

EU-Japan Centre's New Activities in 2013

The EU-Japan Centre is pleased to inform you about some of the new activities it will develop in 2013-2014:

NEW FELLOWSHIP SCHEME - "MINERVA"

Targeting younger EU and Japanese academics, trade, economic, business and industrial analysts and civil servants, with an active interest in Japan and EU-Japan cooperation from multiple perspectives (trade/market access, economy, industrial policy, business, R&D, etc.).

NEW LOGISTIC SUPPORT FOR SMES - "STEP IN JAPAN"

It is a free "soft landing" type of service aimed at supporting EU-based SMEs' entry and expansion in Japan, by bundling the following support measures: a "hotdesk" in Tokyo within the Centre's premises (including internet connection and telephone) for up to 1 month (maximum 2 beneficiaries within the same time slot); access to meeting and seminar facilities within the Centre's premises; information inquiry helpdesk on Japan; assistance for using the Enterprise Europe Network services while in Japan.



NEW INFORMATION PORTAL FOR EU COMPANIES - www.EUbusinessinJapan.eu (coming soon)

The « EU BUSINESS IN JAPAN » portal will concentrate exclusively on giving practical information for EU businesses in need of clear guidelines to trade with or invest in Japan, i.e. : sectoral information (market surveys); cross-cutting issues (such as corporate taxation or IPR etc) and inter-cultural training.

Further details in following pages.

Calls for applications - Bio Cluster Mission to Japan

Participate in "BioJapan 2013" Expo and in "Cluster to Cluster" and "Business to Business" partnering events

Within the framework of the European Commission (DG-ENTR) new policy aimed at promoting SME internationalisation through clusters, and the Centre's current mission to promote and support EU-Japan Cluster cooperation, the Centre will organise a cluster matchmaking mission in Japan. This mission aims to support cluster organisations and their SME members in their efforts to access global value chains and develop strategic worldwide partnerships and business cooperation.

Further details in following pages.



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

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

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FROM CENTRE

5-DAY BIO CLUSTER MISSION TO JAPAN



The mission shall contribute to improving the cooperation strategies between EU and Japanese clusters and will also give European SMEs the opportunity to enter the Japanese market and establish technology or business partnerships and therefore increase their innovation capacity and make them more competitive on the global scale.

The mission targeting the Biotechnology sector will be organised in the fringes of "BioJapan 2013" Expo in Yokohama in October 2013.

http://www.ics-expo.jp/biojapan/.

The Japanese and global biotechnology industry's top business development and licensing professionals, alliance management professionals, R&D personnel and biotech company executives will gather in Yokohama for the 15th BioJapan Expo. The mission will last 5 days and be organised in Tokyo and Yokohama from Monday, 7 to Friday, 11 October 2013 and will be composed of introductory seminars, visits to Japanese clusters as well as pre-arranged individual business meetings (i.e. Clusterto-Cluster and Business-to-Business) at the "BioJapan 2013" Expo venue.

More information and expressions of interest (deadline 15 April 2013) please contact: c.godart@eu-japan.eu



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"MINERVA" - New Fellowship Scheme

The EU-Japan Centre is launching a new pilot fellowship scheme targeting younger EU and Japanese academics, trade, economic, business and industrial analysts and civil servants, with an active interest in Japan and EU-Japan cooperation from multiple perspectives (trade/market access, economy, industrial policy, business, R&D, etc.).

The fellowship, paid the amount of 1700~1800 EUR/month, will cover a period of 6 months, twice a year, April-September and October-March (exceptionally, in the first year/pilot phase, the fellowship cycle will start in July).

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

Among others, listed below are some of the topics to be covered:

- 1. Current situation and perspectives on EU-Japan trade and industrial relations:
- Japanese market access issues (in the context of FTA/EPA negotiations)
- Japanese public procurement issues
- Energy policy, Clean Energy aspects and business opportunities
- Access to critical raw materials, including rare earth.
- 2. Post-Fukushima business and industrial cooperation opportunities in Japan (disaster management services, clean energy, construction, etc.).
- 3. EU SME internationalisation to Japan: -Obstacles and Opportunities for EU SMEs in Japan (including case studies/sectors).
- -Mapping of EU SMEs active in Japan.
- 4. Sectoral aspects: Japanese biotech clusters and industry landscape.

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

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

"STEP in JAPAN" - NEW LOGISTIC SUPPORT FOR SMES

The EU-Japan Centre is launching "Step in Japan", a new support initiative, which is a free "soft landing" type of service aimed at supporting EU-based SMEs' entry and expansion in Japan, by bundling the following support measures:

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

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

NEW INFORMATION WEBSITE www.EUBusinessinJapan.eu

(Coming soon)

CALL FOR JAPAN EXPERTS' PROPOSALS

In accordance with DG ENTR's priority to develop a global platform providing EU businesses with relevant information about business with third countries, the EU-Japan Centre is currently developing the future reference website for all EU companies wishing to develop business relations in Japan: «EU BUSINESS IN JAPAN» (Coming soon).

The website will cover all economic areas, including: investment, trade, services and R&D. The information available on the portal will be offered under 4 main headings: a knowledge centre; a directory (support organisations, R&D centres, clusters) resulting from several mapping exercises; a help desk ("Ask the Expert" section) that will help inquirers find their way in the voluminous information available online, or provide deeper, more specialised information thanks to the support of experts/ consultants; a "Forum" for free information exchange on various aspects regarding the Japan business environment.

The web portal is scheduled to be launched in 2014.

The «EU BUSINESS IN JAPAN» portal will concentrate exclusively on giving PRACTICAL INFORMATION for EU businesses in need of clear guidelines to trade with or invest in Japan, i.e.: sectoral information (market surveys), cross-cutting issues (such as corporate taxation or IPR etc.), and inter-cultural training.

To this end, the EU-Japan Centre invites Japanese and European experts (consultants, academics and other experts) to submit reports on sector-based or crosscutting issues or videos (or slide shows) on cross-cultural issues.

See below links for the full description of the calls:

http://documents.eu-japan.eu/Call1-SECTORS.doc

http://documents.eu-japan.eu/Call2-**CROSSCUTTING.doc**

http://documents.eu-japan.eu/Call3-INTERCULTURAL.doc

If you don't want to miss this unique occasion to appear on THE reference portal for all EU business activities in Japan, please send your proposal by 30 March 2013 to: callforpapers@eu-japan.eu

GNSS. Asia Japan Industrial Partnership Service

Launch of the GNSS. Asia Japan Industrial Partnership Service with Japan, targeting EU GNSS software applications developers and GNSS receiver makers interested in partnering with Japan.

- * Do you want to develop business in Japan?
- * Do you want to export your existing GNSS services and solutions to the Japanese market?
- * Are you looking for Japanese technology partners to co-develop new applications?
- * Are you looking for Japanese R&D partners for a joint development project?

If yes to any of these, GNSS.Asia Japan can help you identify potential partners in Japan through the GNSS.Asia Industrial Partnership Service.

How does the service work (for EU organisations)?

To start using the service, fill in the partnership application form (click here for the WORD template form: http://japan.gnss.asia/sites/gnss.asia/files/up_img/Simplifed-PartnershipForm_EN_Final.doc) and send the completed form to by email attachment to Fabrizio Mura / Toshiyasu Ichioka by email to: gnssasia@eu-japan.gr.jp

Your partnership application form should describe the nature of your requested partnership in Japan. For example, what product/services does your organisation want to buy/sell? What kind of partnership do you expect to build? Which target segment(s) (R&D, sales, after-service maintenance, etc.) do to wish to engage in?

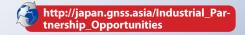
The GNSS.Asia Japan team shall then disseminate your partnership application profile to its wide network of contacts in the Japanese GNSS industry, as well as through the industrial trade fairs in Japan which GNSS.Asia Japan plans to attend, according to the planned calendar on: http://japan.gnss.asia/Industrial_Partnership_Service

The GNSS.Asia team will regularly monitor expressions of interest in Japan resulting of the dissemination of partnership profiles. In the event of a positive expression of interest in Japan, the GNSS.Asia team will liaise back



with the EU organisation and propose to exchange contact information with the potential partners in Japan, for a direct follow-up.

A regularly updated list of existing partnership offers and requests is available at:



Centre's Seminars latest reports

The EU-Japan Centre for Industrial Cooperation is pleased to inform you about the release of the latest seminar reports.

The Japan-EU Economic Partnership - its Implication for World Trade (26/11/2012s Seminar - Brussels): http://documents.eu-japan.eu/seminars/reports/seminar_Japan-EU_Economic_Partnership_26112012.pdf

Strategies for Promoting the Internationalisation of SMEs in the EU and Japan (21/11/2012 Seminar - Tokyo):

http://documents.eu-japan.eu/seminars/reports/seminar_sme_21112012_ja.pdf

Workshop on the Challenges and Business Opportunities for EU SMEs in Japan: how Intermediary Organisations can help SMEs Seize Them

(27/11/2012 Workshop - Brussels): http://documents.eu-japan.eu/seminars/ reports/seminar_sme_27112012_eu.pdf

EU-Japan partnership for the future – EPA and business activities (25/10/2012 Seminar - Brussels): http://www.eu-japan.eu/documents/seminars/reports/seminar_25102012_ti_eu.pdf

Call for Applications for the next Training Missions in Japan World Class Manufacturing (WCM)

To enhance industrial cooperation between European and Japanese companies, the EU-Japan Centre for Industrial Cooperation, organises twice a year a 5-day training mission in Japan, funded by the European Commission, for EU managers working in manufacturing companies and is currently calling for applications for the Autumn 2013 session.

