



EU-Japan Centre for Industrial Cooperation

Dr. Silviu Jora, General Manager

Origins and Mission

- 1987: the Centre was established as a EC-METI **joint venture** (joint budget, joint programme, joint management)
- Help adapt European executives to the Japanese market and business culture
- Promote industrial, trade and R&D cooperation.



Structure of Activities

POLICY ADVICE

- Policy Seminars/Reports
- Policy Reports & Analysis
MINERVA FELLOWSHIP
- Policy Recommendations
EU-Japan Business Round Table

SERVICE TO BUSINESSES

- **Training**
 - Training for European Executives
 - Training for young engineers and scientists Vulcanus in Japan/Europe
- **Information Service**
 - Info Helpdesk
 - Japan Public Procurement info Portal
 - “EU Business in Japan” Web Portal
- **Dedicated Support for SMEs**
 - ENTERPRISE EUROPE NETWORK (EEN)
 - “STEP IN JAPAN” – logistic support for SMEs
 - “KEYS TO JAPAN” – Business Plan Drafting Support
 - TAX AND PUBLIC PROCUREMENT HELPDESK
 - ADVISORY SERVICE ON DEFENSE INDUSTRIES

R&D INNOVATION

- **TECHNOLOGY TRANSFER HELPDESK**
- **National Contact Point for Horizon2020**
- **GNSS/Space Industries**

BUSINESS SUPPORT SERVICES

TRAINING AND BUSINESS MISSIONS

- Training missions in Japan for European Executives (1 week -1 month)
- Cluster support missions to Japan (Biotech, nanotech, ICT, ...)
- “Vulcanus” training for young engineers and scientists (1 year internships in Japan and EU)

INFORMATION SERVICE

- Info Helpdesk
- Japan Public Procurement info Portal
- “EU Business in Japan” Web Portal:

DEDICATED SUPPORT FOR SMEs

- ENTERPRISE EUROPE NETWORK (EEN)
- “STEP IN JAPAN” – logistic support for SMEs
- “KEYS TO JAPAN”-Business Plan Drafting Support
- TAX AND PUBLIC PROCUREMENT HELPDESK

Training for Executives

- Human Resources Training Programme (H RTP)
 - 5-week training in Japan for EU business managers
- Missions on “World Class Manufacturing” (WCM)
 - 1-week course (twice a year) in Japan for EU business executives in manufacturing sector
- Cluster Support Missions (Biotech, nanotech, ICT)
- LEAN in Europe - “Practical adaptation in Europe of Japanese inspired management and production systems”

30 Polish companies (automotive, food and beverage, ICT, recycling, construction) benefited of these programmes

Application Forms: <http://www.eu-japan.eu/business-programmes/>

Course name	Deadline for Application	Start	End
WCM July 2016	<u>24 March 2016</u>	27 June 2016	1 July 2016
CSM Biotech 2016	9 June 2016	10 October 2016	14 October 2016
CSM ICT 2016	30 June 2016	14 November 2016	18 November 2016
WCM September 2016	12 May 2016	12 September 2016	16 September 2016
CSM Nanotech 2017	27 October 2016	13 February 2017	17 February 2017

Training for Young Scientists and Engineers

VULCANUS in Japan/Europe

- 1 year internship in Japanese companies (40 places/year) for European graduates in science, engineering, IT, architecture
 - *Poland has the highest average participation/year*
- 1 year internship in European companies (20 places/year) for Japanese graduates in science, engineering, IT, architecture
 - **Looking for European/Polish host companies !!!** until now only 1 Polish architecture company
 - **In the past the Japanese interns have helped their European host companies finding partners in Japan and even establishing representation office in Japan.**

INFORMATION SUPPORT

- Info Helpdesk
- Seminars, webinars Market reports and business guides
- **[Web Portal: www.eubusinessinjapan.eu](http://www.eubusinessinjapan.eu)**

EU Business in Japan

EU Business in JAPAN

Free Membership

Register / Login

E-mail

Password

Forgot your password ?

Why Japan?

