

EU-JAPAN BUSINESS ROUND TABLE

28 APRIL 2015, BRUSSELS, BELGIUM

On 28 April, the 17th annual meeting of the EU-Japan Business Round Table shall take place in Brussels.

Established in 1999, the BRT is a forum for business leaders to discuss issues of mutual interest and to present recommendations to senior representatives from the EU and Japanese Authorities on regulatory and other issues.

The first part of the meeting shall address four issues:

The current status of the EU-Japan FTA/EPA negotiations
- with the negotiations between the European Commission and the Japanese Government entering a critical phase, the BRT will assess what progress has been made, which hurdles remain and how best to eliminate them.

EU-Japan Transport Cooperation - a discussion of current and possible future cooperation between EU and Japanese companies in areas such as transport security, energy, public procurement, smart applications, biofuels, ICT, technology, aviation, etc.



Developing Regulatory Cooperation (in the post-FTA era)
- the BRT Members shall give their feedback to the Japanese and EU Authorities on a draft action plan on regulatory cooperation.

Energy and Climate Change - the BRT shall adopt a position paper to be submitted to the EU and Japan to assist their negotiations at December's COP21 meeting in Paris.

A "Joint Session with the Authorities" shall allow high-level exchanges between BRT Members and high representatives from the EU and Japan.

The BRT meeting is private, but documents from the meeting shall be available online after the event via the BRT's webpage.

➡ <http://www.eu-japan-brt.eu/>



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

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

欧州連合日本政府代表部/欧州委員会より

- Japan News 12-15
- EU News 11
- 日・EU関係イベント案内 16-32

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

- ビジネスパートナー募集情報、他 35-36

IN THIS ISSUE

- > CENTRE NEWS 2-10
- > EU NEWS 11
- > JAPAN NEWS 12-15
- > EU-JAPAN NEWS 16-32
- > ABOUT JAPAN 33-34
- > FROM THE NETWORK 35-36
- > CALENDAR 37

EU-JAPAN PARTNERING SUPPORT MISSION IN THE SPACE SECTOR

The EU-Japan Centre for Industrial Cooperation completed the execution of the first EU-Japan Partnering Support Mission in the Space Sector, which took place from 9 to 11 March 2015 in Tokyo, Japan, with the participation of 14 European organizations involving 10 SMEs, 2 representative large firms (SSTL and GMV) the European Space Agency and 1 European Industrial Cluster on Earth Observation (EARSC) (refer to [1] for the list of European Participants with details of their areas of competence).

The mission was proposed as a concrete follow-up project from the first EU-Japan Space Policy Dialogue, held in Tokyo on 7 October 2014 ([2]). Moreover, the EU-Japan Centre's ongoing involvement in the valorization of the GALILEO system in Japan through the Horizon2020 funded GNSS.Asia project (started in 2012, see [3]), together with the Centre's recent role as co-organizer of the first Europe-Japan Space Forum (held back-to-back with the Space Policy Dialogue, see [4]) as well as the imminent release of an analytical report on "business partnership opportunities and technology transfer in the Space sector between EU and Japan" ([5]: scheduled for release at the end of March 2015 as the main deliverable of a MINERVA fellowship), constituted important and complementary drivers whose outputs helped facilitate the planning of this mission in a timely manner.

STRUCTURE OF THE EVENT

The mission was organized around 3 business days, with 1/2 day kick-off presentations on the Japanese space policy, industry and market analysis, followed by a networking seminar ([6]) which allowed EU participants to present their successful technologies, products, solutions and applications with the aim of igniting discussions for partnerships with Japanese counterparts. The mission then offered 1 and 1/2 days of pre-arranged individual B2B meetings in Japan with interested Japanese counterparts and included 1 short briefing on "successfully interacting and communicating with Japanese businesspeople" as well as a Round Table with EU Members States in Japan on "sharing best practices towards cooperation in the space sector". The morning of Day 3 also included a visit to the Tsukuba Space Center operated by the Japan Aerospace Exploration Agency (JAXA).

Companies targeted for this mission were involved in developing technologies/know-how in at least one of the 4 following market segments:

- Space-based components and systems (launch, ground and space segments);
- Satellite Communications (SatCom) value-added services;
- Earth Observation (SatEO) raw data, processing techniques and applications;
- Satellite Navigation (SatNav) downstream applications.

SUMMARY OF ACHIEVEMENTS

Through a mix of approaches, the mission was a unique opportunity for European participants to engage in partnership discussions between European and Japanese clusters and companies involved in this challenging market sector. In terms of data gathering, the mission offered valuable insights and updated information about opportunities and challenges in Japan through interactions with local space market experts, stakeholders and Japanese space governmental officers.



< European participants of the EU-Japan Partnering Support Mission in the Space Sector included 10 SMEs, 2 representative large firms and the European Industrial Cluster on Earth Observation (EARSC)
© Ondrej Doule



> The Mission Delegation on visit at the Tsukuba Space Center of JAXA in the morning of 11 March 2015
© Ondrej Doule

Mission participants from Europe identified several areas of opportunities including (but not limited to): a) the possibility to promote and push "non-ITAR" components and systems on the Japanese market; b) opportunities to leverage and take stock of the EU's strength in Earth Observation both upstream (through the imminent operation of COPERNICUS) and downstream (through the offering of innovative software platforms and applications); c) strengthening market positions in the design, production and control of satellite systems (designing smaller satellites at lower cost, offering integrated control and monitoring ground systems); d) opportunities to initiate and further technological cooperation on various segments of current interest in the Japanese Space Sector (technology transfer and/or co-development of components and modules, satellite decommissioning with the aim of reducing space debris, space tourism and habitat).

In terms of networking and partnering, the Networking Seminar attracted a total of over **120 participants** which led to over **200 initial exchanges of contact** and the successful completion of over **50 individual B2B meetings**, all of which are expected to pave the way for further partnership discussions.

CONCLUSIONS OF THE EVENT AND THE WAY FORWARD

Being the Centre's first attempt to offer support for partner-ing in the Space Sector with a very short preparation lead time (less than 2 months from initial planning to execution), this mission unveiled a surprisingly high level of interest from the European side to explore opportunities with Japan.

Moreover, the EU participants' active involvement, their willingness and motivation to engage in cooperation discussions added to their high quality of company profiles submitted, can be considered good indicators

[1] *Profile of European Mission Participants with details of their areas of competence:*

➔ <http://www.eu-japan.eu/eu-japan-partnering-support-mission-space-sector-0>

[2] *EU-Japan Space Policy Dialogue :*

➔ <http://www.euinjapan.jp/en/media/news/news2014/20141007/103003/>

[3] *Promotion and valorization of the GALILEO system in Japan through GNSS. Asia:*

➔ <http://www.gnss.asia>

of a demand-driven service to be renewed in the future, which could be fine-tuned by a) taking into account the evolving output of the future Space Policy Dialogues and b) developing value-adding synergies with other existing projects at the Centre (GNSS.Asia, GNSS.Japan, MINERVA analysis reports, and the Japan Tax and Public Procurement Helpdesk).