The course provides an in-depth analysis of Japanese manufacturing methodology and enables participants to acquire a better understanding of the manufacturing methods like 'KAIZEN' (continuous improvement), 'TQC' (Total Quality Control),

'TQM' (Total Quality Management), 'TPM' (Total Productive Maintenance), 'JIT' (Just in Time) and 'TIE' (Total Industrial Engineering).

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

WCM II: Training dates: 11 - 15 Nov 2013 Application deadline: 10 June 2013



http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html



About WCM

The content was extremely interesting and beneficial for all the people who had the chance to take part to the programme.

As General Manager of a SME, and in spite of a very busy timetable I absolutely do not regret having participated.

Whatever the company size, should it be for assembling or extremely automated processes; in the early stage of 5S implementation or already on

an advanced level of Lean Manufacturing or Total Productive Maintenance, this training course is rewarding for all participants that will come back from Japan with a philosophy, an approach and concrete methods for improving their companies' production process.

Richard Bachelier, General Manager, AJTECH - http://www.ajtech.fr WCM October 2012 participant

Promoting Energy Efficiency Actions in Industry through Corporate Networks in Europe and Japan

On 29 January 2013, the EU-Japan Centre organised a seminar in Tokyo on "Promoting Energy Efficiency Actions in Industry through Corporate Networks in Europe and Japan".



Following the electricity crisis that hit Japan in 2011, many Japanese enterprises introduced measures to save energy in their business and accomplished significant improvement in their energy efficiency performances. In order to improve further the industry's energy efficiency performance throughout the world, it is important to share and learn from the knowledge and the best practices of actions with high energy-efficiency gains.

This seminar aimed at discussing the actions being taken in Europe and Japan for facilitating such exchanges and transfers of energy-saving know-how among companies, factories, offices, buildings, etc.

To set the policy context first, Dr Christine Wassilev, Energy Counsellor from the German Embassy in Japan, outlined the EU strategy for promoting energy efficiency in industry and presented the latest developments in the German policy and measures in this area (e.g. "German Climate Protection Initiative"). There was also a presentation by a private consultant on the "Learning Energy Efficiency Networks (LEEN)", a mechanism supported by the German Federal government, which aims at facilitating the mutual learning of energy-saving know-how in industry by creating regional networks of companies.

From the Japanese side, Mr Fuyuhiko Noda, chief researcher in the Energy Efficiency Group of the Institute of Energy Economics Japan (IEEJ), introduced the major initiatives for information sharing in Japan and the concept of the "Energy Management Action Network (EMAK)", an initiative being implemented under the International Partnership for Energy Efficiency Cooperation (IPEEC) with the involvement of the Japanese Ministry of Economy and Industry. Finally, Dr Keiichi Komai, General Manager for the Technology Planning and Management Department of the Energy Conservation Center Japan, described the historical background and the current situation of the Japanese policy on energy conservation and the key measures undertaken by his organisation in this area.

75 people participated in the seminar, with a high representation from the Japanese industry, industrial associations and businesspeople involved in environment, production, engineering and CSR activities of companies. A report on the main issues discussed will be available at the EU-Japan Centre's website in the coming weeks.



15th Business Round Table Annual Meeting **OPENING A NEW CHAPTER IN EU-JAPAN RELATIONS**



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Paris, France, 29 - 30 April 2013

The 15th annual EU-Japan Business Round Table (BRT) meeting will take place at the French Ministry of Foreign & European Affairs on 29 - 30 April 2013. It will be cochaired by Jean-Yves Le Gall (Chairman & CEO, Arianespace) and Hiromasa Yonekura (Chairman, Sumitomo Chemical Co., Ltd.).

At the meeting, the BRT Members (CEOs/ senior executives from leading EU and Japanese firms) will discuss and adopt general

and sectoral recommendations to be submitted to the EU and Japanese Authorities. They will hold detailed discussions on the approaching negotiations on a deep and comprehensive Free Trade Agreement/ Economic Partnership Agreement between the EU and Japan, on EU-Japan cooperation including business with/in emerging economies and on resources issues.

The BRT will also hold a joint session with senior representatives of the Japanese and EU Authorities.



ONE-DAY WORKSHOP

Driving Competitiveness Delivering Growth and Sustainable Jobs

Dublin Castle, Ireland, 29 May 2013

Industrial competitiveness is a key factor in economic recovery and in the future development and on-going sustainability of European enterprise.

This one-day Enterprise Ireland workshop is supported by the Department of Jobs, Enterprise and Innovation, the Irish Presidency of the Council of the European Union and the EU-Japan Centre for Industrial Cooperation. It will feature 40 case studies from leading European and Japanese firms of all sizes and from all sectors that will share their practical experience of what does and does not work and how they achieve competitiveness in a busy marketplace.

Driving Competitiveness will focus on what can be done to improve business competitiveness, using European experiences in implementing Lean/best practice tools and techniques in a practical and proven way.

Innovation will drive the next wave of products and services, but the ability to produce them and or to provide services effectively and efficiently will define the future wealth of Europe.

Leading businesses from Manufacturing, Food and Service will share their current understanding on Best Practice imple-

Following high-level addresses from the Irish and EU Authorities, the opening session will conclude with a keynote presentation of "The Toyota Way – Relentless Drive for Competitiveness". It will be followed by a series of parallel sessions – facilitating the multi-sectoral nature of the event, ensuring relevance to participants, as participants will choose their own "route" through the sessions.

Coming 21 years after the first EU-Japan Centre training course on Kaizen and other Japanese production methods, this workshop will build on previous best practice events co-organised by the EU-Japan Centre and Enterprise Ireland.





ETP 2012/2013 Participants Welcomed in Tokyo



Established in 1979 by the European Commission with the support of Keidanren, ETP is the professional development program designed for European business professionals aimed at expanding their business into the Japanese marketplace. In the past 30 years, it has welcomed more than 1,000 business professionals to Japan and many have become industry opinion leaders on EU-Japan economic relations.

Following the 3-week introductory course in London at the School of Oriental and African Studies (SOAS), ETP participants arrived in Tokyo for an 11-month onsite business management and language training programme. The Waseda University in Tokyo welcomed the participants.

Opening ceremony for the ETP Japan

The Opening Ceremony organised on the 10 January at the Delegation of the European Union to Japan was attended by the 31 ETP participants, Mr Shinichi Yokoyama, co-Chairman of Committee on Europe, Nippon Keidanren, Chairman of Sumitomo

Life Company, Mr Kaoru Kamata, President of Waseda University, Mr Michael Loefflad, Representative Director and President of Wuerth Japan Co., Ltd and Mr Hans Dietmar Schweisgut, EU Ambassador to Japan. "I want each one of you, by directly watching, hearing and experiencing all different dimensions of the country, to widen your horizon and face your works and different phases of your lives with a greater perspective", said Kaoru Kamata, President of Waseda University.

"An agreement for free trade that the EU and Japan are working on would be given life, only when a number of globally-minded talents representing shared values and ideas between the two support it. ETP surely contributes to yielding the kind of people. The network of its graduates is indeed a great asset for both sides" said Mr Yokoyama.

Applications for the 2013/2014 cycle are open and can be submitted before 31 May 2013 via the ETP website.



Weareurope 2013

Tokyo, Japan, 27-28 March 2013



Organised by the EU Delegation to Japan, Weareurope is a two-day innovative fashion trade show to present the Autumn/Winter 2013/14 collections of some 40 European fashion houses and designers.

Two fashion shows on the second day will provide insight into the latest trends of European fashion design.

Admission is free but prior registration is required.



Seizing opportunities in Japan and Korea



Strong purchasing power and a keen interest in innovation make Japan and Korea attractive markets for European companies.

To help companies seize the opportunity, EU-funded Programme "EU Gateway" organises one-week business missions to Tokyo and Korea in high-technology and design sectors. Participants benefit from financial support as well as valuable services such as set-up of meetings with potential business partners, translation and interpretation, in-depth preparation on market opportunities and business culture, promotion in specialised media and much more.



The Latvian company Lameko Impex considers that their participation in two EU Gateway missions to Japan has been crucial for their success on the market: "Thanks to EU Gateway, we now understand better the sales channels and we were able to choose suitable, long-term partners from the Japanese side. At this stage, we have established stable business relationships with our Japanese customers".

The calendar of business missions in 2014 has now been published. In total, 6 missions will take place to Japan and Korea, providing European companies with an opportunity to explore their potential and grow their business.

