



EU & JAPAN – LEADING THE WAY



BRT 2021 ANNUAL MEETING – STRENGTHENING COOPERATION IN DIGITAL, GREEN AND OTHER AREAS

The 23rd annual meeting of the EU-Japan Business Round Table (“EU-Japan BRT”) took place in Brussels and online on 4 November and addressed “The EU & Japan together – Leading the way for a more digital and greener future”.

For the first time, the EU-Japan BRT had a trilateral discussion, with guest participants from the U.S. authorities and business community.

Recurrent themes were the green and digital transitions including the need to be carbon neutral by 2050, and the importance of data free flow with trust; cooperation on semiconductors and global value chains; the need to enlarge the scope of regulatory cooperation; and the fact that the EU and Japan should work with likeminded countries to lead the world to find global solutions to global challenges.



Left to right: Ambassador Masaki, BRT co-Chair Wahl, Commissioner Breton

Thierry Breton (Internal Market Commissioner), Kiyoshi Odawara (State Minister for Foreign Affairs and Kazuchika Iwata (Parliamentary Vice-Minister of Economy, Trade and Industry) led the EU Authority and Japanese Government participants. The meeting adopted the EU-Japan BRT’s annual recommendations and submitted them to Commissioner Breton. The meeting discussed the EU & Japan Digital Transformation; EU-Japan Trade & Regulatory Cooperation; The EU-Japan Green Alliance; and the Potential for Trilateral Industrial Cooperation in Green Growth. The meeting concluded with Remarks by Ambassadors.

The BRT’s 76 members are senior executives from European and Japanese industry (a third represent SMEs and business federations, chambers of commerce or other organisations). They are co-led by Philippe Wahl, Chairman and CEO of Le Groupe La Poste and Masaki Sakuyama, Senior Corporate Advisor to Mitsubishi Electric Corporation.

The EU-Japan BRT’s 2021 Joint Recommendations and Recommendations by Working Party and other material from the meeting can be found on the meeting webpage. <https://www.eu-japan-brt.eu/annual-meeting-2021>

On behalf of the EU-Japan Centre for Industrial Cooperation, we wish you happy new year 2022!
Yasuo Tanabe and Philippe de Taxis du Poët, co-Managing Directors, EU-Japan Centre for Industrial Cooperation



THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION SELECTED AND BROUGHT **SIX PROMISING EU COMPANIES TO AEROMART NAGOYA 2021**

The EU-Japan Centre for Industrial Cooperation (the “Centre”) participated both virtually and physically in Aeromart Nagoya 2021 on 12-14 October 2021.



The event, held in hybrid format, saw the Centre's team involved in Nagoya which resulted in virtually overseeing online and offline booths. Aeromart Nagoya is Japan's leading aerospace B2B event covering a wide range of topics such as supply chain continuity and the newest technologies and trends for industrial competitiveness. The Centre, after publishing a Request for Proposals, selected, and partially subsidized six EU SMEs, active in the space sector, that wanted to build business partnerships in Japan and participate in the event. Each company had a virtual booth at the event, and it has also been represented and assisted by the Centre, before and after the event. Here is a list of six companies participating in the program. Arca Dynamics (<https://www.arcadynamics.space>), that provides maritime and space traffic management services through nanosatellite infrastructure and A.I., in the process of launching their in-house developed nanosatellite. Loctio (<https://www.loctio.com>), a Cloud/Edge-based GNSS position service provider for IoT devices with applications in asset tracking solutions and services. Magics Instruments (<https://www.magics.tech>), that develops

chips for reliable and autonomous electronics hardware for space exploration with a proven track record in the Japanese nuclear industry. Peak Technology (<https://www.peaktechnology.at/en>), designing and developing composite overwrapped pressure vessels which are in the high-end Japanese automotive industry. Satsearch (<https://satsearch.com>), that provides an online marketplace service for sourcing of ground, launch, and space systems.



And finally, SKUDO (<https://www.skudo.tech>), that develops custom encryption solutions for space communications and UAVs providing an opportunity to fill a gap in the market. The Centre participated in this initiative through the contribution of the Enterprise Europe Network (“EEN”), Space.Japan and GNSS.asia teams. The EEN is a global initiative of the EU Commission aiming at assisting business at innovating and growing internationally. Space.Japan is a project created by the Centre with the aim 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 and Global Navigation Satellite systems (“GNSS”). Space.Japan runs in complement with the GNSS.Asia project, started in January 2012, whose objective is to develop and implement GNSS industrial cooperation activities between the European Union and China, India, Japan, Republic of Korea and Taiwan focusing on the downstream sector.

➔ <https://aeromartnagoya.com/index.php/en>

NEW WEBINAR SERIES

EU-JAPAN REGIONAL COOPERATION'S GOOD PRACTICES!

FIRST SESSION FORESEEN ON 9 DECEMBER 2021

EU-Japan Regional Cooperation Helpdesk
Webinar series "EU-Japan regional cooperation good practices"

"Towards future in medical technologies - A successful EU-Japan regional collaborative approach"

Saitama City (Saitama Prefecture - Japan) & Bayern Innovativ GmbH (Bavarian State Government - Germany)

ZOOM ONLINE WEBINAR with interpretation (ENG/JP)

Thursday 9th December 2021
STARTING FROM 9:00AM (CET) / 5:00PM (JST)
Registration online : www.ejrc-helpdesk.eu

EU-Japan Regional Cooperation Helpdesk
Webinar series "EU-Japan regional cooperation good practices"

"Carbon Neutrality through Smart Forest Bioeconomy"

Nagano Prefecture - Japan & Forest Bioeconomy Cluster (North Karelia Region - Finland)

ZOOM ONLINE WEBINAR with interpretation (ENG/JP)

Friday 17th December 2021
STARTING FROM 9:00AM (CET) / 5:00PM (JST)
Registration online : www.ejrc-helpdesk.eu

The EU-Japan Regional Cooperation Helpdesk, co-managed by CEEJA and CLAIR, invites you to the next "EU-Japan Regional Cooperation Good Practices Webinar Series" on 9 December 2021.

The first webinar "Towards Future in Medical Technologies" will highlight a successful EU-Japan regional collaborative approach between Saitama City – Saitama Prefecture in Japan and Bayern Innovative GmbH - Bavarian State Government in Germany.

The second in the series, "Carbon Neutrality through Smart Forest Bioeconomy" will be the good opportunity to learn more about the regional cooperation between Nagano Prefecture in Japan and the North Karelia Region in Finland – Forest Bioeconomy Cluster in the field of decarbonisation.

