



EU-Japan Business Round Table - 15th Annual Meeting “Opening a New Chapter in EU-Japan Relations”



Mr Osamu Nagayama, and Dr Jean-Yves Le Gall
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The EU-Japan Business Round Table (BRT), a forum of some 50 European and Japanese business leaders, held its Annual Meeting in Paris on 29 & 30 April 2013 under the theme of “Opening a New Chapter in EU-Japan Relations”.

The meeting was co-chaired by Messrs. Jean-Yves Le Gall, President of CNES (Centre National d’Etudes Spatiales) and former Chairman & CEO of Arianespace, and Osamu Nagayama, Chairman and CEO of Chugai Pharmaceutical Co., Ltd.

The BRT had the pleasure of welcoming high-level representatives of the Japanese and EU Authorities.

The meeting also addressed the following subjects: the negotiations on a Free Trade Agreement (FTA) / Economic Partnership Agreement (EPA) and an agreement covering political, sectoral and global cooperation between the EU and Japan; EU-Japan cooperation including business with / in emerging economies; and resources issues.

During the meeting, the BRT agreed on a set of recommendations to be submitted to European Council President Herman Van Rompuy, European Commission President José Manuel Barroso and Prime Minister Shinzo Abe of Japan.

More information: <http://www.eu-japan-brt.eu/>

COMING SOON...

A NEW DESIGN FOR WWW.EU-JAPAN.EU and A NEW INFORMATION WEBSITE ON JAPAN FOR EU COMPANIES

The EU-Japan Centre is happy to inform you that in few days, its main website www.eu-japan.eu will be put online with a brand new layout. We hope that you will often visit it.

The EU-Japan Centre is developing a NEW website (www.EUbusinessinJapan.eu) dedicated to business information on Japan for EU companies. The website will be members only, feel free to already register (for free) at office@eu-japan.eu with the mention “register to www.EUbusinessinJapan.eu”



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

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

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Driving Competitiveness Delivering Growth and Sustainable Jobs



L to R: Richard Keegan, Enterprise Ireland; Simon Craig Gray, EU-Japan Centre for Industrial Cooperation; Carl Klemm, Toyota Motor Manufacturing (Poland); Barbara Nolan, European Commission Representation in Ireland; Tom Hardiman, EU-Japan Centre for Industrial Cooperation (Supervisory Board) and Frank Ryan, Enterprise Ireland.

More than 400 people attended the "Driving Competitiveness" event in Dublin on 29/05/2013 organised by Enterprise Ireland, supported by the Department of Jobs, Enterprise and Innovation, the Irish Presidency of the Council of the European Union and the EU-Japan Centre.

The opening session included a speech by Simon Coveney TD, Irish Minister for Agriculture, Food and the Marine and a keynote address on "The Toyota Way, Relentless Drive for Competitiveness" by Carl

Klemm, President of the Board, Toyota Motor Manufacturing Poland Ltd.

During the case study sessions, 40 leading European, Japanese and Irish firms of all sizes and from all sectors, gave their practical experience of what does and doesn't work and how they achieve competitiveness in a busy marketplace.



http://www.eu-japan.eu/global/events/wcm_workshop_may2013.html?year=2013

CALL FOR INTEREST



A NEW CENTRE'S MISSION: "COMPETITIVENESS FOR INTERNATIONALISATION"

The challenge is on for companies to internationalise, to sell their products further afield, to export beyond their local markets. To do this they need to be competitive, and to be competitive they need to use good manufacturing practices. The EU-Japan Centre helps European businesses understand what these practices are and how they can be used.

In addition to organising twice yearly World Class Manufacturing missions in Japan, the Centre will be launching a new scheme, "Competitiveness for Internationalisation" to enable SMEs to visit leading European factories to see world-class principles in action and to encourage them to adopt best practice techniques. By becoming more efficient, they will be better placed to develop their international activities.

The one-day visits will take place in different locations around the EU and will include lectures, shop-floor visits, coaching and detailed explanations. Seeing is believing: through the plant tour and discussions, SMEs will be inspired to continue along or begin improvement activities.

The Centre is now finalising details of the visits, to get details of the visits once they are available, please contact c.godart@eu-japan.eu, Tel: +32 2 282 3716



WELCOME CROATIA

On 22 April 2013 the Council of the European Union adopted the following conclusion: "The Council welcomes the Commission's monitoring report of 26 March 2013 on Croatia's accession preparations and the accompanying monitoring tables, and its conclusion that Croatia is generally meeting the commitments and

requirements arising from the accession negotiations in all chapters. (.....). The Council looks forward to welcoming Croatia as a member of the European Union on 1 July 2013." (http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/EN/genaff/136898.pdf)

In turn, the EU-Japan Centre looks forward to welcoming the first Croatian participants on its training programmes in Japan.

SEMINAR REPORT

Doha Climate Gateway: Assessment and Opportunities from the EU and Japanese Perspectives

On 19 March, the EU-Japan Centre and the EU Delegation to Japan co-organised a seminar in Tokyo on "Doha Climate Gateway: Assessment and Opportunities from the EU and Japanese Perspectives".

The COP18/CMP8 (Doha, 2012 <http://www.cop18.qa>) addressed a series of important and controversial issues concerning how to pave the way from the old climate regime to a new global climate agreement with all countries, to be adopted in 2015.

Mr. Artur Runge-Metzger, who is both Director for International & Climate Strategy of DG Climate Action in the European Commission and the EU's chief negotiator for international climate negotiations, first outlined the state-of-play of the pre-2020 international climate policy framework after the climate summits in Copenhagen, Cancun, Durban and Doha and where the world stands in terms of the climate change today. He then discussed the key issues and the EU's perspectives on the road to a 2015 agreement on climate change.

From Japan, Mr. Soichiro Seki, Director-General for Global Environment Bureau of the Ministry of Environment (MoE), presented Japan's strategic actions on climate change.

On the domestic side, the Japanese government is currently preparing to adopt a new plan for global warming countermeasures to succeed its Kyoto Protocol Target Achievement Plan, which expired at the end of March. For international actions, Prime Minister Abe set a new direction at the first Industrial Competitiveness Council meeting in January 2013 to review Japan's existing 25% emission reduction target by COP19 (<http://www.cop19.org>), and to develop diplomatic strategies to tackle climate change with the aim of contributing to the world by fully utilising Japanese advanced technologies. The current domestic discussion for building a new energy policy in Japan would play a role in the emission target review

The seminar was also joined by Mr. Hideo Suzuki, Director-General for Industrial Science & Technology Policy and Environment

Bureau of the Ministry of Economy, Trade & Industry (METI), who discussed how to enhance low carbon growth at home and globally and underlined the efforts and measures being undertaken in industry. Regarding the United Nations Framework Convention on Climate Change (<http://unfccc.int>), Japan essentially considers that the future framework needs to be applicable to all Parties and be considered in a pragmatic way to allow diverse substantive measures to be taken by each Party.

Over 100 participants joined the seminar, with a high representation from industry, EU Member States' representatives in Japan and NGOs. The Q&A session also touched upon the EU and Japanese views on the actions and new developments in China, the U.S., etc. The full presentations and a report on the main issues discussed are available on:



http://www.eu-japan.eu/global/events/doha_seminar_19032013.html?year=2013



Feedback from a Vulcanus Host Company since 2012

Hubert Golle, Product Manager, Robotina (SI) <http://www.robotina.si>

Vulcanus is a win-win program for both the Japanese student and the European host company. It is very well prepared and structured, so has important impacts for both: the student gets valuable hands-on experience in a real business environment and the company gains a deeper understanding of the Japanese way of working. The eight-month period of work is long enough to deliver practical results.



Personally, I would recommend applying for the Vulcanus scheme if you want to improve your ability to do business with the Japanese.

<http://www.eu-japan.eu/global/host-a-trainee.html>



STEP IN JAPAN

FREE logistic support for EU SMEs entering or expanding in Japan.

EU SMEs can benefit of FREE logistic support and business assistance in Tokyo, up to one month.

