



NEW INITIATIVES BY THE EU-JAPAN CENTRE!

Dear readers,
I am pleased to announce a series of new initiatives the EU-Japan Centre will be introducing throughout this new Japanese fiscal year.

Firstly, we will produce a new quarterly market intelligence publication on the latest industrial innovations and technological advancements from Japan.

Additionally, we will launch a new monthly publication dedicated to policy and regulatory developments in Japan, in the areas of industrial, digital, and green transformation.

The Centre's existing **Market reports**, which highlight business opportunities in Japan (see page 12), and the **MINERVA policy reports**, which delve into policy topics relevant to EU-Japan business relations, will continue as usual. To access these reports, please register online on the EU-Japan Centre's website.

Furthermore, five upcoming business missions are scheduled for Q3/4 2024 and Q1 2025. These missions will focus on specific industrial sectors, providing participants with valuable opportunities to connect and network.



- **Biotech Business Mission:** October 2024, Osaka and Yokohama. Participants will have the chance to attend the BioJapan trade fair and engage in matchmaking events.
- **Digital Innovation Business Mission:** October 2024 at CEATEC, a premier IT trade fair in Japan. (See page 6)
- **Innovation Mission:** December 2024. An opportunity for startups to connect with Japanese corporates. (Coming soon)
- **Smart Factory & Robotics Business Mission:** January 2025 at the Smart Factory Expo. The mission will focus on the robotics sector. (See page 10)
- **Green Business Mission:** February 2025 at the Decarbonisation Expo, part of the Smart Energy Week and dedicated to green technologies. (Coming soon)

With the rebranded **International Joint Projects**, the EU-Japan Centre is extending its service in support of European and Japanese companies that want to collaborate in foreign markets to all regions of the world, previously limited to Africa, ASEAN, and Latin America. (See page 3)

Moreover, we will soon launch a new initiative aimed at promoting investment opportunities in the EU for Japanese businesses. Further information on these developments will be provided in our forthcoming editions.

Lastly, the Lean in Europe program was successfully concluded in March, with its 33rd visit to the Valenciennes Toyota factory. I would like to extend my sincere gratitude to Simon Craig Gray for his skilful management of the program over the years, and to Professor Richard Keegan for his invaluable expertise and contributions.

To stay updated on the latest news and developments from the EU-Japan Centre, please follow us on our social media accounts ([LinkedIn](#), [X](#), [Instagram](#)).

Thank you for your continued support.



By Manuel Hubert, Managing Director, EU side, of the EU-Japan Centre for Industrial Cooperation.



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

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

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THE BRT TAKES PART IN **EU-JAPAN STAKEHOLDER WORKSHOPS**

As part of its engagement with the EU and Japanese Authorities, the EU-Japan Business Round Table (BRT) took part in two stakeholder events linked to annual EU-Japan government-to-government dialogues.

In February, the BRT co-Chair companies took part in a discussion around "Identifying concrete opportunities for EU-Japan industrial cooperation in a new geopolitical era" linked to the EU-Japan Industrial Policy Dialogue led by DG GROW and METI. NEC and Merck addressed how to structure joint engagement with business and how the private sector can support the design of new public-private partnerships.

Merck's Chris Thomas underlined that a regular business-to-government dialogue will ensure that policies are well informed by industry insights and address clear challenges faced by society. To boost investment and innovation, regulatory frameworks should be clear and predictable and have a strong intellectual property mechanism. Regulations should be transparent and promote competition while ensuring consumer protection and environmental sustainability.



(left) Dr. **CHRIS THOMAS**, Representative Director & President, **Merck Ltd., Japan**, BRT member entity since April 2016

(right) Mr. **FABIO CRISAFULLI**, Director, **Dassault Systèmes K.K.**, BRT member entity since Feb. 2013

The EU and Japan should pursue negotiating trade agreements, reducing trade barriers, and promoting exports – building on the success of the EU-Japan EPA. In mid-April, Fabio Crisafulli from Dassault Systèmes took part in a Public-Private Stakeholder Workshop organised by DG CNECT and Japan's Digital Agency to feed ideas into the 2nd Japan-EU Digital Partnership Council. Mr Crisafulli shared some of the BRT's 2023 recommendations on digital innovation: the importance of EU-Japan policy coordination and engaging with stakeholders; that the EU and Japan should advance a global digital trade agenda; a need for harmonised

cybersecurity standards; that the EU and Japanese Authorities should actively participate in the semiconductor value chain; and the need to foster digitalisation among SMEs. DIGITALEUROPE and JBCE (both BRT members) also spoke in the same session.

On 30 April, the formal Joint Statement issued by the 2nd EU-Japan Digital Partnership Council recognised the BRT's role – the EU and Japanese Authorities, "highlighted the importance of stronger stakeholder engagement including through the EU-Japan Business Round Table and dedicated initiatives of the EU-Japan Centre for Industrial Cooperation."

➔ <https://www.eu-japan.eu/brt/brt-and-eu-japan-business-to-government-discussions>

EU-JAPAN CENTRE HOSTS **SEMINAR ON JAPAN'S AMBITIOUS GREEN TRANSFORMATION STRATEGY**

The EU-Japan Centre organized a webinar on Japan's green transformation (GX) strategy on 18 April 2024, with 430 participants.



The webinar featured Mr. Izuru Kobayashi, Deputy Director-General for Environmental Affairs from the Ministry of Economy, Trade and Industry, who provided an in-depth explanation of Japan's current GX trends, policies, future developments as well as potential cooperation with the EU. Mr. Bruno Gaussorgues, Representative Director of Société Générale Groupe Japan shared his insights from the private sector.

Japan, along with other key economies such as the EU and the United States, is striving to achieve decarbonization, economic growth and industrial competitiveness simultaneously. To realize carbon neutrality by 2050, Japan has enacted the Energy-Climate Policy Packages in 2021 and the "GX Promotion Strategy" in July 2023. The government is not only accelerating the implementation and technology advancement of offshore wind, green hydrogen and ammonia, it is also reinforcing Transition Finance in hard-to-abate sectors by introducing layered policies, as well as issuing GX Economy Transition Bonds.

From a private sector perspective, Société Générale discussed the characteristics and challenges, including technological, supply chain and price risks faced by energy transition projects.

Questions addressed included the EU-Japan Green Alliance, the potential effects of the European election, as well as specific application measures. Presentation materials and the recorded video can be found on the Centre's website (in the free box on the left-side of the page).

➔ <https://www.eu-japan.eu/events/japans-green-transformation-gx-strategy-perspective-eu-japan-green-alliance>

CONSIDER NEW HORIZONS WITH **INTERNATIONAL JOINT PROJECTS**

For the past two years, the EU-Japan Centre has facilitated the connection between EU and Japanese companies interested in working together in three regions: ASEAN, Africa and Latin America.

In April 2024, the Centre opened the scope of this project to other markets. This new scope will allow more opportunities for EU-Japan joint projects in foreign markets.

If you are an EU company interested in working with Japanese partners in foreign markets, check out the webpage of International Joint Projects.

To celebrate the news, the Centre also updated its two lists of case studies detailing existing partnerships between EU and Japanese companies in Africa and Southeast Asia.



The documents are available below:

- EU-Japan projects in Africa

https://www.eu-japan.eu/sites/default/files/imce/EJP3A/Case_studies_EU_Japan_Africa_business_cooperation.pdf

- EU-Japan projects in Southeast Asia

https://www.eu-japan.eu/sites/default/files/imce/EJP3A/Case_studies_EU_Japan_Southeast_Asia_en.pdf

➔ <https://www.eu-japan.eu/international-joint-projects>

VULCANUS IN JAPAN 2023/24 SESSION - MIDTERM PRESENTATION

Vulcanus in Japan 2023/24 students gathered at Europe House in Tokyo for the Midterm Presentation on 26 April.



The 16 participants of the Vulcanus in Japan programme arrived in Japan in September 2023 and started their 8-month internship in Japanese host companies in January 2024. After the first 4 months, all of them successfully completed the Midterm Presentation, signifying the transition into the second part of the Vulcanus programme.

Alongside the specific assignments performed in the framework of each internship, the students commit to continuous research and observation of a specific Japanese industry or sector based on

their academic backgrounds or internships. During this midterm meeting, they showed off the results achieved up to this point. Everyone gathered in good spirits and the event concluded with a small reception. Congratulations from the Centre to all the Vulcanus interns!

Vulcanus in Japan started in 1997. The 8-month long programme for students in engineering and other scientific fields consists of a seminar about Japan, an intensive Japanese language course and an industrial placement. Keep an eye out for the next call to apply this November.



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

HIGHLIGHTING CONTRIBUTORS TO EU-JAPAN COOPERATION

EUROPEAN COMPANIES HOSTING JAPANESE “VULCANUS” STUDENTS

The EU-Japan Centre is happy to present the 5th edition of interviews featuring individuals and organisations making EU-Japan collaboration a reality. In this edition, we introduce the stories of European companies participating in our long-run training programme for Japanese students called ‘Vulcanus in Europe’.



Since its establishment in 1996, more than 500 Japanese science & technology university students received a precious, life-changing learning opportunity by working as interns at European host companies through the ‘Vulcanus’ programme. Today, this programme’s alumni form a unique and significant group of young leaders who facilitate EU-Japan cooperation in various fields. This experience is made possible by many European companies who generously welcome the Vulcanus students from Japan into their teams. We greatly appreciate these host companies as ‘contributors to EU-Japan cooperation’.



(left) Dr. **HANNES VORABERGER**, Vice President - Research & Development, **Austria Technologie & Systemtechnik Aktiengesellschaft (AT&S)**, Austria.

The company attended 3 Vulcanus sessions since 2021 and hosted 5 students.

(right) Mr. **MASSIMO ESPOSITO**, Manager, **U-Series S.r.l.**, Italy.

The company attended 2 Vulcanus sessions since 2022 and hosted 2 students

Q: Can you tell us why your company decided to participate in the Vulcanus programme in the first place?

AT&S (Austria): *When we first applied to the Vulcanus programme, it was really about curiosity. We saw this opportunity to host Japanese S&T students and, as we always had good relations with Japan, our supply chains, partners, customers and others, and we knew the engineers in Japan and their skills were great. We thought the Vulcanus programme might give us an ideal next step to engage with Japan further.*

We were also lucky with our first Vulcanus experience. We applied exactly in the domain where we were initiating a new field of research and the student we hosted was in this field. So was his university - the University of Electro-Communication in Tokyo, which is now one of our partners. Thus, we were able to initiate a collaboration in the field we were seeking.

Due to this good first experience, we immediately launched our next Vulcanus application.

U-Series (Italy): *Our first motivation was to receive knowledge and to have an exchange, from a cultural and behavioural point of view, with students from a different country. We in fact do not need foreign students to conduct our company’s activities, but bringing in students from different cultures to our team is a great way to have an inspiring exchange that will help our team and company. For this type of exchanges, we believe that young people usually bring the most impressive impact.*

Q: How has your experience been as a Vulcanus host company? What merits do you see in this type of programme?

AT&S: *First, we feel that the process of selecting students is very good. All the students that we hosted were hard-working and we have not been disappointed. We have been assigning Vulcanus students to different teams on purpose. Taking a student can help a team in various ways but it also requires time to train him or her at first. However, every team we assigned a Vulcanus student to so far says we can give them another Vulcanus at any time.*

One reason why the rate of success has been high is the length of the internship. If it was shorter, the cost for the company would be higher than the benefit. Also, we have not met a single Vulcanus who was not polite. Vulcanus students know how to behave professionally.

As for the merits of this type of programme - if we want to be successful, we have to open up to different perspectives. Every culture brings a different way of thinking, and in engineering and technology, the Japanese way is very good. It is not that far from the German way of thinking in technology, and we think it adds good value. In addition, a programme like this is absolutely bridging the cultural and language barriers that we have with Japanese companies and is helping our company in this respect, too.

U-Series: *For us the experience has been very good, and the programme was well organised. We did not have any particular difficulty. Our team says that it has been enriching to meet a different country, culture, and perspective by hosting Japanese students and it has been good to get a first-hand experience of Japan.*

VULCANUS IN EUROPE – CALL FOR HOST COMPANIES

Host a Japanese intern and broaden your horizons in research and development!

The EU-Japan Centre is excited to announce the opening of the recruitment campaign for the next 'Vulcanus in Europe' session, which will take place in 2025.

Next year, the Vulcanus programme will bring 15 graduate and postgraduate STEM students in science, technology or engineering from 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, you will have the opportunity to get close to the best students from these universities, who will collaborate with your research and development team in person.

Take the opportunity to benefit from a different culture and see problems from a different perspective. This is your chance to start building a bridge with the Japanese business market and working culture!

Given the broad range of studies, Vulcanus is open to all sectors of industry and to companies of all sizes.

It is you who will choose the students: The EU-Japan Centre will help you through the process by offering a shortlist of interns specific to your company. This will be based on the students' field of study, academic scores, personal background and the recommendations of their mentors.

Furthermore, before joining, students will undergo an intensive language course in your company's working language, to facilitate an immediate integration with the team.

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

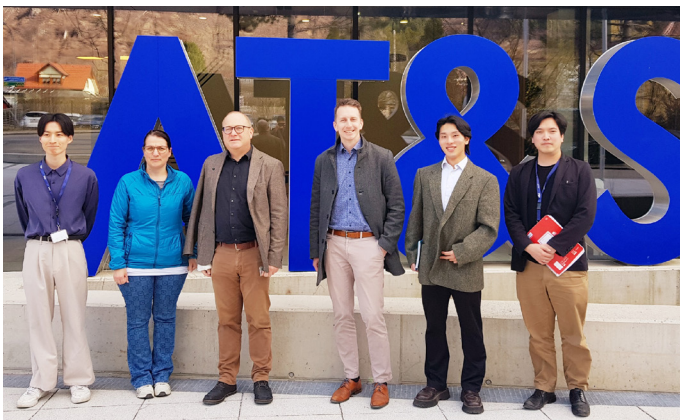
The traineeship will last for 6 months, from mid-September 2025 to mid-March 2026.

