



## EU-JAPAN CENTRE'S NEW DEFENCE MISSION FOR SMEs AT DSEI JAPAN 2025



The EU-Japan Centre will host a Defence Business Mission in Tokyo on 20-23 May 2025, offering 12 selected EU SMEs specializing in defence technologies the opportunity to exhibit at DSEI Japan 2025 (<https://www.dsei-japan.com>), Japan's leading defence and security exhibition.

This initiative aims to foster cooperation between EU defence-related enterprises and the Japanese market, enabling SMEs to showcase their solutions, including cybersecurity, drone technology, radar systems, and satellite communications. The mission will include a special pitching and networking event, providing participants with the chance to present their innovations to Japanese government representatives, industry leaders, and EU defence attaches stationed in Japan. To support participants in effectively communicating with Japanese stakeholders, the Centre will provide a translated poster and professional interpreters at the event. Additionally, selected companies will receive guidance on Japanese business etiquette and mission details via pre-departure webinars. This mission aligns with the EU-Japan Centre's goals of promoting business cooperation and supporting SMEs as they enter the Japanese market.

**Targets:** EU SMEs active in the defence sectors

**Applications deadline:** 17 January 2025

**Date:** 20-23 May 2025

**Venue:** Tokyo, Japan

Additional information about eligibility conditions and application form available online:

➔ <https://www.eu-japan.eu/events/defence-mission>



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## NEW "INVEST IN EU HUB" SERVICE FOR JAPANESE COMPANIES

The new "Invest in EU Hub" service promotes investment opportunities in the EU for Japanese investors and links them to sources of information and resources at EU-level or in the Member State. See page 3.

➔ <https://www.eu-japan.eu/invest-eu-hub>



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

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## THE 26<sup>TH</sup> MEETING OF THE EU-JAPAN BRT WILL TAKE PLACE IN TOKYO IN FEBRUARY

The 26th annual meeting of the EU-Japan Business Round Table will be held in Tokyo on 12 February 2025. It will be co-chaired by Nobuhiro Endo (Japan-side BRT Chair and Executive Advisor, NEC Corporation) for the second time and by Belén Garijo (EU-side BRT Chair and Chair of the Executive Board and CEO, Merck) for the first time.

The meeting will focus on “Japan & the EU – Global Partnership in a Changing World”. The meeting will include exchanges with senior representatives of the EU and Japanese authorities and keynote speeches, as well as two-panel discussions looking at economic security and industrial competitiveness. The meeting is also expected to adopt its annual recommendations to the EU and Japanese Authorities. Participants will also discuss innovation, best practice sharing and SDGs.

The BRT brings together senior representatives of 92 EU and Japanese companies, business federations, chambers of commerce and other organisations.

➔ <https://www.eu-japan.eu/brt>



A fifth of its members represent SMEs and 14% represent organisations. Established in 1999, its members discuss issues of common interest; review factors affecting trade, investment and other forms of cooperation; provide an EU-Japan business perspective to both topical and long-term issues of public policy; and identify practical recommendations to the Authorities (and support EU-Japan official dialogues) to help develop trade and investment between the EU and Japan or joint investment of the two in third markets.

A report on the meeting will be included in March's edition of EU-Japan NEWS.

## GREEN BONDS SEMINAR IN TOKYO

Seminar on Green Bonds took place at the EU Delegation in Tokyo

The European Union and Japan strongly support sustainable finance and have been active partners in various fora such as the International Platform for Sustainable Finance and the G20 Sustainable Finance Working Group.

In this context, on 29 October, the Delegation of the European Union to Japan hosted a public event co-organised with the EU-Japan Centre with the support of the EU-Japan Green Alliance Facility. The event delved into discussions on green bonds and relevant standards and explored the challenges and opportunities for both EU and Japanese capital markets and financial institutions in this evolving landscape. 80 guests attended the event despite the torrential rain hitting Tokyo that day, a sign of the high interest raised by this topic.



Above: On the right: EU Ambassador to Japan Jean-Eric Paquet

Below from left: Sachie Ii, Chief Sustainability Strategist, Mizuho Financial Group; Maiko Morishita, Programme Manager, Finance Taskforce, IGES; Alexandra Jour-Schroeder, Deputy Director General, DG FISMA, European Commission; Toshiyuki Miyoshi, Vice Commissioner for International Affairs, Financial Services Agency; Bruno Gaussorgues, Group Country Head, Japan, Société Générale; Makiko Hashiguchi, Director, Bond Section, Tokyo Metropolitan Government



## NEW “INVEST IN EU HUB” SERVICE: PROMOTING INVESTMENT OPPORTUNITIES IN THE EU

Earlier this year, the EU-Japan Centre launched an “Invest in EU Hub” service to promote investment opportunities in the EU for Japanese companies.



Aimed at Japanese investors, VCs and business leaders, the Hub will highlight the opportunities for and benefits of investing in Europe and will ‘signpost’ users to sources of information and resources at EU-level or in the EU27 Member States.

Currently, the Hub’s webpage lists calls for proposals (such as the “Call for Strategic Projects under the Net-Zero Industry Act” or “NZIA”) supported or co-financed by the European Commission, the European Investment Bank or other EU-level institution and which are open to Japanese companies in Japan and/or to their EU subsidiaries/affiliates.

In the coming months the Hub’s webpage will also feature information about investment conditions and support available in individual EU Member States; details of webinars and seminars where Japanese stakeholders can hear from, and interact with, people running the EU-level or Member State-level investment opportunities; profiles of success stories; and other information aimed at stimulating Japanese investment and activities in Europe.

On 31 October, the EU-Japan Centre met with representatives of 17 investment agencies from EU Member States to share ideas and discuss a “Team Europe” approach to highlighting the possibilities the EU offers to Japanese financiers, VCs and other investors. The participants agreed to hold regular meetings and other cooperation.

➡ <https://www.eu-japan.eu/invest-eu-hub>

### Invest in EU Hub: EUへの投資を促進

日本の投資家、ベンチャーキャピタル (VC)、ビジネスリーダーを対象とした「対EU投資ハブ」は、ヨーロッパへの投資機会とその利点を紹介し、ユーザーをEUレベルまたはEU加盟27カ国の情報源やリソースへ案内するプラットフォームです。

現在、ウェブページでは、日本国内の日本企業やそのEU子会社/関連企業が応募可能な、欧州委員会、欧州投資銀行、またはその他のEUレベルの機関によって支援または共同出資されている提案募集 (例えば、「ネットゼロ産業法 (NZIA)」に基づく戦略的プロジェクトの提案募集) を掲載しています。今後数か月以内に、ウェブページには、各EU加盟国における投資条件や支援策に関する情報、EUレベルまたは加盟国レベルの投資機会を扱う担当者から話を聞き、交流するためのウェビナーやセミナーの詳細、成功事例の紹介、その他日本からの投資およびヨーロッパでの活動を促進するための情報が追加される予定です。

10月31日、日欧産業協力センターはEU加盟国の17の投資機関の代表者と会合を持ち、「チームヨーロッパ」のアプローチで日本の金融業者、ベンチャーキャピタル、およびその他の投資家にEUが提供する可能性を強調する方法について意見交換を行いました。参加者は定期的な会合を開催することに合意しました。

➡ <https://www.eu-japan.eu/ja/invest-eu-hub>

# VULCANUS IN JAPAN 2023/24 AND 2024/25 SESSIONS

Final presentation and welcome to the new students



On 23 August, the students attending the Vulcanus in Japan 2023/24 session gathered at Europe House in Tokyo for the final presentation of their programme, while the new students of the 2024/25 session joined the celebration. The 16 participants of the 2023/24 session arrived in Japan in September 2023 and after an intensive language course of four months, completed an eight-month internship at their respective Japanese host companies. While working on the specific tasks assigned to them during the internship by the company, the students also conducted their own research on the side in order to complete a report on a topic of their choosing related to the Japanese industry. During the final presentation, each student explained the tasks and achievements of their internship sharing their experiences with the audience.



The Centre would like to express its congratulations to all the Vulcanus 2023/24 interns and a warm welcome to the new batch of Vulcanus 2024/25 students! Vulcanus in Japan started in 1997. The 8-month-long programme for European students in engineering and other scientific fields consists of a seminar about Japan, an intensive Japanese language course and an industrial placement.

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

## VULCANUS IN JAPAN – A TRAMPOLINE TO SUCCESS



By **MARIA MASLOVA**, Vulcanus in Japan 2023/24, Structural design architect-engineer, Nuclear Energy Division, Obayashi Corporation.

**When looking back at your Vulcanus experience: did it fulfil your expectations?**

*My expectations about Vulcanus were exceeded at all levels: the language course is not just about the language, it's also about culture, manners, and history. The internship, even though very technical, strongly bonds you with the host company and the people.*

**Please describe your personal evolution.**

*Vulcanus pushed me out of my comfort zone: I started studying an entirely new language while discovering surprising compatibility with the Japanese society and its rules; I also learned to cherish every social interaction.*

**Please describe your professional evolution.**

*Despite being a licensed architect with an MSc degree from the Polytechnic of Milan, in the EU I wouldn't be allowed in structural seismic-design engineering in general, let alone when it comes to nuclear power plants. Japan surprisingly proved to be more open-minded, offering me a career path in this field. After the programme concluded in August 2024, I went back home for a couple of months before returning to Japan in October for work. In fact, I was offered a work contract for the same position I had at JGC, my host company.*



*Although JGC could not hire me, they went to great lengths to help me find a job, eventually introducing me to my current employer, Obayashi Corporation, which is a company JGC collaborates with. And it all started with Vulcanus.*

**What are your current goals and ambitions?**

*In the long run, I aspire to take the Japanese license 構造設計一級建築士, First-Class Structural Design Architect, required for special buildings and for those over 60 m tall. On a personal note, to reach a level of Japanese language needed to live comfortably and confidently.*

**Any advice for other students willing to attend this programme?**

*Come to Vulcanus with an open mind, don't take anything for granted, and absorb everything that surrounds you. If unsure about applying, don't think twice and go for it; if successful, Vulcanus will forever be a time to remember.*

**Any funny or curious cultural shock anecdotes during your stay?**

*As an architect, I was surprised to find out how efficient and pragmatic the apartment units are in Japan despite the tiny dimensions, yet seismically isolated and safe.*

## THREE MORE MARKET ACCESS WORKSHOPS

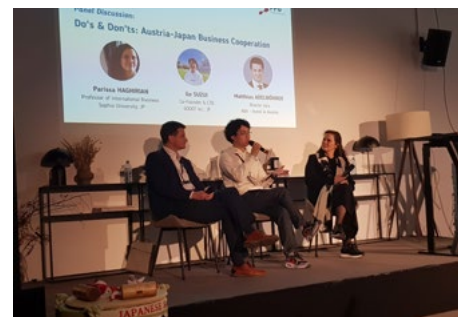
In its ongoing efforts to help European SMEs to access the Japanese market, since 2015 the EU-Japan Centre has organized on regular bases various market access workshops to explain about the specificities of doing business in Japan, focusing on the cultural aspects or some industrial sectors.

The EU-Japan Centre is pleased to report the successful conclusion of three more workshops since our October issue, co-organized with Malta Enterprise and Trade Malta on Japanese Business Culture, with the Bratislava and Kosice regional Slovakian Chambers of Commerce on the ICT sector, and with the Austrian Research Promotion Agency on Japanese Business Culture. Notably, these workshops had new and adapted formats in comparison to our typical Market Access Workshop.