More information and 2014 calendar available at:



http://www.eu-gateway.eu

FORTHCOMING MISSION

Sector

Construction & Building Technologies Dates: 2-6 December 2013 Application deadline: 28 June 2013



EU-JAPAN COOPERATION EUJO-LIMMS Call for a 4th EU Partner

EUJO-LIMMS, the first EU laboratory for micro and nanotechnology in Japan is opening up to a 4th partner in 2014.

The project supported by the European Union 7th Framework Programme for Research and Technological Development (FP7) aims at opening the activity of the Laboratory for Integrated Micro Mechatronic Systems (LIMMS) in Tokyo, Japan, joint unit between CNRS in France and the University of Tokyo, to European partners. Hosted researchers from EPFL (Switzerland), IMTEK (Germany) and VTT (Finland) now develop joint projects for new applications in flexible electronics, optics, nanotechnology, molecular and cellular bio-engineering.

EUJO-LIMMS has launched a call for one additional partner. The first step is a call for expressions of interest open now with a deadline on 31 August 2013. The potential partner will become a member of the consortium and benefit from an EU grant of 200,000 Euros for mobility and personnel costs in order to pursue joint projects at LIMMS in Tokyo.

The official call for a partner will be launched in September 2013.
All information about the call is available on EUJO-LIMMS website.



The European Commission's Joint Research Centre at the IAEA Fukushima Ministerial Conference on Nuclear Safety

The European Commission's Joint Research Centre (JRC) took part in the "Fukushima Ministerial Conference on Nuclear Safety" organised by the International Atomic Energy Agency (IAEA) together with the Government of Japan in Koriyama City (Japan) on 15-17 December 2012.

The principal objective of the conference was to share with the international community knowledge and lessons learned from the accident at the Fukushima Daiichi Nuclear Power Station. The conference allowed to further enhance transparency and to discuss the progress of international efforts aimed at strengthening nuclear safety (including the implementation of the IAEA Action Plan, as well as of the measures to protect people and the environment from ionising radiation).

Within the session: "Protection of People and the Environment from Ionising Radiation", Mr Vladimir Sucha, JRC Deputy Director General, gave a presentation on "Enhanced protection of people and the environment from ionising radiation – Future European Challenges". This is the area on which the main concerns of Japanese citizens are currently focused.

The JRC intervention highlighted that Nuclear Safety is an absolute priority for the European Union (EU). The main nuclear safety related Euratom legislation in force



Vladimir Sucha, JRC Deputy Director General

was presented as well as the EU's dedicated environmental radiological monitoring tools (e.g. EURDEP, ECURIE) and dedicated emergency warning systems, both operated with the scientific support of the EC JRC. Finally the EU's reaction to the Fukushima accident was discussed by detailing the results and the follow up activities of the EU Stress Tests.

The future EU nuclear safety challenges are linked to further improving EU common safety policy, promoting a comprehensive global safety approach in cooperation with national nuclear regulatory authorities and the IAEA, and providing strong support for regional and transboundary emergency preparedness and response. At EC level the EC JRC provides the sound scientific and technical basis needed for the implementation of the relevant EU initiatives in this domain.



Mini report on Japan's recent innovation policy developments – December 2012

The European TrendChart on innovation is the longest running policy benchmarking tool at European level. Since its launch in 1999 it has produced annual reports on national innovation policy and governance, created a comprehensive database of national innovation policy measures and organised a series of policy benchmarking workshops.

The databases of INNO Policy TrendChart and ERAWATCH have been merged and a joint inventory of research and innovation policy measures has been created by the European Commission with the aim of facilitating access to research and innovation policies information within Europe and beyond.

With a view to updating the innovation policy monitoring, the European Commission DG Enterprise and Industry commissioned a contract with the objective to provide an enhanced overview of innovation and research policy measures in Europe and to integrate the INNO Policy TrendChart with the complementary ERAWATCH platform.

This contract is managed by the ERAWATCH Network asbl.

http://www.erawatchnetwork.com Coordinated by Technopolis Group. http://www.technopolisgroup.com During each of the two years of this specific contract three reports will be produced to complement data collection and to update the research and innovation policy measures: a trend report on innovation policy in the EU, an overview report on innovation funding in the EU and an analytical thematic report (the selected theme for 2011 is demand-side innovation policies). To this end, the objective of the present mini country report is to furnish those three reports with country specific information. This time the Mini Country Report/Japan reviews recent developments in Japan with regard to innovation policy.

Source: European Commission



Japan re-opens Market to Beef from France and the Netherlands

The European Union welcomes the lifting of the Japanese ban on imports of beef and beef products, as a first step, from two EU Member States, France and the Netherlands, from 1 February 2013.

This is a very positive development, although it took longer to achieve than anticipated. The decision by Japan is an encouraging signal for the other EU Member States who wish to export beef to Japan, and whose equally high level of food safety has been internationally recognised by the World Organisation for Animal Health (OIE). The European Union is looking forward to seeing this reflected by Japan also opening its market to other EU Member States.

The decision by Japan also sends an important signal to other EU trade partners in the Far East, Asian and neighbouring markets and indeed throughout the world, that EU beef is safe, and that imports of EU beef should resume quickly.

The European Union also welcomes the fact that Japan has communicated its findings in clear terms to its citizens and consumers. This confirms the importance and provides a welcome example of responsible communication about the real risks associated with trade in food.

Japan introduced an import ban on beef from the EU in 2001, citing a risk of Bovine Spongiform Encephalopathy (BSE). This measure went beyond the international standards set by the World Organisation for Animal Health (OIE) and did not take into account the stringent control and surveillance measures in place in the European Union guaranteeing the safety of European beef and beef products.

Since the introduction of the ban, the European Commission has regularly raised the issue with Japan in all available fora and bilateral meetings, at technical and at po-

As a result, Japan has thoroughly reviewed the measures in place in the EU and now recognises that the scientific facts confirm the safe nature of beef from the EU. France and the Netherlands, which had submitted their applications to export to Japan, will be the first EU Member States to see the Japanese market opened up for beef under 30 months of age. The authorisation process is underway for other Member States, which have also shown an interest to export to Japan. The EU has harmonised conditions for food safety across the EU and so Japan should soon also open its market to other EU Member States.

Between 2007 and 2011 EU exports of beef increased considerably (by 302% in volume) and reached 293,207 tonnes in 2011. The main export markets for beef are currently Turkey, Russia and Switzerland. Japan is an interesting market for beef as imports cover about half of total Japanese beef consumption.

For further information: trade-market-access@ec.europa.eu

Source: DG Trade units D.3, C.1, G.3 and the EU Delegation in Tokyo

http://trade.ec.europa.eu/eutn/ psendmessage.htm?tranid=7529 http://europa.eu/rapid/press-release_MEMO-13-70_en.htm

MERGERS

Commission approves acquisition of software provider I.R.I.S. by Canon

The European Commission has cleared under the EU Merger Regulation the proposed acquisition of I.R.I.S. of Belgium by Canon Inc. of Japan. The review of this transaction was referred to the Commission by the Belgian competition authority and subsequently joined by the national competition authorities of Austria, France, Ireland, Italy, Portugal and Sweden. The Commission's investigation found that the merged entity would continue to face competition from a number of other strong competitors in the relevant office automation equipment and capture software markets.

Source: European Commission



http://europa.eu/rapid/press-release_IP-13-124_en.htm?locale=en

Commission clears acquisition of Valeo's Comfort Access Mechanisms business by Japanese auto parts manufacturer U-Shin

The European Commission has cleared under the Merger Regulation the proposed acquisition of the French company Valeo SA's Comfort Access Mechanisms business ("CAM") by U-Shin Ltd. of Japan. CAM manufactures and distributes products that facilitate vehicle access and prevent unauthorised vehicle use, such as handles or locks. The Commission concluded that the proposed acquisition did not raise competition concerns because it would not significantly alter the market structure.

Source: European Commission



http://europa.eu/rapid/press-re-lease_IP-13-97_en.htm

The EU's free trade agreements – where are we?



Over the next two years, 90% of world demand will be generated outside the EU. That's why it is a key priority for the EU to open up more market opportunities for European businesses by negotiating new Free Trade Agreements with key countries. If we were to complete all our current free trade talks tomorrow, we'd be adding to the EU economy 2.2% to our GDP, or €275 billion. This is equivalent to adding a country as big as Austria or Denmark to the EU economy. In terms of jobs, they could generate 2.2 million new jobs or 1% of the EU total workforce.

Here is an overview of the most important free trade deals currently under negotiation or under consideration.

Source: European Commission



Ambassador Shiojiri Discusses Japan-EU Trade Relations with viEUws

Ambassador Shiojiri recently gave an interview to the broadcaster "viEUws" on the topic of Japan-EU trade relations. In discussing the Japan-EU Economic Partnership Agreement (EPA), the Ambassador stated that the goals of the agreement are "to make Japan and the EU competitive and innovative, and attain sustainable economic development".

