



EU-Japan Centre for Industrial Cooperation

一般財団法人
日欧産業協力センター

The background of the lower half of the page is a photograph of a city skyline. In the foreground, there are several modern high-rise buildings. In the background, the snow-capped peak of Mount Fuji is visible under a clear blue sky. The water of a bay or harbor is in the foreground.

2023 Fiscal Year
(April 2023 – March 2024)
Achievement Report
Key Figures & Statistics

Introduction



Dear reader,

The EU-Japan Centre's key role in promoting European industry in Japan is evidenced by the results for fiscal year 2023, the first normal post-COVID year. In this unique market, we have informed, trained, and connected European businesses with Japanese customers through multiple activities throughout the year, including:

- Organising 4 physical business missions to Japan, bringing EU SMEs and clusters to trade fairs.
- Conducting 2 World Class Manufacturing sessions with 49 managers in Aichi Prefecture.
- Hosting 14 European SME managers in our Get Ready for Japan training programme.
- Arranging industrial internships for 16 European students in Japan and 22 Japanese students in Europe.
- Holding 10 market workshops across Europe with over 400 participants.
- Hosting 11 policy events, attracting over 4,400 participants.
- Responding to hundreds of inquiries from SMEs via the Centre's various helpdesks.
- Organising the 25th EU-Japan Business Round Table meeting in Brussels.

One disappointment to note is the unusually low number of partnership agreements between European and Japanese companies supported by the Centre. Several factors could explain this result: the lag time impact of the COVID period, the further weakening of the yen versus the euro, and technical issues affecting the promotion of company profiles on the Enterprise Europe Network Portal.

This also highlights the limitations of focusing solely on quantitative results. On average, it takes two years for a European SME to sign a business cooperation agreement with a Japanese company. This process involves numerous contacts, both physical and online, the exchange of detailed information, and the development of trust and relationships that, if successful, will last much longer than the negotiation period.

Japan, although a mature market, remains attractive for foreign companies. It offers access to major global corporations, key commercial partners with a strong presence in Asia, and is the EU's closest partner in the Indo-Pacific region. The country is also increasingly looking to attract startups from around the world to spur innovation and growth.

There is significant potential for European SMEs and startups in Japan. With its 37 years of experience, the EU-Japan Centre is your privileged partner to help you enter this demanding but rewarding market.

Enjoy the read,

Manuel Hubert
Managing Director,
EU-side

GRFJ – Get Ready for Japan

TRAINING

The 2-week **Get Ready for Japan** scheme offers EU managers a unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements.

This flagship training programme sent **14 SMEs** to Japan in FY2023 (and a total of 752 companies since its creation in 1987).



14 Participants

Market access workshops

Co-organised with EEN local partners, the **market access workshops** help EU companies to access the **Japanese market** and help address topics related to **export & import procedures** as well as **cross-cultural practices**.

10

Workshops



402 Participants



World Class Manufacturing (WCM)

The 5-day training course consists of **lectures, workshops and visits** to some of the world's most advanced Japanese factories in order to understand the real "Gemba" (production site), talk directly with their production managers and observe the effective implementation of manufacturing methods. This course gives its participants a detailed understanding of current Japanese approaches that they can adapt to help their companies' lean journeys. **Two physical WCM missions to Japan** were organised, welcoming **49 participants**.



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LEAN Visits in Europe

Lean activities in Europe, showcasing how EU firms use Japanese production principles.

71 people took part in **five on-site Lean visits** to Ski Beat in France, FLY S.p.A. in Italy, RATIONAL AG in Germany, Kostwein Maschinenbau GmbH in Austria and to Toyota Motor Manufacturing France in France.