Two out of three sessions were organized online with the cooperation of two different agencies from the same EU Member State, enabling wider reach of our Workshops when it comes to EU SMEs.

Our cooperation with the Slovakian Chamber of Commerce and Industry included a series of breakout rooms at the initiative of our partner, where participants could get one-on-one time with individual speakers.

On the other hand, our onsite workshop, took place as part of the Future Forward Innovation Hub in Vienna, a successful innovation event with over 500 participants. The workshop included an interview with a successful Japanese start-up in Austria and the Asia Director of Invest in Austria, conducted by our expert on Japanese Business Culture. With the upcoming Osaka Expo on the horizon, interest for the Japanese market is high!



Interested in organizing an onsite or online workshop?

Please contact Ms Ana Horvatin at: [workshops@eu-japan.eu](mailto:workshops@eu-japan.eu)

## JAPANESE POLICY AND REGULATORY DEVELOPMENTS NEWSLETTER



Following a break of few months, the EU-Japan Centre is pleased to release a revamped version of our monthly "Industry and Policy News" now rebranded as "Japanese Policy and Regulatory Developments News". This newsletter will review key developments in Japanese industry and government policy. The first two releases are available on our website along with the weekly Japanese policy news.

➡ <https://www.eu-japan.eu/tags/japanese-industry-and-policy-news>

## INTERVIEW SERIES: THE PEOPLE BEHIND EU-JAPAN COOPERATION

EU-Japan cooperation takes shape in many forms: signed agreements, trade missions and cultural events, joint innovation and dialogue. But the question remains: Who are the people behind these efforts? What is their story and how did they become a gear in developing international cooperation?



**Polish Investment & Trade Agency**  
PFR Group



The EU-Japan Centre is happy to introduce the seventh installment of this series with the interview of **MARTA SZCZYGIEL** the Head of the Foreign Trade Office in Tokyo at the Polish Investment and Trade Agency <https://www.paih.gov.pl/en>

**Q: What is your professional background? How did you first get in contact with Japan?**

*Marta: I've always been interested in Japan. This is the same for many people, but when I was little in Poland, we had anime. I remember that it was dubbed in Italian because in Poland it was difficult to get the original series.*

*Then I heard for the first time that they were Japanese, so it intrigued me to learn a bit more about Japan. This led me to go into Japanese studies as my major at university and I continued from that point on. I had an opportunity to go on a scholarship to Japan three times in total, including doing my PhD at Osaka University. Even later, when I finished my academic career, I still wanted to have some type of connection with Japan. That is why I shifted towards business, which led me to join the Polish Investment and Trade Agency as the Head of Tokyo Office in 2019.*

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**Q: Looking at your career, you worked as a freelancer in Japan for a while as a writer, researcher and translator. Can you tell us in brief about the challenges of being a freelancer in Japan?**

*Marta:* Well, I have to say that I was a freelancer, but it was not in Japan. I worked as a freelancer in Poland for companies connected to Japan, and that gave me an opportunity to go on long business trips to Japan for training purposes. We would be there for around 3 months - because of the visa, it was not possible to stay longer. That was a really great experience because it gave me an insight on what was happening in Japanese companies, and it was totally different from what I had imagined. In terms of the Japanese freelance market, it is very difficult to start for foreigners.

My advice would be to find a job or a place to study before arriving, because you absolutely need a visa to work in Japan. If you want to teach, some English schools sponsor visas, but you must start the process while abroad. Otherwise, if you come to Japan on a tourist visa and you reach out to, let's say, English schools, or you want to freelance, you won't be able to stay here legally.

However, if anybody can afford it, I think it's a good idea to first come visit Japan or maybe do a little gig if you know Japanese. I always say that Japan is one of the best countries to visit, but once you start working in Japan, it is a completely different story. So maybe do not dive in but try to dip in a little bit, and then think about whether you really want to do it or not. That is what freelancing from Poland enabled me to do.

**Q: For the last 3 years, you have been working as the Head of Foreign Trade Office in Tokyo at the Polish Investment and Trade Agency. Can you tell us about your mission?**

*Marta:* As the name suggests, our agency has two basic missions: to support Polish companies wanting to expand into foreign markets, and to attract foreign direct investments into Poland. We have more than 50 foreign offices all over the world and I am responsible for the one in Tokyo, which means that we support Polish companies wanting to expand into the Japanese market. This is the main responsibility of the Foreign Trade Office. We belong to the export support department, and this



is basically 80% of our job. Another 10% of our job is being the first point of contact when it comes to FDI, so if a Japanese company is considering expanding into Europe and they think Poland might be a good choice - and Poland is the best choice right now, we give them some basic information. We are here in Tokyo, and we speak Japanese, so it is better for Japanese companies to meet us and see their options. I always say that we are like a "madoguchi" for Japanese companies into Poland. As for the remaining 10%... and it is 10% for now, I imagine it will increase pretty soon, it is activities related to the Osaka Expo, because our agency is responsible for the Polish pavilion. Starting next year, it will get very busy in Japan because we have trade missions coming from Poland, with almost every prefecture in Poland putting together a delegation. But at the moment, I would say that 80% is supporting exports, 10% is supporting investment and 10% is supporting EXPO activities.

**Q: How does PAIH help Polish companies expand into foreign markets like Japan?**

*Marta:* We do it by supporting business matching. If one wants to start a business in Japan or to expand into Japan, there are two ways to do so. You can start your own company or open a branch, a legal entity here in Japan. This is one way.

The other way is to find a partner, an importer who will import your products. One might think that this way is easier because it does not require starting a company in Japan, but you know, finding partners is very difficult. So we have many connections with importers, and when, for example, a Polish company is selling beef (because Polish beef is pretty hot in Japan and it is #1 when it comes to beef exports from the EU), they contact us, then we prepare a short PR of the company, the products, and their motivation to reach

Japan, which we translate into Japanese. Notably, this is not the standard in Poland. Many Polish companies reach out to us and ask us to send them a contact list. They want to contact the companies directly because they believe that this is the best approach. I understand, because as the company owner, as the producer, they know how to PR their product the best.

But it is not the way things go in Japan. We do not give our contacts because if we were doing that, they would be spammed by offers that do not meet their criteria. We are always in between, and we try to first get the offer presented in the best way and offer it to Japanese importers. If they say they are interested in cooperation or want to get more details - at this point, we disclose both e-mail addresses. We connect them, and from that point on, it's basically on them.

Finally, and this is very important - we always say that if you want to find partners in Japan, the best way to do that is to actually come to Japan because it is very important for the Japanese people to see the person, to talk with them, to see the product. For that reason, we try to support Polish companies in coming to Japan.

We do not provide any cash grants, but we organize Polish pavilions at different trade fairs, just like the EU-Japan Centre does. If we see a potential for Polish products in a certain sector, we participate in related trade fairs. We recruit companies, and cover all the costs of attending, creating the pavilion and PR materials, and we support with translation and other aspects on site. However, Polish companies have to come to Japan by themselves and pay for their own plane tickets and hotel. We think this is not only a good way for the companies to come to Japan and showcase their products, but it is also good for Poland in general to have a Polish pavilion at trade fairs to promote the "Polish brand".

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**Q: What is your relationship with the EU-Japan Centre? What forms of collaboration have you observed between PAIH and the EU-Japan Centre?**

*Marta: I think that our approaches are very similar. As I said, the EU-Japan Centre does what we do, but on a much bigger scale. We do similar things, but just for Polish companies because we are a Polish government agency. We have a long list of Polish companies that are interested in Japan divided into sectors, for example, biotech or food companies.*

*When we see a mission from the EU-Japan Centre, we send emails to potentially interested parties because Polish companies are eligible. It is important to grab every opportunity that there is, and having limited resources, we simply rely on your activities as well. Sometimes, when we have a big event, we also ask you to put it in your newsletter. Other times, when we have our own missions, we try to get someone from the Centre to give a speech. We always remember the Centre during our missions because it also shows that Poland is a member of the EU so we want to cooperate as much as we can, and it also benefits Polish companies and the Polish economy.*

**Q: How do you cooperate with other organizations based in Japan to promote your activities?**

*Marta: We often take part in business seminars organized by other organizations, most of them being investment related. For example, if one of the 3 mega banks makes a seminar and they want to highlight Poland, then we are present. Usually, they focus on either Poland, Hungary or the Czech Republic, as they are the top three countries that Japanese companies are interested in when it comes to investing in the EU right now.*

*Another example, on the 15 November, there was a big event for the Japanese Automotive Importers Association (JAIA), and I was one of the panelists. This is our goal: we need to build our brand. We need to be all over the place and talk about Poland. It does not have to start big, but Japanese people should realize where we are and what we have to offer. So, we cooperate with whoever we can.*



*Of course, we also do some sort of screening, but we are always happy to cooperate with Chambers of Commerce and similar organizations. It takes a long time, but we already see a big improvement when it comes to Poland's position – how people see and recognize Poland.*

**Q: What is the Poland Pavilion for the Osaka Expo focused on and what do you expect to gain from participation?**

*Marta: We have a different department that is responsible for the EXPO, and I can say that the start was quite difficult but right now, the pavilion's construction is gaining momentum. It will be an original Polish pavilion, which is something we are very proud of – we will have it built from scratch. The pavilion will focus on six leading sectors of Polish industry: the cosmetics sector, food and agritech, green energy or green tech (including hydrogen, because Poland is smashing into the hydrogen field), medtech, IT (including fintech and startups), and the gaming sector.*

*What we want to gain from it - we want to make our brand. When Japanese people know about Poland, it is usually: "Oh, you suffered severely in World War II". They have this very dark image of Poland, but right now we have so much more to offer. We want to show Poland as a modern, thriving country and this is also encompassed in our slogan: 'Heritage that drives the future'. Of course, we have our history, but our history just made us stronger. Some time ago – let's say 10-20 years ago – Japan had a lot to offer to countries like Poland and it still has. But right now, the situation is changing, and we want to show that we also have a lot to offer to Japan, that we are equal partners.*

**Q: Would you like to highlight or promote any projects, either past or upcoming, that might be interesting for our subscribers?**

*Marta: That would definitely be our trade missions to Japan! We organize about four missions per year in industries that Poland is strong in and that have potential on the Japanese market. This year we organized missions in the cosmetic, IT and startup sectors. For our missions, we organize a Polish Pavilion at significant trade fairs, create promotional materials and invite our network for B2B meetings among other activities set to maximize the potential of our participants to find Japanese partners.*

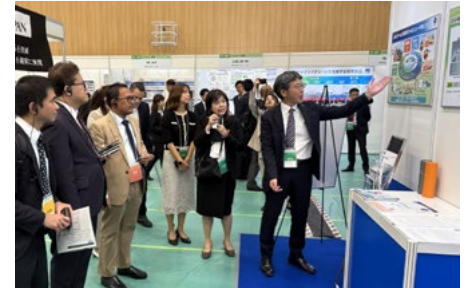
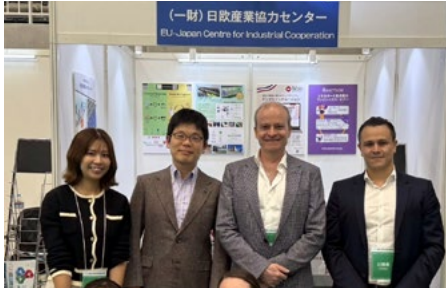
*Next year, however, we will concentrate on the Polish participation at the 2025 Osaka, Kansai Expo. For information about available programs for economic promotion, please see the following: <https://expo.gov.pl/?lang=en>*

**Q: As a final question, how do you see the current relations between Poland and Japan in the forthcoming years in terms of business and trade?**

*Marta: Poland sees Japan as one of our strongest allies in Asia and the good relationship translates to business relations, which are growing stronger each year. We hope to decrease the trade deficit of Polish exports to Japan in the forthcoming years as well as attract more Japanese investments to Poland. One of the sectors of special interest is the energy industry – for example, Poland is the 3rd hydrogen producer in the EU and in 2023 Poland and Japan signed a Memorandum of Cooperation in the field of hydrogen. I hope that more Japanese companies put Poland on their radar, because we are worth it!*

## EU-JAPAN BUSINESS COOPERATION IN ASEAN DISCUSSED AT THE 17<sup>TH</sup> KAWASAKI INTERNATIONAL ECO-TECH FAIR

On 13-15 November 2024, four European SMEs participated in the **17th Kawasaki International Eco-Tech Fair** to take part in a matchmaking event with Japanese companies and government representatives from Cambodia and the Philippines (Cebu).