Both sessions are free of charge and will start at 9:00 AM (CET) / 5:00 PM (JST). They will be interpreted in Japanese and English.

You can register to these webinars on our website:

<https://www.ejrc-helpdesk.eu>

The recordings and presentations of our first webinar series on "EU-Japan Regional Cooperation's Good Practices" and our first Annual Conference which took place on 17 May 2021 are available on our website.

The EU-Japan Regional Cooperation Helpdesk was created in 2019 through an initiative of the EU-Japan Centre for Industrial Cooperation in order to promote and accelerate regional cooperation between European regions & clusters and Japanese prefectures & clusters.

The next "EU-Japan Regional Cooperation's Good Practices" webinars will be held early 2022.

Contact: ejrc@eu-japan.eu

➔ <https://www.ejrc-helpdesk.eu>

EU BUSINESS IN JAPAN - NEWLY REVAMPED WEBSITE

The EU-Japan Centre has just revamped its EUBusinessInJapan website to make it easier to use!

EUBusinessInJapan.eu provides practical information for EU businesses in need of clear guidelines to trade with or invest in Japan or cooperate with Japanese partners.

Thanks to the new interface, it is now easier for the users to access (upon free registration) the informative pages, sectorial reports, recorded webinars and cross-cultural trainings at their disposal.

If you are an EU company but not yet registered on « EUBIJ » website, create your account today and take the chance to explore our vast library!

➔ <https://www.eubusinessinJapan.eu/user/register>

EU Business in Japan
Business-related information about Japan

Why Japan? - Procedures - Sectors - Culture - Library - Support - News - Events - Contact

Information on Japan for EU Companies

This website provides practical information for European Union businesses in need of clear guidelines to trade with or invest in Japan or cooperate with Japanese partners. The information used in this website was obtained by screening over 1,600 webpages to provide European Union companies with a digest of useful Japan-related information from a wide variety of online sources. When seeking to do business abroad, it is essential to first get to know the country that you are targeting. Awareness about Japan's politics, economics and social environment is a considerable asset. To help you improve...

What are you looking for?

No less than 300 web pages with up-to-date information on Japan, more than 120 reports available as well as a lot of detailed information on the Japanese business culture.



webinar

2022 UPCOMING WEBINARS

2021 has been a busy year for the EU-Japan Centre, as we conducted numerous series of webinars, covering many sectors and topics, to support EU companies doing business with Japan. Did you miss one?

You can always access the previous webinars' recordings at the following link:

<https://www.eubusinessinjapan.eu/library/past-events>

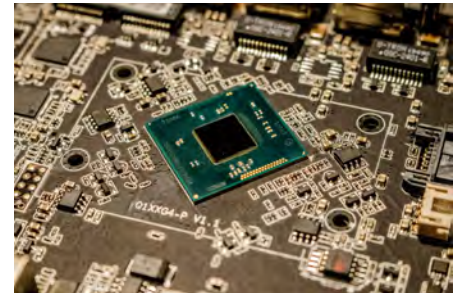
AND WE ARE NOT DONE YET! REGISTER TODAY FOR UPCOMING WEBINARS IN 2022:

“ABOUT JAPAN” AND “EPA HELPDESK” WEBINAR SERIES

18 January 2022 - **Semiconductor market in Japan**

Discover what business opportunities the Japanese semiconductor market offers to EU SMEs and how to enter it, as Japan remains one of the main global players in the semiconductor industry and more and more European companies are presented with the incentives to join its global value chain.

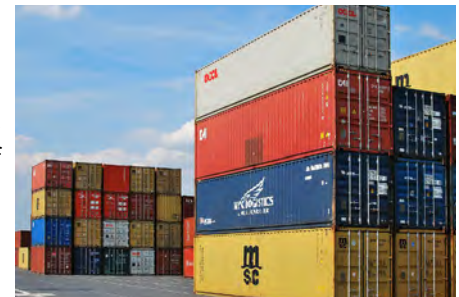
➔ <https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-186-semiconductor-market-in-japan>



25 January 2022 - **EPA & Rules of Origin**

The origin determines the duties and taxes that apply to a product when exported abroad, and it is necessary for EU companies to determine whether their products are considered sufficiently linked to their country to benefit from preferential rates of duties under the EU-Japan EPA.

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-series-45-rules-of-origin>



“EXPORT TO JAPAN” WEBINAR SERIES

Do you struggle understanding the registration processes and procedures when exporting to Japan? Those 30-minute webinars cover trade and administrative rules and regulations relevant to EU businesses for a series products.

12 January 2022 - **IPR (trademark & others)**

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-30-registration-process-and-procedures-ipr-trademark-others>

19 January 2022 - **Japanese Standards (JIS & JAS)**

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-31-registration-process-and-procedures-japanese-standards-jis-jas>

26 January 2022 - **Functional, nutritious, and free-from food**

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-32-registration-process-and-procedures-functional-nutritious-and-free-from-food>

2 February 2022 - **Manufacturing and marketing pharmaceutical and medical device**

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-33-registration-process-and-procedures-manufacturing-and-marketing-pharmaceutical-and-medical-device>

You might also wish to learn more about the advantages EU meat and dairy products have when being exported to Japan:

9 February 2022 - **Meat products**

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-34-eu-advantages-on-agriculture-and-food-products-meat-products>



6 February 2022 - **Dairy products**

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-35-eu-advantages-on-agriculture-and-food-products-dairy-products>



DO YOU NEED A PROFESSIONAL MARKET ENTRY PLAN? APPLY FOR “KEYS TO JAPAN”

“Keys to Japan” is an European Commission-funded initiative, managed by the EU-Japan Centre.

Are you a European SME which considers marketing a product or service in Japan? Keys to Japan can help you through providing a detailed and personalised market entry plan, to be developed by the prestigious Japan Market Expansion Competition - JMEC (<http://www.jmec.gr.jp>). The next call will be promoted in May 2022. Should you be interested, please feel free to contact us and we will keep you informed. More information about eligibility criteria and costs at:

➔ <https://www.eu-japan.eu/market-entry-business-plan-support-keys-japan>



In this edition of our newsletter: we would like to introduce Dream Circus OY, from Finland, one of the winners of session 2021/22.



By **PETRA RYYMIN** - Chief Executive Officer - Dream Circus Oy

➔ <https://dreamcircus.fi/?lang=en>

“Dream Circus Ltd is a small fashion house that designs and manufactures fabrics, clothing, accessories and interior items.

