



ETIENNE DAVIGNON'S MEMORY OF THE EVENTS THAT LED UP TO THE CREATION OF THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION

“Thirty years have passed since the birth of the EU-Japan Centre for Industrial Cooperation (originally called the EC-Japan Centre for Industrial Cooperation), a dynamic symbol and milestone of the commitment of European and Japanese industry to work together.

When I took up my job as Commissioner ten years earlier, the relations between the EU and Japan were at an all-time low. The trade disputes were numerous and the absence of structural dialogue remarkable. Japan was accustomed to talk with member states and ignored the EU institutions.

All this changed over time as both parties were finally convinced that cooperation was better than confrontation. As the relations improved at the official level, it became obvious that it should also be extended to the private sector and individuals so as to ensure we understand each other.

The Commission played a central role in convincing MITI (the predecessor to METI), Keidanren and a group of European business representatives to organise an annual on-going dialogue, alternatively in Japan and Brussels. The success of these meetings led to the creation of a permanent centre.

Since 1987, the Centre has proven its value by setting up specific programmes and organising exchanges of people. I witnessed this success story and welcomed the change it brought about for the relations between Japan and the EU. So I am sure that, thanks to its competence and commitment, the Centre will pursue its very useful mission for many years to come.”

Note : Mr Shoichi Akazawa, at the time Chairman of Japan External trade Organization and co-founder of the EU-Japan Centre with Viscount Etienne Davignon, passed away in 1996.



THE EU-JAPAN CENTRE HAS TURNED 30!

To celebrate this event, the Centre will issue a publication including more than 35 recent expert reports' executive summaries. The publication will be issued both in paper (limited edition) and in e-format and will be available to the public, starting from August.



EU-Japan Centre
for Industrial Cooperation
日欧産業協カセンター

日欧産業協カセンターでは、季刊英文ニュースレター「EU-Japan News」を通じて、さまざまな日・EU関係の情報を発信しています。

欧州連合日本政府代表部/欧州委員会より

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日・EU中小企業間のパートナーシップ促進支援
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30 YEARS
周年

日欧産業協カセンター
EU-Japan Centre
for Industrial Cooperation

EU-JAPAN BUSINESS ROUND TABLE

DEBATING THE FUTURE OF EU-JAPAN INDUSTRIAL COOPERATION

On 11 July, the EU-Japan Business Round Table (BRT) will hold its annual meeting in Brussels. Established in 1999 by the merger of two separate dialogues, the BRT brings together senior decision-makers from 50 EU and Japanese companies / business organisations.



They meet, alternately in Japan and Europe, to discuss issues of common concern affecting EU and Japanese business and to submit recommendations to the Japanese and European Authorities so as to help develop trade and investment between the EU and Japan, and to encourage industrial cooperation in fields of common interest such as innovation, climate change, or industrial standards.

Led by Eric Schulz (President – Civil Aerospace, Rolls-Royce plc) and Kazuo Tsukuda (Senior Executive Adviser, Mitsubishi Heavy Industries, Ltd.), the BRT enjoys a close working relationship with the EU and Japanese Authorities. It has strongly supported the Authorities' efforts to reach an EU-Japan Free Trade Agreement / Economic Partnership Agreement (FTA/EPA). Ten years ago, in proposing the creation of a taskforce to assess the feasibility of an agreement, the BRT led calls for an FTA to be considered. Since formal negotiations began 4 years ago, the BRT has consistently advocated they should be brought to a comprehensive, ambitious and mutually-beneficial conclusion.

With progress apparently being made by the Authorities' FTA/EPA negotiators, the BRT's 2017 annual meeting will allow it to take stock of recent developments and have an exchange of views with senior representatives of the EU and Japanese Authorities.

This year's BRT meeting will also consider two other important topics of considerable importance to EU and Japanese industry – the digital economy and EU-Japan cooperation on science, industrial technology and innovation.

Digitalisation has ushered in a new industrial revolution, delivering societal, economic and other benefits. AI, IoT and other developments transform the way existing industry operates and have created disruptive technologies and new niche industries. The BRT discussion is likely to consider the potential benefits the digital economy offers; possibilities for EU-Japan cooperation; and the need for standardisation, interoperability and a regulatory framework that adapts to changing technologies.

EU-Japan cooperation in science, industrial technology, research and development and in innovation will allow EU and Japanese researchers to work together on the development of tomorrow's technology. The BRT has identified three issues in which it feels there is scope for enhanced EU-Japan R&D cooperation – robotic-based solutions for active and healthy ageing, 5G, and aviation technology. The BRT's discussion will seek to identify practical examples of current or potential cooperation in these three areas.

The BRT annual meeting will also adopt formally the BRT's annual Recommendations to the EU and Japanese Authorities, and will allow the Members and Authority participants to discuss other topical issues.

The discussions are held in private, but information about the meeting and documents adopted at it will be posted on the BRT's website and a report will be included in October's edition of the EU-Japan Newsletter.

➔ <http://www.eu-japan-brt.eu/>

BRT's 23 May Statement on the FTA/EPA: <http://www.eu-japan-brt.eu/sites/eu-japan-brt.eu/files/BRT-FTA-EPAstatement-20170523.pdf>

SEMINAR ON DIGITAL TRADE

With Japan the 'partner country' at this year's CeBIT trade fair held in Hannover between 20 and 24 March, the EU-Japan Centre, JBCE and CeBIT co-organised a discussion on "how digital trade can support business – towards a fair and open business environment".



EU-Japan cooperation on digital trade could transform today's reality into tomorrow's opportunity.

Already, digital trade brings very significant economic benefits to the EU and Japanese economies as well as having a spin-off effect across value chains. Its importance is continuing to grow at a very fast rate – between 2005 and 2015, global data flows increased 45-fold. However, barriers – such as to the free-flowing of data, e.g. through data localisation requirements – persist and protectionist trends are on the rise.

The challenge is to achieve a more integrated internet, whilst addressing privacy and other concerns. These data flows are increasingly an integral part of economic transactions. Today, IoT and Industry 4.0 are a reality. Inter-governmental cooperation will be essential in the future. In addition to dialogues and formal cooperation with the whole of the EU, part of Japan's

strategy is to reach bilateral agreements with individual member-states.

On 19 March, Japan and Germany issued a "Hannover Declaration" on IoT / Industry 4.0. This agreement addressed cooperation in standardisation, IT security, qualification and SME support. The Declaration was signed by the German Federal Ministry of Economic Affairs and Energy (BMWi) and the Japanese Ministries of Economy, Trade and Industry (METI) and Internal Affairs and Communication (MIC).

An EU-Japan data economy dialogue is therefore important.

Digital ties are not just about exports and services, they can also be used to ensure continuity. Following the 2011 Great East Japan Earthquake, for example, Fujitsu was able to shift production from Japan to Europe.

The free trade agreement that the EU and Japan are hoping to conclude should address digital trade and be a

positive example of EU-Japan cooperation on standards and technological development that could be taken up by third countries.

The Digital Trade seminar featured keynote addresses by representatives of the Japanese and German Authorities and a panel discussion including representatives of Digital Europe, the European Commission's DG Justice & Consumers, FUJITSU and the European Centre for International Political Economy.

An event report and links to video recordings of the event can be found on the event webpage.

Event webpage: <http://www.eu-japan.eu/events/eu-and-japan-how-digital-trade-can-support-business>

Hannover Declaration: <http://www.plattform-i40.de/I40/Redaktion/EN/Downloads/Publikation/hannover-declaration.html>



LATEST JAPANESE INDUSTRY AND POLICY NEWS

The April issue of the newsletter has been released. In this issue:

LEGISLATION AND POLICY NEWS

- The IP System Study Group Published a Report to Cope with the 4th Industrial Revolution
- Report on the Long-term Global Warming Countermeasures Published
- Interim Report for Promoting "Safety Support Car" Published
- Promoting Electronic Tags at Convenience Stores

- **SURVEY AND BUSINESS DATA**
- GHG Emission Reduced by 2.9% in FY2015
- Energy Consumption Decreased for 5 Consecutive Years
- Sales and Profit of Internet-based Service Providers Increase Rapidly
- E-Commerce Market Continue to Expand
- Overseas Production Ratio Reached Historical High in FY2015
- Trend of University-Oriented Venture Businesses Reported
- Bankruptcy Recorded the Lowest in 26 Years

COMPANY NEWS

- Wireless Power Supplying from Road to a Moving EV Successful
- Electric "Super Car" to be Marketed in 2019
- CEPCO to Participate in the Submarine Power Transmission Business in Germany

ADDITIONAL TOPICS

- Multilingual Presentation of Product Information for Helping Foreigners Will Be Accelerated
- Promoting Robot Use through Navigation Website
- Registration of Qualified Information Security Specialists Begins

NEXT ICT MISSION TO JAPAN

CALL FOR APPLICATIONS FOR THE NEXT ICT MISSION TO JAPAN FOR EU CLUSTERS AND SMES

- Dates: 7 - 10 November 2017
- Application deadline: Thursday, 29 June 2017

The 4-day mission is mainly targeting IoT, M2M communication, Cloud Computing, Mobile Solutions Software Development, Hardware producers....

The ICT mission in Japan is the unique opportunity for participants to:

- Benefit from face-to-face meetings with Japanese companies
- Exhibit at the "Japan IT Week" trade fair
- Identify relevant key contacts (decision makers, R&D centres, business partners)
- Establish relationships with potential partners (trade and technology) in the Global ICT Industry

The ICT mission will include:

- Free access to the 1-day partnering event in Tokyo
- Free access to the "Japan IT Week" trade fair (<http://www.japan-it.jp/en/aki/>) in Chiba (from Wednesday 8 to Friday 10 November)

No tuition fee and a grant of 600€ for participants from SMEs and Clusters registered in the European Cluster Cooperation Platform (<http://www.clustercollaboration.eu>) Registration on that platform is free of charge.

More Information: contact Diane Lula Makala: d.lula@eu-japan.eu



By **CHRISTOPH GÖTZE**, Managing Director, ZIGPOS GmbH, ICT Cluster and SME Mission 2016
➔ <http://www.zigpos.com>

"The mission was a perfect match to get an overview about the Japanese market regarding embedded technology and internet of things. This was realised in two steps. First - the well-organised lectures and company visits as an introduction. Second - the participation at the booth of the EU-Japan Centre for Industrial Cooperation in the ET & IoT 2016 exhibition. The EU-Japan Centre's booth was an excellent umbrella to get recognised in that exhibition. With the dedicated booth stage and the organised business matching programme we could achieve more exposure than it would be possible with an individual booth. With this support, it was possible to establish business meetings and make contacts

for further business opportunities. In addition to this, ZIGPOS GmbH was selected to be one out of 10 cool discoveries of the exhibition which is also dedicated to the support of the EU-Japan Centre."



By **ULLI MUELLER**, Vice President Marketing & Business Development, Think Silicon S.A., ICT Cluster and SME Mission 2016
➔ <http://www.think-silicon.com>

"First of all, I would like to thank the ICT management team for a well-organised and orchestrated mission. The key take away message: "how to do successful business in Japan" was submitted concise and repetitive before and while the mission was on-going, and gave the participants certainly the right impulses to re-think their future actions. Think Silicon has opened a subsidiary in Japan just 8 weeks before the mission which turned out to be perfectly timed for an official business activity roll-out.

What we have seen and heard while participating in the ICT mission, confirmed that we are on the right path. The ICT booth representation on the Embedded /IoT Show turned out to be a perfect hub for all participants and gave us definitely more exposure to the visitors than we would have obtained with a stand-alone booth. Furthermore, it gave us a very good opportunity to network with the other European SMEs and find potential collaborations and opportunities also outside of Japan. The ICT mission was definitely a success and I would like to wish the ICT management team to keep up the good work and to encourage the future participants to take on this opportunity."

NEXT TRAINING PROGRAMME - LEAN VISIT TO THE EU

22 September 2017- Rolls Royce-Washington Tyne & Wear - United Kingdom- Aerospace facility

On Friday, 22 September, the Eu-Japan Centre will organise a Lean in Europe visit to Rolls-Royce Civil Aerospace's Advanced Disc Machining Facility in the UK (<http://www.rolls-royce.com>).