Application deadline: 23 September 2024.



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

Following from previous page



The two companies staff and their Japanese interns (AT&S on the left and U-Series on the right)

Q: Your company has played an important role in the development of several Japanese students by hosting them for many months. What do you see in Japanese S&T students as a strength?

AT&S: *Their focused way of working, strong education in engineering and technology, and their mindset of quality - quality of how things are done, how things are solved, and proper way of documentation. They showed very good skills. We have experience of working with local students in Austria as well as some Asian countries, but the consistent way of working is definitely a strength of Japanese students.*

U-Series: *Their commitment to work and how they concentrate on work. They are also polite and have respect for their colleagues and the working environment. From a technical point of view, the two Vulcanus students we hosted were excellent and had a wide range of knowledge. They were both bachelor level students, not master level but they had good foundations from their universities.*

Thank you Dr. Hannes Voraberger, Mr. Massimo Esposito and colleagues at AT&S and U-Series for sharing your experiences and insights. It was a pleasure talking with you! (Interview held in March 2024)

➔ <https://www.eu-japan.eu/publications/highlighting-contributors-to-eu-japan-cooperation-hannes-voraberger-and-massimo-esposito>

OPEN CALL FOR **A NEW DIGITAL MISSION IN OCTOBER 2024**

The EU-Japan Centre is pleased to launch the recruitment campaign for its second Digital Mission in 2024. The 4-day mission is composed of B2B meetings and networking events in Tokyo, as well as participation as an exhibitor to CEATEC 2024 (<https://www.ceatec.com/en>).

If you are an SME based in the EU and active in the Digital Transformation sector, apply online before 30 June and get a chance to exhibit for free at CEATEC in Chiba (Tokyo). This leading trade show is an ideal match for companies focused on AI, mobility and sustainability.

Selected companies will have their own dedicated space at the Centre's booth. The Centre will also provide interpreters on-site, and the translation and printing of posters for the stands.

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

EUROPEAN SMEs AND STARTUPS VISIT THE SMART MANUFACTURING SUMMIT 2024 WITH THE DIGITAL MISSION

From 11 to 15 March, ten European SMEs and Clusters from Germany, Poland, France, Spain, Austria, and Hungary visited Aichi Prefecture to participate in the Aichi Innovation Days and Smart Manufacturing Summit 2024 during the Digital Mission organized by the EU-Japan Centre for Industrial Cooperation.



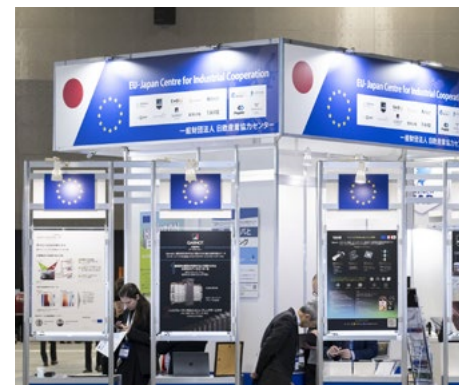
EU Ambassador to Japan Jean-Eric Paquet with the missions' participants in front of the Centre's booth (9th from the right)

The Smart Manufacturing Summit held its first edition in Japan this year in Aichi Prefecture. The summit, modeled after the Global Industry trade fair held in France, brought together professionals working in Industry 5.0, IoT technologies, AI and robotics.

The Digital Mission's four-day programme started by attending the Aichi Innovation Days, organized by Aichi Prefecture and STATION Ai, an incubation facility in Japan that is scheduled to open in October 2024 and has the ambition to be the largest one in Japan. Over 50 startups and companies from Japan and abroad, along with prominent speakers, presented their innovative business models and initiatives based on cutting-edge technology. The EU-Japan Centre participated in the European Session together with the European Innovation Council (EIC), and all mission participants had the opportunity to pitch.

The following three days involved a joint exhibition at the Smart Manufacturing Summit 2024. This provided the opportunity to connect with key players, and each company had their own display space with a poster translated into Japanese to appeal to the visitors of the exhibition. The Centre's bilingual staff and three interpreters were present to further assist in the communication with Japanese visitors. One of the participants, SIMLab from Poland, created a Digital Twin of the Centre's booth (<https://bit.ly/43eNeTF>), which is still online for companies to gain an idea of the trade fair and the Centre's joint booth.

The first edition of the Smart Manufacturing Summit recorded a total of 10,072 visitors and 246 exhibitors. The participants of the Digital Mission were satisfied with the overall organization and opportunities presented. The EU-Japan Centre organizes several annual business missions, and the next Digital Innovation Mission is scheduled for CEATEC Japan,



organized alongside the Japan Mobility Show, with the application deadline for SMEs and Clusters on 30 June 2024.

CALL FOR APPLICANTS - JOIN THE "GET READY FOR JAPAN" PROGRAMME TO EXPAND YOUR BUSINESS IN JAPAN

This enlightening training programme's objectives are to help managers and executives from EU-based SMEs understand the intricate Japanese business practices, gain profound insights into decision-making processes, and strengthen relationships with Japanese partners.



Programme Dates:

- 21-25 Oct 2024, 1st phase online
- 11-15 Nov 2024, 2nd phase in Japan
Application deadline: 29 August 2024

Costs:

EU-Japan Centre covers training expenses
Participants cover travel and living expenses in Japan

➔ <https://www.eu-japan.eu/events/get-ready-for-japan-training-programme-2>

Do you want to know more about the Get Ready For Japan training impact on former participants?

Have a look at the following pages with 3 success stories from Sweden, Estonia and Spain.

And here below an insider view from one of the Centre's contracted cultural experts.



MASTERING THE ART OF JAPANESE BUSINESS - INSIGHTS FROM EU-JAPAN CENTRE PRE-DEPARTURE TRAINING

Embarking on a journey to Japan for work or business can be a wholly novel experience, especially if one is unacquainted with the intricacies of Japanese management style.

This is why the EU-Japan Centre consistently arranges pre-departure briefings to Japan via cross-cultural webinars. Parissa Haghirian, an esteemed Professor of International Management at Sophia University in Tokyo and cross-cultural expert for the EU-Japan Centre, has kindly consented to elucidate the process and objectives behind these cross-cultural webinars.



By **PARISSA HAGHIRIAN**

"As a Pre-Departure Briefing expert at the EU-Japan Centre of

Industrial Cooperation, I facilitate an essential bridge between European businesses and the Japanese market's challenges.

The EU-Japan Centre Pre-departure briefings and the GRFJ seminars are crucial for anyone looking to do business in Japan. These sessions provide valuable insights into the Japanese market, culture, and business practices that can make or break a deal. Participants are better prepared to navigate the nuances of conducting business in Japan and are more likely to succeed in their endeavours.



Plus, networking opportunities at these events allow attendees to connect with other like-minded individuals who share an interest in the Japanese market. For anyone serious about expanding a business into Japan, these briefings and seminars are a must.

The Japanese culture greatly emphasises respect, hierarchy, and politeness, and observing proper etiquette demonstrates your professionalism and commitment to understanding their customs. This includes not only exchanging business cards, bowing, using honorific language when addressing superiors, and being punctual to meetings but also understanding why Japanese business partners behave in a certain way and managing expectations of European managers and entrepreneurs planning to do "Business in Japan."

Bridging the gap between theory and practice, we aim to empower participants with actionable strategies and a nuanced understanding of Japanese management principles. Our focus here lies on Japanese social concepts and how they influence society and consequently businesses and management practices.

The EU-Japan Centre has always supported these endeavours with professional service and a vast pool of industry experts.

In the past years, the EU-Japan Centre of Industrial Cooperation has explored innovative training formats such as interactive workshops and virtual simulations, which enhance engagement and facilitate practical learning. By embracing these strategies and remaining agile in its approach, the EU-Japan Centre of Industrial Cooperation will continue delivering exceptional value to its participants and contribute to advancing EU-Japan business relations."

THREE SUCCESS STORIES FROM THE EU-JAPAN CENTRE'S GRFJ - GET READY FOR JAPAN TRAINING:

1) THE SWEDISH BEE COMPANY - SWEDEN



Introduction

The Swedish Bee Company was founded in 2018 by Mr. Olofsson, the founder who was always interested in bees. Fascinated by how the bee community works and the crucial role bees play in nature and pollination, he decided to take a course in professional beekeeping.

Since the beginning, the focus of the company has been on producing honey in close harmony with nature and without any processing. Allowing nature to take its time and letting the bees do their job is the company's philosophy, building on the idea of "slow honey". This mixture of passion and dedication finally resulted in "The Honey of Sweden", the company's flagship product. In order to produce a product with such high standards, the bees are located in sparsely populated parts of Sweden in a varied landscape of forests, meadows and scattered small farms. Each harvest is unique and has a different color, taste, and texture. Even bee colonies that stay in the same place year after year produce different types of honey because the weather at the time affects flowering. Sweden's animal welfare and nature preservation regulations also contribute to ensuring the highest standards.

Why Japan?

"I identify Japan as a large economy and a large market, bristling with opportunities. Additionally, there are customers attentive to niche products [...] If you can make it there, then you should be able to make it anywhere. On a personal level, I was always very interested in Japan".

The Swedish Bee Company had been showing interest in entering the Japanese market for a while. The first collaboration was finally established in 2020.

EU-Japan Centre support

In 2021, the Sweden-based company was selected as one of the participants in the Get Ready for Japan training, a scheme promoted by the EU-Japan Centre that offers EU managers the unique opportunity to experience and understand both the cultural and economic elements that define and explain Japanese business etiquette. Due to the pandemic, the training was held online.

In addition to the training, Mr. Olofsson also benefited from another support of the Centre in the form of intelligence through the EU Business in Japan website. EUBIJ is a depository of over 400 reports and webinars, which cover various industrial sectors, regulations, and aspects of Japanese business culture. Attending EUBIJ webinars has proven to be particularly beneficial.

Challenges and difficulties

"I would say that the main challenges are the language barrier and the cultural differences. [...] Another main difference is the "silent communication" which we do not have here in Europe. You need to build

trust with Japanese partners and forge local connections to be able to expand. The Get Ready for Japan training has been helpful in conveying these concepts".

The difficulty of fully understanding the Japanese language and coping with cultural differences proves to be a very common obstacle among companies wishing to enter the Japanese market. To address these challenges, the Swedish Bee Company improved the language component by collaborating with partners fluent in Japanese.

Regarding the business entry strategy, the Swedish Bee Company placed a significant focus on the packaging of the product, recognizing the high value that Japanese consumers place on the presentation of a product.

Future expectations

The Swedish Bee Company envisions achieving consistent growth in the Japanese market in the future.

The Company's goal is to position itself within the Japanese market as a high-end brand and reach a segment of consumers interested in international organic and quality products.

Any advice for companies interested in entering the Japanese market?

Being patient is key. Do not rush, do not raise your voice, and always try to read the atmosphere of the room. Moreover, attention to detail is crucial, be it for the packaging or the social media presence. Finally, establishing contacts with an agent to overcome cultural and language barriers also helps.

Text based on an interview with Mr. **MATS OLOFSSON**, Owner and CEO, **The Swedish Bee Company**, participant in GFRJ 2021.



➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-swedish-bee-company>

2) SOKISAHTEL - ESTONIA

Sokisahtel is an Estonian SME specialising in the production of socks and hosiery. Founded in 2010 in Tallinn, it has since then been steadily growing. Approximately five years ago, prior to the Covid-19 pandemic, the company started noticing a trend in its online sales: an increasing number of orders were being placed from Japan.

Why Japan

The surge of interest from the Land of the Rising Sun prompted Sokisahtel to strategically expand into the market. Known not only as one of the world's largest consumer markets but also as a global fashion hub, Japan presented an irresistible opportunity. The timing was perfect, too owing to the Economic Partnership Agreement (EPA), which came into force in 2019, tariffs on socks were completely abolished.

Data from The Observatory of Economic Complexity shows that in 2022, Japan imported around €800 million in knit socks and hosiery, making it the third largest importer in the world. Given European companies' expertise in the textile and fashion industry, there is significant potential for growth, as demonstrated by the success of Sokisahtel.



The EU-Japan Centre support

In 2023, Sokisahtel was selected as a participant for Get Ready for Japan (GRFJ). Ms. Ilver, CEO of the company, stated that GRFJ was *"an eye-opening experience, that offered us a realistic view of the challenges and opportunities of exporting to Japan"*. Additionally ... *"the programme helped us set clear expectations without any false illusions or dreams ... which is crucial for effectively navigating international markets"*. Moreover, over the years the Estonian company also participated to webinars organised by the Centre on Japanese

business practices, which proved to be helpful in navigating the promising but often challenging market.

Advice to companies that want to break into the Japanese market

An advice given by the Tallin-based company is to visit the country and observe the market first-hand. It's important not to have illusions, and to *"see things as they are, not as you wish them to be"*.

Article based on an interview with Ms. **PIRET ILVER**, CEO, **Sokisahtel**, participant in GRFJ 2023.

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-sokisahtel>



3) OLEOESTEPA - SPAIN

Oleoestepa is an Andalusian cooperative specialised in the production of extra-virgin olive oil. The Estepa and Puente Genil regions, home to the cooperative, are renowned for their high quality of oil, attributed to the variety of olive trees, a favourable climate, and historical know-how. In 2004, this area was awarded a Protected Designation of Origin (PDO) status by the European Union.

Why Japan

Oleoestepa started exporting to Japan twenty years ago, targeting the country for its high demand for premium extra-virgin olive oil. The cooperative has since become well-established in the country and is now recognised for its commitment to quality. [...]

Interested in enhancing his understanding of Japan, Mr. David Aguilar, Specialist in Asian Markets at Oleoestepa, applied in 2019 to the Get Ready for Japan Training.