71 Participants

Vulcanus in Japan

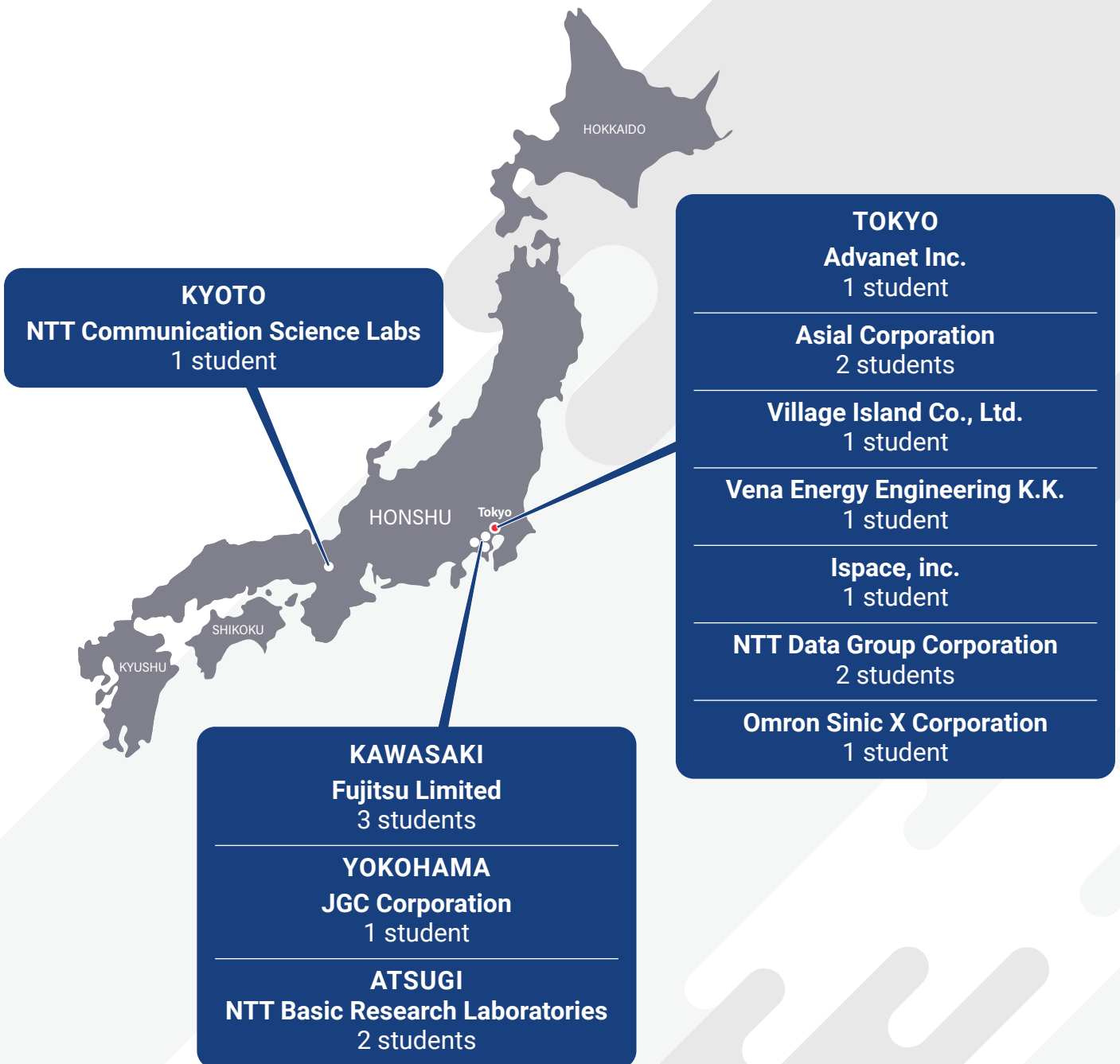
1-year **industrial training and internship** for European students at Japanese companies.

330
Applications
from Students



16 Participants

11
Countries
represented



Business Infodesk

The **infodesk** answers **enquiries from EU companies** and provides support in navigating the **Economic Partnership Agreement (EPA)**. In case an answer is not available in-house, the EU-Japan Centre will direct the inquirer to relevant existing online information.



Public Procurement Helpdesk

Provides a wide range of services in the areas of **public procurement and tax issues** in Japan.



