



VULCANUS IN EUROPE – HOST A JAPANESE INTERN AND BROADEN YOUR HORIZONS IN RESEARCH AND DEVELOPMENT!

The EU-Japan Centre is thrilled to announce that we have started this year's 'Vulcanus in Europe' programme by welcoming its participants in the city of Brussels for a 2-day orientation seminar in April.



This is the first time in three years (since the start of the pandemic) that the Vulcanus in Europe participants were able to start the programme in person, together in Europe. The 22 students will first attend approximately 4 months of language training and will later join their respective host companies in various EU Member States, where they will work as interns in research and development.

The EU-Japan Centre is equally excited to announce the opening of the recruitment campaign for the next 'Vulcanus in Europe' session which will take place in 2024.

Next year, the Vulcanus programme will bring over 15 graduate and postgraduate students in science, technology, or engineering from all over Japan to Europe. With its world-renowned engineering and hi-tech industries, Japan has some of the best universities in this field, helping to shape a brighter future in science. Thanks to Vulcanus, EU companies will have the opportunity to welcome students from these universities, who will collaborate with their in-house research and development teams.

DON'T MISS THE CHANCE TO HOST A VULCANUS INTERN!

Take the opportunity to benefit from a different culture and see problems from a different perspective. This is your chance to start building an understanding of the Japanese working culture and business market! Given the broad range of studies covered, Vulcanus is open to all sectors of industry and to companies of all sizes. It is you who will choose your students: the EU-Japan Centre will help you throughout the process by offering a shortlist of interns specific to your company. The list is based on the students' field of study, academic scores, personal background, and the recommendations of their mentors.

Furthermore, before joining their host companies, students will attend an intensive language course in the company's working language, to facilitate their integration into the team.



Don't miss this opportunity! Check out our website or email us at: vulcanus@eu-japan.eu

The traineeship lasts for 6 or 7 months, depending on national legislation, starting Mid-August or Mid-September 2024, and ending mid-March 2025.

Application deadline: 23 September 2023

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

VULCANUS IN EUROPE 2023/24

INTERVIEW WITH YUDAI AND KEISUKE



During the orientation seminar for the Vulcanus in Europe programme 2023/24 session, held on 20 and 21 April in Brussels, the EU-Japan Centre had the chance to meet the participants of this year's edition. We asked two of them, Yudai Morita and Keisuke Murota, to share with us how their experience abroad was going, which challenges they were facing and what hopes they had for the future.

Q: What is your background, and how did you get to know about the Vulcanus project?

Yudai: I majored in mechanical engineering last year, and I'm currently a Master student in Management Science and Technology, which consists of learning how to manage technology and use it to design better societies. Through university, I happened to meet a postgraduate student who had been in Germany for one year thanks to Vulcanus, and owing to him I learned about the project and its advantages.

Keisuke: As an undergraduate student my major was Physics, but moving on to the master's, I specialized in Computational Physics, where most of the work was coding and programming. By the time I had learned something about it, I started thinking that it would be interesting to acquire a more concrete perspective on it, and possibly while working in a company. Then one day a friend sent me a picture of a poster talking about the Vulcanus project, and I immediately thought it would suit my interests.

Q: Why did you decide to apply for this program?

Yudai: I owe it all to that student from my university, who briefly introduced me to the project. I was already looking for an internship in an EU country, where my field of specialization is particularly developed, and knowing him was indeed a lucky fluke. After that, I applied and got selected for the program, which I can't wait to start.

Keisuke: Even though I'm studying computational physics now, my background is in theoretical physics. I knew that Europe had a very rich tradition in this field, especially Germany since it gave birth to many important physicists, and for that reason I developed a deep interest in Europe's history with physics. Therefore, I figured it would be nice to try and visit this place myself.

Q: What are you most excited about when you think of this experience?

Yudai: Having the possibility to spend a whole year in another country is already exciting for me. However, I realize there's way more to this experience than just staying in a new country and learning the language. I will be an integral part of a foreign company, and that is probably what I'm most thrilled about.

Keisuke: What thrills me the most is probably the fact that I will be working in a worldwide-known and globally operating company. On one side, I think experiencing such a lively environment will give me a huge chance to expand my network of friends and acquaintances. On the other hand, working there will be a very precious opportunity in technical and academic terms. This is why I can't wait to start and challenge myself in this kind of environment.



Yudai Morita (left) and Keisuke Murota 2 of the 22 Japanese students that will experience the Vulcanus in Europe programme this year

Q: Do you have any concerns or worries about the project?

Yudai: Of course, I have concerns! Will I be able to have the residence card issued correctly? Will I be able to fit in with the company? Will I improve my language skills enough? Despite everything, though, I know that I can count on the EU-Japan Centre's support, and that of the other students as well, so overall I'm sure I will have a great experience here in Europe.

Keisuke: Sure, I do have some concerns about this experience. Whether I will be really prepared for it, whether I will be able to handle the language despite its difficulty and whether I will be able to communicate with my host family and my colleagues. But to be completely honest, I am not as worried as much as I'm excited about it.

Q: Are you satisfied with the country you were selected for? (i.e. Spain, Germany)

Yudai: Actually, I chose the company first, and since my main focus is the study of renewable energies, and of how a social environment can be redesigned through them - I could only find one option that properly suited my needs. This company was in Spain, so I had no doubts about where to go. However, Spain is widely known for its good cuisine, mild climate, and artistic beauty, so I really cannot complain about where I will be living next year.

Keisuke: Yes, Germany was exactly the country I was hoping to get selected for. Since I was interested in its physics-related tradition and history, all the companies I applied for were from that country.

Q: Lastly, what are your goals or ambitions once this experience is over?

Yudai: My major ambition is to design a better, more sustainable world, which is why I chose the master that I am currently enrolled in. This is the biggest dream I have for the future, and I am sure that a one-year experience in a company sharing the same objectives will help me reach it.

Keisuke: For now, as simple as it may seem, my biggest goal is to belong to a community that is in constant expansion and exchange of opinions and passions, from sports to studying and other interests. Hence, should it be in Japan or in a foreign country, I want to take part and to build a network of people like this.

EU ENTERPRISES STILL UNCOMMON IN JAPANESE GOVERNMENT PROCUREMENT – SURVEY

A repeat-survey on the impact of the EU-Japan Economic Partnership Agreement (EPA) among 950 procurement offices of Japanese government organizations, conducted by the Japan Tax & Public Procurement (JTTP) Helpdesk, has found that 95% of Japan's public procurers have no direct experience in doing business with EU-suppliers.

Thus far the Partnership has yet to show its potential to provide new opportunities for EU enterprises, as well as to offer a broader choice of suppliers for Japanese government entities.

The language barrier in a paperwork-heavy business activity remains the main barrier for government procurers when dealing with suppliers from outside of Japan, as well as issues concerning suppliers who have no presence in Japan. These make cross-border participation in the public procurement market a challenging matter, in particular for European SMEs. An inquiry about how Japanese procurers prepare their tenders found that in order get their solutions and products into the sights of Japanese government

organizations, EU enterprises will have to engage in active marketing, as their Japanese peers do.

Existing specifications, based upon what is available in the domestic market, are the primary source of information for public procurers, when preparing tenders. A more active engagement with the international market by Japanese government procurers remains an uncommon phenomenon, with a tendency to rely on domestic suppliers instead.

Riding the wave of Digital Transformation (DX) of government processes, a small but growing number of Japanese government entities is working to provide more procurement information via online platforms.



Although they are still a minority, it is gradually becoming easier to remotely obtain information about business opportunities with the Japanese government and participate in procurement procedures from overseas.

The report summarizing the findings of this survey is available upon request. Please send an email to:

jtpphelpdesk@eu-japan.eu

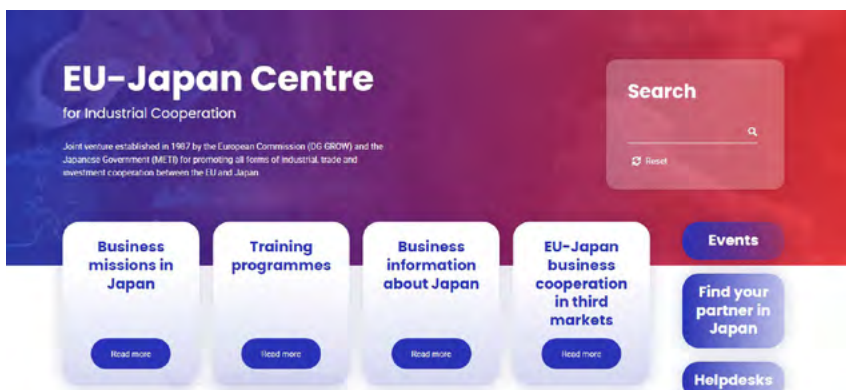
EU-JAPAN BRT TO MEET IN NOVEMBER



The 25th annual meeting of the EU-Japan Business Round Table will take place in Brussels on 7 November 2023.

The meeting will be co-chaired by Philippe Wahl (Chairman & CEO of La Poste Groupe) and Nobuhiro Endo (Executive Advisor to NEC Corporation). Please also have a look at the article "News from EU-Japan Round Table's members - NEC Corporation" on page 21.

➔ <https://www.eu-japan-brt.eu>



REVAMPING THE EU-JAPAN CENTRE WEBSITE

We are happy to announce that we have revamped our website!

Customer-oriented, the new website enables direct access to the Centre's services on the main page: business missions, events, support activities, helpdesks...

We hope the simplified language and visual layout will be appealing to all past and future visitors to our website. Have a look and skim through the Centre's activities and services with a new and improved perspective!

➔ <https://www.eu-japan.eu>

News & Events



THIS YEAR'S MINERVA REPORTS

The EU-Japan Centre's MINERVA programme is a 6-month in-house research scheme in Japan designed to support the research and policy analysis of EU-Japan economic and industrial issues.



Selected experts undertake research work on a selected priority topic, executing a 50-100-page policy report. The findings are then disseminated through reports, podcasts, and presentations. For FY2022, MINERVA experts have conducted research on the topics of hydrogen supply chains, circular economy, and the defense industry.

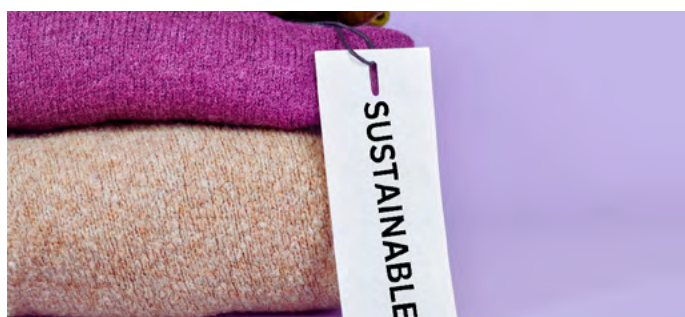


Sven Kevin van Langen:

"Supply Chain Resilience in a Hydrogen Economy"

There is growing interest in hydrogen as the next-generation fuel among major economies worldwide. Still, much of the increase in hydrogen demand was met by burning fossil fuels, which account for a significant share of global greenhouse gas emissions. However, as the production of low-emission hydrogen keeps expanding, numerous potential areas come into play for collaboration between the European Union and Japan to establish a resilient hydrogen economy.