Challenges and competition

Navigating the Japanese market presents some challenges, especially for European

companies unfamiliar with local practices. On top of that, the market is competitive. A notable challenge is the Japanese market peculiarity, which presents little fluctuation in prices or salaries. Resistance to price increases and product innovation complicates market entry. Additionally, a shrinking population leads to intensified competition and challenges in breaking into a food sector already dominated by a handful of large corporations.

Advice for companies that want to break into the Japanese market

Companies aiming to enter the Japanese market should brace for a long-term

commitment, recognizing that building relationships may take several years. The GRFJ training helped overcome some of these issues. Patience is crucial. Success hinges on presenting a high-quality product with attention to details, in order to meet Japanese importers high standards. Finally, a crucial advice is not to give up. Persistence is key; initial contacts and sales can lead to gradual, sustained growth.

While challenging, the Japanese market is ultimately rewarding, offering valuable lessons and opportunities for growth.

Article based on an interview with Mr. **DAVID AGUILAR**, Specialist in Asian Markets, **Oleoestepa**, participant to GRFJ 2019.

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-oleoestepa>

SMART FACTORY & ROBOTICS MISSION IN JAPAN

Great news for SMEs in the robotics and smart industry sector!



The EU-Japan Centre for Industrial Cooperation is delighted to announce its first-time participation at the Smart Factory Expo. This exciting exhibition marks the launch of a new 5-day mission in Japan, specifically targeting the robotics and digital factory.

In a positive strategic move, this mission is set to replace the Nanotech Business mission, which concluded last January. If you are part of an SME in the robotics or smart industry, take advantage of the opportunity to join this brand-new mission from 21 to 25 January 2025.

Prepare to demonstrate your skills and discover new possibilities in the dynamic realm of robotics and the smart manufacturing industry. To register your interest and be part of this innovative journey, please send an email to: follow-up_csm@eu-japan.eu

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



A SUCCESS STORY FROM THE CENTRE'S NANOTECH MISSION SVCS PROCESS INNOVATION

SVCS Process Innovation is a Czech SME that specializes in the designing and manufacturing of horizontal and vertical diffusion furnaces, tailored for the semiconductor and photovoltaic industries. Additionally, the company produces a variety of gas source systems, including gas cabinets, valve manifold boxes, and customized equipment gas manifolds.[...]



Why Japan

Around a decade ago, SVCS Process Innovation ventured into the Japanese market. As part of this strategic move, the Czech company began to regularly participate in nano tech Japan, a premier trade fair dedicated to nanotechnology. This regular involvement paved the way for the company to be selected by the EU-Japan Centre for its Nanotech Business Mission in the years 2016, 2019, and 2020. SVCS received comprehensive support from the Centre, which included provisions such as an exhibition booth at the fair, translation services to bridge communication barriers, and professional guidance to navigate the complexities of the Japanese market effectively.

Mr. Dolak, the Managing Director of SVCS and participant to the business missions, underscored the importance of pre-fair activities, which included visits to Nagoya and Sendai – key hubs for semiconductor research and manufacturing.

These visits were useful for meeting with potential partners establishing new contacts and exchanging new contacts and insights. The Managing Director noted that beyond the direct support received at the fairs, the opportunity to interact with industry leaders played an important role in establishing SVCS's footprint in Japan, allowing the company to show that "they exist and are active in the market." But the company's history with the EU-Japan Centre goes as far back as 2015, when Mr. Dolak participated to the H RTP* 4-week training program managed by the EU-Japan Centre, helping EU Executives navigate the Japanese business landscape.

Competition and challenges

While entering the Japanese market can seem challenging due to its perceived lack of openness and customers' preference for local companies, there remains a wealth of opportunities for European businesses.

Another frequently mentioned challenge for European companies aiming to operate in Japan is overcoming language and cultural barriers.

Advice to other European companies who want to break into the Japanese market A crucial piece of advice for operating successfully in Japan is to partner with someone who is based in the country and is fluent in the language. Without such a partnership, navigating the market can be significantly more challenging, leaving you lost.

Another advice is to try to explore beyond Tokyo, as other parts of Japan also offer significant opportunities. For example, SVCS is planning to focus on Kyushu Island to capitalize on its burgeoning semiconductor sector. This southwestern island is rapidly developing into a hub for semiconductor investments and research.

Text based on an interview with Mr. **JAROSLAV DOLAK**, Managing Director, SVCS Process Innovation, 2016-2019-2020 participant

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-svcs-process-innovation>

*The H RTP - Human Resources Training Programme has since been replaced by the Centre's GRFJ - Get Ready For Japan.

EU-JAPAN BIOTECH & PHARMA PARTNERING CONFERENCE IS OPEN FOR REGISTRATION

In September and October this year, the EU-Japan Biotech & Pharma Partnering Conference will once again bring together biotech and pharma companies from Europe and Japan, both online and on-site in Osaka, Japan.



The partnering event, jointly organised by the Osaka Prefectural Government and the EU-Japan Centre with the support of various clusters and other partners, will focus on the Kansai region around Osaka, one of Japan's two bio-communities of global reach along with the capital region.

The online meeting sessions in September will enable first contacts and help European companies unable to travel to Japan, to connect with potential Japanese partners.

The main partnering event, including a luncheon and evening reception, will be held on Monday, 7 October. A site visit to a centre for future medical care in Osaka is planned for 8 October.

Key dates:

24 - 27 September 2024 - online B2B matching sessions

7 October 2024 - on-site B2B matching event in Osaka, Japan

8 October 2024 - Site visit to Nakanoshima Qross, an international hub for future medical care

Registration Deadline: 30 September 2024

Why attend?

Participation is free

Networking: Connect with industry experts, potential partners and investors.

Business Partnering: Explore collaboration opportunities through one-to-one meetings.

Cutting-edge insights: Gain insights into the latest trends, technologies and breakthroughs.

Reception: Join us for a networking reception to relax and build relationships.

Site Visit: Explore Osaka's vibrant ecosystem first-hand.

Who should attend?

European and Japanese pharmaceutical and biotech companies, drug discovery ventures, drug discovery service providers and innovators: in digital medicine and therapeutics.

The organisers reserve the right to reject applicants deemed ineligible or outside the target sector.

Do not miss this unique opportunity to foster collaboration, exchange ideas and drive innovation in the biotech and pharma sectors!

➔ <https://bio-pharma-osaka-2024.b2match.io/>

TWO SUCCESS STORIES FROM THE CENTRE'S BIOTECH MISSIONS

The EU-Japan Centre is organizing since 2013 an annual mission to Japan for the red biotech sector. And since 2016 the annual conference mentioned in the previous article. In the past decade the Centre supported a total of 128 companies' representatives in their road to access the Japanese market. Here follows abstracts of 2 success stories by former participants.

1) NOVAPTECH – FRANCE

Novaptech, a French biotech SME, specializes in the development of aptamer-based tools and devices for applications across health, agri-food, and environmental sectors. [...]



Why Japan?

Novaptech sees Japan as a promising market for two primary reasons.

Firstly, the global landscape for de-novo aptamer development is limited, with only 20-25 companies worldwide possessing the necessary expertise, which are predominantly located in the United States. Japanese firms focus on developing aptamers for therapeutic uses, leaving a gap in the diagnostic and analytical applications—a niche Novaptech is well-equipped to fill.

Secondly, the strategy extends beyond commercial transactions to include fostering innovation partnerships with Japanese enterprises.

EU-Japan Centre Support

The EU-Japan Centre recognized Novaptech's potential by selecting the company for the 2019 Biotech mission. The Centre provided an exhibition booth and translation services, enhancing Novaptech's ability to connect and meet companies at BioJapan Expo.

Among several potential partners met at the fair, Novaptech discussed with a

Japanese biotech company with which it signed a contract to develop an aptamer. In 2021 and 2022 Novaptech's continued excellence secured its participation in the Biotech mission once again.

In 2021, the Bordeaux-based company also became a member of the EU-Japan **Business Round Table (BRT)**. The BRT was established to foster dialogue between the business communities of both regions, and it provides a platform for business leaders to discuss issues and challenges affecting trade and investment flows between the EU and Japan. [...]

To know more about the company's challenges in Japan please read the interview made with Dr. **MARINE FAUSSILLON-LAVILLE**, CEO and co-founder, and Dr. **JEAN-JACQUES TOULME**, CSO and co-founder, **Novaptech**, 2018-2019-2022 participant

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-novaptech>

2) SELVITA - POLAND

Selvita is a polish CRO (Contract Research Organisation) driven by a clear purpose: to bridge the gap between early drug discovery and the clinical stage of drug development by providing state of the art scientific support.



Why Japan?

Conducting operations across Europe, the US, and the UK, Selvita recognised the importance of establishing collaborations with the pharmaceutical companies originating from the Japanese market. The rationale behind this decision lies in the highly promising landscape of the pharmaceutical industry in Japan, which is passionately engaged in the discovery of new, innovative drugs, and thus could significantly benefit from sophisticated scientific support. Cultivating its “beginner’s mind” while striving for a constant improvement Selvita was also amazed by Japanese business culture which it found surprisingly familiar and inspiring. Selvita had engaged with the Japanese market back in 2014. The first collaboration was concluded a year later, in 2015.



EU-Japan Centre Support

In 2018, the company was selected to participate in the Biotech mission, a programme managed by the EU-Japan Centre. The business mission revolved around the participation at BioJapan Expo, providing the opportunity to selected European companies to showcase their products/technology at a common booth under

the EU flag.

Attending this leading biotech fair enabled the company to establish contacts in the challenging yet promising Japanese market and initiate several discussions, some of which resulted in successful collaborations. [...]

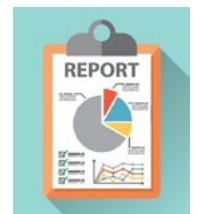


To know more about the company's challenges in Japan please read the interview made with Mr. **BOGUSZ OSTROWSKI**, Business Development Director, *Selvita*, 2018 participant

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/case-study-novaptech>

“ABOUT JAPAN” REPORTS

The following reports have been planned within the frame of the Centre's EU Business in Japan support to provide practical information for European Union businesses in need of clear guidelines to trade with or invest in Japan, or cooperate with Japanese partners.



Building a Professional Network in Japan

Networking is important for expanding your business in Japan or anywhere else in the world. However, when developing networks in Japan, a country with a unique business culture, Europeans may feel that there are dozens of barriers and differences. This report aims to remove such barriers.

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/report-building-professional-network-japan>

Foodtech Sector in Japan

The aim of this report is to assess the current status of the evolving foodtech sector in Japan. The report provides valuable insights into where the market is developing, which companies are the front runners, future prospects and targets EU SMEs manufacturing foodtech-related products.

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/report-foodtech-sector-japan>



Japan's Green Transformation (GX) investment policies and implications for EU companies

This report aims to provide basic information on the Green Transformation (GX) policy of the Japanese government to address global climate change and its implication on the main technological fields affected by it.

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/report-gx-investment-policies>

6G in Japan

This report describes the present situation for 6G in Japan, significant players, possible trends, opportunities, and challenges.

➔ <https://www.eu-japan.eu/eubusinessinjapan/library/publication/report-6g-japan>

WCM TRAINING MISSION - MARCH 2024 SESSION

The 53rd Challenge towards World Class Manufacturing (WCM) mission was organized by the EU-Japan Centre on 11-15 March 2024. 24 participants, working in various sectors from 10 European States took part in this course.



The objective of the Centre's WCM training is to offer an insight into the Japanese way of developing and implementing manufacturing methods in a very practical way. This five-day training consisted of lectures, workshop Dojos, and factory visits where participants learned how to identify the real causes of current challenges and improve the situation by themselves. This year's session included 4 visits to Japanese factories operating in the automotive and housing sectors arranged in order to show the participants how the methods are adopted at the real "Gemba" - the Japanese manufacturing site.

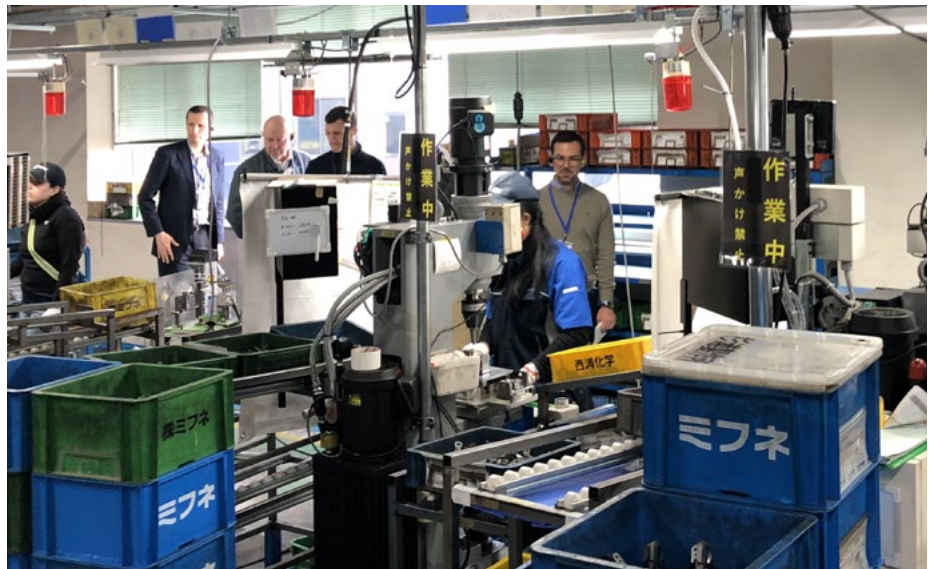
The next WCM mission in Japan will be in February 2025, call for application starting soon.

