



## EU-JAPAN BUSINESS ROUND TABLE: ACTING TOGETHER IN A GLOBAL WORLD



On 15 May, the EU-Japan Business Round Table, organised by the EU-Japan Centre for Industrial Cooperation, took place in Brussels. In light of the recent entry into force of the historic Economic Partnership Agreement (EPA), which builds on an already solid partnership, a strong sense of comradery, cooperation and optimism resonated throughout this annual business summit.

The mood was captured and amplified in the keynote speeches by Commissioners Bieńkowska, Malmström, Hogan and Vice-President Katainen who all referenced the need for like-minded partners to preserve multilateralism and fair, rules-based trade in the current shifting global context.

Interventions by Akimasa Ishikawa, Parliamentary Vice-Minister for Economy, Trade and Industry of Japan as well as Kenji Yamada, Japan's Parliamentary Vice-Minister for Foreign Affairs confirmed that the geographic distance between the two sides does not prevent convergence on key matters. In terms of basic values and policy directions, the EU and Japan have never been closer.

The implementation of the EPA was central to all discussions. Stakeholders from both sides, in particular the EU-Japan Centre, described the activities underway to promote the EPA in order to ensure that SMEs reap the maximum benefits.

Despite its practically newborn status, stakeholders were already able to provide useful feedback on the EPA.

Philippe de Taxis du Poët, EU-side General Manager, EU-Japan Centre for Industrial Cooperation, and Minister Counsellor, Delegation of the European Union to Japan.

Speakers underlined that its success will be used as a benchmark for all major future FTAs.

Commissioner Bieńkowska raised the matter of incorporation of Japan in the area of security and defence, which was echoed by VP Katainen. EU-Japan business partnerships operating together in third countries, e.g. in Africa, were welcome. The agreement between the EIB and JBIC and NEXI is a pertinent and timely initiative to co-finance industry projects in third countries

Other main topics of discussion included the digital economy, climate change and the circular economy, the latter two introduced by DGs Petriccione and Calleja respectively.

DG Pesonen provided a closing speech in which he outlined the triple chance offered by the EPA: to deliver for citizens and businesses, to link with other policies to establish a package of economic diplomacy and to trigger new areas of cooperation between the EU and Japan.

➔ <https://www.eu-japan-brt.eu/> (see also pages 2 and 3)



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

日欧産業協力センターでは、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

- News from Japan..... 14-16
- News from the EU ..... 12-13
- 日・EU関係イベント案内 ..... 17-25

日・EU中小企業間のパートナーシップ促進支援  
エンタープライズ・ヨーロッパ・ネットワークより

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## 21<sup>ST</sup> BRT ANNUAL MEETING: THE EU & JAPAN - ACTING TOGETHER IN A GLOBAL WORLD



A selection of tweets and photos from the 2019 BRT annual meeting held on the 15 May 2019 in Brussels.

More at <https://www.eu-japan-brt.eu/annual-meeting-2019>

**Jyrki Katainen** @jyrkikatainen Follow

We had this week great EU-Japan roundtable. The importance of our relationship in economic and trade terms cannot be overstated. #EUJapan #EUtrade



7:56 am - 17 May 2019

7 Retweets 23 Likes

1 7 23

**Jyrki Katainen** @jyrkikatainen - May 17

The partnership between Japan and the EU has been key to the success of our economies and is also a strategic alliance - it makes us stronger and gives us a platform to work together in many areas! #EUJapan #EUtrade



1 9

**外務省** @Mofajapan\_jp Follow

山田外務大臣政務官の日EU・ビジネスラウンドテーブル（BRT）第21回年次会合への出席15日、山田賢司外務大臣政務官は、ベルギーの首都ブリュッセルで開催された日・EU・BRT第21回年次会合に出席しました。  
[mofa.go.jp/mofaj/ecm/ie/p...](http://mofa.go.jp/mofaj/ecm/ie/p...)



8:57 pm - 15 May 2019

**Elżbieta Bienkowska** @EBienkowskaEU Follow

Today's #EUJapan Business Round Table. Full implementation of the #EPA (Economic Partnership Agreement) is our top priority. Let's ensure that our businesses, in particular #SMEs, take advantage of this agreement. EPA can increase our GDP by 1%.



5:28 am - 15 May 2019 From Brussel, België

**Timo Pesonen** @TimoPesonen Follow

EU-Japan Business Round Table 2019 Annual Meeting. Discussing the implementation of the EU-Japan Economic Partnership Agreement. Working together enables us to deliver. @EU\_Commission @EBienkowskaEU @EU\_Growth @EUJapanCentre



5:25 am - 15 May 2019 From Brussel, België

10 Retweets 28 Likes

**Phil Hogan** @PhilHoganEU Follow

2 days after visiting Japan with a trade delegation of 62 #EU #agrifood businesses, it was my pleasure to address the #EUJapan Business Round Table. Our new #EPA (Economic Partnership Agreement) is a win-win for both sides, and we are only at the start of the journey!



経済産業省 @meti\_NIPPON

石川政務官が #ベルギー で開催された日EUビジネス・ラウンド・テーブルに出席し、#日EU・#EPA の発効を踏まえた、日EUの協力のあり方等につき提起しました  
またピエンコフス力成長担当委員とバイ会談を行い、日EU間での産業分野での今後の協力のあり方等につき議論しました  
[meti.go.jp/press/2019/05/ ...](http://meti.go.jp/press/2019/05/)



9:56 pm - 19 May 2019

11 Retweets 24 Likes

EU-Japan Centre @EUJapanCentre

Key aspects of future #EU-#Japan cooperation on #climate issues, #innovation and sustainable #growth by Director-General Mr Mauro Petriccione @EUClimateAction at #Business Round Table 2019 @EU\_Growth #climatechange #sustainablefinance #innovation



2:11 AM - 15 May 2019

11 Retweets 21 Likes

Market,Industry&SMEs @EU\_Growth

.@EU\_ENV Director General @DCallejaEC: EU & Japan can be partners for change. We have the same approach to environmental, industrial and competitive issues. We envision green companies across all sectors; we see #circulareconomy business models with green entrepreneurs. #EUJapan



7:09 am - 15 May 2019

3 Retweets 6 Likes



[Left to right] NEXI's Kei Kawahara, JBIC's Masayuki Tanimoto, EIB's Edvardas Bumsteinas and EEAS's Romana Vlahutin take part in the BRT session on "Bilateral Investment / Investment Cooperation in Third Countries". Photo © Imaginyou/E.Charneux



[Front row, left to right] BRT co-Chairmen Ben Story (Strategic Marketing Director, Rolls-Royce plc) and Masaki Sakuyama (Chairman, Mitsubishi Electric Corporation) and Noritsugu Uemura (Corporate Executive, Government & External Affairs Div., Mitsubishi Electric Corporation) at the 21st BRT annual meeting. Photo: © Imaginyou/E.Charneux

EU Services Forum @EUServicesForum

@EUServicesForum is glad to join EU #EUJapan Business Round Table. #EJBRT summit today organised by @EUJapanCentre is a great opportunity to strengthen business & regulatory authorities cooperation to further improve the implementation of the #EU and #Japan EPA.

1:43 pm - 15 May 2019 From Brussel, Belgium

1 Retweet 3 Likes

BUSINESSEUROPE @BusinessEurope

Bilateral cooperation between EU and Japan will be essential to shape the rulebook of the #digital economy of the future - underlines DG Beyer at #EUJapan Business Round Table #EJBRT @EUJapanCentre



21st BRT Annual Meeting in Brussels on 15 May 2019. Photo: © Imaginyou/E.Charneux



## ABOUT THE EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT (EPA)

### EPA HELPDESK SUPPORT SERVICES

To raise awareness of the opportunities the EU-Japan Economic Partnership Agreement offers and to help EU SMEs take advantage of them, the EU-Japan Centre organises webinars covering specific EU-Japan EPA-related topics, reply to queries and publishes factsheets.

### FACTSHEETS AVAILABLE ONLINE

All related factsheets are available online on:

➔ <https://www.eubusinessinJapan.eu/tags/epa-helpdesk-publication>

### NEXT EPA WEBINARS:

#### • 11 June 2019: EPA Preferences on Meat Products

This webinar will focus on market access opportunities offered by the EPA regarding the meat market: duties will be gradually phased out for pork and processed pork as well as for poultry. Beef meat duties will be reduced from almost 40% to 9% over 15 years.

#### • 18 June 2019: Processed agricultural products (PAPs)

The EPA offers important market access opportunities for EU PAPs exporters to Japan. Duties will be eliminated at the entry into force of the Agreement for important products such as mineral waters, cigarettes, cocoa powder, pectic substances, spirits, yeast and caseinates. For other products such as uncooked spaghetti, esterified starches, food preparations, duties will be eliminated over periods between 6 to 11 years. Sizeable tariff quotas are provided for other PAPs such as wheat flours, food preparations related to wheat and barley and coffee preparations.

Feel free to register or be kept informed at: <https://www.eu-japan.eu/epa-helpdesk>

### PAST EPA WEBINARS RECORDINGS

The EU-Japan Centre recently organised the following EPA webinars. The recordings and experts' factsheets are available online in the mentioned links.



#### EPA PROVISIONS ON GEOGRAPHICAL INDICATIONS

The webinar was targeted to European SMEs seeking to export their GI protected products to Japan. The EPA guarantees registration and protection for more than 200 EU GIs for wines and spirits and food products, including beers, and the possibility to add new GIs in the future.

➔ <https://www.eubusinessinJapan.eu/library/event/epa-helpdesk-webinar-4-epa-provisions-on-geographical-indications>

#### EPA PREFERENCES ON WINES AND SPIRITS & BEERS

The objective of this webinar was to present the important market access opportunities for EU exporters of wines and spirits & beers to Japan offered by the EPA, as these products can now be duty free in Japan. The EPA furthermore guarantees registration and protection of certain EU geographical indications related to these products, as well as acceptance of most of the EU's oenological practices for wines.

➔ <https://www.eubusinessinJapan.eu/library/event/epa-helpdesk-webinar-3-epa-preferences-on-wines-and-spirits-beers>



#### EPA PREFERENCES ON DAIRY PRODUCTS

This webinar was targeted to European SMEs seeking to understand the EU-Japan Economic Partnership Agreement and wishing to export dairy products to Japan. The EPA offers important market access opportunities for EU dairy exporters to Japan. Duties will be gradually phased out for hard cheeses and a tariff quota will allow for duty free access as from 1/4/2033 for fresh cheeses. Import market access improvement also for other dairy products such as butter, whey products and skimmed milk powder.

➔ <https://www.eubusinessinJapan.eu/library/event/epa-helpdesk-webinar-5-epa-preferences-on-dairy-products>



## IS THE JAPANESE PUBLIC PROCUREMENT MARKET READY FOR EUROPE?

### WE ASKED THE PEOPLE IN CHARGE!

While much of the news concerning the EU-Japan EPA is focused on the new tariff-regime and how to arrange preferential treatment, it also includes mutual commitments to further opening both sides governments' public procurement markets.