Incorporating a thorough analysis of government and scientific reports, along with a wide range of interviews from policymakers and people from industry, this policy paper aims to explore the opportunities and threats to cooperation between Japan and the EU in developing resilient green/low-carbon hydrogen supply chains that use electrolyzers for hydrogen production. To develop a comprehensive supply chain, many actors need to be involved. The paper first provides an overview of the current state of affairs in hydrogen production and what is needed to develop a global low-carbon hydrogen supply chain. Then, major areas of potential cooperation between Japan and the EU are highlighted. Industrial, governmental, and academic cooperation are all considered. Furthermore, important third parties for trilateral cooperation in the area of hydrogen production, such as the ASEAN member states, Australia, Africa, and the Middle East, are discussed. To conclude, the report aims to provide recommendations on how governments can better facilitate cooperation between actors in Japan and the EU.



Mayu Imanishi:

"Circularizing the Japanese Fashion & Textile economy: current situation, future prospect and opportunities for business cooperation for European companies and SMEs in Japan"

The apparel and textile markets are going through a period of stagnation, triggered by a declining population, an ageing workforce, and the COVID-19 pandemic. Clothing supply chains are becoming more complex, stretching internationally to find cheap labor after years of mass production and consumption. Even the few global clothing retailers are lagging behind the circular economy trend. Circularizing the fashion and textile economies will reshape the apparel industry, where products can maintain their value for longer through resource efficiency gained from recycling and reuse.

The aim of this report is to provide an overview of the current state of the Japanese fashion and textile industries by summarizing market trends, unraveling historical background, and highlighting private sector circularity initiatives, focusing specifically on the local textile-related SMEs. The report showcases the potential of specific circularity models based on climate and history, and the reforms needed to achieve a circular society that consider environmental impact and human rights, benefiting not only the seller, but the buyer and society as a whole. On this basis, the report suggests potential opportunities for European companies to enter the Japanese market and for bilateral cooperation between the EU and Japan.

Takanobu Sato:

"EU-Japan Cooperation in the Defence Industry and Technology-Transformation of Japan's Defence Policy"

Japan's defence policy has been drastically transformed in 2022, facing the most severe and complex security environment. In order to respond to the current security challenges, Japan aims to strengthen cooperative partnerships with like-minded countries, including Europe. This paper explains the transformation and overview of Japan's security policy, as well as the current situation and government efforts toward the defence industry and technology. Then, it describes the future direction of cooperation between Europe and Japan in relation to industry and technology, based on the existing cooperation frameworks. Please note that this report will be available on demand and on a case-by-case basis only.

All Minerva reports released so far are available here:

➔ <https://www.eu-japan.eu/minerva-past-reports>

OUR LATEST MARKET ACCESS WORKSHOPS

In its ongoing efforts to help European SMEs to access the Japanese market, the EU-Japan Centre has organized on regular bases since 2015 various market access workshops to explain the specificities of doing business in Japan, focusing on the cultural aspects or some industrial sectors. These workshops are organized within the frame of the Centre's activities as a member of the Enterprise Europe Network (EEN).



The EU-Japan Centre is happy to announce the successful conclusion of four workshops since March, co-organized with the Estonian Chamber of Commerce and Industry, the Krotoszyn Town Hall in Poland (above photos), and a consortium of EU clusters in the frame of the F2F Health Matters project (<https://f2f-project.eu>). The workshops were held ahead of some companies' missions to Japan that the above-mentioned organizations were planning, gathering over 120 registrants.

Interested in organizing an on-site or online workshop? Please contact Ms Ana Horvatin at workshops@eu-japan.eu

"On behalf of the Mayor of Krotoszyn, and the whole team of the Promotion and Cooperation Department of the Krotoszyn Town Hall, I would like to sincerely thank you for the great support given to Krotoszyn before Krotoszyn's trade mission to Japan in May 2023. The Centre did a great job! The help provided to our Municipality was extremely beneficial for our party, and for our entrepreneurs - the participants in our mission. There are no words to describe our gratitude and appreciation for the great work to find the best solutions among the Centre's services for our particular situation.

All the tools/activities chosen among the Centre's services were absolutely the best suited to our advantage. I think that after the workshop conducted by the expert, the companies are ready to go and explore the Japanese business environment. Thank you for your patience, for your guidance, your hard work and creativity."

By **KATARZYNA GROBELNA**, Promotion and Cooperation Department, Krotoszyn Town Hall, (see also the article: "Full of success Polish-Japan trade mission" on page 17).

SPACE.JAPAN WEBINAR: RISK MONITORING FROM SPACE

Space.Japan, in collaboration with a spacetech SME from Portugal, Spotlite (<https://www.spotlitedata.com>), hosted a webinar titled 'Risk Monitoring from Space' on 10 May 2023.

Spotlite is a Portuguese startup operating in the downstream sector of the New Space economy, developing risk-monitoring solutions based on satellite data, early-warning systems, and asset management tools for critical infrastructure. The webinar started with a brief introduction of the services provided by the Space.Japan Helpdesk by Luca Escoffier, followed by the presentation from Daniel Pinto of Spotlite, who emphasized the significance of utilizing satellite information to address infrastructural problems on Earth. Spotlite has developed a set of monitoring tools using satellite data and software, to detect hazards and improve the safety and resilience of critical infrastructures. The three main modules of their platform focus on ground motion, vegetation interference, and detection of illegal or dangerous activities.

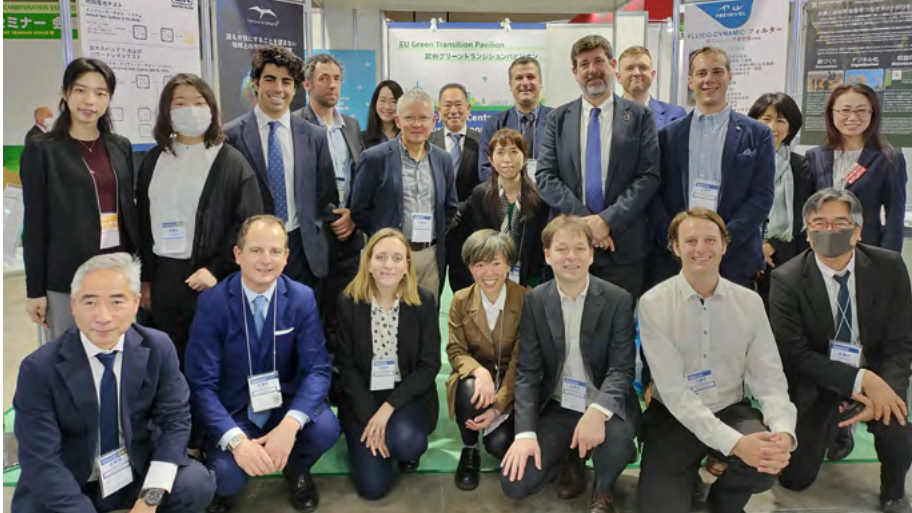
The platform harnesses the power of satellite data and integrates it with other sensor-based information and field team reports to provide infrastructure managers with valuable insights, recommendations, and preventive maintenance options. Transportation, energy, and mining sectors can benefit from Spotlite's cutting-edge technology, which enables the monitoring of critical infrastructures such as motorways, power lines, dams, and mines. Overall, Spotlite's platform offers a comprehensive view of the infrastructure's health and performance. By leveraging advanced satellite technology, Spotlite empowers infrastructure managers to optimize maintenance strategies, reduce costs, and enhance the safety and resilience of critical infrastructures.



During the final part of the webinar, Daniel Pinto also addressed some questions raised by the audience regarding the cases of monitoring infrastructure movement against earthquakes, the confidentiality of data protection, and the accuracy of the detected movements. With around 65 attendees in the webinar, during the Q&A session, Pinto also expressed his interest in collaborating with Japanese partners and initiating a pilot project in Japan (anyone in Japan interested in discussing collaboration with Spotlite can contact Space.Japan staff at spacejapan@eu-japan.or.jp).

EU-JAPAN CENTRE'S FIRST GREEN MISSION TO JAPAN

Eight SMEs from France, Estonia, Germany, Italy, and Spain attended the EU-Japan Centre's first Green Mission to Japan held from 14 to 17 March.



The Decarbonization Expo in Tokyo provided a dedicated space for the participants to exhibit their innovative technologies, products, and services, aimed at reducing carbon emissions across various industries. The Expo created a perfect environment for fruitful exchanges between the SMEs and their Japanese counterparts, fostering dialogue and collaboration for a greener future.

Here are some testimonials from two selected companies:

"We had the opportunity to meet with massive, medium-sized, and smaller companies, with advantages and disadvantages. We are now in discussion with various companies to see which one we might choose as our partner.

Overall, we found out that in the Japanese market, it is very important to have a good reference, and being with the EU-Japan Centre gave us a great image and inspired trust in the Japanese companies we met with. This is key to being taken seriously in Japan."



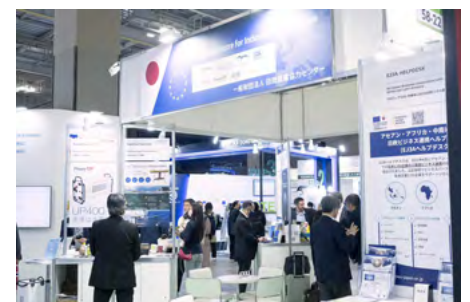
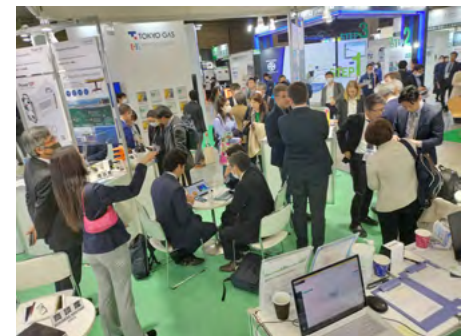
By **ALEJANDRO MARQUES DE MAGALLANES CRESPO**, CEO, Magallanes Renewable, <https://www.magallanesrenovables.com>

"It has been an excellent opportunity for AEInnova to have participated in this Expo in order to understand better the Japanese market as well as to show its commitment to the environment. It allowed us to strengthen our relationship with the CBC GROUP, our local partner, while meeting potential customers and investors."

By **RAÚL ARAGONÉS**, Chairman and Business Development Manager, AEInnova, <https://aeinnova.com>



AEInnova's team with their Japanese partner



Building upon the success of the 2023 Green Mission, the EU-Japan Centre is delighted to announce that the mission will return once again in 2024. Recognizing the importance of continuity and the need for sustained efforts in addressing the global climate crisis, the Centre remains committed to fostering collaboration, knowledge exchange, and innovation between the European Union and Japan.

LEAN IN EUROPE VISITS TO SKI BEAT AND TO FLY S.P.A.