Dream Circus Ltd was a dream come true for two sisters from Savo and born out of their faith in Finnish work. The clothes made by the company are designed and sewn by Finnish pattern designers and sewers. We stand for visions and dreams, believe in unicorns and fight against boredom. We want you to believe in your dreams and reach for them every day. Our products are fun and comfortable feel-good products. Every item has a name and behind the name there is a real story. Joy of life, unique design, Finnish spirit and ecological production are things we are not willing to give up on. We come from the heart of Finland and our products breathe Finnishness, authenticity and originality. Our prints are playful and fun, and our customers have fallen in love with them and the quality of our fabrics. The prints range from colourful statement pieces to stylish Scandinavian designs. We use Finnish designers, and our fabrics are manufactured in Europe at factories with Öko-Tex and GOTS certification using organic cotton. The Öko-Tex certification means that our fabrics are free of harmful pesticides, heavy metals or formaldehyde residues.”

➔ <https://dreamcircus.fi/360-tour/?lang=en>
➔ <https://www.facebook.com/ehtabydreamcircusintl>
➔ <https://www.instagram.com/ehtabydreamcircusjapan/>

BACKGROUND AND OBJECTIVES

“We have a trademark “ehtaby Dream Circus” which is registered in Japan and several other countries. All our designs can be printed to the fabrics that we offer, and we can manufacture any item out of them. Currently most of our products are sold to women and we are also introducing our children’s clothing line this fall. Japanese have been starting to dress more casually and Scandinavian style with sustainability are now megatrends there. We have conducted some market research but we would benefit greatly from all the help we can get. We believe that now is the perfect time for the circus to enter the Japanese market!

Our main sales channel is our webstore and we are looking for partners from Japan to re-sell our products there. We have been in contact with a few companies in Japan and attended the Business Finland design-showroom in Tokyo in September 2021 to show our products to Japanese customers and agents. This event was arranged as a hybrid event, and it provided us an opportunity to talk with the customers and for them to see and feel our products at Metsä Pavillion event. Results from this event are not yet ready, but from the feedback we can see that our brand is interesting to Japanese customers. At Lifestyle Finland Showroom 2021 Tokyo event we showcased our women’s clothing line, accessories, fabrics, kitchen towels and dishcloths. In addition to those products, we also offer products related to sewing and knitting.

Specifically, Dream Circus Ltd wants a JMEC team to develop business strategies for selling our clothes and fabrics in Japan. We are interested in finding more information about our potential clients regarding our clothing lines and fabrics for home sewers - two really different customer profiles. We want to make our dream come true and share happiness from Finland to the whole world.”

RECRUITMENT OF HOST COMPANIES IN JAPAN FOR THE “VULCANUS IN JAPAN” PROGRAMME 2022-2023



“Vulcanus in Japan” is a 1-year industrial internship programme for European engineers and science-major students, managed by the EU-Japan Centre.

Every year, about 20 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4 months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, Artificial Intelligence, ICT, Data science, GNSS, Chemistry, Biotechnology and Life Sciences, Space, etc. 40% of the participants of 2021 programme have been offered the job opportunities after the programme completion.

The 2022-2023 Vulcanus programme will start from September 2022 with an intensive Japanese language class, and industrial internship from January to August 2023. Companies based in Japan interested in hosting Vulcanus interns may contact the Vulcanus in Japan team at the EU-Japan Centre in Tokyo: E-mail: VinJ@eu-japan.gr.jp, Phone: +81-(0)3- 6408-0281 Application deadline: 17 December 2021. Additional programme details and application forms for host companies can be found at:

➡ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

ヴルカヌス・イン・ジャパン2022-2023プログラム - 受入れ企業様募集のお知らせ

ヴルカヌス・イン・ジャパンは、日欧産業協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における1年間の企業研修プログラムです。

発足から現在に至るまで本プログラム参加企業への研修生の派遣を継続的に実施し、これまでおよそ800名もの日欧産業協力の架け橋となる人材を育成した実績をがございます。実施期間は毎年9月から翌年8月末、4ヶ月間の語学研修・セミナーと8ヶ月間の企業インターンシップから成り立っています。現在、当センターでは2022年度プログラム（企業研修期間は2023年1月～8月）への参加企業様を募集しております。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げます。

ヴルカヌス・イン・ジャパンプログラム担当

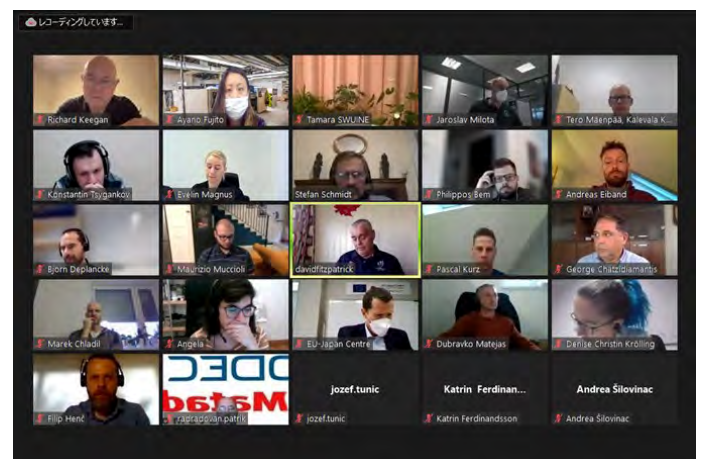
メール: VinJ@eu-japan.gr.jp, 電話番号: +81-(0)3-6408-0281 申込み締切日: 2021年12月17日

➡ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

WCM ONLINE TRAINING COURSE - SUCCESSFULLY COMPLETED IN NOVEMBER

The third online World Class Manufacturing training course was held on 15-19 November 2021.

The programme is moderated by Prof. Richard Keegan, with facilitation expertise support from David Fitzpatrick, DJ Duarte and Sensei Akinori Hyodo. A total of 24 participants from 12 EU Member States had the opportunity to learn the Japanese manufacturing methodologies and the principles and practices for implementing such methods. The importance of corporate culture that sustains the implementation of the methods was also featured. During this 5-day online training, participants learned how to identify the real cause of their current challenges and improve the situation by themselves. The virtual visits to 4 Japanese companies were organised to show the participants how the methods are adopted at the real “Gemba” the Japanese manufacturing sites. On the last day of the mission, participants gave a presentation (in groups of 5) about their learnings and how they will address their individual challenges in the future.