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

TESTIMONIALS FROM THIS SESSION TRAINING

"Visiting the homeland of Lean/TPS was an eye-opening experience. In Europe, we focus too much on blame and financial motivation, while the Japanese have none of that. "If a worker's performance is low, it is the manager's fault" - that's the key take-away that I will bring back home. I am going back with a real plan of what to introduce in the next 3 months and a long-term strategy in mind. Come to Japan with open eyes and open minds and you will be astonished by the simplicity and efficiency of their ideas in business and life."

By Mr. **VILIUS SESKAUSKAS**,
Development manager, UAB Provectus
redivivus <https://silenceworld.eu>



"The mission was both useful and inspiring. Seeing the companies that implement the best manufacturing practices, the tools they use in their everyday work and simple, but brilliant solutions to their manufacturing challenges is really helpful for mapping out the journey of improvement for our company. The lectures can only take you so far - but being able to see the theoretical concepts being implemented in real factories has been eye opening."

By Mrs. **NERINGA DUBAUSKIENE**, Innovation Engineer, UAB Kavera <https://kavera.lt>

5TH EU-JAPAN HIGH LEVEL ECONOMIC DIALOGUE

On the occasion of OECD Ministerial Council Meeting in Paris of 2 May, Mr Valdis Dombrovskis, Executive Vice President of the European Commission for an Economy that Works for People and European Commissioner for Trade, Ms Kamikawa Yoko, Minister for Foreign Affairs of Japan, and Mr Saito Ken, Minister of Economy, Trade and Industry of Japan, held the 5th Japan-EU High level Economic Dialogue and discussed the following points.

1. Ministers stressed the need to pursue EU-Japan dialogue and cooperation on economic resilience and economic security in order to globally reduce vulnerabilities and ensure sustainable development for all, while maintaining and improving the international rules-based trading system with the WTO at its core.

2. They expressed deep concern about the weaponisation of economic dependencies on certain supply sources for strategic goods, resulting from a wide range of non-market policies and practices such as market-distortive industrial subsidies. They recognise the need to address systemic vulnerabilities, stemming from such strategic dependencies and overcapacities, and to promote level playing field through coordinated efforts.

3. Ministers concurred on a Transparent, Resilient and Sustainable Supply Chains Initiative to coordinate and advance their efforts on policies for building more transparent, resilient and sustainable supply chains. This Initiative builds on the Joint Statement of the EU-Japan Summit on 13 July 2023, the outcome of the EU-Japan High Level Economic Dialogue in Osaka of 28 October 2023 and the “Working Group on international collaboration on policies for building more transparent, resilient and sustainable supply chains” which was established on that occasion, as well as on the ongoing efforts of the EU-Japan Industrial Policy Dialogue and its new Task Force on supply chain monitoring and supply chain coordination. Ministers raised the need to work together on the following issues, ensuring consistency with international rules including WTO Agreements:

(a) Addressing strategic dependencies and systemic vulnerabilities and ensuring resilient and reliable global supply chains

through the application of the principles of transparency, diversification, security, sustainability, trustworthiness and reliability, in the efforts to address, among others, climate change, energy security, cyber security and the stability of supply.

(b) Continuing their coordinated efforts with the view to identifying requirements based on such principles including in the procuring and auctioning of goods and services, and in other demand-side policies such as consumer subsidies.

(c) Encouraging businesses to enhance transparency, resiliency, and sustainability in the market.

(d) Building and enhancing transparent, resilient, and sustainable supply chains as broadly as possible in coordination with like-minded countries.

4. They underlined the importance to advance cooperation on economic resilience and economic security, including sharing information on risk assessment analysis and on preventing leakage of critical and emerging technologies. They reaffirmed the need to increase their collective assessment of, preparedness, deterrence, and response to economic coercion through bilateral cooperation as well as through their work with the G7 and other like-minded partners.

5. They will work together to exchange information about efforts to make a more effective use of existing trade remedies prescribed for in the WTO Agreement.

6. They underlined the role of the multilateral trading system to underpin the stability of global trade and committed to further enhance EU-Japan collaboration on WTO reform to improve all its functions. Building on the outcomes of MC13, they reaffirmed the need to accelerate work in all areas to deliver an effective WTO with a fully and well-functioning

dispute settlement system and capable of responding to current global challenges including on trade and industrial policy to address level-playing field issues. Both sides stressed their commitment to take forward all outstanding issues from MC13. They also underlined the importance of plurilateral initiatives, and reiterated their support for incorporating the Investment Facilitation for Development Agreement into the legal framework of the WTO, and promptly concluding the negotiations of the Joint Statement Initiative on E-Commerce. They stressed the importance of multilateral rule making, including the conclusion of the negotiations for Phase 2 of the WTO Agreement on fisheries subsidies as soon as possible. They welcomed the decision at MC13 to maintain the moratorium on customs duties on electronic transmission.

7. They highlighted the importance of the full and effective implementation of the Japan-EU Economic Partnership Agreement (EPA) in strengthening the resilience of our trade and investment relations, and ensuring that our citizens and businesses fully benefit from the opportunities it creates. They are committed to full and effective implementation, including on regulatory cooperation.

8. They welcomed the signing of the Protocol amending the Japan-EU EPA to include provisions on the free flow of data. Data flows are a key enabler of digital trade, fuelling growth of our digital economies. This Protocol is a building block promoting Data Free Flow with Trust (DFFT) based on our shared values and sending a strong message against digital protectionism and arbitrary and unjustified restrictions to data flows.

EU-JAPAN: COUNCIL ENDORSES THE CONCLUSION OF THE STRATEGIC PARTNERSHIP AGREEMENT

The Council adopted on 22 April a decision on the conclusion of the Strategic Partnership Agreement (SPA) between the European Union and its member states and Japan.

This decision clears the path, on the EU side, for the entry into force of the agreement as soon as the parties will have completed their internal procedure and notified their counterparts. This is the first-ever bilateral framework agreement between the EU and Japan. The agreement sets out an overarching framework for enhanced political and sectoral cooperation, thus ensuring closer political and economic cooperation on a whole host of bilateral, regional and multilateral issues.

Through the SPA, the EU and Japan commit to strengthen the rules-based global order, enhance global governance and defend joint values and principles such as: the rule of law, democracy, respect for human rights, open markets, free and fair trade. The agreement sets the stage for increasing consultation and coordination in multilateral fora.

➔ <https://www.consilium.europa.eu/en/press/press-releases/2024/04/22/eu-japan-council-endorses-the-conclusion-of-the-strategic-partnership-agreement>

The parties commit to work together to defend a rules-based multilateral trading system having the World Trade Organization at its core, promote the implementation of the Paris Agreement on climate action, and the implementation of Sustainable Development Goals.

Concerning the bilateral dimension, the agreement will allow parties to take forward security cooperation, jointly tackle terrorism and serious international crimes and prevent the proliferation of weapons of mass destruction. Furthermore, the SPA will enhance all areas of existing sectoral cooperation, such as space, information and communication technologies, industrial policy, energy, transport, education, research and innovation.

Source: Council of the European Union

COMMISSION CONCLUDES ITS THIRD POLICY DIALOGUE WITH JAPAN ON EDUCATION, CULTURE AND SPORT

Last April, representatives from the European Commission and the Japanese government met in Tokyo for the third edition of the EU-Japan Policy Dialogue in the areas of education, culture, and sport.

Both parties recognise the importance of mutual collaboration as a vector for exchanges of best practices, pedagogical approaches, and strategies for policy development and innovation in these areas. This third dialogue was jointly chaired by Commissioner for Innovation, Research, Culture, Education and Youth, Iliana Ivanova and Japan's Minister for Education, Culture, Sport, Science and Technology, Masahito Moriyama.

Both sides agreed on the benefits of promoting student and academic staff mobility between the EU and Japan. International mobility schemes, like the Erasmus+ programme, play a pivotal role in promoting people-to-people exchanges, enhancing skills development, as well as fostering academic excellence. Over the last three years, the Erasmus+ programme offered mobility opportunities to around 1750 higher students and academic staff to take part in international mobility exchanges between Europe and Japan. However, there is potential to do more.

By investing in mobility programmes, both the EU and Japan harness the full potential of their educational ecosystems and contribute to global knowledge creation. For this purpose, an Erasmus+ National Focal Point will now be established in Japan, with the purpose of reinforcing international collaboration with Japan in the implementation of mobility schemes as well as further promoting the opportunities offered under Erasmus+ to Japanese and European students and academic staff.

In the field of education, today's exchanges between the EU and Japan also provided valuable insights on how to navigate the opportunities and challenges offered by digital education. Participants discussed ways of exploring the responsible integration of generative artificial intelligence (AI) in schools to harness its potential to personalise learning experiences, improve educational outcomes, and prepare students for the demands of the digital age.

The dialogue also included discussions on ethical considerations, data privacy concerns, and the need for improved digital skills and digital literacy among educators and learners. To continue discussing and exchanging practices on these important topics, the parties agreed to hold a follow up seminar on digital education in the next months.

The third policy dialogue also focused on digital technologies offer to document, preserve, and virtually disseminate cultural heritage. Both parties agreed on the transformative shift the digital transformation represents in societies, economies, and cultures, with profound implications for cultural heritage and the associated skills required for its preservation and promotion.

The EU and Japan shared expertise on the promotion of sport and healthy lifestyles among young generations, as well as enhancing the effectiveness and inclusivity of sports programmes, benefiting individuals and societies alike.

EU-JAPAN ENHANCED DIALOGUE ON ADVANCED MATERIALS

The EU and Japan will work together on developing new materials used in critical sectors of the economy.

Cementing close collaboration in research and innovation, Iliana Ivanova, Commissioner for Innovation, Research, Culture, Education and Youth, and Hiroki Matsuo, Vice-Minister for Science, Technology and Innovation Policy, Cabinet Office, announced last April the launch of the EU-Japan Enhanced Dialogue on Advanced Materials in Tokyo.

The announcement follows the recent Commission Communication on Advanced Materials for Industrial Leadership adopted on 27 February. Used in key sectors and applications such as renewable energy, batteries, zero-emission buildings and semiconductors, advanced materials are a key enabling technology underpinning the green and digital transitions and a vital part of economic sovereignty and strategic independence. The EU and Japan have a global lead in this technology. The reinforced collaboration will strengthen cooperation on new and emerging technologies at the level of the G7.

The EU-Japan Enhanced Dialogue on Advanced Materials builds on the success of EU-Japan collaboration in R&I in material sciences, including on the development of new materials for the substitution of critical metals or advanced materials for power electronics. It aims to create a platform for sharing information on policy developments and exploring opportunities to pursue collaborative research in the areas of mutual interest.

Source: European Commission ➔ https://ec.europa.eu/commission/presscorner/detail/en/IP_24_1781

EU AND JAPAN ADVANCE JOINT WORK ON DIGITAL IDENTITY, SEMICONDUCTORS, ARTIFICIAL INTELLIGENCE

On the 30 April, the EU and Japan held their second Digital Partnership Council in Brussels.

The Council was co-chaired by Commissioner for the Internal Market, Thierry Breton, and by Japanese Minister for Digital Transformation, Taro Kono, the Minister of Internal Affairs and Communications, Takeaki Matsumoto, and the Parliamentary Vice-Minister of Economy, Trade and Industry, Taku Ishii. The EU and Japan reaffirmed the importance of their strategic partnership to promote their shared values and vision for a digital transformation that puts people at the centre and respects fundamental rights. The partners welcomed the successful implementation of the Digital Partnership and took stock of the progress achieved since the first Digital Partnership Council in 2023. They agreed on a list of new deliverables to further cooperate on core digital technologies such as artificial intelligence (AI), 5G, 6G, semiconductors, high performance computing (HPC) and quantum technology, strengthening the collaboration in data and platform economy, submarine cables, eID and cybersecurity. The next Digital Partnership Council is planned for 2025, in Tokyo, Japan.

Key outcomes of the second Digital Partnership Council

- The EU and Japan signed a Memorandum of Cooperation on digital identities and trust services. This Memorandum will build a shared understanding of digital identity initiatives between the EU and Japan creating benefits for e-commerce and business opportunities by cutting red tape and boosting efficiency.
- In the area of semiconductors, the EU and Japan decided to set up a team of experts that will develop a research programme to implement the Memorandum of Cooperation on Semiconductors of July 2023.

- The EU and Japan will continue their joint work on high performance computing (HPC) and have identified hybrid Quantum-HPC applications and use cases to further cooperate. They will consider topics for joint projects in basic research in quantum.
- The two partners are also exploring cooperation on cybersecurity, including standards and ways to address the skills gap.
- On 6G, the EU and Japan have launched collaborative research projects and intend to support global standardisation initiatives, crucial in developing 6G technologies.
- In addition, the partners announced their intention to enhance cooperation between the EU AI Office and Japan's AI Safety Institute.
- The EU and Japan confirmed the importance of deploying secure and resilient submarine cable infrastructures, in line with the Memorandum of Cooperation on submarine cables for secure, resilient and sustainable global connectivity signed on 3 July 2023, between the European Commission and the Ministry of Internal Affairs and Communications. Both sides will continue cooperation on developing direct connectivity links between Europe and Japan, for example, via the Arctic, to bring forward commercial opportunities, trusted cross-border data flows and oceanographic research.
- Finally, to ensure a safe online environment where freedom of expression is guaranteed, the EU and Japan agreed to explore establishing a regular information sharing channel on online platforms regulations, such as the European Digital Services and Digital Markets Acts.

Source: European Commission ➔ https://ec.europa.eu/commission/presscorner/detail/en/ip_24_2371

AMBASSADOR PAQUET SIGNS CONTRACT FOR EU PARTICIPATION IN 2025 WORLD EXPO

Last April, the Ambassador of the European Union to Japan Jean-Eric Paquet signed with Mr. Hiroyuki Ishige, Secretary General of the Japan Association for the 2025 World Exposition, the contract confirming the EU's participation in the event, which will run for 184 days from 13 April to 13 October in the city of Osaka.