128 Total Participants

Tech Transfer Helpdesk

Supports EU and Japanese companies and individuals in their efforts to **search for and acquire technologies**.



* Contributed to **1 partnership agreement (PA)** in the Enterprise Europe Network (EEN). Several leads are in the pipeline, which might result in future partnership agreements.

Enterprise Europe Network (EEN) in Japan

The EEN helps EU businesses **innovate and grow** on an international scale. It is the world's largest **support network** for small and medium-sized enterprises (SMEs) with international ambitions. The Centre serves as the contact point for EEN in Japan.

363

Japanese companies attending EEN B2B Events

29

B2B Events (co-)organised

6

Partnerships

16

Advisory Achievements



1,223 Meetings Facilitated for EU and Japanese companies

8
53

Promotion of **8 Japanese profiles** in the EU and promotion of **53 EU profiles** in Japan.

10
10

Implementation of activities for awareness building in Japan (such as sending monthly e-alerts to 3,000 recipients in Japan and co-organising **10 information events** with local partners) and in Europe (such as co-organising **10 sectorial and cross-cultural online or onsite workshops**).

Business Missions

Matchmaking missions to Japan for EU Clusters and SMEs.

4

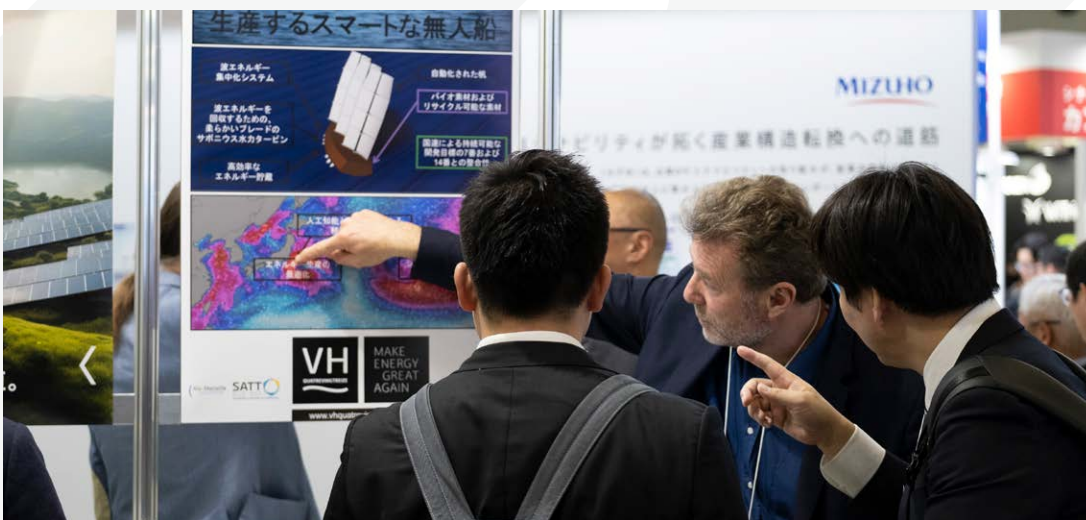
Four 5-day missions for European Clusters and SMEs, enabling a total of **35 companies or clusters** to exhibit in Japan.

4

Four sectors represented: Biotech, Digital, Nanotech and Green Transition.

4

Four pitching sessions or B2B events organised for mission participants.



Keys to Japan

Keys to Japan helps European SMEs considering marketing a product or service in Japan by developing a detailed and personalised **market entry plan** for them.



38 Applicants



Step in Japan

Free logistical support and **business assistance** in the Centre's Tokyo office, for up to one month. A desk is also offered so that **SMEs can kick-start their activities** in Japan without needing a full office.

9

SMEs
welcomed



Vulcanus in Europe

The **Vulcanus in Europe** programme offers EU companies an opportunity to **host Japanese university students** of STEM subjects for a 6 to 7-month traineeship.*

10
EU Countries



22 Participants



* This activity is financed by METI.

EU2JP

EU2JP Food, Green and Digital are three online platforms in Japanese, promoting EU SMEs and their activities. **EU2JP Green** and **EU2JP Digital** were launched in early 2024 following the success of **EU2JP Food**.