The next Lean in Europe visit will be on 4 July to Fly S.p.a. in Treviso, Italy, a new generation machining company producing components for the aeronautic, aerospace and energy industries. It will include a process mapping / improvement exercise around two specific components. A pre-visit group discussion will take place on the evening of 3 July.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-30-fly-spa>



April's Lean in Europe visit was to Ski Beat in La Plagne, France, and addressed lean in hospitality and linked lean tools (process mapping and preventative maintenance) with customer satisfaction (net promoter score, NPS).

The visit was an opportunity for participants to see how lean tools and approaches developed by Japan's manufacturing industry could be applied in the hospitality sector and identify improvement possibilities for the host company. Ski Beat runs catered chalets in ski resorts offering week-long stays in a 'homely environment'. The visit focused on the work of the chalet hosts who play a crucial role combining customer-facing duties, with food preparation, housekeeping, running changeover processes and other duties. Participants worked in a wide range of sectors: from cable solutions, biogas refining equipment, textiles, lean coaching, stamping and welding, oven hinges, ammunition, to a care home.

If you would like to get details of future visits as and when they are arranged, please email lean@eu-japan.eu



The visit included:

- a process-mapping exercise and feedback session around meal preparation and serving;
- a look at how customer satisfaction can be driven by combining NPS and lean tools, such as a portable Andon

developed in-house to highlight when action is needed, and by empowering and trusting staff;

- a discussion and feedback session around preventative maintenance;
- a fireside chat about how to induct the next generation of leaders with Lean.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-29-ski-beat>

SOME PARTICIPANTS FEEDBACK FROM WCM NOVEMBER 2022-ONLINE EDITION

While still gathering some feedback from participants of the most recent WCM March 2023 session - the first physical mission in Japan after covid, we are pleased to share with you two testimonials from the online session last November.

"The WCM mission is interesting not only for people who already know a lot about Lean Management or TPS, but also for people who are still learning the fundamentals. The most important thing to remember is that you just have to start, and improve your process step by step from there. You don't wait years until you have a 100% thought-out process to start doing something, because in practice it will never be 100%. The WCM mission shows this wonderfully through a combination of presentations and practical visits."

By **WOUTER PATTYN**, Quality Manager, Foundry Department, Vandewiele NV, Belgium
<http://www.vandewiele.com>

"At the time when I subscribed for the WCM training I did not exactly know what to expect from the sessions. After the five days of the training, I was extremely pleased about the way the material was selected and presented. It turned out to be an excellent mixture of the basics and the philosophy behind TPS, combined with many real-life examples and applications, described in detail by the instructors. There is no excuse for not making use of what I have learnt over the last five days. Time very well invested."

By **MICHAEL MEI**, CEO, Menlo Systems GmbH, Germany
<https://www.menlosystems.com>

FEEDBACK FROM THE **CENTRE'S NANOTECH MISSION 2023**

From 30 January to 3 February 2023, the EU-Japan Centre organized the 6th edition of its Nanotech mission in Japan.

9 EU entrepreneurs from 5 different countries (France, Czech Republic, Germany, Sweden and Netherlands) had the opportunity to showcase their products and innovative seeds during nano tech 2023 – the 22nd International Nanotechnology Exhibition & Conference, Japan's largest and most recognised trade fair focused on nanotechnology, nano material and nano fabrication. Participants used the EU-Japan Centre booth to discuss with expo visitors and attend B2B meetings with their potential Japanese counterparts.

Q: Why was your company interested in participating in the Nanotech Expo 2023 with the EU-Japan Centre particularly, especially considering that it is your second time participating?

Arnaud: For Digital Surf, it is important to strengthen its presence in Japan. Participation in this type of fair is an excellent vector of communication.

Q: How would you describe your partnership with the EU-Japan Centre so far?

Arnaud: Despite the interest in the event, Digital Surf was not able to assume alone the burden for the logistics and funding necessary for our participation in nanotech 2023. The Centre offered us unique conditions that enabled us to participate in this exhibition. Thank you very much for taking care of us!

Q: What is your company's future objective regarding Japan?

Arnaud: Japan is a very advanced nation from a cultural and technological point of view. Our software "Mountains" provides a powerful solution for microscopic analysis. There are many microscope manufacturers in Japan (Hitachi, JEOL, NIKON, Mitutoyo...) that could potentially integrate our software. It is very important to consider all these manufacturers as VIPs and stay very close to them. For the end users of our software, it's also very important to ensure a presence. This proximity is even more important in Japan.

Q: What advice would you give to an EU SME interested in attending the next Nanotech Expo in Japan?

Arnaud: More so than anywhere else, in Japan you have to be patient, precise, and on time!

It is particularly important to respect all commitments and not to commit to what cannot be achieved. Once engaged, commercial relations are unsurprising and reliable over time. It is not always easy to establish a foothold in Japan, the corporate culture is often very different from what we know in Europe. However, once a project germinates in Japan, it is just waiting to grow.



Interview of Mr. **ARNAUD VIOT**, Sales Director, Digital Surf, France
www.digitalsurf.com

“ABOUT JAPAN” REPORTS AND WEBINARS

The following reports and forthcoming webinars have been planned within the frame of the Centre's EU Business in Japan support. The EU Business in Japan content provides practical information for European Union businesses in need of clear guidelines to trade with or invest in Japan, or cooperate with Japanese partners. Please note that these pages have a restricted access content only available to registered members.

Latest published reports

Cross-cultural Awareness and the Importance of Corporate Culture

This report aims to provide a high-level, yet practical, overview of the points of attention when planning to sell products or services as an EU SME, and stresses the importance of understanding and living the differences in the business and private culture between your country of reference and Japan.

<https://www.eu-japan.eu/eubusinessin-japan/library/publication/report-cross-cultural-awareness-and-importance-corporate-culture>

The Honey Market in Japan

The report is targeting EU-based SMEs that are producing honey and are seeking to enter or expand into the the Japanese market.

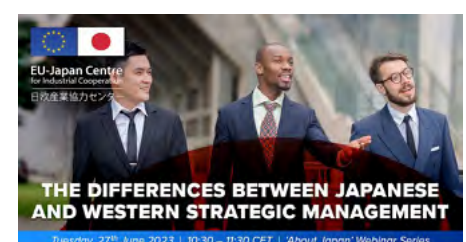
<https://www.eu-japan.eu/eubusinessin-japan/library/publication/report-honey-market-japan>

Export & Import EU-Japan Trade Data

2022, was a top record trading year between the EU and Japan! The report focuses primarily on the balance of trade between Japan, the EU, and its Member States.

<https://www.eu-japan.eu/eubusinessin-japan/library/publication/report-export-import-eu-japan-trade-data-2022>

Forthcoming webinars on 20 and 27 June.



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

INTERVIEW SERIES: THE PEOPLE BEHIND EU-JAPAN COOPERATION

EU-Japan cooperation takes shape in many forms. Time and time again, we read news reports about signed agreements between the EU, or its Member States, and Japan, about trade missions and cultural events, about joint innovation, and about dialogue. But the question remains: who are the people behind these efforts? What is their story and how did they become a gear in developing international cooperation?



The EU-Japan Centre for Industrial Cooperation is launching a new series of articles meant to introduce the individuals and organizations making EU-Japan collaboration possible. Should they be heads of organizations, entrepreneurs, academics, scientists, or students, they are all united by the same passion for Japan and the act of weaving bonds that link the EU and Japan. Here below is a snippet of the interview with our first guest:



Mrs. **SOPHIE BOCKLANDT**, General Manager, Belgian-Luxembourg Chamber of Commerce in Japan - BLCCJ <https://blccj.or.jp>

Q: Looking at your career path, you worked for 5 years in Kanazawa City Hall. As a Japanese environment, what challenges and opportunities did you face there?

Sophie: Through my studies, I learned about the JET programme (the Japan Exchange and Teaching programme). Kanazawa City always requests Belgian JET participants because of the strong relationship with their sister city Ghent, and because most Belgians know several languages. My biggest issue, especially in the first years, was the Japanese language. Even though it was the international department that I worked at, English was used to a very limited degree, and all written and spoken communication was in Japanese. Another challenging aspect was the decision-making. In a Japanese city hall, every decision must pass by many people. For instance, you have clipboards with forms being passed around where you have to put your hanko, your stamp essentially, and only once everyone has stamped the form, the decision can be taken. This resulted in several decisions taking enormous amounts of time. When it came to the sister cities, they expected faster decisions, but they just didn't know the process, and neither did I before I worked at the city hall. On the other hand, I would like to point out a very strong feeling of teamwork. In addition to the team making decisions together, when something goes well - it is thanks to the team, not a personal victory. As I come from a more individualistic society, it is something I started to appreciate more by working in Japan.

Q: In the last 11 years, you have been working as the General Manager at the BLCCJ. Can you tell us about your mission and main activities as an organization?

Sophie: Our mission is to make a stronger connection between Belgium, Luxembourg, and Japan, and help Belgian and Luxembourg companies that are based in Japan to expand their business. The way we do that is mainly by organizing many events – commercial events like business seminars, luncheon events, trade fairs - but also networking events. We think that networking is an important part of doing business, especially in Japan, so we organize monthly beer gatherings, a yearly gala ball, and others. An important thing when networking is reaching out further than just the BLCCJ, so what I have really put an effort into is making strong connections with other chambers of commerce in Japan, but also locally in Belgium and Luxembourg. Recently, when the pandemic started and perhaps owing to it, we created a network of Belgian-Luxembourg Chambers of Commerce in Asia. I would like to think that in this way I played a role in expanding the horizons of our chamber. We are a pretty active chamber, with about 130 active members and only 2 full-time staff. Overall, I am proud of my 11 years at the Chamber.

The interview continues online at:

➔ <https://www.eu-japan.eu/publications/highlighting-contributors-to-eu-japan-cooperation-sophie-bocklandt>

SURVEY: HELP US IMPROVE OUR “ABOUT JAPAN” CONTENT

Addressed to EU companies and organizations, this 5-minute survey is anonymous, and will help us plan future content, reports, and webinar releases to better suit Users' needs.

Please click the link below to access the survey:

➔ <https://www.eu-japan.eu/eubusinessinjapan/survey-about-eu-business-japan-support>

“ABOUT JAPAN” CASE STUDY – **ABBEAL, START-UP, FRANCE**

Abbeal is a French start-up specializing in web and mobile development consultancy. They have four branches in France (Paris, Lyon, Lille, and Bordeaux) as well as two subsidiaries in Canada (Toronto and Montréal) and one in Tokyo, Japan. They recently expanded their business in Japan and met quite a big success in the country of the rising sun.



With the purpose of showcasing EU companies' successes in Japan, Mr. Mohamed Elwageeh, Abbeal's country manager of Japan, is answering some questions by the EU-Japan Centre.

An Introduction

At the moment, Abbeal offers two services: one where they work as consultants and meet their clients without engineers so they can advise their client about what kind of mobile or web application they need. The second service concerns application development, and in this case, Abbeal will take charge entirely of the whole development of the application. So, for instance, if a company doesn't have an engineering department and would like a digital transformation for themselves or their clients, then they can count on Abbeal.