Application deadline: Tuesday 11 July.

To apply, please click on <http://www.eu-japan.eu/lean-europe-rolls-royce-visit>. For further information, please get in touch with: Ellen Murrell e.murrell@eu-japan.eu.

LEAN VISIT- RESULTS OF PREVIOUS VISIT TO RATIONAL AG, LANDSBERG AM LECH-GERMANY



The 13th visit in LEAN in Europe Driving Competiveness series took place on 23 May 2017 in Germany.

Rational AG (<https://www.rational-online.com>), manufacturer of industrial kitchen products and with a 54% share of the global market has opened the doors to the EU-Japan Centre and to 32 people (of 13 EU nationalities). Participants had the opportunity to see 100% KANBAN, cascade shop floor management; pilots in industry 4.0 into action. A preparatory evening was organised and included lean activities organised by the EU-Japan Centre's WCM advisor-Prof. Richard Keegan.

LEAN VISIT- RESULTS OF PREVIOUS VISIT TO THYSSENKRUPP NORTE S.A., ASTURIAS- SPAIN



The 12th visit in LEAN in Europe Driving Competiveness series took place on 27 March 2017 in Spain.

A total of 41 people (of 15 EU nationalities) took part in the visit. Thyssenkrupp Norte (<https://www.thyssenkrupp.com/en>), manufacturer of escalators and moving walk-ways, opened their doors to the EU-Japan Centre and gave a demonstration of their implementation of WCM, the Hoshin Kanri and factory 4.0 approach. A preparatory evening was organised at Fundación PRODINTEC, a technology centre specialised in industrial design and production and included lean activities organised by the EU-Japan Centre's WCM advisor-Prof. Richard Keegan.

➔ <http://www.eu-japan.eu/events/lean-visits-europe>



By **DOMENICO FIORAVERA**,
Production
Director, ROJ srl
<http://www.roj.com>

"Make it simple!" is the best way to express what I have learned in the past eight years with the EU-Japan Centre's support.

My previous experiences were mainly focused on management and automation and it was therefore difficult for me to evaluate how I could improve the connexion of different activities, new ideas, investments and changes within my organisation and our facilities toward the final results. Thanks to the Van de Wiele group, I had the opportunity to attend the « WCM 2008 Mission Programme» in Japan and it «opened the door» to a different way of thinking. After this mission, I had a clear picture on how to implement these improvements considering the activities with the added value and other with less value.

Through the Lean Visits, I had the opportunity to travel all around Europe and to compare my experience with other managers, gaining in this way continuous inspiration from different companies. In parallel, I also tried to speed up my approach to World Class Manufacturing with a special focus on « Lean accounting ». By taking part in different Lean groups available online, I managed to learn as much as possible about the « Lean World».

Over the past four years, three colleagues of mine (from different departments) have been in Japan through the missions set up by the EU-Japan Centre. We can also combine different points of view making the Lean approach simpler and accessible to the entire company. Thanks to the EU-Japan Centre, I am now linking Industry 4.0 projects with Lean 4.0 ideas"

*List of activities, Domenico has joined:
WCM I Mission (June 2008), Lean visit to Lego (Billund-Germany), Kostwein (Klagenfurt-Germany), Robert Bosch Gmbh (Wernau-Germany), Epcos (Deutschlandsberg, Germany), Odelo (Prebold-Slovenia), Rational AG (Landsberg Am Lech, Germany)

CALL FOR APPLICATIONS FOR VULCANUS IN EUROPE

BOOST YOUR R&D TEAM THROUGH HOSTING A JAPANESE STUDENT IN ENGINEERING

The EU-Japan Centre is calling for applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2018 to March 2019.

The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. Following a 4-month intensive language course, the trainees will be able to communicate in the EU company's local language. By welcoming a trainee, the main benefits for the Host Company will be a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan.

Deadline for applications: 23 September 2017

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



By **ANDRAS MATE**, Mortoff (Hungary), Vulcanus in Europe 2016/17 supervisor

➔ <http://mortoff.hu/en>

"I am Andras Mate, Digital Architect of Mortoff IT and Consulting in Hungary, Europe. We have been hosting Ms Minami Usuda in our team from August 2016 until March 2017.

The working experience and the results of Minami were fully positive and valuable for us. We learnt a lot about cultures and mindsets, meanwhile we got a better understanding of ourselves, as well. Mina is a very smart person and a good team member who provided measurable value in our projects.

It was the first time for our company to be a participant in the Vulcanus programme and we definitely hope that the collaboration could be broadened both on the academic and on the business level. Our plan is to be kept involved in this exchange program and to continue working on projects with our international partners and customers, especially with the Japanese ones."

FEEDBACK FROM ONGOING VULCANUS PROGRAMME IN JAPAN



By **MADALINA IOVANICA** (Romania), trainee at Mitsubishi Chemical Corporation, Vulcanus in Japan 2016/2017 Student

"I applied for Vulcanus in Japan with the mindset that the program would, for sure substantially, improve my professional skills and stimulate my personal growth. And so it happened. The programme offers you the opportunity to work for a top Japanese company, but only after having taken some time to study the Japanese language and get an idea of the culture, structure that I particularly like and find very benefic.

Thanks to this "great adventure" I found people that inspired me, I got to know such an interesting country as Japan, where I have to be open and narrow minded at the same time. I found friends and made unforgettable memories. The internship at Mitsubishi Chemical Corporation is by far such a big step in my professional career. The fact that I have access to the know-how of my coworkers is already a considerable achievement and to get to know the structure and reasoning of a Japanese company is a huge chance and I am very confident that it will define my professional profile. I am more than grateful for this experience, which without a doubt has been life changing. I am learning so much each day, that I can only be thankful towards all the ones that I have met during my "Vulcanus experience".

CALL FOR APPLICATIONS - MINERVA FELLOWSHIP

The 1st 2017 slot of the "Minerva" EU-Japan fellowship programme successfully started. The in-house fellowship in Japan has been granted to Mr William Fournel, from France, who is currently researching on the Japanese agrifood market and its growing opportunities for SMEs in the EU.

The fellowship (consisting of 2000 EUR per month) covers a period of six months and is offered twice a year, from April to September and from October to March. The Research Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as support the daily analytical activities of the Centre. Applications are currently open for the 2nd 2017 "Minerva" edition (October 2017-March 2018 period). Should you be interested in applying, please submit your application documents (CV, cover letter, research topic plan). **Deadline for applications: 15 July 2017**

➔ <http://www.eu-japan.eu/events/minerva-fellowship-programme>

"The MINERVA Fellowship Programme is the perfect opportunity to conduct a research project aiming at supporting EU companies exporting to or doing business in Japan, building on your personal expertise. Thanks to its exposure and notoriety, the EU-Japan Centre has enabled me to gather decisive information from member states' representatives, national business support agencies and EU businesses in Japan."

WILLIAM FOURNEL – Minerva fellow 1st slot 2017

EU JAPAN CENTRE HELPS SMES TO GET INVOLVED IN JAPANESE SPACE TECHNOLOGIES R&D



The Czech micro-SME Iguassu Software Systems (ISS) has benefited from invaluable long term support from the EU Japan Centre for Industrial Cooperation in Tokyo, including their H RTP course, space technology and IT events, as well as events of the EU GNSS.Asia project.



"We were surprised and impressed that even a micro-SME could get sustained individual support from the EU, and advice in establishing contacts with key personalities in the Japanese space community. This included top personalities in JAXA and major companies such as NEC Space or MELCO. Our contact network is now growing on its own, as Japanese professionals who had developed trust in our long-term intentions and reliability, introduce us to their top contact. We were also supported by the Czech Embassy in Tokyo which, among other, presented a Czech stand at the Japan Aerospace 2016 exhibition in Tokyo.

After several years of patient efforts by both ISS and the EU-Japan Centre, and based on experience and references in GNSS R&D for the European Space Agency, Iguassu has now reached an agreement with the government navigation institute ENRI, under which they acquire ISS software tool for researching satellite navigation augmentation systems performance. Important part of the agreement is to continue to conduct R&D cooperation in this field. This shows that even micro-SMEs can achieve cooperation with large high-tech Japanese entities, if they are persistent and patient, and take advantage of the knowledge, and last but not least also the good reputation of the EU Japan Centre for Industrial Cooperation".

Feedback from **PETR BARES**, Managing Director, Iguassu Software Systems ➔ <http://www.iguassu.eu>

ARE YOU CONSIDERING MARKETING A PRODUCT OR SERVICE IN JAPAN?

DO YOU NEED A PROFESSIONAL MARKET ENTRY PLAN?

Call for applications to benefit from "Keys to Japan"

"Keys to Japan" is a European Commission-funded initiative, managed by the EU-Japan Centre to help a selected European SME considering marketing a product or service in Japan by developing a detailed and personalised market entry plan for it.



The plan is worth €10.000, 7.000 of which are covered by the EU-Japan Centre, and 3.000 by the company.

The plan will be prepared by the prestigious JMEC.

Who is eligible to apply? Applicants must be citizens of an EU Member-State or COSME Third Country working in a management position for a SME headquartered in the EU or in a COSME Third Country.

Applicants must be at least 20 years of age at the date of submission of the application form.

Deadline for application: 31 July 2017

➔ <http://www.eu-japan.eu/keys-japan>

YOUR FREE OFFICE SPACE IN TOKYO... AND MUCH MORE!

ARE YOU AN EU SME PLANNING TO GO TO JAPAN?

Then don't miss out on this opportunity.

The EU-Japan Centre offers FREE logistical support and business assistance at the Centre's Tokyo office, for up to one month.

What can you ask for?

- office facilities in Tokyo on the Centre's premises, including an internet connection and telephone
- full access to meeting and seminar facilities on the Centre's premises

And more! The Centre wants to help you out to prepare your trip. Check out what we suggest:

- free access to sector specific reports and webinars and to a thorough intercultural crash-course
- assistance in using the Enterprise Europe Network (<http://www.een-japan.eu/>) service while in Japan
- a help desk for all information inquiries about business in Japan

Any SME wishing to benefit from this support should contact: StepInJapan@eu-japan.gr.jp

➔ <http://www.eu-japan.eu/logistical-support-step-japan>



GET ACCESS TO PRACTICAL INFORMATION ON JAPAN

With www.eubusinessinjapan.eu, EU companies wishing to do business in Japan will be able to get access to a lot of practical information on how to do business with Japan.

The Centre published on the website a wide variety of webpages, expert reports and e-learning resources, and regularly organises 2-3 webinars per month covering Japan-related operational matters, industrial sectors and cultural aspects to assist EU companies in seizing opportunities in the Japanese market.

Feel free to register on <http://www.eubusinessinjapan.eu/user/register>

NEXT “ABOUT JAPAN” WEBINARS

Each month the EU Japan Centre organises webinars designed to improve EU companies' knowledge of conducting business in Japan.

During webinars, participants will have the opportunity to listen to selected experts who have agreed to share their knowledge and expertise.

The forthcoming webinars are:

- 13 JUNE: Detergents and Soap Market in Japan
- 20 JUNE: Update on cell technology, cell therapy, tissue engineering and gene therapy in Japan
- 27 JUNE: IoT market in Japan

To register, go to: <http://www.eubusinessinjapan.eu/events>

REPORT RELEASE

EXPORT & IMPORT EU-JAPAN TRADE DATA 2016

This report provides an overview of trade relations between the EU and Japan in 2016.

The report begins by analysing Japanese trade with the EU as a whole and then provides a country-by-country analysis of export trade between Japan and individual EU member states. The report focuses primarily on the balance of trade between Japan, the EU and its constituent member states, and also provides a breakdown of goods traded between Japan and the EU by category (i.e. chemicals, manufactured goods, food and livestock, etc.) in each case. It also includes some information about bilateral agreements that have been signed in 2016 between each member state and Japan.

➔ <http://www.eubusinessinjapan.eu/library/publication/report-export-import-eu-japan-trade-data-2016>

½-DAY “ABOUT JAPAN” CROSS-CULTURAL WORKSHOP SERIES IN THE EU

In cooperation with local members of the Enterprise Europe Network (<http://een.ec.europa.eu/>), the EU-Japan Centre organises cross-cultural workshops in the EU to introduce European companies to the basic principles of Japanese business culture. The goal of the workshops is to prepare European companies clients of local members of the Enterprise Europe Network for doing business with Japan.