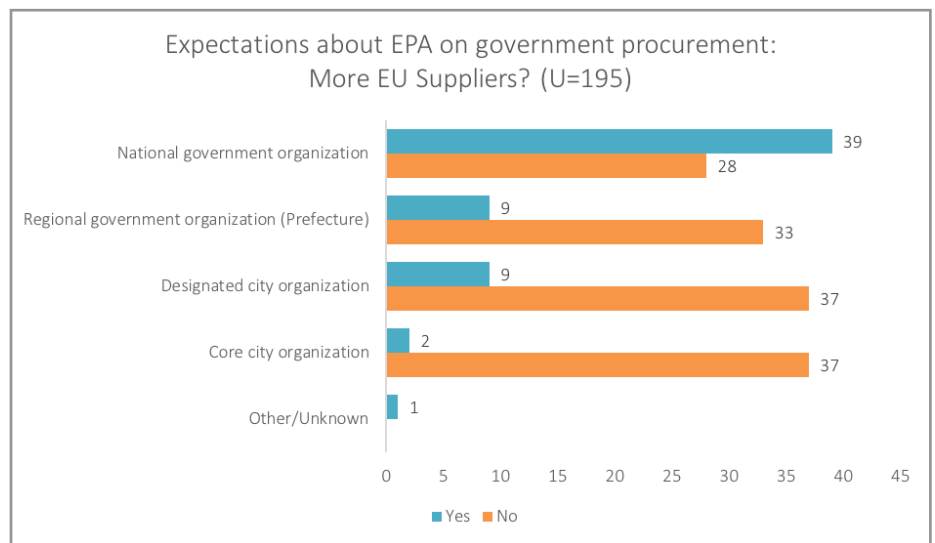
The Japan Tax & Public procurement (JTTP) Helpdesk of the EU-Japan Centre for Industrial Cooperation approached officials and offices in charge of contracting and procurement at various levels of the Japanese government. Over 900 government officials and offices were asked about their arrangements to facilitate participation by foreign suppliers in competitive tender procedures and whether the conclusion of the EPA would have impact on their activities.

With a reply rate of over 25% (222) the following picture emerged:

- There is a high (>90%) awareness about the EU-Japan EPA among procurement and contracting officials, although a slightly smaller number stated they were not aware of the new commitments concerning public procurement;

- A little over half (54.1%) of the respondents stated that their organisation currently have arrangements in place to facilitate participation of foreign suppliers. In most cases this concerns the provision of English summaries of tender notices in their government gazettes. The overall majority of these organisations is currently not planning to implement additional arrangements to facilitate participation by foreign companies, due to the conclusion of the EPA;

- Among organisations that do not have any arrangements yet, close to 20% are considering new arrangements, primarily adding English summaries to their calls to tender. These initiatives are primarily found at the prefectural and national levels. The overall majority of the 'core cities', which are considered a major addition to the procurement market open to



EU-companies, are not planning to implement any measures to facilitate participation by foreign suppliers. At this level of government, the prevailing view is that the EPA will have little impact on their procurement activities.

- About 10% of the entities, primarily at the central government level, responded having earlier experience with suppliers based overseas in tender procedures. Many organisations therefore regard the participation of overseas suppliers as challenging in terms of differences in language, business culture, legal aspects of contracting and securing after-service.

While organisations at the central level stated that they had received support to prepare for the implementation for the EPA, officials at the regional and local level felt that they have received little support to deal with the challenges.

- At the central government level, the majority of organisations expect to have more European suppliers participating in tender procedures. However, at the regional and core city level, expectations are substantially lower, with most officials believing that the EPA will have no impact on their daily activities.

The results of the survey confirm JTTP Helpdesk's belief that the conclusion of the EU-Japan EPA should be regarded as a starting point, as far as access to the Japanese public procurement market is concerned. A positive development is that a number of the government entities added by the EPA have already published their first tenders to an international audience. However, joint efforts by EU companies themselves and other stakeholders will be required to ensure that the agreement translates into concrete business opportunities and results in benefits for all parties involved. JTTP Helpdesk will also continue to aid EU SMEs during tenders and monitor and report on remaining obstacles, to ensure equal access to contracts with Japanese governmental organisations.

The complete survey report is available on the EU-Japan Center's website.

➔ <https://www.eu-japan.eu/news/are-japanese-government-procurement-officials-ready-epa-read-our-survey>

## THE 4<sup>TH</sup> EU-JAPAN SATELLITE POSITIONING PUBLIC-PRIVATE ROUNDTABLE

On 14 March, the Cabinet Office of Japan and the European Commission, in cooperation with the European GNSS Agency and GNSS.asia, organised the 4th EU-Japan Public-Private GNSS Roundtable in Tokyo, Japan.

The European Commission's DG GROW Deputy Director-General Mr. Pierre Delsaux provided opening remarks at the QZSS/Galileo collaboration session. This was followed by a presentation from Mr. Christoph Kautz, Deputy Head of Unit – Galileo and EGNOS. In the afternoon, sessions were held by Japanese and European corporations and research institutions on three fields: Automotive, Agriculture, and GNSS Trends (Drone Technologies). A networking event took place after the sessions with a lively discussion between the participants.

### EVENT'S OUTCOMES

- More than 20 participants consisted of European enterprises, SMEs, ventures, government officials, and research institutions from the EU attended the event and had an active interaction with Japanese GNSS industry community at the networking event.
- At the exhibition area, GNSS.asia Japan staff from the EU-Japan Centre distributed project flyers and actively communicated with the networking event participants and GNSS equipment suppliers supporting QZSS / Galileo.



GNSS.asia meets GNSS Mission members with EU side GM, Dr. Philippe de Taxis du Poet

- One of mission's participants visited Japan after the event and had a small business seminar supported by the EU-Japan Centre.

➔ [http://qzss.go.jp/en/events/eu-japan\\_190415.html](http://qzss.go.jp/en/events/eu-japan_190415.html)

## CALL FOR APPLICATIONS FOR THE NEXT ICT CLUSTER & SME SUPPORT MISSION TO JAPAN

The Centre is currently inviting EU SMEs and clusters to apply for the next ICT mission to Japan in November 2019.

The mission is organised on the fringes of the fair "Embedded Technology & IoT Technology 2019" (<http://www.jasa.or.jp/expo/english/>) held in Yokohama, Japan.

Participants will be able to exhibit in the Centre's booth and meet with Japanese visitors. Additionally, a pre-arranged BtoB meeting event will be organised by the Centre one day before the fair.

- **Mission dates: from 19 to 22 November 2019**
- **Application deadline: Thursday, 20 June 2019**

➔ <https://www.eu-japan.eu/events/ict-cluster-sme-mission>

### QUOTES FROM FORMER PARTICIPANTS:

**EVA SIMANE**, TILDE SIA, Latvia

"Thanks for the great opportunity to participate in the ICT week. Tilde's most valuable component was participation in the booth, where Japanese companies visited us with real offers in translation and localization field as well as AI solutions. We got great contacts and possible cooperation opportunities also from our booth attendees/colleagues. The preparation of the mission was on a good level. Thanks to the Centre for offering Japanese translators, it was really helpful to have efficient conversations with Japanese companies. On behalf of Tilde team, I can say that this mission gave great insights into Japan's business culture and traditions. It is a good start for expansion in the Asian market. I believe there are at least 7 companies with real business opportunities."

**XAVIER BURGOS HAUCHART**, LINGUANOMICS RD, France

➔ <https://www.linguanomics.com/>

"The most valuable component was the booth presence with posters and printed leaflets. (...). The B2B matching event was very interesting, but we lacked connections to be able to invite Japanese companies to participate. Now, that we participated to the exhibition, we could persuade more Japanese counterparts. (...) We learned that our anticipations on the Japanese market concerning our product range were correct, there is an important demand in innovative multilingual IT services in Japan. The interest shown by our visitors concerning our 3 main products demonstrated that they could answer adequately to the Japanese demand, which is a very good result. However, launching our products would require a complete "Japanisation", i.e. market localisation. (...) I think it's important to have materials, especially business cards and leaflets, translated into Japanese. It doesn't have to be exhaustive, just the basic information in Japanese, adding some key details is enough. I would also recommend to do a market research before applying to the programme: Japanese market is very interesting but dense, highly competitive, make sure you do have or can offer in a near future a specific advantage. (...) The mission helped us a lot. We acquired key contacts with well-known Japanese companies. Most of the representatives we met confirmed that we could have an opportunity in Japan if we could be able to finalise our products in the country within a year and settle in the short-term (due to the international events that are coming)".

## EU-JAPAN TECHNOLOGY TRANSFER HELPDESK **NEW SUPPORT**



The EU-Japan Technology Transfer Helpdesk extends its activities with a new service covering the Data Processing - Protection & Privacy Support Program in cooperation with IT-Deutschland Global Business Solutions K.K.

The EU-Japan Technology Transfer Helpdesk is working together with IT-Deutschland Global Business Solutions K.K. ("ITD-GBS") to provide the first Data Processing - Protection & Privacy Support Program in Japan, covering the EU – General Data Protection Regulation ("GDPR"), Japan's Act on the Protection of Personal Information ("APPI") and the latest agreed Adequacy Decision between Europe and Japan.

The Program offers a complimentary and confidential 30-minute consultation on the latest EU and Japan Data Protection & Privacy legislation from the perspective of Business Management, latest Information Technologies, as well as transition scenarios and additional data protection standards in terms of Data Ethics. During the 30 minutes, you will get the opportunity to explain your situation to one of ITD-GBS experienced Data Protection Officer & IT Architect experts certified by the European Centre on Cybersecurity and Privacy. The consultation takes place either at the offices of ITD-GBS, or at the EU-Japan Centre for Industrial Cooperation (both in Tokyo) or remotely through a web session.

Through the consultation, ITD-GBS will give you a basic overview about requirements according to your needs. Based on the result, together, you can then decide on further steps in terms of your compliance or implementation steps and proceed with your business activities.