In looking to launch the negotiations the Ambassador argued that "the basis is well established to start negotiations" and that "we should undertake the negotiations with a sense of urgency"



The full 5-minute interview is available on the "viEUws" website.

http://www.vieuws.eu/foreign-affairs/eu-japan-trade-relations-kojiro-shiojiri-japanese-ambassador-to-the-eu/

Source: Mission of Japan to the EU

2 Years since the Great East Japan Earthquake

It has been 2 years since the Great East Japan Earthquake occurred on March 11 2011. Even though we have been carrying out the reconstruction of the region affected by the disaster, our thoughts remain with those who lost their precious lives and who lost loved ones. Japan is moving forward, major infrastructure and business activities in the affected areas have been restored.

The Mission of Japan to the EU would like to express our deepest gratitude for the profound support we have received from Europe, and to ask that your thoughts and support remain with those who are confronted with difficult challenges to sustain and rebuild the communities which were once lost.

Source: Mission of Japan to the EU



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

Japan and the EU 2013 and Beyond

Ambassador Shiojiri has shared his thoughts on the future of Japan-EU relations in 2013 in a piece "Japan-EU 2013 and beyond" which is published in full in "Our World 2013" by the newspaper New Europe. Below are some extracts from the article.

2012 marked a significant momentum shift in our relations as we passed several important milestones. However, we must now channel the momentum that has been built and set the tone for our future.

2013 offers an unprecedented chance to effectively build on what we have achieved in 2012. We are now at a critical stage.

In order to fulfil our responsibilities as global leaders, we should act with a sense of urgency, with determination and with courage.

It is now time to utilise the potential of our relationship to bring about real solutions and real answers to our current challenges. I am confident that when all Japan, all of the EU, all industries and all citizens of Japan and the EU come together in 2013 with new wisdom we can reach further.

Please visit New Europe for the full text at the below link.

Source: Mission of Japan to the EU



http://www.neurope.eu/blog/japaneu-2013-and-beyond-counting-milestones-moving-forward

Fukuoka/Japan

The Fukuoka Prefectural Government Frankfurt Representative Office has created and launched a new website which provides information about Fukuoka Prefecture. From a general overview about the history and economy of Fukuoka Prefecture and the introduction of its main industries, projects and technologies over useful information about its tourism, traditional crafts and foods & drinks to the latest Fukuoka-related news and events... you will find it all there.

Fukuoka Prefectural Government Frankfurt Representative Office Launches new Website

The website can be accessed in English and German and a Japanese version will follow soon, as will an overview about companies from Fukuoka in Europe. Furthermore, the website will make downloads of brochures, pamphlets, pictures etc. available to all visitors.

The website has been specifically designed to assist European companies that are considering expansion into the Japanese or East Asian market, using Fukuoka as their trading

base and, of course, companies from Fukuoka that want to expand their businesses into Europe. But the website is also promoting Fukuoka as an ideal holiday destination with a mild climate, moderate rainfall and lush nature that can look back to a long history of a unique cultural heritage.





Find your Japanese Business Partner

The Finest Japanese Gem – "Made in Japan, Made in Tohoku"



It has been two years since the Great East Japan Earthquake in March 2011.

Thanks to the warm support of everyone, the people and industries from Japan and the Tohoku region are on a good path to recovery.

On this occasion, the SME Support, JAPAN created an especially dedicated website to introduce 30 companies from the North Eastern region that boast unique technologies in Japan.



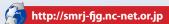
Many of SMEs located in the disaster area of the earthquake possess both precision and high quality technologies that support industries in the fields of precision equipment, automobile and medical equipment. Their capacity to meet the needs of their clients represents their strength: flexibility on short lead time and ability to produce a wide variety of products even in small quantities.

SME Support, JAPAN and Kompass Japan are supporting these SMEs to promote their products not only in Japan but also in international markets with needs for high technologies, especially towards companies and research institutions in Europe.

Please take the time to visit the dedicated website and have a look at the Japanese unique "MADE IN JAPAN, MADE IN TO-HOKU" technologies!

For more information contact the 30 companies selected in the Tohoku region to get more details on their products and technologies.

THANK YOU FOR THE WORLD. SME Support, JAPAN heartily appreciates your kind of support.



Environment Leading Aichi Prefecture Paves the Way for Further Development of its Green Industry by Appealing to European Companies



Tahara (Aichi Pref.) Megasolar PV plant

Located in the centre of Japan, Aichi Prefecture is famous as a world leading area for its manufacturing industries, especially in sectors such as production machinery, automobile, and aircraft.

At the same time, as part of the global trend towards a sustainable society through economic growth-generating environmental policies, Japan's top industrial prefecture Aichi is making every effort to become a green capital by taking the lead in terms of environmental policy.

For example, the installed capacity of residential photovoltaic (PV) systems is already Japan's highest. In addition, the local government introduced a tax exemption mechanism on eco-friendly cars, enabling the prefecture to have the highest number of registered eco-friendly cars. Also, smart city-related demonstration experiments are currently being conducted.

With the aim of becoming a green capital, Aichi will continue to engage actively in a variety of efforts to enhance the introduction of next-generation vehicles, as well as the expansion of renewable energies, such as mega solar PV plants, residential PV power generation, and agricultural water-based small hydroelectric generation.

The Aichi Prefecture Paris Office is also contributing to this approach by promoting investments from European companies involved in the green energy sector, such as at "ENR 2013" (Lyon, 19-22 February). In Europe, ENR is a major trade show for renewable energies, so exhibiting there was a great opportunity to meet green energies-related European companies and organisations, and promote the Aichi area as a green capital with a favourable investment environment. Please contact the JETRO / Aichi Prefecture Office in Paris for further information.



Tokyo Business Seminar

Tokyo, Japan, 26 March 2013

The Tokyo Metropolitan Government (TMG) is pleased to invite you to their Tokyo Business Seminar. The seminar is being held on Thursday, 26 March 2013 with the relocation of Tokyo Business Entry Point (TBEP) to the new JP TOWER. Attendees and presenters will include prominent foreign business people from foreign affiliated firms in Tokyo, international organisations such as embassies, chambers of commerce in Japan and etc.

The presenters will provide their insights into the differences of business environment between Tokyo and other foreign cities/countries, and business chances in Tokyo. TMG will also present services of TBEP. Moreover, it will be a great opportunity to network with attendees in the arranged reception.

RELOCATION OF THE TOKYO BUSINESS ENTRY POINT (TBEP)

As of 21 March 2013, the Tokyo Business Entry Point, a one-stop free information and consultation service portal for foreign-affiliated firms provided by the Tokyo Metropolitan Government, will relocate to the new JP TOWER in Tokyo's Marunouchi district.

New address: JP TOWER B1, 2-7-2 Marunouchi Chiyoda-ku, Tokyo Phone number: +81 (0)3-6269-9981 / Fax number: +81 (0)3-6269-9982 E-mail: support@tokyo-business.jp



Mie Prefecture – Japan's Hub for Industry and Innovation

Located in Japan's technological and manufacturing heartland along major routes of culture and trade, Mie Prefecture, is today a thriving hub of industry and innovation. By land connecting east to west and by sea connecting Japan to the world, Mie offers the international enterprise an ideal location and setting to grow, bolstered by a network of cutting-edge companies, research centers and industrial parks. By train you can reach Nagoya in 50 minutes, Osaka in 1.5 hours and Tokyo in 2.5 hours.



Mie is a prefecture with a highly developed industrial sector, ranked in 9th place nationally—ahead of Tokyo—for total value of shipments of manufactured goods, with an annual industrial production value of 9.76 trillion yen (approximately 80 million Euros). Major industrial sectors include transportation machinery and equipment (26.5%), electronic components, devices and circuits (25.9%) and chemical industries (16.4%). The overall range of industries in Mie goes beyond these categories, however, and is very broad, balancing up-

stream and downstream sectors without exclusively confining its scope to any specific area.

The Crystal Valley (Flat Panel Display related), Silicon Valley (predominantly semiconductor related) and Medical Valley projects were designed to concentrate industries which are responsible for the next generation, by cultivating networks and maximizing collaboration among industry, academia, administration and the private sector.

The next stage of Mie's industrial strategy is to ensure sustainable development by combining support of established industries, with a focus on growth industries such as clean energy and life science. The central government promotion of establishing Asian bases will also be a focus, with Mie paying particular attention to foreign enterprises; favourable conditions afforded to those choosing to establish production facilities within the prefecture.

The new subsidy scheme to be announced in April will strongly reflect a commitment to these areas.

Currently Mie enjoys excellent relations with Europe; twinned with Valencia (Spain) and collaborating in industry and research with North Rhine-Westphalia (Germany), Fraunhofer (Germany), Arve Industries and Thésame, Annecy (France).

Mie Prefecture is waiting for you to join them and welcomes your enquiries. invest@pref.mie.jp tel:+81-59-224-2819



http://www.invest.pref.mie.lg.jp

Results of JETRO's 2012 Survey on Business Conditions of Japanese-Affiliated Firms in Europe

Between November and December 2012, the Japan External Trade Organization (JETRO) conducted its latest survey on the business operations of Japanese-affiliated firms in Europe: 15 Western European countries and 10 Central and Eastern European countries as well as Turkey.

All firms had an investment ratio from Japan of over 10%, including both direct and indirect investment, and in Turkey all were manufacturers. JETRO received 843 valid replies (a 60.3% response rate) out of 1,397 to whom JETRO sent questionnaires.