Next workshops will be organised in Austria (13-14 September), Bulgaria (27 September), Poland (5 October), France...

You can find details of the workshop organised in Lisbon, Portugal in May on the page 28.

➔ <http://www.eu-japan.eu/cross-cultural-workshops>

NEW SEARCH PAGE FOR THE EU-JAPAN TECHNOLOGY TRANSFER HELPDESK WEBSITE



The EU-Japan Technology Transfer Helpdesk of the EU-Japan Centre is continuously evolving, and since the 15 of May, it has a new home page with enhanced and more intuitive search functionalities, as far as the databases of licensable technologies and patent documents are concerned.

The EU-Japan Technology Transfer Helpdesk aims at being a reference for those who are interested in searching for available technologies from both Japan and the EU, as well as becoming a useful source for technology transfer-related info and best practices. The services are offered both on-line (e.g. access to databases, reports, webinars, videos, etc.) through a dedicated website and off-line through dedicated meetings, and seminars.

The service is targeted at EU and Japanese companies, universities and research institutions as well as individuals affiliated to these entities. For more info, please visit the official website of the Helpdesk.

➔ <http://www.eu-jp-tthelpdesk.eu>



VENUS ROSES LABSOLUTIONS – FROM BULGARIA

Venus Rose Labsolutions was founded in 2009 in Sofia, Bulgaria. It is a privately owned biotechnical research, development and production company specialised in all-natural herbal remedies designed to improve people's life.



Based on an interview with Ms. **HRISTINA HRISTOVA**, R&D Manager at Venus Roses Labsolutions ➔ <http://roseoil-capsules.com/>

WHY JAPAN?

When asked why she chose to do business in Japan, Ms. Hristova from Venus Roses Labsolutions explained that the premium segment of Bulgarian rose oil is really popular in Japan. She mentioned that when talked to about Bulgaria, Japanese people often think of rose oil and yoghurt. From their market study it appeared that a large part of the population would be interested in rose oil that is used in various sweet and healthy products. The company then decided to try to enter the Japanese market because it is a strong competitive advantage when the product and the ingredients are well known. Already since 2007, the company has been participating in trainings related to Japan and it has since made valuable contacts that gave them advice and feedback on their product. They made some first sales through direct mail delivery which gave them the confidence to continue with their focus on the Japanese market.

STEPS TAKEN

Venus Roses Labsolutions attended the EU-Japan Centre's biotech mission to Japan in 2014 (<http://www.eu-japan.eu/events/biotech-cluster-sme-mission>). Their participation was their first time to exhibit at a trade fair in Japan. By meeting various Japanese companies Ms. Hristova came to understand that her company's product is adequate for the Japanese market and that the company would need to be ready to enter through different distribution channels than just direct sales. Through conversations at the BioJapan fair during the mission, she found out that several retailers such as convenience stores or pharmacies were interested in her products. However, it became clear that the company first had to find an importer in order to sell to them.

At the same time, in order to enter the Japanese market the rose oil products needed to be registered as safe to use in Japan. The company has had registration approval since 2007 but they found that the regulation has changed. Since the BioJapan fair and the Centre's mission then, Venus Roses Labsolutions worked to adjust their products to market requirements as well as the latest trends. For this they worked with several Japanese advisors to be clear on what is the right way to do the procedures.

Moreover, Ms. Hristova and her company worked on finding an importer. They have attended a different trade fair by themselves and managed to find a suitable partner: a big company dealing with food supplements and healthy food. They will manage the import procedure and so that the products can be delivered to retailers.

CHALLENGES

However, their progress on the Japanese market did not come easy. Ms. Hristova explained that they faced many difficulties in trying to enter the market. For example, they found out that Japanese packages are typically different from European ones. In Japan, they prefer flexible packaging like the ones for candies. Furthermore, all labeling information is only in Japanese. On subject of the Japanese language, Ms. Hristova discovered that it can be a real barrier. She describes her experience when exhibiting at trade fairs in Japan. As a European it can occur that some Japanese don't stop at your booth because of the psychological factor of there only being European people.

The moment the Japanese representative of Ms. Hristova's company came at the booth people seemed relieved and came to talk. In practice this means that is very difficult to present your company without any translation.

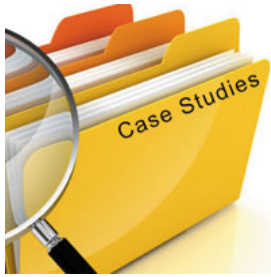
Finally, the process of importing goods is also a challenge. Doing direct delivery to resellers is not possible and instead you either need an importer that has storage space or you need to open up your own branch so you have the opportunity to hold some stock.

CURRENT STATUS – NEXT STEPS

As for their next steps in the Japanese market, Ms. Hristova mentioned that the company will of course continue to work with the importer that they found and reach the interested retailers and convenience stores through them. In the future, Venus Roses Labsolutions would also aim to open a branch of the company in Japan so as establish a presence with the Japanese people, which is something that they currently lack. Moreover, the company wants to have a continuous presence every year at a range of trade fairs in Japan. They find that this is important to present new products and finding new customers in the market.

With regards to their products, Venus Roses Labsolutions is looking to develop a range of products specifically for the Japanese market. One of their products that sells very well in Europe is not well adapted to the market in Japan, because the type of symptoms it helps to relieve are not very common in Japan.

Finally, Ms. Hristova mentioned that by doing business in Japan you are always working and learning at the same time, the market is different from the rest. It is a challenge but when Japanese trust your company and the product, there is a continuous stable development and growth.



AINIA CENTRO TECNOLÓGICO - FROM SPAIN

ainia is a technology centre with the legal status of a private non-profit association, created in 1987 and formed by more than 900 companies mainly from the food sector.

ainia
centro tecnológico

Interview made with Mr **JORGE SALUDES**, Head of International Area at ainia centro tecnologico
▶ <http://english.ainia.es/web/english>

WHY JAPAN?

Japan is one of the countries which spend the highest proportion of GDP in research, development and innovation. Japan is also the leading country in some key enabling technologies, including nanotech. Thus, these two reasons served as a basis for Mr Saludes, working at Ainia Centro Tecnológico (ainia) as head of International Area, to participate in the EU-Japan Centre's Nanotech Cluster and SME Support missions (<http://eu-japan.eu/events/nanotech-cluster-sme-mission>) and try to do real business with Japan.

WHY NANOTECH MISSION?

The Nanotech mission (<http://www.eu-japan.eu/events/nanotech-cluster-sme-mission>) organised by the EU-Japan Centre was a real discovery for ainia. In the last few years, the company has taken part in it twice in row. In 2015, he was very pleased with mission's organisational and administrative matters and gained a lot of useful insights ranging from patents, inventors to applied techniques during the company visits. Since the 2015 Nanotech mission met all of their expectations, they decided to apply and eventually participate in the 2016 Nanotech support mission, yet this time, with a bit different goal in mind – to gain new leads and expand their network.

STEPS TAKEN - CURRENT STATUS

Before going to the Nanotech mission in 2015, the organisation already had some contacts in Japan. Previously, they were in discussions with several Japanese companies (mainly working in advanced material sector) and wanted to explore opportunities for new packaging material.

The objectives of the participation in the 2015 mission were twofold – not only to strengthen their pre-existing contacts, but also to understand complexities of the country in terms of research, development and intellectual property rights.

Furthermore, Mr Saludes explained that in the beginning, they were not entirely sure about their chances in Japan; hence they were not very keen on widening their network and gaining a lot of new contacts for potential business partnerships. At first, they wanted to see and test whether their organisation was able and stood a chance to cooperate and do business with Japanese companies. Therefore, at the time, their key goals were to concentrate all their efforts in analysing the complexities of the market, understand R&D ecosystem, familiarise themselves with the Japanese culture and identify the potential interest of Japanese organisations in ainia's goals.

However, the 2016 Nanotech mission proved instrumental in gaining two new leads and eventually signing a partnership agreement with a leading Japanese company in the petrochemical sector, as part of a consortium of Spain and Japan. Currently, they are also in communication for other potential projects with different partners.

CHALLENGES

According to Mr Saludes, there's a relevant gap in technological advancement between Japanese and Spanish companies working in packaging materials. In Japan, there are different institutions, companies and business ventures which focus on different food-related sectors that can take a lead worldwide. Naturally, for their company and any other European company, it would be very useful to turn all of this knowledge and potential into certain development areas in their home countries and in their markets.

For ainia, the opportunity of project came with the new polymeric materials developed in Japan that can be used combined with plastics for food packaging which will be applied in several industries of food-packaging material in Spain and potentially in the rest of the EU.

As ainia explained, both sides are very important, the chemicals developed in Japan, but also the capacity of industries at home to bring these new materials to the market, give new properties, and eventually ensure the better quality of the packed product. The biggest challenge yet remains that they have to conduct the research with the most suitable and relevant technology and/or a product in Japan and then successfully apply it in their home country.

In addition, ainia mentioned that before going to the Nanotech mission in 2015, they had difficulties in understanding the Japanese business culture, their business protocol as well as decision-making processes in companies. However, these matters are no longer an obstacle, as they know what to expect from their Japanese counterparts: 'They like to take their time and discuss matters internally, but we know that every step forward is a solid step forward, when our partners say 'we are ready', it means they are actually ready to move forward. Finally, we are very happy with Japan'.

FUTURE PERSPECTIVES

ainia has the ambition to be very active in Japan. To their understanding, the type of applied research practiced by ainia can be fostered when includes the results of the leading research of Japan, from private companies and big corporations, hence, for now, their main focus will be on the private sector. However, universities and research centres will still remain of interest to them as well. They believe that R&D ecosystem of Japan is very promising to them, the mutual understanding is growing and that's why they are absolutely sure that they will 'follow the tracks' of Japan in the years to come.

EU GATEWAY | BUSINESS AVENUES CONFIRMS **FOUR** MARKET SCOPING MISSIONS TO JAPAN FOR 2018

EU Gateway | Business Avenues offers a tried and tested approach to accessing the Japanese market, and creating long-lasting business relationships. Thanks to this EU-funded initiative, selected European companies (<https://goo.gl/5UHHHW>) will participate in a one-week market scoping mission to Japan, focused on a specific industry (<https://goo.gl/qnE5ar>).



Participants receive an all-round package of one-on-one coaching before the mission starts, information on doing business in Japan, and industry specific reports. During the mission, companies benefit from pre-arranged business meetings with potential clients or distributors, attend networking events, and site visits.

The first market scoping mission of 2018 will target Healthcare & Medical Technologies (<https://goo.gl/WU5zL7>), from 29 January to 2 February 2018 in Tokyo. In addition to the combination of services offered by EU Gateway | Business Avenues, companies will also have a built-up booth at the Tokyo Health Industry Show (<http://www.this.ne.jp/eng>), Japan's biggest health-related products show.

Three other confirmed market scoping missions have already been scheduled in 2018. Each of them offer coaching in Europe and Japan, and will be linked to a parallel event:

- Environment & Water Technologies (<https://goo.gl/saOdoi>) from 21-25 May 2018, where companies will also participate in the N-EXPO in Tokyo.

Deadline for application is 2 February 2018

- Green Energy Technologies (<https://goo.gl/weumG8>) from 18-22 June 2018. Companies will also participate in the Grand Renewable Energy 2018 International Conference & Exhibition in Yokohama.

Deadline for application is 2 March 2018

- Construction & Building Technologies (<https://goo.gl/09b5p6>) from 19-23 November 2018. This mission will run concurrently with the Japan Home Show in Tokyo.

Deadline for application is 27 July 2018

Eligible companies to apply (<https://goo.gl/5UHHHW>) can browse through the calendar (<https://goo.gl/axoJmp>) for an overview of all upcoming market scoping missions, and start their online application process!

For support: contact@eu-gateway.eu

➔ <https://www.eu-gateway.eu>

THE FUTURE OF MOBILITY - SUSTAINABLE URBAN MOBILITY & IMPACT OF AUTONOMOUS VEHICLES

This high-level conference, jointly organised on 30 May 2017 by the European Parliament's Science and Technology Options Assessment (STOA) Panel and the Japan-based Science and Technology in Society forum (STS forum), addressed some key issues regarding the future of mobility.