During the 30-minute free consultation you will have access to the following:

- Explanation of the EU-Japan Adequacy decision.
- Explanation of different EU-JP data protection and privacy rights.
- Explanation of the role of a Data Protection Officer (DPO).
- Explanation of basic IT-Security concepts.
- High-level overview validation (quick check) of your current level of compliance according to the latest EU's and Japan's data protection legislation.
- High-level data protection requirements analysis (quick check) for EU companies which want to offer or already offer services in Japan or Japanese companies which want to offer or already offer services within the EU/EEA.
- High-level explanation of a data protection transition, what to consider in terms of Management, IT and what advantages businesses should consider.
- Explanation of how the latest EU data protection rights including Data Ethics can work with common IT infrastructure architectures and the latest advanced technologies:
  - Big Data
  - Cloud
  - Blockchain
  - Artificial Intelligence

➔ <http://www.eu-jp-tthelpdesk.eu/ipr-support-programme/it-deutschland-global-business-solutions>

## JAPANESE INDUSTRY AND POLICY NEWS - APRIL ISSUE



### AMONG OTHER TOPICS

### LEGISLATION AND POLICY NEWS

- Automated Driving-related IT Human Resources Strategy Compiled
- Council for Promoting Electrified Vehicles to be Launched
- Smart Mobility Challenge to Start
- Cyber/Physical Security Framework Formulated
- Five New Projects Adopted for Encouraging Overseas Companies to Directly Invest in Regional Areas of Japan
- Whole of Hokkaido Added in Support Program for Regional Foreign Direct Investment in Japan

### SURVEY AND BUSINESS DATA

- Revised FY2017 Energy Supply and Demand Report Published
- Report on Current Situations of Japanese Cross-border M&A Compiled
- Report on Blockchain Technology Applicability to Universities and Research Institutes Released
- Biggest Number of Bankruptcies Recorded in Solar Energy Sector in FY2018

➔ <https://www.eu-japan.eu/publications/april-2019-japanese-industry-and-policy-news>

## LEAN IN EUROPE VISITS

### DETAILS OF TWO PAST VISITS AND AN UPCOMING ONE

The 21st Lean in Europe visit was to Toyota Motor Manufacturing (UK) Ltd's Deeside Engine Plant in North Wales (UK). It took place on Wednesday 5 December 2018. 22 senior engineers from across Europe took part in the visit to learn about the Toyota Way and Toyota Production System. The visit included lectures, shop-floor visits, coaching and detailed explanations by staff of the Deeside Engine Plant and also of the Toyota Lean Management Centre (TLMC).



➔ <https://www.eu-japan.eu/events/lean-europe-visit-21-toyota-deeside-engine-plant>



The 22nd Lean in Europe visit was to Amorim & Irmãos, the largest producer of cork stoppers worldwide. The company was established in the heart of the Port wine region in 1870. This visit took place in March 2019 and mainly focused on the challenges of introducing lean thinking and lean tools to a traditional process. The event also included a presentation of the company, an explanation of the profile of cork as a raw material, a description of their sustainable management model, a visit of Amorim's museum and a plant production line tour.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-22-amorim-group>

## DOUBLE LEAN VISIT IN PRAGUE - CALL FOR APPLICATIONS

16-17 JULY 2019, PRAGUE, CZECH REPUBLIC

Last chance to apply for a place on the 23rd Lean in Europe visit to LEGO's packing facility and Škoda's Lean Centre, in Prague (CZ), on 16-17 July 2019. The LEGO visit will focus on implementation of Team Coordinators on shop floor (Toyota-style structure with team-leaders and coordinators); SMED, improvement of changeovers on packing lines; a LEAN assessment tool and 3D printing of spare parts. The Škoda visit will focus on strategic development, team training, and using lean and industry 4.0 tools.

**Application deadline: 9 June 2019.**

➔ <https://www.eu-japan.eu/events/lean-europe-visit-23-lego-and-skoda>

## NEXT WCM TRAINING MISSION IN JAPAN

### CALL FOR APPLICATIONS

The 5-day World Class Manufacturing training mission (WCM) gives to 20 European participants the perfect opportunity to visit some of the world's most advanced factories and to see for themselves:

- how leading Japanese companies use world-class manufacturing techniques to drive their businesses
- how to interact with senior Japanese production engineering managers and lean experts.

#### The training mission in Japan provides participants with:

- an in-depth analysis of Japanese manufacturing methodology
- lectures, seminars and panel discussions presented by experts from the Japanese industry
- company and factory floor (Gemba) visits
- preparation and post-visit review

**Training dates: 18-22 November 2019**

**Application deadline: Thursday, 4 July 2019**

No tuition fee for SMEs and the European Commission grants €600 to participants from SMEs.

➔ <https://www.eu-japan.eu/events/world-class-manufacturing-november-mission>



**JOERN HEITLAND**, Site Manager, CPH Deutschland Chemie GmbH, <https://www.cph-group.com>  
Attended the WCM September 2018 mission

*"The skills are very helpful to understand how Japanese companies run their businesses to a maximum efficiency. The acquired tools will be implemented shortly, to solve and discuss various issues in our company. In addition, some of the lectures and outcomes will be presented in our monthly board meeting. This interesting course brings a lot of new and useful information and will be spread to other division leads within the company, so that they can participate in knowing and using these methods as well. Bringing the business forward and onto the next level need to engage the staff on the shop floor, colleagues, customers, even the concerned parties. During the lessons and company visits, I always tried to get the "just seen and heard" adopted in my plant. It was surprising, how simple it can be to fix and solve issues by asking the right questions, observing the existing system, visualisation and recording (data are your friends)".*



## CALL FOR APPLICATIONS – **VULCANUS IN EUROPE**

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



The EU-Japan Centre is inviting applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2020 to March 2021. 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.

The application deadline is 23 September 2019

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

## HOST COMPANIES TESTIMONIALS



Pedro Valente – Masahiro Nakai – Ricardo Sousa

### **PEDRO VALENTE**

Ph.D., Group Leader, R&D Modeling & PAT at Hovione (Portugal)

➔ [www.hovione.com](http://www.hovione.com) - Vulcanus in Europe 2018/19

*"It was delightful for Hovione R&D to have the opportunity to participate in the Vulcanus programme and to host Mr. Masahiro Nakai. It was impressive to see how quickly Nakai-san got a sufficient grasp of the Portuguese language to be able to communicate with other colleagues and co-workers. The great work capacity of Mr. Nakai and his methodical approach enabled a very successful internship and, in spite of noticeable cultural differences, it was remarkable to see him quickly integrate into the team and to bring a very positive work environment. Overall, it was an absolute pleasure to have worked with Mr. Nakai."*



Ronald Reuter – Ayano Michibata

### **RONALD REUTER**

Manager Raw Materials and Chemical Laboratory-R&D at TMD Friction Services GmbH (Germany)

➔ [www.tmdfriction.com](http://www.tmdfriction.com)

*"We were hosting Ayano Michibata in our department from August 2018 until March 2019. It was already the second time for us to host Japanese students from the Vulcanus programme. Ayano san has done her own research project provided made a valuable contribution for the group. Besides, we have used her skills in three languages to improve our communication with the contacts in our (Japanese) parent company. As with the previous students, we have greatly improved our understanding of the Japanese culture and we had lots of fun explaining some details of the German aspects of daily life. For 2019, we have already accepted another student and are looking forward to gaining new insights into the Japanese mind and more valuable contributions to our work. Thanks to all the team at Vulcanus – you're doing a great job"*

## EUROPEAN BIOTECH AND PHARMA PARTNERING CONFERENCE

### IN OSAKA ON 8 OCTOBER 2019

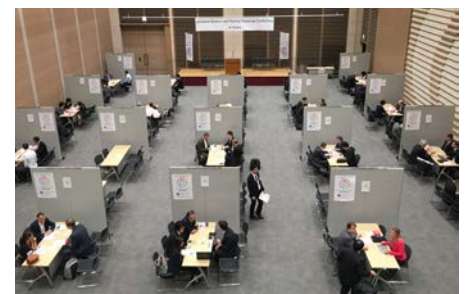
#### A UNIQUE OPPORTUNITY TO MEET KEY PLAYERS OF THE JAPANESE HEALTHCARE SECTOR

On 8 October 2019, the Osaka Prefectural Government, together with the EU-Japan Centre for Industrial Cooperation will organise a European Biotech and Pharma Partnering Conference in Osaka. Local cluster organisations as well as trade promotion organisations and clusters from several EU Member States will support the event, which takes place one day before Japan's major industry event in the field: BioJapan. More than 100 Japanese and European companies in drug discovery, regenerative medicine, providers of therapeutic and diagnostic agents as well as AI and IoT technologies-related the aforementioned fields, will engage in pre-arranged partnering meetings using an online partnering platform.

The one-day event will kick off with an opening speech and include a networking luncheon to maximise partnership opportunities.

Participation will be free of charge for participants from Japan and the European Union (including COSME countries). Registration to the partnering platform will open in early June.

As Japan's second largest city, Osaka is a major economic centre for the Biotech and Pharma industry in Japan and hosts several biotech clusters. Historically, a large number of pharmaceutical companies have been concentrated in Osaka.



Nowadays, bio-related pharmaceutical companies, food manufacturers and related businesses, including chemical and medical equipment companies are accumulated in Osaka and the surrounding Kansai region.



<https://european-biotech-and-pharma.b2match.io/>

## PRACTICAL INFORMATION ON JAPAN

The Centre publishes on <https://www.eubusinessinjapan.eu> 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. **To get access to this information, register on:**  
<https://www.eubusinessinjapan.eu/user/register>



## LATEST WEBINARS

The EU-Japan Centre recently organised the following webinars. The recordings and experts' presentations are available online in the mentioned links. Once you are logged in check the "After Event Information".

### CROSS CULTURAL ISSUES 1: OVERCOMING MUTUAL PERCEPTIONS OF DISTANCE AND DIFFERENCE

This webinar focused on initiating contact with potential customers and business partners in Japan, by identifying and preparing for the 'challenges' associated with actual and perceived distances and differences between the business environments of Europe and Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-135-cross-cultural-issues-overcoming-mutual-perceptions-of-distance-and-difference>

### CROSS CULTURAL ISSUES 2: BUSINESS COMMUNICATION & STYLES COMPARISON BETWEEN JAPAN AND EUROPE

The webinar presented the styles of business communication commonly used by managers in Japan, comparing these styles of communication to those commonly used by managers across Europe. It advised on how to make first - and memorable - contact with business people and consumers in Japan and explained how to move efficiently from 'small talk' to the formation of lasting business relationships in Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-136-cross-cultural-issues-business-communication-styles-comparison-between-japan-and-europe>

### CROSS CULTURAL ISSUES 3: ORGANISING A BUSINESS TRIP TO JAPAN: GETTING NOTICED

This webinar offered practical guidance to European SMEs attempting to 'stand out from the crowd' and 'get noticed' in Japan. Presenting real-life examples of European companies that have invested and - as a result - gained initial market recognition for their products and services in Japan, this webinar gave practical guidance in relation to targeting investments designed to attract interest from Japanese consumers, regulatory bodies and potential business partners.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-137-cross-cultural-issues-organising-a-business-trip-to-japan-getting-noticed>

### CROSS CULTURAL ISSUES 4: FOLLOWING UP ON A BUSINESS TRIP TO JAPAN - BEING REMEMBERED

Following on from previous webinars of this series, this webinar offered practical advice to European managers on how they might work effectively towards 'being remembered' by people they met in Japan and, furthermore, be recognised as companies that Japanese business people might look forward to 'doing business with'.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-138-cross-cultural-issues-following-up-on-a-business-trip-to-japan-being-remembered>

### CROSS CULTURAL ISSUES 5: HOSTING A JAPANESE BUSINESS DELEGATION - PLANNING FOR SUCCESS

This webinar aimed at advising EU managers on how they might prepare effectively towards making both a positive and a positively lasting impression when hosting delegations of business people from Japan. As a result, EU SMEs should be more confident about identifying in advance some of the risks of awkwardness or embarrassment that investing in such a delicate and complex task generates.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-139-cross-cultural-issues-hosting-a-japanese-business-delegation-planning-for-success>

### EU-JAPAN COLLABORATION FOR BREAKTHROUGH INNOVATIONS IN SMART CITIES

The objective of this webinar was to present the Urban Technology Alliance (UTA), a global alliance of smart city testbeds involving European and Japanese cities and technological stakeholders. In addition, this webinar gave further information on some ongoing smart city experiments within the UTA city testbeds.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-134-eu-japan-collaboration-for-breakthrough-innovations-in-smart-cities>

## EU AND JAPAN **LONG-TERM CLIMATE CHANGE STRATEGIES**

### SEMINAR REPORT



Co-organised in January by the EU-Japan Centre and the Delegation of the European Union to Japan, the seminar titled “EU and Japan Long-term Climate Change Strategies” allowed Japanese and EU decision makers to present their visions for long term climate policies and to discuss opportunities and challenges ahead on decarbonisation of their economies.