Support measures:

- a "hotdesk" in Tokyo within the Centre's premises (including internet connection and telephone) for up to 1 month (maximum 2 beneficiaries within the same time slot);
- access to meeting and seminar facilities within the Centre's premises;
- information inquiry helpdesk on Japan; assistance for using the Enterprise Europe Network service while in Japan.

Any SME wishing to benefit from this support is free to contact:

StepInJapan@eu-japan.gr.jp

Application form and details:

<http://www.eu-japan.eu/global/step-in-japan.html>

CALL FOR APPLICATIONS

Vulcanus in Europe Opportunity for EU-based companies to host a Japanese trainee.

The Centre is inviting applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2014 to March 2015.

The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. They will be able to communicate in the EU company's local language.

Host company's advantages: a valuable addition to the R&D workforce and an insight into the Japanese culture, extremely useful for successful business with Japan.



- Application deadline: **30 September 2013**
- Contact: Margherita Rosada on +32 2 282 3715 or by e-mail: m.rosada@eu-japan.eu
- More information & application form:

<http://www.eu-japan.eu/global/host-a-trainee.html>

Vulcanus in Japan Publication

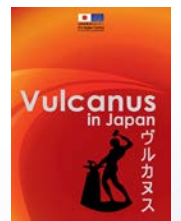
The Centre is pleased to announce that the « Vulcanus in Japan » publication has now a new layout, as intense as the enthusiasm and passion of our participants!

Feel free to discover it...

NEW: This new version is in two languages at a time: English and Japanese.

More than 15 years on from its creation as a way of preparing the next generation of European engineers to be able to work with Japan, more than a hundred of its alumni are working in EU-Japan related activities. Experiences of many Alumni have been brought together in this Vulcanus publication.

Through surveys and testimonials, the impact that the Vulcanus activity has had on their lives is clear: for many of our alumni, their Vulcanus experiences set the direction for their future careers, and their time spent in Japan has inspired them to continue working both in and with Japan across the world.



With both the qualitative and quantitative data gathered, the Centre hopes to be able to continue to build co-operation and provide life-experiences, and to tailor the programme to help create even more open minded and international business leaders.

http://documents.eu-japan.eu/vulcanus_japan/vij15.pdf



New Report from the Centre

A mapping attempt on EU SMEs in Japan with a branch office.

http://www.eu-japan.eu/documents/media/publications/EU_SMEs_local_branch_in_Japan.pdf



CALL FOR APPLICATIONS MINERVA – New Fellowship Scheme

Minerva is a EU-Japan Centre's paid fellowship in Tokyo on research and policy analysis of EU-Japan economic and industrial issues.

The winner of the first Minerva call is Mr Stijn Lambrecht, from Belgium. The title of his research will be: Clean Energy Sector in Japan - An analysis on Investment and Industrial Cooperation Opportunities for EU SMEs.

Should you be interested in applying to the next session (October 2013 – March 2014), please submit your application by 15 July 2013.

This new pilot fellowship scheme targets younger EU and Japanese academics, trade, economic, business and industrial analysts and civil servants, with an active interest in Japan and EU-Japan coop-

eration from multiple perspectives (trade/market access, economy, industrial policy, business, R&D, etc.).

The fellowship, paid the amount of 1700~1800 EUR/month, will cover a period of 6 months, twice a year, April-September and October-March.

The fellows will support the daily analytical activities of the Centre (organisation of seminars and reports, regular surveys and briefings on Japan industrial and economic policy) and will undertake research work on a selected priority topic of the Centre, which should result in a consistent policy report (20-30 pages), to be owned and published by the Centre.

For more information, please contact: minerva@eu-japan.gr.jp

<http://www.eu-japan.eu/global/minerva.html>

Start of Bilateral EU-Japan Negotiations and Commissioner De Gucht's visit to Japan



Mauro Petriccione (right), Director for Development and Management of Trade Relations with Neighbourhood Countries and with South-East Asia at the DG Trade, and Jun Yokota (left), Japanese Chief Negotiator, Special Representative of the Government in charge of the negotiations on the Economic Partnership Agreement (EPA) between the EU and Japan

On 25 March the long awaited launch of the EU-Japan negotiations towards a Free Trade Agreement (FTA) and a Framework Agreement (FA) was announced.

The formal decision to start the negotiations was taken by Japan's Prime Minister Shinzo Abe together with the European Commission President Jose Manuel Barroso and the European Council President Herman Van Rompuy.

THE OUTCOME OF THE SCOPING EXERCISE

The launch has been prepared for some years and is the result of a concerted effort to solidify the foundation of the bilateral relationship. Specifically, the FTA negotiations are based on the outcome of the scoping exercise completed last year. In the context of this exercise, both parties demonstrated willingness and capacity to commit to an ambitious trade liberalisation agenda covering all issues, including non-tariff barriers or access to public procurement.

Given the respective positions of the EU and Japan in the world trade and economy as a whole, the significance of deepening the bilateral economic and political ties cannot be underestimated.

As such, an eventual trade agreement does not only represent an opportunity to bring dividends to both economies, but perhaps more importantly is a chance for two determinedly trade-liberal countries to help shape the future of international trade relations and promote a fairer, more transparent and less protectionist global trading environment.

The financial situation in Cyprus led to the postponement of the 21st Summit between Japan and the European Union. Nevertheless, the visit to Japan by the EU Commissioner for Trade Karel De Gucht in the midst of aforementioned tumultuous developments, and the capacity of the Japanese side to accommodate and meet with the Commissioner convey a strong signal of both sides' commitment to EU-Japan relations.

Meetings with METI Minister Motegi, Deputy Prime Minister and Finance Minister Aso and the Minister for Economic Revitalization Amari were all held, and both sides seized the opportunity to exchange views and together set the directions for the FTA negotiations. In speaking at a jointly organised EBC-Keidanren luncheon, De Gucht also stressed the importance of continuous, full commitment and determination at the highest political level for the successful conclusion of the negotiations.

Undeniably, Europe and Japan have both been hit by the global economic crisis and face similar structural challenges, characterised by tepid economic growth, aging populations and the need to develop new export markets. A comprehensive, ambitious FTA will unquestionably help both countries on the path to recovery and a sustainable economic growth path, all while bringing the EU-Japan relationship to a wholly new level.

Source: Delegation of the European Union to Japan

 <http://ec.europa.eu/avservices/photo/photoDetails.cfm?sitelang=en&ref=P-023065/00-04#0>

EU-Japan FTA Negotiations: State of Play and Future Prospects

The importance of bilateral economic relations between EU and Japan is hard to understate: the EU and Japan are respectively the largest and fourth largest economies in the world and the combined value of both markets accounts for more than a third of global economic activity.

When looking at EU-Japan relations from a trade perspective, however, there is often a perception that there is still a lot of economic potential to be unlocked. While the overall volume of the bilateral trade has increased continuously over the past decade, in recent years its relative importance has declined. An impact assessment study showed that an ambitious agreement liberalising trade between the EU and Japan could bring gains of up to 0.8% of EU's GDP.

The willingness to unlock this potential is what led the EU and Japan to embark on a preparatory exercise, the so-called "scoping exercise", and then on 25 March 2013 to launch the negotiations for an ambitious Free Trade Agreement. The first round of negotiations took place in Brussels on 15-19 April 2013 and a second round is scheduled in Tokyo on 24-28 June 2013.

NEGOTIATE A BROAD AGREEMENT

The objective is to negotiate a broad agreement that covers not only trade in goods, but also issues such as services, public procurement, non-tariff barriers, intellectual property including geographical indications, and competition. Clearly, the negotiations will not be easy.

On the EU side, market access in certain industrial sectors is a sensitive issue. For its part, Japan will need to carry out major reforms in order to address some of the non-tariff barriers that currently hinder imports and investments. It will also have to further open up its public procurement market, especially for railway and urban transport, and to make it easier for the EU to export certain agricultural goods to Japan.

Both sides were fully aware of these challenges when they decided to launch the negotiations. But they are also conscious of the considerable potential economic benefits that are at stake. EU and Japan should remain optimistic, therefore, that by working together it will be able to achieve a result which is good for both the EU and Japan.