A first panel focused on "Sustainable Urban Mobility", addressing the question of how transport in urban environments can be made more sustainable. What are the technological developments that could provide solutions? How are the needs of passengers and the expectations of society in general changing? And what issues will policy-makers need to address?

A second panel focused on "Impact of Autonomous Vehicles", more specifically on the technology of autonomous and connected vehicles, that is rapidly evolving. Will they help make automobile traffic less stressful, less congested, and safer? What obstacles and challenges is this new technology facing from a technical or regulatory point of view?

The conference aimed to promote the dialogue between industry, society and policy-makers from Japan and Europe, towards shared vision of what the challenges are and how different approaches from different regions of the world can be brought together.

➔ <http://www.europarl.europa.eu/stoa/cms/home/workshops/mobility>
➔ <http://www.stsforum.org>

REPORT OF THE 18TH EU-JAPAN FTA/EPA NEGOTIATING ROUND

The Commission published - as part of its commitment to a more transparent trade policy - a report summarising the progress made during the latest round of EU-Japan trade talks which took place in April in Tokyo. The report offers summary of the progress made in all areas of the negotiations, namely: 1) Trade in goods (including Market Access, and General Rules); 2) Non-Tariff Measures; 3) Rules of Origin; 4) Trade in Services; 5) Procurement; 6) Intellectual Property (including Geographical Indications); 7) Other issues (Institutions and Regulatory Cooperation).

Source: European Commission

 http://trade.ec.europa.eu/doclib/docs/2017/april/tradoc_155506.pdf

GET TO KNOW ABOUT **EUROPEAN INVESTMENT PROJECT PORTAL**

The European Investment Project Portal (EIPP) is an online platform providing greater visibility and transparency about EU investment projects and opportunities. EIPP is a key instrument of the ambitious Investment Plan for Europe, launched by the European Commission, aiming to help the financing of investment projects across the EU encompassing every sector of the economy.

The Portal serves as an online platform where EU project promoters and worldwide investors can meet and work together. EU project promoters can register their project in the Portal, boosting their visibility to a large network of international investors to get the funding they need to grow. With over 150 projects already published, spread over 25 high-economic-potential sectors (which can be filtered according to investors' preferences – i.e. country, sector, project cost), the Portal provides a transparent forward-looking pipeline of EU investment projects. By creating a common meeting point for EU project promoters and worldwide investors, it provides greater visibility to EU projects and transparency about EU investment opportunities. Projects EIPP features, such as the registration process and search tools, are continuously being developed and improved, to optimise its user-friendliness.

For publication on the EIPP, a project must fulfil the following eligibility criteria:

- Have a total cost of at least € 5 million (lowering of this threshold to € 1 million under consideration),
- Fall under one of the 25 pre-determined high-economic-value-added sectors,
- Be expected to start within three years of submission,
- Be promoted by a public or private legal entity established in an EU country,
- Be compatible with all applicable EU and national laws.

Promoters can submit projects in any of the 24 EU official languages and the European Commission will provide and publish a free translation into English. In return, investors looking for opportunities in areas such as, transport, healthcare, renewable energies, digital technologies or in financing SMEs can

easily find all the information in this centralised portal and choose among a broad choice of viable projects. Through the Portal, investors can find investment opportunities according to their own preferences, using advanced search and filtering criteria. Published projects' information is presented in a structured format which can be filtered according to investor's preferences (e.g. country, sector, project cost). Furthermore, the EIPP actively continues to develop its features, such as the online registration process (including for investors) and search tools in order to further improve the service offered for both investors and promoters.

For any additional information, contact: eipp-project@ec.europa.eu

Source: European Commission

➔ <https://ec.europa.eu/eipp>



SME INSTRUMENT IMPACT REPORT 2017

The SME Instrument is the first ever attempt of EU research and Innovation funding programmes to invest in high potential and high risk, disruptive innovation in single SMEs.

➔ https://ec.europa.eu/easme/en/news/smart-money-and-business-acceleration-sme-instrument-impact-report-2016-out?pk_campaign=report-release&pk_kwd=li

EU-JAPAN **“CLIMATE CHANGE & ENVIRONMENT WORKING GROUP”**

The EU-Japan annual “Climate Change & Environment Working Group” met in Brussels on 20 April 2017 within the framework of the Industrial Policy Dialogue established between the Ministry of Economy, Trade and Industry (METI) of Japan and the Internal Market, Industry, Entrepreneurship and SMEs Directorate-General (GROW) of the European Commission.

Both sides exchanged their policy initiatives in the area of climate change and environment with a specific focus on innovation and economic competitiveness. The EU presented the progress report on the implementation of the Circular Economy Action Plan and its initiatives in the areas of eco-design, plastic and waste management. The representatives of METI outlined the existing programs whose aim is to improve resource efficiency and to create “a sound material-cycle society”, where environment and economy is integrated, leaving behind the mass production/

mass consumption/mass disposal type of economic society. From the global context perspective, both parties confirmed a strong international interest and commitment for reshaping industrial policies to respond to climate change-related challenges and to the Sustainable Development Goals.

The representatives of the EU and Japan highlighted the importance of the working group meetings which reinforce the convergence between the EU and Japan in the area of resource efficiency.

Source: European Commission

JAPAN-EU **LEADERS' MEETING**

On 21 March, Mr. Shinzo Abe, Prime Minister of Japan, held a Leaders' meeting with H.E. Mr. Donald Tusk, President of the European Council, and H.E. Mr. Jean-Claude Juncker, President of the European Commission in Brussels for a meeting which lasted for about 50 minutes. The overview of the meeting is as follows.



Prime Minister Abe congratulated President Tusk on his re-election as the President of the European Council on 9 March. The leaders shared the view that, given the many difficult challenges and uncertainties faced by the international community, cooperation between Japan and Europe has never been more important. Therefore, the leaders would continue to work closely together to maintain and strengthen the rules-based international order of principles such as free trade and maritime security.



Photos source: Cabinet Public Relations Office

The leaders discussed a variety of topics: The current state of Japan-EU relations, in particular with regard to the Japan-EU Economic Partnership Agreement (EPA) negotiations; EU-Japan cooperation within the framework of the G7 and the G20; and regional issues including the situation in the South China Sea, the East China Sea, North Korea, Europe and the Middle East.

Source: Mission of Japan to the European Union

➡ http://www.mofa.go.jp/erp/ep/page1e_000143.html

JAPAN-EU **FOREIGN MINISTERS' MEETING**

On 10 April, Japanese Foreign Affairs Minister Fumio Kishida held a bilateral meeting over lunch with the EU's High Representative for Foreign Affairs and Security Policy, Ms. Federica Mogherini, in advance of the G7 Foreign Ministers' Meeting in Lucca, Italy.

Mr. Kishida and Ms. Mogherini shared the view that both sides will make the utmost effort to reach an agreement as early as possible on the fundamental elements of the Japan-EU Economic Partnership Agreement (EPA) and the Japan-EU Strategic Partnership Agreement (SPA).

Regarding the negotiations on the United Kingdom's withdrawal from the EU, Mr. Kishida requested for the minimization of economic impacts, including with regard to Japanese businesses in Europe. Mr. Kishida also expressed his expectation that the EU and the UK will continue to cooperate closely in political and security matters. Ms. Mogherini stated that the EU27 Leaders will agree on the guidelines for the negotiations with the UK on 29 April, and intend to establish a different but close relationship with the UK whilst maintaining EU unity.



Photos source: website of Ministry of Foreign Affairs of Japan

Both Mr. Kishida and Ms. Mogherini shared the view that the Free and Open Indo-Pacific Strategy and the EU Global Strategy share the same direction, and they will coordinate and cooperate on the implementation of the EU's maritime capacity building support in Southeast Asia, as well as on strengthening connectivity between Asia and Europe. Mr. Kishida and Ms. Mogherini also exchanged views on issues including the situation in North Korea, Europe and the Middle East.

Source: Mission of Japan to the European Union

➡ http://www.mofa.go.jp/page2e_000043.html

JAPAN-EU PARTNERING EVENT IN OSAKA: “EUROPEAN BIOTECH & PHARMA PARTNERING CONFERENCE, OSAKA, 2017”

On Tuesday 10 October 2017, the “European Biotech & Pharma Partnering Conference, Osaka, 2017” will be organised at the Congrès Convention Center (<http://www.congre-cc.jp/en>) in Osaka, Japan.

During the event, business representatives of EU companies will have an opportunity to attend pre-arranged B2B meetings with Japanese companies from the Kansai region. The event serves a perfect platform to meet representatives of Japanese companies and accelerate opportunities for potential business partnerships between EU and Japanese companies. The event will kick off with an opening speech at 9 AM and the B2B meetings will take place shortly after (from 9:20 AM to 3:50 PM). Last year’s partnering event (see 2016 event video on: http://www.eu-japan.eu/videos/BtoB_event_osaka.mp4) attracted over 60 Japanese companies and organisations from the Kansai region which resulted in 288 pre-arranged B2B meetings between Japanese and European companies. Meetings were successfully set-up thanks to a matchmaking platform (<https://www.b2match.eu/euj-bio-pharma-be-2016>) by the Enterprise Europe Network (EEN Japan).

To get a glimpse of some Japanese companies which might take part in this year’s partnering conference, please see one of the organisers, Protein Mall Kansai’s full list of member companies on the following link: http://cdnsite.eu-japan.eu/sites/default/files/imce/pmk_pipeline_rd_technologies_2017_2.pdf

This year’s event which highlights a perfect opportunity for a collaboration between Japanese and European entities is made possible thanks to the organisations mentioned below:

ORGANISED BY:

- Osaka Prefectural Government
- Senri Life Science Foundation
- Osaka Business and Investment Center
- Protein Mall Kansai
- EU-Japan Centre for Industrial Cooperation
- bioXclusters plus (European Commission-funded initiative)
- Business France - French Embassy in Japan
- Advantage Austria - Austrian Embassy Commercial Section
- Flanders Investment and Trade

IN COOPERATION WITH:

- BioM Biotech Cluster Development GmbH
- BioTurku

SUPPORTED BY:

- Japan External Trade Organization (JETRO)
- The Osaka Chamber of Commerce and Industry
- Osaka Pharmaceutical Manufacturers Association



Welcome remarks from the Kansai Bio Clusters stakeholders at the beginning of the partnering conference.



Should you be interested in this unique opportunity to attend the Partnering Event “Business Meeting with Japanese Life Sciences Industries” to be held in Osaka, Japan on the 10 October 2017, feel free to follow the registration procedure below:

- **First Step (pre-registration):** Please fill in the registration form on the following link in order to submit your expression of interest. Registration deadline: 29 June: <http://www.eu-japan.eu/osaka-business-meeting-registration>
- **Second Step (registration on the meeting platform):** After the selection procedure and if your company has been selected, as from 1 July you will have access to the online meeting platform <https://www.b2match.eu/bio-pharma-osaka-2017> in order for you to pre-arrange your meetings.

Please note that you will be informed after the deadline whether your registration is successful or not.

Eligibility: Registrants must be citizens of an EU Member-State, be employed by an organisation that is an EU juridical person and have a reasonable command of English. The company must be > 50% EU owned and if part of a group, the group must have its headquarters in the EU.

For further information on the registration procedure, feel free to contact Jessica Michelson at the EU-Japan Centre: jessica@eu-japan.eu
➔ <http://www.eu-japan.eu/events/business-meeting-japanese-life-sciences-industries-osaka-2017>

GREATER NAGOYA, **JAPAN-FRANCE BUSINESS FORUM 2017**

21 JUNE 2017, PARIS, FRANCE

On 21 June 2017, Greater Nagoya Initiative Center and JETRO Paris, the Japan External Trade Organization Paris Office, will organise the Greater Nagoya Japan-France Business Forum 2017.

JETRO Paris



Located at the heart of Japan, the Greater Nagoya region is an economic zone within approximately 100km radius of Nagoya, a city with a population of 2 million people. The region, which has a population exceeding 10 million people and high income, benefits from transportation infrastructure and easy access from Tokyo.