The EU-Japan Centre will also explore ways to expand the range of synergies to other available services such as the Horizon2020 National Contact Point in Japan and the Enterprise Europe Network Service, in an attempt to offer a follow-up beyond and in continuity to this first mission, for the benefit of European participants.

[4] *First Europe-Japan Space Forum (8 October 2014):*

➔ <http://www.eu-japan.eu/20141008-europe-japan-space-forum-programme>

[5] *MINERVA EU-Japan Fellowship Programme:*

➔ <http://www.eu-japan.eu/other-activities/minerva-fellowship>

[6] *Networking Seminar: Exploring EU-Japan Industrial Cooperation in the Space Sector:*

➔ <http://www.eu-japan.eu/eu-japan-partnering-support-mission-space-sector-1>

EU-JAPAN DAYS AT EXPO MILAN 2015

10-11 JULY 2015, MILANO, ITALY

Organised at the initiative of the European Commission's Directorate-General (DG) for Internal Market, Industry, Entrepreneurship and SMEs and co-organised by the EU-Japan Centre for Industrial Cooperation, this bilateral event seeks to boost the internationalisation of EU and Japanese business through exploring opportunities related to food markets, food-related biotechnology and agricultural products.

THE EVENT WILL FEATURE:

A half-day seminar, featuring high level political representatives and experts on the economic, legal and trade framework, business opportunities in both the EU and Japanese markets, as well as presentations of case studies of companies from both regions.

Two half-day brokerage events (organisation of business-to-business meetings for between 50 and 100 companies from the EU and Japan, focusing on specific industrial sectors related to the Expo 2015 theme: "Feeding the Planet, Energy for Life").



Official Participant

The EU-Japan Centre is interested in hearing from you if you happen to know of any regional or national event (e.g. seminar, visit, workshop, brokerage event etc.) involving Japan that is to take place in the context of or on the fringes of EXPO 2015, in addition to these two Japan Days. Please e-mail: m.rosada@eu-japan.eu

➔ <http://www.expo2015.org/en>

Registration for the event, starting from April on:

➔ <http://www.euexpo2015.talkb2b.net>

For more information: expoeuevents@mi.camcom.it

LATEST SEMINARS ORGANISED BY THE EU-JAPAN CENTRE

SMART CITIES: THE NEXT STEP - POLICIES, FUTURE VISIONS AND BEST PRACTICES FROM EUROPE AND JAPAN | 24 FEBRUARY 2015, TOKYO, JAPAN



The EU-Japan Centre for Industrial Cooperation teamed up with Saint-Gobain for the organisation of a smart city seminar on the 24 February 2015, which welcomed more than 140 participants. The seminar provided an excellent platform to exchange ideas, best practices, and future visions, discussing the financial systems to sustain and enhance favourable developments in the field. The speakers consisted of a group of Japanese and European policy makers, business executives as well as practitioners at the local government and grass-root level. Additionally, all speakers contributed to an open debate at the end of each respective topical session.



<http://www.eu-japan.eu/smart-cities-next-step-policies-future-visions-and-best-practices-europe-and-japan>

THE PARIS CLIMATE CONFERENCE: **KEEPING GLOBAL TEMPERATURE INCREASE BELOW 2 DEGREES**

28 JANUARY 2015, TOKYO, JAPAN

The annual climate change seminar was organised together with the Delegation of the European Union to Japan on 28 January, and welcomed over 150 participants. As in previous years, the seminar highlighted the EU and Japan's views on the results of the latest session of the UN Climate Change Conference (COP20 in Lima) as well as the path towards and expectations for COP21 in Paris.

The seminar was also an opportunity to present an update on domestic preparations for submitting national contributions, such as last October's European Council conclusions on the new 2030 climate and energy package.



<http://www.eu-japan.eu/paris-climate-conference-keeping-global-temperature-increase-below-2-degrees>

GEOGRAPHICAL INDICATIONS: **SHARING VALUES & TRADITIONS**

12 DECEMBER 2014, TOKYO, JAPAN



Co-organised with the Delegation of the European Union to Japan and with an attendance of approximately 120 participants, this seminar evaluated the current state of play of national legislation as well as Japanese producers' expectations of the system. Through expert presentations and case studies, the seminar explained the requirements for building a successful GI system as well as how to extract the most added-value from the system. The EU Ambassador Isticioaia Budura delivered an introductory speech in which he remarked on the overall benefits of the system while also making reference to the importance of this subject in the context of the ongoing EU-Japan FTA negotiations.

➔ <http://www.eu-japan.eu/geographical-indications-sharing-values-and-traditions>

NEXT EVENTS

DUBLIN LEAN SUMMIT- **DRIVING COMPETITIVENESS**

22 MAY 2015, DUBLIN, IRELAND

This workshop will showcase the strategies and systems used by companies in their relentless quest to achieve and remain competitive. Leading companies from Ireland, the rest of the EU and Japan will present case studies describing the best practice techniques they use in their ongoing drive to improve.

The case studies will cover a wide range of companies: large and small companies, service providers, companies working in the construction, food, pharmaceuticals / healthcare, precision engineering, design, automotive and other sectors, together with companies that have won international Lean awards. Similarly the presentations will not just focus on the application of best practices in production areas, but will look at improvement activities across all business operations.

This event is aimed at any company interested in improvement activities, best practice and in benchmarking itself against other companies. The Summit will be co-organised by Enterprise Ireland and the EU Japan Centre and is supported by the Department of Jobs, Enterprise and Innovation of Ireland.

To register, or for more details about the event, including the list of companies presenting go to:

➔ <http://www.eu-japan.eu/lean-driving-competitiveness-conference>



A Carl Klemm, Toyota Motor Manufacturing (Poland) & Frank Ryan, Enterprise Ireland at the 2013 "Driving Competitiveness" event in Dublin

LEAN IN EUROPE: NEXT VISIT TO EPCOS OHG IN AUSTRIA

The successful programme of the EU-Japan Centre to promote Lean and manufacturing best practices in Europe has reached its 6th company visit.

This time the visit will be held in Austria at EPCOS OHG part of the TDK Group Company, a leading electronics Japanese group that will share with the participants how they implement Japanese best practices.

EPCOS has been participating in the EU-Japan Centre's World-Class Manufacturing courses in Japan since 2001. The focus of the visit will be: **"Working Key Indicators on the Shop Floor"**.

Date of visit: 17 April 2015 with a preparatory meeting and keynote lecture on driving competitiveness and dinner on the evening of the 16th April.

➔ <http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe>

NEXT WCM MISSIONS TO JAPAN

THE CENTRE IS CURRENTLY CALLING FOR APPLICATIONS FOR THE FOLLOWING MISSIONS TO JAPAN

WORLD CALL MANUFACTURING MISSIONS TO JAPAN IN JUNE AND IN OCTOBER

"World Class Manufacturing" is a 5-day training mission in Japan for EU manufacturing company managers.

The mission in Japan consists of:

- In-depth analysis of Japanese manufacturing methodology
- Lectures, seminars and panel discussions, presented by experts from Japanese industry
- Company and factory floor (Gemba) visits
- Preparation and post-visit reviews

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

WCM I - TRAINING DATES:
29 June – 03 July 2015

Application deadline:
Thursday, 26 March 2015

➔ <http://www.eu-japan.eu/detail-business-programmes/WCM>

For the second mission of 2015 the EU-Japan Centre will organise an intensive 5-day advanced course for EU senior executives. This programme will consist of several lectures and 4 or 5 visits to Japanese companies. The application period is open!