➡ <https://www.eu-japan.eu/events/world-class-manufacturing-mission-1>

EU EXPORTS BOOSTED THANKS TO STRONGER IMPLEMENTATION AND ENFORCEMENT OF TRADE DEALS AND GLOBAL RULES

On 27 October 2021, the European Commission released a report on the implementation and enforcement of EU trade agreements that offers a useful snapshot of the evolution of the EU's preferential trade in 2020, looking at 37 main trade agreements with 67 partners.

The report is accompanied by a staff working document with detailed information per partner country and agreement, including the EPA with Japan. Effective implementation and enforcement of EU trade agreements and international trade rules have added €5.4 billion to EU exports in 2020.

Switzerland remained the EU's top trading partner, with 21.5% of trade, followed by Turkey (11.3%), Japan (9.4%), Norway (7.8%) and South Korea (7.7%). Together, these five partners accounted for more than half of EU preferential trade (57.7%).

On page 25, the report (https://trade.ec.europa.eu/doclib/docs/2021/september/tradoc_159794.pdf) includes the important work of the EU-Japan Centre for Industrial Cooperation for supporting the take-up of the EPA by SMEs, notably via its EPA helpdesk (<https://www.eu-japan.eu/epa-helpdesk>) which is also mentioned under the "key facts" on page 8 (https://trade.ec.europa.eu/doclib/docs/2021/october/tradoc_159886.pdf)



Source : European Commission ➔ <https://trade.ec.europa.eu/doclib/press/index.cfm?id=2315>

EIB AND JAPAN BANK FOR INTERNATIONAL COOPERATION TO WORK ON JOINT INVESTMENTS

The European Investment Bank (EIB), the bank of the European Union, and Japan Bank for International Cooperation (JBIC) have agreed to further expand cooperation on a range of globally relevant investments across the globe.

This includes identifying co-financing opportunities for infrastructure connectivity (transport, energy and digitalisation) and projects contributing to carbon neutrality in the European Union, such as subsea interconnectors, offshore wind plans, battery storage facilities and hydrogen technology development. In Asia, Africa and the EU neighbouring countries, the EIB and JBIC have agreed to cooperate on co-financing of connectivity (transport, energy and digital) projects.

The two banks will also cooperate on developing innovative projects across the globe relevant to implementation of UN sustainable development goals (SDGs), including investment in projects on sustainable oceans and the prevention of marine pollution. The agreement was formalised by expanding the Memorandum of Understanding (MoU) signed between JBIC and the EIB in 2018. EIB Vice-President Ambroise Fayolle and Deputy Governor of JBIC Nobumitsu Hayashi signed the new, extended MoU on 22 October 2021.

Source: Delegation of the European Union to Japan

➔ https://eeas.europa.eu/delegations/japan/106418/japan-eib-and-japan-bank-international-cooperation-jbic-work-joint-investments_en

CITIES IN EUROPE AND JAPAN TO WORK TOGETHER TO ENHANCE COOPERATION ON URBAN POLICIES

A total of 23 cities in Europe and Japan have been selected to participate in the City-to-City Cooperation component of the European Union's International Urban and Regional Cooperation Programme (IURC).

This programme is a continuation of the International Urban Cooperation (IUC) scheme implemented in 2017-2020, which encourages both public and private sector cooperation to carry out concrete activities in key fields for sustainable urban development. The participating cities – 13 in Europe and 10 in Japan – will identify specific themes of cooperation and share knowledge regarding lessons learnt and good practices, aiming to applying them to their own cities.

The joint activities between these cities will be in two forms:

- EU-Japan City Pairings: the establishment of bilateral or multilateral pairings enabling them to create synergies and added value through study visits and online exchanges;
- Global Thematic Clusters / Networks: participation in thematic networks and clusters along with cities from other IURC countries in Asia and the Americas, allowing them to benefit from the global dimension of the IURC project.

Participating cities will cooperate for a period of 18 to 24 months to achieve targeted urban pilot projects or urban planning objectives that contribute to improving their social, economic and environmental conditions.

Relevant information is available at the IURC Website: <https://www.iurc.eu>

The list of the selected cities is as follows:

- Europe: Essen, Bratislava, Grenoble-Alpes Metropole, Umea, Turku, Greater Manchester, Turin, Prague, Zagreb, Rijeka, Venice Metropolitan City, Donostia-San Sebastian and Lugo
- Japan: Koriyama, Tokorozawa, Toyota, Kamakura, Nagano-Obuse, Osaka, Nagoya, Kyoto, Kawasaki and Toyama

Source: Delegation of the European Union to Japan

➔ https://eeas.europa.eu/delegations/japan/104854/cities-europe-and-japan-work-together-enhance-cooperation-urban-policies_en

12TH EU-JAPAN ICT STRATEGIES WORKSHOP

Held on 17 November, the 12th EU-Japan ICT Strategies Workshop provided an opportunity for European and Japanese industries and stakeholders to learn about recent policy developments in ICT, to contribute to the discussions around a future EU-JP Digital Partnership, and to present their viewpoints to public authorities in charge of digital policy in the EU and in Japan.

Source: Delegation of the European Union to Japan

➔ https://eeas.europa.eu/delegations/japan/105961/12th-eu-japan-ict-strategies-workshop_en

On this occasion, the 12th EU-Japan ICT Strategies Workshop covered the following topics:

- 5G and Beyond 5G
- Artificial Intelligence
- Data
- Platforms
- Cyber Security



EUROPEAN LITERATURE FESTIVAL



5th EUROPEAN LITERATURE FESTIVAL ヨーロッパ文芸フェスティバル

Since 2017, the European Literature Festival has brought together writers from Europe with translators and experts from Japan in a series of events including lectures, dialogues, and panel discussions. Held this year on the 17-26 November, the festival, which celebrates its fifth edition, was once again held mostly online, while pursuing the same goal of bringing European literature closer to the Japanese public.

A special collection of short stories or excerpts from European authors, Windows to Europe is once again available for a limited time only. The organisers hope that many will take this opportunity to discover something new and exciting.

Source: Delegation of the European Union to Japan ➔ <https://eulitfest.jp/2021/en/>



TOKYO METROPOLITAN GOVERNMENT'S ONLINE EVENT 'FOCUS IN TOKYO'

TMG's successfully held "Focus in Tokyo - Industry4.0" targeting Industries 4.0 companies in Stockholm on 21st September, in collaboration with Innovation Lab Asia and Nordic Innovation House (Tokyo branch).

In the event, Japanese VCs, NEXTBLUE and Sony Ventures Corp., shared their tips for global startups on finding a Japanese partner and working in the Japanese market. Representatives from BeFC and Virtusize, European startups that received support from Invest Tokyo programs in the past, shared their success stories and experiences in establishing their business in Tokyo.