The question items covered areas including:

1.Business outlook

2.Influence of the European debt crisis and strong yen

3. Forecasted sales and operating profits 4. Challenges in management

Source: JETRO

http://www.jetro.go.jp/en/news/releases/20130130923-news

COME TO BIOJAPAN 2013

Yokohama, Japan, 9-11 October 2013

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

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



http://www.ics-expo.jp/biojapan/

"Robot Suit HAL® for Well-being" to Obtain International Safety Standard Certification for Service Robots

Based on the results of the "Project for Practical Application of Service Robots" conducted by the Ministry of Economy, Trade and Industry (METI), the Japan Quality Assurance Organization (JQA) will grant certification based on the international safety standards for service robots (ISO/DIS13482) and issue a certificate to the "Robot Suit HAL® for well-being," which is a wearable robot developed by CYBERDYNE Co., Ltd, on February 27, 2013.

As ageing of the population continues in Japan, expectations for utilising robot technologies in the field of living-support, such as caring for the elderly, is increasingly growing. Meanwhile, although further safety assurance is needed, as service robots more frequently come into contact with humans, the technology, standards and rules to ensure human safety still remain underdeveloped, and there is significant concern over the risks of developing and introducing them.

METI has been conducting the Project for Practical Application of Service Robots to develop safety verification methods for service robots since 2009, and has been committed to the collection and analysis of data regarding the safety of service robots and establishment of human safety standards, testing methods, and safety verification methods.

Source: Japanese Ministry of Economy, Trade and



French Business Awards 2013

On the 31 January 2013 at the Grand Hyatt Tokyo, the French Chamber of Commerce (CCIFJ) organised the second ceremony of the French Business Awards. The awards recognise excellence and promote success and innovation of the member companies of the CCIFJ across all industries.

These prizes were given a few weeks away from the opening of historic negotiations between Japan and the European Union with the aim of an agreement of free trade.

The jury, comprising of company directors, administrators of the French Chamber, key opinion leaders and a journalist, assisted by two partners at Ernst and Young, who guaranteed the equity of deliberations, chose to reward dynamic and audacious companies, chosen for their business realisations as well as their determination to reach their commercial goals and ethical standards.

http://www.ccifj.or.jp/jp/single-news/n/-2085bcdda7 http://www.ccifj.or.jp/single-news/n/french-business-awards-decouvrez-les-laureats-2013



The 5 winners of the edition 2013 are Godiva Japan (Company of the Year), Faurecia Japan (Jury's Special Award), Nexira (Best SME), LM3LABS (Innovation) and Danone Japan (Environmental Contribution).

Bulgarian Business Delegation to Japan



During the period 11-15 December 2012 a business delegation organised by Japanese-Bulgarian Economic Council, Bulgarian Chamber of Commerce and Industry along with its partners visited Japan.

The central event during the visit was the forum "Invest in Bulgaria", which took place on 14 December in Tokyo.

The forum was officially opened by the Bulgarian Minister of Economy, Energy and Tourism, Delian Dobrev. He presented the advantages of investing in Bulgaria, namely its strategic geographic location, economic stability, low labour costs. Minister Dobrev pointed out that Bulgaria is one of the three states that meet the Maastricht criteria. Bulgaria attracts investors from Great Britain, Germany and Italy but still hasn't fully utilised its potential with regard to the Asian countries.

Mr Makoto Ito, Former Ambassador of Japan to Bulgaria welcomed the initiative to present Bulgaria in the Asian country and said that Bulgaria is attractive and provides many opportunities for investment.

Georgi Stoev, Vice-President of BCCI and vice-president of the joint economic council, presented the Programme "Horizon 2020" to the Japanese companies as an opportunity to receive EU funding for their joint projects in Europe.

The three main priorities laid down in the Programme are science, industrial leadership and societal challenges, with an emphasis on innovation in SMEs.

Japanese companies Mitsubishi Kabushiki Kaisha and Yazaki Corporation, which are operating in Bulgaria, presented their views on doing business there and shared positive experiences. After the end of the forum, the participants had the opportunity to participate in bilateral meetings.

Some of the sectors in which Japanese investors have expressed interest are energy, production of transport equipment, machine-building, electronics, logistics and the chemical industry.

After the forum has been celebrated the 40th anniversary of the Bulgarian-Japanese Economic Council.



Austrian Educational Know-how for the Forestry industry

Two thirds of Japan's territory is covered by forest, yet the forest industry's productivity is lagging behind its potential. Given an annual demand of 90 Million m3, Japan has to import large amounts of wood. One of the main reasons lies is the educational system, which currently does not provide the necessary skills.

Due to the similar topography and its thriving forestry sector, Austrian know-how in this field is in great demand in Japan. The Austrian Embassy - Commercial Section therefore invited Austria's leading training institutions to Japan for a one-week road show.

The group made up of five professors and school principals visited Kagoshima University, the newly established Kyoto Prefectural Forestry College and the Gifu Forest Academy for special lectures. As one of the highlights the Forestry Agency of Japan (MAFF) organised a special workshop in which fifty professionals participated. At the dinner reception the participants could exchange ideas and pave the way for future cooperation.



In the near future Austria plans to invite students and forestry workers for study sessions at Austria's top-tier-institutions.

A Japanese translation of the lectures given in December 2012 is being edited and will be published in Spring, while a Japanese version of Austrian forestry-related teaching material is being planned.



Italia in Giappone 2013

Italia in Giappone 2013 is a collection of promotional events coordinated by Italian Ministry of Foreign Affairs aimed at presenting the best of Italian culture, lifestyle, research and production, from March to December 2013.

The showcase, started in 2001, celebrates this year its fifth edition bringing in numerous cities of Japan some of the most important artworks of the masters of Italian Renaissance and modern Italian painting, as well as three of the most prestigious Italian opera theatres: Scala di Milano, Fenice di Venezia and Teatro Regio di Torino.

Taking stock of the visibility provided by the cultural framework, a number of initiatives will focus on promoting "Made in Italy" and further enhancing the economic and industrial cooperation between Italy and Japan. Special attention will be given to the presentation of the Italian scientific and technological excellence, reliving the history of a celebrated past to look into the future, with the exhibition "Italia del Futuro", on show at the Italian Cultural Centre in Tokyo, from 17 April to 17 May 2013.



The full calendar of the events, both in Japanese and Italian, is available at:



http://italyinjapan.com/index_it.html

Italian Pavilion at CPhl Japan 2013

Tokyo, Japan, 24 - 26 April 2013

The 11th edition of CPhI Japan will take place at Tokyo Big Sight Exhibition Center. It is the main exhibition in Asia about pharmaceutical chemistry, a key event for companies operate in this business sector, and Italy has been present since the first edition (2002).

At the Italian pavilion 9 pharmaceutical companies from Italy will conduct business negotiations with Japanese and other foreign firms.

Regarding the pharmaceutical sector: Japanese imports from Italy have seen significant developments in recent years, and in 2012 they reached a rate of increase of 23.9%, far above the average increase of sectorial imports of Japan from the world (8.7%). Italy ranks 5th place among the major supplier countries (after USA, Germany, Switzerland and France) with 161 billion yen of a total value from the world amounting to 1,837 billion yen.



Symposium: Japan, India and Germany in a Changing World

Tokyo, Japan, 26 March 2013

In a series of symposia the Japanese-German Center Berlin (JDZB), Konrad Adenauer Foundation (KAS) and the Institute for International Policy Studies (IIPS) will discuss Germany's and Japan's relations with some of the BRIC countries (Brazil, Russia, India and China).

Relations with Russia were the focus of the first symposium held in 2011. India will now follow in March 2013 due to its increas-

ingly important role thanks to its growing political and economic weight. German, Japanese and Indian presenters will speak on the following topics: common values; Asia's economic growth and its associated potential and challenges for the global economy; security policy issues in Asia and their significance for Europe.



EU Fashion Succeeding in Japan



SPANISH FASHION

ADOLFO DOMINGUEZ first entered the Japanese market in 1986, through a franchise and distribution agreement with the local department stores Taka-Q.

After 10 years of collaboration and once brand awareness was created, the company decided to focus the expansion on the stand alone stores in the main Japanese cities, a strategy that required a closer approach with local operations management.

In order to achieve this target and, due to the fact that logistics represented one of the main challenges, ADOLFO DOMINGUEZ hired one of the managers from Taka-Q and developed together the "Just in Time" methodology, a key aspect that along with the customisation of the collections, allowed the company to adapt into this market and set a solid base for the



creation of a subsidiary in the country. Nowadays, with 30 points of sale throughout the country, the successful business is managed by the subsidiary ADOLFO DOMINGUEZ - Japan Company Ltd., a cooperation that allowed a higher level of proximity to the culture as well as the contribution to the brand awareness and recognition of the firm. Actually, the successful cooperation experience in Japan has been a reference for the worldwide expansion strategy that is currently undertaken by the company.