Every year, the Kawasaki International Eco-Tech Fair brings together companies active in waste management, water treatment, renewable energy and other environmental solutions.

The EU-Japan Centre together with Kawasaki City and the United Nations Industrial Development Organization's Investment and Technology Promotion Office in Tokyo organised a three-day programme around the trade fair to foster EU-Japan business cooperation in ASEAN. The EU-Japan Centre supported four European SMEs interested in working with Japanese firms not only in Japan, but also to expand with them into the ASEAN market:

- **AC Biode** decomposes and recycles

various types of plastic and organic wastes in a sustainable way.

- **ALGAESYS** treats municipal & industrial wastewaters that can be reused for irrigation and industrial boilers.

- **FACIL'iti** develops a solution that facilitates website browsing for individuals with visual impairments, cognitive disorders, and motor difficulties.

- **METRON** develops a software solution that monitors companies' energy efficiency and helps them optimise their energy use.

On the first day, the European participants joined a booth tour and met a dozen Japanese companies. Government representatives from Cambodia and the Philippines were present as well.

A matchmaking session was organized during which the European companies had pre-arranged meetings with visitors and other exhibitors.

On the second day, the EU-Japan Centre and its partners organised the ASEANxEU Meet-Up Day. The event included a pitching session to promote the solutions developed by the European participants and a discussion session to further explain the challenges faced by Cambodia and the Philippines and how EU and Japanese companies can work together to tackle these challenges.

On the third and final day, the participants visited three companies in Kawasaki: a waste management plant, the world's first hydrogen hotel and a biomass power plant.



Testimonial by **JAMES LANDER**, Co-Founder & Executive Director, Business Development, **ALGAESYS S.A.**

### What was the most important learning point of the mission?

*"The whole trip to Kawasaki Eco-Tech Fair exceeded my expectations and was packed with valuable connections and conversations. Many Japanese engineering companies had a strong established presence across ASEAN and recognised the value that our systems could contribute to their value proposition and continued competitiveness. A lot of Japanese infrastructure which was state-of-the-art is now in need of reinvestment and herein lies an opportunity for ALGAESYS to contribute to a new era of high integrity decarbonised circular water management".*

### What was the most valuable component and why?

*"The matchmaking sessions and booth-side meetings were the most valuable component with fabulous support from the interpreters who were themselves seasoned industrialists with great enthusiasm and who offered practical business development support and cultural advice (i.e. not just gifted linguists!). The EU-Japan Centre staff did a great job of tracking people down to meet and were very proactive".*

### How will your participation benefit your company?

*"My attendance was a huge step forward in helping our company assess the Japanese internal market and overseas collaboration – nothing beats meeting people in person – people who are often difficult to get in front of in the normal course of business. With some of the companies I felt there were people present who could make decisions and so there were some immediate points of follow-up".*

### What would be your advice for future participants based on your experience?

*"Although I had a busy international travel schedule in the month leading up to the event, I had prepared reasonably well, including my own limited contacts in Japan. The EU-Japan Centre team was certainly on my case and keeping me on my toes in this preparation stage! The more you prepare upfront, the more the EU-Japan Centre can help you make a success. They were very proactive and focused on helping each EU company best prepare".*



## GET READY FOR JAPAN OCT-NOV 2024 – 8<sup>TH</sup> EDITION

The 8th Get Ready For Japan (GRFJ) programme was organized by the EU-Japan Centre in two parts, with the online session on 21-25 October, and the onsite session in Tokyo on 11-15 November 2024. 7 SME companies from 7 EU Member States participated in this Autumn programme.



The two-week GRFJ programme offers EU executives and managers with an interest in the Japanese market a unique opportunity to experience and understand Japanese business practices, as well as both cultural and economic factors, in order to initiate or achieve business success in Japan. Focusing on business management, the programme is designed to enable participants to gain a thorough understanding of the current state of business in Japan through practical analysis and research.

During the two weeks, participants benefited from a series of lectures on Japanese culture, economy, and the differences between Japanese and European companies, two visits to large and small companies, a one-day joint seminar with role-playing on “intercultural communication and international business management, negotiation for international business operations”, and a marketing discovery tour. In addition, the most important part is that within the framework of the mission, all participants had individual company meetings with potential Japanese partners to help them develop their business in Japan or learn more about the country.

### Looking Ahead: Mark your calendars!

The EU-Japan Centre is excited to announce the 9th edition of the GRFJ programme starting on 19-23 May 2025 with the online session, followed by an onsite session in Tokyo on 9-13 June. If you are interested in staying informed about the opening of the application period, please reach out via email to:

[Follow-up\\_CSM@eu-japan.eu](mailto:Follow-up_CSM@eu-japan.eu)

## PARTICIPANTS FEEDBACK

*“The programme largely met my expectations and helped me achieve most of the goals I had set before participating. Networking with other European SMEs provided valuable insights into the challenges and strategies required to succeed in the Japanese market. The sessions with the advisor Mrs. Parissa exceeded my expectations, offering a clear understanding of Japanese business practices and how to navigate meetings effectively. While the EU-Japan Centre offered a variety of beneficial activities, the most interesting and impactful was the Individual Company Meetings. These meetings provided a unique opportunity to interact directly with new businesses and form valuable connections with Japanese companies, which was one of the primary goals of the trip. Building these relationships was essential for understanding the Japanese market and exploring new business opportunities.”*

By **GEORGE KITSIOS**, Business Development Manager, L.K Hi-Tech Auto Ltd, <https://hitechauto.eu>

*“The program exceeded my expectations, providing practical tools and insights to improve our engagements with Japanese partners and expand our network. The communication styles and negotiation practices I learned will enable me to approach future interactions with greater confidence and adaptability. This experience is significant for our company as it offers an entry into a market with great potential. With patience and a thoughtful approach, we now have the tools and knowledge to engage meaningfully in the Japanese business landscape.”* *“The program was well-structured, with relevant and insightful sessions and company visits. I appreciated joining additional visits and participating in the calligraphy course, which added depth to the experience.”*

By **ANDREW WILLEMS**, CEO, AWIT, <https://www.awit-consulting.com>

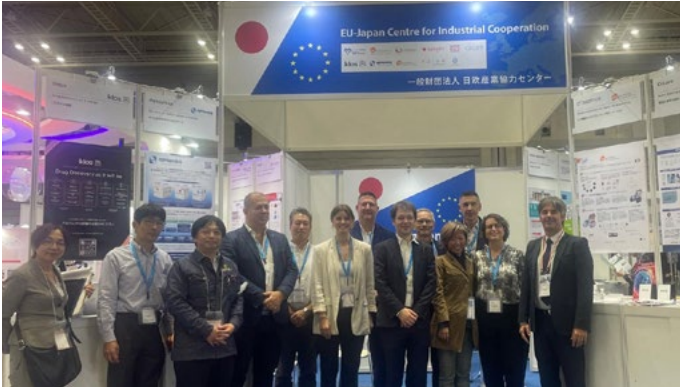
*“The course was very helpful in learning about different aspects of the Japanese market. Beginning with the online session, I was able to learn several things about the Japanese market, starting with the culture, how to approach business and possible local partners, economics, and customs to follow in order to avoid being inappropriate. The onsite session allowed me to put the lessons into practice and experience firsthand what it is like to do business with a potential Japanese client. The activities I most enjoyed were the online seminars on the differences between European and Japanese corporations and how to communicate with Japanese people. Also, the onsite sessions featuring Japanese guests and the individual meetings, all of which allowed me to achieve my goals and set new ones for the near future.”*

By **ALESSANDRO PERI**, Sales Area Manager, BRAM-COR SPA, <https://www.bram-cor.com>

➔ <https://www.eu-japan.eu/get-ready-for-japan>

## 5 DAYS IN JAPAN FILLED WITH OPPORTUNITIES IN BIOTECH & PHARMA

On 7-12 October, the EU-Japan Centre for Industrial Cooperation organised its annual business mission in the Life Sciences field. 10 SMEs from Austria, France, Germany, Greece, Latvia and Portugal and the Clust-ER Health from Emilia-Romagna in Italy participated in the 5-day mission.



The mission began in Osaka with participation in the EU-Japan Biotech & Pharma Partnering Conference. The conference was jointly organised by the EU-Japan Centre and the Osaka Prefectural Government, and supported by various Japanese and European clusters, EU Member State embassies and trade promotion organisations. 153 participants from 18 European countries and Japan attended the partnering meetings in Osaka. Luncheon pitches, a poster exhibition and a reception completed the conference programme. Together with online sessions, the event hosted a total of 302 meetings.

On the second day, a visit to Doshomachi, Osaka's pharmaceutical district, and Nakanoshima Cross, a centre for future medicine, gave participants a further insight into the local life sciences ecosystem.

### TESTIMONIAL

*"The most valuable component of the mission was the BioJapan partnering and joint exhibition booth, as it provided an excellent platform for visibility, networking, and showcasing our products. The onsite partnering opportunities were instrumental in fostering face-to-face interactions, which are particularly important in Japan's business culture. These personal meetings were crucial in building trust with potential customers. Additionally, the support from the EU-Japan Centre staff before and during the mission was highly valuable. Their preparation and guidance helped ensure we were well-equipped to engage with the Japanese market effectively. Our participation in the EU-Japan mission will significantly benefit PL BioScience in the mid-to-long-term".*

By **FRANZISKA UBER**, Business Development Manager, PL BioScience GmbH <https://www.pl-bioscience.com>

➔ <https://www.eu-japan.eu/events/biotech-mission>

At the end of the day, after moving to the capital region, some participants also attended the Global Life Sciences Session organised by Link-J, a life sciences network in the Nihombashi area of Tokyo.