Why Japan?

“The story of why we came to Japan is quite an interesting one. There wasn't a specific plan that Japan would be the next market we would expand to.”

In fact, when Abbeal started to see a few of their employees leaving the company to work in Japan and hearing that some other members were wishing to experience it, they decided to enter the Japanese market. They then decided to explore new opportunities and set up an office in Tokyo starting in February 2022. But entering a new market is never an easy task and means encountering some drawbacks.

Challenges and difficulties

Initially, Abbeal succeeded in re-hiring some of their former employees that were now living in Japan, but then



the company started to face its first challenges.

“I think the biggest difficulty for a Western company entering the Japanese market is localizing.”

Adapting Abbeal's services to Japan was certainly one of their biggest challenges, and the language barrier was the most difficult one to overcome. Indeed, no one in the company was speaking Japanese when they developed their business in Japan and still, nowadays, some employees need to improve their Japanese language skills. Mr. Elwageeh was the first employee to speak the local language fluently.

Abbeal had to understand the Japanese language, culture, and work environment in order to adapt their services, and they started by paying for Japanese language lessons for their employees and organizing group classes for conversing in Japanese or about Japan. They even recently found a Japanese language school specialized in IT and gaming space, which is a good fit for Abbeal's purposes.

Competition in the Japanese Market

“The project's success is Abbeal's success.” The Japanese market is highly competitive in Abbeal's sector of activity, and this aspect must be carefully considered

when planning a business strategy. However, Abbeal has advantages: they give very high output, and they have reasonable pricing according to Mr. Elwageeh. These have helped Abbeal to develop partnerships in Japan. Finally, the fact that they are trustworthy, flexible, and caring about their projects helped them to pull ahead of the competition.

“We give an open space to all of our developers to pitch an idea, to change the way the company is moving and to have a big impact.” The human factor is therefore important to keep in mind.

Future expectations

In the future, Abbeal would like to expand their team and their structure. They would like to find new lines of business and avenues. They also hope to widen their offer of development services in addition to the actual consulting services. Showing to the Japanese market that Abbeal is flexible, and a multi-faceted company is also part of their plans.

Lastly, Mr. Elwageeh is advising other European SMEs that want to develop their business in Japan to focus on localization and to hire someone who can speak Japanese and knows the Japanese culture.

Text based on an interview with Mr. **MOHAMED ELWAGEEH**, Country Manager of Abbeal, <https://www.abbeal.com>

More case studies are available on our EU Business in Japan content.

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

“KEYS TO JAPAN”

COMPETE FOR SPONSORSHIP OF YOUR MARKET ENTRY PLAN FOR JAPAN

Are you considering marketing a product or a service in Japan? Do you need a professional market entry plan?

“Keys to Japan” is a European Commission-funded initiative, managed by the EU-Japan Centre to help a selected European SME considering marketing a product or a service in Japan by developing a detailed and personalised market entry plan for it. The plan will be prepared by the prestigious Japan Market Expansion Competition (<https://jmec.gr.jp>).

Financial conditions for session 2023/2024:

The plan is worth €10,000€ - €9.000 are covered by the EU-Japan Centre, and €1000 will be covered by the SME.

Who is eligible to apply?

Applicants must be citizens of an EU Member-State or SMP-COSME Third Country(*) working in a management position for a SME headquartered in the EU or in a SMP-COSME Third Country(*). Applicants must be at least 20 years of age at the date of submission of the application form.

Application form online.

Application deadline: 3 July 2023 (17:30 Tokyo time)

For more info contact: Fabrizio Mura, tel +81 (0)3 6408 0281; e-mail: KeysToJapan@eu-japan.gr.jp

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

(*) Please check the status of your country at: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf

Please only refer to the sub-paragraph: “COSME strand (SMP-COSME)”.

“STEP IN JAPAN”

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

Are you an SMEs from the EU or SMP-COSME country(*) planning to go to Japan?

Then do not miss out on this opportunity: the EU-Japan Centre offers FREE logistical support and business assistance at our Tokyo office, for up to one month.

What can you ask for?

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

And more! We want to help you to prepare for your trip. Have a look at what we suggest:

- free access to sector-specific reports and webinars and a thorough intercultural crash course;
- assistance in using the Enterprise Europe Network service while in Japan;
- a help desk for all information inquiries about business in Japan.

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

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



JAPANESE INDUSTRY AND POLICY NEWS MAY 2023

The Centre regularly screens various Japanese language sources of potential interest, including newly released policy documents, surveys, and official statements, to provide you with the latest information about EU-Japan cooperation.

Some of the topics highlighted in this issue:

- Nishimura, METI Minister and Pannier-Runacher, Minister of Energy Transition of France sign joint statement on nuclear energy cooperation
- G7 summit concluded
- METI implements export restrictions on semiconductor manufacturing equipment, etc.
- Commercialization of e-fuel in the first half of the 2030s, Ministry of Economy, Trade and Industry ahead of schedule

- Commercialization of e-fuel in the first half of the 2030s, Ministry of Economy, Trade and Industry ahead of schedule
 - METI sets investment standards for securing resources
 - Industry organization targets 30% of electricity in 2050 from wind power
 - Patent information analysis indicates Japan's strong presence in the field of Green Transformation Technologies
 - Belgian semiconductor imec establishes base in Japan
- And many more articles available online.

➔ <https://www.eu-japan.eu/publications/monthly-japanese-industry-and-policy-news-may-2023>

EU-JAPAN TRADE SURGES 13% AFTER CATCHING UP TO PRE-PANDEMIC LEVELS

On 4 April 2023, Executive Vice-President and Commissioner for Trade Valdis Dombrovskis and Japanese Minister of Foreign Affairs Yoshimasa Hayashi co-chaired the fourth meeting of the Joint Committee under the EU-Japan Economic Partnership Agreement (EPA).

The EU and Japan are like-minded partners who share the same values and are united in their response to Russia's illegal aggression against Ukraine, and notably in their sanctions against Russia and Belarus.

In the context of current geopolitical challenges, both sides held a strategic exchange, in particular on the topics of economic security and cooperation with the Global South.

The Joint Committee acknowledged the key role of the EPA in fostering bilateral trade flows and making them resilient: after quickly catching up to pre-pandemic levels in 2021 (€124 billion), in 2022 bilateral trade flows increased by 13.4% to €140.6 billion. Both sides discussed areas where market access could be improved, such as the import conditions in Japan for certain categories of EU agricultural products.

Moreover, they agreed on the importance of accelerating the negotiations on the data flow provisions to be included in the EPA. Free flow of data between the EU and Japan is an essential element for businesses, and it represents a major deliverable under the EU Strategy for Cooperation in the Indo-Pacific, and in the Digital Partnership with Japan.

Source: EU Delegation to Japan

➔ https://www.eeas.europa.eu/delegations/japan/eu-japan-trade-surges-13-after-catching-pre-pandemic-levels_en

EU AND JAPAN CONCLUDE FIRST REVIEW OF THEIR BILATERAL MUTUAL ADEQUACY ARRANGEMENT

In their meeting on 4 April 2023, Ms. Mieko Tanno, Chairperson of the Personal Information Protection Commission of Japan (PPC), and Mr. Didier Reynders, European Commissioner for Justice, welcomed the successful conclusion of the first review of the Japan-EU mutual adequacy arrangement.

In 2019, Japan and the EU recognised each other's data protection systems as 'equivalent', thereby allowing personal data to flow freely between them. This arrangement created the world's largest area of free and safe data flows. In this way, it also complements and amplifies the benefits of the Japan-EU Economic Partnership Agreement.

The mutual adequacy arrangement was subject to a first review, which has now been concluded with the adoption of reports by the PPC and the European Commission on the functioning of their respective adequacy decisions. The review has demonstrated that the convergence between Japan's and the EU's data protection frameworks has further increased in the past years and that the mutual adequacy arrangement is functioning well, enabling data to flow with trust which delivers significant benefits to citizens and businesses.

Mieko Tanno said:

"For Japan, the European Union is an important partner with which we share fundamental values and principles, such as freedom, democracy, the rule of law, and human rights. Based on such shared values, we continue to deepen our bilateral cooperation on the protection of personal information, as demonstrated by the conclusion of the first review of our mutual adequacy arrangement. We also continue our joint efforts at global level, including by promoting the concept of Data Free Flow with Trust and working on its operationalisation in different fora".

Didier Reynders said:

"With the successful conclusion of the first review of our mutual adequacy arrangement, Japan and the EU reaffirm that, in the digital era, maintaining high data protection standards and facilitating international trade should and can go hand in hand. In the past years, our respective data protection systems have come even closer,

creating further opportunities for cooperation at bilateral and multilateral level. By working together, we can shape the global standards for data protection and show common leadership in this strategic area".

Both sides recognise that the cooperation on the mutual adequacy arrangement offers a unique opportunity to continue strengthening the partnership between Japan and the EU in this area, including by promoting a human-centric approach to the digital economy at the global level. Building on the recent reforms of the Japanese data protection framework that extended its safeguards to new areas such as the academia and the public sector, the two sides agreed to explore the possibility of expanding the scope of the EU adequacy decision for Japan. This could further boost research and regulatory cooperation, to the advantage of both sides.

Source: EU Delegation to Japan

➔ https://www.eeas.europa.eu/delegations/japan/japan-eu-and-japan-conclude-first-review-their-bilateral-mutual-adequacy_en

JOINT COMMITTEE WITH THE EUROPEAN UNION TAKES PLACE IN TOKYO

On 28 March, the European Union and Japan reviewed recent progress under their Strategic Partnership Agreement in Tokyo, during their first in-person Joint Committee since 2020.

The meeting covered a wide-ranging agenda, from cooperation to address pressing global challenges, to achieving sustainable economic recovery and managing the green and digital transitions. Discussions also addressed maintaining the international rules-based order, faced with the blatant violation of the principles of the UN Charter represented by Russia's illegal war of aggression against Ukraine, and continuing support for human rights.

The priorities of Japan's G7 Presidency and membership of the United Nations Security Council featured prominently during the meeting. The Joint Committee addressed the problems of health, education, food security and sustainable financing faced by much of the world's population, where EU-Japan collaboration can make a difference.

The EU and Japan welcomed the agreement on specific priority activities under the pioneering Digital Partnership agreed at the last bilateral summit, as well as the ongoing development of the Green Alliance, under its climate change, energy and environmental themes. They noted also new momentum under the Partnership for High Quality and Sustainable Connectivity, with the identification of promising projects for increased co-ordination and the signature of a new horizontal agreement on air services.

Acknowledging the potential benefits of closer collaboration in science, technology and innovation, the EU and Japan agreed to intensify talks on the possible association of Japan to the Horizon Europe Research Framework Programme. They exchanged also on other cross-cutting or enabling areas of collaboration, such as industrial cooperation, labour, education and culture.

Recognising the growing geopolitical instability and pressure on the security environment, the EU and Japan stated the need for continued strong cooperation in multilateral fora. They expressed willingness to increase bilateral cooperation in pursuit of peace and security, including in the cyber, maritime, disinformation, space and operational domains.