The seminar’s report and speakers’ presentations are available online.

➔ <https://www.eu-japan.eu/events/eu-and-japan-long-term-climate-change-strategies>

## **LANDING PAD IN JAPAN FOR EU SMES** - “STEP IN JAPAN”

### A “HOT DESK” IN TOKYO!

When traveling to Japan for their businesses, EU SMEs can benefit from a “HOT DESK” in Tokyo which includes use of the Internet, telephone (\*) as well as a full access to meeting and seminar facilities within the Centre’s premises.

This support is free of charge and valid for up to 1 month. In addition, dedicated staff will reply to Japan-related inquiries and will assist with the setup of potential meetings.

(\*) unlimited local calls

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



## ARE YOU CONSIDERING **MARKETING A PRODUCT OR SERVICE IN JAPAN?**

### DO YOU NEED A PROFESSIONAL MARKET ENTRY PLAN? BENEFIT FROM “KEYS TO JAPAN” !



“KEYS TO JAPAN” is a European Commission-funded initiative, managed by the EU-Japan Centre to help selected European SMEs considering marketing a product or service in Japan by developing a detailed and personalised market entry plan for it.

The EU-Japan Centre is currently calling for applications.

**Deadline for applications is 20 September 2019 .**

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 JMEC (<http://www.jmec.gr.jp/>).

#### 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.

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

\* <https://ec.europa.eu/docsroom/documents/34263>

\*\* [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm)



## 26<sup>TH</sup> EU-JAPAN SUMMIT: **TAKING OUR STRONG PARTNERSHIP TO A HIGHER LEVEL**

The 26<sup>th</sup> EU-Japan Summit further strengthened bilateral ties, focusing on the implementation of two landmark agreements concluded last year: the EU-Japan Strategic Partnership and Economic Partnership Agreements. These agreements have taken political and economic relations to a higher level.

President of the European Commission Jean-Claude Juncker and President of the European Council Donald Tusk represented the European Union at the Summit. Japan was represented by its Prime Minister Shinzō Abe.

*"This is a truly historic time for Japan, with its current presidency of the G20 and the accession of Crown Prince Naruhito as Emperor next week. Japan can rely on the European Union on both counts: to strengthen multilateralism, and to support its new era of Reiwa, which means "beautiful harmony" and perfectly sums up our partnership", said President Jean-Claude Juncker. "Our new Economic Partnership Agreement is a landmark moment for global trade. The vast majority of the €1 billion of duties paid annually by EU companies exporting to Japan and vice-versa have been removed.*

*This will help trade between us increase by up to nearly €36 billion. We now need to ensure that this success story continues by making sure we stay on track with the implementation."*

Presidents Juncker, Tusk and Prime Minister Abe committed to further develop the EU-Japan Strategic Partnership, which since last year is based on two landmark agreements. The Economic Partnership Agreement, which entered into force on 1 February 2019, bringing together economies that account for just under a third of the world's Gross Domestic Product and are home to over 600 million people. The Strategic Partnership Agreement is a broader framework promoting political and sectoral cooperation and joint actions in more than 40 areas.

Source: European Commission

➔ [http://europa.eu/rapid/press-release\\_IP-19-2248\\_en.htm](http://europa.eu/rapid/press-release_IP-19-2248_en.htm)

## **ACCESS THE JAPANESE HEALTHCARE & MEDICAL TECHNOLOGIES MARKET WITH EU SUPPORT**

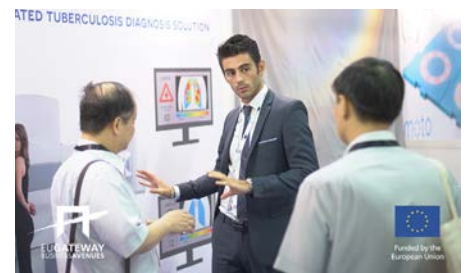
Japan is ageing faster than any other nation. The increase in the number of patients and decrease of medical staff leads to a significant growth of medical care expenditures in Japan, expected to reach €420 billion by 2025.

Policymaking is geared towards overcoming those challenges and creating a more sustainable system using local and international resources. In addition, the government wants to encourage new technologies to revolutionise the healthcare industry.

While Japan is a technology and innovation frontrunner, some solutions are only produced outside its borders. This opens doors for European companies with cutting-edge products, materials and solutions seeking partnerships with top Japanese brands.

Electronic medical record systems, IoT devices in healthcare, nursing care ICT, self-care & home health equipment, diagnostic imaging systems, community and elderly care systems, radiography and pathology systems, telemedicine communications systems and nanotechnology products and systems are some of the sectors where European companies can make a real difference.

Although Japan is gradually opening up to outside players, entering the market can be a challenging endeavour. To help European companies scope this market,



EU Gateway | Business Avenues organises market scoping missions to Japan.

Up to 40 companies will be selected to participate to a mission focused in Healthcare & Medical Technologies, from 15 to 18 March 2020, in Tokyo, and will receive logistical and financial support to attend the Medtech Japan 2020 exhibition, one of the largest Medical Device Manufacturing and Design show in Asia. To apply or inquire any details related to the application process, please contact a programme representative at [coaching.network@eu-gateway.eu](mailto:coaching.network@eu-gateway.eu) or visit the website.

➔ <https://www.eu-gateway.eu/business-missions/missions-calendar/healthcare-medical-technologies-japan-1>

## COMMISSIONER MOEDAS MEETS JAPANESE SCIENCE MINISTER TAKUYA HIRAI

On the 3rd of May Carlos Moedas, Commissioner for Research, Science and Innovation, met Takuya Hirai, the Japanese Minister of State for Science and Technology Policy.

They agreed that the latest developments in respective research and innovation policies present new opportunities to continue strengthening EU-Japan cooperation.

Commissioner Moedas and Minister Hirai said: *"The EU is preparing to launch its new research and innovation programme, Horizon Europe. The new Japanese Moonshot Research & Development Programme, at the same time, promotes R&D for disruptive innovation and targets solutions to ambitious social and economic challenges. With the introduction of these new programmes on both sides, we expect EU-Japan cooperation in science, technology and innovation to increase in areas of mutual interest, in line with last year's EU-Japan Strategic Partnership Agreement."*



Commissioner Carlos Moedas with Minister of State for Science and Technology Policy Takuya Hirai

At the 26<sup>th</sup> EU-Japan Summit ([http://europa.eu/rapid/press-release\\_IP-19-2248\\_en.htm](http://europa.eu/rapid/press-release_IP-19-2248_en.htm)) on 25 April, the commitment to the EU-Japan Strategic Partnership in Research and Innovation, and to extend the co-funding of joint projects were re-confirmed.

Contact: Anne Haglund-Morrissey, European Commission, DG RTD  
Source: European Commission

➔ [https://ec.europa.eu/info/news/commissioner-moedas-meets-japanese-science-minister-takuya-hirai-2019-may-03\\_en](https://ec.europa.eu/info/news/commissioner-moedas-meets-japanese-science-minister-takuya-hirai-2019-may-03_en)  
➔ <https://ec.europa.eu/research/iscp/index.cfm?pg=japan>

## BIODIVERSITY: EU AND JAPAN DISCUSS PLANS TO HALT CRISIS



On 16 May, the European Union and Japan discussed plans to halt the biodiversity crisis and the next steps to be taken in this regard at the Tokyo Workshop on the 15th Conference of the Parties of the Convention on Biological Diversity

Source: Delegation of the European Union to Japan

➔ [https://eeas.europa.eu/delegations/japan/62493/biodiversity-eu-and-japan-discuss-plans-halt-crisis\\_en](https://eeas.europa.eu/delegations/japan/62493/biodiversity-eu-and-japan-discuss-plans-halt-crisis_en)

## G20 SUMMIT IN OSAKA

This year's G20 Summit, under the Japanese Presidency, will take place in Osaka. The European Union will be represented by President Jean-Claude Juncker and European Council President Donald Tusk. More information can be found on the G20 website of the Japanese Presidency <https://www.g20.org/en>

Source: European Commission

➔ [http://europa.eu/rapid/press-release\\_AGENDA-19-1997\\_en.htm](http://europa.eu/rapid/press-release_AGENDA-19-1997_en.htm)

## DG TAXUD'S EPA GUIDANCES

The Economic Partnership Agreement (EPA) between the European Union and Japan applies since 1 February 2019.

For Customs, the following Chapters are relevant:

- Chapter 3: Rules of Origin and Origin Procedures
- Chapter 4: Customs Matters and Trade Facilitation

DG TAXUD, the European Commission's Taxation and Customs Union Directorate-General, released some guidance to implement section B of chapter 3 on origin procedures.

- EU-Japan EPA Guidance: Statement on Origin for multiple shipments of identical products
- EU-Japan EPA Guidance: Importer's knowledge
- EU-Japan EPA Guidance: Confidentiality of information
- EU-Japan EPA Guidance, Claim, Verification and Denial

➔ [https://ec.europa.eu/taxation\\_customs/business/international-affairs/international-customs-cooperation-mutual-administrative-assistance-agreements/japan\\_en](https://ec.europa.eu/taxation_customs/business/international-affairs/international-customs-cooperation-mutual-administrative-assistance-agreements/japan_en)

## SPOTTED EVENT FOR EU SMES

**HIGH-LEVEL CONFERENCE - SKILLS FOR INDUSTRY STRATEGY 2030**

19-20 June 2019, Brussels, Belgium ➔ <http://skills4industry.eu>

Day 1 - Vision and solutions for a massive skills upgrade of the European workforce

Day 2 - Mobilising Funding Programmes and Incentives to Scale-up Best Practices

## THE 26<sup>TH</sup> JAPAN-EU SUMMIT

On Thursday, April 25, Mr. Shinzo Abe, Prime Minister of Japan, held the 26th Japan-European Union (EU) Summit 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, the Kingdom of Belgium.