The expo's theme, 'Designing Future Society for Our Lives', particularly resonates with the EU, as it works with international partners including Japan to harness the world's knowledge in such areas as cutting-edge technology to create and share new ideas to tackle the global challenges that currently face humankind. The EU is looking forward to taking part in this exposition, not only to showcase its own actions but to also present together with the 25 EU Member States that are also participating as 'Team Europe'.

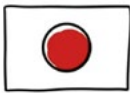
Source: Delegation of the European Union to Japan



➔ https://www.eeas.europa.eu/delegations/japan/japan-ambassador-paquet-signs-contract-eu-participation-2025-world-expo_en



欧州連合 (EU)



日本



50TH ANNIVERSARY VIDEO

The EU Delegation to Japan has produced a short explanatory video on EU's history and EU Japan relationship on the occasion of the 50th anniversary of EU diplomatic representation in Japan. The video is Japanese narration with Japanese subtitles as the target audience is the Japanese general public.

Source: Delegation of the European Union to Japan ➔ <https://euin.jp/EUinJP50thVideo>

SUCCESSFUL 'EU VILLAGE' EVENT MARKS EU DELEGATION'S 50TH YEAR IN JAPAN

On 11 May, the Delegation of the European Union (EU) to Japan, in cooperation with Embassies of EU Member States, organised a one-day 'EU Village' at KITTE Marunouchi, a commercial complex in front of Tokyo Station, to celebrate the 50th anniversary of the EU's diplomatic presence in Tokyo.

The Village was comprised of national stands that offered information brochures, food and drink tastings and goods ranging from honey and jams to sales of handicrafts and educational toys, as well as a stage for music and dance performances. It also had an outdoor section where five food trucks presented specialties of some Member States and German artists created works of art using adhesive tape that emerged before visitors' eyes.

Source: Delegation of the European Union to Japan



➔ https://www.eeas.europa.eu/delegations/japan/successful-%E2%80%98eu-village%E2%80%99-event-marks-eu-delegation%E2%80%99s-50th-year-japan_en

YOKOHAMA MAYOR TAKEHARU YAMANAKA PROMOTES DECARBONIZATION INITIATIVES AND INTERNATIONAL COLLABORATION



In May, Yokohama Mayor Takeharu Yamanaka was invited by the Pope to participate in the international conference 'From Climate Crisis to Climate Resilience' in Vatican City, together with mayors from world-leading cities in the decarbonization sector.

Mayor Yamanaka gave a speech on the city's initiatives in the decarbonization sector, exchanged opinions with the Mayor of Paris and other leaders from cities around the world, deepened exchanges and confirmed the strengthening of future cooperation. As the only mayor from Asia to give a speech, he discussed the importance of the international

cooperation, but also of the local cooperation with small and medium-sized enterprises (SMEs) and the citizens' manpower, saying that he would like to continue to lead Asia towards the realization of a decarbonized society.

Also in May, as co-organizer the City of Yokohama hosted the EU-Japan Subnational Climate Action Workshop

in collaboration with, among others, the EU and European cities to share knowledge and advanced practices. In 2027, Yokohama will be hosting the GREEN×EXPO 2027 which will be a showcase of diverse solutions toward a decarbonized society.

Source: The City of Yokohama Europe Representative Office

➔ <https://businessyokohama.com/blog/2024/05/21/yokohama-mayor-takeharu-yamanaka-at-vatican-climate-summit>

CALL FOR OPEN INNOVATION PROGRAM "MOIRE" 2024

MOIRE is an annual open innovation research program for drug discovery initiated by Mochida Pharmaceutical Co.,Ltd, a large Japanese pharmaceutical company.

This year's targets:

- Technologies to obtain ligands for the specific tissue delivery of oligonucleotide therapeutics
- Quantification of oligonucleotide concentrations in biological samples
- Monitoring the tissue and subcellular distribution of oligonucleotide therapeutics
- Other drug discovery technologies related to oligonucleotide therapeutics

Eligible candidates:

Researchers and research representatives affiliated with public research institutions, universities, etc. (also including researchers in university-originated venture companies)

- Research expenses covered will be up to US\$ 50,000 per project.

Application period: 1 June 2024, to 31 July 2024

Application form and more detailed information available online.



Source: Mochida Pharmaceutical Co.,Ltd ➔ https://www.mochida.co.jp/english/business/rd_openinnovation.html



SPOTTED **METI AND JETRO REPORTS**

The Ministry of Economy, Trade and Industry (METI) and the Japan External Trade Organization (JETRO) recently released some useful reports about foreign and Japan business.

Survey on Business Operations of Foreign-affiliated Companies in Japan 2023

The purpose of this survey is to grasp the current status and trends of foreign-affiliated companies based in Japan, the attractiveness and challenges of the business environment in Japan, and the support needed, as well as to prepare data used for effective FDI promotion projects and for reference to improve business environment and for related measures. Based on this objective, the survey scope was expanded to all foreign-affiliated companies in Japan from JETRO-supported companies only; this is the third survey with such format..

➔ <https://www.jetro.go.jp/en/news/releases/2024/49fdc5bc4c61f322.html>

FY2023 Survey on Business Conditions of Japanese-Affiliated Companies in Europe

The purpose of the survey is to analyze the activities of Japanese-affiliated companies based overseas and to provide the results to a wide range of Japanese companies and policymakers. Topics covered in this report 1. Operating profit forecast 2. Future business direction for the next one to two years 3. Employment environment 4. Operational challenges 5. European policies and regulations 6. Reconstruction assistance and business activity in Ukraine 7. Procurement and sales 8. European business environment after Brexit 9. EPA/FTA 10. Human rights initiatives 11. Decarbonization efforts.

Key findings:

- The situation in Ukraine continues to impact Japanese-affiliated companies' businesses in Europe in a major way.
- Green initiatives are the center of attention in terms of EU policies and regulations, the CBAM being the most impactful topic.
- Operating profit forecasts return to pre-COVID levels, as the majority of respondents forecast that their businesses would likely expand in the coming years.
- Supply chains become increasingly more diversified and shorter while procurement volumes from China continue to decline.

➔ https://www.jetro.go.jp/ext_images/en/reports/survey/pdf/2023/Europe2023_EN.pdf

FY2023 Survey on the International Operations of Japanese Firms

In recent years, overseas markets have become increasingly important to Japanese companies. In light of this situation, the survey analyzed trends related to overseas business development of Japanese companies, including trade initiatives, e-commerce initiatives, overseas expansion initiatives, supply chain reviews, employment of foreign personnel, and DX, human rights, and environmental efforts.

➔ https://www.jetro.go.jp/ext_images/en/reports/survey/pdf/jafirms2023.pdf

Report Compiled on Results of FY2023 Survey on University-Developed Venture Businesses

University-developed VBs are expected to play a leading role in efforts to bring about innovation within the economy and society based on the results of innovative research in universities and other organizations. Through this survey, METI aims to conduct fixed-point observation of the establishment of university-developed VBs; examine business environments, demands and other elements; and analyze factors that may contribute to business growth and utilize the results to develop future policies.

➔ https://www.meti.go.jp/english/press/2024/0515_001.html

Sources: Ministry of Economy, Trade and Industry and the Japan External Trade Organization



SPOTTED **PUBLICATION**

The monthly magazine "Highlighting Japan" is published by the Japanese Government to help readers better understand Japan today. Latest issues: April - Various Varieties of Cherry Blossoms in Japan; May - Japan's Healing Forests.

Source: Cabinet Office, Government of Japan

➔ <https://www.gov-online.go.jp/hlj/en/>

ADMANTEX2I MISSION TO JAPAN

Admantex2i project's main objective is to lead international cluster cooperation in advanced manufacturing and advanced textile materials as an enabler for globally competitive sustainable products functional in a broad range of high-end applications. Admantex2i project is composed of three advanced textile materials clusters and three advanced manufacturing clusters from 6 EU regions and 4 EU member states in the southern Europe.



On 11-15 March 2024, the Admantex2i project organized its third and last country mission, bringing a delegation of 22 European participants to Japan (from 20 different organizations: 8 companies, 6 Research and Technological Organizations and the 6 clusters), for a week of industrial visits, business meetings and participation in the Smart Manufacturing Summit 2024, in order to identify potential business and technological innovation opportunities.

The mission was exploratory in nature with business-oriented objectives, and aimed at discovering this important global market and its diverse opportunities for the sectors involved in the project. The delegation visited the premises of 3 renowned entities in Japan operating in the fields of advanced manufacturing, aeronautics, chemical fibers and textiles, and contacted many other Japanese companies during the international event Smart Manufacturing Summit, held in Aichi Prefecture.

The mission provided participants with an excellent overview of the Japanese market and the state of the art of its innovative technologies.

On the first day, the delegation visited the facilities of the JCFA in Tokyo to learn about their ecosystem and discuss potential collaboration opportunities with their member companies. In the afternoon, the delegation visited two facilities of the Japan Aerospace Exploration Agency (JAXA) around Tokyo.

The second day of the mission, the delegation had the opportunity to visit two Kawasaki facilities, namely the Robot Manufacturing Factory in Akashi in the morning and the Robot Showroom in Nishi-Kobe in the afternoon. These visits were one of the highlights of the Japan mission and provided a thorough overview of the Japanese robotics industry.

The last 3 days of the mission were dedicated to attending the international event Smart Manufacturing Summit 2024, organized for the first time in Japan by the French company Global Industries / GL Events, in partnership with the Aichi Prefectural Government. The Admantex2i partnership had a booth at the fair that served as a meeting point for participating companies.

Of the 3 missions organized in the framework of the Admantex2i project, by far the most challenging from a cultural point of view was the Country Mission to Japan. With this in mind, the organizers prepared 2 collective coaching sessions for the participants of the mission. The first one was organised with the EU-Japan Centre for Industrial Cooperation, and the second one with AICEP Global Portugal Tokyo and Trade & Investment Commissioner at the Embassy of Portugal in Japan.

Admantex2i would like to extend its heartfelt gratitude to the EU-Japan Centre, the Japan Chemical Fibers Association, JAXA, Kawasaki Robotics, AECIP Portugal Global, and the Smart Manufacturing Summit for their invaluable support and collaboration.

Source: Admantex2i

➔ <https://admantex2i.eu>

POLAND AT JAPAN IT WEEK & SUSHI TECH TOKYO

Poland, a dynamic business hub, showcases domestic innovations at two large-scale trade fairs in Japan – Japan IT Week Spring 2024 and SusHi Tech Tokyo 2024.



When it comes to the IT sector, Poland stands out due to a large pool of educated workers – according to IT Competitiveness Index, the country held 1st position in the Talent component. Moreover, the value of Polish export of ICT services is estimated to reach nearly 12bn EUR by 2026, which signifies an average annual growth rate of around 3.6%. The data shows that the Polish IT sector has a lot of potential, so it was high time to present it to the Japanese audience.

At this year's Japan IT Week held on 24-26 April, the Tokyo Office of the Polish Investment & Trade Agency (PAIH) organized the Polish National Pavilion where the following eight companies exhibited their IT solutions: DCD Digital Core Design, Enigma, modue, N-iX, Orbitvu, Procurement Meercat, TenderHut, and Virbe. The Polish Pavilion stood out with a wide range of technologies addressed to customers looking for software and hardware. The objective of the Polish presence at the trade fair was to strengthen the position of Poland as a highly advanced technological hub.

Sustainable High City Tech Tokyo, in short Sushi Tech Tokyo, was another opportunity to promote innovations made in Poland. Sustainable High City Tech Tokyo, in short Sushi Tech Tokyo, was another opportunity to promote innovations made in Poland. The event was held on 15 and 16 May where a big platform was given to startups from all over the world. Supported by Tokyo Office of PAIH, the Polish side was represented by a diverse group of innovative startups – Biotts (biotech), Microamp Solutions (telecommunications), and WIDMO (radar technologies). The trade fair constituted a great opportunity to establish new business relationships and conduct B2B meetings. Additionally, Polish entrepreneurs participated in a pitch session organized by the newly opened Tokyo Innovation Base. Source: Polish Investment and Trade Agency

➔ <https://www.paih.gov.pl/wp-content/uploads/2024/02/The-Information-Communication-Technology-Sector-2023.pdf>

ITALIAN PAVILION AT INTERIOR LIFESTYLE TOKYO 2024

Italian Design Day is an annual festival created by the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Ministry of Culture, organized since 2017 with the aim of promoting Italian design worldwide.

In accordance with this year's theme, "Manufacturing Value - Inclusiveness, Innovation, and Sustainability," the Italian Trade Agency in Tokyo organised "Beyond Form: Expressions of Italian Design" a three days exhibition and a talk event held at the



"Interior Lifestyle 2024" trade fair, in Tokyo Big Sight on 12-14 June 2024, to highlight the production process that leads to the creation of industrial design objects that are not only aesthetically beautiful but also of high material value. The manufacturing processes combine quality raw materials, tradition, craftsmanship, technology, and environmental sustainability, reaffirming Italy's manufacturing and production supremacy.

This edition also conveyed a message of inclusion, addressing a broad audience of informed buyers.

In a 36-square-meter exhibition space was re-created a timeless living space by hosting major Italian brands of furniture, lighting and complements.

During the **talk event** the Italian design's prestige was presented by well-known personalities such as Naoto Fukasawa, influential and world-famous designer, Takahiro Tsuchida, journalist and expert on Italian design and Kaoru Tashiro, Italian design researcher and curator of this exhibition.

The initiative displayed the excellence of Italian design, promoting the values of inclusiveness, innovation, and sustainability at the heart of Italian design. It attracted the interest and admiration of both industry professionals and Japanese consumers visiting the fair.

Source: Trade Promotion Section, Embassy of Italy - Tokyo

➔ <https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en.html>

2024 COMMERCIAL STUDY MISSION FROM MÁLAGA TO JAPAN

A crucial action dedicated to investigating opportunities within the Japanese technological market. The 2024 Commercial Study Mission to Japan, a key initiative aimed at exploring opportunities in the Japanese technological market, is set to take place on 14-21 July 2024.