The Joint Committee also anticipated preparations for the 29th EU-Japan Summit in Brussels in the second half of 2023.

The meeting was co-chaired on behalf of the Ministry of Foreign Affairs of Japan by Director-General for European Affairs, Masashi Nakagome, and for the EU by Managing Director for the Asia Pacific of the European External Action Service, Gunnar Wiegand.

Source: EU Delegation to Japan

➔ https://www.eeas.europa.eu/eeas/japan-joint-committee-european-union-takes-place-tokyo_en

EU-JAPAN JOINT DIALOGUE WITH CIVIL SOCIETY

On 3 March, Japanese and European civil society met for an online joint dialogue to discuss trade and sustainable development. Cross-cutting topics included due diligence and corporate social responsibility initiatives aimed at preventing violations of human and labour rights. Concerns were expressed on the way rules are designed, in particular on legal certainty and on the traceability of companies across the whole global supply chain.

On trade and the environment, participants discussed carbon prices and challenges on the Japanese side regarding the introduction of a new voluntary carbon-pricing scheme which would be the equivalent of the EU's Carbon Border Adjustment Mechanism (CBAM): a level playing field must be ensured in these types of measures. Concerning climate change, it was highlighted that social dialogue was needed to promote a green and just transition. Civil society could provide input to government authorities on this matter. On trade and labour, it was emphasised that further discussions were needed on the fundamental International Labour Organization (ILO) conventions, including the new ones on occupational health and safety.

Feedback from civil society could help to advance on the different topics under the trade and sustainable development chapter of the EU-Japan EPA. In the discussions, both sides made reference to mandatory human rights and environmental due diligence obligations, which could be a topic for future action between EU and Japanese civil society.

Source: European Economic and Social Committee

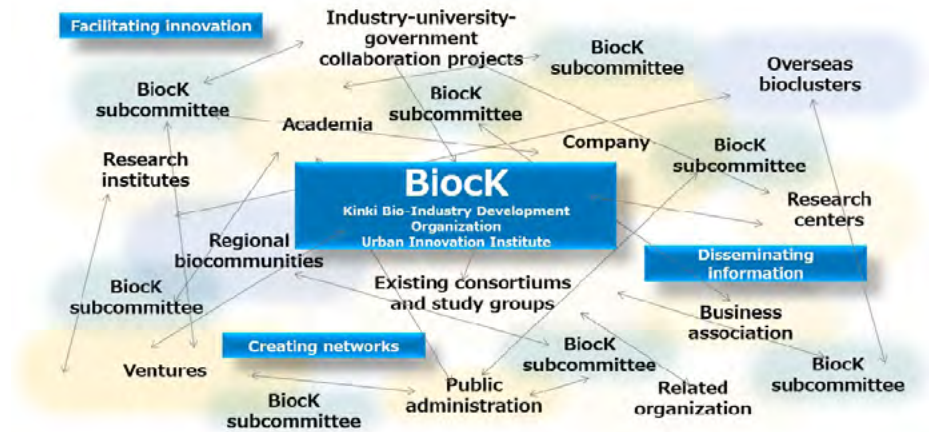
INTRODUCTION OF GLOBAL BIOCOMMUNITIES: BIOCOMMUNITY KANSAI “BIOCK”

BiocK will form a virtual under-one-roof biotechnology community with the goal of “Creating an ultimate ecosystem for the bio-fields in Kansai”.

Currently, 36 organizations including economic organizations, local governments, academia, research institutions, bio-related organizations, and investment institutions are participating as committee members.

BiocK has established subcommittees to ensure that the most important activity, the promotion of innovation, is carried out in order to realize a bioeconomy society and form a bio-community that would be recognized worldwide by creating the ultimate ecosystem through activities aimed at solving social issues.

The subcommittees promote open innovation to solve social issues and take up the challenge of addressing themes that cannot be solved by a single company or single research institute. There are two types of subcommittees: those led by companies that promote open innovation with the commitment of corporate management, and those that are linked to national industry-government-academia projects. 24 subcommittees have been formed as of April 2023, with more to come.



BiocK’s executives believe that promoting the formation of networks is also important for the creation of a bioecosystem in the country, and they have therefore initiated partnerships with global and regional bio-communities throughout Japan.

In addition, many organizations have endorsed BiocK’s activities and joined as partners on the project. Not only Japanese organizations, but also foreign embassies, consulates general, bioclusters, etc. are participating, in total 31

organizations from 19 countries are registered as overseas partnering organizations (*).

The European partner organizations planned and held a bio-related seminar in collaboration with the Consulate General of the Netherlands. Through the partner institutions, BiocK is also promoting projects such as co-hosting international events with European companies, forming a global ecosystem and strengthening bio-industry partnerships.

➡ <https://biocK.jp>

(*) EU organizations supporting BiocK: Netherlands consulate-general in Osaka; IDA Ireland; Embassy of Sweden; Royal Danish Embassy in Japan; Embassy of Finland in Japan; Scottish Development International; Flanders Investment & Trade; Consulate-General of Germany in Osaka-Kobe; Consulate-General of France in Kyoto; Bioindustry Park Silvano Fumero - bioPmed Piemonte Innovation Cluster; Life Science Nord Management GmbH; Lyonbiopole.

MOCHIDA PHARMACEUTICAL’S OPEN INNOVATION PROGRAMME

In order to make its drug discovery research even more efficient, Mochida Pharmaceutical is promoting collaborative drug discovery research and development with academia and venture and biotech companies, by introducing drug candidates/targets or state-of-art technologies.



Since 2019, the company is managing its MOIRe (Mochida Open Innovation Research) programme and is now inviting researchers and research representatives affiliated with public research institutions, universities, etc. to submit proposals for collaborative research relating to drug candidates or targets for intractable, rare, or refractory diseases focusing on therapeutic modalities of stem cell drugs, oligonucleotide therapeutics or gene therapy. Application deadline 31 July 2023.

➡ https://www.mochida.co.jp/english/business/rd_openinnovation.html

THE FINTECH MARKET IN JAPAN – **FINCITY.TOKYO**

Japan's fintech market is estimated at JPY1,210 billion (USD 12 billion) which is still very small compared to markets such as that of the US (USD 4 trillion). However, it has been showing constant growth. From 2017, a CAGR of nearly 70% is estimated towards 2022.



Fintech emerged in the US and in Europe to disrupt conventional financial services industry following the global financial crisis. However, in Japan it evolved in a bank-centric way - not as a force for disruption, but rather to make existing financial services more frictionless.

There is an added imperative for banks to digitalise as the low interest rate era was denting profitability. The revised Banking Act (2018) required banks to open APIs within 2 years from enforcement. Nearly all banks complied with this requirement and approximately 120 firms have registered as electronic settlement agents to connect with banking APIs, resulting in a plethora of new services available to retail banking customers. The opening of the Zengin System (clearing system for Japanese banks) to money transfer agents in October 2022 is expected to enhance user experience further as methods for money transfer diversify.

Japan is a cash-centric society; with the ubiquity of ATMs (also available at Japan's dense network of convenience stores), cash is easily accessible. However, with the government's push to promote cashless payment with a target of 40% by 2025. This ratio reached 36% in 2022, so things are starting to change.

We are seeing some Japanese institutions working with foreign firms to improve their customer experience. Some Japanese financial institutions have been choosing foreign firms as their innovation partners in areas such as wealthtech, KYC, cybertech, omnichannel customer engagement etc.

Given the size of the financial services industry, and the take-off of digitalisation and cashless having just come around, there is untapped growth potential yet to be explored. FinCity.Tokyo, as a public-private agency established to promote Tokyo as a global financial hub would be delighted to support EU firms to connect with Japan's ecosystem.

More information on the Japanese market at FinCity.Tokyo ➔ <https://fincity.tokyo/en>

JETRO SURVEY ON BUSINESS OPERATIONS OF FOREIGN-AFFILIATED COMPANIES IN JAPAN

JETRO conducted a survey on foreign-affiliated companies based in Japan and released its report in March.

Key Findings:

1. Business expansion in Japan in the future

- About half of respondents report sales increase compared to the previous year, indicating a clear recovery trend.
- 56.1% intend to "strengthen or expand" their business in Japan in the future, up 3.5 points from the previous survey.
- Intentions to establish new bases/strengthen existing bases also increased from the previous survey, indicating an upward drive.

2. Attractiveness and challenges of the business environment in Japan

- The most attractive feature of Japan selected was its "market scale," while "clustering/presence of customer and related industries" was the highest for the manufacturing industry.
- Companies whose parent companies have only recently been established and companies that have recently entered the Japanese market tend to consider medium-to long-term growth potential in their own business fields as attractive.
- Simplification/digitalization of administrative procedures and communication in foreign languages saw improvement in recent years.
- Expectations are particularly high for improvement of environment regarding "securing human resources".

3. Securing human resources and facilitating the employment and residence of international personnel

- While hiring Japanese mid-career workers is the mainstream, the intention to hire international students is observed especially among Asian companies.
- "IT/technical personnel" and "sales/marketing personnel" were cited difficult to secure. Lack of foreign language skills such as English is a bottleneck.
- Simplification/digitization of administrative procedures and relaxation of status of residence were most cited in order to facilitate smooth employment and residence of excellent foreign human resources.

4. Collaboration/Cooperation and its Enhancement

- 33.0% are implementing or considering collaboration/cooperation with Japanese partners, in which especially pharmaceuticals, cosmetics, and information and communication industries are showing significantly proactive engagement.
- Many companies seek technology and R&D capabilities of collaboration/cooperation partners, and have high expectations for those capacities from Japanese companies and universities.
- Challenges vary depending on the status of collaboration/cooperation, and support is needed according to the stage.

➔ <https://www.jetro.go.jp/en/news/releases/2023/1b07d6b193172868.html>

Source: Japan External Trade Organization

VISIT OF THE AMBASSADOR OF JAPAN IN SPAIN TO MÁLAGA TECHPARK

In April 2023, the new Ambassador of Japan in Spain as well as a member of the embassy visited Málaga TechPark, the Technology Park in Andalusia, Spain (www.pta.es), with the intention of strengthening the business and academic relationship between Japan and Málaga.



The city of Málaga has become a technology referent at a European and global level thanks to the 30-year efforts of Málaga TechPark and the collaboration with private and public companies, institutions, and academic organisms. The Ambassador Nakamae had the opportunity to learn about the park's development model and its innovation ecosystem directly through their main representatives, including the president of the park.