Greater Nagoya is home to a concentration of headquarters, including world's leading companies, and mother factories, especially in automotive industry, aeronautics, machine tools, etc.. Considered as the hub of Monozukuri ("the Art of Making Things"), Greater Nagoya ranks first in Japan in terms of value of goods shipped.

The Business Forum will introduce the business attractiveness of Greater Nagoya region and examples of new business alliances between French and local companies in fields such as automotive and aeronautic industries. For further information contact JETRO Paris at info-prs@jetro.go.jp

Link to the programme (in French & Japanese): ➡ https://www.jetro.go.jp/newsletter/prs/2017/Invitation_ForumGNI.pdf

Link to the registration form: ➡ <https://www.jetro.go.jp/form5/pub/prs/gni>

JAPANESE SAKE GETTING KNOWN BETTER IN POLAND

In cooperation with the Embassy of Japan in Warsaw, on 27 March, JETRO organised an event promoting Japanese sake among Polish importers, sommeliers, bartenders and restaurateurs. During the event which took place at the premises of Japanese Embassy in Warsaw and gathered more than 70 guests, several presentations promoting sake were delivered.

One of the presentations was given by Sake Ambassador at the International Wine Challenge - Mrs. Rie Yoshitake who is also a representative of the Sake Samurai Association UK and Japan Sake & Shochu Makers Association in the UK. "Sake is a great food companion. It is so peaceful. It emphasises the taste of dishes, and never competes with them", said Rie Yoshitake. Participants had the opportunity to experience Ms. Yoshitake's words in practice during the tasting session held at the Ambassador's Residence.



His Excellency Ambassador of Japan, Mr. Shigeo Matsutomi, welcomed the guests and invited to "kampai" with sake Souhana delivered by Nihonsakari brewery. During the tasting session, event's participants had the chance to visit six stands where Choya, Nihonsakari, Gekkeikan (VSOP), Hakutsuru (Polmos Warszawa), as well as Sake Shop and Wineland, were presenting their products including also those newly launched on the Polish market. Many guests were impressed by the variety of sake flavours and they shared the same opinion that sake offer in Poland should be enlarged in order to attract more interests from Polish consumers.

Source: JETRO Warsaw

2017 WHITE PAPER ON SMALL AND MEDIUM ENTERPRISES IN JAPAN

The Small and Medium Enterprise Agency (SMEA) of the Ministry of Economy, Trade and Industry (METI) compiled and hereby released reports titled "Trends among Small and Medium Enterprises (SMEs) in FY2016" and "SME Policies in FY2017", as well as "Trends among Small Enterprises in FY2016" and "Small Enterprise Policies in FY2017", which were approved by the Cabinet on 21 April 2017.

Source: Ministry of Economy, Trade and Industry

➡ http://www.meti.go.jp/english/press/2017/0421_003.html

CREATION OF THE ENERGY AGENCY. FUKUSHIMA

On 6 April 2017, the Energy Agency. FUKUSHIMA (EAF) held the opening ceremony at Fukushima Technology Centre in Koriyama City.

Over the past six years after the Great East Japan Earthquake and the accident at the Fukushima Nuclear Power Plants, Fukushima Prefectural Government has taken the initiative to achieve the reconstruction and recovery of Fukushima by providing multiple means of action to make the land “the frontrunner in the field of renewable energy”. Fukushima Prefecture is now working towards the target of covering 100% equivalent of the prefecture’s energy demand with introducing renewable energy by around 2040.

The EAF works behalf of Fukushima Prefectural Government as the principal platform with broad expertise in the field of renewable energy.



The organisation is dedicated to advancing the renewable energy sector through domestic and international market developments and promoting the use of renewable energy in Fukushima.

In order to address the challenges of promotion, the EAF organises “Renewable Energy Industrial Fair Fukushima (REIF Fukushima),” which is one of the biggest exhibitions of the renewable energy-related industry in Japan. REIF Fukushima 2017 will be held during 8-9 November in Koriyama City, Fukushima.

Last year, 177 companies and organisations including 22 international players from leading countries such as Germany, Denmark and Belgium participated at the fair. REIF Fukushima has proved to be the ideal platform for exhibitors who seek to explore new markets, grow their business, and promote their products/services in the local and international markets.

More exhibitors and visitors from overseas are expected for REIF Fukushima 2017.

For the further information, please contact the Energy Agency.FUKUSHIMA at: e.a.fukushima@f-open.or.jp

➔ <http://fukushima-techno.com/energy/en>

ESTABLISHMENT OF THE JAPAN AGRICULTURAL & FOODSTUFF EXPORTS

The Japan External Trade Organization (JETRO) set up a new page—the Japan Agricultural & Foodstuff Exports (JAFEX)—within its international business matching site: Trade Tie-up Promotion Program (TTPP).

JAFEX is a new service to search for various Japanese agricultural, forestry, fishery and food products ranging from rice and fishery products to vegetables. Users can easily get in touch with Japanese business operators through searches based on user information or sales offers by product.

Source: JETRO

Those interested in importing Japanese products can also advertise what they are searching for in the purchase offer section toward Japanese producers, shippers and food companies. The service is available free of charge, both in English and Japanese.

➔ <https://www.jetro.go.jp/tppoas/special/agri/agris.html>

SPOTTED PUBLICATION

The monthly magazine “Highlighting Japan” is published by the Japanese Government to help readers better understand Japan today. Latest issues topics: in March: “Living and Working in Japan”, in April: “The New Age of Rail”.

➔ <http://www.gov-online.go.jp/eng/publicity/book/hlj/index.html>



NEDO PRESENTED THE RESULTS OF THE SMART COMMUNITY DEMONSTRATION PROJECT IN MALAGA TO THE KING AND QUEEN OF THE KINGDOM OF SPAIN

On 5 April 2017, NEDO Chairman Kazuo Furukawa and Director General Francisco Marín Pérez of the Centre for the Development of Industrial Technology (CDTI) of Spain gave a presentation on their joint smart community demonstration project in Malaga that operated from 2013 to 2015 in front of His Majesty King Felipe VI of the Kingdom of Spain and Her Majesty Queen Letizia of the Kingdom of Spain at the National Museum of Emerging Science and Innovation (Miraikan) in Tokyo.

The project is one of four distinctive fields of science and technology cooperation between Spain and Japan. Since NEDO and CDTI concluded a joint technology development agreement in 2008, they have supported thirteen joint development projects together involving companies from both countries and have held joint workshops under the Japan-Spain Innovation Program (JSIP).

Source: New Energy and Industrial Technology Development Organization

➔ http://www.nedo.go.jp/english/whatsnew_20170407.html

EUSA ASIA PACIFIC CONFERENCE & POSTGRADUATE WORKSHOP

1-2 JULY 2017, TOKYO, JAPAN

Upcoming workshop on “The Roles of the EU and the Asia Pacific in the Global Era”, a multi-disciplinary approach covering Politics, International Relations, Economics and Law challenges.

The workshop will consist in one-day long conference offering a high-quality, international academic analysis regarding “the Roles of the EU and the Asia Pacific in the Global Era”.

It will cover a wide range of topics from a multi-disciplinary angle such as Politics, International Relations, Economics and Law, in regards to the actual geopolitical context in the EU and Asia Pacific.

- How can East Asia become more stable, peaceful and prosperous?
- What lessons or reflections can the EU and scholars of the integration process offer?

- How contemporary Euro monetary issues, immigration crisis, and the BREXIT process can affect the Asia Pacific? These are questions that experts will raise during the conference to encourage debate on this current challenge.

This first workshop will be followed by a one-day Postgraduate Workshop for Masters and PhD students during which they will present their current research regarding the above mentioned topics. Workshop date & venue: 1-2 July 2017 at the Aoyama Gakuin University, Tokyo

➔ <http://www.aoyama.ac.jp/en>

INVEST TOKYO SEMINAR SUMMER 2017

22 JUNE 2017, TOKYO, JAPAN

The Tokyo Metropolitan Government (TMG) will hold “Invest Tokyo Seminar Summer 2017” on 22 June at JETRO Headquarters in the ARK Mori Building.

During the first half of the seminar, presenters will introduce Tokyo’s policies to attract foreign-capital companies, including the Special Economic Zone Program. The latter half of the seminar will be a business-networking and business-matching session for local SMEs and Foreign affiliates. Simultaneous interpretation in English will be provided.

➔ http://www.metro.tokyo.jp/ENGLISH/ TOPICS/2017/170523_2.htm

SAVE THE DATE!

BIOJAPAN & REGENERATIVE MEDICINE JAPAN

11-13 OCTOBER 2017, YOKOHAMA, JAPAN

The 19th iteration of Asia’s largest biotech event is set to take place 11-13 October 2017 in Yokohama, Japan. With over 15,000 visitors and more than 900 partnering organisations anticipated, this year’s event is set to bring together key players for over 8,000 business discussions.

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



EIG CONCERT-JAPAN 4TH JOINT CALL: EFFICIENT ENERGY STORAGE AND DISTRIBUTION



The European Interest Group (EIG) CONCERT-Japan is pleased to inform that its 4th Joint Call on Efficient Energy Storage and Distribution is now open with a deadline for submission on Wednesday, 14 July 2017.

The EIG CONCERT-Japan is an international joint initiative to support and enhance science, technology and innovation cooperation between European countries and Japan. CONCERT-Japan began as an ERA-NET project funded by the 7th EU Framework Program for Research and Technological Development (FP7) from 2011 to 2014. It is now in its second phase, as an independent activity of the European Interest Group (EIG) for Japan.

The overall aim of this call is to support scientific research to further the development of more efficient, reliable, secure, flexible and sustainable technologies in energy storage systems and distribution of electricity. The topic scope is inclusive of all related areas from stationary applications for smart energy grids to mobile applications for transportation.

Research projects with an innovative dimension will be funded for a period of 3 years.

Each project consortium applying for this Joint Call should consist of at least 3 partners: one from Japan and two from two different countries participating in the call. The call will be funded by the budget allocated by each participating national/regional funding organisation. Therefore, they reserve the right to apply their own funding regulations.

Funding Organisations participating in the Joint Call:

- Japan: JST
- France: CNRS
- Germany: BMBWF
- Spain: MINECO
- Turkey: TUBITAK
- Norway : RCN
- Lithuania: MITA
- Slovakia: SAS
- Czech Republic: CAS

EIG CONCERT JAPAN CALL FOR PROJECTS
Connecting and Coordinating European Research and Technology Development with Japan

What is EIG CONCERT-Japan?
CONCERT-Japan is an international joint initiative to support, coordinate and enhance science, technology and innovation (STI) cooperation between European countries and Japan. It began as an ERA-NET project funded by the EU FP7 (2011-2014), and is now implemented independently of EU support as an activity of the European Interest Group (EIG), a flexible and inclusive communication platform for European and Japanese funding agencies.

Aim of the Joint Call:
The overall aim of this call is to support scientific research to further the development of more efficient, reliable, secure, flexible and sustainable technologies in energy storage systems and distribution of electricity.
The topic scope is inclusive of all related areas from stationary applications for smart energy grids to mobile applications for transportation.

Conditions:
Research projects with an innovative dimension will be funded for a period of 3 years in the field of Energy Storage and Distribution. The research projects are expected to have mobility and networking dimensions (apart from the core research component).
Each project consortium applying for this call should consist of at least 3 partners, 1 from Japan and 2 from two different European countries participating in the call.
The Joint Call will be funded by the budget allocated by each participating national/regional funding institutions. Therefore, each participating funding organization reserves the right to apply its national/regional funding regulations.

Potential Funding Institutions
Participation of funding institutions is not guaranteed until the launch of the call. It is possible that some institutions may be added to this list or other institutions may be interested in this call.

For more information on the EIG CONCERT-Japan, you may wish to contact the Joint Call Secretariat: concert.japan@rcn.no

Joint Call Secretariat: concert-japan.eu

Researchers/research teams from European countries that do not participate in the EIG CONCERT-Japan Joint Call may participate as additional partners in a project, if they can prove that they have secured funding from other sources that allows them to fulfil their obligations within the consortium.