How to

Sector

Culture

Library

Support

News

Events

Search

ENTRY STRATEGY

- Direct selling
- Selling through e-business
- Selling through intermediaries
- Partnership
- Investment
- Government Procurement
- Comparative analysis

KNOW YOUR MARKET

- Your Client
- Sectors (Intro + Gen vers Secteur)
- Adapt to the market

CHALLENGES

- Trade barriers
- Cross cultural issues

TRADE: IMPORT/EXPORT

- Product
- Service
- Technology

INVESTMENT

- Mergers & acquisitions
- Joint ventures
- Green / brown fields

INNOVATION

- R&D Centres
- Clusters

REGIONS & PREFECTURES

- Regions
- Prefectures (page liste et pages détails)

REGIONS & PREFECTURES

- Regions
- Prefectures (page liste et pages détails)

OPERATIONAL ISSUES

- Transport & Logistic
- Distribution channels
- After Sale
- Human Resources
- Marketing

FINANCIAL ISSUES

- Taxes & Accounting
- Access to finance
- Risk management
- Incentives & subsidies

SUBSIDIES LEGAL & REGULATORY ISSUES

- IPR (trademark and design protection – patents, Contracts and litigation)
- Standards
- Customs Regulations
- Import Tariffs
- Import Requirements & Documentations
- Import Prohibited
- Labelling, Marking, Packaging
- Litiges

www.eubusinessinjapan.eu

Online Business Match Marking



Business Support on Your Doorstep



EEN Japan

Support to the B2B Partnering Process

Online database with 20,000 partnership requests and offers

<http://www.een-japan.eu/content/network-database>

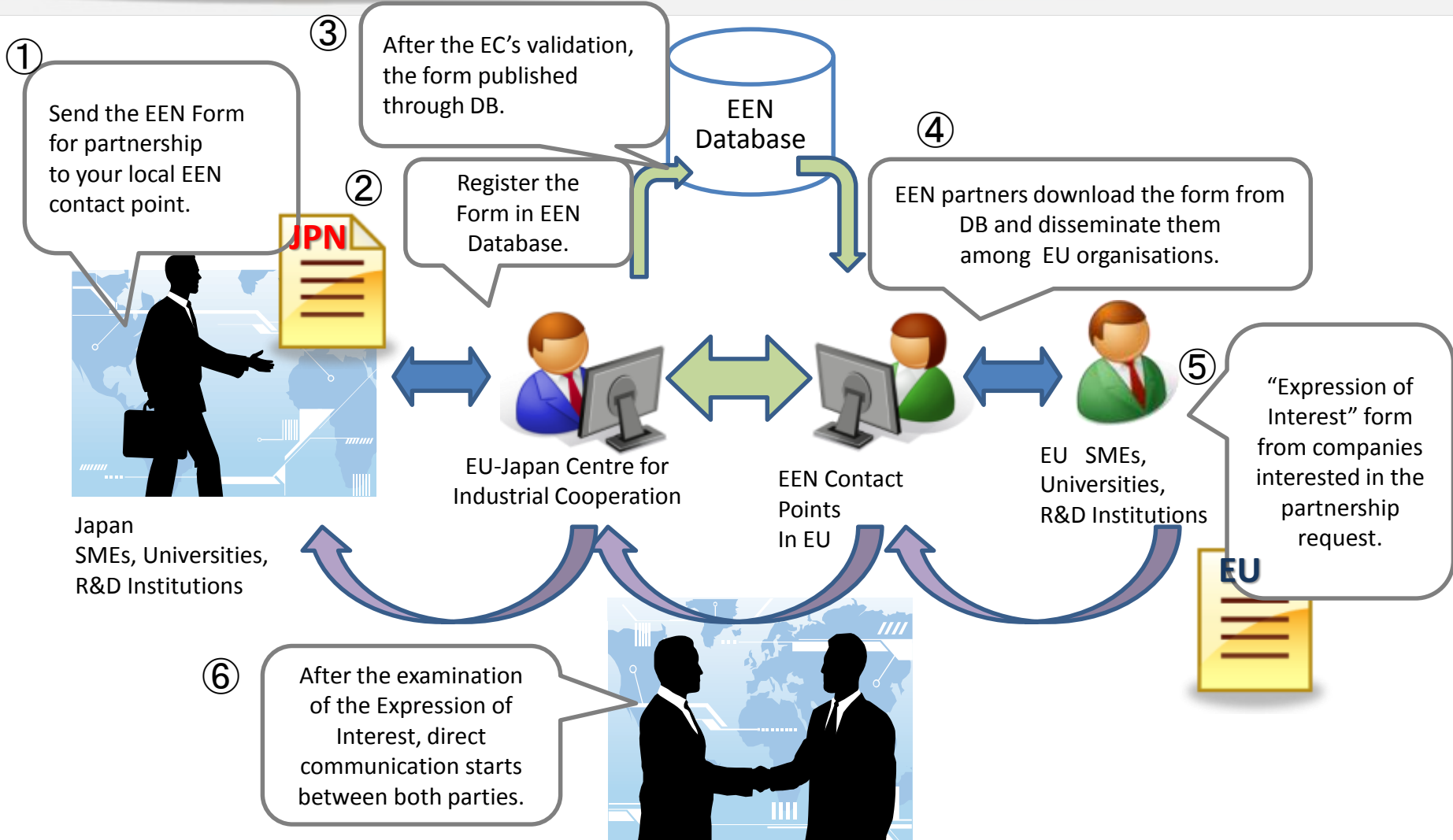
Matchmaking events in Europe

EEN co-organizes brokerage and matchmaking events across Europe to facilitate face to face B2B meetings