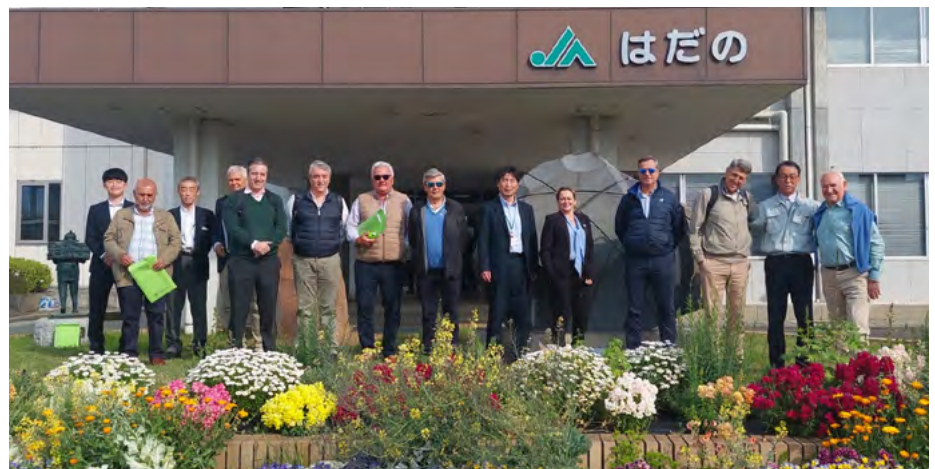
In addition, the Ambassador was able to meet the international Japanese enterprise TDK Electronics, established in the Technology Park since 2011 to be part of the environment of companies specialized in the ICT sector in the park. This event coincided with the IV Cultural Week of Japan in Málaga, held from 17 to 22 April and dedicated to Japanese culture and traditions, with a programme consisting of different conferences, workshops, expositions, and performances. Source: Parque Tecnológico de Andalucía, S.A.

AGRI-FOOD CO-OPERATIVES IN SOUTHERN EUROPE EXCHANGE EXPERIENCES WITH JAPANESE SOCIAL ECONOMY

Cooperativas Agro-alimentarias de Andalucía (Agri-food Cooperatives of Andalusia), a federation which brings over 650 cooperatives and more than 290,000 farmers in southern Spain, organised a trade mission to Japan last April to find out about the cooperative model in the country and to expand the frontiers of its production.

On this trip, a representation of the main cooperatives in the Andalusian region met with JA Zenchu (Central Union of Agricultural Cooperatives), an organisation that represents the interests of cooperative agriculture and livestock farming professionals in Japan before the government administrations. At this meeting, the director general of JA Zenchu, Takuo Ichiya, and other members of the board, shared with the Andalusian organisation the problems and challenges they face in the production, processing and the commercialisation of their products.

Both countries agreed that one of the main obstacles in the agri-food sector is the lack of generational renewal on farms. They shared the need to dignify agricultural activity from schools to university classrooms in order to attract new generations. They also pointed out the difficulty they have in maintaining the farms' profitability due to low profits of their production. They consider it essential to strengthen the food supply in the first stage (the farmers) to ensure the local agri-food system and the viability of the cooperatives. During the meeting, the cooperative members from the south of Spain took the opportunity to establish commercial



relations with the aim of increasing the export of Andalusian agri-food business, which in 2022 exceeded 164 million euros, mainly through the sale of olive oil and meat. However, for Andalusian Agri-food Cooperatives, it is essential that the export protocols for fresh fruit and vegetables are revised to strengthen sales abroad in this sector.

The Spanish federation also learned about the activity of JA Zen-noh, an organisation connected to JA Zenchu, which is responsible for offering services to cooperatives in Japan, such as financing and insurance management.

The Andalusian cooperatives also visited

a model cooperative in the prefecture of Kanagawa. Executives from the JA Hadano cooperative, which specialises in rice, peanuts, flowers, cereals, tea and greenhouse fruit and vegetables, explained to the Spanish cooperative members how their business structures work. Cooperativas Agro-alimentarias de Andalucía underlines the importance of these activities for the exchange of experiences between producers and cooperative members from different economic areas and is grateful to the EU-Japan Centre for Industrial Cooperation for organising the visits that took place last April.

➡ <https://www.agroalimentarias-andalucia.coop>

FULL OF SUCCESS **POLISH-JAPAN TRADE MISSION**

The cities of Krotoszyn (Poland), Okinoshima (Japan), and Misato (Japan) have organised a very successful trade mission to Shimane Prefecture (Japan) in 2023. This mission signifies a continuation of joint activities implemented in 2019, which were interrupted by the outbreak of the COVID-19 epidemic.



Behind the preparation of dozens of meetings, workshops, and visits, were the friendly relations between Krotoszyn and Okinoshima based on a 7-year-old sister-city cooperation agreement, as well as the ties created with the inhabitants of the two towns through the years. The trade mission was held from 9 to 14 May. The scope of the mission was the Shimane Prefecture, where Okinoshima is located.

"We have been cooperating in many areas of culture, tourism, education. Now the time has come for the economic exchange", stated Franciszek Marszałek, Mayor of Krotoszyn.

In the meetings, the Krotoszyn Municipality was represented by Franciszek Marszałek, Mayor of Krotoszyn, and supported by the high-ranking delegation from the Marshal Office of Wielkopolska Region in Poznan – Krzysztof Grabowski, the Deputy Marshal of Wielkopolska Region and Izabela Mroczek, Director of the Rural Development Programmes. Following businesses from the Krotoszyn area attended: Tomasz Tarnawski – CEO, Las-Kalisz Co. LLC (venison meat producer: rabbit, wild boar, deer); Łukasz Sztuder – PW Agrounima Cezary Sztuder (agricultural machinery producer); Zdzisław Śnieciński – MECH MASZ Zdzisław Śnieciński (CNC machinery); Radosław Ludzis – Blending Co. LLC (fertilizers); Mateusz Grzegorski – CEO, A2HM Co. LLC (construction of bus stops and bicycle shelters); Andrzej Włodarczyk (roof construction).

The entrepreneurs had the opportunity to take a closer look at production processes in Japanese companies and compare them with their own, to observe good practices that can be implemented after returning to Poland, and to familiarize themselves with the product catalogues of the overseas sister companies. The delegation had the opportunity to visit various companies: Dandan farm (Japanese-origin beef cattle kuroge wagyu - breeding and rearing); Oki Shuzō (rice wine production); Ohchi Yamakujira (wild boar meat production); Field Work Center Azabu University (wild boar behaviour research, wild game processing and food safety didactics); Tiger Mfg. Co., Ltd, Misato – one branch of seven facilities across Japan (producer of wild animal repellents and traps).

During the trade mission, the delegation also met with the local authorities of Okinoshima and Misato, and with the Misato seniors in the district community center Onabara, where hand-crafts are made using wild boar leather provided by the Ohchi Yamakujira Co.

The trade mission was fruitful and beneficial for all the parties: the entrepreneurs shared their experiences, contacts, views, ideas, good practices and catalogues of products and services. The proof of gaining interest into the Japan market can be seen in the interview held by the local press with the CEO of Las-Kalisz Co LLC in Misato. The joint trade missions to Japan organised by Krotoszyn and Okinoshima will be continued. Stay tuned!

Source: Krotoszyn Town Hall



Okinoshima Town & Misato Town

VITAGORA'S ACTIONS FOR **GATHERING FRENCH & JAPANESE LIFE AND FOOD SCIENCES ECOSYSTEMS**



Two and a half years have passed since Vitagora created a Japanese office in Kumamoto prefecture in order to strengthen the links with its Japanese partners.

Despite the covid-19 situation Vitagora has managed to cooperate with local actors such as the National Agriculture and Food Research Organization (NARO) and the Kyushu Bio Cluster Conference (KBCC) thanks to their Franco-Japanese employee on site, Hanaé Lemaître-Ogura. Furthermore, Vitagora has advised and supported different French & Japanese companies belonging to their network by sourcing beneficial products and partnerships, answering inquiries on subjects

such as export and markets, conducting sensory tests to enable some products to reach the French market, etc. On the institutional level, the organization worked with CLAIR Paris in the process of bringing together French Dijon City and Kumamoto prefecture as part of an economical partnership. Lastly, it has stimulated the French-Japanese ecosystem by participating in numerous webinars with their partners, one of them being the 1st Symposium on Food and Health

organized by the NARO, on the theme "Food Science to Market, from Local to Global".

It is also working on new projects such as partnering with Hokkaido Association for Bio-Business (HABB). Vitagora has hired a new employee, Louis Akira Sabatier, who is going to be working from Kumamoto starting from July 2022 in order to pursue its activities, find new opportunities & create new partnerships.

➔ <https://www.vitagora.com/en>

ITALIA PAVILION AT CPHI JAPAN 2023 WITH 13 COMPANIES

The Trade Promotion Section of the Italian Embassy has organized a national pavilion at the 20th edition of CPHI JAPAN (19-21 April 2023) with 13 companies.

The aim of the participation to the trade-show was to promote the excellence of Made in Italy, to show the high level of development achieved by Italian production techniques, and to strengthen the presence of the Italian pharmaceutical industry in the Japanese market, increasing the business opportunities for the companies.

Italy has historically been the world's most important supplier of active pharmaceutical ingredients. This leadership had its origin in the country's well-established chemical culture, with numerous pharmaceutical industries of international standing, together with cutting-edge chemical equipment manufacturers, as well as the quality of university teaching. The international recognition is supported by the export figures, which account for about 85% of the turnover of the companies in the sector (of which about 18% to Japan).

This result has been determined by the high skills of the professionals working in the sector, by the development of

innovative technological solutions, and by the quality and reliability of the products: winning factors that allowed the Italian companies to achieve and maintain a prestigious position on the international scene, even in extremely strict and controlled markets such as the Japanese, the European and the American one.

Italian companies in the sector are mostly medium-sized. Some of them are part of large pharmaceutical multinationals, others of important national pharmaceutical groups, and others are independent.

The target sector is mainly the pharmaceutical one, which has two main segmentations: the generic drugs and the "custom manufacturing" production, i.e. the preparation of intermediate products and active ingredients for patent-holding pharmaceutical companies.

In 2022 Italian pharmaceuticals and organic chemicals represented one of the main items of Italian exports to Japan, ranking among the top ten items of Japanese imports from Italy.



madeinitaly.gov.it



➔ <https://www.ice-tokyo.or.jp/cp2023>

STRATEGIC PARTNERSHIP BETWEEN JAPAN AND ROMANIA

During the Japan-Romania Summit Meeting held on 7 March 2023, a Strategic Partnership between Japan and Romania was signed by Mr. Fumio Kishida, Prime Minister of Japan, and H.E. Mr. Klaus-Werner Iohannis, President of Romania.

The two leaders agreed to deepen bilateral cooperation in the areas of economy, science, technology and innovation, as well as people-to-people exchanges. Prime Minister Kishida welcomed the growing Japanese investment in various areas, noting in particular the construction of the Braila Bridge over the Danube River as a successful example of EU-Japan connectivity project in which a Japanese company is participating.

Prime Minister Kishida also reiterated his request for Romania's cooperation in the early lifting of the EU's import restrictions on Japanese food products, and the two leaders confirmed that both countries will cooperate on the basis of scientific expertise.

Source: Ministry of Foreign Affairs of Japan ➡ https://www.mofa.go.jp/erp/c_see/ro/page3e_001325.html

ROMANIAN - JAPANESE INNOVATION FORUM: MATCHMAKING & PITCHING SESSIONS

19-20 JUNE 2023, CLUJ-NAPOCA, ROMANIA

Cluj-Napoca will host The Romanian - Japanese Innovation Forum, an event organised with the support of the Embassy of Japan in Romania, Romanian ministries, national and local authorities, and other clusters in the region.