Ahead of the Summit Meeting, a *tête-à-tête* meeting was organized, and following the Summit Meeting, the leaders held a joint press conference followed by a social dinner. In addition, Japan-EU Joint Statement (<https://www.mofa.go.jp/mofaj/files/000472828.pdf>) was issued on the occasion of the Summit Meeting.

### 1. COORDINATION TOWARD THE G20 OSAKA SUMMIT

(1) The leaders shared the view that both Japan and the EU should closely cooperate toward the success of the G20 Osaka Summit in June. Prime Minister Abe requested strong support from the EU to launch the “Osaka Track” to discuss on the data governance, in particular focusing on the electronic commerce, and obtained support from the EU leaders.

(2) The leaders also shared the view that it is a top priority for the international society to maintain the free trade system and acknowledged the necessity of maintaining a momentum for World Trade Organization (WTO) reform, including their cooperation to ensure the proper functioning of the Appellate Body.

### 2. JAPAN-EU RELATIONS

(1) The leaders welcomed the entry into force of the Japan-EU Economic Partnership Agreement (EPA) and the commencement of the provisional application of the Japan-EU Strategic Partnership Agreement (SPA) in February this year.

(2) The leaders confirmed that the Japan-EU relations underwent transition to a new dimension owing to the entry into force of the EPA, and that the Agreement has generally been implemented smoothly thereafter, along with the success of the first Joint Committee of the EPA held in April this year, and acknowledged the importance of continuously promoting trade and investment between Japan and the EU based on the Agreement.

(3) Regarding the SPA, the leaders also welcomed that the first Joint Committee of the SPA was held in March this year and confirmed that they will promote the Japan-EU cooperation under the Agreement, focusing on areas including sustainable connectivity, quality infrastructure and global issues.

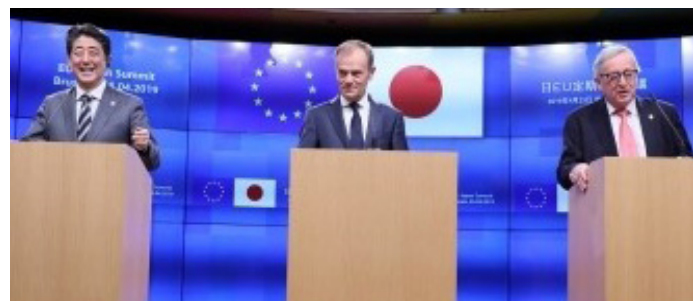
(4) Furthermore, Prime Minister Abe explained that reconstruction from the earthquake disaster is top priority for Japan and requested that the EU’s restriction on imports of Japanese food products from Japan be eliminated as early as possible based on scientific evidences.



Tête-à-tête (one-on-one meeting) Photo: Cabinet Public Relations Office



Japan-EU Summit - Photo: Cabinet Public Relations Office



Joint press conference - Photo: Cabinet Public Relations Office

### 3. REGIONAL SITUATIONS

The leaders also exchanged views on Brexit and regional situations including China, North Korea, Iran and Ukraine. In particular, with regard to the North Korean issue, the leaders reaffirmed close cooperation to realize the complete, verifiable and irreversible dismantlement by North Korea of all weapons of mass destruction and ballistic missiles of all ranges, based on the United Nations Security Council (UNSC) resolutions. In addition, Prime Minister Abe requested understanding and cooperation for early resolution of the abductions issue which is the top priority, and obtained support by President Tusk and President Juncker.

## JAPAN-EU **FOREIGN MINISTERS' MEETING**

On April 5, Mr. Taro Kono, Minister for Foreign Affairs of Japan held a meeting with Ms. Federica Mogherini, High Representative of the European Union for Foreign Affairs and Security Policy, Vice-President of the European Commission, during his visit to Dinard in France for the G7 Foreign Ministers Meeting. The overview of the meeting is as follows.

1. Minister Kono and High Representative Mogherini welcomed that Japan and the EU held the first Joint Committee of the Japan-EU Strategic Partnership Agreement (SPA) immediately after the commencement of provisional application of the Agreement. They affirmed to promote tangible cooperation under the SPA in various areas, and discussed priority areas for cooperation such as sustainable connectivity and quality infrastructure.

2. They shared the will for the coordination toward the G20 Osaka Summit in June and the United Nations General Assembly in September. They especially confirmed close cooperation for the success of the G20 Osaka Summit in areas such as e-commerce and data governance. High Representative Mogherini expressed her will to give her full support to Japan's G20 presidency, in order to deliver a strong message at the summit on global issues including climate change and Sustainable Development Goals (SDGs).

3. They exchanged views on regional issues including North Korea and Iran. They especially shared the view on the indispensability of maintaining thorough implementation of all relevant United Nations Security Council resolutions.



Photos: Ministry of Foreign Affairs of Japan



Source: Mission of Japan to the European Union ➔ [https://www.mofa.go.jp/erp/ep/page6e\\_000173.html](https://www.mofa.go.jp/erp/ep/page6e_000173.html)

## **REGENERATIVE MEDICINE CROSSROAD** IN TOKYO #10

25 SEPTEMBER 2019, TOKYO, JAPAN

Can't-miss opportunity to meet your business partners in Japan

It is now the middle of the calling-for-speakers process for the tenth edition of the Regenerative Medicine Crossroad® in Tokyo (RMCR#10). The event is meant to provide a "speaker's corner" for those who seek partnerships with Japanese companies for the purpose of developing regenerative medical products in their pipelines or their promising technology seeds in Japan. The half-day session will consist of concurrent oral presentations and multiple one-on-one partnering meetings, followed by a networking mixer at the end of the day.

Organisers encourage those who are engaged in clinical development (including pre-clinical stage) in regenerative medicine, cell therapy, and gene therapy, and looking for opportunities in Japan, to come to Tokyo and directly discuss businesses with local company representatives.

Deadline for the Preliminary Registration: 26 July, 2019 (JST)

Expected number of speakers for the event: 3-6 entities

Expected number of event attendees: 50-100 business professionals and experts from the regenerative medicine and gene/cell therapy sector of Japan.

Venue: Nihonbashi Life Science Building <https://www.nihonbashi-lifescience.jp/en>, Nihonbashi, Tokyo, Japan.

Contact: Fuyu Mori, RMCR Organizer [info-tf@firm.or.jp](mailto:info-tf@firm.or.jp)

➔ <https://firm.or.jp/rmit/en>

➔ <https://firm.or.jp/rmit/archives/552>

### **SPOTTED PUBLICATION**

The monthly magazine "Highlighting Japan" is published by the Japanese Government to help readers better understand Japan today. Latest issues' topics: March - From hot springs to art: Japan's bath culture; April - Heisei Highlights.

Source: Cabinet Office, Government of Japan

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

## REGIONAL BUSINESS CONFERENCE PROGRAM (RBC) HELD IN IBARAKI

On 19-20 February 2019, JETRO jointly held the Regional Business Conference (RBC) in Tsukuba, Ibaraki prefecture, with the prefectural government and the Ministry of Economy, Trade and Industry.



The event focused on medical technology, biotechnology and life sciences and aimed at fostering international collaboration in these fields in order to contribute to a revitalisation of the local economy. Tsukuba Science City is characterised by a large number of well-known research centres and home to more than 20,000 researchers.

Eleven companies were invited to Tsukuba. They came from the USA, Taiwan, the United Kingdom (3), France (3), Sweden and Germany (2) and were each looking for business opportunities in Japan. During the seminar on the first day, an introduction to the business and research environment of Ibaraki was given, followed by a pitch session by the foreign companies and nine local institutes and firms. The subsequent networking reception hosted by Ibaraki Governor Kazuhiko Oigawa gave ample opportunity for the participants to get to know each other. On the next day, additional one-on-one meetings were arranged to deepen the mutual understanding. Afterwards, the foreign companies visited some local research centers and the university hospital. The participants were highly impressed by the Tsukuba research landscape and hope to continue the talks and negotiations with their Japanese business partners. Source: JETRO Düsseldorf / JETRO Ibaraki

➔ [https://www.jetro.go.jp/en/jetro/topics/2019/1902\\_topics2.html](https://www.jetro.go.jp/en/jetro/topics/2019/1902_topics2.html)

## BIOJAPAN & REGENERATIVE MEDICINE JAPAN 2019

9-11 OCTOBER 2019, YOKOHAMA, JAPAN

BioJapan & Regenerative Medicine Japan 2018 report

Featuring a large-scale exhibition, an extensive seminar schedule, and a patented online partnering system, these twinned events are uniquely positioned within Asia as a platform for bringing together key players in the bio and regen-med fields. Interest in pursuing partnerships with European organisations is on the rise at BioJapan, and accordingly, the presence of national and regional European delegations is more and more apparent. European organisations made up just short of a quarter of participants in the 2018 partnering event, and the high number of expected returnees in 2019 stands testament to their success.

Total visitor count: 16,309 (104% of last year's total)

- Participating countries: 34
- Total exhibition booths: 683
- Total one on one business discussions held: 10,075 (117% of last year's total)

### PARTNERING

The twinned exhibitions' patented Partnering system provides the perfect opportunity to meet with a diverse range of participants to forge new alliances, facilitating interaction between Japanese and global organisations. The partnering system opens for registration in 3 months. Breakdown of the data and detailed participants information from previous year can be provided by the organiser.

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

## THE LEADING JAPAN FOUNDRIES EXHIBITING AT NEWCAST/GIFA

The Leading Japan Foundries, a consortium of Japanese metal casting related companies will jointly exhibit at NEWCAST

Giving Innovations to the world,



in Düsseldorf, Germany from 25 to 29 June 2019. The joint exhibit will consist of 33 companies possessing advanced technologies for casting iron, aluminium alloys including composites and copper alloys from 0.1kg to 15t. The companies offer mass production as well as low volume production and rapid prototyping for a variety of needs in different industries. EU companies are kindly invited to meet the consortium at booth F54 in Hall 14.

The companies which form The Leading Japan Foundries have teamed-up to address international markets. By pooling their expertise for high quality casting, the Leading Japan Foundries are able to respond to all kinds of needs and even challenging tasks in an effective manner. Customers can benefit because they can make a single request to the whole consortium and can be sure to receive highest Japanese quality from the most suitable provider. The Leading Japan Foundries provide customers with quick and efficient responses on estimates orders and other correspondence. They are well experienced in international business with global manufacturers.

Link to the Exhibitor directory of NEWCAST: [https://www.newcast.com/vis/v1/en/search?oid=289690&lang=2&query=&f\\_area=1.14&f\\_country=JP](https://www.newcast.com/vis/v1/en/search?oid=289690&lang=2&query=&f_area=1.14&f_country=JP)

➔ <http://www.japan-foundries.com/>



## EPA: NEW OPPORTUNITIES IN JAPAN FOR SPANISH FOOTWEAR

The new EPA, which came into force on February 1st, is expected to boost Spanish footwear exports to Japan in the short and medium term. Shoe brands from Spain rely on free trade to strengthen their positioning in the Japanese fashion market.