Information Service – inquiry helpdesk

Provision of sources of information on EU Market, regulations and innovation

EEN Process Flow



Partnership Request Documents:

5 different forms:

Business Offer

Business Request

Technology Offer

Technology Request

Expression of Interest (EoI)

Check the following website to get started:

<http://www.een-japan.eu/content/company-profile-business-technology>

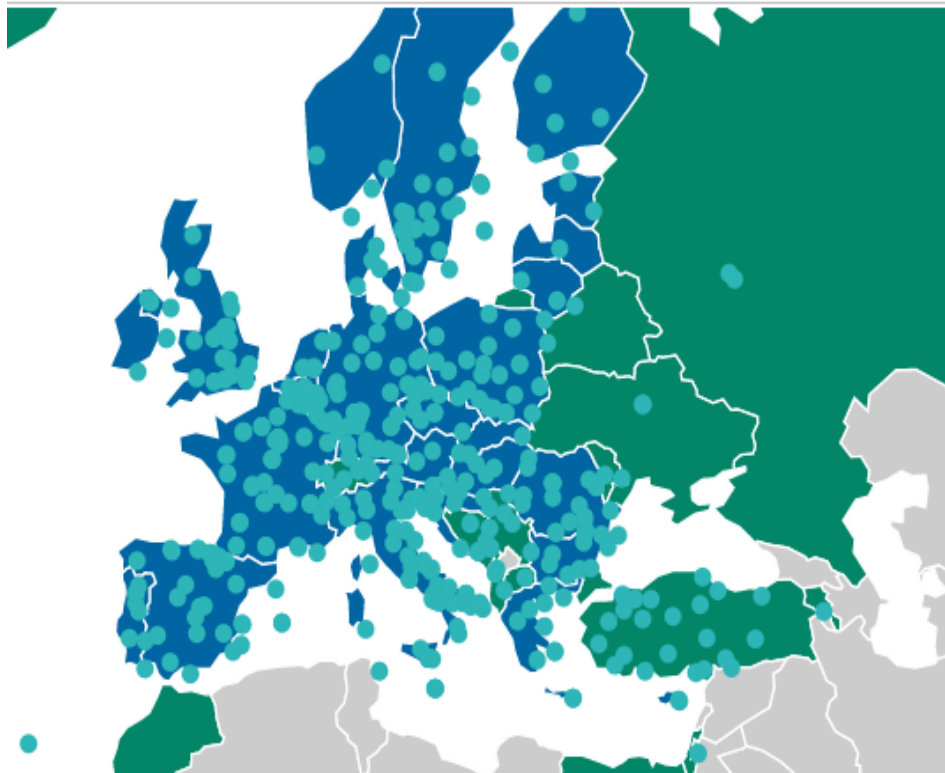
For European SMEs

Getting started: links and contact Information

Local EEN contact points in your country will follow up on your request, and EEN Japan will liaise with them.

You can search local EEN contact point on the EEN website.

<http://een.ec.europa.eu/about/branches>



EEN Poland

- 31 organisations/members of EEN Poland divided into 4 consortia:
- **EEN-Central Poland** – 6 offices located in 4 voivodships/regions (Mazowieckie, Łódzkie, Kujawsko-pomorskie and Pomorskie). Coordinator: Polish Agency for Enterprise Development. www.een.org.pl
- **EEN-East Poland** – 6 offices located in 3 voivodships/regions (Podlaskie, Warmińsko-mazurskie and Lubelskie). Coordinator: Lublin Development Foundation. www.eenep.pl
- **EEN-West Poland** – 9 offices located in 5 voivodships/regions (Zachodniopomorskie, Lubuskie, Wielkopolskie, Dolnośląskie and Opolskie). Coordinator: Technology Transfer Centre of Wrocław Technical University. www.westpoland.pl
- **EEN-South Poland** – 9 offices in 4 voivodships/regions (Śląskie, Małopolskie, Świętokrzyskie and Podkarpackie). Coordinator: Regional Centre for Innovation and Technology Transfer Co. Ltd. www.een.net.pl
- Very limited or no activities in relation to Japan