Source: European Commission, DG TRADE

CALL FOR IDEAS

The definition of potential GNSS R&D activities funded under Horizon 2020

Horizon 2020 is the next Research and Development (R&D) framework programme of the European Union, to be launched in 2014 and covering the period 2014 – 2020. Within this programme, R&D activities shall be carried out in the frame of satellite navigation, in the areas of infrastructure, applications, technology and services.

Irrespective of the final set up that will frame the GNSS-related R&D activities it is key to identify already by mid-2013 potential GNSS R&D activity areas which shall be funded by the H2020 programme and to develop a multi-annual strategic R&D programme concept.

The Directorate-General for Enterprise and Industry of the European Commission is launching a call for expression of ideas with the objective of gathering recommendations in satellite navigation R&D activities.

These views will be of great help for the EC to design the R&D activities that will be supported by Horizon 2020, and to identify European capacities and weaknesses in this field.

The call for expression of ideas will be open until 31 July 2013.

Source: European Commission

http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=6601



GUIDEBOOK

How to use Structural Funds for SME & Entrepreneurship Policy

From the Guidebook Series, the Guidebook number 6 on "How to use Structural Funds for SME & Entrepreneurship Policy" is already available in English language at the following address.

<http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/>

EU-JAPAN TRADE FIGURES

Last March, Eurostat, the statistical office of the European Union, issued data on international trade in goods and services and investments between the EU and Japan.

Source: Eurostat

http://europa.eu/rapid/press-release_STAT-13-47_en.htm?locale=en

Environment and Energy Business Mission to Japan



Japan's environment and energy market – the third biggest worldwide – offers huge opportunities in areas ranging from waste recycling to soil remediation and energy saving. EU Gateway, funded by the European Union, organises one-week business missions to help European companies seize these opportunities. Applications for the 2014 environment and energy business mission to Tokyo, taking place from 3-7 February 2014, are now open.



Plugwise, a Dutch company who participated in previous missions, is convinced of the benefits of EU Gateway: Specialised in energy saving technologies, they enjoyed the opportunity to present their products to potential partners and customers in a professional setting. These contacts developed by now into concrete business.

the Swedish company Bioprocess Control explains, high quality, high reliability and a business relationship based on trust are key to success in Japan.

For more information on previous participants and their EU Gateway experience: <http://www.eu-gateway.eu/environmental-and-energy-related-technologies>

Helping companies to build contacts through business exhibition days and targeted individual meetings is one aspect of EU Gateway. Increasing market understanding and addressing cultural differences through briefings, study tours and market studies are equally important. As

Companies interested in joining the mission are invited to apply by 27 September 2013.

<http://www.eu-gateway.eu/environment-and-energy>

EU Delegation Steps up its Cybersphere Presence with new Smartphone Application and Website Design

The Delegation of the European Union to Japan will make further use of digital tools to reach out to a wider audience, with the launch of a new application for iPhones, iPads and Android smartphones that aims to provide an entertaining way to learn about the EU in Japanese. The Delegation has also revamped the look of its official Website, making it fully social-media capable and enabling visitors an easier way to navigate the information available.

The new 'EU IN JAPAN APP' is an official application developed by the EU Delegation to Japan in Japanese that offers a wealth of information about the EU and its institutions including the euro single currency and tourism and weather facts in the EU Member States.

Source: Delegation of the European Union to Japan

<http://www.euinjapan.jp/en/media/news/news2013/20130501/144612/>

MEP Visit to Japan



A delegation of MEPs headed by Mr Hans van Baalen, a Dutch Liberal, visited Japan between 11 and 15 February 2013 for the 34th EU-Japan Interparliamentary Meeting (this is an annual event held alternately in Europe and Japan). The 13 member group held meetings with their counterparts in the Japanese Diet and also met ministers in the new government of Prime Minister Abe.

Key issues that were covered included the impending start of negotiations on an EU-Japan Free Trade Agreement and a political Framework Agreement; the financial and economic situation in the European Union; the policies of the new government; and Japan's relations with its neighbours, particularly North Korea and China.

The MEPs also visited the Miyagi prefecture, which had been heavily hit by the tsunami in March 2011. They were deeply moved by the sufferings endured by the local population and the fortitude that they had displayed. They were also extremely impressed by the significant reconstruction work that had taken place in the last two years.

Source: European Parliament

Ambassador Shiojiri Opens the 50th Anniversary of the Japan Machinery Center Brussels Office Seminar


Ambassador Shiojiri gave the opening speech at the 50th Anniversary of the Japan Machinery Center Brussels Office seminar. The Ambassador spoke on the topic of 'fostering and developing EU-Japan economic integration'.

On the issue of the Japan-EU EPA, Ambassador Shiojiri remarked that: "Japan-EU trade relations are missing a huge opportunity. The negotiation on Japan-EU EPA was launched in April. I think we should take this as a great opportunity to reinvigorate the Japan-EU economic relationship into a new chapter".

The Ambassador also congratulated the work of the Japan Machinery Center: "coordination between the industrial circle and the government is as important as those between industries. The JMC plays this very important role, and I wish to express my sincere gratitude for all the efforts made by the JMC, and also would like to ask you all to respond to the demands of the present age and join our efforts in forging a brighter future".



The full text of this speech is available on the website of the Mission of Japan to the EU.
Source: Mission of Japan to the EU

 http://www.eu.emb-japan.go.jp/Japan_Machinery_Center_speech.html

Japanese Week in Brussels 2013

The Mission of Japan to the EU would like to express its gratitude to all who supported Japanese Week in Brussels 2013.

The success of Japanese week can be felt in many areas. Foremost, as an expression of solidarity with those who continue to suffer in the aftermath of the disaster, this week sent a powerful message. Each event attracted a large number of participants from all walks of life, and raised awareness of Japan and reinforced the ties between Japan and the EU.

Source: Mission of Japan to the EU

Japan-EU Negotiations Underway

The first round of negotiations between Japan and the EU on the Economic Partnership Agreement (EPA) and the Political agreement took place in April.

Less than a month after negotiations were officially launched, Japan and the EU gathered around the negotiation table. From 15-19 April talks on the EPA were held in Brussels, while from 19-22 April negotiations on the Political agreement took place in Tokyo.

Special Representative of the Government of Japan in charge of the Japan-EU EPA Mr. Jun Yokota described it as a "very important moment". At the meeting on the Political agreement, both sides exchanged their respective views on the basic ideas of structure and content for the agreement.

The next round of negotiations on both agreements is expected to take place before the summer in Tokyo and Brussels.

Source: Mission of Japan to the EU

JETRO's Survey

Foreign Firms Regarding Obstacles and Necessary Improvements in Doing Business in Japan.

The Japan External Trade Organization (JETRO) released the results of its latest survey of foreign firms operating in Japan, conducted between February and March 2013, receiving valid responses from 102 companies.

The summary points of the survey are as follows: major issues given are business costs, communication, regulations, business permits and finding human resources.

Full survey is available online.
Source: JETRO

 <http://www.jetro.go.jp/en/news/releases/20130417004-news>

Japan-EU Trade in focus in The Parliament Magazine

The Parliament Magazine, the leading magazine following the work of the European Parliament, has focused on 'EU-Japan Trade' in its latest edition (Edition of May 13).

Ambassador Shiojiri in an opinion piece for 'The Parliament Magazine' calls for Japan and the EU to seize the historic opportunity presented by the Japan-EU EPA

and the Political agreement, arguing that "Japan and the EU have waited long enough to elevate their relations and seize what is a mutually beneficial relationship".

For more visit the website of The Parliament Magazine.

Source: Mission of Japan to the EU

 <http://www.theparliament.com>

BioJapan Welcomes European Participants

BioJapan - Asia's Premier partnering event for the biotechnology industry - plays an important role in facilitating interaction between Japanese and international companies/organisations and stimulating new business opportunities. Almost all Japanese pharmaceutical and biotech companies will gather in the 15th BioJapan.