Organized by the Chamber of Commerce and Industry of Malaga in collaboration with the Embassy of Spain in Japan and Málaga TechPark, it will provide a window into the vibrant Japanese innovation ecosystem. With the participation of the Andalusian Government, the University of Malaga, the Chamber of Commerce and Industry of Malaga, the City Council of Malaga, the Spanish Association of Science and Technology Parks, Málaga TechPark, and 12 predominantly TIC sector companies, a significant impact on the strengthening of bilateral trade relations is anticipated. Additionally, participants will have the opportunity to immerse themselves in this dynamic environment during a week filled with discoveries and potential collaborations.

The main purpose of this mission is to delve into the vibrant Japanese innovation ecosystem, exploring institutions, support measures, and potential public-private collaborations. This journey not only offers a unique opportunity to closely understand how Japan drives innovation in its companies but also establish strategic connections in the technological field.

The agenda includes visits to important landmarks such as Tsukuba Science City and Kyoto Research Park. Furthermore, meetings will be scheduled with prominent universities, incubators, and accelerators such as Tsukuba University, Plug and Play Japan, and CIC Tokyo, as well as key public bodies like NEDO and JETRO.



It is expected that this mission will promote knowledge exchange, exploration of collaboration opportunities, and expansion of commercial networks between Spain and Japan.

This mission represents a step forward in international cooperation, paving the way for future collaborations and joint development in the technological field between Spain and Japan.

Finally, the organizers cordially invite Japanese companies to contact them for potential collaboration opportunities.

Source: Málaga TechPark

➔ <https://www.pta.es/en/>

ALPHA-RLH SUPPORTS EUROPEAN CULTURAL AND CREATIVE INNOVATION IN JAPAN

The ALPHA-RLH competitiveness cluster supports international innovation projects and is organizing a trip to Japan from 26 September to 2 October 2024.



The objectives of this mission are to foster connections between participating companies and Japanese players in the creative and cultural industries. It also aims to leverage Japan's advanced expertise in the field of culture, video games, and immersive technologies. Japan is a pioneer in these fields, offering a rich environment full of opportunities for businesses. This trip is part of the European project Friend CCI and aims to support European creative and cultural industries by offering them development opportunities.

Two winning projects from the Friend CCI program will be part of the journey: CREATICE, which aims to enhance the visibility of European SMEs and facilitate their internationalization, and SOTER, which focuses on modeling the flow of people during cultural events with the objective of creating a serious game to improve festivalgoers' experience and safety.

The program of this trip includes the Tokyo Game Show, where companies will be able to establish valuable contacts with key

players in the Japanese creative industry, exploring new partnership and growth opportunities; networking meetings between French and Japanese companies; the discovery of the Nuit Blanche festival in Kyoto; a visit of the TeamLab museum and a meeting with the French Chamber of Commerce and Industry in Japan.

This trip demonstrates ALPHA-RLH's commitment in supporting innovation and strengthening business relations between France and Japan, paving the way for new international development opportunities.

The organizers invite European and Japanese companies interested in this mission to contact Mrs. Colomar-Costa at the following address:

j.colomar-costa@alpha-rlh.com

Source: ALPHA-RLH

➔ <https://www.alpha-rlh.com/eng>



LAUNCH OF THE EU BUSINESS HUB FOR JAPAN AND KOREA

The “EU Business Hub - Japan and the Republic of Korea” is an EU-funded programme that boosts the presence and visibility of EU companies operating in the green, digital, and healthcare sectors in Japan and the Republic of Korea.

The programme will organize 10 business missions to Japan and 10 to the Republic of Korea over the next four years. Each business mission will allow a group of 50 cutting-edge companies to benefit from extensive business coaching throughout their participation.

The Japanese and Korean markets present significant business opportunities for European companies, including SMEs and start-ups. Through this programme, EU companies will gain a deeper understanding of local business cultures, market regulations and practices, thus finding themselves in a position to engage in

long-term business partnerships in the two dynamic Asian markets.

The missions last 5 days and allow participating EU companies to exhibit in large-scale trade fairs. During the business mission, besides participating in the exhibition, there will be seminars and receptions where participants will be able to reach out and communicate with various EU companies.

The EU Business Hub programme continues the legacy of the “EU Business Avenues” and “EU Gateway programme” founded in the early 1990s by the European Union.

EU BUSINESS HUB
Japan and the Republic of Korea



Funded by
the European Union

Source: Deloitte Belgium, Eurochambres

➔ <https://japan.eubusinesshub.eu>

NEW OPPORTUNITIES FOR SLOVAK-JAPANESE BUSINESS PARTNERSHIPS

The Bratislava Regional Chamber of the Slovak Chamber of Commerce and Industry has joined the EU Business Hub - Japan and South Korea program, and starting in June 2024, it will provide Slovak businesses with information on regular European missions to Japan and South Korea.

The Bratislava Regional Chamber of SCCI is organizing the first meeting dedicated to missions to Japan for Slovak business entities. The Chamber is also open to collaborating with experts to prepare companies for expansion into the Asian markets, whether through lectures on Japanese business culture or the development of business strategies for entering the Japanese market.

Program of the 21 June hybrid meeting:

1. Introductory speech about the EU Business Hub - Japan and the Republic of Korea

- Introductory presentation about the EU Business Hub program, its goals, and expected outcomes.
- 2. Interactive discussion with participants
- Discussion with participants on effective cooperation during the 4-year duration of the EU Business Hub - Japan and the Republic of Korea program.
- 3. Networking and refreshments
- Informal conversations and networking.

Contact person: Mrs. Ivana Lukáčová ivana.lukacova@sopk.sk

Source: Bratislava Regional Chamber

➔ <https://www.sopk.sk/ba/event/predstavenie-obchodnych-misii-do-japonska-a-juznej-korei-2>

TRADE MISSION AFACERI.RO JAPAN 2024 - 3RD EDITION

The Romanian company Arhipelago, through the program Afaceri.ro, in collaboration with the EU-Japan Centre for Industrial Cooperation / EEN Japan, is organizing its third trade mission to Japan, scheduled for 15-26 November 2024.



This event is aimed at fostering entrepreneurial and business relations between the participants and the Japanese market. The trade mission facilitates the exploration of new business opportunities, expansion of professional networks, and insights into Japan’s advanced technological landscape. Participants will engage in various B2B meetings, workshops, and seminars designed to enhance understanding of local business practices and market dynamics. The mission serves as a strategic platform for entrepreneurs aiming to penetrate or expand their presence in the Japanese market. Afaceri.ro is inviting delegates from different countries to participate in the Trade Mission. Source: Arhipelago

➔ <https://www.afaceri.ro/afaceri-ro-trade-mission-japan-autumn-ed-2024>

TRADE MISSION AFACERI.RO EXPO OSAKA 2025

On 17-27 April 2025, the Romanian company Arhipelago, through the program Afaceri.ro and in collaboration with EU-Japan Centre for Industrial Cooperation / EEN Japan, is organizing the Trade Mission Afaceri.ro EXPO Osaka, that coincides with the Expo 2025 Osaka, providing an exceptional backdrop for global networking and exposition.



This trade mission focuses on leveraging the international exposure of the expo to maximize business visibility and opportunities for its participants. Attendees will benefit from targeted B2B interactions, exposure to global innovations, and partnerships with international stakeholders. This program is particularly designed for businesses looking to enhance their global footprint and innovate alongside leading global entities, amidst the bustling economic and cultural environment of Osaka. Afaceri.ro is inviting delegates from different countries to participate in the Trade Mission. Source: Arhipelago

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

A MISSION TO PROPEL FRENCH COMPANIES INTO THE JAPANESE MARKET

The French Chamber of Commerce and Industry in Japan and Business France are joining forces to offer French companies the opportunity to participate in a business mission on 2-4 December 2024.

One of the purposes of the mission will be to take part in the **French Japanese Business Summit**, the meeting point for stakeholders from all sectors to discuss the progress of Franco-Japanese bilateral relations and participate in networking sessions organized during the Summit.

This event, organized by the French Chamber of Commerce and Industry in Japan, will bring together top participants and renowned speakers to review major partnership projects. Opportunities for French companies in the Japanese market will be highlighted to encourage closer ties between French and Japanese companies.

But the Business Summit is not the only focus of this mission. The second part of the mission will allow French companies to meet Japanese companies during high-quality B2B meetings. A day and a half of meetings is planned to introduce French companies to Japanese prospects and receive market feedback on the French offering. This will create opportunities for business and potential partnerships.

French companies wishing to participate in this mission are invited to consult the links and contact the French Chamber of Commerce and Industry in Japan or Business France to register for the "Gateway to Japan" ("Tremplin pour le Japon" in French) mission.

Source: French Chamber of Commerce and Industry in Japan ➔ <https://extranet-btob.businessfrance.fr/prg-40961>

THE COLLABORATION CCIFJ/BF WILL BRING A FRENCH DELEGATION OF 20 COMPANIES TO SMART ENERGY WEEK

The French Chamber of Commerce and Industry in Japan and Business France will organize a learning experience to Japan for BPI France. This mission will assist around twenty French companies in coming to Japan for the Smart Energy Week (<https://www.wsew.jp/hub/en-gb.html>) in October 2024.

These energy sector-accelerated companies will benefit from the services and expertise of the French Chamber of Commerce and Industry in Japan and Business France to explore innovations and best practices of energy stakeholders in Japan. This experience will also provide an opportunity to meet key players in the sector during the **Business Leaders Forum** organized by the French Chamber of Commerce in Japan during the same period.

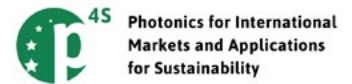
This expedition will also be an opportunity for French companies to launch prospecting missions with potential Japanese partners to secure business meetings and establish connections with Japanese companies. Franco-Japanese collaboration in the energy sector will ultimately be strengthened through the actions of French and Japanese companies working and progressing together.



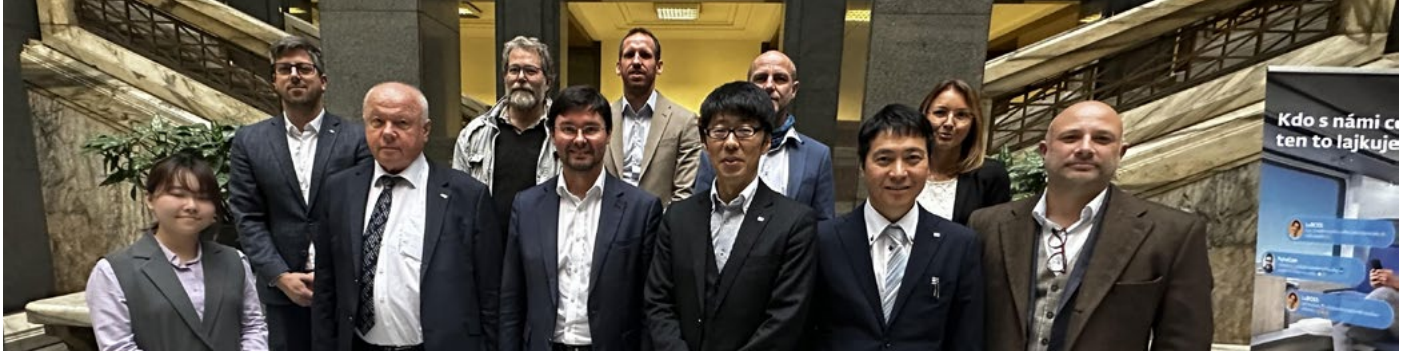
Source: French Chamber of Commerce and Industry in Japan

CZECH AEROSPACE GOES FOR JAPAN

Following the June 2023 B2B meetings in Prague with IHI-aerospace board member, reported in this newsletter, the Czech space industry had another visit from Japan, namely by the Associate Administrative Director of the JAXA international Relations Department and two colleagues.



Photonics for International Markets and Applications for Sustainability



Meetings between JAXA delegation with the Czech Ministry of Transport (top) and with Dr. Kobera, head of the Czech space department

The Czech-JAXA Day, which the Czech Space Alliance (CSA) organised for him, consisted of meeting with the de facto Czech national space agency (the Coordination Board for Space Activities of the Minister of Transport), followed by a get-to-know-each-other event at the premises of Japanese owned CSA member Rigaku. This included presentations of industry and the academic community, which also showcased their intensive space cooperation with Japanese universities and presented very interesting projects. In November, IHI aerospace also participated in the annual Czech Space Week.

This year, further events with Japan follow. The 23-25 June 2024 bi-annual 7th Prague Space Security Conference by the "Prague Security Studies Institute" will welcome the Director General of the National Space Policy Secretariat of the Japanese Cabinet Office, Executive Fellow of MELCO, high level delegation of IHI Aerospace and others.

The week of 17 June, 12 EU SMEs participated in the mission of the EU PIMAP4Sustainability project to the Manufacturing World Tokyo 2024 exhibition. The Czech participation by MGM COMPRO, Iguassu Software Systems, ONE 3D, ČERMÁK Aero, and Space Manic was coordinated by the Czech Aerospace Cluster (CAC), while CAC and the Czech Space Alliance prepared specific B2B events with Japanese aerospace companies.

The final Japanese event so far this year will be the Japan International Aerospace Exhibition 2024 with a substantial Czech national stand.

The stand, sponsored by the Czech Ministry of Defence and Ministry of Industry and Trade is coordinated by the Czech Embassy in Tokyo in cooperation with the Czechinvest office in Tokyo. CSA and CAC are supporting the preparation and planning B2B events and foresee another Czech space seminar (as the one in 2018, which included a talk by JAXA astronaut) at the Embassy. The Czech aerospace industry has participated at all Japan Aerospace exhibitions since 2008, in cooperation with Czechinvest, Czech Space Alliance and the Czech Embassy. In 2008, there was only one representative of CSA, but the number had grown continuously and this time at least 15 companies and three associations are expected to take part.