• Further information and contact

enterprise europe

Japan

- **Enterprise Europe Network Japan**

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

- **Contact:**

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“SOFT LANDING” for EU SMEs



STEP IN JAPAN



*FREE support for EU businesses (SMEs)
entering into or expanding within Japan.*

Free Hot Desk in Tokyo:
(up to 30 days)

- Free** Office, Internet & Telephone
- Free** Full Access to the Centre's Meeting and Seminar Facilities
- Free Helpdesk** for Japan-related questions
- Free** Assistance with the Enterprise Europe Network in Japan

For more information, please contact
StepInJapan@eu-japan.gr.jp
www.eu-japan.eu

“KEYS TO JAPAN”

Business plan drafting support service for European SMEs



- Support for European SMEs through business plans/feasibility studies for market entry in Japan
- The first business plans were released – redacted versions for broader dissemination will also be made
- Next round of applications – by 31st of July 2016

Japan Tax and Public Procurement Helpdesk



News



Public Procurement in
Japan: An Outline



Twitter



Preparations for
Tendering



Tender Monitoring &
information



Tendering process



Public Procurement
Quick Scan Service



Ask the expert



Questions & Answers

R&D & Innovation Activities and Services

Japan National Contact Point for Horizon 2020 (NCP)

- A help desk for any inquiry related to Horizon 2020 regarding Japan
- Actively helping Japanese organization to participate in Horizon 2020 by providing them with tailored information on the programme and practical information regarding administrative issues
- Providing Japanese translations of key documents in Horizon 2020 (such as the Grant Agreement) for easier access to Japanese organisations
- Providing training for research administrators and managers to deal with EU research projects
- Facilitating partnering of European and Japanese organisations in cooperation with EEN

JEUPISTE: <http://www.jeupiste.eu>

NCP Japan: <http://ncp-japan.jp> (Japanese)

The EU-JP Technology Transfer Helpdesk

<http://www.eu-jp-tthelpdesk.eu>



ABOUT

TECHNOLOGIES


PARTNERS

LIBRARY

NEWS & EVENTS

CONTACTS

SUBSCRIBE



The EU-Japan Technology Transfer Helpdesk is a new service offered by the EU-Japan Centre for Industrial Cooperation. It is aimed at supporting with useful information EU and Japanese companies, universities and research centers and those working in these organizations when dealing with tech transfer.

POLICY RECOMMENDATIONS

EU-Japan Business Round Table (BRT)

- Created in 1996 and is a forum of about 50 Senior Executives from leading EU and Japanese companies. It reviews the factors affecting all aspects of EU-Japan business relations
- Makes annual **Joint Policy Recommendations** directly to the Japanese Government and to the EU Authorities.
- Co-Chairs: Airbus and Mitsubishi Heavy Industries
- The EU-Japan Centre acts as the Secretariat for the BRT
- Next Annual Meeting (Tokyo 20 April 2016)

Polish companies with an interest in Japan would be welcome to join this forum !



Policy Seminars

- **Core Topics:** *Industrial Policy, Industrial Sectors, Regulatory aspects, Trade & Investment, Green Energy, Circular Economy, Digital Economy etc*
- **Example of Seminars:**
 - Research & Innovation in Robotics and New Opportunities for EU-Japan Cooperation
 - Geographical Indications – Sharing Values and Traditions (December/Tokyo)
 - Mega-FTAs, globalization and technological change
 - Energy Storage
 - Smart Cities – The Next Step: Policies, Future Visions, and Best Practices from Europe and Japan

MINERVA

EU-JAPAN FELLOWSHIP

<http://www.eu-japan.eu/other-activities/minerva-fellowship>

- 6 month in-house fellowship scheme in Japan, designed to support its research and policy analysis of EU-Japan economic and industrial issues (2X/year).
- A monthly stipend of 2000 EUR is offered and the travel costs
- Open to trade and economic analysts, academics, scientists, civil servants, business consultants and entrepreneurs with a proven interest in Japan and EU-Japan cooperation and business development
- **Next deadline for applications is 15 July** for the fellowship starting in October 2016

Priority topics 2016:

[Digital advanced manufacturing; Circular Economy; Future Factories; Laser and photonics industry; Wind energy; Hydro energy etc](#)

- Other topics on food industry , ceramics, healthcare, tourism etc, can be accepted on a case by case basis

THANK YOU FOR YOUR ATTENTION !!!

Bardzo dziękuję za uwagę !!!

ご清聴ありがとうございました。

For more information:

<http://www.eu-japan.eu/>

<http://www.eubusinessinjapan.eu/>