➔ <http://concert-japan.eu/spip.php?article36>

1ST GERMAN-JAPANESE CALL FOR PROPOSALS FOR JOINT R&D PROJECTS

Germany and Japan are announcing a “Call for Proposals” for joint R&D projects focusing on developing innovative products and applications in all technological and application areas.

Applicants are expected to develop ready-to-market solutions for products, technology-based services or methods which have strong market potential.

The New Energy and Industrial Technology Development Organization (NEDO) and the German Federal Ministry for Economic Affairs and Energy (BMWi) will provide access to public funding for joint projects provided by the Ministry of Economy, Trade and Industry (METI) Co-funding Program and by the BMWi's ZIM (Central Innovation Programme for SMEs).

The call invites partners to present joint proposals for industrial R&D projects until 17 August 2017.

More details on below links:

NEDO: http://www.nedo.go.jp/koubo/AT091_100108.html

BMWi: <http://www.zim-bmwi.de/internationale-fue-kooperationen/ausschreibungen>

STATE VISIT BY THEIR MAJESTIES THE KING AND QUEEN OF SPAIN

Their Majesties the King and the Queen of Spain paid a State Visit to Japan on the 4-7 of April 2017, the first such State Visit to an Asian country by King Felipe VI, designed to further strengthen the friendly relations between Japan and Spain.



Their Majesties the Emperor and Empress and Their Majesties attended several events at the Imperial Palace and elsewhere in Tokyo, and shared a daylong trip to the city of Shizuoka, where they visited the Earthquake Disaster Prevention Center. Their Majesties the Emperor and Empress hosted a State Banquet in honor of the King and the Queen.

The King and the Queen met Prime Minister Abe and had the occasion to listen to his views on relevant bilateral, regional and international issues. Prime Minister Abe conveyed the importance Japan attaches to the prompt conclusion of twin negotiations for Free Trade and Strategic Partnership Agreements with the EU, stating that Japan and

the EU remain committed to open, fair and free trade under the rules-based international system that underpins our prosperity and security. Prime Minister Abe hosted a dinner at the Akasaka Palace.

The State Visit had a marked scientific and technological content. Their Majesties visited the National Museum of Emerging Sciences and Innovation ("Miraikan") where they were briefed on the current state of Spanish-Japanese scientific cooperation, namely on "smart cities", nanotechnology, astrophysics and fusion energy. They also had the chance to meet members of the Association of Spanish Scientists in Japan.

His Majesty participated in the 26th Bilateral Business Committee and met with CEOs and senior executives of major Japanese corporations with interests in Spain as well as representatives of Japanese economic institutions. Their Majesties met a representation of Japanese personalities linked to Spanish language and cultural studies as well as the Japanese prizewinners of the "Prince of Asturias" Award. An Agreement on Working Holidays and several MoU on economic dialogue, scientific research, sports, tourism, and cooperation between the respective Foreign Service Academies were concluded during the Royal visit.

Source: Embassy of Spain in Japan



MINISTER LINKEVIČIUS VISIT EMPHASIZES **CONSTANTLY EXPANDING LITHUANIAN AND JAPANESE ECONOMIC RELATIONS**

During his work visit on 6-10 May to Japan, Lithuanian Minister of Foreign Affairs Mr. Linas Linkevičius put great emphasis on economic cooperation with Japan in various fields and levels. Bilateral economic cooperation between Lithuania and Japan in recent few years has grown rapidly, especially in trade, tourism, science and technological exchange. Special attention this time was devoted to ICT developments and its impact on other fields.

Lithuania is one of leading countries regarding ICT infrastructure and e-services for business not only in the EU but in global context as well. While continuing Lithuanian ICT promotion mission in Japan, started last March by Lithuanian Vice-Minister of Economy Ms. Lina Sabaitienė, Minister Linkevičius stressed that such Lithuanian new generation technologies as WiderFi could help Tokyo 2020 to become first truly online Multimedia and Augmented Reality Olympic games in history, thus serving not only infrastructural betterment purpose but also helping to attract even more foreign tourists to Japan.

Global openness, flexibility and constant innovational attitude, so characteristic to eager Lithuanian ICT engineers, combined with huge influence and experience of global Japanese ICT corporations, may indeed bring new qualities to various economic sectors.

Meetings with some major Japanese companies, such as JTB, NTT Docomo, NTT Communications, NTT Data, Hitachi, Ltd., showed that they are interested



Meeting with Mr. Hirofumi Nakasone, Chairman of Japan-Lithuania Friendship League of House of Councillors and other members of the group



Meeting with Mr. Hiroimi Tagawa, Chairman of JTB

in expanding their activities in Europe, therefore, good balance of cost, talent, entrepreneurship and infrastructure are more important than any time before.

The visit was finalised by bilateral meeting of Minister Linkevičius and Japanese Minister of Foreign Affairs Mr. Fumio Kishida. Global free trade, according to

both Ministers, is more important than any time before. Therefore, both sides agreed that smooth finalisation of EU and Japan free trade and economic partnership agreement would considerably upgrade economic cooperation and serve as a role model to other regions.

Source: Embassy of the Republic of Lithuania

ITALY-JAPAN BUSINESS GROUP:

XXVIII ASSEMBLY

On the occasion of the 150 Anniversary of the Diplomatic Relations between Italy and Japan, Milan has hosted the XXVIII Italy Japan Business Group Assembly, a bilateral event which has been hold during three days (24-26 of November 2016) in order to strengthen the ancient partnership between the two countries. Japan has always represented a fundamental and strategic partner for Italy in its advanced sectors. During the 2016 Italy-Japan Business Group Assembly, spotlights were focused on Aerospace, Transports, Mechanical- Electronic Engineering and Design. The next Assembly will take place in Japan.

➔ <http://www.ijbg.it>



COMPETITIVE LITHUANIAN ICT SOLUTIONS SPARK INTEREST OF JAPANESE ICT AUDIENCE

For the past 10 years, Lithuania has been investing heavily in its ICT infrastructure such as 4G mobile connectivity and FTTH, and is becoming one of the most attractive ICT innovation hubs for Europe ICT industry – many European companies have already transferred their ICT development, support and data centres' infrastructure to Lithuania.



 Vice-Minister Sabaitienė meeting with JBMIA

Lithuanian ICT industry leaders are firmly stepping into European and North American markets. Japan in this context, except for few smaller scale Lithuanian and Japanese ICT collaborations, is still untapped but very tempting market for talented and eager Lithuanian ICT engineers.

In order to promote best Lithuanian ICT solutions and products in mobile contents, e-government, e-business, cyber security, artificial intelligence and other ICT sub-sectors, also to present advantageous investment opportunities in data and shared services centres in Lithuania, Lithuanian ICT business delegation, headed by Lithuanian Vice-Minister of Economy Ms. Lina Sabaitienė, visited Tokyo in March 2017.


Various Japanese ICT companies and associations showed great interest in future cooperation with Lithuanian counterparts. Much of attention was given to WiderFi – the company, which developed new generation mobile internet access technology, providing smart international travellers the possibility to access high speed, low latency local mobile 4G-LTE networks, and use huge amount of mobile data at similar to local rates. This technology is exceptional in a sense that it can be delivered to travellers' smartphones without any additional devices or local SIM cards. Taking in mind the nearest plans of biggest worldwide telecommunication companies to develop augmented reality (AR) glasses, connected to smartphones, WiderFi technology will become indispensable as AR glasses will require hundred thousand times larger data access capacity with response time from 2 to 5 milliseconds. WiderFi is currently negotiating cooperation opportunities with biggest Japanese mobile operators, and soon will establish its regional centre for Asia in Japan.

WiderFi technological solutions has a potential to enable the most innovative mobile multimedia and AR services for Japan visitors in the coming years, what is extremely important in the context of upcoming Tokyo 2020 Olympics. CEO of WiderFi Mr. Darius Maukštėnas is certain that Tokyo 2020 will become the first truly online Multimedia and Augmented Reality Olympic games for all visitors; therefore, WiderFi is ready to have its part in making this happen.

The visit was concluded with Embassy's Seminar on Lithuanian ICT infrastructure and achievements, which attracted more than 50 representatives of various Japanese ICT companies, associations and governmental institutions.

All the meetings with Japanese ICT representatives during the visit and Embassy's Seminar clearly showed the mutual interest of both countries to develop closer cooperation in ICT sector, and that more direct business-to-business, business-to government interactions are needed in order to tap the potential of rapidly developing global ICT developments.



 ICT Seminar at the Embassy in Tokyo on 23 March

BEST OF LITHUANIAN HOME DESIGN SOLUTIONS AT INTERIOR LIFESTYLE TOKYO 2017

Lithuanian products have a very special, even intimate, relationship with Japanese customers and consumers. From linen tablecloths and other interior design elements to furniture or lasers – their products enjoy recognition and respect in Japan. Combination of innovative mindset, high quality and natural materials granted Japanese trust towards products manufactured in a far-away country of amber, deep forests and ambitious people.

Below you can find information about 6 Lithuanian companies that will showcase their home design solutions at Interior Lifestyle Tokyo 2017. Should you wish to learn more about Lithuania and meet these most prominent home designers, please visit National Lithuanian Stand (WEST HALL 3, H23) at Interior Lifestyle Tokyo on 14-16 June.

It is the fifth time this year when Lithuanian companies are participating in international trade fair INTERIOR LIFESTYLE TOKYO. National Lithuanian stand which unites selected companies is organised by Enterprise Lithuania, which is a public entity fostering export and entrepreneurship in the country.

Participating companies		
LINEN TALES	Linen Tales is a Lithuanian-based linen home textile brand that is passionate about aesthetics	www.linetales.com
EMKO	EMKO is a Lithuanian-based contemporary furniture design and home-accessory company	www.emko.lt
Kitchen wear by UGI	Kitchen Wear by Ugi presents a big collection of sophisticated aprons that can be worn as uniforms in restaurants or hotels and at home	www.ugi-aprons.com
FLOKATI	Flokati provides soft woolen products for the bedroom, cozy slippers, healing belts, as well as soft and protecting articles of clothing for children	www.flokati.lt
NorraVilla	NorraVilla is a family owned enterprise offering best quality possible linen items	www.norravilla.com
JURATE	JURATE is a small manufactory in the very heart of Vilnius that design and weave on original old wooden looms its ideas from pure linen and leather	www.jurate.eu

➔ <http://www.enterpriselithuania.com/en/events/lithuanian-companies-at-interior-lifestyle-tokyo/82>

NEW CLIMATE-NEUTRAL FACILITY FOR CHUGOKU MARINE PAINTS IN HOLLAND

The Japanese firm, Chugoku Marine Paints Ltd., recently celebrated the opening of its new plant at the Dinteloord Industrial Estate in Heiningen, in the Dutch province of North Brabant. Chugoku Marine Paints Ltd. celebrates its 100th anniversary this year. It specialises in the manufacture and sales of marine paints, industrial paints and container paints, as well as inspection of surface treatment and coating.

AUTOMATED PROCESSES

The impressive new 20-million-euro plant, covering approximately 3,600m² is a high-tech facility conforming to strict environmental norms, with a production hall, office facilities and tank-farm. Through automated processes, the plant handles the entire process for the manufacturing of paint products. Production capacity is around 1,000 metric tons per month. The high level of automation enables the facility to operate with a closed environment. This prevents loss of VOCs (Volatile Organic Compounds) to the atmosphere, provides labor savings and contributes to an improved working environment.

STATE-OF-THE-ART

The plant makes use of underground cooling for the storage of heat and cooling, as well as free-air cooling and ventilation, and heat is reclaimed from the compressed-air installation so that the plant achieves climate-neutrality. On the roof of the facility, some 1,191 solar panels help deliver an additional source of sustainable energy and LED lamps are fitted all round.

With offices in Tokyo and Hiroshima, Chugoku Marine Paints Ltd. employs around 2,400 people worldwide and is a leading manufacturer of paints for marine applications.

➔ <https://investinholland.com/new-climate-neutral-facility-chugoku-marine-paints-holland>

MARKET OF 105 BILLION EUROS OPEN TO FLEMISH BIOTECH COMPANIES

flanders.bio, the life sciences cluster in Flanders, and the Japan Bio Industry Association (JBA) are to collaborate closely. During 'knowledge for growth', the annual get-together of the life sciences cluster in Ghent, an agreement between the two organisations was signed.