WCM II HIGH LEVEL TRAINING DATES:
16 - 20 November 2015

Application deadline:
Thursday, 10 September 2015



<http://www.eu-japan.eu/detail-business-programmes/HIGH-LEVEL-World-Class-Manufacturing-Mission>



WCM TESTIMONIAL

By **ELLEN BRIAN**, Director Lean Program Europe at DHL Supply Chain, WCM programme November 2014

"DHL Supply Chain is driving Continuous Improvement in all its aspects already for many years. Being responsible for Continuous Improvement and Lean in Europe, it was a good opportunity for me to take part in the EU-Japan Centre's WCM course and learn about it at the source: Japan. I was curious to see how Japanese companies are applying the Lean principles in their way of working.

One of the main differences between Japan and Europe, I observed, is how Continuous Improvement thinking is embedded in the mindset of all people; not only on the shop floor, but also at leadership levels. The CEO of the AVEX Tado Plant, for example, explained in a very inspiring way his view on Continuous Improvement and how he was leading and developing his team. A clear vision and clear leadership in driving Continuous Improvement. This level of commitment to Continuous Improvement is definitely something we wish to accomplish at DHL Supply Chain.

I'm always looking for good examples to bring to the attention of DHL's leadership. During this course, I collected some best practices, especially regarding visual management and practical problem solving that can be useful to our approach.

An additional dimension to the WCM course was the interaction with the other participants. One can exchange experiences and learn from other companies how they are dealing with issues related to WCM."

PILOT PROJECT: ICT CLUSTER AND SME SUPPORT MISSION TO JAPAN

The Centre is currently studying the feasibility of a project to organise an ICT mission to Japan in 2015 or early 2016 that would have the following content.

The mission should last 5 days and would be composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcasing and networking events to maximise opportunities for the EU participants. In addition, the mission would provide EU clusters with the opportunity of benchmarking with Japanese clusters during a dedicated session.

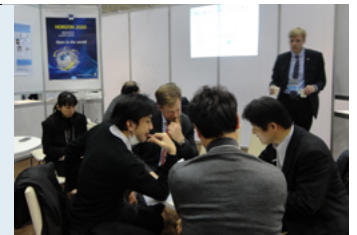
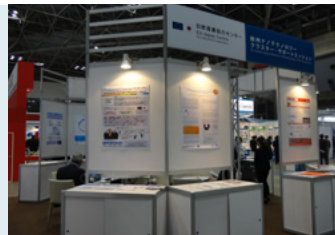
The mission would target an ICT-related sector and be organised on the fringes of an ICT-related International Trade Fair, Exhibition or Conference in Japan.

Your feedback about the organisation of such mission is the most welcome; interested ICT operating companies can express their interest by answering a short questionnaire here: ➔ <http://www.eu-japan.eu/ict-mission-survey>

NEXT CLUSTER AND SME SUPPORT MISSIONS TO JAPAN

THE CENTRE IS CURRENTLY CALLING FOR APPLICATIONS FOR THE FOLLOWING MISSIONS TO JAPAN

BIOTECH AND NANOTECH MISSIONS TO JAPAN IN OCTOBER 2015 AND IN JANUARY 2016



After 2 days of introductory lectures, and company visits, participants will attend the trade fairs partnering event for exhibitions and matchmaking sessions.

This 5-day package is free of charge. A 600 EUR scholarship is available for SMEs.

THE BIOTECH MISSION

The 1st mission targeting the Biotechnology sector will be organised on the fringes of “BioJapan” Expo in Yokohama ➔ <http://www.ics-expo.jp/biojapan>

- From 12 to 16 October 2015, in Tokyo and Yokohama
- Applications deadline: 9 June 2015.

➔ <http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-and-SME-Mission>

THE NANOTECH MISSION

The 2nd mission targeting the Nanotechnology sector will be organised on the fringes of “nano tech” Expo in Tokyo Big Sight ➔ <http://www.nanotechexpo.jp>

- From 25 to 29 January 2016, in Tokyo
- Applications deadline: 30 October 2015.

➔ <http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission>

WOLFGANG KOREK, Project Manager, HealthCapital Berlin-Brandenburg ➔ <http://www.healthcapital.de>
2013 - 2014 Biotech Cluster Missions participant



“HealthCapital Berlin-Brandenburg participated in the 2013 Cluster Support Mission together with 2 companies from the Berlin-Brandenburg Bioregion. While the companies were interested in expanding into the Japanese market, my main purpose was to find Japanese partners to engage in cluster-to-cluster cooperation. At first it was not easy to understand the cluster landscape, since it is quite different to that in Europe. However, when you get to know people from other clusters, it’s clear that there are possibilities

of finding the right partners. I knew a little bit about the Japanese business culture before the mission, but being there in Japan, and having the introduction on the first day was still very helpful in preparing us for participation in the BioJapan Exhibition.

Because of the big success of the 2013 mission, we decided to participate again this year in October. As a result of last year experience we had more interested companies than could be accepted by the organisers.”

FEEDBACK FROM **FORMER CLUSTER AND SME SUPPORT MISSIONS' PARTICIPANTS**

EOIN MURRAY, Head of the New Product Development and Commercialisation, T.E. Laboratories TelLab ➔ <http://www.tellab.ie>
2015 Nanotech Cluster Mission participant



"The development of portable analytical systems based on microfluidic technology is a key area of interest for T.E. Laboratories. The company has already developed numerous systems for analysis of various parameters in water environments. Participation in the Nanotech Cluster Mission provided the opportunity to discover novel nanotechnology which could be integrated into TelLab's microfluidic devices. In addition, there was also a profound interest in forming contacts for potential collaboration in future research projects.

The mission provided an excellent opportunity to gain an understanding of the Japanese business culture and the potential local market.

The match-making system at the Nanotech Expo was effective both for meeting with Japanese and non-Japanese companies and organisations. However, the majority of meetings and discussions took place at the exhibition booths.

Through the contacts we made during the mission, the company is currently actively seeking H2020 calls which would include Japanese partners. In the future, TelLab hopes to coordinate various H2020 projects with Japanese research organisations or companies as partners. Additionally, the company hopes to sell its novel portable analytical systems in Japan, for which TelLab is currently in discussions with a Japanese distributor."

VINCENT JAMIER, NMP International Project Manager - Business Development, LEITAT ➔ <http://www.leitat.org>
2015 Nanotech Cluster Mission participant



"I participated in the Nanotech Cluster Mission to Japan on behalf of LEITAT technological center to present the NAWADES project (<http://nawades.eu>). This project in the field of water desalination has great potential in Japan and we are very eager to pursue future possible collaboration in the field of nanotechnology and advanced materials. The EU-Japan Centre helped us in understanding the Japanese market and to acquire our first contacts with various organisations and companies. The result was the creation of interest from Japanese investors, and a primary dialogue that should permit us to strengthen collaboration in a near future; at first as collaborative projects through EU and bilaterally funded schemes, but eventually through private contracts. One thing I liked was the efficiency and the adapted approach that the Centre provided us,

principally helping to cross the barriers of the language and culture. I found the experience professionally as well as personally very rewarding. I would definitely recommend the EU-Japan Centre's mission to organisations that want to establish their presence in Japan, and/or create new opportunities with Japan.