Besides the Cluster Mission organised by the EU-Japan Centre (<http://www.eu-japan.eu/global/business-training/bio-cluster-mission.html>), German and Belgian

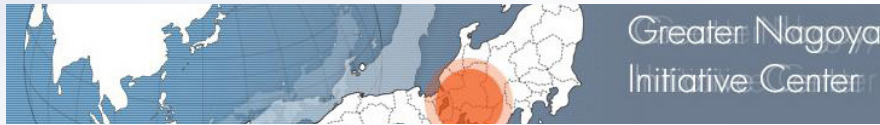
exhibitor groups have announced their participation. Late applications for the exhibition are still possible.

The BioJapan Partnering system makes it easy to find potential partners and set up one-to-one meetings. The 2013 partnering is expected to attract 600+ companies from 25+ countries/regions. The online system will open in Mid-July.

 <http://www.ics-expo.jp/biojapan/index.html>

Greater Nagoya Initiative Aerospace Europe Mission 2013

Paris and Nantes, France, 16-22 June 2013



Each year since 2009, the Greater Nagoya Initiative (GNI) has sent a mission to international aviation shows in Europe to support Japanese companies and to accelerate overseas operations and promote the region, which is the centre of the Aerospace Special Zone and the major Aerospace cluster of Japan.



This year the GNI will hold the Symposium Greater Nagoya Aerospace 2013 during the 50th International Paris Air Show with the support of Comité d'Expansion Economique du Val d'Oise (CEEVO) and ASTech Paris Region. During the symposium the GNI will introduce Greater Nagoya's companies with the aim of attracting national governments, major companies and clusters all over the world into the GN region, and in doing so, improve global economic relations between key organisations and GNI.

The symposium is scheduled for the 17 of June, between 10h30-12h30, at the Espace Alizé - Terminal d'Aviation d'Affaires (100, rue Henri Lossier Aéroport du Bourget 93350 LE BOURGET).

As an activity that enhances global relationships, business matching will be undertaken in collaboration with CEEVO and ASTech Paris Region. Both GNI and CEEVO have enhanced the mutual relations and strengthened economic ties through the exchange of views and by business matching with local companies in Val d'Oise who are deepening economic ties with Greater Nagoya's companies.

Moreover, the GNI will also visit two key organisations: Bretagne International in Rennes and the EMC2 cluster, the centre of development of advanced composite material located in Nantes, France, in order to improve the industrial advances of GN region and help the region serve as an international hub. There, GNI will also discuss methods to develop relationships between the cluster and research institutes such as the National Composite Center in Nagoya University and local companies in GN region.



http://greaternagoya.org/en/news_event/brochure/greater-nagoya-aerospace-europe-mission-2013.html

http://greaternagoya.org/en/news_event/symposium-greater-nagoya-aerospace-2013.html

Belgian Companies at JETRO's Buyer Invitation Program

JETRO Offices hosted representatives from Belgian companies in its Buyer Invitation Program. JETRO's Buyer Invitation Program is a trade promoting programme which invites buyers from various countries to Japan for free; to meet with and discuss possible trade ventures with specially selected local companies in certain regions in Japan.

The goal of the programme is to match up business between Japanese SMEs and foreign buyers, to promote exports of Japanese SMEs. European and American companies partake in the program to meet with SME vendors in Japan. In terms of benefits for the participants there are two key goals for JETRO. Firstly they aim to promote Japanese SMEs abroad through sales to European importers, and secondly to increase trade between Japan and European countries. The Buyer Invitation Program is a day showcase of a region and its SMEs, usually done along a trade fair in order to maximise participants' visibility. 3 Belgian companies participated in the programmes. These Belgian companies were chosen from among a shortlist of 10 companies in the specific markets and were successful due to their business ethic, experience in purchasing outside the EU and their passion for Japanese products.

The participants this year took part in three trade sectors: Interior Decor & Design Products, Shochu & Sake, and Food Products. The programmes took place in Takaoka City, Fukushima Region, and Osaka & Kyoto. Each programme incorporates a programme for the participants which includes a cultural side to present the region and its specialties and a business side in which participants choose company profiles to meet and discuss potential partnerships.

JETRO Brussels is very pleased with the programme's success, as this was the first time Belgian companies participated in the program. Furthermore the Belgian companies that were sent to Japan have already signed various contracts with participants from the Japanese side.

Each year the programme focus evolves and the market sectors change, JETRO Brussels hopes to send many more Belgian companies to Japan to encourage SME business. If companies are interested in this program and believe that they are able to import directly from Japan please send your letters of interest to the JETRO Brussels general address (belinfo@jetro.go.jp) or to the Programme Coordinator (Sophie_Glaser@jetro.go.jp).



<http://www.jetro.go.jp/belgium/topics/20120727688-topics>

Introduction of Japan Online Game Association



Japan Online Game Association (JOGA), established in 2007, is an association of online game companies (publishers/developers). A predecessor of JOGA was Online Game Forum which was established as a voluntary association in 2004. Online Game Forum was a part of the plan of an industry cluster policy in Japan, which mainly focused on the development of the typical industries of each area and those related venture companies, by Ministry of Economy, Trade and Industry. 80% of the ICT enterprises and the venture companies for Japanese content business were concentrated in the Kanto area, which includes Tokyo. The industry cluster policy for ICT and content business was carried out in order to activate this cluster.

In 2005, online Game Forum conducted the first online gaming market research in Japan, and since its establishment, JOGA has taken over this research. In fact, the result of this research comprises the official Japanese figure for the online gaming market. In these days, lot of our member companies operates games not only for PCs but also smartphones and tablet PCs. There are approximately 80,000,000 user accounts for PC online games which are operated by JOGA member companies. This number occupies 3/4 of the total user accounts in Japan. As far as the App market for smartphones is concerned, JOGA members also account for quite a high rate. Under those circumstances, JOGA is currently conducting a survey for game applications for smart devices as well.

In terms of JOGA members, NHN Japan Corporation, which provides games such as "LINE POP" for "LINE", a well-known messaging app, and GungHo Online Entertainment Inc., the publisher of the No.1-ranked game "Puzzle & Dragons" on both iOS and Google Play platforms, were the original members who have played the active role since 2004.

In 2012, the scale of the Japanese online gaming market, in its broadest terms including social games and games for smartphones, has an estimated value of 500 billion yen. There is an increase in the number of JOGA members which have expanded their business overseas year on year. JOGA develops co-operative relationships with counterparts in foreign countries and supports Japanese companies to advance overseas.



<http://www.japanonlinegame.org/english/>

AICHI REGION, the Special Zone to Create Asia's No.1 Aerospace Industrial Cluster



THIRD ECONOMIC AREA IN JAPAN

Located in nearly the centre of Japan, between Tokyo and Osaka, Aichi Prefecture is the third economic area in Japan. It is also the heart of Japan's manufacturing sector, as it is the first prefecture in Japan in terms of value of manufactured products. Aichi gathers Japan's leading companies such as Toyota and Denso in the automotive sector, and Yamazaki Mazak and Mori Seiki in the machine tool sector.

More recently, Mitsubishi Aircraft Corporation has been developing the Mitsubishi Regional Jet (MRJ), which will be the very first Japan-made jet liner since the 1960's, in the Aichi region. With its maiden flight scheduled this year, the first aircraft will be handed over to All Nippon Airways in 2015.

Aichi also features Japan's highest concentration of space industries: the world-famous H-II rocket, the International Space Station's science module "Kibo" and the cargo trans-

SPECIAL ZONE TO CREATE ASIA'S NO.1 AEROSPACE INDUSTRIAL CLUSTER

It is with this background that, as part of the "Comprehensive Special Zone for International Competitiveness Development" scheme, seven regions were selected by the Japanese government for their international competitiveness and their expertise in sectors with high potential to boost domestic growth. As for the Aichi region, it was designated as a "Special Zone to Create Asia's No.1 Aerospace Industrial Cluster" in December 2011. Specifically, Aichi and neighbouring prefectures are committed to building Japan's largest industrial base equipped with an integrated system of research and development, design, flight testing, manufacturing, and maintenance, with the aim of becoming one of the top three hubs in the global aerospace industry rivalling leading European and American regions. According to numerical targets, the Aichi region is expected to raise its aerospace production value from 700 billion yen to 900 billion yen.