"This is an important agreement" Henk Joos, Managing Director of flanders.bio stressed. As a result of this agreement our Flemish companies gain direct access to the Japanese medicines' market, which has an annual turnover of 105 billion euros. It is the world's second largest market for medicines and diagnostics after the United States.

Japan, just like Flanders, faces a growing aging population. After the economic slowdown in 2011 as a result of the earthquake, the tsunami and the leak at the nuclear power plant, the country is once again looking for new, innovative medicines. When the effectiveness of new medicines is shown, they are often allowed onto the Japanese market sooner than e.g. in the US.

For Flemish and Belgian life sciences companies this is an important trump card. Henk Joos: "During the past three years we noticed that Japanese pharma and biotech companies are putting greater effort into open innovation and are actively looking for cooperation. This plays to the advantage of our businesses".



<http://www.flandersbio.be/en/industry-insights/flandersbio-news/2017/may/market-of-105-billion-euros-open-to-flemish-biotech-companies>

2016: A PROLIFIC YEAR FOR THE **BELGIAN-JAPANESE TRADE**

Total exports of goods from the European Union to Japan amounted to EUR 58.1 billion in 2016. Belgian exports to Japan grew by 7.6% in comparison with 2015 and Belgium was the fifth European exporter with a share of 6.1%.

The three main exported product categories from Belgium to Japan were "chemical products" (EUR 1.7 billion for a 47.4% share), "transport equipment" (EUR 427.9 million for a 12.0% share) and "optical instruments" (EUR 375.1 for a 10.5% share). All the main product categories recorded an increase (+6.3% for "chemicals products", +13.0% for "transport equipment" and +21.5% for "optical instruments") except "foodstuffs" whose sales to Japan were down by 7.5%.

Total imports of goods by the European Union from Japan amounted to EUR 66.6 billion in 2016. Belgian imports grew by 8.3% in comparison with 2015 and Belgium was the fourth European importer with a share of 12.5%. The three main Belgian imports from Japan were "transport equipment" (EUR 3.6 billion for a 49.8% share), "machinery and equipment" (EUR 2.1 billion for a 25.0% share) and "chemical products" (EUR 836.7 million for a 10.0% share). The highest rise was registered by "transport equipment" whose purchases grew by 15.4% in 2016. In contrast, "chemical products" decreased most with an 11.6% drop. Belgium's trade balance with Japan displayed a deficit of EUR 4.8 billion in 2016. This deficit has furthermore been increasing constantly since 2012 mainly because of rising imports.

Further information on trade relations between Belgium and Japan can be found under the following link:

➔ http://www.abh-ace.be/fr/statistiques/notes_bilaterales/bilaterale_nota_japan

NIPPON EXPORT AWARD 2017-2018

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is happy to announce the 9th edition of the Nippon Export Award. With this prize the Chamber wants to reward those companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.



WHERE AND WHEN?

A first selection of 3 candidates will be made by the BLCCJ Organizing Committee in September, the final winner will be chosen by a professional jury after jury presentations in October. The official announcement of the winner will take place during the annual BLCCJ gala ball in November, and will be confirmed at an award ceremony at the Belgian or Luxembourg Embassy before the end of the year.

CONDITIONS FOR APPLICATION

- The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services (so non-members are welcome too)

- Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.
- Previous winners can only reapply four years after their last participation with a different brand or service.
- Applicants do not need to be a BLCCJ member.
- Companies without representative office in Japan are also eligible

SELECTION CRITERIA

The winning company will be the one who has shown the greatest export achievements in its sector. The selection will be based on the following criteria:

- The presence in the Japanese market and the company significant achievement (either growth or size) in trade with Japan.
- Showing vision in new niche markets, daring innovation to embark on new opportunities.
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards.
- Originality of approach (marketing, distribution, environment protection, design, research...)
- The company's spirit (marketing, merchandising...)

For more information please contact the BLCCJ office: info@blccj.or.jp

➔ <http://blccj.or.jp/nippon-export-award>

EXPERIENCE OF A BELGIAN CHOCOLATE MASTER CRAFTSMAN IN DOING BUSINESS IN JAPAN

François Deremiens is a chocolate master craftsman from the province of Luxembourg, in the south of Belgium. In 2005, he opened his first workshop and the company rapidly grew up. New -bigger- workshop in 2007, retail shop in 2008 and very recently, François even decided to produce his own chocolate (from cocoa beans). At the beginning of his activity, some potential Japanese clients came to see him. Japanese people are indeed fond of European products and especially Belgian chocolate! But François Deremiens was not ready yet nor the company strong enough to carry out that export project. But after some years (in 2013), the Japanese clients came back and a collaboration could be considered. The craftsman had to fulfil many dossiers and conditions to be authorised to export his products. Let's admit that the administrative preparation is very important especially for these kinds of products.

The company had to demonstrate how serious it was. The role of the Japanese importer is also important, because the consequences of importing "bad" products in Japan can be huge! The packaging of the products had also to be adapted to the market: if in Belgium, we are used to boxes of 20-30 chocolates, in Japan, it is a luxury product sold by 4 or 9 pieces! Let's also mention that the consuming habits are quite different from EU: in Japan, 80% of chocolates are sold during Valentine period, in approximately 2 months... The Deremiens chocolates, as the majority of products of that kind, are sold through corners in department stores (between 45 and 60 across Japan). The Japanese market now represents 15% of sales for the Belgian company. If you ask F. Deremiens what he particularly appreciates in the business relationship with a Japanese company, it is their seriousness and rigour.



By **FRANÇOIS DEREMIENS**, founder, Deremiens <http://www.deremiens.com>
With the support of the Chambre de Commerce et d'Industrie du Luxembourg Belge

TDK (JAPAN) ACQUIRES FLANDERS-BASED CHIP PRODUCER ICSENSE

ICsense, a spin-off from KU Leuven in Flanders, was taken over by the Japanese electronics giant TDK. It develops chips that digitise analog signals like sound, pressure and movement. *“As a trusted ASIC development partner, we are the perfect fit for TDK,” says Bram de Muer, CEO of ICsense”.*

DIVERSE POSSIBILITIES

ICsense’s chips have numerous applications: they are used in the Nintendo Wii’s remote controls to register movement, in cochlear hearing implants to register sound waves and in health care to detect cancer cells in a patient’s bloodstream. TDK will offer the Flanders-based chip producer access to the biggest companies in the world and thus boost its sales volume.

STRONGER COLLABORATION

TDK and ICsense have been working together for several years now. By taking over the company, the Japanese electronics specialist took the collaboration to the next level. *“I am proud that ICsense is now part of one of the largest electronic component providers in the world. This partnership will give us the unique opportunity to further expand our business,” De Muer comments.*



After joining the TDK group, ICsense will continue to develop innovative ASICs - application-specific chips – for its existing and new customers worldwide.

Discover all about micro- and nanotechnology in Flanders:

<https://www.flandersinvestmentandtrade.com/invest/en/sectors/micro-nanoelectronics>

More info on ICsense: <http://www.icsense.com/icsense-becomes-part-of-tdk-group>

➔ <https://www.flandersinvestmentandtrade.com/invest/en/news/tdk-japan-acquires-flanders-based-chip-producer-icsense>

SEMINAR ON TECHNOLOGIES FOR FINTECH

16 JUNE 2017, TOKYO, JAPAN

Financial technology, also known as FinTech, is an industry composed of companies that use new technology and innovation with available resources in order to compete in the marketplace of traditional financial institutions and intermediaries in the delivery of financial services.



Financial technology companies consist of both start-ups and established financial and technology companies trying to replace or enhance the usage of financial services of incumbent companies.

A seminar on technologies for FinTech will be held on 16 June 2017 at the Embassy of the Republic of Poland in Tokyo. 35 Polish companies and research institutes have applied to give a presentation during the event.

Their technologies were available online and the audience had the opportunity to vote for the speakers to be invited. As a result, companies and research institutes with the highest score will be presenting their technology or innovative solution to the event in Tokyo.

The ranking can be viewed under this URL:

<http://doitwithpoland.appspot.com/ranking>

To register as participant for the seminar, please use the following link:

➔ <http://doitwithpoland.appspot.com/register>

FRENCH RESEARCH DAY IN KANSAI

10 JUNE 2017, KYOTO, JAPAN

Sciencescope is organising the 2nd French Research Day in Kansai.



The main objective of this event is to enforce the relationships between French-speaking researchers, students, engineers, and institutions from the Kansai area, on any research topics (Science, SHS, etc.). This event is organised in partnership with the University of Foreign Study in Kyoto (Kyoto Gaikokugo Daigaku), and with the support of the French Embassy in Japan, the CNRS – Tokyo office and the Maison franco-japonaise. The event will take place on 10th June 2017 at the University of Foreign Studies in Kyoto with research presentations and invited speakers.

➔ <http://www.sciencescope.org/RCFK2017>

THIRD JOINT MEETING BETWEEN FRANCE AND JAPAN ON CYBERSECURITY

Keio University, NICT, Inria and CNRS organised the third annual meeting of the French-Japanese collaboration in Cybersecurity. This event was held in Tokyo at Keio University, on the 24-26 April 2017.

Cybersecurity is a main topic of common interest between France and Japan that was identified as a national security challenge and a national priority by both countries. International cooperation is indeed essential to understand and master the risks associated with the cyberspace. The Meeting intended to take advantage of each country specificities as well as excellence in the domain and shared vision of geo-strategy and privacy concerns.

This three-day meeting brought together more than 140 experts and stakeholders from public research organisations, universities and private companies. Among the latter, representing about one third of registered participants, people from in particular Vade-Secure, IJ, Quarkslab, Secure-IT, Trend Micro, Nokia Bell Labs, NTT, KDDI, NEC, Toshiba, attended the event.

The two first days addressed the current results of the collaboration as well as cybersecurity strategies in Japan and in France, political dialogue and programmes between Europe and Japan.

➔ <http://cyber.science-japon.org>

➔ <https://project.inria.fr/FranceJapanICST/3rd-joint-workshop-on-cybersecurity-april-24-26-tokyo-japan>



© image provided by the organisers

The programme alternated industrial sessions, plenary keynote speakers, and working group meetings focusing on more technical problems. Academics and industrials contributions cover for instance current trends and challenges on big data and privacy, anomaly detection, homomorphic encryption, internet of things. The third day was dedicated to identify new challenges on transversal topics: Olympics games challenges, security and big data, security of industrial control systems.

The seven current working groups will continue their active collaborations and further themes are planned to be jointly addressed by academy and industry, including cybersecurity training and awareness, certification of security processes and products, data analytics for security preserving privacy.

A JAPANESE DELEGATION TO VISIT VITAGORA THE FRENCH FOOD CLUSTER

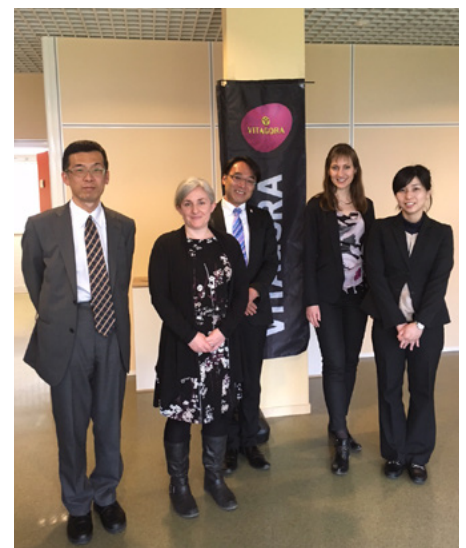
VITAGORA, the food innovation cluster located in France, has been developing its network in Japan for the last 10 years. On 22 February 2017, Vitagora welcomed members of Miyazaki prefecture to discuss further collaboration.

Katsuyoshi Takahashi from MFDC (Miyazaki Prefecture Foods Development Centre), Miwa Satoh from MARI (Miyazaki Agricultural Research Institution) and Kazuhisa Goto from NARO (National Agriculture and Food Research Organisation) were present. The visit was aimed at sharing results of a study and discuss opportunities for future collaborations.