LEITAT is recognised by the Spanish government as a CIT (Center of Technological Innovation) and is one of the 5 Technology centers which are accredited by the Regional Government of Catalonia. LEITAT develops R&D activities in the areas of material & environment sciences, such as energy storage and harvesting, additive manufacturing, nanosafety, biomedicine, and biotechnologies, with deep knowledge and experience in technological transfers to several industrial sectors."

PROMOTION OF H2020 IN JAPAN

JEUISTE ACADEMIC WORKSHOP

The JEUISTE project organized the first Academic Workshop on white biotechnology in cooperation with the project Advisor, Prof. Ken-ichi Yoshida (Kobe University) and in combination with a bigger expert symposium "the 6th International Symposium of Innovative BioProduction Kobe (iBioK)". Prior to the event, an article was published by Nikkei Technology Online (only in Japanese) and explained the backgrounds.



<http://techon.nikkeibp.co.jp/article/NEWS/20150127/400985/>

After an opening presentation with brief introduction to the European Framework Programme and the JEUISTE project, meaning of the international cooperation in the era of open innovation/open science and expectations from the workshop, detailed presentation was made by Mr. Tom Kuczynski (the Delegation of the European Union to Japan) on the EU activities with a focus on the Bio-Based Industry (BBI) Joint Undertaking newly established under Horizon 2020.

The following 6 presentations then elucidated the needs for establishing reliable and affordable bioproduction schemes and activities to realize those both from academic and industrial points of view. Strong academic focus with a clear value chain analysis towards commercialization highlighted the subject from different angles and made the event an excellent platform for networking for further cooperation. The final programme is available on the following page.



http://www.kobe-u.ac.jp/documents/NEWS/event/intl/2015_02_04_02.pdf

NATIONAL CONTACT POINT IN JAPAN FOR HORIZON 2020

The EU-Japan Centre for Industrial Cooperation has been nominated as the National Contact Point (NCP) in Japan for European Framework Programmes (FP7 and Horizon 2020) and has been intensifying activities.

On 15 December 2014, the NCP in Japan held their first major event at the Delegation of the European Union to Japan in order to raise awareness of Horizon 2020, in particular in the ICT field. This seminar provided practical information on how to participate in Horizon 2020 together with case studies about Japanese organisations participating in FP7 such as NTT DOCOMO (METIS project), NTT (SUCRE project) and the Osaka University (STRAUSS project). In order to reach innovators and researchers in Osaka area, a similar seminar was held at the Osaka Innovation Hub on 18 February 2015, showcasing the NECOMA project in which the Nara Institute of Science and Technology (NAIST) is participating.

The NCP service is covering all areas of joint research with a focus on enabling industrial cooperation. In cooperation with the Enterprise Europe Network (EEN) Japan, the NCP presented its activities and promoted its services by setting up a booth at the Wind Expo 2015 (part of Smart



Energy Week) at Tokyo Big Sight on 25-27 February. Major achievements of the EU Framework Programmes in the area of off-shore wind and other related areas were introduced by posters and video clips together with a seminar targeting participation from the Japanese wind industry. In addition, an informal EU-Japan industrial dialogue meeting on the off-shore wind was organized involving officials from the EU and Japan and industrial representatives.

► http://ec.europa.eu/research/participants/portal/desktop/en/support/national_contact_points.html

FORMER MISSION PARTICIPANT'S FEEDBACK A BULGARIAN SUCCESS STORY

A JAPANESE EXPERIENCE FROM AN SME IN BULGARIA - EU-JAPAN BUSINESS COOPERATION

OGNIAN GADJEV, Sales Manager, Contract-NG ► <http://www.markogji.eu>
2011 Human Resources Training Programme participant



"I work at a company whose core business is to produce and export high quality food products. I therefore knew that Japan is a market where this would be highly appreciated and in demand. However, I also knew that Japanese culture is very different and potential business relations would be very different to Europe. While doing research on EU-Japan business relations, I came upon the EU-Japan Centre for Industrial Cooperation. I contacted them and was subsequently invited for an interview in Brussels. Everything went well and the Centre selected me for their Human Resources Training Programme (H RTP), which took place from 21-27 February, 2011. Because I work for an SME (Small and Medium Enterprise) I was granted a full scholarship for my personal expenses while in Tokyo.

The program was very well organised. All members of the group were divided into several smaller groups depending on their field of interest. We were given lectures on Japanese business culture, how businesses are organised and how to negotiate in Japan. We were provided with current and actual statistics for different industries. The lecturers were managers from big, established companies who shared with us some of their most common strategies. To have a better visual idea of Japanese business, we paid visits

to some of the biggest companies in the Tokyo area, such as Rakuten, Marubeni etc. At the end of the course each member had to make a visual presentation on what he/she had learned and we were then given certificates.

On the last day of the course, the Centre organised a farewell party with Japanese food and invited all the commercial representatives from the H RTP participants' home countries. I was the only Bulgarian in the group and I was impressed that the Centre had invited the Bulgarian Ambassador to Japan just for me. We had a long and pleasant talk. When I came back to Bulgaria, the Ambassador and the Centre helped me to get in touch with a Japanese company interested in our products. They liked the quality and price, etc. but in the end we could not do business with each other because unfortunately the transportation expenses for frozen peppers from Bulgaria to Japan were too high.

Looking back on this experience, I definitely feel that my cultural, personal and business expertise has been considerably enriched. Japanese people believe that they are unique, and my experience there confirmed this. Therefore, I believe that the EU-Japan Centre's programmes are really useful, especially for SMEs wishing to export to the Japanese market."

STEP IN JAPAN FREE OFFICE FACILITIES IN JAPAN

For EU SMEs entering into or expanding within Japan, the EU-Japan Centre offers FREE logistical support and business assistance in its Tokyo office, for up to one month.

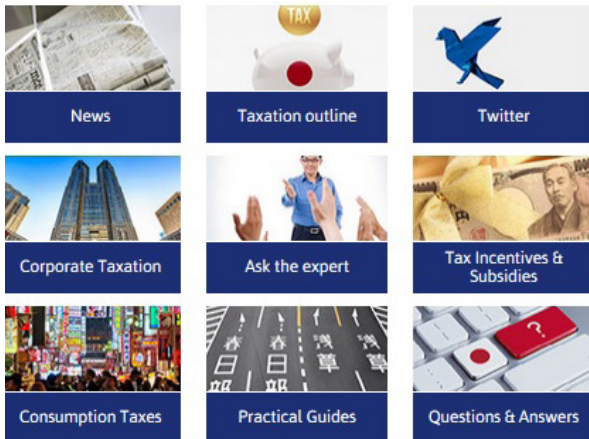
The support measures include:

- a “hot desk” in Tokyo on the Centre’s premises including an internet connection and telephone
- full access to meeting and seminar facilities within the Centre’s premises;
- a help desk for all information inquiries on business in Japan;
- assistance with using the Enterprise Europe Network service while in Japan.