The event aims to straighten the Romanian – Japanese collaboration, as both countries signed a strategic partnership in March 2023, to deepen cooperation in the field of science and technology. For two days, the event will welcome senior Romanian and Japanese government officials, prominent academics and businesspeople leading innovation and will announce smart city demonstration projects.

On the second day of the event, there will be a business matchmaking and networking sessions with Romanian digital and ICT companies and start-ups with great potential for the future will provide an opportunity for business development in the digital sector.

➡ <https://inevent.uk/en/SmartTransylvania/Romanian-JapaneseInnovationFORUM-DAY2-60-168354260/hotsite.php>

POLAND AND JAPAN STRENGTHEN COOPERATION ON HYDROGEN

On 4 May 2023, Polish Minister of Climate and Environment, Anna Moscow, and Japanese Minister of Economy, Trade and Industry of Japan, Yasutoshi Nishimura, signed a Memorandum of Cooperation in the field of hydrogen.

The aim of the agreement is to deepen Polish-Japanese cooperation in the production of renewable, low-carbon hydrogen and the development of a sustainable and affordable supply chain for this raw material in the areas of energy, transport, heating and industry.



Source: Polish Ministry of Climate and Environment

➡ <https://www.gov.pl/web/klimat/polska-i-japonia-wzmocnily-wspolprace-w-dziedzinie-wodoru>

JAPANESE AND EUROPEAN NUCLEAR INDUSTRIES PARTNER TO PROMOTE NUCLEAR ENERGY DEVELOPMENT

On 26 April 2023: nucleareurope, the trade association for the nuclear energy industry in Europe, and the Japanese Atomic Industrial Forum (JAIF) have signed a Memorandum of Understanding (MoU) to strengthen their collaboration in advancing nuclear energy's development, application, and deployment to meet energy security and climate change goals. The signature of this MoU took place under the umbrella of the G7 Meeting in Sapporo, Japan and the JAIF annual conference, held the week before. Source: Nucleareurope

➡ <https://www.nucleareurope.eu/press-release/japanese-and-european-nuclear-industries-partner-to-promote-nuclear-energy-development>

FFJ - BANQUE DE FRANCE WORKSHOP ON CLIMATE CHANGE

27 JUNE 2023, PARIS, FRANCE + ONLINE

Climate change, natural disasters, and financial risk: how could central banks integrate environmental issues into their policies?



Climate change and its associated natural disasters pose significant financial risks to economies around the world. As a result, central banks are increasingly being called upon to integrate environmental issues into their policies. This event will explore the various ways that central banks can incorporate environmental risk into their decision-making, including the use of climate stress tests, the development of green financing initiatives, and the implementation of environmental disclosure requirements. Through expert speakers and panel discussions, participants will gain a better understanding of the complex relationship between climate change and financial risk, as well as the strategies and tools available to central banks to help mitigate these risks.

➔ http://ffj.ehess.fr/evenements_a_venir.html#20230627



WORKING MOMS IN EUROPE

The German Japanese Professional Women's Network organized in May an online event for German and Japanese working mothers. It was an opportunity to share working mothers' experiences, how their working environments are, and to learn from one another, gain courage and get inspired.

The objective was to connect working mothers and give them the opportunity to learn how others are coping with their daily tasks.

Naturally, each of the participants have their personal stories: how they started their career, how they share the house-keeping & childcare tasks with their partners, and whether the companies they are working for are family friendly. The job position, family circumstances, goals, all of these are different for each individual. Thus, the participants could learn a lot from one another. Some participants held management positions, and they

The purpose of the Macroeco lab, a Fondation France-Japon de l'EHESS/Banque de France collaboration, is to analyze Japanese macroeconomic dynamics since the early 1980s and the policies implemented by the Bank of Japan and the Japanese government. It therefore encourages projects that focus on monetary policy, fiscal policy and structural policies, for example in the areas of the labour market, openness to trade and international finance. The political economy of the conditions for implementing these policies and the evaluation of public policies are also part of the objectives of this lab. Finally, emphasis may be placed on a comparative perspective with the European experience in this field.

could share their thoughts and specific challenges, which was very valuable. Participants agreed that the best course of action would be allowing working mother to design their careers by themselves, meaning that they could choose to work full time or part-time freely, without external pressures. But the most important thing observed, is that working mothers know what they want - what makes them happy and what they are looking for in their lives. This was not necessarily an easy question to answer.

Source: GJPWN

EIG CONCERT- JAPAN JOINT CALL FOR RESEARCH PROPOSALS

The EIG CONCERT-Japan will launch its 10th joint call for research proposals this spring. This year's theme is Sustainable cities, and the call's subject will be "Solutions for Carbon-Neutral Cities".

What is the aim of the call?

This call for proposals invites Japan and Europe-based researchers to develop new solutions to improve the sustainability of urban environments and focuses on three key research themes:

- sustainable smart urban mobility,
- improving water, soil and air quality in carbon-neutral cities,
- efficient waste management.

EIG CONCERT-Japan welcomes research proposals taking cross-sectoral approaches, which bring natural and social sciences together. Proposals that involve various non-academic participants, such as practitioners, industry and other individuals and groups of the general public are also encouraged.

What is EIG CONCERT-Japan?

CONCERT-Japan is an international joint initiative created 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, contact the Japan Science and Technology agency at:

concert@jst.go.jp

➔ <http://www.concert-japan.eu>

SEMINAR: DEVELOPING YOUR BUSINESS IN SLOVAKIA

12 SEPTEMBER 2023, TOKYO, JAPAN

Slovak Investment and Trade Development Agency (SARIO) and the Slovak Embassy in Tokyo are organizing a seminar focused on investment and business opportunities in Slovakia. Japanese companies, considering expansion to Europe, will have a unique chance to be introduced to the potential of Slovakia through direct experience and insight of Slovak and Japanese professionals. Join this seminar physically in Tokyo!



➔ <https://sario.sk/en/events-projects/developing-your-business-slovakia-investment-seminar>

NEWS FROM EU-JAPAN BUSINESS ROUND TABLE'S MEMBER

NEC JAPAN ESTABLISHES EUROPEAN SUBSIDIARIES TO STRENGTHEN ITS WORK ON AI DRUG DEVELOPMENT

NEC Corporation*, headquartered in Japan, is a leader in integrating IT and network technologies, offers advanced technologies used by industry, government, other organisations and by NEC itself to help solve social issues.

Orchestrating a brighter world

Since 2019 its healthcare division has been using AI technology, biomedical science and its ICT expertise for the development of advanced therapies.

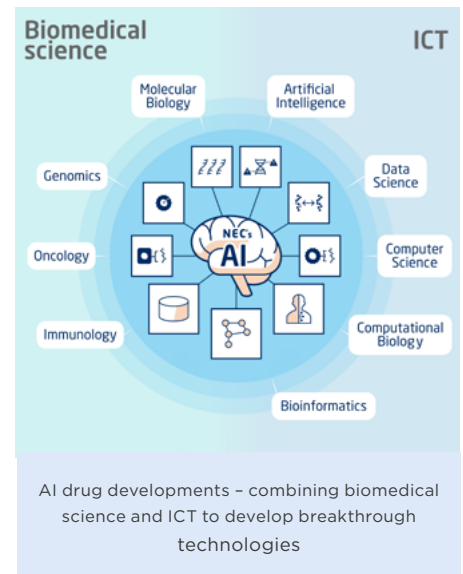
In a realignment to streamline NEC's AI empowered, drug research and development activities in Europe, previously established, NEC Oncolmmunity and newly established, NEC Bio Therapeutics became subsidiaries of NEC Bio B.V. of the Netherlands. NEC Oncolmmunity (NOI) will continue its research activities linking drug research and AI technology to empower cancer immunotherapy with artificial intelligence by developing machine learning-based software to identify optimal neoantigen targets for personalised cancer vaccines and cell therapies along with its focus on developing vaccines for infectious diseases.

NEC Bio Therapeutics (NBT), in Germany, will lead on clinical development and the clinical strategy of assets in the drug development pipeline, including clinical trials in oncology. All three companies will work with partners to facilitate pre-clinical and clinical development in infectious disease and oncology fields.

Mr Akira Kitamura, CEO, NEC Bio B.V., said: "NEC Bio's mission is to bring novel therapies to patients across the globe, to improve

their quality of life and health outcomes. I am confident that with NOI's pioneering research, along with the strong clinical expertise of NBT, we can deliver on that mission. NEC Bio's success will be a strong growth driver for NEC's Healthcare and Life Science business."

Europe has been an attractive centre for life sciences companies, particularly the Netherlands, after the move of European Medical Agency, from London to Amsterdam in 2019. Especially after the UK's withdrawal from the European Union in 2017, the Netherlands became an attractive country for many pharmaceutical companies, which makes it easier for NEC to be in the vicinity of multinational life sciences companies. Also, the establishment of NBT and the previously established NOI, made NEC's choice to centre its activities in Europe. With NEC Laboratories Europe housing the Life Sciences Innovation hub in Germany, Europe is the obvious choice for managing several life sciences activities. Therefore, the geographical location of NEC Bio and its subsidiaries NEC Oncolmmunity and NEC Bio Therapeutics facilitates the use of the European clinical network and regulatory infrastructure for immunotherapies.



Together with other leading cancer vaccine companies active in the personalized neoantigen field like BioNTech, CureVac, Nykode, Evaxion, Nouscom and others, a vivid entrepreneurial and scientific environment in Central and Northern Europe has been created. Especially the proximity to NEC's partner company Transgène located in Strasbourg, France, will enable an efficient collaboration on the development of the viral carrier-based personalized neoantigen cancer vaccine TG4050.

➔ https://www.nec.com/en/press/202303/global_20230331_01.html

*NEC was a founder member of the EU-Japan Business Round Table in 1999. In November 2022, Nobuhiro Endo, Executive Advisor to NEC became the Chair of the BRT's Japan-side.

SMART MANUFACTURING SUMMIT

A new event devoted to Japanese & European innovations for Industry 5.0

Smart Manufacturing Summit is a brand-new event between Europe and Japan dedicated to the industry of the future, which will take place from 13 to 15 March 2024, at Aichi Sky Expo International Convention & Exhibition Center, in Aichi, Japan.

In the face of global manufacturing issues such as data security, productivity and profitability, Industry 5.0 represents a genuine opportunity to re-industrialise production in a smart and responsible way, which is compatible with the world's ecological and environmental challenges. The Smart Manufacturing Summit project is initiated by GL events with the support of Aichi prefecture: GL events, a world-wide leading company in event industry, organizes Global Industry every year in France, one of the biggest industrial tradeshows in Europe, and Aichi Prefecture is known for its strong industrial capacity, boasting a GDP of 292B \$. Smart Manufacturing Summit is more than a simple tradeshow combining the Smart Manufacturing Expo (an exhibition), a Business Summit (program of conferences), Innovation Showcase (dedicated to innovative solutions and products focusing on startups), Smart

Factory Demonstrator (state-of-the-art machinery demonstration) and Smart Factory Tour (factories' visits).