ITALIAN FASHION

Mr Franco Ferraro joined "Lanerie Agnona", the famous Italian producer of fabric woollen of the Ermenegildo Zegna group, in 1965, gaining in nine years valuable experience in the fields of fashion design, marketing and promotion and contributing personally to growth of the company. Feeling the need to move towards another type of creativeness, he founded his own company on 1974 named "CHILD", an acronym of his children Chiara, llaria and Davide.

The first years were spent chiefly manufacturing the lines of some famous French couturiers (Givenchy, Dior), and he also worked with various prét à porter companies (Armani, Massei, Bally, Ballantyne).

Then "CHILD" decided to design and to produce its own line for women "Franco Ferraro" characterised by special fine fabrics: Tasmanian wool, cashmere, alpaca, printed jacquard silks etc.



http://www.adolfodominguez.jp



The collections are developed in the Japanese market for the good relationships with local customers. Once his brand name was well known in Japan, "CHILD" opened the first boutique in a department store with a local partner; now there are 32 shops in Japan.

The design and creation of the collections are Made in Italy, while the partners in Japan take care of the distribution and sale.



http://www.francoferraro.com

UK Trade & Investment Trade Mission to Japan



The UK Trade & Investment teams in England's North West and East Midlands regions organised and led a multi-sector Trade Mission to Japan in January 2013.



Working in cooperation with Business Link Japan, for local logistical support, the delegation visited Tokyo and Osaka. A total of 19 delegates, representing 16 companies joined the Mission, most of whom are new to the Japanese market. The visit was able to give them a first insight into the wide-range of possibilities and opportunities in the country.

The UKTI team at the British Embassy, Tokyo, played a leading role in facilitating the visit and in hosting a Reception at the Embassy at which some 60 local business people were in attendance. Mr. Tim Hitchens, British Ambassador to Japan, gave a welcome speech and Ms. Sue Kinoshita, Head of Trade & Investment for UKTI in Japan, spoke of the close trade relationships between the UK and Japan.

Mission leader Peter Thompson, UKTI North West, commented "This has been a really successful visit and feedback from all the delegates has been very positive with most of the companies having established good contacts and foundations for lasting business relations".



EU Companies Succeeding in Japan



Software from Latvia Secures Mission Critical Industries of Japan

Zabbix SIA, a privately-held developer of an innovative open-source monitoring solution, was founded in 2005 and is headquartered in Riga, Latvia. It, successfully competes in the Japanese IT market and is increasing its market share by gaining attention of industry leaders.

While in 2008 almost nobody was aware of the Zabbix software solution in Japan, a partnership proposal from NTT ComTechnology came in and they were the first company to discover the great potential of Zabbix and believed it may assist them in gaining a competitive advantage on the market by introducing this solution to its customers.

Since that time many other companies from Japan have entrusted Zabbix to monitor their IT environments, as well as joined the Zabbix partnership network. With such a vast interest in the Zabbix monitoring solution, the decision to expand to Japan by opening a branch in Tokyo was natural progress. On the 16 October 2012, Zabbix Japan LLC, led by CEO Kodai Terashima, opened its doors to the public.

Currently there are 12 companies from Japan that are active partners of Zabbix and there are more companies in the process of joining the Zabbix partner network. According to Google Trends data, Zabbix is the number one open-source monitoring solution in Japan, greatly surpassing its closest competitors.



H.E. Ambassador of Latvia to Japan Peteris Vaivars, Aleksejs Vladisevs, CEO, Zabbix, Kodai Terashima, CEO, Zabbix Japan LLC.





APIVITA Natural Cosmetics - Developing in the market of Japan

APIVITA, Greece's leading natural cosmetics company, founded in 1979 by pharmacists Nikos and Niki Koutsianas, has spent 3 years in the Japanese market with 9 APIVITA Stores, the most recent being the stores in Osaka and in Okayama.

Inspired by the life of the bee, the rich Greek flora and the holistic approach of Hippocrates for health and beauty, APIVITA creates natural and effective beauty products, using valuable bee derivatives, pure plant extracts and organic essential oils to promote a balanced, holistic, natural way of life. The combination of all the above along with the Greek element offer the brand great growth potential in Japan. It is known that the Japanese customers prefer products that are pure and original, and this is a reason why APIVITA is so promising for the Japanese market.

The brand is also expanding in the hotel & spa market; last year it started a strategic partnership with spa products and amenities in Mandarin Oriental Hong Kong and in spring 2013 it will open in Mandarin Oriental Hotel Tokyo.

The key to success is the combination of a country like Japan that demands the highest quality, with a company like APIVITA that has the philosophy to create natural & effective products with respect to the environment and to society.

Sustainable growth and success would not be possible without having the best partner in Japan, Ajinomoto, who knows the market very well and understands the philosophy, quality and added value of the APIVITA brand.



Nikos Koutsianas and Niki Koutsianas, President of APIVITA, with Bill Gates





DJW PUBLICATION

National Identity or International Integration? Japan and Germany Facing the Challenges of Globalization"

In recent years M&A activities, especially those of Japanese companies in Germany, have significantly increased. Meanwhile, all companies that are involved in M&A face the same challenges: how to keep their own cultural identity while at the same time having to adjust their behaviour, management style, marketing and sales strategy to the requirements of their partners in the target country. On the macro level national states as well do operate between the poles of national identity and international integration.

This topic was covered at a symposium of the DJW (Japanese-German Business Association) in Frankfurt am Main in October 2012 by the renowned diplomat Hisashi Owada, judge at the International Court of Justice (president 2009-2012) in The Hague.

Furthermore, top representatives of Japanese and German companies experienced in M&A discussed the challenges that their companies faced when dealing with international cooperation and mergers and acquisitions.

The new DJW publication "Wissen & Praxis" ("Knowledge & Practice") No. 27 contains the contributions and results of the symposium in English. It can be ordered via the order form available on the DJW website.



http://www.djw.de



New Happiness Study Published by the German Institute for Japanese Studies (DIJ)

Happiness economics has become an established field of research, and happiness and life satisfaction are increasingly considered important policy goals by governments around the globe.

The Japanese government has recently started to follow this trend by regularly collecting data on personal happiness and its determinants through nationwide surveys since 2010. Analysing data from the 2011 National Survey on Lifestyle Preferences, this paper has three aims:

First, DIJ used the Japanese happiness data to check for similarities and differences compared to well-known findings established in the international literature.

Second, from a Japanese perspective it contributed to on-going debates regarding inconclusive findings.

Third, DIJ analysed the happiness effects of variables neglected by previous research, such as loneliness and of new variables such as the impact of the Great East Japan Earthquake of March 11.

Overall, DIJ results confirmed the majority of determinants established by previous studies in the field of happiness economics, such as income, unemployment and marriage. But it found significant differences regarding the effects of entrepreneurship and political participation. In addition, DIJ identified loneliness as the most influential determinant of happiness in Japan. Finally, DIJ found no statistically significant drop in happiness after the March 11 disaster.

Source: Happiness from the Viewpoint of Economics: Findings from Recent Survey Data in Japan, Working Paper 13/1, German Institute for Japanese Studies.



A BIT OF PORTUGAL TO JAPAN



CCILJ E-Magazine: Portugal and the Sea

This new magazine published by the Portuguese Japanese Chamber of Commerce aims to bring

a bit of Portugal to Japan, and to introduce its business culture with reliable information about the Portuguese market and tendencies, trade fairs information, business opportunities and also to introduce the Portuguese Japanese Chamber of Commerce and Industry.

Issued 4 times a year, each issue will be dedicated to a current theme.



PUBLICATION

After the Great East Japan Earthquake: Political and Policy Change in Post-Fukushima Japan

Two colleagues at the EU Delegation to Japan have edited a book called "After the Great East Japan Earthquake: Political and Policy Change in Post-Fukushima Japan".

This book, written by diplomats and policy experts at European embassies to Japan, explores shifts in Japanese politics and policy-making after the triple disaster to see if profound changes have occurred or if instead these are limited. The book addresses those policy areas most likely to be affected by the tragedy – politics, economics, energy, climate, agriculture and food safety – describes how the sector has been affected and considers what the implications are for the future.

The two editors are Dominic Al-Badri, from the EU Delegation's Political & Economic Section, and Gijs Berends who was working in the Trade section until last summer. The book has now gone to press and will be available in bookshops and from online retailers before the second anniversary of 11/3/11.

The book is being published by the Nordic Institute of Asian Studies, based at the University of Copenhagen.

Although the book was conceived as an intellectual exercise rather than as a charitable one, at an early stage in the project Gijs and Dominic decided they would donate any royalties they may receive from this book to one or more NGOs working to rebuild Tohoku.

If you want any more information please contact Dominic or Gijs directly (dominic. al-badri@eeas.europa.eu; gijs.berends@ec.europa.eu)









STRATEGIC PARTNERSHIP TO PROMOTE «EEN» SERVICES IN JAPAN

The EU-Japan Centre and astamuse company, Ltd. announce a strategic partnership to promote **Enterprise Europe Network (EEN) and its services in Japan**



On 1st March 2013, the EU-Japan Centre for Industrial Cooperation ("EU-Japan Centre") and astamuse company, Ltd. ("astamuse") jointly announced a strategic partnership to promote the Enterprise Europe Network services ("EEN") among Japanese small and medium sized enterprises ("SMEs"). astamuse has become the first "EEN-Japan local partner."