The existing quota system in Japan for leather shoes has already disappeared. On the other hand, all tariff rates on footwear will be reduced on a yearly basis until a zero rate is reached in a 10 to 15-year time period, depending on the tariff heading.

To take advantage of this new commercial framework, the Federation of Spanish Footwear Industries (FICE) will organise the 32nd edition of the trade show Shoes from Spain Exhibition on 23-25 July 2019 in Tokyo.

Shoes from Spain Exhibition is the main platform for Spanish brands to present the new trends in the shoe sector to Japanese retailers. The show takes place twice a year and it is a trade-only event. In the upcoming July edition, Spanish footwear brands will present their new products for the 2020 spring / summer collections, including women's, men's and kids' shoes.

Several internationally acclaimed brands have already confirmed their participation to the 2019 July edition, namely Castañer, Victoria, Toni Pons, Igor or Kanna. The show will also feature new emerging footwear brands willing to land in Japan, like Barqet, Naguisa and New Lovers Shoes. In total, over 30 companies are expected to exhibit. The upcoming edition of Shoes from Spain Exhibition will be held in EBiS 303, in the Shibuya district, one of the fashion hubs in Tokyo. More than 700 retailers attended the latest 2018 summer exhibition and this edition is expected to be particularly successful thanks to the trade liberalisation between the EU and Japan.

➔ <http://www.shoesfromspain.jp>



## MOOMINS WIN OVER JAPAN – AGAIN

The first Moomin Valley Park outside of Finland opened its doors in Hanno, Japan, in March 16th 2019 right next door to Nordic-inspired Metsä Village.

On the opening day, the atmosphere in the Moomin Valley Park was exciting. Dozens of journalists and TV-cameras had gathered to follow the formal opening ceremony in front of the bright blue 18-metre tall Moomin house, after which the doors were opened to the public as well. The queues were hundreds of metre long and people could not wait to be the first ones to enter the brand new Moomin Valley Park.

Something about the popularity of the Moomins in Japan could be indicated by the fact that the tickets to the park's main attraction, the Moomin house, were sold out already before the opening day.

And Moomin Monogatari, the company running the Moomin Valley Park in Japan, estimated that the annual number of visitors might rise to over one million people per year.

For Finns the Japanese Moomin Valley experience is almost absurd – but in a positive way – as most of the signs are written in Finnish and even the little details like the rowing boats on the lake, the Finnish flag on the dock and raspberry jam jar labels remind us of Finland. In the Moomin Valley Park, it is clear that Finnishness and Moomins sell in Japan – whether it is about Finnish design, chocolate or a 15-dollar popcorn dish sold in a Moomin House - shaped holder.



The opening ceremony in front of the Moomin house. Also, the Ambassador of Finland (4th from the right) participated the ceremony. Photo: Markus Kokko

Thanks to the newly opened Moomin Valley Park, the Moomin Art Exhibition that began its Japanese tour in April, and the new Moomin animation, we now live in the golden age of the Moomin-diplomacy in Tokyo.

## FALLING WALLS LAB TOKYO 2019

### INTERNATIONAL SCIENCE COMMUNICATION CONTEST FOR YOUNG RESEARCHERS AND ENTREPRENEURS

Learn, share and communicate about research: the Falling Walls Lab Tokyo will take place on Thursday, 13 June, 2019, at the Tokyo Institute of Technology!

Based on the idea of "breaking down various walls" around the world, this event provides aspiring researchers, entrepreneurs and professionals of all disciplines and nationalities an opportunity to present their research work, business model,

innovative project or idea in front of their peers and a distinguished jury from academia and business – in 3 minutes each. The winners of the Falling Walls Labs from around the world - including the Falling Walls Lab Tokyo - will gather for the Falling Walls Lab Finale in Berlin on 8 November 2019. The Falling Walls initiative was founded to commemorate the fall of the Berlin Wall.

## FALLING WALLS LAB TOKYO



The Falling Walls Lab Tokyo is co-organised by the German Centre for Research and Innovation Tokyo (DWIH Tokyo) and EURAXESS Japan.

➔ [http://www.dwih-tokyo.org/fwlt2019\\_dwih\\_en](http://www.dwih-tokyo.org/fwlt2019_dwih_en)

## THE EIG CONCERT-JAPAN LAUNCHED ITS 6<sup>TH</sup> JOINT CALL FOR RESEARCH PROPOSALS THIS SPRING.



This year's theme is Sustainable Science, and the call's subject is "Smart water management for sustainable society".

### What is the aim of the call?

This call aims to contribute to the overall challenge of water sustainability by inviting research teams from both Europe and Japan to address the topic. The collaborative activities will contribute to a wide range of Sustainable Development Goals (SDGs). In this context, there is a pressing need at a global scale to develop innovative technologies and systems of water use which are resilient to various natural and social changes, widely applicable to our societies with local aspects, and sustainable for a long term.

### 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.

For more information please contact the Japan Science and Technology agency at [concert@jst.go.jp](mailto:concert@jst.go.jp)

➔ <http://www.concert-japan.eu>

## DISCUSSION ABOUT WORKING WOMEN

On 11 February, the German Japanese Professional Women's Network (GJPWN) organised a dinner event with Ms. Nomura, journalist and professor at Shukutoku University and former editor-in-chief of Nikkei Women.

Professor Nomura visited Germany for her research project, which covers topics such as:

1. development of female executives after introduction of quota rules three years ago
2. improvement of wage gap between male and female employees after introduction of salary disclosure law in spring 2017
3. interviews with female executives in Germany.

On this occasion, Professor Nomura wished to talk with Japanese working women in Germany to learn their personal experiences and exchange opinions to the above mentioned topics.

The participants were all Japanese working in Germany. Half of them are/were used to be in a management position.



The discussion covered the following topics:

1. how is it to work as a Japanese in Germany?
2. is there any relation to holding management position and gender bias (incl. wage difference)?
3. while working in Germany, how does your way of thinking in terms of leadership and working style as manager changed (compared to the time working in Japan)?

➔ <https://www.djw.de/de/djw/arbeitsgruppen/ag-german-japanese-professional-womens-network>

## ENABLING CHANGE AND CIRCULAR ECONOMY

International conference about demolition, decontamination and recycling

FRIDAY 24 MAY

Delegation of the EU to Japan



# THE CONFERENCE “ENABLING CHANGE AND CIRCULAR ECONOMY” WILL CONTRIBUTE TO **CLOSER TIES BETWEEN JAPAN AND EUROPE**

On 24 May, the last day of the EDA Study Tour, the European Demolition Association and Japan Demolition Contractors Association (JDCA) have organised an international conference about demolition, decontamination and recycling under the name “Enabling change and circular economy”, with the special collaboration of the EU-Japan Centre for Industrial Cooperation.

The event allowed attendees to share knowledge and expertise about the activities of demolition, decommissioning and C&D recycling from a European and Japanese perspective.

The meeting was opened by the Minister Counsellor, Delegation of European Union to Japan and EU-side General Manager of the EU-Japan CIC (Mr. Philippe de Taxis du Poet), followed by an introduction by EDA President (Mr. Francisco Cobo) and JDCA President (Mr. Tahashi Inoue).

There were two conference sessions that included the participation of delegates of EDA, JDCA, EU-Japan CIC and Japanese Government in order to exchange expertise and relevant information about European and Japanese know-how of demolition and recycling industry.

Besides, the meeting ended with a networking event where attendees were able to meet other professionals, in order to build and strengthen professional ties with Public Japanese Institutions and Associations.

The topics of the conference were:

- Overview of the Demolition Industry in Europe
- Separation and Recycling
- Disaster Response Programs and Measures
- Construction and Demolition Waste management in Europe
- Methods of Demolition of High-rise buildings
- Standards and Regulations for DDR in Europe (H&S, codes, accreditation, ...)



To consult the programme in detail, please visit the website below:

<https://www.europeandemolition.org/japan2019/conference>

## SIGNED AGREEMENT ON SOCIAL SECURITY BETWEEN JAPAN AND SWEDEN

The agreement allows for individuals moving between the countries to keep social security rights, especially pension rights, that they have acquired. Furthermore, companies and individuals will not have to pay social fees in both countries. It also provides for the possibility to send staff to the other country for up to five years while the individual remains in the sending country's social security system. In short: the agreement will simplify movement between the countries, both for individuals and for companies.

Source: Swedish Chamber of Commerce and Industry in Japan

➔ <http://www.sccj.org/news/signed-agreement-on-social-security-between-japan-and-sweden>

## ITALIAN PARTICIPATION IN INTERNATIONAL EXHIBITION



Embassy of Italy, Tokyo Trade Promotion Section organises the Italian participation to Grand Renewable Energy 2019 International Exhibition which will be held from 10-12 July 2019 at Pacifico Yokohama.

Italy, country with a limited land and short resources same as Japan, is committed to research for effective and innovative solutions in the energy sector, creating and building new technologies and products. At the Italian Pavilion, located in Booth no. 17-006, the following companies will introduce their advanced products and services: BaxEnergy Italia Srl, ESPE Srl, Gruppo RM - Esperia Srl, Infrastrutture SpA/ Hergo Japan G.K., SAIPEM SpA e WISNAM Srl

➔ <http://www.ice-tokyo.or.jp/event-category4/renewable-energy-2019-international-exhibition>

➔ <http://www.renewableenergy.jp/2019/english/index.html>

## BUILDING A GLOBAL ALLIANCE IN THE FIELD OF BIOPHOTONICS

Medicen Paris Region, the healthtech cluster of the Paris Region, came back from a one-week trade mission to Japan in March 2019 to set up global collaborations in the field of healthcare and biophotonics through the European global initiative LASERGO GLOBAL.



LASERGO GLOBAL is a European Strategic Cluster Partnership in Photonics for Health federating 6 clusters from 5 EU countries and representing more than 1600 members and 200+ SMEs innovating in this sector. Such European gateway ambitions to create international collaborations and dynamics to seven key markets and innovative ecosystems, one of which being Japan.



The opportunities are three-fold:

- Benefit from a single-entry point to access innovative technologies across Europe in the field of photonics applied to life sciences.
- Set up strategic alliances to increase bilateral collaborations in the field
- Initiate qualified contacts and leads for partnerships or market opportunities

In this context, LASERGO benefited from strong and valuable support from the EU-Japan Centre and EU-Gateway, maximising European synergies towards a global approach with Japanese stakeholders. Throughout the week, meetings were organised with leading stakeholders in the field through the MEDTEC JAPAN fair - the largest medical device manufacturing and design show in Asia - and on-site meetings with the additional support of the French trade partners Business France and

the French-Japanese Chamber of commerce.

Lead discussions took place with large corporates (MARUBUN, HORIBA, SIGMAKOKI), universities (KEIO University and Kobe University), start-ups and biophotonics associations (JOIA, JMOEIA), and significant follow up is currently taking place to initiate tailored introductions with the LASERGO community and create additional business opportunities between Europe and Japan.

