	1
Turkey	2
United Kingdom	5
Total	180



Embassy of Greece
in Japan



ITALIAN TRADE AGENCY
Trade Promotion Section
Embassy of Italy
イタリア大使館 貿易促進部



ENTERPRISE
IRELAND
アイルランド政府商務庁



Kingdom of the Netherlands



ICEX España
Exportación
e Inversiones



ACCIÓ
Catalunya
Trade & Investment
Generalitat de Catalunya
Government of Catalonia

RESOURCES

- [Quick Guide to request meetings_JP.pdf](#)
- [Quick Guide to request meetings_EN.pdf](#)
- [Trouble Shooting Flow-Camera & Microphone](#)
- [Check_JP.pdf](#)

PROFILE VIEWS

Total	2555
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9.2. List of companies registered for the Online Matchmaking

Organization	Country
ABA (Austrian Business Agency)	Japan
Accenture	Japan
ACCIÓ-Catalonia Trade & Investment	Japan
ADVANTAGE AUSTRIA Tokyo	Japan
Agregio	France
AKROCEAN	France
ALTRANS	France
Ampacimon	Belgium
ArcelorMittal Japan K.K.	Japan
Archetype Ventures	Japan
ARTE3S	Japan
Asahi Research Center Co., Ltd.	Japan
atelier mfmaarch/mfmaarch llc	Japan
B4Plastics	Belgium
BACO Env. Eng. & Tech	Spain
BeFC	France
BEIA	Austria
Binex, Inc.	Japan
Business Joensuu	Finland
C.H.C SYSTEM CO., LTD.	Japan
CENER - OFFSHORE WIND ENERGY	Spain
CENER BIO2C	Spain
CERIC-ERIC	Italy
CHIYODA CORPORATION	Japan
Circularise	Netherlands
CITIUS-USC Research Centre in Intelligent Technologies, University of Santiago de Compostela	Spain
comfoam Germany GmbH	Germany
Commercial Office of Spanish Embassy	Japan
CORRENS CORPORATION	Japan
Cosmo Eco Power Co., Ltd.	Japan
CSA Group	Japan
Dai Nippon Printing Co., Ltd	Japan
Daiko Co.,Ltd.	Japan
Daisho Sangyo Co.,Ltd	Japan
Danfoss	Japan
DENSO CORPORATION	Japan
Digital Economy Lab University of Warsaw	Poland
ECOTEAM Ltd.	Bulgaria
EDF International Division (Japan)	Japan

EINSA	Spain
Elcogen	Estonia
Elif Global Packaging TURKEY	Turkey
ELWAVE	France
Embassy of the Kingdom of the Netherlands	Japan
Enagás	Spain
Energiot Devices	Spain
Energy & Environment Investment, Inc.	Japan
Enjoy Global Solutions Co., Ltd.	Japan
Enterprise Ireland	Japan
ETIA	France
EU Delegation to Japan	Japan
EU-Japan Centre for Industrial Cooperation	Japan
Flanders Investment and Trade	Japan
FSA	Japan
Fujifilm Europe	Netherlands
Fujitsu	Japan
FUSO Corporation	Japan
Gnanomat	Spain
Green Power Investment Corporation	Japan
Green Synergy Cluster	Bulgaria
GridBeyond	Ireland
Haptic R&D Consulting SRL	Romania
Helexia	France
HERON ENGINEERING	Greece
HOPE-A	Greece
Horizer	Germany
ICFO - Institute of Photonic Sciences	Spain
IF Technology BV	Netherlands
IGES	Japan
IIM-CSIC	Spain
Inaccess	United Kingdom
INNERGY JAPAN	Japan
INNORA	Greece
INPEX	Japan
IP HQ, Cabinet Office	Japan
ISA Energy	Cyprus
ITOCHU Corporation	Japan
JAPAN AIRLINES	Japan
Japan Waste Research Foundation	Japan
JGC Holdings Corporation	Japan
J-POWER	Japan
KAHM JAPAN	Japan
Kawasaki Heavy Industries	Japan