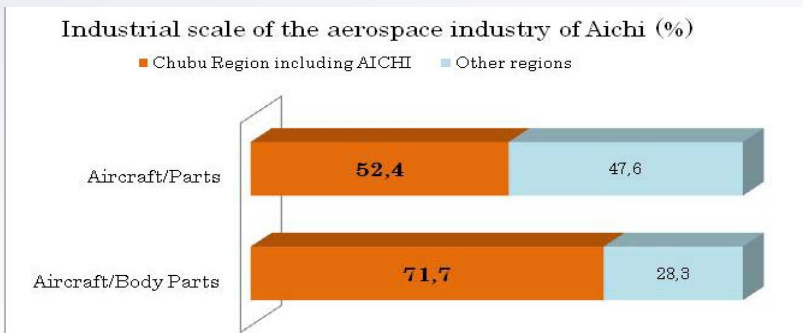
Various support programs are offered to the Comprehensive Special Zone, which include preferential measures in regulatory compliance (such as partial simplification of tariff exemption process and easing of building restrictions), financial support, and tax incentives. Additional support is also provided by local governments, such as reductions and exemptions of real estate acquisition tax and other local taxes, but also a wide array of subsidy programs. Technological and R&D support, through incentives and coordination with R&D organisations, is another service which is provided to investing companies.

Even though the Special Zone was initially restricted to 9 cities in 2011, the area covered by the zone will soon include 37 cities in the Aichi, Gifu, and Mie Prefectures, also known as the "Greater Nagoya Area". Under this new scheme, 65 companies can benefit from the aforementioned support measures, while the competitiveness of the local suppliers is expected to strengthen.

During the next Paris Air Show, Aichi Prefecture, other public bodies and private companies will host a symposium entitled "Greater Nagoya Aerospace 2013" on 17 June, where a detailed presentation of the local aerospace industry and its promotion will be conducted, along with insights into the cutting-edge technologies of local companies.

Please feel free to contact JETRO Paris – Aichi Prefecture Office for further information.

<http://www.jetro.go.jp/france/jetro/bureaux/>



The prefecture enjoys the largest concentration of aerospace companies, which enables it to represent more than half of the national production of aircraft and aircraft parts. Last year, Aichi was designated as a "Special Zone to Create Asia's No.1 Aerospace Industrial Cluster" by the Japanese government, as its international competitiveness and its expertise in this sector was recognised as having a high potential to boost the domestic growth. As the area covered by the designation is to be expanded by the national authorities, the local expertise in aerospace is expected to increase further.

Among Japan's aerospace industry key players are Mitsubishi Heavy Industries, Kawasaki Heavy Industries, and Fuji Heavy Industries, and all of them have major production bases gathered in Aichi. In addition, many aircraft components suppliers are located in the area: not only do these mid-sized companies supply parts for domestic manufacturers, but they also have direct business deals with major aircraft manufacturers such as Boeing, Airbus, Bombardier, and Embraer. In the aerospace industry, international joint development has been a global trend recently, and both Japanese aircraft manufacturers and component suppliers have played an important part.

An example of their involvement is the Boeing 787, where the total of Japanese companies' involvement in its development reached 35%, a figure which is roughly similar to Boeing's own involvement.

fer vehicle "HTV", as well as other major space appliances currently under development, are all assembled in central Japan.

The prefecture is also home to numerous small and mid-sized component suppliers who support the development of the aerospace industry. With their outstanding technology and precision, these suppliers are able to provide state-of-the-art cutting, grinding, surface treatment, and press moulding technologies, while major machine tool makers (Yamazaki Mazak, Mori Seiki, Okuma, Jtekt, Amada) are also located in the area.

As for carbon-fibre-reinforced plastic (CFRP), which has been increasingly used in aircraft, major CFRP producers such as Toray Industries, Mitsubishi Rayon, and Tohotenax are also present in Aichi. Up to now, both Toray and Nagoya University had been conducting their R&D in their own facilities, but with the opening of the "National Composite Center" in April 2013, the automotive industry has become a new participating member, and the applications for CFRP are expected to widen.

It is therefore quite logical that the Japan International Aerospace Exhibition, which is held every four years, was held in Aichi in October 2012. With 664 companies and organisations from 32 countries, as well as 21,753 trade visitors and 141,131 general visitors, the exhibition ended up as a great success. In addition, the organisation of an international symposium on space technology and science in June 2013 is expected to stimulate further the local aerospace industry.



JAPAN CALLING: Maximise Your Company's Success in Japan with JMEC!

- Are you facing challenges in the Japanese market?
- Could you benefit from a well-researched business plan?

If the answer is yes, then contact JMEC now! JMEC is a professional business plan competition that helps European companies, including large corporations and SMEs (Project Clients), maximise their business success in Japan while strengthening the business skills of mid-career professionals (Participants).

Project Clients receive a thorough, confidential, ready-to-use business plan at a fraction of the cost of outside consultants or even internal resources. Actively supported by most European chambers in Japan and by many seasoned entrepreneurs, JMEC has been a vital part of the business community in Tokyo since 1993.

954 professionals from over 52 countries have already been trained, and 178 customised business plans have been written for organisations addressing all possible objectives, including market entry, product and service launches, distribution strategies, targeting new market segments, etc.

How does your organisation benefit?

- Out-of-the-box solutions: receive a well-researched and innovative plan, unconstrained by in-house politics (roughly 50 to 100 pages, plus appendices).
- Comprehensive research: teams of five or six dedicated individuals are assigned to your project from January to May, researching and devising your plan.
- Quality control: knowledgeable and experienced mentors and consultants monitor and support the teams.
- Actionable results: a survey of past Project Clients shows that two-thirds began implementing their business plan within six months of receipt, and all said they received results as expected or better.

JMEC 20 will start in November 2013.

<http://www.jmec.gr.jp>

Hasekura 2.0 Business Exchange Program

TOHOKU, LAND OF OPPORTUNITIES.

The reconstruction process of post-tsunami Japan represents a challenge, but also a unique opportunity to rethink a number of social, economic and political issues at stake in the 21st century, not only within Japan but also abroad.

The use of renewable energies, sustainable and responsible development, revitalisation of regional areas, shrinking and aging population are issues of great interest and the way they will be solved in Tohoku could serve as a model for other developed as well as developing countries, too.

Within this exciting environment, it is important for Japanese political and business decision makers to broaden their horizons and look for inspiration, share information and exchange their knowhow outside their domestic boundaries. There is also a lot to be learned from history. In this sense, Japan's openness to the outside world right after a similarly disastrous tsunami in 1611, may serve as an example also for the reconstruction process taking place in Tohoku today.

Following the example of Hasekura Tsunenaga, the samurai that led the first Japanese expedition to Europe back in 1613, and on the occasion of the 400th Anniversary of the establishment of the Bilateral Relations between Spain and Japan (1613-2013), the NPO Hasekura Program wishes to:

- Promote the mutual understanding, the interchange of professional experience and ideas between Japanese and Spanish SMEs, Social Entrepreneurs and Regional Institutions;
- Give support to Japanese Family-size companies and Social Entrepreneurs active in the reconstruction process of Tohoku, as well as to Spanish Small business affected by the economic crisis, by means of the internationalisation of their business;
- Actively involve Japanese local authorities and provide them with a platform from where to inform the outside world about the current situation of Tohoku, while



learning from the mistakes as well as the successful policies implemented by their Spanish counterparts.

Higher priority is given to the tourist, food and beverage, art crafts & design sectors with a strong component of creativity and innovation, social and environmental responsibility and sustainability and with a positive impact on local communities.

Through the creation of personal links, the interchange of ideas and the discussion on business/political issues of common interest, this program aims at facilitating the establishment of an open dialogue between Spanish and Japanese entrepreneurs and institutions, leading to an improved bilateral flow of economic and institutional relations.

The Hasekura 2.0 Program has been officially recognised by both the Spanish and the Japanese Ministries of Foreign Affairs as one of the activities that celebrate the Year of Spain and Japan (2013-14).

<http://hasekuraprogram.com/>

Textiles are on show in Tokyo



The first meeting of the Franco-Japanese textiles work group was held on Friday, 29 March in Tokyo.