Six major categories of industry 5.0 will be represented: Connected Manufacturing, Advanced Technology & Materials, Digital Ecosystems, Sustainable Manufacturing, Smart Mobilities and Renewable Energy. Expecting 250 exhibitors (125 from Japan and 125 from Europe) and 15,000 visitors, Smart Manufacturing Summit will gather companies but also institutions, clusters, regions from Japan and Europe to generate business opportunities, share a long-term and sustainable vision and help developing innovation and research for industry 5.0.

Already approved and supported by many institutions in Europe and Japan, including the EU-Japan Centre for Industrial Cooperation, Smart Manufacturing Summit will be the place to be for Japanese and European industrial professionals.

For further information please contact in Europe: Audrey Feldman, audrey.feldman@gl-events.com, in Japan: Hitoshi Ikezono, hitoshi.ikezono@gl-events.com



Christophe Cizeron, CEO of GL events Venues, and Hideaki Omura, Aichi Prefecture's Governor

➔ <https://sms-gi.com/english>

EXPERT'S VIEW: VENTURE CAPITAL AND CORPORATE VENTURE CAPITAL IN JAPAN - NEW TRENDS

Positive change is occurring in Japan in the landscape of the startup ecosystem.

The government of Japan has appointed officially in August 2022 a new "Startup Minister" to help the support to startups, to implement an economic revitalization and in addition has launched the Five-Year Startup Development Plan in November 2022 to have 100 000 startups, 100 unicorns and an annual investment of 10 trillion yens. Although this seems to be an ambitious plan, Japan is setting the tone for a new economic road with entrepreneurship in high technologies and deeptech.

The challenge for Japan is to increase the number of M&A as an exit strategy for startups as it is a way to promote open

innovation. The current trend is the number of IPO being higher than the M&A. Managers of venture companies are more and more actively adopting M&A as their management strategy. Since April 2023, the tax system for promoting open innovation has been changed. Until now, only the acquisition of newly issued shares (new investment type) was targeted. However, the scope of the tax system now includes the acquisition of issued shares at the time of M&A.

The amount of Venture Capital (VC) raised by Japanese startups, has reached a record of 877.4 billion yens (2022), (here)

an increase of 7% compared to 2021. The number of VC firms is also increasing along with Corporate Venture Capital (CVC) set up by major Japanese corporations. Facing challenges with creation of innovation or having no R&D functions, CVC is for a Japanese company a way to look for open innovation, create collaboration with a startup and develop a new business. As the diversification of consumers' needs is increasing, the product life cycles are becoming shorter. Japanese companies are looking to improve the productivity, but also turning to the global market for new opportunities..

By Dr. **NATHALIE CAVASIN**, NC Consulting, Tokyo ➔ www.linkedin.com/in/cavasin

EUROPEAN ASSOCIATION OF JAPANESE STUDIES CONFERENCE AT GHENT UNIVERSITY

17-20 AUGUST 2023, GHENT, BELGIUM

It is only a few months before Ghent University will open its doors to the 17th International Conference of the European Association for Japanese Studies.



Co-organized by the Institute of Japanese Studies during 17-20 August 2023, this in-person conference will host 736 scholars who will present their latest research as academic papers and another 300 attendees who will participate in exhibitions, discussions, and all side events. This conference will bring together experts in the field of Japanese Studies as well as language teachers from Europe, Japan, and the US to increase knowledge about Japanese history, society, religion, politics and economy and to discuss recent developments in Japanese linguistics and language teaching. It will also connect the general public and experts through an on-site exhibition on Japanese kimono and other cultural events held in the city of Ghent.

The Japanese Studies program is well-established at Ghent University. With the recent increase in student numbers and in teaching and research staff, this



program is expected to remain popular and continue attracting young scholars interested in Japan. The Japanese Studies Institute works closely together with the City of Ghent in its sister-partnership with Kanazawa and hosts the Kanazawa University Liaison Office for Europe. In order to obtain their MA degree, all Japanese Studies students at Ghent take up internships at companies and public institutions in Belgium or Japan before forging their own careers. In December

2022, Ghent University's Japanese Studies Institute professors accompanied the economic mission of Princess Astrid of Belgium mission to Japan, strengthening cooperation with Japanese universities and businesses and helping to establish Ghent alumni chapter in Tokyo. In August 2023, the Institute of Japanese Studies at Ghent University and the city of Ghent look forward to welcoming you to the lively EAJS conference!

➔ <https://eajs.eu/eajs-2023-conference>

EXCLUSIVE LAMB&GOAT FROM EUROPE

The campaign to promote irresistible, sustainable lamb and goat meat from Europe arrives in Japan.

Exclusive lamb&goat from Europe is a three-year promotion campaign co-funded and supported by the European Commission and launched by two national lamb and goat associations with the main goal of raising awareness among sector professionals and consumers about the quality of the European lamb and goat sectors.

The EU is one of the most important regions in terms of agri-food production and exports at the global level, including lamb and goat meat products. There are more than 70 million sheep and goats (85% sheep and 15% goats) in the European Union, often reared in economically vulnerable areas such as mountain regions.

The European lamb and goat sectors are well known for ensuring food safety,

traceability and authenticity, while also committing to animal welfare and respect for the environment. This programme is aimed at helping to raise awareness about products of European origin and the benefits of their production methods. Spain is the leader in Europe in the production of sheep meat, and currently exports to more than 70 countries. The Spanish sheep sector is committed to the search for the highest quality, always under the standards of the European Production Model, recognized for being the strictest in the world in terms of quality and food safety.

Hungary is the 12th largest breeder of sheep and goats in the world, and in recent years its production has grown, exporting the great majority of a sheep



production system that is committed to sustainable production methods, animal welfare and boosting of rural employment among other actions.

Activities in Japan for the next three years (2023-2025) include exhibition at Foodex Japan and the celebration of showrooms with Japanese importers that value meat products of high quality.

➔ <https://exclusivelamb.eu>

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



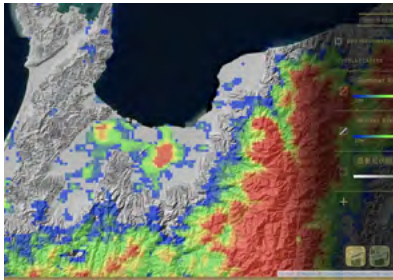
➔ <http://een-japan.eu/opportunities>



SERVICES OFFERED

Sector: aerospace

A Japanese company is offering its cloud-based software platform for the analysis of satellite data using artificial intelligence
Profile ID: **BOJP20230314001**



REQUEST FOR PARTNERS

Sector: lightning, healthcare

A Japanese R&D company developed a sanitising lighting technology and aims to expand in the EU

Profile ID: **BOJP20230419002**

REQUEST FOR PARTNERS

Sector: nanotech, testing

A Japanese company offers a nano indentation tester under a commercial agreement

Profile ID: **BOJP20230511001**



REQUEST FOR DISTRIBUTOR

Sector: construction

A Japanese company offers its hardware and building components specifically for wood made houses and structures.

Profile ID: **BOJP20230317019**

LICENSING OFFER

Sector: construction, nanotechnology

Japanese SME is licensing out its inorganic photocatalytic technology aimed to protect interior and exterior of building structures

Profile ID: **TOJP20230530008**

MEDICA HEALTHCARE BROKERAGE EVENT

1-30 November 2023, Online & Dusseldorf, Germany

Sector: healthcare

Registration deadline: 13 November

On the occasion of MEDICA 2023 (<https://www.medica-tradefair.com>), the global No. 1 meeting place for the medical sector, EEN partner ZENIT GmbH will organise an international Brokerage Event. The aim is to assist enterprises, universities and research institutions in finding partners in Europe for product development, manufacturing and licensing agreements, joint ventures or other types of partnership. This year event will be hybrid with the whole month of November dedicated to online meetings.

➔ <https://medica-b2b-2023.b2match.io>



INNOVATIVE THERAPIES DAYS

12-13 October 2023, Besançon, France

Sector: healthcare, pharma, biotech

Registration deadline: 28 September

CCI Région Bourgogne Franche-Comté is organizing a B2B matching event within the frame of the scientific congress Innovative therapies Days. The event will focus on very specific topics such as upcoming innovative cell therapies / development of new cell therapies to the clinic and notably Car-T-Cells, Chimeric antigen receptor T cells.

➔ <https://www.innovativetherapiesdays.com>



VIRTUAL BROKERAGE EVENT @ INNOVATION VILLAGE

16-30 October 2023, Online

Sector: green economy

Registration deadline: 15 October

ENEA, Italian partner of EEN, organises, in the framework of Innovation Village 2023 (<https://innovationvillage.it/eng>), the Virtual Brokerage Event @ Innovation Village.

The focus of the event will be on sustainable and smart technologies, and solutions for achieving a "twin" green and digital transition to a zero carbon, zero waste economy.

➔ <https://innovation-village-2023.b2match.io>





DATE/LOCATION	DETAILS	CONTACTS
15 June 2023	WEBINAR Circular Economy and Resource Efficiency (CEREP) - The Strategy of Resource-Autonomous Circular Economy for Growth	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/circular-economy-and-resource-efficiency-cerep-strategy-resource-autonomous-circular-economy-growth
20 June 2023	WEBINAR About Japan webinar 213: How to Succeed with B2B Marketing in Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
27 June 2023	WEBINAR About Japan webinar 214: The Differences Between Japanese and Western Strategic Management	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
29 June 2023	WEBINAR From Microgravity to Moon Cargo - The in-orbit Services Offer of The Exploration Company	EU-Japan Centre for Industrial Cooperation https://us06web.zoom.us/webinar/register/WN_Dy_klgYWQoyasOR_SM59pQ#/registration
17-20 August 2023 Ghent, Belgium	CONFERENCE 17th International Conference of the European Association for Japanese Studies	Eajs https://eajs.eu/eajs-2023-conference/
12 September 2023	WEBINAR About Japan webinar 215: Confectionary Market in Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
12 September 2023 Tokyo, Japan	SEMINAR Developing your business in Slovakia	SARIO; Slovak Embassy in Tokyo https://sario.sk/en/events-projects/developing-your-business-slovakia-investment-seminar
27 September 2023 Online	B2B MATCHMAKING EVENT Dedicated EU-Japan B2B event within the frame of the Global Foodture project	Global Foodture project https://globalfoodture.b2match.io/home
10-13 October 2023 Tokyo, Japan	MATCHMAKING MISSION Biotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-cluster-sme-mission
6-10 November 2023 Tokyo, Japan	TRAINING MISSION World Class Manufacturing - November session	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/world-class-manufacturing
28 Feb - 1 March 2024 Tokyo, Japan	MATCHMAKING MISSION Green Economy Cluster & SMEs Mission Application period starts in June 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/green-clustersme-mission
12-15 March 2024 Tokyo, Japan	MATCHMAKING MISSION Digital Cluster & SMEs Mission Application period starts in August 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/digital-cluster-sme-mission



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

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

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

ANY EU-JAPAN-RELATED NEWS?

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

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