21 Sep, 2021
9:00 - 10:30 CEST

FREE ONLINE EVENT

Speech

- Technologies/solutions we're looking for.
- Aspects we value in investment decision-making.
- Tips for startups to approach us.

Panel Discussion

- Why we chose Tokyo
- The challenges we had
- Tips for startups interested in Tokyo

Speakers:

- Kanako Inoue** (NEXTBLUE (VC))
- Daisuke Suzuki** (Sony Group Corp. / Sony Ventures Corp.)
- Jules Hammond** (BeFC)
- Andreas Ueno-Olausson** (Virtusize)

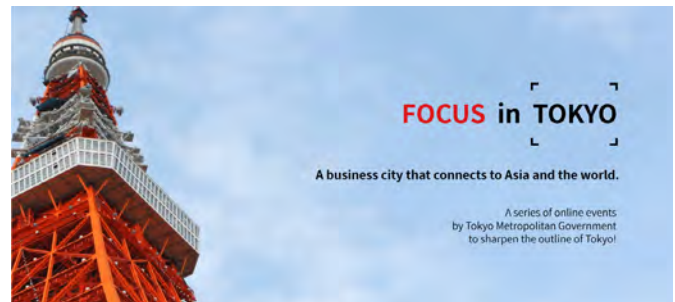
The event allowed participants to understand the latest business and investment trends in Tokyo, as well as TMG's support for global companies, including free consulting, business matching, legal support, etc.

Mr. Julian Morie Hara Nielsen, Lead Consultant of Innovation Lab Asia stated: *"In the last years, we have seen an exponential rise in Japanese investments to Nordic startups and an increased mutual interest between the two regions' tech ecosystems. Innovation Lab Asia is excited to collaborate with key local organisations in Japan, such as Tokyo Metropolitan Government, to raise awareness about Japan as a great market expansion destination for Nordic tech startups and a gateway to get a foothold to other Asian markets. Tokyo Metropolitan Government has been very open to work with us and to connect tech companies, public institutions, community organisations and investors from both regions with each other."*

The event was the 3rd of a series events by TMG, aiming to "sharpen the outline" of today's Tokyo.

Past event archives are available on TMG's YouTube. The 4th event was planned on 8 December, focusing on Tokyo's startup ecosystem. Find details of the 4th event on TMG's Invest Tokyo website.

- ➔ https://www.investtokyo.metro.tokyo.lg.jp/en/for_foreign/focus_in_tokyo/
- ➔ <https://www.youtube.com/watch?v=fAdFyQln8R4> (event archive)



BIOJAPAN / RM JAPAN / HEALTHTECH JAPAN

BioJapan is one of Asia's largest partnering events / trade shows where major pharmaceutical, biotech ventures, research institutes and universities gather.

The organisers introduced an online partnering system last year on top of their conventional system and this year, for the first time, they have extended the partnering days to offer flexible time frame for the participants to schedule their meetings. 11,246 meetings were scheduled during the 4 days of partnering.

In synergy with the concurrent event, healthTECH JAPAN, this year was more focused on DX, use of AI technology, digitalisation and infectious related topics including COVID-19 with the keynote speech from Dr. Isao Teshirogi (President / CEO of Shionogi & Co.).

With measures such as temperature checks, masks, and frequent disinfection in place, the event was carried out as safely and efficiently as possible.

Exhibitor: 671 companies (including 3 co-located events)

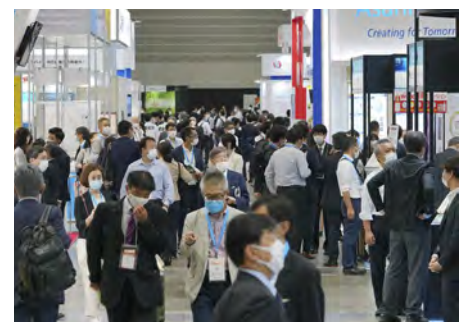
Partnering: 917 companies / 1,588 participants from 26 countries (regions)

Visitor: 14,891 live attendees

The organisers are keen to see live global participants next year for active networking to accelerate the industry innovation.

Next Show: BioJapan / RM JAPAN / healthTECH JAPAN 2022

12-14 October 2022 in Yokohama



➔ <https://jcd-expo.jp/en>

EU-JAPAN RESEARCH AND INNOVATION COOPERATION

The 11th Kobe University Brussels European Centre Symposium took place on 20 October on the highly topical theme of 'Green Horizons, Sustainable Futures: EU and Japan Research for Climate-Prepared, Resilient Societies'.



Jointly organised with the Vrije Universiteit Brussels (VUB), the 11th KUBEC annual symposium was held in a 'hybrid' format, with a core in-person meeting in Brussels attended by some 90 participants from Belgium, France, the UK, Germany, Italy, Estonia, Lithuania, Portugal, Poland and Taiwan. For the first time, the symposium was also webcast live, attracting an additional 80 followers from Japan and Europe. Attendees included EC and Japanese government officials, researchers, representatives from EC and Japanese universities, think tanks and industry.

Kobe University President Masato Fujisawa, VUB Rector Caroline Pauwels, H.E. Yasushi Masaki, Japanese Ambassador to the EU, and EC Deputy Director-General, DG Research and Innovation Signe Ratso gave the opening remarks. They stressed the need to reinforce EU-Japan cooperation in R&I, particularly in the context of the climate emergency. They outlined the joint commitment of Japan and the EU in leading international efforts toward a net-zero global economy by 2050, illustrated by the signing in May of the EU-Japan Green Alliance, and the key role of research and innovation in achieving this goal.

Two keynotes by Paulo Ferrão, Professor at Lisbon University and member of the Mission Board on *Smart and Climate Neutral Cities*, and by Elina Bardam, Director at DG for Climate Action, set the tone for following high-level presentations by 35 speakers in the interconnected areas of economics, technology and social sciences and humanities. Three parallel sessions, followed by interactive workshops and brokerage events, showcased the latest research and policy initiatives, and provided a platform to explore future collaboration opportunities.

The symposium benefitted from an unprecedented level of support from the EC, represented by Deputy Director-General Ratso, Director Bardram and half a dozen officials, as well as the Japanese Mission, with the participation of Ambassador Masaki, Deputy Head of Mission Fujiwara and two senior Counsellors.