The last 3 days of the mission were spent at BioJapan, Asia's largest partnering event, hosted annually by the Japan Bioindustry Association in Yokohama. At the joint EU-Japan Centre stand, each mission participant had a display and poster stand. Interpreters at the stand and posters translated into Japanese by the EU-Japan Centre facilitated communication with Expo visitors. Most participants also had a busy schedule of one-to-one meetings in the dedicated partnering area at the venue. At the BioJapan Reception and Partnering Party, participants took advantage of the informal networking opportunities

## EU-JAPAN CENTRE'S DIGITAL BUSINESS MISSION SHINES AT CEATEC 2024

The EU-Japan Centre for Industrial Cooperation successfully concluded its Digital Business Mission to Japan, held on 14-18 October 2024. The mission centered around CEATEC 2024, one of Asia's largest tech events, hosted at Makuhari Messe.

9 European startups and SMEs from 8 European countries showcased cutting-edge technologies that captured significant attention in the Japanese market. The innovations ranged from advanced AI applications and state-of-the-art security solutions to innovative environmental sensors, demonstrating Europe's technological prowess.



Key highlights of the mission included:

- Successful pitch session at CEATEC's dedicated Pitch Stage
- AI in Europe session at the AI for All stage, attracting over 100 attendees
- Two mission participants, Yneuro, a French company, and Gaia-X, a European association, re-ceived CEATEC Global Awards for their innovative solutions
- Two others, Cequence (Slovakia) and AviSense.AI (Greece), were invited to the AiSalon, held at JETRO office in Tokyo, and pitched to the budding AI community in Tokyo
- Participation in Venture Cafe at CIC Tokyo, where companies pitched to the local innovation community both online and in person

The turnout at CEATEC 2024 was exceptional with a total attendance of 112,014 over 4 days. This mission underscored the strong technological ties between Europe and Japan, facilitating valuable connections and showcasing European innovation on the global stage. The EU-Japan Centre extends its gratitude to all participants, partners, and visitors who contributed to the mission's resounding success.

➔ <https://www.eu-japan.eu/events/digital-mission>



## 10 YEARS OF KNOWLEDGE “ABOUT JAPAN” REPORTS AND WEBINARS

Knowledge is essential when accessing a new market or planning a new development strategy.

As part of the EU-Japan Centre's support to EU businesses' internationalization to Japan, the Centre has been publishing / organizing over 500 reports and webinars covering various aspects of Japan's industrial sectors, regulations, and business culture over the past 10 years (the first webinar presenting the project was organized in December 2013, the first report titled “Japan entry strategy” was published in January 2014).

Since then, the EU Business in Japan section of the Centre's website has welcomed over 5500 members, with around 3000 active accounts at the time of this newsletter's release. This year, the consolidated number of participants at our webinars since the start has passed the 10.000 threshold.

EU companies and organizations looking for info about Japan can benefit from this support by registering to our EU Business in Japan content. <https://www.eu-japan.eu/eubusinessinjapan>

### FORTHCOMING WEBINARS:

- About Japan webinar series 242: B2B Industrial Drone Market in Japan, 18 February 2025
- About Japan webinar series 243: Electronics Sector in Japan, 25 February 2025



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

### LATEST PUBLISHED REPORTS:

- Electronics Sector in Japan
- B2B Industrial Drone Market in Japan
- Japan's Quantum Technology Sector

<https://www.eu-japan.eu/eubusinessinjapan/library/publications-reports>



## CASE STUDY: A FRENCH MICRO-TURBOMACHINERY MANUFACTURER ADVENTURE IN JAPAN

ENOGIA is a French SME specializing in the design and manufacture of micro-turbomachinery.



Founded in 2009, the company has developed two main business lines:

**1. ORC Business Line:** The Organic Rankine Cycle (ORC) systems convert heat into electricity across five sectors: geothermal, biomass, industrial waste heat, gensets (generators/engines), and maritime applications. ENOGIA is one of the few companies globally offering ORC modules capable of converting waste heat from as low as 70°C up to 200°C into clean electricity.

**2. Micro-turbomachinery Business Line:** This line focuses on custom-designed and manufactured micro-turbomachines not readily available on the market. For example, if a client needs a specific compressor with defined performance, dimensions, or regulatory specifications, ENOGIA can handle everything from initial requirement analysis to design, prototyping, and small-scale production. This line supports other companies in developing new products for markets they aim to access or expand into but lack the appropriate technological solutions.

### Why Japan?

ENOGIA's market strategy involves assessing two key elements when entering a new market: the presence of target applications and the economic environment. Since ENOGIA's products generate electricity, the profitability of its solutions is directly linked to electricity prices—the higher the price, the greater the return. Japan offers significant economic benefits, including a Feed-in Tariff for electricity generated by ORC systems using geothermal heat and zero tariffs on ENOGIA's power plants, enhancing the value proposition for Japanese clients. Mr. Belaïssaoui, ENOGIA's Sales Director, noted that Japan's energy needs align closely with ENOGIA's offerings: "Japan is a wonderful market for us because, among



*the five areas of application, the country has substantial geothermal heat, supported by the onsen industry, a significant amount of industrial waste heat, and, though less so, biomass. Japan's island structure also supports the use of gensets on off-grid islands that rely on generators for power."*

With four of its five primary applications present and favourable economic incentives, Japan is a highly strategic market. However, understanding its market structure and identifying suitable partners took time and effort.

### The EU-Japan Centre's Support

After years of exploring the Japanese market, the company participated in the **EU-Japan Centre's Green Business Mission** in 2024, which proved to be a catalyst for growth. Mr. Belaïssaoui highlighted how "the Centre's support was invaluable and came at a crucial moment. We were in the process of finalizing partnerships with key players in both the geothermal and industrial waste heat sectors. These potential partners were themselves in an exploratory phase, gauging the market's demand and traction. The mission allowed us to engage with local partners and end-users concurrently, enhancing our network and relationships."

ENOGIA finalised a distributor partnership agreement with Energex and another with Matsubo Corporation, a subsidiary of Kobe Steel Ltd.

### Challenges in the Japanese Market

ENOGIA encountered two main challenges as it prepared to enter the Japanese market:

**1. Navigating Regulatory Requirements:** Understanding Japan's specific electrical and regulatory requirements for ORC power plants proved challenging. It was difficult to connect with the right regulatory bodies and obtain comprehensive information on the requirements. Guidance was needed to understand the regulatory framework.

**2. Identifying the Right Partners:** Finding a partner in Japan was not inherently difficult, but identifying one who could effectively represent ENOGIA's technology and reach target markets was more complex.

According to Mr. Belaïssaoui "the challenge is not finding a partner but finding the right one who understands the technical aspects of our product, targets the appropriate markets, and has strong sales performance. I like to think we've been fortunate in this regard."

### Advice to European SMEs that want to break into the Japanese market

EU companies aiming to enter the Japanese market should approach it with patience and adaptability. Rather than imposing their own methods, it is often more effective to adjust business models to fit Japanese practices. This strategy has proven essential for success in Japan and has been a valuable lesson for ENOGIA.

This article is based on an interview with Mr. **NORDINE BELAISSAOUI**, Sales Director, ENOGIA, <https://enogia.com> Participant in the EU-Japan Centre's Cluster Support Mission for Green Tech in 2024.

➔ <https://www.eu-japan.eu/eubusinessinJapan/library/publication/case-study-enogia>

## FIRST EU-JAPAN STRATEGIC DIALOGUE

The High Representative for Foreign Affairs and Security Policy of the European Union/Vice-President of the European Commission Josep Borrell and the Minister for Foreign Affairs of Japan Takeshi Iwaya held the first EU-Japan Strategic Dialogue on 1 November in Tokyo.

During the Dialogue, High Representative Borrell and Foreign Minister Iwaya announced the EU-Japan Security and Defence Partnership. Japan is the first country in the Indo-Pacific to adopt such a political framework for enhanced cooperation on security and defence with the European Union. The new partnership will frame, streamline and enhance bilateral cooperation and dialogue on key areas such as maritime security, participation in EU missions and operations space security and defence, cyber issues, Foreign Information Manipulation & Interference (FIMI) and disinformation, counter-terrorism, non-proliferation and disarmament, and defence initiatives and industry, among other. The agreement underlines the strategic importance of deepening cooperation on security and defence in the face of growing and multifaceted security challenges.

During their discussions, High Representative Borrell and Foreign Minister Iwaya reaffirmed their staunch commitment to peace, stability and prosperity, grounded in shared values and common interests. They highlighted the importance of closer collaboration on regional and global security, with particular focus on the interconnected security environments of Europe and the Indo-Pacific. The EU was welcomed as a close partner in Asia. [...] They also announced the formal entry into force of the EU-Japan Strategic Partnership Agreement at the end of 2024, following ratification by all 27 EU Member States. The SPA has been applied on a provisional basis since February 2019, and has produced a deepening of bilateral ties across all policy dimensions and issues of global concern.

Source: Delegation of the European Union to Japan

➔ [https://www.eeas.europa.eu/eeas/japan-high-representativevice-president-holds-first-eu-japan-strategic-dialogue-foreign-minister\\_en](https://www.eeas.europa.eu/eeas/japan-high-representativevice-president-holds-first-eu-japan-strategic-dialogue-foreign-minister_en)

## EU AND JAPAN HOLD 6<sup>TH</sup> CYBER DIALOGUE IN TOKYO

On 11 November, the European Union and Japan held their sixth Cyber Dialogue in Tokyo.

During the Cyber Dialogue, the EU and Japan exchanged on the threat landscape and response to cyber malicious activities, provided updates on their latest policy and legislative developments on cybersecurity as well as in the areas of emerging technologies, cyber crisis management and cyber defence. The Dialogue also included exchanges on the respective EU and Japan's frameworks for product security and resilience and protection of critical infrastructure, exploring possible ways of further cooperation.

They highlighted the good cooperation within international and regional forums, in particular in the discussion in the United Nations (UN) Open-Ended Working Group (OEWG), as well as the cooperation in view of the establishment of the UN Cyber Programme of Action (PoA). Cooperation in the context of the G7 and in support of the ASEAN Regional Forum (ARF) where Confidence Building Measures (CBM) are being developed and implemented, was also discussed. Furthermore, the Dialogue included an exchange on cyber capacity-building approaches and actions. The next EU-Japan Cyber Dialogue will be hosted by the EU next year.

Source: Delegation of the European Union to Japan

➔ [https://www.eeas.europa.eu/eeas/cyber-eu-and-japan-hold-6th-cyber-dialogue-tokyo\\_en](https://www.eeas.europa.eu/eeas/cyber-eu-and-japan-hold-6th-cyber-dialogue-tokyo_en)

## EU COMES TO YOUR SCHOOL 2024

EU diplomats give presentations at high schools across Japan

Thirty-four diplomats, including 14 ambassadors, from the Delegation of the European Union and EU Member State diplomatic missions in Japan travelled to 37 schools across the country on 30-31 October to give presentations on the EU and their respective countries in this year's version of the 'EU Comes to Your School' project.

This year, to show solidarity with prefectures impacted by the New Year's Day Noto Peninsula Earthquake as 'Team Europe', eight diplomats including EU Ambassador Jean-Eric Paquet travelled to schools in these regions to directly convey the EU's continued support for their reconstruction.

This project, first launched in 2007, is a unique opportunity for young people in Japan to interact directly with diplomats and deepen their understanding of Europe. This highly successful initiative also helps promote people-to-people exchanges, with the diplomats collectively reaching out to more than 11,000 students this year.