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

➔ <http://www.eu-japan.eu/other-activities/step-in-japan>

JAPAN TAX & PUBLIC PROCUREMENT HELPDESK



The helpdesk provides free support to EU Small and Medium Enterprises to find their way into the largely untapped public procurement market. It also provides first-line information services and access to expertise in the field of taxation issues in Japan.

FOR TAX SUPPORT

<http://www.eubusinessinjapan.eu/issues/financial-issues/taxes-accounting>

FOR PUBLIC PROCUREMENT SUPPORT

<http://www.eubusinessinjapan.eu/issues/entry-strategy/government-procurement>

READY TO DIG DEEPER INTO THE MARKET

ULLA ANDERSEN, CEO, Green Gourmet A/S,
➔ <http://www.green-gourmet.dk>



“Green Gourmet A/S was established in October 2013. We organise the export of up-market craft food specialties on behalf of small and medium-sized independent producers to the ‘luxury and health’ market segments in Japan and Taiwan.

Within the field of Danish agricultural and specialty food produce, the majority of our companies are small and medium-sized, privately owned independent enterprises. Their products (organic or sustainably produced) are of excellent quality thanks to centuries accumulated knowledge in the production of high-quality, clean, and safe foods, made from traditional local Nordic foods and based on the Danish culinary tradition adapted to today’s modern and urban lifestyle. However, being an excellent producer of state-of-the-art specialties does not make you an excellent marketer, which is why we have formed an alliance between producers and a marketing team at Green Gourmet.

For one year we have been working with the Danish Trade Council in Japan, and have obtained a valuable foothold in the luxury market in Japan, and have gained experience as to which products would be of interest in future.

In December last year, we felt ready to dig deeper into the market, and so we contacted the EU-Japan Centre office in Brussels, asking for the possibility of obtaining free office space and other services provided by the EU-Japan Centre in Tokyo.

At the Takanawa Office we were provided with office space and access to meeting facilities. We were also assisted by the staff in obtaining meetings with JETRO, O-BIC and Tokyo Metropolitan, with the aim of starting up a representative office or branch office in Japan.

The Centre’s service and contacts were excellent and of great help to us. Although the office was packed, we had a base from which we could further investigate the possibilities of establishing an office in Japan with our first Japanese speaking employee.

The EU-Japan Centre is filled with interesting information on Japan. Its webinars, publications and other materials are very educational. We use it a lot and hope to be utilising the services even more in the future. Through the EEN network we hope that the EU-Japan Centre will be helpful in further enlarging our network of contacts in Japan.

The Japanese market is very, very different from other markets. However, we strive to understand it in order to be able to serve more Danish delicacies to discerning Japanese consumers. There is a long way to go, but we are taking it one step at a time and are grateful for all the help we can get.”

Thank you.

VULCANUS IN EUROPE: HOST COMPANY'S TESTIMONIAL

FRANCISCO MARTI, TIGER Coatings GmbH & Co KG (Austria), Vulcanus in Europe 2014/15 supervisor

About the Vulcanus in Europe programme for companies ➡ <http://www.eu-japan.eu/host-trainee-0>



"My name is Francisco Marti, Product Manager Technical of TIGITAL Powder in TIGER Coatings GmbH & Co KG (<http://www.tiger.at>) in Austria. We are currently hosting a Vulcanus student, Sari Nishimura, from August 2014 until the end of March 2015.

The experience of having Sari with us has been really positive. We learnt a lot about Japanese culture and understand it a bit better now. Sari is a brilliant student and has managed to improve her English and German language skills a lot. Regarding her performance here, after

an initial orientation period, she began to understand our project and managed to work properly and efficiently.

I find the VULCANUS programme a really good tool for Japanese students to know a bit more about Europe and to have a first experience in a professional environment. Culture, behaviour, traditions, rules, etc... All this is crucial for their personal and professional development. Furthermore, this is a business world, therefore this experience will help them in the near future when they work in international companies."

VULCANUS IN EUROPE: STUDENT'S TESTIMONIAL

SARI NISHIMURA, Intern at Tiger Coatings (Austria),

About the Vulcanus in Europe programme for Japanese students ➡ <http://www.eu-japan.eu/ja/vulcanus-europe>



"I am currently working at Tiger Coatings, a powder coating manufacturer located in Wels, in the upper region of Austria. At the beginning of my time there, I was often perplexed by the cultural differences between Japan and Austria. People here seem to live with little stress and have a lot of fun in their lives. My tasks at Tiger Coatings are mainly related to the development of the Printing system for coatings, but are nevertheless varied, from running the huge printing machine to extruding and characterising toner (powder in printer). Our team is very international, including people from Spain,

Austria and Japan. Thanks to the Vulcanus programme, I know now that Europe is not so far away from Japan and that both regions can be great business partners. The knowledge I gained of the importance of mutual understanding (including communication and awareness of cultural differences), will be a firm base for me to work abroad later on. With both professional and personal experience, as well as the courage I developed throughout this Vulcanus year, I feel prepared to take on any challenge and to take advantage of any opportunity that might arise in my future career."

VULCANUS IN JAPAN: STUDENT'S TESTIMONIAL

DIEGO FUERTE, Intern at Hitachi Ltd.

About the Vulcanus in Japan programme for EU students ➡ <http://www.eu-japan.eu/vulcanus-japan-0>



"You never know what destiny has in store for you, and in my case, it made me land at Narita International Airport in early September 2014, carrying just a bag full of hope, curiosity, ambition and an English-Japanese pocket dictionary. Before I realised it, Japan was no longer a far and strange country, but my home, surrounded by dozens of new Vulcanus friends at the Naganuma School of Japanese. Being open-minded by nature, I managed to slowly gain more insight in the Japanese way of thinking, and of course gained a conversational knowledge of the language. On a freezing morning at the beginning of January I had to realise that my life in Tokyo was over and the second part of my Vulcanus experience would start. I ended up in a little town called Tsuchiura

on the East coast, in the prefecture of Ibaraki, known because of its frequent earthquakes. My host company, however, is one of the biggest companies in Japan: Hitachi. Most specifically, I now work in the Compressor Design department: one of the biggest international manufacturers of compressors, widely used in the petrochemical and refinery industries. I soon understood my role in the company, thanks to the guidance and support of my new Japanese colleagues. It has only been one month so far, but I already feel completely accepted by my colleagues and I deeply appreciate the way the Japanese work: collaborative, communicative, group-consensus, etc. I am very much looking forward to the coming months as part of the Hitachi group!

EU-JAPAN INDUSTRIAL POLICY DIALOGUE

The 18th Annual Meeting of the EU-Japan Industrial Policy Dialogue took place on 17 March in Brussels. One of the main outcomes of the meeting was the adoption of a Regulatory Cooperation Joint Document foreseeing the enlargement of the existing cooperation to new areas such as robotics, construction and medical devices. The Regulatory Cooperation Joint Document is the first step towards a deeper and enlarged regulatory

cooperation between the EU and Japan which should also facilitate the EU-Japan free trade agreement (FTA).