It was set up by the French and Japanese governments in order to develop technology partnerships and trade between the two countries. The meeting was chaired by Fleur Pellerin, French Minister Delegate for production, responsible for SMEs, innovation and the digital economy. The French delegation was made up of Fleur Pellerin and her colleague, the Techtera and Up-Tex innovation clusters, large and small businesses representing the sector and members of Techtera.

This first session will be followed by other meetings between now and the end of 2013. One of these meetings will take place on June 19 and 20 in Lyon, in parallel with Techtera's general assembly.

NEXT STEP

An official trip to Japan organised by Techtera under the banner of the Textile2020 European programme.

<http://www.techtera.org>

Zem2all Spanish-Japanese Project

Zem2all is a four-year Spanish-Japanese demonstration project with a 60 million Euro budget designed to enable the mass rollout of new e-mobility services and benefits. Endesa is leading Spain's part of the project, which also involves Telefónica and Ayesa, and Mitsubishi Heavy Industries leads Japan's part, alongside partners including Mitsubishi Corporation and Hitachi.



ZEM2ALL has enlisted the assistance of 200 residents of Malaga, who will rent a Mitsubishi iMiev electric car and will have 200 conventional charging points equipped with Endesa technology at their homes

or places of work. In addition, nine fast charging stations with capacity for 23 vehicles will be installed around the city.



The points will provide an 80% charge in less than half an hour, thereby increasing user autonomy. Six rapid recharges with V2G technology will be placed enabling the vehicles to receive energy from the grid and, when demand is high to return power to the system.

The entire infrastructure is connected to a specific control centre and thus, users will have useful real-time information. An interaction network will also be set up to enable the various agents involved in the e-mobility project (vehicles, users, city council, citizens, recharging points, distribution network, etc.) to communicate with each other and operate via different social networks.

 <http://www.zem2all.com>

Luxembourg NPO Invites Japanese Digital Companies for its Incubation Programme

Europe4StartUps is a non-profit organisation that helps promising digital companies to start up or boost their ventures in Europe by providing them with 12 months of premium cloud storage and additional business services for free and without any obligation to contract.

The Europe4StartUps team will visit Japan to participate to the forum "European ICT Lab for Innovative Japanese Startups" on 25 July and will present useful tips and advice to successfully enter the EU market.

On this occasion, Europe4StartUps decided to call for application in Japan to its incubation programme. 2 digital companies will be awarded a Europe4StartUps service package (estimated value: 100,000 USD) that includes 1 year of high value services (cloud, business, marketing and so on) to successfully tap the EU market.

Deadline is due 20 July 2013 and application is free.

 <http://www.Europe4StartUps.com/contest>

SEMINAR: European ICT Lab for Innovative Japanese Startups - Case Study in Luxembourg

Tokyo, Japan, 25 July 2013

This event is a unique forum to discuss Japanese technology startups' attempt to develop overseas markets and their opportunities in Europe for business and technological collaboration.

As an example a report on "ICT Spring Europe 2013", a rapidly growing ICT innovation forum held in Luxembourg in June, will be delivered and Luxembourg Trade and Investment Office in Japan will invite 10 Japanese ICT startups to participate in this event, expecting to reach out to the European audience.

Mr. Koichiro Tsujino, CEO of ALEX Corporation and former President of Google Japan, will talk about the importance of overseas markets for Japanese SMEs in the internet age and will share his experience of participating to ICT Spring 2013 as a keynote speaker.

The EU-Japan Centre will present GNSS. Asia project which promotes EU-Asia collaboration in developing satellite positioning applications using Galileo. In addition, it provides Enterprise Europe Network, a cross border business partnership tool.

From the Belgium Luxembourg Chamber of Commerce in Japan (BLCCJ), a presentation of their services to bridge companies from BELUX and Japan will be made, and finally a Luxembourg-based NPO "Europe4Startups" will announce their incubation programme offered to Japanese tech startups. All participants are welcome to a networking cocktail following the seminar.

 <http://www.investinluxembourg.jp>

EXPERT VIEW

Growing Significance of Japan-Czech Republic Social and Economic Relationship

By Michal Klocek, Group Business Development Manager, Hitachi Europe Ltd.

Not many in Europe are aware of the strength and importance of the relationship between the Czech Republic and Japan. Since the 50th anniversary of the restoration of diplomatic relations between the two countries, celebrated in 2007, that relationship seems to be even more solid.

8.5% of the total number of Japanese manufacturing companies present in Europe and Turkey are located in the Czech Republic. With that result the Czech Republic is ranked fourth in Europe in terms of the number of Japanese manufacturing affiliates (just after the UK, Germany and France). In addition, the Czech Republic is one of few countries in Europe where the number of Japanese companies still continues to grow (94 manufacturing companies in 2010, three times more than in 2000). Also external trade shows a positive trend. While importation (from Japan to the Czech Republic) remains on a stable level, the exportation continues to grow (since 2008 by 12% a year on average) reaching over EUR 555m last year.

Currently in the Czech Republic, the most popular sectors where Japanese companies are present are transportation machinery (automobiles and automotive parts) and general machinery. However Japan, aware of growing technological needs, tries to promote its smart and innovative solutions.

Since 2009, the Japanese government organisation NEDO (New Energy and Industrial Technology Development Organization), together with the Czech Ministry of the Environment, organises annually a workshop devoted to Japanese low carbon technologies. During the last event, among the most important topics discussed were electric vehicles, gas-powered vehicles and top of the class large rechargeable batteries. In addition to these strong economic ties, also social relations are becoming more and more meaningful. The Japanese tourism in the Czech Republic is growing as well. Over 2012 almost 137,000 Japanese tourists visited Czech Republic which represents 12.3% year-on-year growth.

 <http://www.hitachi.eu/index.jsp>

BLCCJ Activity Calendar 2013

Spring and autumn are traditionally the busiest seasons for the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ). On April 5th they welcomed Mr. Shuji Kobayakawa from the Bank of Japan to give an update on the state of the Japanese economy and BoJ's policy measures aimed at strengthening the economy's growth potential.

The "Delighting Customers in Japan" seminar, in its 12th edition this year, will take place on 19 June, with presentations on how to succeed in Japan by 4 distinguished speakers: Mr. Bruce Goodwin, Janssen Pharmaceutical K.K., Mr. Hideki Matsubara, Miele Japan Corp., Mr. Philippe Jardin, Fauchon K.K. and Mr. Rudie Filon, Delegation of the European Union to Japan.

The Belgian Beer Weekend (BBW) has grown to become the biggest promotion event for Belgium in Japan, so the BLCCJ set up a shop at BBW Osaka (5-9 June) in order to give its Kansai members the opportunity to participate. From the 6 to 16 September the BLCCJ will also participate in the 11-day long BBW Tokyo.

CALL FOR APPLICATIONS NIPPON EXPORT AWARD

The biggest BLCCJ event of the year is the bi-annual "Nippon Export Award", aimed at rewarding those companies that have made significant achievements in exporting, importing or distributing Belgian-Luxembourg products or services into or within Japan.

A call for applications for this seventh edition has been launched (deadline 30 August), a jury will make a final selection in September/October, and in November the winner will be announced during an award ceremony at the Belgian Embassy.

More information on this award and the BLCCJ is available on the website and social networking services.



<http://www.blccj.or.jp/en>

INTERNATIONAL SYMPOSIUM

Which Future for Manufacturing Industries in Japan, Korea, German and France?

On the 9 April, 2013 the National Graduate Institute for Policy Studies (GRIPS) together with the Fondation France-Japon de l'EHESS (Ecole des Hautes Etudes en Sciences Sociales, Paris) hosted an international symposium.

The event, entitled "Which Future for Manufacturing Industries in Japan, Korea, German and France?" was supported by the German and French Embassies in Tokyo as well as the Friedrich-Ebert Foundation in recognition of the 50th Anniversary Celebrations of the of the Elysée Treaty, better known as the Franco-German Friendship Treaty.



Participants included high-level executives from industry as well as representatives from academia, government and politics of the four countries under discussion.