Through these visits, young people have the chance to broaden their knowledge of the wider world, the history of the EU and the role it plays today, as well as of the rich, diverse cultures of the EU's Member States. Since its inception, EU diplomats have visited over 1,100 schools in all 47 prefectures, giving lectures to some 490,000 students.

Source: Delegation of the European Union to Japan

➔ [https://www.eeas.europa.eu/delegations/japan/eu-comes-your-school-2024-eu-diplomats-give-presentations-high-schools-across-japan\\_en](https://www.eeas.europa.eu/delegations/japan/eu-comes-your-school-2024-eu-diplomats-give-presentations-high-schools-across-japan_en)



## INTRODUCTION OF INITIATIVES BY THE OSAKA-KANSAI EXPO KYOTO PROMOTION COMMITTEE

The World Expo will be held in Osaka, Japan, at the Yumeshima venue from 13 April to 13 October 2025. The Expo's theme is "Come Together, Create the Future - Leading with Tradition and Innovation."

The city of Kyoto will set up a "Kyoto Pavilion" at the Expo, themed "Ichiza Konryu" (Establishing a Unified Stage). "Ichiza Konryu" refers to the unique sense of unity that arises in a tea ceremony when the host dedicates themselves fully to serving, and the guests are deeply moved, creating a special bond of harmony and connection.

The "Kyoto Pavilion" will feature rotating exhibits in six categories: Culture, Industry, Food, Environment, Life, and Tourism. Over the course of the event, these exhibits will be updated periodically to showcase both Kyoto's traditional heritage and its latest innovations.

Visitors will be able to not only explore the exhibits, but by engaging with exhibitors and participating in events, they will have the opportunity to experience

Kyoto from various perspectives and truly immerse themselves in its essence.

Specifically, the Kyoto Pavilion will offer immersive experiences such as participating in Kyoto's symbolic "festivals", engaging with traditional arts like "tea ceremony" and "flower arranging", and tasting renowned sake from Kyoto's, one of Japan's "three great sake-producing regions".

Additionally, visitors will have the opportunity to experience innovative technologies, such as a simulation of the world from the perspective of people with dementia.

Organizers are working to create a pavilion that will provide a deeply satisfying and enriching experience for all visitors.

In addition, a variety of side events will be held throughout Kyoto Prefecture,

offering visitors numerous opportunities to discover and enjoy the many attractions of Kyoto. The Expo site is approximately one hour by train from Kyoto Station. Come and immerse yourself in the true essence of the city!



Source: Kyoto City - Industry and Tourism Bureau Business ➔ <https://expokyo.jp>

## SUBSIDY PROGRAM FOR FOREIGN FINANCIAL COMPANIES TO ESTABLISH A BASE IN OSAKA



### Benefits for FinTech and Finance Businesses

This Subsidy Program offers a helping hand to FinTech-related businesses that are considering establishing their base in Osaka. The primary goal is to encourage the growth of innovative financial services that leverage IT, including technologies like artificial intelligence (AI) and blockchain. Companies operating in asset management, investment advisory, and related fields are also eligible to apply for this subsidy.

### What Does the Subsidy Cover?

FinTech and financial companies that meet the criteria can receive financial support to cover a part of the cost incurred during the initial phase of establishing a base in Osaka. This reduces the financial burden on companies when entering the Osaka market.

### Eligibility for Foreign Financial Companies

Foreign financial companies providing services such as innovative financial solutions utilizing IT (including AI and blockchains), asset management, investment advisory, and other asset management-related businesses that are approved by the Governor of Osaka Prefecture, are eligible for this subsidy. It's a move designed to make Osaka an even more attractive destination for international financial firms.

### Driving Innovation in Osaka

This initiative reflects Osaka's commitment to fostering innovation and economic growth in the financial sector. By offering support to foreign financial companies, Osaka aims to strengthen its position as a hub for cutting-edge financial technologies and services.

### How to Apply

Detailed information on eligibility criteria and the application process is available on official channels. Interested companies are encouraged to explore this opportunity and contribute to Osaka's vibrant financial landscape.

Source: Pasona Group Inc.

➔ <https://global-financial-city-osaka.jp/en/onestop>

➔ <https://global-financial-city-osaka.jp/en/wp-content/uploads/2023/06/riyoannai.pdf>

## WOMEN EMPOWERMENT MODE: ON

For the first time since its creation in 2021, Italy's female entrepreneurship event, Phenomena, was held in Japan last March.



21 female entrepreneurs active in the fashion and agri-food sectors and 35 Japanese buyers animated the two days of B2B meetings, and the best 4 female entrepreneurs voted by local buyers received the Phenomena Japan Edition 2024 Award. The entire event was held in the frame of "Mimosa Day", the Italian Chamber of Commerce in Japan (ICCJ)'s event to foster women's empowerment, in collaboration with the Abruzzo Region and Agenzia di Sviluppo, partner of Enterprise Europe Network (EEN).

To the Fashion designer Eleonora D'Ambrosio and her COOLT Bags

Collection, previously among the winners of the Phenomena Japan Edition Award, Japan provided a great honor by bestowing on 8 November a second important acknowledgement as "brand new name of Made in Italy" at the first edition of the NIC Award (The New Italian Cool), the international event of the ICCJ dedicated to emerging Italian fashion designers. The show was held in the traditional Noh theatre in Umewaka in the presence of 200 journalists, influencers, buyers, designers and other key players in the fashion world in Japan.

The winners of this edition, selected by a



jury of internationally renowned experts such as Yosuke Aizawa, designer and founder of White Mountaineering, Tomo Koizumi, creative and LVMH Award winner, Kaname Murakami, editor-in-chief of WWD JAPAN, and Maiko Shibata, creative director of RESTIR. INC, flew to Japan and had the opportunity to showcase their collections in an exclusive fashion show, introducing themselves to the press and industry professionals in attendance, including some of the country's largest retailers such as Isetan and Beams. The winning brands will be hosted for the next few months at the ICCJ showroom.

Source: Agenzia di Sviluppo - Azienda Speciale della Camera di Commercio Chieti Pescara ➔ <https://www.agenziadisviluppo.net>

## ITALIAN CHAMBER OF COMMERCE SHOWCASES RISING FASHION TALENTS IN TOKYO SHOW

The inaugural NIC (New Italian Cool) Award Ceremony marked a significant milestone for Italian-Japanese fashion relations on 8 November at Tokyo's historic Umewaka Noh Theatre.



The event, organized by the Italian Chamber of Commerce in Japan (ICCJ), brought together 200 industry professionals to witness emerging Italian fashion talent.

A distinguished jury, including White Mountaineering's founder Yosuke Aizawa, LVMH Prize winner Tomo Koizumi, WWD JAPAN's editor-in-chief Kaname Murakami, and RESTIR. INC's creative director Maiko Shibata, selected winners across four categories.

AIM Handmade in Italy clinched the NEW Category Award, celebrating their artisanal elegance among brands with at least two years of commercial activity. The UPCOMING Category Award went to Asia Grifalconi, recognized for her science-inspired approach to creativity. Greta Peccia received the SUSTAINABILITY Award for her commitment to environmental consciousness, while Coolt and Rossorame shared the PRESS Award as standout representatives of new-generation Italian fashion.

The winners showcased their collections in an exclusive fashion show, attracting attention from major Japanese distributors including Isetan and Beams. ICCJ will continue supporting the winning brands through their Tokyo showroom, facilitating buyer relationships and collection viewings over the coming months.

ICCJ Secretary General Davide Fantoni emphasized the award's dual purpose: strategically promoting new Italian designers to Japanese distribution networks while rekindling Japanese consumer interest in Italian creativity. The successful event was realized through collaborations with Federmoda, the Marangoni Institute, ITOCHU Fashion System (IFS), and the National Technology Cluster "Made in Italy" (MinIT), establishing a new platform for Italian fashion talent in the sophisticated Japanese market.

Source: Italian Chamber of Commerce in Japan ➔ <https://iccj.or.jp>

## THE COOKWARE COMPANY (GREENPAN) WINS **THE NIPPON EXPORT AWARD 2024-2025**

The Nippon Export Award is a biennial award organized by the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ), attributed to a successful company exporting, importing or distributing Belgian-Luxembourg products or services into or from Japan. This year the award is going to The Cookware Company (GreenPan), a global leader in the housewares industry with headquarters in Belgium.



*"The NEA jury praised The Cookware Company for tackling the very important issue of PFAS in Japan, which we believe will have a great impact on the Japanese society. The company makes the debate tangible by producing everyday products, frying pans, which are accessible to every Japanese consumer out there. Furthermore, the company has adapted their products to the Japanese consumer, and their numerous marketing efforts are commendable",* said Fabrice Tilot, BLCCJ President.

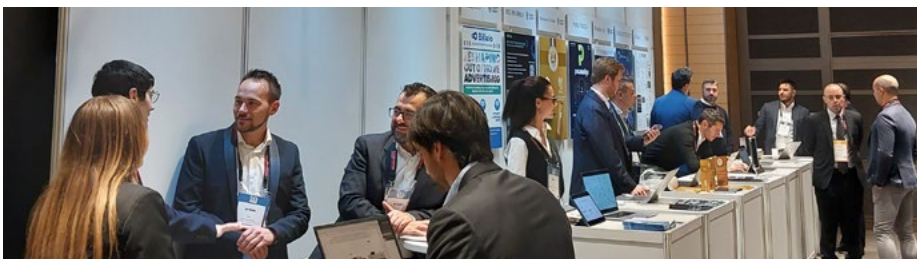
Thomas Desmyter, Sales Manager Distributor Markets Asia, commented: *"We are extremely proud and honored to receive the Nippon Export Award, which we consider another significant milestone in our development and growth in Japan. In 2025, we will celebrate the 15th anniversary of GreenPan in Japan. To mark this occasion, we will launch several new products and marketing campaigns specifically tailored for the Japanese market. Recognizing that Japan has one of the highest life expectancies in the world, we understand that Japanese consumers place a high priority on health, particularly in the kitchen. As the global leader in PFAS-free ceramic non-stick cookware, GreenPan will continue to provide healthy alternatives to the health-conscious Japanese consumers."*

The Nippon Export Award is held under the patronage of the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, Flanders Investment & Trade (FIT Tokyo), Wallonia Export- Investment Agency (AWEX Tokyo), hub.brussels Tokyo, Luxembourg Trade and Investment Office (LTIO Tokyo) and the Luxembourg Chamber of Commerce, and has the strong support of the Belgo-Luxembourg Market Council (BLMC).

Source: Belgian-Luxembourg Chamber of Commerce in Japan → <https://blccj.or.jp/nippon-export-award>

## TECHNOLOGY AND INNOVATION: **ITALY TAKES CENTER STAGE IN JAPAN**

The Trade Promotion Section of the Italian Embassy successfully organized a national pavilion featuring 14 Italian startups at the Innovation Leaders Summit (ILS), demonstrating Italy's expertise in innovation. Now, attention turns to SEMICON Japan, where Italy will continue to promote its technological prowess.



These events provide strategic platforms for Italian companies to connect with Japanese partners and showcase the cutting-edge solutions that define Italy's innovative spirit.

At ILS, the largest open innovation event in Asia, Italian startups presented pioneering advancements in artificial intelligence, sustainable technology, and digital transformation. The summit fostered dynamic exchanges between Italian innovators and major Japanese corporations,

setting the stage for promising collaborations poised to drive future technological advancements. Italy's strong presence underscored its vibrant startup ecosystem and commitment to pushing the boundaries of global innovation.