EJ3A – Cooperation in third markets

Helpdesk for EU-Japan business cooperation in **Africa, ASEAN & Latin America**.

- 116** B2B meetings which were the results of matchmaking events
- 30** enquiries received
- 2** promotional and networking events co-organised
- 2** success stories which were the results of matchmaking events, promotional activities and inquiries



Business mission to the Green Economy Forum & Exhibition, 28-30 November 2022

Market Opportunities in Japan

Initiated 10 years ago, the **EU Business in Japan** (EUBIJ) pages provide practical information for EU businesses in need of **clear guidelines** to trade with or invest in Japan or cooperate with Japanese partners. **Over 400 reports** and webinars released so far spanning from cultural aspects to industrial sectors and related regulations.

17

Market
Intelligence
Reports



835 Participants

25

Webinars &
Podcasts

Policy Seminars

The Centre's seminars and webinars both in Japan and Europe cover a range of issues related to the **Japanese and European markets, policies and society**.

11

Policy Events



4,457 Participants



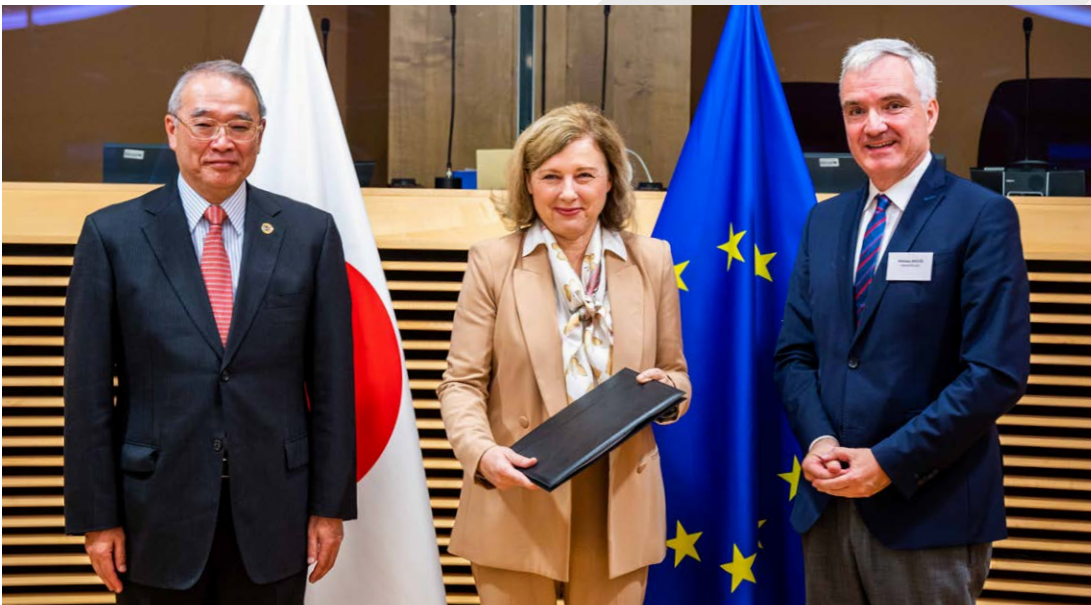
Hybrid seminar on "EU-Japan Industrial Cooperation for Economic Security and Open Strategic Autonomy" on 21 September 2022.

EU-Japan Business Round Table (BRT)

The **Business Round Table** fosters **communication** between Japanese and EU industries; submits **recommendations** to the EU and Japanese Authorities.

The BRT's hybrid 25th annual meeting took place in the European Commission's Berlaymont HQ on 7 November 2023 and addressed "Economic Security & Supply Chains", "Green Transition", "Standardisation & regulatory harmonisation, R&D and skills" and "Digital & AI". During the meeting which was entitled, "**The EU & Japan – Partnering on Economic Security for Sustainable Growth**", the BRT members also had exchanges with senior representatives of the EU and Japanese Authorities. 39 of the 68 recommendations adopted by the meeting were **joint recommendations** from both sides of the BRT that were addressed to both the EU and Japan.