Considering VITAGORA's mission to have members of its network, both academics and companies, collaborate to develop innovation for agri-food businesses, NARO was already introduced to SENSOSTAT, a member of VITAGORA, during an international event organised in Dijon (France) in 2015.

➔ <http://www.vitagora.com>



THE JAPAN PATENT OFFICE VISITS THE TECHNOLOGY PARK OF ANDALUCIA

During the month of March 2017, seven members of the Japanese Patent Office (JPO) of the Ministry of Economy, Trade and Industry (METI) of the Japanese Government visited the Technology Park of Andaluca-PTA, in Spain, to grasp the trend of innovation in PTA and the science parks around the world.



The Technology Park of Andaluca is a high-quality location in which are set SMEs and large businesses that are innovative, respectful of the environment and geared towards manufacturing, advanced services and R+D. Indeed, the interest of JPO focused on knowing such a wide range of efforts from the view of the METI. Also, since the JPO has undertaken some initiatives to respond to the Fourth Industrial Revolution, they were particularly interested in exchanging opinions on impact of Internet of Things and Artificial Intelligence technology on a cross-sectional basis in terms of technology in particular.



Since a long time ago the Technology Park of Andaluca (PTA) has been working with international markets to foster the development of technological communication and cooperation networks amongst the different entities that comprise it, thereby permitting the transfer of technological knowledge and the promotion of business collaboration in an ever-more international sphere.

➔ <http://www.pta.es>

INTERNATIONAL STANDARDIZATION COMMITTEE MET IN TOKYO

Experts from Japan, EU, Australia and the US discussed quality standards for market, opinion and social research.



An international standards committee (ISO/TC 225) within the frame of the International Standardization Organization ISO met in Tokyo from April 19 – 21. Host of this meeting has been Rakuten.

The committee is responsible for caretaking of a set of international standards regarding:

- Market, opinion and social research (ISO 20252)
- Access panels in market, opinion and social research (ISO 26362)
- Web analyses (ISO 19731)

The committee works with active engagement of branch experts from Japan, the US, Canada and several European countries under the secretariat of the Spanish Standardization Association AENOR. Japan is engaged via the national Association of Market Research Agencies. Provided by the certification body of the Austrian Standards Institute, market research companies can be certified along the standards in order to maintain quality and trust in their services.

➔ <https://www.teletrust.de>

FOREIGN CHAMBERS IN JAPAN SPRING SURVEY

The Foreign Chambers in Japan (FCIJ) is an informal organisation comprised of foreign chambers of commerce and business groups in Japan mainly for the purpose of information exchange and enhancement of the activities of the component organisations.

The FCIJ conducted the first Business Confidence survey in April 2002, based on a format developed by the Finnish Chamber of Commerce in Japan (FCCJ). This survey, conducted twice a year, is rapidly becoming a barometer of foreign business in Japan.

This, the 31st, survey was conducted between 12 and 21 April 2017, and received 296 valid responses from members of 19 (record number) foreign chambers of commerce and business organisations.

Source: FCIJ

➔ <http://www.fcc.or.jp/fcij/bcs.html>

“ABOUT JAPAN” CROSS-CULTURAL WORKSHOP IN LISBON

In cooperation with the local EEN-partner IAPMEI Agência para a Competitividade e Inovação, EEN Japan organised a cross-cultural workshop on the 17 May 2017, to introduce European companies to the basic principles of Japanese business culture.

The goal of the workshop is to prepare European companies for doing business with Japan. 8 representatives from 7 companies of the Lisbon area attended the event.

Led by an expert consultant with coaching experience at all levels of corporate hierarchy from normal employees to top leadership, the workshop covered many points such as:

- Japanese Business Etiquette
- General do & don'ts
- Communication with Japanese
- General differences in communication style
- Common misunderstandings
- Gestures and body language
- Doing Business with Japanese
- Meetings & decision-making process
- Negotiating / project management

The next workshop will be held in September in Sofia, Bulgaria and others are expected to take place in Austria, France and Poland. EEN partners interested in organising such kind of workshops should get in touch with the EU-Japan Centre:

Eivilte Kandraviciute eiva@eu-japan.eu



ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

➔ <http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

BROKERAGE EVENT AT IOT SWC17

3-4 October 2017, Barcelona, Spain

Sector: ICT

Registration deadline: 15 September 2017

EEN partner ACCIÓ is organising a brokerage event within the frame of the 3rd edition of the Internet of Things World Congress (<http://www.iotsworldcongress.com>). The IoT Revolution is challenging companies from all industries to connect their machines, processes, people and products to gain efficiencies, decrease costs, improve operations, increase customer satisfaction and improve work conditions. The event will give participants the opportunity to find international business and technology partners.

➔ <https://www.b2match.eu/iot2017>

CONTACT-CONTRACT 2017

9-10 October 2017, Brno, Czech Republic

Sector: Multisectorial

Registration deadline: 8 October 2017

EEN partner the Brno Regional Chamber of Commerce is organising the Contact-Contract 2017 brokerage event during The International Engineering Fair (MSV) (<http://www.bvv.cz/en/msv>). The project is designed as a long-term programme to search for new orders in both the Czech Republic and abroad. A short video from 2016 edition is available:

<https://www.youtube.com/watch?v=0E9e530cpkw>

➔ <https://www.b2match.eu/cc2017>

MEET IN ITALY FOR LIFE SCIENCES

11-13 October 2017, Turin, Italy

Sector: Life sciences

Registration deadline: 30 September 2017

EEN partner Confindustria Piemonte, with other local supporting organisations, is organising an event in the Life Sciences sector: biotechnology, pharmaceuticals, medical devices, human health, ICT applications for health, nutraceuticals and the related value chain activities and is addressed to companies, researchers, start-ups and investors interested in new opportunities for technological, scientific and business collaboration. The first two days will be devoted to bilateral and networking meetings, the third day will be devoted to an international conference on hot topics in life sciences.

➔ <https://www.b2match.eu/mit4ls2017>

MEET@A+A 2017

18-19 October 2017, Dusseldorf, Germany

Sector: safety, security

Registration deadline: 13 October 2017

EEN partner NRW.International is organising a B2B event within the frame of the A+A International congress for occupational safety and occupational medicine (<http://www.aplusa-online.com>), the world's leading international trade forum for safety, security and health at work.

The “meet@A+A 2017” Brokerage Event is a unique platform to share innovative technologies, initiate cross border co-operations and to find new business partners.

➔ <https://www.b2match.eu/aplusa2017>



PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR EU PARTNERS



➔ <http://een-japan.eu/opportunities>



REQUEST FOR DISTRIBUTORS

Sector: lightning

A Japanese Light-Emitting-Diode lighting manufacturer is seeking a distribution partner in the EU

Profile ID: **BOJP20160302001**



ANALYSIS SERVICES OFFERED

Sector: cosmetics

A Japanese company offers specialized analysis for cosmetic products to be exported to Japan

Profile ID: **BOJP20170426001**

RECIPROCAL MANUFACTURING OFFER

Sector: industrial manufacturing

A Japanese Metal Injection Moulding company is seeking reciprocal production partner in the EU

Profile ID: **BOJP20170412001**



REQUEST FOR SUPPLIERS

Sector: Healthcare

A Japanese distributor of beauty products is looking for manufacturers of hair care products for sales in Japan

Profile ID: **BRJP20170327001**



EU COMPANIES LOOKING FOR PARTNERS IN JAPAN

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

REQUEST FOR SUPPLIER

Sector: メディカル&ヘルスケア

在ドイツ企業が体外診断、臨床現場即時診断または創傷管理用品をさがしています

Profile ID: **BRDE20170307001**

TECHNOLOGY TRANSFER OFFERED

Sector: ICT

ポーランドのロボット工学者とIoTプロトタイプング会社が新しいプロジェクトと協力の可能性をさがしています

Profile ID: **TRPL20161220001**

MANUFACTURING SERVICES OFFERED

Sector: その他

機械技術を専門とするフランスの会社が、下請けおよび製造サービスを提供します

Profile ID: **BOFR20160920001**

SERVICES OFFERED

Sector: ICT

ポーランドのe-ヘルスおよびフィン技術アプリケーション専門知識を持つIT企業によるソフトウェア開発サービス

Profile ID: **BOPL20170502001**

Sector: 織物

スペインのテキスタイルメーカーは、インダストリー4.0を取り入れた、新しいファブリック・革新的なテキスタイル生産におけるコンサルティングサービス提供しています

Profile ID: **BOES20160921001**

REQUEST FOR DISTRIBUTOR

Sector: メディカル&ヘルスケア

在ドイツ企業が獣医診断用の血液分析テスト装置代理店をさがしています

Profile ID: **BODE20151209002**

Sector: 高級品

シャワージェルなどパーソナルケア用品およびパフュームを取り扱っているイタリアの会社がディストリビューターをさがしています

Profile ID: **BOIT20170310001**

Sector: ICT

ギリシャのIT企業がエンドツーエンドの革新的なソフトウェアプラットフォームを提供しています

Profile ID: **BOGR20170329001**

Sector: ICT

ギリシャのIT企業がエンドツーエンドのデジタル資産管理システムを提供しています

ID code: **NoID-014**

Sector: ICT

赤ちゃん用室内空気モニターを取り扱うオランダのメーカーが販売代理店を探しています

ID code: **BONL20170411001**

Sector: ICT

デバイス間の完全で安全なリモート接続のためのソリューションを提供する在フィンランド企業がディストリビューターを探しています

ID code: **BOFI20161207001**

Sector: 産業機械

ドイツの油圧機器メーカーがディストリビューターを探しています

ID code: **BODE20170504001**

Sector: その他

創立されたばかりの在スペイン企業が小売業者にとって革新的な実販売所を提供します

ID code: **BOES20170511001**

Sector: その他

スウェーデンのベビーキャリー、ベビーネストのブランドがディストリビューターをさがしています

ID code: **BOSE20170412001**



DATE/LOCATION	DETAILS	CONTACTS
16 June 2017 London, UK	MEETING Joint Lunch with JCCI: with special guest Nick Clegg MP	Japan Society http://www.japansociety.org.uk/event/jc-ci-nick-clegg/
13 July 2017 Tokyo, Japan	MEETING DJW "Asa no Kai" with Peter Hornik, Managing Director, Digital Innovation Hub	DJW http://www.djw.de/veranstaltungen/djw-veranstaltungsuuebersicht/djw-veranstaltungsarchiv/details/article/djw-asa-no-kai-djwwith-peter-hornik-managing-director-digital-innovation-hub-d.html
14 July 2017 Tokyo, Japan	SEMINAR Grants In Practice 2017: MSCA and ERC grant application training	EURAXESS Japan https://euraxess.ec.europa.eu/worldwide/japan/grants-practice-2017
26-30 June 2017 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/world-class-manufacturing
12-16 September 2017 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: World Class Manufacturing - session II	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/wcm-world-class-manufacturing-september-mission
2 October 2017 Tokyo, Japan	SYMPOSIUM H2 Technology as a Solution? - The Influence of Japan and Germany on the Future Global Energy Mix	DJW http://www.djw.de/veranstaltungen/djw-veranstaltungsuuebersicht/djw-veranstaltungsarchiv/details/article/djw-symposium-djw-tokyo-02102017.html
10-13 October 2017 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Biotech Mission for EU Cluster & SMEs	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/biotech-cluster-sme-mission
7-10 November 2017 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME ICT Mission for EU Cluster & SMEs Application deadline: 29 June 2017	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/ict-cluster-sme-mission
29 Jan - 2 Feb 2018 Tokyo, Japan	Market Scoping Mission in Healthcare & Medical Technologies	Coaching Network coaching.network@eu-gateway.eu
21-25 May 2018 Yokohama, Japan	Market Scoping Mission in Environment & Water Technologies	Coaching Network coaching.network@eu-gateway.eu
18-22 June 2018 Tokyo, Japan	Market Scoping Mission in Green Energy Technologies	Coaching Network coaching.network@eu-gateway.eu
19-23 November 2018 Tokyo, Japan	Market Scoping Mission Construction & Building Technologies	Coaching Network coaching.network@eu-gateway.eu



EU-Japan Centre
for Industrial Cooperation
日欧産業協カセンター

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

ANY EU-JAPAN-RELATED NEWS?

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

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