➔ <https://www.laser-go.eu>

## NIPPON EXPORT AWARD 2019-2020

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is organising the anniversary 10<sup>th</sup> edition of the Nippon Export Award (NEA). With this prize we want to reward SMEs or large 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?

The deadline for the 2019-2020 edition is Friday 30 August 2019. A first selection of 3 candidates will be made by the BLCCJ Organizing Committee in September, and the final winner will be chosen by a professional jury in October. This will be commemorated with an award ceremony at the Belgian or Luxembourg Embassy before the end of the year. The winner will also be announced at the annual BLCCJ gala ball on 21 November 2019.

### CONDITIONS FOR APPLICATION

The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services.

Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.

Previous winners can 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 have shown outstanding export achievements. The selection criteria are:

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

## NRW.INVEST SEMINAR

“JAPANESE - GERMAN MATERIALS INNOVATION AT THE EDGE - BEST PRACTICE BY COMPANIES AND UNIVERSITIES FROM GERMANY/NRW”



On 4 April 2019, NRW.INVEST GmbH and NRW Japan K.K. hosted the event “Japanese – German Materials Innovation at the Edge – Best Practice by Companies and Universities from Germany/NRW”, supported by JETRO and the German Science and Innovation Forum Tokyo (DWIH Tokyo).

Japan and Germany, leaders in materials innovation, create new material solutions for all areas of life. Ms Astrid Becker, NRW.INVEST, stated that North Rhine-Westphalia (NRW), with its world-class research and industry offers best opportunities for Japanese companies.

Mr Hiroshi Yamanishi, Mitsubishi Chemical Europe GmbH, Düsseldorf, outlined the European strategy to realise Mitsubishi’s

vision of “kaiteki” - the Japanese term to create a sustainable and healthy environment. Mr. Goro Naito, Evonik Japan Co. Ltd., which fetes its 50th anniversary in Japan in 2019, provided insights into high performance materials in Resource Efficiency, e.g. solutions to increase life cycles of batteries.

For LANXESS Solutions Japan Ltd. Mr. Minoru Inoue, explained innovative applications of polyurethane, a particularly well-suited material for different areas in the automotive industry. For, Mr Akimoto Uchikawa, Teijin Group, high performance materials such as carbon and aramid fibres help realise light-weight solutions, which could lead to e.g. a reduction in fuel consumption.

Tokyo University start-up Xenoma Inc. presented its “e-skin” stretchable electronics. Dr. Ichiro Amimori highlighted cooperations in Germany, e.g. monitoring body temperature and heart rate of elderly patients in Essen/NRW. Prof. Dr.-Ing. Thomas Gries, Institute of Textile Technology RWTH Aachen University, outlined successful examples of science and industry collaboration in Germany/NRW for textile-based materials.

A panel with the speakers and a Q&A session with the 130 participants, moderated by Georg K. Löer, President & Representative Director, NRW Japan K.K., highlighted opportunities for partnerships between German and Japanese companies in NRW.

➔ <https://www.nrwinvest.com/en/about-us/events/detail/news/detail/News/20190404>

## PRESENTATION OF GREECE IN NHK

The Office for Economic and Commercial Affairs/Embassy of Greece in Japan, coordinated the visit of the TV Channel to Greece, in order to prepare a show on the traditional markets of Greece, the promotion of Greek gastronomy and the Greek products, focusing on the Geographical Indication products. The NHK showed, among else, the preparation of traditional Greek dishes “spanakopitta” (spinach pie) and “garides saganaki”(saganaki shrimps) using original Greek ingredients: extra virgin olive oil from Olympia, feta cheese, spinach, tomatoes. The show was broadcasted on 6 June.

Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo



## **CENTRE OF JAPANESE STUDIES** AT THE ROMANIAN ACADEMY OF ECONOMIC STUDIES, BUCHAREST, ROMANIA

The Academy of Economic Studies (ASE) from Bucharest, Romania, welcomes the entry into effect on 1 February 2019 of the two landmark agreements between the EU and Japan: the Economic Partnership Agreement and the Strategic Partnership Agreement.



ASE collaborative relations with Japan led to the formal opening of the Centre of Japanese Studies on 15 November 2018 (photo), with the support of the Embassy of Japan in Romania.

Since its establishment (March 2018), the Centre has played a dynamic role in the economic, research, education and cultural life of ASE organising a variety of activities:

- round tables on opportunities for economic cooperation between Romania and Japan;
- common participation to the EU programmes for research and innovation;
- meetings with relevant Romanian and Japanese representatives from diverse domains as economic, diplomatic, business or innovation;
- presentations of scholarships in Japan, delivered by scholars from Japanese universities (e.g. Globis University, Tokyo);
- "Japanese Language and Culture Summer School" whose third edition took place in June 2018 with the support of Japanese business professionals;
- the Japanese language and culture section of the Annual Students' Conference in 2017-2018, with a selection of papers published on the CD entitled Glimpses of COOLtural Japan, ASE's Publishing House, ISBN 978-606-34-0268-5;
- cultural workshops – as Japanese clothing, writing system, board games (go), pop-culture (anime) or literature.



Within the project "Books100 for Understanding Contemporary Japan" the Nippon Foundation donated relevant books to the Centre of Japanese Studies on February 2019, that besides the sponsorship from the company Human Resocia (2018).

In 2019 the Centre of Japanese Studies opens its doors every two weeks for meetings on topics of interest in economics, business, research and innovation and, during summer time, Romanians will be welcomed to the successful "Japanese Language and Culture Summer School".

➔ <https://www.facebook.com/JapanASE.LMA>

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## VIDEO SHOOTING ON **GREEK GEOGRAPHICAL INDICATION PRODUCTS**

### **IN THE FRAMEWORK OF THE PROJECT "COMMUNICATION ON THE EU-JAPAN EPA" IN ORDER TO CELEBRATE THE NEW ECONOMIC PARTNERSHIP AGREEMENT BETWEEN THE EU AND JAPAN**

The Office for Economic and Commercial Affairs/Embassy of Greece in Japan, in the framework of the project "Communication on the EU-Japan EPA" and in cooperation with DG Trade and the EU Delegation in Japan, coordinated the shooting of a video for the promotion of the Greek "Geographical Indication" products (GIs), protected under the Economic Partnership Agreement between the EU and Japan.

The video went on air on April 25. It is the first time in the framework of EU Agreements with third countries, that a whole video is dedicated to Greece. The video was shot in the Greek restaurant "Apollo" located in Ginza (<http://theapollo.jp>). The Japanese Manager of the restaurant, Mr. Masakaze Oike referred to the Greek GI products he uses in his recipes such as Feta cheese, Masticha, Ouzo and Kalamata Olives, protected under the EU - Japan Agreement, as well as other Greek products such as Greek yogurt and honey, highlighting their unique qualities and the desire of Japanese consumers to discover new flavors.

The video is posted in the DG Trade Official twitter account and the EU Delegation twitter account. It is also available on the following link: ➔ [https://twitter.com/Trade\\_EU/status/1121378273680920577](https://twitter.com/Trade_EU/status/1121378273680920577)

Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo

## A BUSINESS MISSION OF 14 JAPANESE INVESTORS AND IMPORTERS PARTICIPATED IN FOOD EXPO 2019 INTERNATIONAL EXHIBITION IN ATHENS

Greece is a country with exceptional history, tradition and culture. It is a land with temperate climate, fertile soils and plenty of sunshine, all of which ensure excellent growing conditions for fine products of high culinary, dietary and nutritional value.



The Greek food manufacturing companies, are constantly looking into innovative products, upgrading their infrastructure and production lines to ensure the best quality. In this framework, the Office for Economic and Commercial Affairs / Embassy of Greece in Japan coordinated the business mission of 14 Japanese investors and importers to FOOD EXPO 2019 Exhibition, one of the leading Exhibitions in South Eastern Europe (Athens 16-18 March 2019, <http://www.foodexpo.gr>) that participated in the FOOD EXPO 2019 in the framework of a carefully designed “selected hosted buyer” programme. Each Japanese company, some of them leaders in their sector, like MURAKAWA (cheese) and AOHATA (jams), participated in 15 B2B meetings with Greek exporters. The programme included on-site visits in the installations of the Greek companies. Greece Foodexpo 2019 hosted 1300 exhibitors from 34 countries, attracted the interest of 70.000 visitors (5.000 of them from abroad) and accommodated 900 hosted buyers. Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo

## CONFERENCE ON GREEK EXPORTS TO JAPAN “FOOD EXPORT SUMMIT” IN THE FRAMEWORK OF FOOD EXPO 2019 CO-ORGANIZATION WITH THE GREEK EXPORTERS ASSOCIATION (SEVE)

The Conference, that took place in the framework of FOOD EXPO 2019 International Exhibition (16-18 March 2019, Athens <http://www.foodexpo.gr>), focused on the Japanese Market, opportunities for the Greek exporters, challenges and trends.



The presentation of Ms Eirini Kama, First Secretary, Economic and Commercial Affairs, Office for Economic and Commercial Affairs / Embassy of Greece in Japan, focused on the New Economic Agreement between the EU and Japan – this was the first time Greek exporters had the opportunity to receive information about practical issues that are referred to in the Agreement. Major Greek export companies like MEVGAL (dairy, Greek yoghurt, cheese - <http://www.mevgal.gr>) and EURIMAC (pasta - <http://www.eurimac.gr>) shared their export experiences to Japan with the audience. Mr. K. Matsumoto, Executive General Manager of Aohata Corporation, the top brand in the Japanese jam market that talked to the audience on the image that Japanese importers and consumers have about Greece and proposals for improvement, eating habits of the Japanese consumers & lifestyle, trends and opportunities in the Japanese market, distribution channels in Japan, opportunities for Greek exporters. Mr. Matsumoto’s presentation provided the Greek export companies with the unique opportunity to receive information from one of the experts of the Japanese Market. The Ambassador of Japan to Greece, H.E. Mr. Y. Shimizu, honoured the conference with his presence. Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo

## SEMINAR ON THE GREEK GI CHEESE “FETA”, IN THE FRAMEWORK OF FOODEX 2019



The seminar focused on lifestyle, benefits to health, new dishes and trends, its use in Japanese gastronomy, the opportunities for business and high profit. The participants to the seminar had the opportunity to discover the history of “feta cheese” and the relevant reference in Homer’s Odyssey, explore the culinary combinations in bruschettas, salads, pasta, omelettes, pizza and pies and the Japanese Gastronomy (feta can be combined with sake). In addition, they learned more about “Feta’s” health benefits (rich in

The Office for Economic and Commercial Affairs/Embassy of Greece in Japan, organised a seminar on the Greek GI cheese “Feta”, protected under the new European Union – Japan Agreement (EPA), in the framework of FOODEX 2019 (Tokyo, 5-8 March 2019, <http://www.jma.or.jp/foodex/en>).

calcium, vitamins, zinc, iron, phosphorus, magnesium and probiotics).