The BRT's 2023 recommendations were hand-delivered to **Věra Jourová**, Vice President, European Commission during the meeting, to the METI and MOFA Ministers and to the MIC State Minister on 22 & 23 January 2024 and to **Prime Minister Kishida** on 16 February 2024.



Horizon Europe National Contact Point

PROMOTION
OF R&D
COOPERATION

Promotes **research cooperation** and **supports participation** by Japanese organisations. This activity is financed by METI.

165

Inquiries
processed

4

Webinars
organised

3

Seminars
organised

Space.Japan

Space.Japan is a project created by the EU-Japan Centre for Industrial Cooperation to support cooperation in **Space-related industries** both upstream and downstream, as well as in **Space applications and utilisations industries**, with a focus on certain sectors such as Space Communications, Earth Observation (EO) and Global Navigation Satellite Systems (GNSS).

13

Developed **13 leads** which could create partnerships between EU and Japan space entities

4

1

Organised **4 pitching webinars**, **1 virtual mission** to ISIEX Tokyo 2024 (20-22 February 2024), and co-organised **1 webinar** with the European Innovation Council (EIC) and **1 hybrid event** with the SEE Lab of Bocconi University in Milan

12

Handled **12 inquiries** from European and Japanese space companies and stakeholders

5797

Engaged in communication through social media (Twitter/X), receiving a total of **5,797 impressions**

11

Held meetings with organisations/companies in Japan related to the Space sector on **11 occasions**

1

Recorded **1 Advisory Achievement** in the Enterprise Europe Network Japan for the introduction made between a client (GReD) and a law firm that enabled the client to fine-tune its internationalisation strategy for the Japanese market

Regional & Cluster Cooperation Helpdesk (EJR2C)

INDUSTRIAL
CLUSTERS
& REGIONS

Regional cooperation platform mobilising European regions and clusters, Japanese Prefectures and clusters through the **EU-Japan Economic Partnership Agreement (EPA)**, and the **EU-Japan Partnership on Sustainable Connectivity**. The EJR2C Helpdesk promotes cooperation in terms of industry, trade, investment, innovation, tourism, and the mobility of people.

4

Webinars
organised

The online "EU-Japan Regional Cooperation Annual Conference & Matchmaking" event was held on 16 and 17 January 2024 with 44 participants. "Trends of EU-Japan Regional Cooperation" was the theme of the event.

EU CLUSTER MANAGER MOBILITY TO JAPAN

A short-term mobility programme in Japan for EU Industry Cluster Managers with the goals of **supporting international cooperation** between industry clusters in the EU and their counterparts in Japan and **promoting the internationalisation** of EU cluster-hosted SMEs and EU-Japan business, as well as **fostering future technology and innovation partnerships**.

3

Grants
awarded

8

Applicants

Team Europe

COMMUNICATION
& COOPERATION

Coordination with Member States' Trade Promotion Organisations (TPOs) "Team Europe": **shares information and ensures complementarity**.

3

Meetings
organised

8

Presentations
facilitated
for TPOs

6

Direct
Enquiries

1

TPO
welcomed on our
booths

Newsletters

“EU-JAPAN NEWS”

Flagship newsletter of the EU-Japan Centre launched in 2003 and containing information about the Centre’s activities, as well as EU-Japan-related news and features on topics of interest to EU and Japan businesses and public bodies.

JAPANESE INDUSTRY AND POLICY NEWS

Monthly report of key developments in Japanese industry and government policy.

“ABOUT JAPAN” E-NEWS

Monthly newsletter summarising business-related information about Japan for the benefit of EU companies.

JAPAN TAX AND PUBLIC PROCUREMENT WEEKLY TENDER DIGEST

Weekly summary aimed at EU SMEs, of selected Japanese public tender notices.

TECH TRANSFER HELPDESK NEWSLETTER

Stay in touch with the latest trends and technology deals between Japanese and European stakeholders



Over 15,000 Subscribers

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