As Italy prepares for SEMICON Japan, leading semiconductor firms will take the spotlight. With rising global demand for advanced semiconductor technologies, Italy is ready to exhibit its expertise in precision manufacturing, cutting-edge

research, and efficient supply chain innovation. SEMICON Japan will be an essential venue for Italian companies to engage with industry experts, address challenges, and explore emerging opportunities in this crucial sector. The aim is to reinforce Italy's reputation as a technological leader and to deepen ties with Japan, fostering cooperative growth and development.

These initiatives highlight Italy's dedication to international collaboration and knowledge exchange. By participating in both ILS and SEMICON Japan, Italy continues to position itself as a forward-thinking force in innovation, contributing to economic progress and nurturing a global ecosystem of technological excellence.

Source: Italian Trade Agency

➔ <https://www.ice-tokyo.or.jp/event-category4/ils2024-en>

➔ <https://www.ice-tokyo.or.jp/event-category4/semicon-japan-2024>



## BUSINESS MISSIONS FROM JAPAN TO POLAND BEFORE EXPO 2025

Ahead of Expo 2025 Osaka, Kansai, Poland is actively engaging with Japanese businesses through a series of economic missions aimed at fostering collaboration and exploring business opportunities.



As part of its economic program before the official start of the Expo, Poland has been hosting several inbound missions from Japan to showcase its dynamic Polish industries and establish long-lasting connections with key Japanese partners. Since September, three missions have been held in Poland for the gamedev, agri-food, and green technology sectors. These missions facilitated over 500 B2B meetings with Polish entrepreneurs, bringing together nearly 300 companies

to explore potential business opportunities and foster collaboration. Meetings with representatives from companies, regions, and institutions provided an excellent opportunity for exchanging experiences and discussing potential cooperation between Poland and Japan — two countries united by a shared vision of the future. For many Japanese entrepreneurs, this was their first visit to Poland, and as they assured us, it will not be the last. As Nobuo Kurokawa from Sankei

noted, *"Poland is growing quickly; it's a dynamic market with many opportunities for collaboration."* Next year, before the start of Expo 2025 Osaka, Kansai, three more missions will take place, focusing on the medical and pharmaceutical, IT/Fintech, and cosmetics industries. For more information on Poland's EXPO activities, please visit the website below.

Source: Polish Investment and Trade Agency  
➔ <https://expo.gov.pl>

## ALPHA-RLH LED A EUROPEAN DELEGATION OF EIGHT INNOVATIVE COMPANIES TO TOKYO

From 25 Sept. to 2 Oct. ALPHA-RLH, the French deep tech cluster, led a European delegation of 8 companies on a learning expedition to Tokyo: Tokyo Game show, Studio Ghibli, DMMgroup, Teamlab borderless, Kadokawa Museum, Shibuya QWS...



The mission aimed to support SMEs and explore the synergies between the creative and cultural industries and deep tech. Throughout the week, the delegation engaged with key players in these sectors, exchanging innovative ideas and discovering initiatives that merge technology with creativity. The visits and meetings provided valuable opportunities to share expertise and draw inspiration from Japan's best practices. This collaboration fostered promising relationships that aim to enhance innovation and cooperation on an international scale.

The expedition was made possible through the support of the Eurocluster Friend CCI and the European Union, specifically for the CREATIVE (coordinator: GAC group) and SOTER (coordinator: IKANOVISION) projects. This mission not only highlighted the potential of combining creativity with technology but also reinforced the commitment to shaping the future of the creative industries together.

This experience in Tokyo serves as a stepping stone for ongoing collaboration and innovation in this new market for the ALPHA-RLH ecosystem. Following this mission in Tokyo, there are several collaborative actions that will enhance partnerships between deep-tech and cultural and creative industries such as networking events on specific sectors like AI, immersive technologies, cultural innovation or joint projects. That's in ALPHA-RLH DNA to encourage participants to form teams for joint projects that leverage both deep-tech and cultural insights, for instance, developing new immersive experiences using VR/AR technologies in cultural contexts and for other markets in Aeronautics, Space and Defence.

Source: ALPHA-RLH ➔ <http://www.alpha-rlh.com>

## GERMAN BUSINESS DELEGATION TRIP TO JAPAN

Travel report of the German business delegation trip to Tokyo, Osaka, Kobe, Fukuoka and Kurume.

In October, a delegation of 13 entrepreneurs from the East Westphalian Chamber of Commerce and Industry in Bielefeld visited Japan to deepen existing business contacts and identify new business models. Japan, a market known for its stability, solidity and high productivity, offers enormous potential for German companies. After arriving in Tokyo, the trip began with a briefing on the bilateral trade relations between the two countries by the German Chamber of Industry and Commerce in Japan (AHK Japan). More than 730 German companies have a local presence in Japan, 85 of them with a production plant.

The first visit was to DMG Mori, a global leader in the machine tool industry. NTT Data, a global IT service and consulting company, provided insights into advanced IT projects such as IT-supported health prevention. The program also included a visit to the Japanese branch of the East Westphalian company Miele, which has successfully positioned itself on the Japanese market.

The visit to the Panasonic Center, which deals with the concept of "Society 5.0" - a visionary idea of how technology can improve life in all areas of society - was particularly exciting.

After two busy days in Tokyo, the delegation continued on to Osaka, which is known for its strong economy, especially in the manufacturing industry.



As an example, the delegation visited the Japanese company "Sunco Industry", which is specialized in the manufacturing of screws and fasteners. Sunco Industry introduced the delegation to the warehousing, logistics and distribution processes that enable the company to meet the demands of the Japanese market and individual customer requirements. The visit to the Creation Core Higashi Osaka impressively documented the diversity of the industry and the innovative strength of the region. The last part of the trip led the group to Fukuoka and Kurume. Fukuoka is known as a location for small and medium-sized enterprises and offers extensive support services to foreign companies wishing to set up there. The delegation learned a lot about the region and the opportunities offered by the local economic development agency. A particular highlight in Fukuoka was the presentation of the "Hydrogen Leader City Project".

The trip ended in the city of Kurume, where participants met local company representatives at the invitation of the Kurume Chamber of Industry and Commerce, who gave them a warm welcome showing great hospitality, helping to deepen the relationship between Kurume and Bielefeld. Members of the IHK Kurume were already guests in Bielefeld in the summer of 2023. After an informative briefing about the city, which is known for its medium-sized business structure, the delegation visited the production facilities of tire manufacturer Bridgestone. In addition to discussions with company representatives from the Kurume Chamber of Industry and Commerce, the group gained insight into local food production. The trip was a unique opportunity to experience the Japanese market firsthand and make valuable contacts.

Source: East Westphalian Chamber of Commerce and Industry

## CHAMBER OF COMMERCE **VOKA VLAAMS-BRABANT** PLANS MISSION TO EXPO JAPAN

The Chamber of Commerce of Vlaams-Brabant is going to visit the Expo in Japan on 11-18 May 2025 with a delegation of local entrepreneurs.

The mission will include visits to companies with a link to the Vlaams-Brabant region, like Tokai Optical Japan, Nitto, JERA Group, Nippon Express and Komatsu in Tokyo, Osaka and Aichi. There will also be a networking reception at the Belgian embassy and at the Belgian Pavilion in Osaka. Japanese companies are invited to join on site as this is an ideal opportunity to get to know Belgian entrepreneurs and get in contact with Belgian companies. Interested companies can contact the Chamber's international trade advisor Mrs Tuba Gungor: [tuba.gungor@voka.be](mailto:tuba.gungor@voka.be)

Source: Chamber of Commerce Voka Vlaams-Brabant

➔ <https://www.voka.be/activiteiten/missie-expo-japan-2025-van-11-tot-18-mei-2025>



## EU-JAPAN RELATIONS: ROMANIA'S LARGEST DELEGATIONS TO EXPO OSAKA

In June and August 2025, Arhipelago will lead two major Romanian trade missions to Expo Osaka, each bringing together professionals across diverse fields.



With over 50 delegates already confirmed for the June edition, and more expected by August, these missions are set to become landmark events in EU-Japan relations, marking some of the largest Romanian delegations to Japan in recent years. The delegations will include representatives from public and local administration, as well as professionals from Romania's IT, medical, and service industries, all of whom will engage in strategic discussions and networking to bolster EU-Japan cooperation. A highlight of the mission will be the Romanian Pavilion at Expo Osaka, where a dedicated conference will showcase Romania's economic potential and foster collaboration with Japanese partners.

This event will underscore the growing relationship between Romania and Japan, offering an ideal platform for networking and presentations to an international audience. The events will encourage Romanian and Japanese municipalities, chambers of commerce, and innovation hubs to connect, facilitating knowledge transfer and cooperative projects that could further EU-Japan collaboration goals.

Beyond the conference, the trade missions will incorporate visits to multiple regions of Japan, where delegates will take part in both business-focused activities and cultural experiences. Delegates will gain insights into Japanese approaches to innovation and industry leadership, fostering a collaborative environment conducive to joint ventures, technology transfer, and knowledge exchange. Leisure activities, including guided tours and cultural engagements, will complement the mission, offering delegates a well-rounded understanding of Japan's cultural and business landscapes.

Arhipelago invites Romanian companies, industry experts, and public organizations to join these missions, which provide a rare opportunity to connect with Japanese counterparts in an international setting. Through collaboration and mutual learning, the trade missions will promote sustainable development, innovation, and economic resilience in both Romania and Japan, further enhancing the EU-Japan partnership.

Source: Arhipelago

➔ <https://www.afaceri.ro/misiunea-economica-afaceri-ro-expo-osaka-2025/>

➔ <https://www.afaceri.ro/misiunea-economica-afaceri-ro-expo-osaka-2025-2/>

## FINESTJAPAN BOOSTS NEW GREEN TECH SME'S EXPORTS FROM FINLAND AND ESTONIA TO JAPAN

The **FINESTJAPAN** -project invites Finnish and Estonian Green Tech SMEs with export-ready products and services to join the export collaboration. **FINESTJAPAN** started in June 2024 and will continue until May 2027.



The committed companies will get skills training and external market expert service from the project. Joint business missions to Japan will be arranged together with the main goal that the companies will reach deals in Japan. The missions will take place between spring 2025 and spring 2027.

Contact in Finland: [ilkka.aaltio@gnf.fi](mailto:ilkka.aaltio@gnf.fi) - Mr. Ilkka Aaltio, Project Manager, Green Net Finland, Helsinki.

Contact in Estonia: [anu.puusaag@tehnopol.ee](mailto:anu.puusaag@tehnopol.ee) - Ms. Anu Puusaag, Smart Tech Manager, Tehnopol, Tallinn.

Source: Green Net Finland Oy ➔ <https://centralbaltic.eu/project/finestjapan>

## JAPANESE-GERMAN CENTER BERLIN CO-ORGANIZES **GERMAN-JAPANESE FORUM AND TRACK 1.5 SECURITY DIALOGUE**

At the end of October, leading experts from business, politics and media came together in Tokyo to take part in the 32nd German-Japanese Forum (DJF), the Japanese-German Track 1.5 Security Dialogue and other meetings to discuss global challenges and future opportunities for cooperation.