The chef of the National Pavilion of Greece, prepared culinary combinations where feta, extra virgin olive oil, original Greek yoghurt and other ingredients from the participating Greek companies were used. Videos on Greece as a tourism destination, Greek gastronomy, and feta were presented.

“Feta cheese” is protected under the new Partnership Agreement between the EU and Japan and it is forbidden the fraudulent use of the name “feta” on the label of other cheeses as well as the fraudulent use in dishes mentioning containing feta cheese if this is not the case.

Moreover, “feta cheese”, was one of the

four Geographical Indication (GI) Cheese products that were selected by the Japan Imported Cheese Promotion Association in cooperation with the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF), that was presented to the Japanese audience in the framework of GI Fiesta (Shinjuku, 29 September 2018).

For more information about feta, contact the Office for Economic and Commercial Affairs / Embassy of Greece in Japan at [ecocom-tokyo@mfa.gr](mailto:ecocom-tokyo@mfa.gr)

Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo

## PROMOTIONAL EVENT “EUROPEAN PDO PRODUCT: PRECIOUS DROPS” BY MASTIHA JAPAN

A promotional event on the health properties and uses of Chios Mastiha in food recipes and cosmetics, was organised by the Chios Gum Mastic Growers Association with the support of the Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo, on 5 March 2019 at The Strings in Omotesando.

The event is part of a three-year EU programme entitled “European PDO Product: Precious Drops” targeting the markets of the USA, S. Korea and Japan, financed by the European Union and Greece (see also the promotion campaign, <http://www.precious-drops.eu/ja>). Chios Mastiha is a natural, aromatic, translucent resin produced from the mastic tree, which grows exclusively in the Greek Island of Chios. It has been registered as a Product of Protected Destination of Origin (PDO) in the EU and has been included in UNESCO’s Representative List of the Intangible Cultural Heritage of Humanity. It is already used in various forms, as an ingredient in toothpaste, cosmetics and Japanese tea or as a finished product. Chios Mastiha is one of

the “Geographical Indication” products protected by the EU – Japan Cooperation Agreement (EPA). Ms Eirini Kama, First Secretary for Economic and Commercial Affairs, made a presentation on the provisions of the new Economic Partnership (EPA) between the EU and Japan, focusing on the protection of the Geographical Indication (GI) products.

The event was attended by professionals, from the sectors of “oral care”, “natural cosmetics industries” as well as journalists, bloggers, importers and distributors. They enjoyed an exquisite menu and cocktails with Chios Mastiha as main ingredient and watched the campaign’s video with great interest. Attendees were given information kits, photographs, brochures as well as Chios Mastiha gifts.





## THE NATIONAL PAVILION OF GREECE IN FOOD EX JAPAN 2019

The Office for Economic and Commercial Affairs/Embassy of Greece in Japan, coordinated the participation of 15 Greek companies in FOOD EX JAPAN 2019.

This is the highest level of participation in recent years in the National Pavilion of Greece in the framework of FOOD EX JAPAN. 92 different products were exhibited including extra virgin oil, olives, pies, pasta, canned fruits, sea salt, bottarga, antipasti, feta, original Greek yogurt, yogurt deserts, dairy, pasta, dairy products, as well as Chios Mastiha chewing gums, Chios Mastiha Powder, Chios Mastiha oil - Chios Mastiha which is a natural, aromatic, translucent resin produced from the mastic tree which grows exclusively in the Greek Island of Chios.

The distinct "Greek identity" of the Pavillion, reminded visitors of Santorini and other Greek islands. It was situated

next to the Cyprus Pavilion, highlighting the bond between Greece and Cyprus and stressing the fact that Greece and Cyprus constitute the eastern and south-eastern borders of the European Union. The Greek chef prepared simple and innovative culinary combinations using ingredients from the exhibiting Greek companies throughout the duration of the exhibition, attracting the interest of Japanese importers and visitors.

The Office for Economic and Commercial Affairs informed exhibitors about the Japanese market providing market surveys, statistics and other useful information.



Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo



### PARTICIPATION OF GREECE IN THE EU PAVILION OF FOOD EX 2019

Following communication of the Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo with the importers, Greek products were positioned in all exhibition areas of the EU pavilion: Extra virgin olive oil was given out to tasting, chewing gums with Chios Mastiha, and Greek olive oil were exhibited in the exhibition area along with other European products. Chios Mastiha is a natural, aromatic, resin produced from the mastic tree which grows exclusively in the Greek Island of Chios. Visitors showed great interest in discovering the unique Greek products.

Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo



## PARTICIPATION OF GREECE IN THE COOKING SHOWS AT THE EU PAVILION IN FOOD EX 2019

The Office for Economic and Commercial Affairs / Embassy of Greece in Japan, in cooperation with the National Trade Promoting Organisation Enterprise Greece, organised a cooking show at the EU Pavillion during the FOOD EX Exhibition on 6 March 2019.

The Greek chef prepared unique culinary combinations, using ingredients from the companies that participated in the Greek pavilion. A professional presenter and an interpreter informed the public of the dishes prepared, focusing on the Greek Geographical Indications products used in the recipes, such as: prawns, feta cheese (GI), tomato, red onion, grey mullet bottarga powder, oregano, Sitia Lasithiou Kritis extra virgin olive oil (GI), Masticha Chiou (GI) and salt. The show was broadcasted on TV screens. It was only Greece along with one more EU country, that organised a cooking show at the EU Pavilion.

Source: Office for Economic and Commercial Affairs / Embassy of Greece in Tokyo



## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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

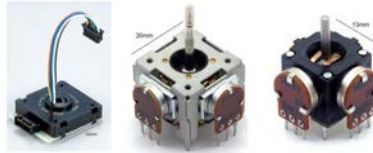
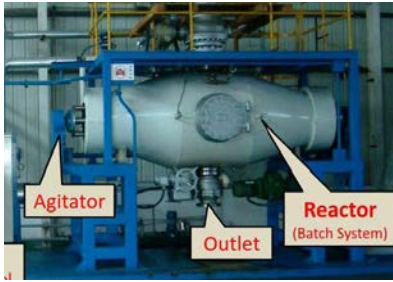


### REQUEST FOR DISTRIBUTOR OR AGENT

**Sector: Cleantech, environment**

A Japanese company is looking for distributors and sales agents for its multi-functional organic matter disposal device

Profile ID: **BOJP20190301001**



### REQUEST FOR AGENTS

**Sector: Electronic components**

A Japanese electronic components manufacturer specialised in miniaturised potentiometers, joysticks and slip rings, is looking for commercial agents.

Profile ID: **BOJP20190322001**

### MANUFACTURING SERVICES OFFERED

**Sector: Industrial equipment**

A Japanese manufacturer of gas atomisation devices and metal powders offers its manufacturing services

Profile ID: **BOJP20190313001**



### REQUEST FOR DISTRIBUTOR OR AGENT

**Sector: Industrial machinery**

A Japanese measuring instruments manufacturer is looking for partners for its load cell sensors and force indicators

Profile ID: **BOJP20180305001**



### REQUEST FOR DISTRIBUTORS

**Sector: Fashion**

A Japanese designer of women's clothing is looking for distributors and retailers in the EU

Profile ID: **BOJP20180412001**

### REQUEST FOR DISTRIBUTORS

**Sector: Perfumes, luxury goods**

A Japanese perfume manufacturing company is seeking distribution partners of their products in the EU

Profile ID: **BOJP20180503001**



### REQUEST FOR AGENTS

**Sector: Industrial equipment**

A Japanese manufacturer of conveyor systems is looking for sales agents

Profile ID: **BOJP20190415001**

### SERVICES OFFERED

**Sector: Trading**

Japanese company offering importer and exporter of record services to EU companies working with Japan

Profile ID: **BOJP20190308001**

### MANUFACTURING SERVICES OFFERED

**Sector: Metalworking**

Japanese metalworking company offers cost-efficient, metal forming based manufacturing services in the EU

Profile ID: **BOJP20190409001**



### REQUEST FOR DISTRIBUTORS

**Sector: Medical devices**

A Japanese medical device manufacturer is offering its dial-up oxygen regulator and a suction unit

Profile ID: **BOJP20180327001**





DATE/LOCATION	DETAILS	CONTACTS
20-31 May 2019 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: Get Ready for Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/get-ready-for-japan-training-programme">https://www.eu-japan.eu/events/get-ready-for-japan-training-programme</a>
19 June 2019 Berlin, Germany	<b>SYMPOSIUM</b> Labor Market Policy and Political Participation	JDZB <a href="https://www.jdzb.de/en/events/single-view/id/1934/">https://www.jdzb.de/en/events/single-view/id/1934/</a>
24-28 June 2019 Nagoya, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/world-class-manufacturing">https://www.eu-japan.eu/events/world-class-manufacturing</a>
26 June 2019 Tokyo, Japan	<b>BUSINESS BREAKFAST</b> How to retain and motivate your Japanese Sales Team	Italian Chamber of Commerce in Japan <a href="http://iccj.or.jp/en/content/how-retain-and-motivate-your-japanese-sales-team">http://iccj.or.jp/en/content/how-retain-and-motivate-your-japanese-sales-team</a>
16-17 July 2019 Prague, Czech republic	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> LEAN in Europe - Visit to Škoda Lean Centre & LEGO's packaging facility	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/lean-visits-europe">https://www.eu-japan.eu/events/lean-visits-europe</a>
9-13 September 2019 Nagoya, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: World Class Manufacturing - session II	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/world-class-manufacturing-november-mission">https://www.eu-japan.eu/events/world-class-manufacturing-november-mission</a>
24-27 September 2019 Tokyo, Japan	<b>MARKET SCOPING MISSION</b> Green Energy Technologies	EU Gateway to Japan <a href="https://goo.gl/sJhk8X">https://goo.gl/sJhk8X</a>
8 October 2019 Osaka, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Brokerage event at the European Biotech and Pharma Partnering Conference 2019 in Osaka, Japan	EU-Japan Centre for Industrial Cooperation <a href="https://european-biotech-and-pharma.b2match.io">https://european-biotech-and-pharma.b2match.io</a>
8-11 October 2019 Osaka, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Sectoral Mission: Biotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/biotech-cluster-sme-mission">https://www.eu-japan.eu/events/biotech-cluster-sme-mission</a>
26-29 November 2019 Tokyo, Japan	<b>MARKET SCOPING MISSION</b> Railway Technologies & Services	EU Gateway to Japan <a href="https://goo.gl/Ackh6U">https://goo.gl/Ackh6U</a>



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

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

## ANY EU-JAPAN-RELATED NEWS?

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

### HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station bldg 4F  
1-27-6 Shirokane, Minato-ku  
Tokyo 108-0072, Japan  
T +81 3 6408 0281  
F +81 3 6408 0283

### OFFICE IN THE EU

Rue Marie de Bourgogne 52  
B-1000 Brussels, Belgium  
T +32 2 282 00 40  
F +32 2 282 00 45  
[office@eu-japan.eu](mailto:office@eu-japan.eu)

[www.eu-japan.eu](http://www.eu-japan.eu)

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