The symposium also benefitted from the EU-Japan Centre for Industrial Cooperation which organised between October 2020 and October 2021 a one-year cycle of events to support further trade, industry and economic cooperation between Europe and Japan for climate action, covering topics such as renewable energy, clean hydrogen, decarbonisation policies, local action i.e. clusters, cities and regions, for climate and green innovation, with the successful mobilisation of thousands of EU and Japanese private and public stakeholders - <https://spipa-japan.net/>

Also worth noting was the participation of industry, represented by Mr. Fuwa, Vice-President for Research at Toyota Motors Europe. TME, a key participant in EU research, present in 17 EU projects, also presented the experimental Mirai hydrogen car at the event.

This symposium was the first major event that KUBEC was able to organise since the start of the pandemic. It offered participants a welcome opportunity to reconnect in person and online and reconfirmed the importance of actively renewing and strengthening international academic exchanges in these still challenging circumstances.

Kobe University will continue to leverage KUBEC as a base for promoting stronger academic and research collaborations between Japan and Europe.

➔ https://www.kobe-u.ac.jp/en/NEWS/info/2021_10_29_01.html

CIRCULAR INNOVATION FORUM 2021

The Tokyo Metropolitan Government is collaborating with private businesses for implementing business models aimed at reducing single-use plastics dramatically such as re-use, or innovative recycling technology such as closed-loop recycling technology, in order to achieve the sustainable use of plastics with net zero CO2 emissions by 2050. Businesses for circular economy have been developing also in Europe. The EU-Japan Centre contributed to this online event organised on 26 November 2021 by mobilizing a number of European businesses and organisations, notably, IKEA, Petcore Europe, Circular Plastics Alliance, MultiCycle. <https://www.time-to-act.metro.tokyo.lg.jp/en/event>



EXPRESS YOUR NEEDS FOR INTERNATIONALISATION IN THE DEFENCE AND SECURITY MARKETS THROUGH THE **PROJECT EU-ALLIANCE!**



Are you working in the Defence or Security markets? Are you looking to increase your international development? Take advantage of the opportunities generated by the EU-ALLIANCE initiatives!

The European EU-ALLIANCE project has been officially launched. This initiative aims to support SMEs internationalisation of six leading European clusters in the fields of technical textile, connectivity, deep tech and advanced materials to address dual-use markets in Defence and Security in four targeted countries: Japan, the United States, Canada and Indonesia. The consortium will provide internationalisation-customised services to enter these international markets and organise delegations of SMEs in each of the four targeted countries. The agenda will be developed in collaboration with the participating SMEs.

For this reason, EU-ALLIANCE is launching a call of interest to gather the needs and targets from SMEs that will allow to customise the missions.

Japan has been confirmed as a country of high interest by all EU-ALLIANCE partners who will also leverage from the previous first missions (more than 30 contacts, 42 B2B meetings, 2 MoU under discussion).

The EU-ALLIANCE project is funded by the European Union's COSME programme. It brings together six key clusters representing nearly 900 companies: Techtera (Coordinator - France); Systematic (France); PO.IN.TEX - Textile innovation cluster (Italy); NTT - Next Technology Tecnotessile (Italy); NIDV - Industries for Defence and Security (Netherlands); SIIT - Intelligent System Integrated Technologies (Italy).

Should you wish to take advantage of these opportunities, you can communicate your needs and join the selection of companies that may benefit from the European support for these activities in filling the call for expressions of interest here:

<https://forms.gle/bjyhKAr8A3JtG2re9>

Feel free to contact rafton@techtera.org for more information or visit below websites.

<https://www.techtera.org/en/project/eu-alliance>

<https://clustercollaboration.eu/content/european-alliance-international-business-development-advanced-materials-and>

SUCCESSFUL REALISATION OF “READY2NET” A EUROPEAN COMMISSION-FUNDED PROJECT

The Pilot project **READY2NET - Fostering Opportunities for SME Internationalisation by Supporting SME Networks for Export** ended successfully in August 2021.

The project fosters connection opportunities for European SMEs and start-ups, willing to develop, further expand, and improve their international business by creating Networks, aimed at enhancing SME's capacity to exploit foreign markets for export purposes.

Ready2Net Pilot Project, financed by the European Commission, Directorate General for Internal Market, Industry, Entrepreneurship & SMEs, was carried out by an international consortium led by the Italian Research Centre Innovhub Stazioni Sperimentali per l'Industria srl together with: Consejo de Camaras Oficiales de Comercio, Industria Y Navigacion de la Comunidad Valenciana (Spain), Izba Przemyslowo – Handlowa W Krakowie (Poland), Chamber of Commerce and Industry Vratsa (Bulgaria), and Latvijas Tehnologiskais Centrs Nodibinajums (Latvia).



The project started in March 2019 and managed to successfully fund 9 Networks for export and support them through the realisation of their action plans. Each one of the Networks consisted of several companies and the sectors represented were Food, Textiles, Bioeconomy, Industry 4.0, and Design. One of the networks called “Joint Export Activities to Japan”, consisting of 4 companies from Portugal, Italy (2), and Bulgaria, offering different healthy food products, managed to successfully co-exhibit at Foodex Japan in March 2021 under the common name “Europe Gourmet Network”.

The final dissemination event was held virtually on 13 October 2021. During the event, the lead partner gave an overview of the project's goals, each network presented their action plan and the results achieved, as well as the lessons learnt and future plans. Main barriers and opportunities that emerged during the implementation of the project were also presented by one of the export managers of two networks.

Ready2Net Networks and participant companies share that the participation in the project and the respective networks was a positive experience that improved their internationalisation capacity, helped them reach new customers and collaboration between the companies will continue even after the end of the project.

AGING 2.0 TOKYO CHAPTER IN THE EU PROJECT “IDIH”

The purpose of the IDIH project (International Digital Health Cooperation for Preventive, Integrated, Independent and Inclusive Living) is to promote and increase international cooperation to advance digital health in the EU and five Strategic Partner Countries (USA, Canada, China, Japan, South Korea) to support active and healthy aging through innovation.