This year, the intensive discussion among the DJF participants centered around the theme of 'Generative Artificial Intelligence (AI) - Effects on Society and its Regulation'. The DJF was created by an agreement between Federal Chancellor Dr. Helmut Kohl and Prime Minister Kiichi Miyazawa in 1993. It was designed as a non-governmental forum for German and Japanese leaders to engage in dialogue and submit the discussion results in a joint statement to the heads of government of Japan and Germany. The DJF has been organized by the Japan Center for International Exchange (JCIE) and the Japanese-German Center Berlin (JDZB) and funded by the Japanese and German foreign affairs ministries.

Furthermore, since 2014, the JDZB organizes the annual Japanese-German Track 1.5 Security Dialogue in cooperation with the Ministry of Foreign Affairs of Japan, the German Federal Foreign Office and the Japan Institute of International Affairs. A closed workshop and a public symposium were held on 1 November 2024, in Tokyo.

The public symposium addressed the theme of 'Japanese-German Cooperation Toward Maintaining and Strengthening the Rules-Based International Order'. In view of the current global political developments, it is more important than ever for Japan and Germany to join forces with other democracies and partners sharing common values, thus enhancing the significance of this security dialogue.



Read more about these events and further German-Japanese activities that recently took place in Tokyo on the JDZB website. The Japanese-German Center Berlin is a non-profit foundation whose mission is to promote and deepen German-Japanese and international exchange in the fields of business, science, culture, society and politics.



## ESTONIA PILOTED **MOBILITY PROJECT WITH JAPANESE AND AMERICAN PARTNERS**

From June to October, the City of Tartu trialed an innovative self-driving cultural bus that transported visitors between the Tartu City Museum and the Estonian National Museum.

This four-month pilot, led by local and international partners including Auve Tech, Yazaki Innovations, Avanti R&D Inc., Mitsubishi UFJ Research and Consulting, and the Estonian Embassy in Tokyo, aligns with Tartu's role as the European Capital of Culture 2024.

The project was first discussed between partners during the CityTech event in Tokyo in 2023 and has since evolved into one of Tartu's most international testbed initiatives. The shuttle, developed by Auve Tech, offered passengers a smooth, secure, and interactive ride, thanks to cutting-edge machine learning,

computer vision, and communication technologies contributed by partners Yazaki Innovations and Avanti R&D Inc. The autonomous shuttle project featured cameras and sensors installed on Tartu's infrastructure, enabling real-time data sharing with the shuttle. This information included details on approaching vehicles, pedestrians, and cyclists at intersections, allowing the shuttle to navigate complex traffic scenarios safely and efficiently. The project also tested technologies aimed at enhancing the passenger experience by providing personalized information during the ride.

Avanti R&D showcased these AI-driven computer vision and sound recognition technologies at the 2024 Smart City Expo World Congress in Barcelona. This international stage highlighted Tartu's approach to autonomous urban mobility, attracting significant interest for its practical applications and sharing insights from the project's deployment in Estonia. With the success of the Tartu cultural bus, the city hopes to set an example for integrating advanced technology into public transport to foster safer and more sustainable urban mobility.

Source: Embassy of Estonia in Japan

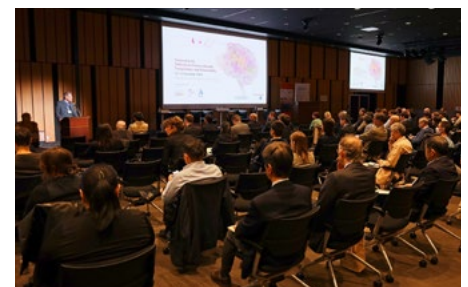
## **TRILATERAL AI CONFERENCE 2024: FOSTERING GLOBAL COLLABORATION IN AI**

After three successful trilateral AI symposia in 2018, 2020, and 2022, this year's conference "Generative AI: Pathways to Democratization, Transparency and Sustainability", organised by the DWIH Tokyo, the French Embassy, and the AI Japan R&D Network, concluded on 12-13 November in Akasaka, Tokyo. Over two days, the event brought together leading experts from Germany, France and Japan to explore various aspects of GenAI.



Three keynote sessions introduced the current challenges and solutions related to democratization, transparency, and sustainability, followed by parallel workshops that strengthened an interdisciplinary perspective on GenAI machine learning, robotics, language processing and many other fields. Ethical considerations were another major theme, with participants exploring the challenges of bias, data privacy, and the societal impacts of AI technologies.

The conference emphasized the importance of applying GenAI responsibly to benefit all sectors of society. A dedicated poster session and roundtable discussions provided ample opportunity to all participants to explore the different fields of GenAI application such as industry, healthcare, policymaking and more, and emphasized both the importance and the need for international cooperation to define best practices across borders.



Governance and regulation played a pivotal role in the discussions, emphasizing the need for international cooperation to establish standards and frameworks that ensure the responsible development and deployment of AI technologies. The Trilateral AI Conference 2024 reaffirmed the importance of global dialogue in the field of AI, paving the way for future collaboration and innovation in this rapidly evolving domain.

Source: German Academic Exchange Service - DAAD  
➔ <https://www.dwih-tokyo.org/ai4-report>

## CALL FOR APPLICATIONS: YOUNG LEADERS FRANCE-JAPAN

APPLICATION DEADLINE: 10 JANUARY 2025

The “Young Leaders” program is the flagship program of the France-Asia Foundation. Each year – and for each of the programs organized with a chapter country – about thirty French and local personalities aged 30 to 45 are selected.

These individuals are expected to play an important role in their own country and in Franco-Asian and international relations. The laureates participate in two successive five-day seminars, alternately held in France and in Japan, in a city or region chosen for its political, economic, and cultural significance.

Each seminar includes discussion sessions on current events in both countries, meetings with leading figures, as well as visits to industrial sites or important political and cultural sites in the country. The “Young Leaders” program particularly emphasizes intra-group exchanges to strengthen ties between participants and foster future exchanges.

Source: France-Asia Foundation ➔ <https://francejapanfoundation.org/young-leaders>

## HIGH-LEVEL SYMPOSIUM EVENT ON EU-JAPAN COLLABORATION IN HIGH-PERFORMANCE COMPUTING

13-15 JANUARY 2025, BARCELONA, SPAIN

In May 2022, a Digital Partnership was signed between the EU and Japan, promoting cooperation on digital issues to foster economic growth and a human-centric digital transformation based on common values.

The HANAMI project is an initiative under the umbrella of the Digital Partnership, funded by the EuroHPC Joint Undertaking, to strengthen ties and advance collaboration between the two superpowers in HPC in Europe and Japan. HANAMI develops a sustainable ecosystem bringing together climate, biomedical and materials science communities operating in the area of HPC and Artificial Intelligence (AI).

In the spirit of this partnership, the HANAMI consortium is organizing the first high-level symposium event for EU-Japan HPC collaboration to be held in Barcelona on 13-15 January 2025.

This event is titled EU-Japan Cooperation: Advancing High-Performance Computing for Solving Global Challenges. Leading scientists from HANAMI will discuss about:

- Climate Change: Using supercomputing to model climate systems, predict environmental changes, and develop sustainable strategies.
- Next-Generation Materials: Accelerating the discovery and design of advanced



### HANAMI High-Level Symposium

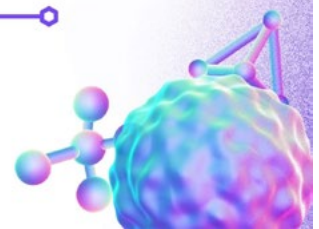
JANUARY 13-15, 2025 | BARCELONA



Funded by the European Union



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materials through computational simulations for energy, electronics, and industrial applications.

- Biomedical Challenges: Enhancing personalized medicine, drug discovery, and healthcare solutions by integrating high-performance computing into biomedical research.

This high-level event will feature keynote presentations and interactive discussions, providing a platform to strengthen

synergies and shape the future of science and technology through EU-Japan cooperation.

HANAMI consortium: CEA, BSC, CINECA, CNR, CNRS, CSC-IT Center for Science, Jülich Supercomputing Center, HLRS/ University of Stuttgart, ICN2, INESC TEC, KTH, DKRZ, ECMWF, University of Warsaw.

Source: Commissariat à l’Energie Atomique et aux Energies Alternatives

➔ <https://hanami-project.com/2024/09/30/high-level-symposium-event-on-eu-japan-collaboration-in-high-performance-computing>

## KYUSHU UNIVERSITY EU CENTRE (JMCOE-Q) EU STUDY TOUR 2024

Kyushu University EU Centre conducted on 17-25 September 2024 the EU Study Tour 2024. This is the second tour within the framework of the Jean Monnet CoE Programme following the tour held in 2019.



15 selected students visited the two countries, Germany and Belgium, where they took part in an intensive training programme. This included visits to EU institutions, meetings with business-people who graduated from the Kyushu University international course, and a student exchange programme at Ghent University in Belgium.

Associate Professor Tomomi Shiosaki (Faculty of Economics, KU), one EU Centre staff member and a JTB tour guide accompanied the group for the entire itinerary, and various measures were adopted to ensure a safe and secure trip. Three pre-training sessions were held, including lectures on the organization and history of EU institutions by Prof. Shiosaki, and on the EU from the perspective of law by Prof. Mark Fenwick (Faculty of Law, KU). The group entered Europe from Frankfurt, Germany, a centre of the European economy, and visited the ECB (European Central Bank), the Deutsche Bundesbank Money Museum and the head office of Deutsche Bank, where they learnt about monetary policy and price stability initiatives, including those to combat inflation, within the EU, and gained an understanding of the impact of EU policies on national economies. In Brussels, Belgium, the political capital at the heart of the EU, the participants visited the European Commission, the European Parliament and the EACEA (European Education

and Culture Executive Agency) to gain a deeper understanding of the policy-making process from a historical and legal perspective, and how EU Member States and EU institutions work together to promote Europe as a whole.

At Ghent University in Belgium, the students were welcomed at a reception party organised by local students and deepened their friendship during a city tour, visiting the castle and other sites in the ancient city of Ghent. Following lectures by Ghent University lecturers and group presentations, there was a discussion in English on four highly relevant topics: environmental problems, new coronavirus infections, culture in Kyushu, and immigration issues.

After returning to Japan, a study tour debriefing session was held on 1 November with the participation of the general public. All 15 participants, including 4 online participants from overseas, gathered in a casual atmosphere while enjoying coffee and sweets as part of the Science Café activities, and spoke passionately about their achievements during their trip. Commentator Ms Machiko Hachiya, KU EU Centre Advisor, gave warm words of support to the students, who will be future leaders of a multicultural era.

The study tour was a fruitful experience that fully achieved its aim of enhancing the participants' understanding of cultural diversity in the EU, where regional



integration is progressing beyond national boundaries and where they were able to come into direct contact with diverse cultures and languages.

Kyushu University EU Centre would like to express its deepest gratitude to all people involved in the planning and implementation of the JMCoE-Q EU study tour 2024 in the various visited locations.

Source: Kyushu University EU Centre  
<http://eu.kyushu-u.ac.jp/jmcoe.html>

## WASEDA UNIVERSITY BRUSSELS CONFERENCE ON ENVIRONMENTAL STUDIES FOR CARBON NEUTRALITY

Waseda Brussels' 6th Annual Conference provided key insights into EU-Japan initiatives on carbon pricing, sustainable finance and the transition to the Net-zero economy.