For all its activities in Japan, CSA systematically receives excellent support from the EU Japan Centre for Industrial Cooperation, which over the years provided CSA with wealth of knowhow and invaluable experience – both by organising on-site events and trainings, online seminars, as well as providing advice in individual cases. CSA keen initiative and dedicated interest earned it also a nomination by the EU-Japan Centre to become a member of the high-level EU Japan Business Round Table (BRT). The participation in Japanese events is above all to look for business opportunities with the highly advanced Japanese aerospace companies. But meetings in Japan are also an excellent opportunity to learn about, and enjoy, the fascinating culture and exquisite hospitality.

Source: Czech Space Alliance

POLAND IS ORGANISING STUDY VISITS FOR JAPANESE ENTREPRENEURS AHEAD OF EXPO 2025 OSAKA, KANSAI

The economic promotion programme is the key element of Poland's participation in the World Expo 2025 Osaka, Kansai in Japan.

As part of the promotional activities preceding the Expo, Japanese entrepreneurs and journalists – a total of 74 people – will be invited to Poland to participate in 7 inbound missions. The first three missions will take place as early as September this year, with more to follow in the months leading up to the Expo.

Business and journalistic missions are one of the initiatives of Poland's economic programme at Expo 2025 Osaka, Kansai. A series of business and journalistic missions will aim to familiarise the representatives of Japanese companies and media with the offers of Polish companies. The missions will be combined in time with industry events held in Poland, including

fairs that bring together entrepreneurs who are interested in expanding into foreign markets.

"The missions are an excellent way to promote and stay directly in touch with Polish entrepreneurs with a wide range of business offers. We successfully carried out a similar series of missions after Expo 2020 Dubai. During the World Expo, we promoted the Polish economy brand in the Organiser's country, and upon its conclusion, we invited partners to show them that our offer is not just a promise, but also a reality. This type of activity allows us to build trust and it is an opportunity to achieve tangible benefits for both parties" – said Eliza Klonowska-Siwak, Deputy Commissioner General

of the Polish Section Expo 2025 Osaka, Kansai, World Expo Department of PAIH. Journalists from Japan will also be invited to participate in the upcoming missions. PAIH representatives hope that the media participation will increase the expected impact and contribute not only to the promotion of the Polish economy, but also to showcasing Poland as an attractive tourist destination.

Entrepreneurs and journalists will not incur costs to participate in the missions. The inbound missions are organised by the Polish Investment and Trade Agency, the institution responsible for the preparation of Poland's participation in the World Expo 2025 Osaka, Kansai.

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

THE THREE SEAS INITIATIVE AND JAPAN: EXPLORING INVESTMENT OPPORTUNITIES

The Embassy of the Republic of Poland in Tokyo, in cooperation with the Japan Overseas Investment Agency (JOI) and the Lithuanian Embassy in Tokyo, organized an annual seminar promoting the Three Seas Initiative (3SI) on 18 April 2024.

By combining political and economic power of the 13 Central and Eastern European nations, the 3SI aims to significantly improve their energy, transport and digital connectivity, while enhancing the region's significance in the EU and globally.

Since Japan has just become the strategic partner of the Initiative, this year the seminar's theme focused on discussing new investment opportunities for Japanese companies. Following the opening remarks by H.E. Mr. Pawel Milewski, Ambassador of the Republic of Poland to Japan, H.E. Dr. Aurelijus Zykas, Ambassador of the Republic of Lithuania to Japan and H.E. Mr. Jean-Eric Paquet, Ambassador of the European Union to Japan, the participants had a chance to learn about the possibilities of business cooperation during the expert panel.



The seminar served as a platform for discussion on this year's 3SI Summit and Business Forum, which took place in Vilnius on 11 April. The event also aimed at providing more information on potential areas of engagement within the 3SI framework as Japan's interest in the Initiative is constantly growing.

The Embassy of the Republic of Poland in Tokyo hopes to intensify activities promoting the Initiative, especially in the context of the 3SI anniversary event planned in Poland in 2025.

Source: Embassy of the Republic of Poland in Tokyo ➔ https://www.joi.or.jp/seminar/s240418/?tmp_mode=guest&joilang=en

OFFSHORE WIND, FROM BELGIUM TO JAPAN

On May 27, the Embassy of Belgium in Tokyo organized an event to highlight Belgium's pioneering role in offshore wind energy. The event brought together companies, researchers and government agencies from Japan and Belgium to learn more about how Belgian expertise can support Japan's new ambitions in offshore wind energy.



The various speakers each highlighted a different aspect of the offshore sector in Belgium. The Belgian Ministry of Economy spoke about the historical development of offshore wind in the Belgian North Sea and future tenders, while Flanders Investment and Trade Japan presented Belgian industrial expertise. These presentations were followed by interventions from the private sector. Nathalie Oosterlinck, CEO of the newly created Japanese energy company JERA NEX, spoke about JERA's green energy ambitions and its presence in Belgium through the acquisition of developer Parkwind.

Elia's CEO Catherine Vandendorpe presented the Princess Elisabeth energy island, the new flagship project of the Belgian offshore industry. The reception after the seminar gave Japanese companies the opportunity to network with Belgian companies present in Tokyo. Belgium's experience in offshore has attracted interest from Japanese companies. Japanese trading houses have taken stakes in several Belgian offshore farms, while JERA acquired developer Parkwind in 2023. Belgian firms, meanwhile, are exploring prospects for offshore projects in Japan.

Source: Embassy of Belgium in Japan

BLCCJ NIPPON EXPORT AWARD 2024-2025

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is organizing the 12th edition of the Nippon Export Award (NEA). With this prize we want to reward SMEs and large companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.



WHERE AND WHEN?

The application deadline is Friday, 30 August 2024.

In September the BLCCJ NEA Taskforce will select 3 finalists who will be invited to make a presentation for a professional jury in October. We strongly recommend an in-person presentation, but companies not based in Tokyo can opt for a remote presentation via Zoom.

The winner will be commemorated with an award ceremony at the Belgian or Luxembourg Embassy before the end of the year. The winner will also be announced at the annual BLCCJ gala on 22 November 2024 at Conrad Tokyo.

CONDITIONS FOR APPLICATION

- The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services.
- Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.
- Previous winners can reapply 4 years after their last participation with a different brand or service.
- Applicants do not need to be a BLCCJ member.

- Companies without representative office in Japan are also eligible.

SELECTION CRITERIA

The winning company will have shown outstanding export achievements.

The selection criteria are:

- The presence in the Japanese market and the company's significant achievement (either growth or size) in trade with Japan.
- Showing vision in new niche markets, daring innovation to embark on new opportunities.
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards.
- Originality of approach (marketing, distribution, environment protection, design, research...)
- The company's spirit (marketing, merchandising...)
- Note: for the purpose of the NEA selection, any impact -positive or negative- caused by COVID-19 will be taken into consideration in the evaluation.

For more information, please contact the BLCCJ office:
Tel: +81-(0)3-6457-8662 info@blccj.or.jp

Source: Belgian-Luxembourg Chamber of Commerce in Japan

A GOOD PRACTICE ADAPTED FROM MISATO, JAPAN, TO KROTOSZYN, POLAND

On 27 March the four concerned parties: **Marshal Office of Wielkopolska Region, Krotoszyn Municipality, Las Kalisz Ltd. Co. and Village Housewives' Association in Kobierno**, signed a letter of intent, thus making the first step in implementing the Japanese good practice of sewing small promotional gadgets in wild boar leather. Last year's visit to Japan inspired Tomasz Tarnawski - the CEO of the venison meat producer company Las Kalisz Ltd., to bring the practice to Krotoszyn.



Letter of intent signature in Kobierno, Krotoszyn Municipality. Fourth from left: Franciszek Marszałek Mayor of Krotoszyn, in the white shirt - Tomasz Tarnawski CEO of Las KaliszLtd

A group of local entrepreneurs from Krotoszyn, Poland visited in May 2023 the towns of Shimane Prefecture within the framework of a trade mission, organized jointly by the partner cities' governments of Krotoszyn and Okinoshima with the support of **Misato city**. Among activities highlighting investing opportunities in Japan, the Polish businessmen familiarized themselves in Misato with a small local group of women called Aozora Craft. Misato, a town of just four thousand people, was recently dealing with unemployment and an invasive species – the wild boar. To deal with the problem, a branch of the AZABU University from Sagami-hara in Kanagawa Prefecture was established in the city. The head of the facility, Professor Yusuke Eguchi, advised

catching wild boars in traps, since access to forests in Japan is severely limited, and it would be difficult to hunt them. A local company, Ohchi Yamakujira Ltd., took care of slaughtering and processing the carcasses. City restaurateurs created a menu in which they replaced traditional beef or fish with wild boar meat. The city commissioned a small group of pensioners to hand-sew small utility items, such as pencil cases or purse tassels - in boar's hide. Leather was provided free of charge by Akane Kuroda – the CEO of Ohchi Yamakujira.

Las Kalisz Ltd. decided to adopt the practice. The procedure in Krotoszyn would be the same: Las Kalisz Ltd. will supply members of a hand-stitching group the wild boar leather for free, and the

group will transform it into good-quality handicrafts. The company is known for its creative promotion and support for education with the aim of popularizing the consumption of venison meat. The goal now is to show “that every element of a wild boar can be useful and have meaning” stated Tomasz Tarnawski, CEO of the company. The beginning of the sewing business is expected after a summer leathercraft workshop organized and fully financed by the Marshal Office of Wielkopolska Region with the support of the European Agricultural Fund for Rural Areas. The first batch of the handmade products is anticipated to be sold during the World Sumo Championship in Krotoszyn in September.

Source: Krotoszyn Town Hall

TREVISOBELLUNOSYSTEM BELIEVES IN THE DIALOGUE AND COOPERATION BETWEEN ITALY, EUROPE AND JAPAN

Trevisobellunosystem is the Territorial Marketing portal of the Chamber of Commerce of Treviso - Belluno|Dolomites, chaired by President Mario Pozza, who is also the national president of Assocamerestero, the Association of 86 Italian Chambers of Commerce abroad in 63 countries..



Trevisobellunosystem aims to spread awareness of the CCIE network, to create a direct connection between Europe and the world, and to strengthen partnerships between the main stakeholders, both public and private, involving media, institutions and businesses.

A section dedicated to Italian Chambers of Commerce abroad has been set up in Trevisobellunosystem. The section includes the Italian Chamber of Commerce in Japan based in Tokyo, which the portal is committed to promote by providing information and communication services and periodically publishing their newsletter in order to make the 90,000 businesses in Treviso and Belluno aware of opportunities from Japan.

Trevisobellunosystem believes in the inter-cultural dialogue, in the respect of national peculiarities and in the cooperation between Italy, Europe and Japan, which can offer benefits to all parties involved.

Source: Camera di Commercio Treviso - Belluno| Dolomiti ➔ <https://www.trevisobellunosystem.com/en>

NEWS FROM THE BRT* MEMBERS - **FUJITSU AND METRON PARTNER TO DRIVE ESG SUCCESS IN MANUFACTURING**

Fujitsu and METRON, a French cleantech leader in energy management, have partnered to develop “Energy Consumption Optimization,” a new service that empowers manufacturers to achieve both productivity gains and carbon neutrality.

This groundbreaking collaboration leverages Fujitsu’s expertise in computing and AI alongside METRON’s energy management prowess. The service utilises METRON’s tool for energy consumption visualisation and Fujitsu’s Digital Annealer, a quantum-inspired technology, to analyse data and optimise production schedule. This powerful combination enables high-speed simulations, considering factors like peak electricity and production efficiency, leading to smarter and more sustainable operations.

“This alliance with Fujitsu will accelerate our international development,” said METRON CEO Vincent Sciandra, highlighting the partnership’s impact. “Launching our services in Germany and strengthening our presence in Japan marks a significant milestone.” Yoshinami Takahashi, Corporate Executive Officer, Corporate Vice President, COO, Head of Global Solutions at Fujitsu, emphasised the service’s potential: “Fujitsu’s Digital Annealer enables solutions that not only increase productivity but also reduce environmental impact and energy expenditures.”



Representatives of Fujitsu and METRON

The service will initially launch in Japan and Germany. This strategic partnership between Fujitsu and METRON represents a significant leap towards a carbon-neutral manufacturing industry. By empowering manufacturers to optimise their energy consumption and enhance their productivity, they are paving the way for a more sustainable and prosperous future.

Source: Fujitsu and METRON ➔ <https://www.fujitsu.com/global/about/resources/news/press-releases/2024/0422-01.html>

*Both Fujitsu and METRON are members of the EU-Japan Business Round Table (BRT). Fujitsu joined the BRT in 1999 and has led the Japan-side of the BRT Working Party on digital issues since 2003. METRON joined the BRT in 2022.

More info about the BRT: ➔ <https://www.eu-japan.eu/brt/about-brt>

SAVE THE DATE: **TRILATERAL AI CONFERENCE 2024**

12-13 NOVEMBER 2024, TOKYO, JAPAN

Generative AI: Pathways to Democratization, Transparency, and Sustainability

In an era defined by unprecedented advancements in Generative Artificial Intelligence (GenAI), understanding its implications is imperative. The transformative capabilities of GenAI, from creative content generation to automation and optimization, present boundless opportunities. However, with these promises come ethical challenges and societal impacts that demand careful consideration. Discussing GenAI is not just a conversation about technology; it is a crucial dialogue about shaping the future responsibly.

Organized by the DWIH Tokyo, the Embassy of France in Japan, and the AI Japan R&D Network, this German-Japanese-French conference will address how to make GenAI democratic,

transparent and sustainable. How can we ensure inclusive access to AI technologies and foster the creation of public and open-source models? How can we enhance the transparency of AI algorithms? How can we navigate the dual challenges of reducing the environmental footprint of Generative AI and enhancing its social equity, to create technologies that are both green and fair?