The meeting took place under the chairmanship of Vice Minister Norihiko Ishiguro of the Japanese Ministry of Economy, Trade and Industry (METI) and Director-General Daniel Calleja of the Directorate General (DG) for Internal Market, Industry, Entrepreneurship and SMEs.



Source: European Commission

http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8148&lang=en&title=18th-Annual-Meeting-of-the-EU-Japan-Industrial-Policy-Dialogue

9TH ROUND OF EU-JAPAN FTA NEGOTIATIONS

The ninth round of EU-Japan FTA negotiations took place on 23-27 February in Brussels. The discussions focused as usual on the areas to be covered by the future agreement such as trade in goods, trade in services, investment, non-tariff measures, government procurement and others. Progress was achieved in further consolidation of the negotiating texts. Both sides showed a constructive

attitude although difficult issues remain in a number of areas. The tenth round will be held at the end of April in Tokyo. The round which is to take place shortly before the EU-Japan Summit will be a good opportunity to take stock of the progress achieved in the FTA negotiations.

Source: European Commission

➔ <http://trade.ec.europa.eu/doclib/press/index.cfm?id=1267>

EU-JAPAN INDUSTRIAL POLICY DIALOGUE EU-JAPAN FTA NEGOTIATIONS



The EU-Japan Climate Change and Environment Working Group session took place in Brussels on 16 February 2015 between METI and DG GROW of the European Commission. This meeting which is held each year, was co-chaired by Mr. Takahiro Tajiri (Director, Global Environmental Affairs Office, Industrial Science and Technology Policy and Environment Bureau, METI, Japan), Mrs. Marzena Rogalska (Head of Unit, Sustainable Industrial Policy & Construction,

European Commission, EU) and Mrs. Elisabeth Hamdouch, Deputy Head of Unit, Sustainable Industrial Policy & Construction, European Commission, EU). The Working Group is part of the EU-Japan Industrial Policy Dialogue and its aims include the exchange of information on climate instruments and measures, cooperation in the context of international negotiations, the exchange of information on major policy developments (particularly environmental product policies), and the opportunity for both sides to learn about each other's' industrial competitiveness policies.

The working group discussed in particular European Eco-design policies and the "Top Runner" scheme, resource efficiency policies, the 2015 international climate change agreement negotiations, the

Energy Union and 2030 Framework for Climate and Energy, the future energy mix of Japan and the climate related technology transfers and financing including the Joint Credit Mechanism launched by Japan, the Global Superior Energy Performance Partnership policy of Japan, the European Emission Trading Scheme and the European approach on sustainable construction.

Both METI and DG GROW described the talks as extremely valuable, offering insights on how each side effectively addresses common problems and challenges. Both sides observed converging approaches and ways of work and expressed their commitment to continue these fruitful dialogues.

Source: European Commission

➔ <http://ec.europa.eu/growth/>

THE OPENING CEREMONY AND RECEPTION FOR THE 30TH EU EXECUTIVE TRAINING PROGRAMME

A new group of 22 EU Executives have started their language and business training programme in Japan. The opening ceremony and reception for the EU Executive Training Programme (ETP) in Japan was held at the Delegation of the European Union to Japan (Tokyo) on 15 January 2015. During the ceremony, speeches were delivered by the Ambassador of the European Union to Japan, H.E. Mr. Viorel Isticioaia Budura, Mr. Norimasa

Morita, Vice President for International Affairs, Waseda University, Mr. Yoshio Sato, Co-Chairman, Committee on Europe, Keidanren; (Chairman of the Board, Sumitomo Life Insurance Company), and Mr. Michael Loefflad, ETP alumnus and Representative Director and President of Wuerth Japan Co., Ltd.

➔ <http://www.euetp.eu>

FOREIGN MINISTER FUMIO KISHIDA'S VISIT TO EUROPE

JAPAN'S MINISTER OF FOREIGN AFFAIRS, MR. FUMIO KISHIDA MADE AN OFFICIAL VISIT TO EUROPE IN JANUARY.

In Brussels, Minister Kishida met with key figures from the European Commission, including Ms. Federica Mogherini, the European Union's High Representative for Foreign Affairs and Security Policy; Mr. Frans Timmermans, First Vice-President of the European Commission and Ms. Cecilia Malmström, European Commissioner for Trade.

Minister Kishida placed an emphasis on three major pillars to strengthen ties between Japan and Europe. They are Japanese-European cooperation for global peace and stability, cooperation towards contributions that will help to address global challenges and thirdly, the promotion of a Japan-Europe economic partnership.

During his time in Brussels, Minister Kishida also met with H.E. Mr. Didier Reynders, Deputy Prime Minister and Minister of Foreign Affairs and European Affairs of Belgium, Mr. Jens Stoltenberg, Secretary General of NATO and H.E. Dr. Frank-Walter Steinmeier, Federal Foreign Minister of Germany.

More coverage from this event is available on the website of the Mission of Japan to the EU.

Source: Mission of Japan to the EU
➔ <http://www.eu.emb-japan.go.jp>



Fumio Kishida with Federica Mogherini



Fumio Kishida with Frans Timmermans

FOREIGN MINISTER FUMIO KISHIDA'S KEYNOTE ADDRESS AT AN INTERNATIONAL SYMPOSIUM HOSTED BY THE GMF

During his official visit to Brussels in January, Minister Kishida gave a keynote address on the topic of "Year 2015 as the opening of a new chapter in Japan-Europe relations".

Minister Kishida explained with specific examples that for 70 years since the war, Japan has acted with Europe to uphold and strengthen values and the systems that realize these values, and has contributed to world peace and prosperity. He emphasized that based on the "trust" and track record generated in that process, the Abe Administration has significantly advanced the relationship between Japan and Europe, as powerful partners in "diplomacy that takes a panoramic perspective of the world map."



Minister Kishida said that with "the 70th year from the end of World War II" and "the year 2015" as key phrases, he wants to advance three pillars -- (1) Peace and stability; (2) Global challenges; and (3) Regional and global economies -- in order to reinforce the relationship between Japan and Europe.

In particular, while discussing (1) Peace and stability, Minister Kishida mentioned Japan's future efforts in connection with fighting international terrorism, including new assistance of 7.5 million U.S. dollars to build counter-terrorism capacity in Africa and the Middle East, and stronger coordination between Japan and Europe, along with announcing fresh assistance of approximately 16.6 million U.S. dollars for the recovery of eastern Ukraine and at least 300 million U.S. dollars to help Ukraine stabilize its economy.


Source: Mission of Japan to the EU
 http://www.mofa.go.jp/erp/ep/page24e_000068.html

JAPAN-EU TRADE NEGOTIATIONS CONTINUE - BOTH SIDES AIM FOR FINISH BY THE END OF 2015

The eighth round of negotiations on the Japan-EU Economic Partnership Agreement (EPA) was held in Tokyo, from December 8 to 12. At these meetings, fruitful discussions were conducted on areas such as trade in goods, trade in services, investment, intellectual property rights, non-tariff measures and government procurement. On the Japanese side,

the eighth round of meetings was attended by Ambassador Yasumasa Nagamine, Deputy Minister for Foreign Affairs (Chief Negotiator) and representatives from other relevant ministries, while the EU was represented by Mr. Mauro Petriccione, Deputy Director-General, Directorate-General for Trade, the European Commission (Chief Negotiator) and other representatives.