Apart from high level representatives from the EU Delegation, the French Ministry of Industry and the Korean Ministry of Knowledge Economy, Germany was represented by Siemens, Fuso and Roland Berger. EDF, Valeo and Air Liquide presented the situation of French companies while Quantum Leaps Corp., University of Tokyo, NTT Data Institute of Management and Consulting and Dongwoo Finechem, covered the Japanese and Korean views. In three round table discussions, the participants discussed innovation and the future of industry, effects of globalisation and the future of industrial policy.

With more than 250 guests, the symposium attracted a high level of interest. In his closing remarks the French Ambassador, Monsieur Christian Masset, acknowledged the significance of Japan and Korea as strategic partners for Germany, France and Europe. He emphasised the importance of a strong industrial base as a platform for the long-term success of national economies.

Source: Embassy of Germany in Japan

UK-Japan 21st Century Group 2013 Conference



The 30th conference of the UK-Japan 21st Century Group took place at Wiston House in West Sussex from 3-5 May 2013.

The UK-Japan 21st Century Group was established in 1984 as the UK-Japan 2000 Group with the strong encouragement of the then Prime Ministers of the UK and Japan, Margaret Thatcher and Yasuhiro Nakasone. Its principal objective was "to advance the education of the citizens of the United Kingdom and the citizens of Japan in all aspects of each other's political, economic, industrial and social sciences and culture". Its purpose is now to discuss any issue that might affect the bilateral ties and to make recommendations on how to improve them.

Lord Michael Howard of Lympne is the UK Co-Chairman. His Japanese counterpart is Yasuhisa Shiozaki, a senior member of Japan's House of Representatives and a former Chief Cabinet Secretary to the Prime Minister.

UK participants at the 30th conference included parliamentarians and leading figures from academia, the media and business,

among them representatives from AMEC, BAE Systems, Barclays, Crown Agents, Dia-geo, GSK and Rolls-Royce Japan.

The Japanese delegation included leading members of the House of Representatives as well as senior academics and corporate executives from Mitsubishi Corp, Toyota Motors, and Hitachi Ltd.

Conference sessions considered the latest political and economic developments in the UK and Japan; climate change and energy policy; geopolitics and security challenges; the EU-Japan relationship; corporate governance; international development and UK-Japan bilateral cooperation. The conference summary and recommendations will be sent to both Prime Ministers and posted on the websites of the British Embassy in Tokyo and the Japanese Embassy in London.

For further information, contact Professor Marie Conte-Helm, Executive Director, UK-Japan 21st Century Group at: marie@conte-helm.co.uk.



Learning from EU Hidden Champions - SMEs' Internationalisation Strategies



On 5 April 2013, the EU-Japan Centre for Industrial Cooperation organised a seminar in Tokyo on "Learning from EU Hidden Champions - SMEs' Internationalisation Strategies" with 2 other joint organisers, Ota City Industrial Promotion Organization and the Japan External Trade Organization (JETRO).

The event welcomed 53 guests at management level, CEO or COO, who attended this seminar aimed at promoting the Enterprise Europe Network and raising the recognition about the partnership opportunities in EU to the SME manufacturers in Ota City.

At first, JETRO opened the seminar by presenting their research about the Hidden Champions in EU, then EU-Japan Centre presented the Enterprise Europe Network, and Ota City presented their supporting measures for the SMEs with regard to internationalisation to the EU market.

Ota City is a place crowded with manufacturing companies engaged in machining and metalworking. Some 82% of them are small companies whose workforce is less than 10 employees. The number of factories for those companies engaged in machining and metalworking account for more than 80% of the total number of factories in Ota City. For many years, those companies have supported the backbone of the entire Japanese industry by making effective use of a variety of technologies accumulated and their intra-company networks. A combination of their high precision in technology and their rapidness in communication has thus contributed to the prototyping and R&D efforts among leading companies.

The EU-Japan Centre will have a MOU with Ota City to jointly promote the Enterprise Europe Network.



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

Synergies Between EEN Support Service and the EU Japan Centre's Programme

To provide a more exhaustive service to EU SMEs interested in accessing the Japanese market, the EU-Japan Centre fostered the connection between its 4/5 week Human Resources Training Programme - Japan Industry Insight (H RTP) and its services within the Enterprise Europe Network framework.

H RTP-Japan Industry Insight is a 4/5-week training programme in Japan helping EU companies take full advantage of Japanese business opportunities and provides an in-depth approach to examine Japanese industrial structure, business practices and management through lectures, field trips and individual company visits. (<http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html>)

Enterprise Europe Network (EEN) is the largest international network of contact points providing information and support for SMEs in the fields of international business cooperation, innovation, knowledge and technology transfer and cooperation in EU programmes. The service was originally founded by the European Commission for EU Member States only, but has been expanded to 54 countries with 600 support organisations (Chamber of Commerce, Research Centres, Regional Agencies...), with Japan being represented by the EU-Japan Centre. (<http://een.ec.europa.eu>)

This year 12 EU SMEs, from 10 EU countries, participated in the H RTP programme between May and June and were informed about the EEN services in order for them to benefit from additional free support within their region not only before but also after their participation to the H RTP programme.



H RTP Participants during one of their field visit to Ota City

10 partner organisations members of EEN, identified according to the SMEs choice, were contacted by the EU-Japan Centre and introduced to the SMEs. These organisations provided tailored support to the SMEs with regard to their needs in their internationalisation process toward the Japanese market. With this support, the SMEs were able to generate business and/or technology transfer proposals detailing the type of activity they would like to develop in Japan and the sought Japanese partner.

The list of participating SMEs' proposals is available online; any interested Japanese company can take contact with: info-jp@een-japan.eu for further details.



<http://www.een-japan.eu/ja/news-media/hrtp49-participants>



EU-Japan Business Cooperation Opportunities

<p>REQUEST FOR DISTRIBUTOR IN THE EU: Sector: anti-corrosion device A Japanese anti-corrosion device manufacturer is looking for EU distributors Profile ID: 20130419014</p>	<p>REQUEST FOR TRADE PARTNER IN THE EU: Sector: spring A Japanese precise spring manufacturer is seeking a trade partner in Germany, France and Switzerland Profile ID: 20130412004</p>
<p>TECHNOLOGY TRANSFER OFFER TO JAPAN: Sector: fuel cells A Slovenian research institute and SME are looking for partners in the fuel cells technology Profile ID: 13 SI 68CN 3SDZ</p>	<p>REQUEST FOR DISTRIBUTORS IN JAPAN: Sector: cosmetics A French cosmetics company is looking for distributors Profile ID: 20130403029</p>
<p>TECHNOLOGY TRANSFER OFFER TO JAPAN: Sector: food An Italian company offers a technology transfer of its know-how in the production of mozzarella cheese Profile ID: 13 IT 53U8 3S7N</p>	<p>REQUEST FOR DISTRIBUTORS IN JAPAN: Sector: plastic products A Romanian manufacturer of hangers made of plastic and ecological material is looking for distributors Profile ID: 20130520004</p>
<p>TECHNOLOGY TRANSFER OFFER TO JAPAN: Sector: software technology A Slovene SME active in the fields of Control System Integration is offering its know-how to Japanese partners Profile ID: ID 13 SI 68CN</p>	<p>REQUEST FOR TRADE INTERMEDIARY IN JAPAN: Sector: wood working industry A Spanish company specialized in wood transformation of sweet chestnut wood is looking for trade intermediary services Profile ID: 20130412017</p>
<p>TECHNOLOGY TRANSFER OFFER TO JAPAN: Sector: R&D, Life science A Spanish research centre is building a consortium and is looking for industrial partner Profile ID: 13 ES 24D4 3S2Y</p>	<p>REQUEST FOR DISTRIBUTORS / JOINT VENTURE IN JAPAN: Sector: laser beam shaping optics A German research institute is searching for a distributor; a joint ventures in field of research and development is also considered Profile ID: 20130307024</p>
<p>REQUEST FOR REPRESENTATIVES IN JAPAN: Sector: PEM fuel cells components A Slovene SME developing PEM fuel cells components is looking for representatives Profile ID: 20130426018</p>	<p>REQUEST FOR DISTRIBUTORS / JOINT VENTURE IN JAPAN: Sector: fiber optic and photonic measuring systems A German company is searching for a distributor; a joint ventures in field of research and development is also considered Profile ID: 20130307026</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN: Sector: wood working industry A Latvian producer of saw blades is looking for trade distributors Profile ID: 20120312005</p>	<p>REQUEST FOR TRADE INTERMEDIARY IN JAPAN: Sector: cosmetics An Italian company active in the natural cosmetic sector, is looking for trade intermediary services Profile ID: 20130402019</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN: Sector: toys A Cypriot construction toys manufacturer is seeking distributors Profile ID: 20130411024</p>	<p>REQUEST FOR DISTRIBUTORS IN JAPAN: Sector: toilet A Belgian manufacturer of toilet seats is looking for distributors Profile ID: 20130227032</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN: Sector: agroindustry A Slovak company operating in agroindustry is looking for intermediate distributors and agents Profile ID: 20130327024</p>	<p>REQUEST FOR PARTNER IN JAPAN: Sector: environmental A Danish centre for ocean and ice is looking for a Japanese partner Profile ID: 20130604062</p>