The organizers invite researchers from all disciplines, backgrounds and career stages to join the interdisciplinary discussions and kick-off projects for future collaboration!

Program Highlights:

- Keynotes on Democratization, Transparency, and Sustainability of GenAI (12-13 Nov.)



- Parallel Workshops (Industry 4.0 / Smart Manufacturing and GenAI; GenAI and the Future of Research; Embodied AI and Human-Robot Interaction) (12 Nov.)
- Poster Presentations (12 Nov.)
- Roundtable Discussions for future collaboration (13 Nov.)

Mark your calendars for the trilateral Conference that promises to inspire and innovate!

Registration will open in August 2024.

Source: DWIH Tokyo

➔ <https://www.dwih-tokyo.org/ai4>

HANAMI IS THE NEXT GENERATION OF THE **HPC ALLIANCE BETWEEN EUROPE AND JAPAN**

The HANAMI (HPC AlliaNce for Applications and supercoMputing Innovation) project builds on the EU-Japan Digital Partnership by bringing together research teams representing excellence in High-Performance Computing (HPC) from both Europe and Japan.



This initiative focuses on optimizing HPC applications in domains of common interest for future generations of supercomputing architectures and promoting the use of such supercomputers in the EU and Japan. European and Japanese research centers will collaborate to develop and optimize applications in various scientific fields, with a focus on climate and weather modelling, materials science, and biomedicine. This collaboration builds upon and extends the already established scientific cooperation between the two regions. Joint activities between the European consortium and Japanese research institutes will leverage expertise to develop HPC applications by designing new models, optimizing, developing, and integrating new and ambitious workflows and models to efficiently benefit from pre-exascale and exascale systems deployed or

already operational in Europe and Japan. Funded by EuroHPC, the HANAMI project started in March 2024 and will run for 36 months. The project involves about 60 researchers from 14 European organizations and 6 Centers of Excellence for HPC applications (MaX, EoCoE, TREX, RAISE, EsiWACE, and PerMedCoE). The project, led by the French Alternative Energies and Atomic Energy Commission (CEA), in France, includes 14 European organizations: Barcelona Supercomputing Center (BSC) and Catalan Institute of Nanoscience and Nanotechnology (ICN2), from Spain, CINECA and National Research Council of Italy (CNR), from Italy, Centre national de la recherche scientifique (CNRS), from France, IT Center for Science (CSC), from Finland, Deutsches Klimarechenzentrum (DKRZ), Forschungszentrum Jülich (FZJ), and the

High-Performance Computing Center of the University of Stuttgart (HLRS/USTUTT), from Germany, European Centre for Medium-Range Weather Forecasts (ECMWF), from UK, Institute for Systems and Computer Engineering, Technology and Science (INESC TEC), from Portugal, KTH Royal Institute of Technology (KTH), from Sweden, and University of Warsaw (UW), from Poland. The project also brings together 10 Japanese institutions, namely, Japan Agency for Marine-Earth Science and Technology (JAMSTEC), Kyushu University, National Institute for Environmental Studies, National Institute for Materials Science, Research Center for Advanced Science and Technology (RCAST), RIKEN, Tokyo Institute of Technology (TITECH), University of Tokyo, University of Tsukuba, and Yokohama University.

Source: Commissariat à l'Énergie Atomique et aux Énergies Alternatives ➔ <https://lnk.bio/HANAMIPROJECT>

JOB OPPORTUNITIES IN JAPAN FOR RESEARCHERS

Funded by the European Union, EURAXESS - Researchers in Motion is a one-stop shop for researchers and innovators seeking to advance their careers and personal development by moving to other countries. It provides tailored information and support, free of charge, to researchers, entrepreneurs and research performing organisations. EURAXESS network counts 43 European countries and 9 worldwide hubs, including Japan. Below link lists latest job opportunities for researchers in Japan.

Source: EURAXESS ➔ <https://euraxess.ec.europa.eu/worldwide/japan/offers>

CANON FOUNDATION IN EUROPE RESEARCH FELLOWSHIPS

The Canon Foundation in Europe offers grants for individuals to carry out research in Europe or Japan. Europeans are expected to carry out their research in Japan whilst Japanese researchers are expected to carry out their research in Europe. The organization supports applications in all research fields.

Applicants should have already obtained their master's degree within the last 10 years of applying.

A successful applicant can expect to receive up to 30,000 Euros per year pro rata.

The minimum period is 3 months to maximum 12 months.

Application deadline 15 September 2024

Grants are established at the discretion of the Foundation and based upon the nature of the research project. Because the form has been designed for applicants from the commercial, governmental, and academic worlds, parts of the form may be more or less relevant.

Source: Canon Foundation in Europe ➔ <https://portal.canonfoundation.org>

THE LINK BETWEEN DEI AND INNOVATION: **INSIGHTS FROM FINLAND AND JAPAN**

Diversity, Equity, and Inclusion (DEI) are essential for driving innovation and growth in businesses, with Finland and Japan serving as key examples of how these principles are applied in different cultural contexts.



Photo by Michael Holmes / <https://encolors.tokyo/>

As diversity, equity, and inclusion is now seen as a social issue rather than a personal issue, companies are increasingly recognising that DEI initiatives are no longer “nice to have” but are key to effective leadership. A management approach that prioritises inclusivity and equity is crucial to address changes like economic globalisation and ageing populations. In Finland, teaching innovation and promoting inclusivity and individuality already begins when a child starts school.

In the renowned Finnish educational system, there’s a strong focus on co-creation, critical thinking, and emotional skills. While Finnish companies are at different stages of DEI maturity, there are some stand-out DEI initiatives. For example, the gaming company Supercell’s strategy emphasises that the company won’t achieve the diversity required for innovation unless it first embraces inclusion—organisations with inclusive cultures are six times more likely to be innovative and agile.

➔ <https://www.helsinkipartners.com/article/the-link-between-dei-and-innovation>

DEI is becoming increasingly important in corporate Japan, and many DEI initiatives are driven by regulatory reform. Many business leaders see the importance of fostering a culture of DEI within their organisations, taking both a top-down and bottom-up approach.

Japanese and Finnish cultures share many similarities, including great respect for nature, common sustainability and ESG goals, and a strong emphasis on technology and innovation. Helsinki Partners’ commitment to understanding DEI issues can help Japanese corporations navigate the local business practices and social norms in Helsinki. The organization promotes diversity, equity, and inclusion in Helsinki by helping Finnish companies recruit international talent and by connecting them with people and organisations that address other aspects of DEI.

Source: Helsinki Partners

WORLD SAUNA FORUM 2024, THE MOST RELAXING BUSINESS EVENT IN THE WORLD

World Sauna Forum 2024 was a business-to-business event held on 6-7 June in Jyväskylä, in the heart of Finnish Lakeland. The event gathered sauna, spa, and wellness industry experts from all over the world, offering a unique learning opportunity for all participants.



The World Sauna Forum was originally created to spread the message of the authentic Finnish sauna experience, to make people find sweet relaxation and health benefits. In 2024, the World Sauna Forum took place for the sixth time, and the event was expanded to a two-day event to meet growing international demand for more sauna networking activities. This event aimed to help international sauna businesses to thrive and show the multiplicity of sauna innovations to the world. Sauna culture is thriving in Japan.

Several sauna enthusiasts from Japan participated in the event and Mr. Sho Yoshinaga from Metos Inc. was on the stage as one of the panelists at the main seminar of the World Sauna Forum. He is an enthusiastic advocate for invigorating Japanese bathing culture, always promoting new ways to enjoy sauna experiences. In order to promote the word and action of “löyly” into the Japanese spa industry, he has introduced to Japan previously unknown sauna heaters, such as IKI KIUAS-sauna and Sauna-isness (gas heaters which are löyly-durable).

Sauna from Finland, the organizer of the World Sauna Forum, is an international business network of over 200 member companies including several Japanese businesses. In order to meet the growing demand for authentic Finnish saunas in Japan, the organization is actively working to expand its network within Japanese sauna, spa, and wellness industry by offering its website in Japanese and publishing event information via Japanese newsletters.

Source: Sauna from Finland ➔ <https://worldsaunaforum.com> ➔ <https://saunafromfinland.com>

PARTNERING OPPORTUNITIES



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

100 PARTNERSHIP AGREEMENTS ACHIEVEMENT UNLOCKED!

The EU-Japan Centre is thrilled to announce the significant milestone of 100 partnerships in the frame of its EEN activities, a sweet success story between a Romanian honey producer and a Japanese partner! Through collaboration facilitated by the EU-Japan Centre, authentic Romanian honey now graces shelves in Japan, adding a touch of sweetness to every corner.

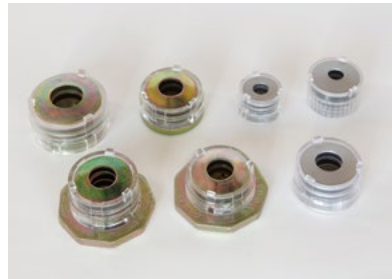
The EU-Japan Centre is EEN's representative in Japan since 2011.

REQUEST FOR SALES AGENT

Sector: e-health

Japanese SME offers in house developed cloud service for medical training on simulated vital sign monitor and is looking for agents

Profile ID: [BOJP20240220006](#)



REQUEST FOR DISTRIBUTORS

Sector: building, construction

A Japanese company manufacturing hardware and building components for wood houses and structures is looking for EU distributors

Profile ID: [BOJP20230317019](#)

REQUEST FOR PARTNER

Sector: green, environment

Japanese company offers cloud-based software platform for the analysis of water leakage risk assessment through satellite data

Profile ID: [BOJP20240404016](#)



LICENSING OFFER

Sector: building, construction

Inorganic photocatalytic technology aimed to protect interior and exterior of building structures with antifouling, antibacterial, and antiviral effect

Profile ID: [TOJP20230530008](#)

ENTERPRISE EUROPE NETWORK

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

➔ <https://een.ec.europa.eu/events>



MICRO NANO EVENT 2024

26-27 September 2024, Besançon, France

Sector: nanotech

Registration deadline: 25 September 2024

Within the frame of Micronara fair the CCI Bourgogne Franche-Comté is organizing an onsite matching event for companies and organizations operating in the micro & nano-technologies sectors.

➔ <https://www.b2match.com/e/micro-nano-event-2024>



EVENTX LIFE SCIENCES 2024

8-9 October 2024, Florence, Italy

Sector: life science

Registration deadline: 1 October 2024

EEN partner Confindustria Toscana is organizing an onsite matching event within the frame of EventX Life Sciences conference. During the event, healthcare stakeholders will explore partnering opportunities and discuss technological approaches and solutions developed and under development to address the challenges and opportunities in the current and coming life science scenarios.

➔ <https://eventxls-one2one2024.b2match.io>



HY-FCELL 2024

8-9 October 2024, Stuttgart, Germany

Sectors: green, renewables

Registration deadline: 9 October 2024

EEN partner Steinbeis Europa Zentrum is organizing an onsite matching event within the frame of hy-fcell the annual event for the hydrogen and fuel cell industries providing an extensive overview for relevant international markets and industries as well as technological advancements.

➔ <https://hyfcell-2024.b2match.io>



BIOTECH SUMMIT AUSTRIA 2024

9-11 October 2024, Innsbruck, Austria

Sectors: biotech

Registration deadline: 8 October 2024

EEN partner Standortagentur Tirol is organizing an onsite matching event during the Biotech Summit Austria conference. The event will bring together the key players from the Austrian and international biotech industry and illuminate cutting-edge technology from different perspectives.

➔ <https://biotech-summit-austria.com>



DATE/LOCATION	DETAILS	CONTACTS
26 June 2024 The Hague, Netherlands	SEMINAR Creative Alliances: Regional Cultural Collaboration between the Netherlands and Japan	Leiden Asia Centre https://leidenasiacentre.nl/event/creative-alliances-regional-cultural-collaboration-between-the-netherlands-and-japan
28 June 2024 Dusseldorf, Germany	SEMINAR The Power of Business-Oriented Content Creation & Management	DJW https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/djw-gogo-no-kai-with-dokomi-2024
11 July 2024 Amsterdam, Netherlands	NETWORKING EVENT Dujat Showcase 2024	Dujat https://www.dujat.nl/event_/upcoming-event/2024-07-11-dujat-showcase-2024
24-27 Sept. 2024 Online 7-8 Oct. 2024 Osaka, Japan	HYBRID MATCHMAKING EVENT EU-Japan Biotech & Pharma Partnering Conference 2024	EU-Japan Centre for Industrial Cooperation https://bio-pharma-osaka-2024.b2match.io
8-11 October 2024 Tokyo, Japan	BUSINESS MISSION Biotech Business Mission	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-mission
14-18 October 2024 Tokyo, Japan	BUSINESS MISSION Digital Business Mission at CEATEC Application deadline: 30 June 2024	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/digital-mission
21-25 Oct. 2024 Online 11-15 Nov. 2024 Tokyo, Japan	TRAINING MISSION Get Ready for Japan - new format Application deadline: 29 August 2024	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/get-ready-for-japan
15 November 2024 Tokyo, Japan	NETWORKING EVENT Ireland Japan Business Awards 2024	Ireland Japan Chamber of Commerce https://www.ijcc.jp/events/ireland-japan-business-awards-2024
29 November 2024 Tokyo, Japan	NETWORKING EVENT Spain Japan Business Contribution Awards	Spanish Chamber of Commerce in Japan https://spanishchamber.or.jp/event/save-the-date-spain-japan-business-contribution-awards-2024
2-5 December 2024 Tokyo, Japan	BUSINESS MISSION Innovation Business Mission Application deadline: 31 August 2024	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/innovation-mission
21-24 January 2025 Tokyo, Japan	BUSINESS MISSION Smart Factory & Robotics Business Mission Application deadline: 30 October 2024	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/smartfactory-robotics-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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