Following on from December's productive discussions, the ninth round of negotiations has just concluded in Brussels (February 23-27). Both Japan and the EU aim to conclude trade talks by the end of the 2015.

Source: Mission of Japan to the EU
 http://www.mofa.go.jp/press/release/press3e_000027.html

KYOTO SMART CITY EXPO 2015 - DESIGNING SMART CITIES

20-22 MAY 2015, KYOTO-KEIHANNA, JAPAN

Kyoto is a city which offers a lifestyle in which both rich a history and culture steeped in tradition are still alive; the city is also home to the Kansai Science City, where state-of-the-art research and technology are brought together. This makes Kyoto a city capable of leading the world in the field of Smart Cities. The participation in the cutting edge Smart City projects of cities around the world will serve as an excellent opportunity for Kyoto/Keihanna to co-create and promote Smart Cities while contributing to the realisation of a sustainable society.

In the first time of "Kyoto Smart City Expo 2014", about 1,800 people from Japan and 28 countries in the two days attended and have been done enthusiastic discussions on the future picture of smart city. As a result of cooperation with the city of Barcelona in Spain, participants from Europe were second largest number after Asia.

The second edition of "Kyoto Smart City Expo 2015", based on the results of "Kyoto Smart City Expo 2014", and in coordination/cooperation with the "Smart City Expo World Congress" held in Barcelona every year, will further promote regional and technological exchange done through governments, municipalities, corporations, universities and other organisations around the world while also contributing to entry into the expanding Smart City market, as well as the creation of new markets.

Compared to the first edition which was only an international symposium, this expanded edition will include not only the international symposium, but also company exhibitions, "Smart City



seminars" and the "Keihanna lab trip" a visit of the Kansai Science City (http://kri-p.jp/english/index.html#top_introduce) which is like a huge exhibition hall, etc... About 5,000 visitors are expected to attend the event.

In this Expo, the organisers focused on the theme of "designing smart cities." With an ICT foundation, this endeavour does not only target infrastructure relating to environment, energy, and public transport systems, but also involves health, food, culture, education and other wide-ranging and multifaceted industrial fields.



THERE ARE 5 REASONS FOR ATTENDING KYOTO SMART CITY EXPO 2015:

1. Smart City Expo - An international event will be held in partnership and cooperation between three regions around the world, Barcelona (Spain), Montreal (Canada) and Kyoto - Keihanna (Japan).

2. It will feature multifaceted discussions and information exchanges among participants from around the world,

based on such themes as the latest world trends, research, technological development, and city policy relating to the expanding Smart City market.

3. Keynote speeches, sessions, seminars and more from top-level Smart City experts invited from Japan and abroad, in a tranquil environment surrounded by abundant nature.

4. This expo, Kyoto's second, offers corporate exhibitions for the purpose of B2B transactions and "Smart City Messe in Keihanna" as a place for business matching.

5. There will be opportunities to come in contact with the latest Smart City research and technological development within Japan's cutting-edge innovation environment including regional designations of national and international strategic zones.

Please visit Kyoto Smart City Expo 2015 official website to see details about commemoration speech and keynote speech, exhibitor company, and other information. The organisers are looking forward to your participation.

➡ <http://kyoto-smartcity.com/e/index.html>

BIOJAPAN 2015 - WORLD BUSINESS FORUM

14-16 OCTOBER 2015, YOKOHAMA, JAPAN

BioJapan has gained a reputation as an effective partnering platform and exhibition to address the growing Asian healthcare and medical market. This October, 750 companies and institutions from 30 countries will meet in Yokohama to generate new bio-business and accelerate open innovation.

Participants from big pharma, bio-ventures, research institutions and universities, top-level executives, R&D experts,

business development and licensing people will gather under one roof at this event for about 8,000 One-to-One Meetings!

Biotechnologies such as drug discovery, personalized medicine, regenerative medicine, diagnostics & medical devices and equipment, healthcare, environment & energy, functional food, research devices & reagents will be showcased during this Forum.

CALL FOR SPEAKERS

"BIOTECHNOLOGY TOMORROW" A PRESENTATION AT BIOJAPAN 2015

The organising committee of BioJapan 2015 will be inviting participants to give presentations in the session "Biotechnology Tomorrow". Interested persons should send abstracts for selection, following the directions shown below, to the Secretariat no later than May 8, 2015.

➡ <http://www.ics-expo.jp/biojapan/abstracts.html>

➡ <http://www.ics-expo.jp/biojapan/>

“THE LEADING JAPAN FOUNDRIES” EXHIBITING AT NEWCAST/GIFA 16-20 JUNE 2015, DUSSELDORF, GERMANY

“The Leading Japan Foundries” will be represented at Newcast (<http://www.newcast.com>) with 28 companies from the area of metal casting related technologies. EU companies are welcome to meet them at their booth: Hall 14 - G54.

Japanese foundries have excellent casting technology and produce some of the world’s highest-quality castings. “The Leading Japan Foundries” is composed of 28 companies which possess advanced technologies and is a cutting-edge group to expand the sales network aggressively aiming at the global market.

They can supply various kinds of casting products of iron, aluminium alloy (including composite) and copper alloy from 0.1 kg to 15 ton to various markets, and respond from mass production to low-volume production and rapid prototyping.

They are comprised of professionals of the top-level in the casting industry and able to supply stably high-quality castings. And they give all customers quick and efficient responses on estimates, orders and any other correspondence. They are well-experienced in the international business with global manufacturers.

Giving Innovations to the world.