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

Enterprise Europe Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

Milipol International Business Meetings

Sector: security
Paris, France, 20-21 November 2013

Within the frame of Milipol, the biggest international fair for internal state security, Enterprise Europe Network Paris Ile-de-France organises a brokerage event.

<http://en.milipol.com/>

Green Business meetings

Sectors: environment, energy, eco-technologies, sustainable development
Paris, France, 4-5 December 2013

EEN Paris Ile-de-France Centre organises a brokerage event "Green Business meetings" during Pollutec Horizons' exhibition in Paris

<http://www.pollutec.com/GB/Green-Business-Meetings.htm>

<http://www.enterprise-europe-network.ec.europa.eu/public/calendar/home.cfm?type=future>

Promoting Greek PDO/PGI & Gourmet Products in Japan

The Embassy of Greece/Office of Economic & Commercial Affairs has recently organised a seminar that aimed to introduce Greek Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) systems and gourmet products, at the Sumitomo Kaikan hall.

As many as 27 Japanese food import representatives attended the event, as well as a number of representatives from Japanese ministries, JETRO and other similar organisations. The invitees had the opportunity to get more familiar with the PDO/PGI system both on the European Union level as well as on the national one. Furthermore, they were introduced to Greek PDO/PGI products, procedures for registering a name as PDO or PGI etc.

The Office of Economic & Commercial Affairs invited two eminent Greek companies to the seminar: Krocus Kozanis products S.A. and Trikalinos Grey Mullet Bottarga S.A.; Mr. Aggelos Markou and Mr. Zafeiris Trikalinos, general managers of the aforementioned companies (picture), presented their products to the Japanese audience. Krocus Kozanis (<http://www.krocuskozanis.com>) is Greek red saffron and one of the Greek PDO products. Greece is considered to produce some of the best quality saffron in the world. It is the biggest producer in Europe and the third biggest in the world. Krocus Kozanis is scientifically proven to have good antioxidant properties. Besides its other health benefits, Krocus Kozanis protects against free radicals, boosts the memory and contributes to overall good health.

Trikalinos Grey Mullet Bottarga (<http://www.trikalinos.gr>) avgotaraho (gr.) has been considered a delicacy since the era of the Pharaohs and was highly appreciated by the Ancient Greeks. Since 1856, the Trikalinos Family has commercially produced avgotaraho, which is a delicacy of cured mullet roe, a Greek version of Karasumi. Scientific research has shown that Trikalinos Avhotaraho is a food of high nutritional value, providing significant amounts of protein, fatty acids and vitamins. Moreover, the excellent flavour and nutritional characteristics of Trikalinos Avgotaracho has managed to attract the attention of some of the most famous world chefs. Indeed, a top notch chef, Ferran Adria, has ranked Trikalinos Avhotaraho among the 30 best and most nutritious products of the world.

More information on <http://www.mfa.gr/tokyo>



Aggelos Markou and Zafeiris Trikalinos with Sumitomo Kaikan chef at the seminar

CCILJ New Elected Direction Board 2013-2015

On 18 of April the Portuguese Japanese Chamber of Commerce and Industry, three years since the last elections and after six years presided by Mr. António Morão from NEC Portugal, elected a new Direction Board in the General Assembly. The General Assembly was followed by a dinner held in the same day at the Tiara Park Hotel. There were about 25 associated companies present as well as representatives of the Japanese Embassy in Portugal, among other associative entities.

The new elected board, for the triennium 2013-2015 is presided by Dr. Néilson Faria de Oliveira, representing Néilson Faria de Oliveira Advogados. Vice-presidents are Dr. Kei Otsuka representing Yamaha Motor Portugal, S.A. and Dr. José Vidicas representing Portmar – Agentes de Navegação. This new Board is currently working to promote exports between Portugal and Japan, and also committed to the goal of creating a branch office in Japan.

More information on <http://www.mfa.gr/tokyo>

JOB OFFER

A Japanese company located in Germany is looking for an assistant of management.

More information on http://documents.eu-japan.eu/jobs/job_offer_rohm_april2013.pdf

Italia in Giappone 2013



The promotional events of "Italia in Giappone 2013" successfully continues in Japan. At the Tokyo Metropolitan Art Museum until June 30 visitors can see an interesting exhibition on Leonardo Da Vinci, showing artistic pieces coming from Biblioteca & Pinacoteca Ambrosiana of Milan – including Leonardo's Portrait of a Musician and 22 leaves from his Codex Atlanticus.

For those who have a chance to travel outside the Japanese capital, the Michelangelo Buonarroti exhibition, which opens on June 28 at the Fukui Fine Arts Museum, will present for the first time in Japan the relief sculpture Madonna of the Stairs. The same exhibition will open at the National Museum of Western Art in Tokyo on September 6, whereas an exhibition on Palazzo Pitti from Florence (starting on September 7 at Seiji Togo Memorial Sompō Japan Museum of Art in Shinjuku, Tokyo) will bring to Japan more than 70 representative pieces of Italian art of the XIX and XX centuries.

Finally, after the great success received by the Fenice tour, Japanese opera fans will for sure appreciate the representations of Falstaff and Rigoletto (along with some ballet shows) by the Milan Scala Theatre.

More information on <http://www.italyinjapan.com>

The Embassy of the Kingdom of the Netherlands in Japan on Facebook/Twitter

Since April, Twitter and Facebook will be a new way for the Embassy to engage with people in Japan, about such topics as the investiture of the new King, Dutch-Japanese relations and the activities of the Embassy. The Facebook page, mostly in Japanese, will give special emphasis on creativity and innovation, two topics that have strong potential for further deepening within Dutch-Japanese relations. Twitter messages will be posted in Japanese and English.

Source: Embassy of the Kingdom of the Netherlands in Japan

More information on <http://www.facebook.com/NLinJapan> <https://twitter.com/nlinjapan>



DATE/LOCATION	DETAILS	CONTACTS
31 May - 6 July Various locations, Japan	EU Film Days 2013	Delegation of the European Union to Japan http://www.eufilmdays.jp/
June 19, 2013 Tokyo, Japan	SEMINAR EJIS Academy Seminar: Japan's Energy - Myths vs Reality	EJIS http://www.hhs.se/EJIS/Public%20Seminars-Conferences/Pages/AcademyinTokyo.aspx
20-21 June 2013 London, UK	SEMINAR UK-Japan Global Seminar: Fostering Strategic Partnerships	Chatham House http://www.chathamhouse.org/events/view/190373
22 June 2013 London, UK	Okinawa Day 2013	http://www.okinawaday.org.uk/
1-5 July 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing July session (Application: closed)	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
6 September 2013 Berlin, Germany	WORKSHOP German-Japanese Workshop on Security Issues IV	JDZB http://www.jdzb.de/index.php?option=com_events&task=eventDetails&cat_id=1&cid=252&Itemid=30&lang=en
7-11 October 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Bio Japan Cluster Mission (Application: closed)	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/bio-cluster-mission.html
11-15 November 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing November session (Application: closed)	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
25-30 November 2013 Brussels, Belgium	European SME Week 2013	European Commission http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm

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 and/or on our website : michelson@eu-japan.eu



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