EEN services aim at supporting the internationalization of SMEs in Europe. EEN is the largest international network of contact points providing information and support for SMEs in the fields of international business cooperation, innovation, knowledge and technology transfer and cooperation in EU programmes.

The Network was founded by European Commission originally for EU countries, but has been expanded to cover 54 countries with 600 support organizations.

The EU-Japan Centre for Industrial Cooperation is the EEN consortium member in Japan whose aim is to promote the EEN services in Japan, disseminate EU cooperation requests among Japanese SMEs and encourage Japanese SMEs to internationalise to the EU.

The Centre expects the astamuse to accelerate their broader reach to Japanese SMEs, especially in high tech areas through the cooperation in the following ac-

- Joint promotion of the EEN services in Japan at local business seminars;
- Cross-advertising of the Japan EEN website with the website of the Japanese partner organisation;
- Consistent follow-up to dispatch EU requests for partnerships through the astamuse network, and commitment by the EU-Japan Centre to follow up on any expression of interest by SMEs in Japan;
- Consistent commitment by the EU-Japan Centre to offer coaching and assistance to astamuse about EEN and related procedures,

for example on how to write a request for partnership.

astamuse is an innovation platform provider, which offers an extensive IP database and networking services on internet and provides B2B matching services in the high-tech fields. They formed a strategic partnership with the Entrepreneur Group for Growing Japan (EGG JAPAN), a business development base operated by Mitsubishi Estate CO., Ltd. which supports SMEs in Japan and foreign companies entering the Japanese market.

astamuse expects the Centre to provide the European B2B match candidates for their Japanese clients. astamuse can also provide additional services to its clients such as business strategy consulting, IP research, and recruiting solution for a fee.

The EU-Japan Centre will share EU SMEs' B2B partnership requests with astamuse, and astamuse will pick up the best Japanese SMEs candidates for a possible match. EU SME's contact info will not be disclosed to astamuse without the permission of the SMEs. As an "EEN-Japan local partner", astamuse will disseminate B2B requests from EU SMEs as well as information about EEN events and EEN-supported trade fairs, and follow-up on requests from Japanese SME clients.

The EU-Japan Centre and astamuse are planning a joint EEN seminar targeting Japanese manufacturers and research institute in May 2013. The event information will be announced on their website.





Monthly EEN Information Seminar for Japanese SMEs

Since January 2013 the EU-Japan Centre held 3 informative seminars in Japan on the Enterprise Europe Network (EEN) activities to support Japanese SMEs in their international development toward the European Union.

The seminars were attended by Japanese SMEs and Japanese regional organisations and provided answers to gueries covering B2B matching events in the EU and how to find business and technology partners in the EU.

Following the good feedback from participants, these types of seminars will be regularly held on a monthly basis.







German Companies Delegation at Photonix 2013

Tokyo, Japan, 10-12 April 2013



iness Support on Your Doorstep

The German Capital Region Berlin-Brandenburg hosts about 400 companies from photonics and microsystems technology, generating an annual turnover of 2.3 billion Euros while employing more than 14.000 people.

The strong science sector is a major asset of Berlin-Brandenburg. 5 universities and 26 research institutions work in the field of photonics and microsystems technology providing input for the local companies. Several spin-offs have been generated during the last decade.

Almost half of the companies and research institutions are organised in networks. The biggest one, with about 100 institutional members, is OpTecBB.

Others are Laserverbund Berlin-Brandenburg, PhotonikBB and OABB optic alliance brandenburg berlin e.V..

The German Capital Region with the support of the local EEN partner TSB Innovationsagentur Berlin will be represented at the Photonix 2013 fair (http://www.photonix-expo.jp) with ten companies from the area of laser and optical technologies. You are welcome to meet the companies during a matchmaking event taking place at their booth.

More details on the participating companies available in the website.



Inward company mission to AUTOPROMOTEC

Bologna, Italy, 22-26 May 2013

The 25th biennial edition of AUTOPROMOTEC will be held at the Bologna Exhibition Centre. (http://www.autopromotec.it)

Over the years AUTOPROMOTEC has kept up with the pace of technological and professional growth of the automotive industry and today represents the most important direct meeting venue between international manufacturers and buyers.

An inward mission is organised by the Italian EEN partner Unioncamere Emilia Romagna.

Japanese companies interested in visiting the fair can benefit from the following conditions if applying via EEN Japan website:

- 1) Hotel accommodation;
- 2) Entrance tickets and catalogue;
- 3) A gala dinner;
- 4) Interpreting services (English-Italian), if necessary;
- 5) Free shuttle service from Bologna airport;
- 6) Meeting with exhibitors on the basis of a pre-arranged agenda.





Czech Company JIMIplet at Nanotech 2013

The company JIMIplet is engaged in the research, development and production of knitted fabrics based in Brno, Czech Republic. The field of nanotechnology research deals with the application and implementation of research results into practice. It collaborates with universities and medical institutes. On the basis of this cooperation arises products e.g. arm and leg braces, orthopaedic inserts, underwear or bed linen for hospitals. The JIMIplet medical product for spine surgery innovation received the first place in Czech Innovation 2011 awards.

Representatives of company JIMIplet arrived at Nanotech 2013 to cooperate with Japanese companies in:

- Searching for material suppliers
- Establishment of cooperation for the development of new types of materials
- Liaise with distributors for company products
- Acquirement of an investor for potential joint projects

JIMIplet had negotiations with 2 fibre manufacturers with possibility of the development and delivery of yarn samples for pilot testing in the Czech Republic. They negotiated cooperation in introducing Japanese license in the Czech Republic in the field of textile treatment for medical purposes. There were several meetings with distributors, with the introduction of our products to the Japanese, Chinese, Canadian and Mexican markets.



Czech delegation booth at Nanotech 2013

Participation at Nanotech 2013 in Tokyo brought the company JIMIplet not only new contacts in various areas of cooperation, but also the ideas and inspiration for new projects. Their first participation is now evaluated very positively.







EU-Japan Business Opportunities



For potential partners in the EU



REQUEST FOR DISTRIBUTORS IN EU

Sector: construction materials

A Japanese company specialised in laminated aluminum and plastic products for wall covering and fences, is looking for EU distributors Profile ID: 20130218004



REQUEST FOR VENDORS IN EU

Sector: stationeries

A Japanese stationery wholesaler is seeking high quality and unique stationeries goods from EU to import in Japan

Profile ID: 20121210057



REQUEST FOR PARTNERS IN EU

Sector: accounting services

A Japanese accounting company is offering their services to EU companies operating with Japan

Profile ID: 20130103019



REQUEST FOR SUPPLIERS IN EU

Sector:semiconductor, electric components

A Japanese distributor is seeking supplier of semiconductor, electric components for industry market

Profile ID: 20130110013

For potential partners in Japan



REQUEST FOR DISTRIBUTORS / PARTNERS IN JAPAN

Sector: concrete, cement and plaster

A German company aims to find distribution and license partners for its patented magnet

Profile ID: 20130208009



REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: food

An Irish manufacturer of Organic Seaweed is looking for Japanese distributors

Profile ID: 20121106036



REQUEST FOR PARTNERS IN JAPAN

Sector: healthcare, medical

A Spanish research groups with a new technology for gene silencing are looking for a company for further development or licensing agreement

Profile ID: 12 ES 252K 3QR8



REOUEST FOR DISTRIBUTORS IN JAPAN

Sector: food

A Spanish company dealing with duck and duck-related products is looking for Japanese distributors

Profile ID: 20130228029

Enterprise Europe Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

Business Partnering at European Seafood Exposition 2013

Sector: seafood operating companies Brussels, Belgium, 23-24 April 2013

Managed by Enterprise Europe Network Scotland, the event will give you the opportunity to meet potential customers, suppliers or partners face-to-face to explore business opportunities through targeted meetings.

http://www.b2match.eu/ese2013

Brokerage event at RESTA 2013

Sector: construction

Vilnius, Lithuania, 25 April 2013

Held during the International Exhibition for the Construction and Renovation Industry this event will help companies from the construction sector find new business partners and discuss business or technological cooperation possibilities.

http://www.b2match.eu/resta2013

Getting Contacts! brokerage event at Palma Boat Show 2013 Sector: nautical

Palma de Mallorca, Spain, 29 April 2013

Getting Contacts! brokerage event offers you a day of Quality Networking designed exclusively to serve professionals and specialists in and around the Nautical Services sector.

http://palma_nautica.gettingcontacts.com/en

Matchmaking event during EMO Hannover

Sector: metalworking industry

Hannover, Germany, 16-21 September 2013

The matchmaking event will offer the exhibitors and visitors of EMO Hannover the opportunity to find new customers, suppliers and cooperation partners.

http://connect.b2b-match.com/emo2013/p_index.php

Contact-Contract 2013 matchmaking event

Sector: engineering industry

Brno, Czech Republic, 8-9 October 2013

Held at MSV trade fair Contact-Contract is offering a unique opportunity to increase competitiveness and identify new markets and business partners.

http://kk2013.converve.com/p_index.php?lang=en

Partnering event at BioJapan 2013

Sector: biotechnologies

Yokohama, Japan 9 - 11 October 2013

The BioJapan - Asia's Premier partnering event for the biotechnology industry - has played an important role in facilitating interaction between Japanese and international companies/organizations and stimulating new business opportunities.

http://www.ics-expo.jp/biojapan/partnering.html

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



Belgian-Luxembourg Chamber of Commerce in Japan in 2013

On 4 December 2012 the Belgian-Luxembourg Chamber of Commerce (BLCCJ) held its annual General Assembly in Tokyo. A review of the activities and the financial report for 2012, as well as the activity plan and budget proposal for 2013 were presented and unanimously approved by the large number of attendees. The General Assembly ended with the election of the Board of Directors for 2013.