To this purpose, IDIH is identifying shared priorities and has set up a Digital Health Transformation Forum (made of 4 Experts Groups - <https://idih-global.eu/expert-groups>) as a long-lasting and expert-driven catalyst to foster collaboration between the EU and the Strategic Partner Countries, ensuring the involvement of research, technology, innovation, policy stakeholders, and user associations. A User Consultation Group (UCG) guides the Experts Groups to adopt a user's-centered perspective in the development of a Roadmap to enhance international cooperation in the field of Digital Health for Active and Healthy Ageing (AHA), addressing policy makers and relevant Funding Agencies in the concerned regions. As representatives of the needs and expectations of users and patients in the field of Digital Health for AHA, UCG members will benefit from the participation in the IDIH Forum, then, by contributing to better align the policy orientations set at country/regional level to the users' needs and to the related RTI landscape and trends. Sawarabi Group (<https://idih-global.eu/consortium/sawarabi-group>), IDIH Partner in Japan, has interviewed Yasuko Akutso, member of the IDIH UCG, representing Japan as Aging 2.0 Tokyo chapter ambassador.



Here, how she told about her international cooperation experience with IDIH: *“Collaborating with international groups is always widening my horizons. Both health and ageing issues are universal and common worldwide, however, as you may know well, it’s deeply rooted in the cultural differences and so, international comparative approach would help me to understand any issues and thinking about the solutions much better. (...) I would like to introduce to Japanese people what IDIH has been doing and is trying to do. By connecting people and people, people to projects, and projects to projects, inspiring people to challenge better is my work as a designer.”*

To read the full interview, have a look at the IDIH Magazine N°4 (<https://idih-global.eu/news-events/#pagenews-newsletter>).

➔ <https://idih-global.eu/expert-groups>

COLLABORATION IN FOOD INNOVATION BETWEEN JAPAN AND THE NETHERLANDS



LISTEN TO FOODVALLEY NL PODCAST

Edith Bosch, former Olympic Judoka and entrepreneur, talks to Jeroen Wouters in a podcast by TeamNL Tokyo Expo.



The Expo connects sport and business. Jeroen, as a lead of Global Connections shares how Foodvalley contributes to creating international business opportunities within the field of innovation and what initiatives there are for SMEs. The specific focus is on Japan also highlighting the Symposium ‘Personalised nutrition as a driver of sports success’. This event supported the collaboration between Japan and the Netherlands on these highly relevant and rapidly developing topics. In addition, new initiatives on Japanese and European collaboration are presented including the recently launched pan-European project - Global FOODture which seeks to support SMEs in innovation and collaboration in order to boost sustainable transition of the food system.

The TeamNL Tokyo Expo is created as a business platform where Olympic Training Center Papendal, NOC*NSF, and the Dutch Ministry of Foreign Affairs offer (online) events tailored to stimulate international business. The Expo connects sport and business and in line with the Olympic spirit - sport is at the service of social development.

Please find out more in the podcast!

➔ <https://www.foodvalley.nl/news/international-business-opportunities-podcast/>

➔ https://player.vimeo.com/video/610941174?h=7a3ff35547&badge=0&autopause=0&player_id=0&app_id=58479

SPAIN'S STAR PRODUCT, OLIVE OIL, JOINS THE EU-JAPAN BUSINESS ROUND TABLE

Mr. Pedro Barato Triguero, president of the Spanish Olive Oil Interprofessional Organization, has joined the EU-JAPAN Business Round Table on behalf of companies and institutions in the European Union.

For a number of years, Mr. Barato has headed the Spanish Olive Oil Interprofessional Organization, a non-profit that represents all the associations of the Spanish olive oil sector and promotes the product around the world. Spain produces around 80% of European olive oils and about 50% of those sourced worldwide, and this sector and product have a significant presence in Japan. Why are consumers in countries with little tradition of its culinary use, such as Japanese consumers, using more and more olive oil? Because it is the only fat that meets consumers' new requirements in developed countries. First and foremost, consumers want to eat healthier. Olive oil is also the answer to consumer demand for more sustainable food. Regarding sustainability, European olive groves are an example of best environmental practices.

They are a barrier against climate change, fixing atmospheric CO2 with a climate-positive result. This makes an excellent contribution to the European Green Deal. Plus, this crop has evolved over the centuries into a veritable forest. And this forest has a wealth of biodiversity. Thus, it comes as no surprise that Japan is an essential partner for European olive oils. In fact, Japan is the top consumer of Spanish olive oils in Asia and the second outside the European Union. In 2020, 65% of imports of this food came from Spain, allowing European olive oils to represent 95% of total imports. In fact, at about 70,000 tons per year, Japan is already the country with the third-highest olive oil consumption outside the Mediterranean area – and everything seems to indicate that this trend will get stronger in the future.



➔ <https://www.oliveoilfromspain.org/>
➔ <https://www.oliveoilfromspain.jp/>

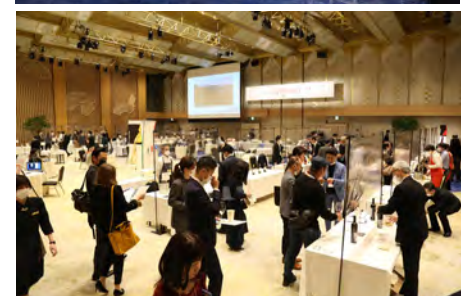
6TH EDITION OF "SETTIMANA DELLA CUCINA ITALIANA"

The "Settimana della Cucina Italiana" is a worldwide project promoted by the Italian Ministry of Foreign Affairs and International Cooperation together with related ministries and agencies, public organisations, industry organisations, and private companies with the purpose of promoting quality Italian cuisine and its agri-food products abroad and it is increasingly establishing as an event of great importance.

It started six years ago and takes place every year in November in all the Countries where an Italian diplomatic-consular network is present. This year the "Settimana della Cucina Italiana" was scheduled from 22 to 28 November. Many events took place around the world during that week but also already kicked off from the end of October: seminars and conferences, meetings with chefs and cooking classes, tastings and dinners, and trade promotion activities.

As part of the "Settimana della Cucina Italiana" program the Trade Promotion Section of Embassy of Italy Tokyo organised two phygital events: Borsa Vini and Borsa Olio EVO. Borsa Vini was held in Tokyo on 25-26 October. The workshop with wine tastings and virtual B2B

meetings was attended by 35 Italian wineries which presented more than 100 Italian wines and by about 300 Japanese professional visitors during the two days. Borsa Olio EVO was the first edition of a workshop in Japan dedicated to Italian extra virgin olive oil. It was held in two cities, Osaka (22 November) and Tokyo (24-25 November). As for Borsa Vini, the event offered the possibility of product tastings and online B2B with the 20 Italian companies which showed more than 40 types of Italian EVOs. Both events provided an opportunity for Japanese industry professionals and Italian producers to exchange latest information on Italian products and establish direct contacts in a period in which is still impossible for Italian companies to reach Japan.