As they move to the Net-Zero economy, with the recently signed Green Alliance, Japan and the EU have developed a broad range of responses to the climate emergency - including regulation, technological innovations and, most importantly, financial tools and market-based mechanisms.

In this context, the 6th annual high-level conference Environmental Studies for Carbon Neutrality organised by Waseda University Brussels presented the state of play in policy developments and economic research on carbon pricing, CBAM, sustainable finance and the role of research. Two dozen leading international experts, researchers, government officials and industry representatives from Europe and Japan shared insights and exchanged views on key issues including:

- How do carbon pricing, carbon taxes and emission trading schemes work internationally?

- What is the EU's new initiative Carbon Border Adjustment Mechanism?
- What are its impacts, international consequences – and implementation challenges?
- How can sustainable finance mechanisms support innovation and green technologies?
- Which innovative market-based initiatives are currently developed in the EU and Japan?
- What is the role of green bonds, green loans and 'citizen finance'?
- How can universities and research organizations directly contribute to the transition to a Net-zero economy?

The programme included:

- Interventions by H.E. Kazutoshi Aikawa, Ambassador of the Mission of Japan to the EU and H.E. Jean-Eric Paquet, Ambassador of the EU to Japan; and by Prof. Masahiko Gemma, Waseda University Executive V-P, and Prof. Anne Weyembergh, ULB Vice-Rector



- 2 keynotes by Prof. Ottmar Edenhofer, Potsdam Institute for Climate Impact Research, and Prof. Bernard Siman, VUB Diplomatic Academy and Egmont Institute
- 18 expert presentations in three-panel sessions on Carbon Pricing and CBAM - Rationale and implementation challenges; Transition to the Green Economy; Sustainability: Which role for universities? With 80 in-person participants, in addition to an audience online, this 6th Annual WBO conference confirmed the key role of Waseda University Brussels Office in fostering high-level policy dialogue and joint research projects between the EU and Japan.

Source: Waseda University Brussels Office ➔ <https://www.waseda.jp/inst/brussels-office/en/>



## JAPANESE BUSINESS' SURVIVAL GUIDE TO NORDIC STARTUP EVENTS

This project is a collaboration between Helsinki Partners and Fukuoka Directive Council.

Japanese startups and investors may feel daunted by the thought of language barriers, cultural differences, and not knowing the local business etiquette in Europe. 北欧スタートアップイベント攻略ガイド "The Survival Guide to Nordic Startup Events" helps them create a strategy for a prosperous trip. In this article, an experienced startup event participant from Japan shares tips in order to succeed in the Nordics.

This guide combines practical advice and deep knowledge of the Nordic startup ecosystem to make the reader more confident at networking, dressing for the climate, navigating conferences, and finding the most relevant opportunities for their business.

Source: Helsinki Partners ➔ <https://note.com/helsinkipartners/n/ne9be524cef0a>



## OVER 200 SUMO WRESTLERS AND BIG AMOUNTS OF SALT-TOSSING - **CHEERS TO 20 YEARS OF OKINOSHIMA**

Friendly relations between the Polish and Japanese cities of **Krotoszyn** and **Okinoshima** were established in 2016 and are actively being maintained with constant efforts from both partners to expand cooperation. Celebrating important occasions for both communities together is an important factor in strengthening this friendship.

In September this year, the local government of Krotoszyn visited Japan on the occasion of the 20th anniversary of Okinoshima and their Oki Islands Traditional Sumo Tournament. Unlike regular sumo competitions, this one is unique due to only being held during very important events related to the life of the town. Its 15th edition started in the evening of September 14. 200 sumo wrestlers selected from each region of the archipelago fought throughout the night until noon the next day. All competitions were guided by a common rule - each pair of players fights twice. Whoever wins first must lose in the second attempt to maintain balance and friendship among the inhabitants of the small Japanese island.

Due to the presence of Poles - a certain kindness was felt, and an exception was made - one of the districts (Yamada) accepted Polish sumo wrestlers as honorary residents, thanks to which they could take part in the tournament. *"The activities of Krotoszyn and Okinoshima for the past 8 years have already shown that it is possible to exchange artists, entrepreneurs, athletes, school projects, and organize festivals with Japanese and Polish themes. Today we are here to emphasize our appreciation for the city's 20 years and share emotions"*, stated Natalia Robakowska, Mayor of Krotoszyn. There are many more joint projects ahead, including the participation in EXPO 2025 Osaka and the 10th anniversary of the Krotoszyn-Okinoshima cooperation in 2026. Stay tuned!



Building the Dohyo ring for the wrestling bout



Source: Krotoszyn Town Hall



Krotoszyńska **Public Library** of Arkady Fiedler turned into a center for Japanese art for an entire month thanks to exhibitions of lacquerware, household items, kimonos and masks, as well as sculptures and paintings inspired by Japanese culture, for which three floors of the building were adjusted. Kite-making, origami, calligraphy and kimono-making workshops brought the inhabitants of Krotoszyn into the magical world of Japan.

## WHAT A FESTIVAL IT WAS! **SAMURAI IN KROTOSZYN, POLAND**

The third edition of the Japanese Festival in **Krotoszyn**, Poland took place in September this year, as an event accompanying the Sumo World Championships in Krotoszyn. As always, the organizers took care to introduce residents to the world of Japanese tradition, culture and art.

An extraordinary attraction was a demonstration of fighting with Japanese swords in samurai armour performed by the Samurai School from Warsaw. Festival participants could taste tea made during a traditional brewing ceremony and listen to a lecture about the way lacquer is made in Japan and everyday life in Japan. In the Gallery "Refektarz" in Krotoszyn, a space was created for the exhibition "Martial arts, fighting for art", thanks to the courtesy of Mr. Michał Piotrkowicz, an artist, conservator of fine arts and at the same time holder of master's degrees in various martial arts (karate, chanbara, **battodo**).

The festival was a perfect place for the first presentation of hand-sewn boar leather accessories, created thanks to the cooperation of the **Country's Housewives Association in Kobierno** and the company

**Las-Kalisz Ltd.**, as part of good practice exchange, in this case transferred from Japan (Misato) to Poland (Krotoszyn). More information about the project available in a previous issue (**No. 86, June 2024**) of the EU-Japan Centre's newsletter. The Japanese Festival in Krotoszyn took place on 5-6 September and gathered over 400 participants.

Substantive support was provided by the Japanese Language and **Culture Center of Ryochu Umeda in Łódź** and a special guest: Mrs. Miharu Sakamoto, lecturer at the Jagiellonian University, Institute of Oriental Studies. Getting involved in the activities of the **Open Art Workshops of Eugueniusz Geppert** in Wrocław was very helpful. The City of Krotoszyn is thankful to all partners and participants!

Source: Krotoszyn Town Hall

## PARTNERING OPPORTUNITIES



JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU ➔ <https://www.eu-japan.eu/een/opportunities>

### SERVICES OFFERED

**Sector: media, design**

Japanese artist casting company offers services related to illustrations, designs, and original manga works under a commercial agreement

Profile ID: **BOJP20240924002**



### LICENSING OFFER

**Sector: renewable energies**

Japanese company seeks partners for its micro hydropower unit

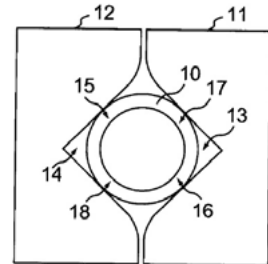
Profile ID: **BOJP20240930003**

### LICENSING OFFER

**Sector: medical devices**

A Japanese firm offers a patented mechanism for peristaltic pumps under a licensing agreement

Profile ID: **TOJP20241011003**



### REQUEST FOR DISTRIBUTOR

**Sector: beverages**

A Japanese alcohol beverage distribution firm specialized in traditional sake and fruit liqueurs

Profile ID: **BOJP20241105002**



### SERVICES OFFERED

**Sector: beverages, design**

A Japanese distributor of sake offers OEM services for product development and packaging design to partners in the EU

Profile ID: **BOJP20241105003**

### REQUEST FOR DISTRIBUTORS

**Sector: healthcare**

Japanese start-up offering fem-tech product reducing day-to-day disadvantages is looking for a distributor in the EU

Profile ID: **BOJP20231128004**



## ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES ➔ <https://een.ec.europa.eu/events>



### IPEC 2025

18-28 March 2025, online, Germany

**Sector: multisectoral**

**Registration deadline: 17 March 2025**

The EEN partner Bayern Innovativ GmbH is organizing a virtual B2B event within the frame of the IPEC 2025 International Production Environmental Community conference. This year's topic will be: Shaping the Future: AI-Driven Innovations for Sustainable Industry in Europe.

➔ <https://ipec-2025.b2match.io>



### SMAGUA 2025

4-5 March 2025, Zaragoza, Spain

**Sectors: environmental**

**Registration deadline: 3 March 2025**

The CEOE Aragón Confederación de Empresarios de Aragón, is organizing a brokerage event within the frame of the Smagua International water and irrigation exhibition.

With over 50 years of experience the event has become an essential meeting point for the sector thanks to its remarkable innovative position, the quality of its technical conferences and the numerous presentations of products, equipment and technological solutions.

➔ <https://www.b2match.com/e/smagua-2025>

DATE/LOCATION	DETAILS	CONTACTS
21-24 January 2025 Tokyo, Japan	<b>BUSINESS MISSION</b> Smart Factory / Robotics Business Mission	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/smartfactory-robotics-mission">https://www.eu-japan.eu/events/smartfactory-robotics-mission</a>
17-21 February 2025 Nagoya, Japan	<b>TRAINING MISSION</b> World Class Manufacturing	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/world-class-manufacturing">https://www.eu-japan.eu/world-class-manufacturing</a>
18 February 2025	<b>WEBINAR</b> 'About Japan' webinar series 242: B2B Industrial Drone Market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eubusinessinjapan/events">https://www.eu-japan.eu/eubusinessinjapan/events</a>
19-21 Feb 2025 Tokyo, Japan	<b>BUSINESS MISSION</b> Green Business Mission	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/green-mission">https://www.eu-japan.eu/events/green-mission</a>
25 February 2025	<b>WEBINAR</b> 'About Japan' webinar series 243: Electronics Sector in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eubusinessinjapan/events">https://www.eu-japan.eu/eubusinessinjapan/events</a>
11 March 2025	<b>WEBINAR</b> 'About Japan' webinar series 244: Japan's Quantum Technology Sector	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eubusinessinjapan/events">https://www.eu-japan.eu/eubusinessinjapan/events</a>
19-23 May 2025 Online 9-13 June 2025 Tokyo, Japan	<b>TRAINING MISSION</b> Get Ready for Japan - first session Application deadline: mid-March	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/get-ready-for-japan">https://www.eu-japan.eu/get-ready-for-japan</a>
20-23 May 2025 Tokyo, Japan	<b>BUSINESS MISSION</b> Defence Business Mission Application deadline: 17 January 2025	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/defence-mission">https://www.eu-japan.eu/events/defence-mission</a>
20-24 Oct. 2025 Online 10-14 Nov. 2025 Tokyo, Japan	<b>TRAINING MISSION</b> Get Ready for Japan - second session Application deadline: (TBC)	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/get-ready-for-japan">https://www.eu-japan.eu/get-ready-for-japan</a>



**EU-Japan Centre**  
for Industrial Cooperation  
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This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is 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](mailto:newsletter@eu-japan.eu)

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