Kawasaki International Corporation	Japan
KEME Energy	Portugal
Koganei	Japan
Kokusai Kogyo Co., Ltd.	Japan
LAM'ON	Bulgaria
Lixea	United Kingdom
Materia Nova	Belgium
Meazon	Greece
MEIJI ELCTRIC INDUSTRIES CO.,LTD	Japan
Metal One Corporation	Japan
METEODYN	France
Methalac	France
METI	Japan
METRON	France
Mikuni Kikai Kogyo Co., Ltd	Japan
Ministry of regional development and public works Sofia Bulgaria	Bulgaria
Mitsubishi Electric Corporation	Japan
MITSUI & CO., LTD.	Japan
Mitsui O.S.K. Lines, Ltd.	Japan
Model Engineering nv/sa	Belgium
MODUN CONSULTING, obrt	Croatia
MOLD S.R.L. - with green project River Cleaning	Italy
NASKEO Environnement	Japan
New Electric Aircraft Engines - GSI (NEAE-GSI)	Italy
Nikkei Inc.	Japan
Nohmibosai Co., Ltd.	Japan
Nozama	Spain
OET - Organic Electronic Technologies PC	Greece
Oji Holdings Corporation	Japan
Pepite	Belgium
Plenum Ltd	United Kingdom
POLAR DEVELOPMENTS SL	Spain
POLYECO S.A.	Greece
Principia	France
Prometec Tools	Finland
PwC Consulting LLC	Japan
RatedPower	Spain
Read the Air	Japan
region of western greece	Greece
REGION OF WESTERN MACEDONIA	Greece
Renergy Consulting Ltd.	Hungary
Res Cluster	Bulgaria
Riken Corporation	Japan
Robosoft Monitoring Ideas	Turkey

Ruhr University Bochum	Germany
SADALES TIKLS	Latvia
Sanyo Chemical Industries, Ltd.	Japan
Satori Electric Co., Ltd	Japan
ScanTheSun	Poland
Sensing & Control Systems SL	Spain
Showadenko Materials Co., Ltd.	Japan
Silverline Solutions	Japan
Sojitz Corporation	Japan
Solhotair	Poland
Sorption Technologies Srl	Italy
souho project co., ltd.	Japan
STAC TECHNOLOGY	Denmark
Stargate Hydrogen	Estonia
StrategyCore K.K.	Japan
Sumitomo Corp	Japan
Sustainable Technologies srl	Italy
Teltonika Networks	Lithuania
The German Federal State of Niedersachsen Japan Office	Japan
tokyogas	Japan
TOSHIBA Corp.	Japan
Toyo Engineering Corporation	Japan
Tsubame BHB Co., Ltd.	Japan
uFraction8	United Kingdom
United Precision Technologies Co.,Ltd	Japan
University of Gothenburg	Sweden
university of tsukuba	Japan
VIOTAS	Ireland
Wartsila Netherlands BV	Netherlands
WELTEC BIOPOWER GmbH	Germany
WINDWAVE ENERGY TECHNOLOGIES	Greece
WIPSEA	France
Xylergy	France

9.3. Copy of Flyer for the Matchmaking event

**Online and at Decarbonisation Expo, Tokyo
14-18 March 2022
Now open for Registration!**



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EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター


**enterprise
europe
network**

EU-JAPAN Green Transition Matchmaking

For: European and Japanese Companies/Research Organisations, Clusters in Green Energy/Decarbonisation

Cost: Free of charge

Supported by



JETRO **J-BRIDGE**

ADVANTAGE AUSTRIA **Wallonia.be** **FLANDERS INVESTMENT & TRADE** **Flanders** **EMBASSY OF ESTONIA TOKYO**

BUSINESSFRANCE **Embassy of Greece in Japan** **ITA** **Kingdom of the Netherlands** **ACCIÓ** **Generalitat de Catalunya**

Online Matchmaking Platform Details



All in one place:

Introduction Website, How-to-for participants
Participant and Company Profiles, Marketplace Opportunities
with "Offers" and "Requests" / "Seeds" and "Needs"
Links to company websites, File attachments and Video Links

Integrated Communication tools:

Messaging, Pre-scheduled Online Video calls, Live Video Chat

Joint platform management with supporting partners:

Direct assistance to participants by supporting partners.

Website: <https://eu-japan-green-transition-2022.b2match.io/>

- Open for registration since 14 February 2022
- Matchmaking sessions from 14-18 March in line with Decarbonisation Expo, Tokyo (16-18 March 2022)
- Joint promotion of the platform towards clients and partners in European countries and in Japan
- Future Green events might take place on the same platform