➔ <https://www.ice-tokyo.or.jp/borsa-vini2021>
➔ <https://www.ice-tokyo.or.jp/borsaolioevo2021>

CCILJ'S 50TH ANNIVERSARY CELEBRATIONS



Over the last 50 years, the Portuguese Japanese Chamber of Commerce and Industry (CCILJ) has played a leading role in linking Portuguese companies to Japan and vice-versa. When the Chamber felt that a strategic look was needed for the next 50 years, maintaining the values and their mission, they decided to update their value proposition at various levels.

The CCILJ thus launched a new corporate image and a new website, the basis of what is expected to be a new stage at CCILJ, with a new dynamic but with the energy and values that are already their characteristic. In this way the CCILJ hopes to be more relevant in its mission and in supporting its associates. After 50 years of service to relations between Portugal and Japan, the CCILJ remains focused on its mission and always ready to support its members! In honour of the 50th anniversary on the date of this extraordinary feat, a YouTube channel was created https://www.youtube.com/watch?v=uWsS_oyeSIQ&list=PLUEO62nf97e412F8MjODoBMTpWFW_cR45

➔ <https://www.ccilj.pt>



VISIT OF THE JAPANESE AMBASSADOR TO TRNAVA CITY

On 27 October Mr. Nakagawa Makoto, the Ambassador of Japan to the Slovak Republic, accompanied by Mr. Jozef Zvonček, senior analyst of the Section of Political and Economic Affairs of the Embassy of Japan, paid his visit to the Trnava Regional Chamber of SCCI.

His Excellency was acquainted with the activities of Trnava Regional Chamber of SCCI and informed about Japanese companies doing business in Slovakia. Then there was discussion with Slovak companies and organisations, that expressed interest in the meeting. The participating companies and organisations were from various areas of business such as the chemical industry, spa, nuclear energy, simulators and training systems for military and civil aviation and land forces, Slovak Investment and Trade Development Agency (SARIO). His Excellency discussed with each company, answered their questions and promised help in their activities towards the Japanese market. Then the visit continued with the programme at the City Hall of the Trnava and by visiting of the company Trnavske Sladovne (Trnava Melt House), Ltd.



Meetings at Trnava Regional Chamber of Slovak Chamber of Commerce and Industry (two pictures on the right); Meeting at Trnava Melt House Ltd. (on the left); Meeting at City Hall of the Trnava (in the center).

➔ <https://www.sopk.sk/tt/nezaradene/navsteva-velvyslanca-japonska-v-trnave>

REVAMPED EEN JAPAN WEBSITE FOR ITS 10 YEARS OF EXISTENCE



In the continuous process of providing user-friendly services, the website of Enterprise Europe Network Japan was renewed. More visual, with a new responsive technology to accommodate smartphone users, a wider display of Japanese and EU companies' profiles in search for partners, these are some of the new features that have been developed to make the website more attractive. A nice way to celebrate the 10 years of Enterprise Europe Network in Japan. ➔ <https://www.een-japan.eu>



Profiles

EEN Japan promotes profiles of Japanese companies looking for EU partners.

Discover all profiles!

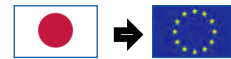
Japan developed anti-loosening bolt technology offered under licensing agreement

A Japanese optical testing equipment manufacturer seeks distribution partners and agents in the EU

Japanese eco-friendly company seeks distributors in the EU for their bamboo and wooden consumer goods

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



➔ <https://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTOR OR AGENT Sector: toys

Educational toy to help toddlers and pre-schoolers learn programming.
Profile ID: **BOJP20211116001**



REQUEST FOR SUPPLIER Sector: environment

A Japanese trading company is looking for carbon capture, usage, and storage (CCUS) solutions in the EU to represent, distribute, or license
Profile ID: **BRJP20211022001**

REQUEST FOR DISTRIBUTOR OR AGENT Sector: healthcare

Handheld magnetic probe utilised in sentinel lymph node detection and occult lesion localisation
Profile ID: **BOJP20210930001**



MANUFACTURING SERVICES OFFERED Sector: medical device

OEM manufacturing services for magnesium made canes and wheelchair frames
Profile ID: **BOJP20210914001**



REQUEST FOR DISTRIBUTORS Sector: environment

Eco-friendly bamboo and wooden consumer goods such as straws, toothbrush, and cutlery
Profile ID: **BOJP20211022001**

REQUEST FOR DISTRIBUTOR OR AGENT Sector: healthcare

Sensor technology for usage in elderly care
Profile ID: **BOJP20200929002**





DATE/LOCATION	DETAILS	CONTACTS
12 January 2022	ONLINE TRAINING Export to Japan 30: Registration process and procedures: IPR (trademark & others)	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-30-registration-process-and-procedures-ipr-trademark
18 January 2022	WEBINAR About Japan webinar 186: Semiconductor market in Japan	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-186-semiconductor-market-japan
19 January 2022	ONLINE TRAINING Export to Japan 31: Registration process and procedures: Japanese Standards (JIS & JAS)	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-31-registration-process-and-procedures-japanese
25 January 2022	WEBINAR EPA Helpdesk webinar 45: Rules of Origin	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-series-45-rules-origin
26 January 2022	ONLINE TRAINING Export to Japan 32: Registration process and procedures: Functional, nutritious, and free-from food	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-32-registration-process-and-procedures-functional
2 February 2022	ONLINE TRAINING Export to Japan 33: Registration process and procedures: Manufacturing and marketing pharmaceutical and medical device	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-33-registration-process-and-procedures-manufacturing
9 February 2022	ONLINE TRAINING Export to Japan 34: EU Advantages on Agriculture and Food Products: Meat products	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-34-eu-advantages-agriculture-and-food-products-meat
16 February 2022	ONLINE TRAINING Export to Japan 35: EU Advantages on Agriculture and Food Products: Dairy products	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/library/event/export-to-japan-webinar-series-35-eu-advantages-agriculture-and-food-products-dairy
7 - 11 March 2022	WORLD CLASS MANUFACTURING ONLINE training course LIVE with Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing-mission-ii

THE EU-JAPAN CENTRE WISHES YOU A HAPPY NEW YEAR 2022



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

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue. This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

ANY EU-JAPAN-RELATED NEWS?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter : newsletter@eu-japan.eu

HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station bldg 4F
1-27-6 Shirokane, Minato-ku
Tokyo 108-0072, Japan
T +81 3 6408 0281

OFFICE IN THE EU

Rue Marie de Bourgogne 52
B-1000 Brussels, Belgium
T +32 2 282 00 40
office@eu-japan.eu

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

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