As of 1 January 2013 the BLCCJ Board of Directors is led by the following Bureau:

- President: Mr. Fabrice Tilot, President Triple-A Management Co., Ltd
- Vice-President: Mr. Jan De Bock, Managing Partner, Trainspot K.K.
- Treasurer: Mr. Frederic Lucron, General Manager, Hilton Tokyo Bay
- Secretary General: Mr. Bernard de le Court, Representative Director, Pinguin-Lutosa Japan K.K.



This year promises to be another busy year for the BLCCJ with participation in the Belgian Beer Weekends, the annual Delighting Customers business seminar, breakfast meetings with VIPs, Belux business lunch talks, monthly beer gatherings, etc. This year will also mark the 7th edition of the Nippon Export Award, an initiative from the BLCCJ, rewarding those companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

More information on http://www.blccj.or.jp

Asia House Hosts Sir David Warren KCMG

Sir David Warren, the former British Ambassador to Japan, addressed colleagues, family, and friends of Japan in a heartfelt address at Asia House in London.

The evening reception was held to honour Sir David's illustrious career, having also spent two years as Deputy Head of the FCO's Far Eastern Department and a period on secondment to the Office of Science and Technology in which he promoted UK/Japan cooperation on such innovative affairs.



Speaking to a diverse crowd of diplomats and businesspeople, Sir David fondly recounted the spirit of collaboration and compassion shared between the UK and Japan. In particular, he spoke of the importance of UK-Japanese relations in the international response to the tragic 2011 earthquake and tsunami, the tremendous potential between countries for flourishing trade and global leadership, and lessons the 'lost decade' can teach us about the current financial stagnation.

Sir David was introduced by Asia House Chairman Sir John Boyd KCMG, himself Ambassador to Japan between 1992 and 1996, who celebrated the Japanese presence within his organisation, which aims to foster cultural and commercial exchange of ideas between Europe and the diverse communities of Asia.

The event formed part of the regular Asia House Business and Policy programme.

More information on http://www.asiahouse.org

Japan Tea Exporters' Association Exhibition

The Japan Tea Exporters' Association has been participating in the Camellia Exhibition in a small village in Tuscany for more than a decade.



Held on the 9-10 March 2013 in Capannori, Italy, the events performed during the exhibition Senchado (Japanese tea ceremony with teapot) demonstration by Grand Master Shindo Takatori of Senchado Obaku Koufuryu; Chanoyu (Japanese tea ceremony of Matcha) performed by Yoko Shimada of Omote Senke school of Cha no yu, and a Japanese tea manufacture demonstration by "Temomi" hand rolling method by instructors of Shizuoka prefecture.

More information on http://www.camelielucchesia.it

Japan400

Four hundredth anniversary of Japan-British relations

Japan400 commemorates the start of diplomatic, trading, scientific and cultural relations between Britain and Japan in 1613. Through a host of exciting events during 2013, it celebrates the spirit of discovery and mutual regard that has inspired many successful collaborations and a remarkable friendship between two societies on opposite sides of the world.

More information on http://japan400.com/

Lean Management Summit

Bergen op Zoom, The Netherlands, 15-17 April 2013

Lean Management Instituut organises a 3-day summit in The Netherlands hosted by Philip Morris International.

This year speakers: Dan Jones, René Aernoudts, Wiebe Nijdam, a number of impressive senior executives from companies like Philip Morris, Rockwool, Dura Vermeer, Lean Enterprise Institute and Toyota veterans Mark Reich and Michael Kazoglou. Next to the plenary talks, every day there will be several workshops with topics like: Gemba, Strategy Deployment, Mastering Standardised Work.

More information on http://www.leaninstituut.nl/conferenties.html

Asian Conference on "Sustainability, Society and the Environment: Searching for Synergies"

Osaka, Japan, 6-9 June 2013

The International Academic Forum in conjunction with its global partners is proud to announce the Third Annual Asian Conference on Sustainability, Energy and the Environment.

Sustainability has emerged as the most important global issue for business, industry, government, and academia, and yet to begin with sustainability was associated only with environmental concerns such as energy and global warming. It is now recognised that the concept of sustainability is applicable to all areas of human society, for example in terms of social/economic justice, or responsible business practice. Issues such as poverty, hunger, education, health care, and access to markets should be a part of the evolution of any comprehensive sustainability paradigm as we work together to achieve a sustainable future.

More information on http://acsee.iafor.org/

Photo Contest: Japanese Interpretations of Swedish Innovations

Sweden is a truly innovative nation. Many Swedish companies are built on Swedish innovations. Sweden has given the world air conditioning systems; the zipper; Bluetooth technology; the iconic Coca Cola bottle design; Skype; Tetra Pak; ball bearing - and of course, Hasselblad cameras.



Now, as part of the 'Innovative Sweden' exhibition, planned to be held at Miraikan in October 2013, the Swedish Embassy is working closely with Hasselblad to discover just how innovative Japanese photographers can be - and they don't have to be professionals.

More information on

http://www.swedenabroad.com/japan/photocontest

Swedish and Japanese University Signed Exchange Agreement

Waseda University, one of Japan most prestigious private universities, has signed a five-year agreement for academic cooperation and the exchange of students with Stockholm University.

More information on

http://www.su.se/english/about/ news-and-events/new-exchangeagreement-with-waseda-universityin-tokyo-japan-1.119234

Year of Japan in Spain

CALL FOR PROJECTS

More information on http://www.es.emb-japan.go.jp/ relaciones/400_japon_espana.html

International Symposium

Tokyo, Japan, 9th April 2013

Which future for manufacturing industries in Japan, Korea, Germany and France?

More information on

http://www.grips.ac.jp/en/forum/20130308-1532/

Get up to Date on **European Food Trends and Innovations**

Arnhem, The Netherlands, 24 October 2013

The food and agri-business is one of the driving forces behind the Dutch economy. No wonder that the Netherlands, together with other European countries, are real innovators when it comes to developing new food or agricultural products or optimising certain processes. An overview of these innovations and trends in the European food industry can be found at the Food Valley Expo.

This one-day expo will be a great opportunity for Japanese companies to meet fellow key actors in research and development and food and feed technology. Unique to this expo is the 'international matchmaking', where experts can meet up to exchange knowledge on a specific field of technology. These direct matches often lead to cooperation and direct business. Other ingredients of the expo are keynote lectures, workshops, tasting sessions and the Food Valley Award.

The Food Valley Expo is organised by Food Valley. Based in Wageningen, the Netherlands, Food Valley combines knowledge and entrepreneurship to cultivate a fertile environment for innovation. Impression of last year's expo can be viewed here:

http://www.youtube.com/watch?v= luQLRRgdkVA&list=UUJRMHg40W2 vR_yCL5JMWPFg&index=1 http://www.foodvalley.nl

DATE/LOCATION	DETAILS	CONTACTS
5 April 2013 Tokyo, Japan	BUSINESS TALKS Belux Business Talks: the Japanese Economy	Belgian-Luxembourg Chamber of Commerce in Japan http://www.blccj.or.jp/en/event/belux-bu-siness-talk-japanese-economy
13 May - 7 June 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: HRTP 49 - Human Resources Training Programme - Japan Industry Insight Application deadline: closed	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-trai- ning/human-resources-training-programme. html
30 May 2013 Gent, Belgium	CONFERENCE Knowledge for Growth	FlandersBio http://www.knowledgeforgrowth.be
29 May 2013 Dublin, Ireland	WORKSHOP Driving Competitiveness - WCM workshop	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/seminars.html
17 - 20 June 2013 Tallinn, Estonia	CONGRESS 57th EOQ Congress Quality Renaissance - Co-creating a Viable Future	Estonian Association for Quality http://www.quality2013.eu/tours
1 - 5 July 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - July session Application deadline: closed	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-trai- ning/world-class-manufacturing.html
7 - 11 October 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Bio Cluster Mission to Japan Expression of interest deadline: 15 April 2013	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-trai- ning/bio-cluster-mission.html
11 - 15 November 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - November session Application deadline: 10 June 2013	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-trai- ning/world-class-manufacturing.html

Any EU-Japan-related News?

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



EU-Japan Centre for Industrial Cooperation

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