General Industrial Machinery

Automotive parts

Construction Machinery

Public Use

Trading and Others

PLEASE VISIT THE BOOTH OF “THE LEADING JAPAN FOUNDRIES” - HALL 14 G54 OF NEWCAST AT MESSE DUSSELDORF

EXHIBITING COMPANIES

➔ <http://www.japan-foundries.com>

CASTING WEIGHT CATEGORY		ID	COMPANY NAME	WEBSITE
Heavy	50kg – 15t	1	Tomotetsu Kogyo Co., Ltd.	http://www.tomotetu.co.jp
	100kg – 12t	2	Ota Chuzosho Co., Ltd.	http://www.ohdachuzousyo.co.jp
	300kg – 10t	3	Koyochuzo Co., Ltd.	http://www.koyochuzo.co.jp
	100kg – 10t	4	Shimamura Industry Co., Ltd.	http://www.shimamura-industry.com
	100kg – 10t	5	Tomita Co., Ltd.	http://www.tomichu.co.jp
Medium	50kg – 6t	6	Kurita Sangyoh Co., Ltd.	http://www.kuritasangyoh.co.jp
	50kg – 5t	7	Taniguchi Foundry Inc.	http://www.chuuzou.co.jp
	10kg – 4t	8	Cast Co., Ltd.	http://www.kkcast.co.jp
	0.1kg – 4t	9	Sato Machine & Foundry Co., Ltd.	http://www.310imono.co.jp
	1kg - 2.3t	10	Tajima Light Metal Co., Ltd.	http://www.tac-casting.com
	100kg – 1t	11	Tominaga Co., Ltd.	http://www.ftm-tominaga.co.jp
	50kg – 1t	12	Hi-Cast Co., Ltd.	http://www.hicast.jp
	50kg – 1t	13	Shirota Chuko	http://www.shirota-chuko.co.jp
	1kg - 500kg	14	Akioka Co., Ltd.	http://www.akioka1966.co.jp
	1kg - 300kg	15	Imaizumi Foundry And Machining Co., Ltd.	http://www.imaizumichuzou.co.jp
	1kg - 300kg	16	Kinsei Engineering Inc.	http://www.kinsei.jp
	0.5kg - 200kg	17	Asagoe Industry Co., Ltd.	http://www.asagoe-net.co.jp
	0.1kg - 100kg	18	Koiwai Co., Ltd.	http://www.tc-koiwai.co.jp
Light	0.2kg - 40kg	19	Takaoka Seisakusho Co., Ltd.	http://www.takaoka-ss.co.jp
	0.5kg - 30kg	20	Sato Chuko Co., Ltd.	http://www.satochuko.co.jp
	0.1kg - 30kg	21	Miyata Co., Ltd.	http://www1.ocn.ne.jp/~miyatafc
	0.1kg - 30kg	22	Kurodite Ind Co., Ltd.	http://www.kurodite.co.jp
	1kg - 20kg	23	Ishikawa Malleable Co., Ltd.	http://www.ishikawakatan.co.jp
	0.5kg - 20kg	24	Yoshiwa Kogyo Co., Ltd.	http://www.yoshiwa.co.jp
	0.1kg - 20kg	25	Akashi Gohdoh Inc.	http://www.akashigo.com
	0.2kg - 15kg	26	Kurita Co., Ltd.	http://www.kurita-cast.co.jp
Other		27	Kusano Co., Ltd.	http://www.kusanoco.com
		28	Taiyo Machinery Co., Ltd.	http://www.omco-taiyo.co.jp



OPEN INNOVATION FOR LIFE SCIENCE INDUSTRY IN YOKOHAMA-KANAGAWA



Yokohama is the capital of Kanagawa prefecture, which consists of the main industrialised region of the Tokyo metropolitan area, and which contains 144 companies working in the life science industry, 34% of which are bio and chemical equipment companies, 21% are pharmaceutical companies and 16% are medical device companies. Yokohama has a long history of open innovation, which is demonstrated by its many successful examples of Japanese industrialisation through various technological exchanges with Europe. Dr Hitoshi Kihara is a great example of this: Dr Kihara, who had built up his early stage studies at Dr. C. Correns's biology institute of Berlin in 1920s, pioneered genetic science in Japan through his world-renowned achievements in evolutionary biology and in particular his research into the genetics of wheat. He established the Genome Theory through his work on the evolution of wheat. He successfully grew a seedless watermelon through chromosome-doubling. He served as the director general of the National Institute of Genetics and founded his own Institute for Biological Research in Yokohama. The Kihara Memorial Yokohama Foundation was established in 1985, to commemorate Dr Hitoshi Kihara. Currently, the Kihara Foundation is dedicated to the promotion of the life science industry, through bio-cluster activities and bio pharmaceutical research and development.

The Yokohama Kanagawa Bio-business Network currently has 315 companies and member-institutes, focusing on bio-business support.

This mainly consists of business networking for biotechnology companies such as drug discovery, which is the search for new compounds for a drug, clinical trials for proving drug safety and medical care. In addition, Yokohama Kanagawa Bio-business Network is involved in the Bio-Venture Alliance initiative; one of BVA's typical projects is a R&D network of 4 different business members with which it cooperates in R&D support. Since 2009, it has developed a promising drug candidate, and open innovation via a virtual drug discovery laboratory will be further explored in the near future.



Meanwhile, bio pharmaceutical research and development is being implemented via the Special Economic Zone scheme and its bio pharmaceutical R&D laboratory. In the Keihin Coastal Area Life Innovation Special Zone, Kanagawa Prefecture, Yokohama City and Kawasaki City governments have pledged to cooperate in converging the strength of global companies, including Takeda, Chugai, Ajinomoto, Terumo, Fujifilm, Canon, Toray, 66 bio-venture companies and 12,700 researchers.

One success of open innovation here is an operation simulator, which has embedded local SMEs' software into a technological platform offered by a big company. In addition, Kihara is planning regenerative medicine projects, including large-scale culture, mitotic induction, and manufacturing apparatus, or culture medium and materials. With additional open innovation cooperating technologists from molecular biology, tissue engineering, polymer material science, fluid engineering and other mechanical engineering, Kihara focuses on a global share of the regenerative medicine-related apparatus, products and technologies coming out of Yokohama. At the bio pharmaceutical R&D laboratory (YBIRD), Kihara supports drug discovery by manufacturing investigational study drug substances and bio-generic drugs, by cultivating and extracting various proteins from microbes like e-coli or animal cells like CHO cells. While the maximum culture capacity of microbes is 200 liters, for animal cells this can be up to 500 litres. Moreover, a private manufacturing facility of up to 4000 litres will be in operation this summer. Bio pharmaceutical industrialisation is accelerating in Yokohama.

European biotech companies interested in Kihara's activities can meet its representatives and learn more about its developments and industrialisation activities by participating in the EU-Japan Centre delegation to Bio Japan 2015 scheduled on 14-16 October 2015. Kihara may also be attending Bio Europe 2015.

➔ http://kihara.or.jp/english/index_e.html



BIOTECH FORUM AND PARTNERING IN OSAKA

On 24 February 2015, Government of Catalonia & Protein-Mall Kansai biotech forum and business partnering event was held at Osaka, a hub of life science in Japan. Ten delegated companies related to life science fields from Catalonia came to Osaka for the first time and invested fulfilling

time with more than 20 Japanese companies at the event. For most of the companies from Catalonia it was their first business deals in Osaka and they also enjoyed genuinely the most liveable city in Asia.

➔ <http://www.osaka-bio.jp/en>

LAUNCHING OF **THE EUROPEAN INTEREST GROUP JAPAN** (EIG JAPAN)

The initial European Interest Group Meetings for STI cooperation with the Republic of Korea and Japan took place on 17th June 2014 in Brussels and were organised by the respective BILAT projects KONNECT (Korea) and JEUISTE (Japan). The result of these meetings was the planning of a kick-off meeting for a European Interest Group Japan. The European Interest Group Japan kick-off meeting took place on 2nd December 2014 in Izmir, in tandem with the final conference of the ERA-Net CONCERT-Japan. Participants included affiliated institutions and interested European funding organisations.

Focusing on supporting the dialogue between EU MS/AS and third countries, the meeting aimed to provide a basis for the sustainability of cooperative structures without EC funding. It identified targets, instruments and recommendations for further cooperation without the backbone of an EU project with Japan. At the end of the meeting, the participants agreed on the establishment of European Interest Group Japan (EIG Japan) as well as concrete further actions/activities.

The partners discussed leading questions, stressing the necessity of the added value of multilateral cooperation and partnership building, while agreeing that the policy dialogue level within the EIG should focus on strategic thoughts and discussions. Its intrinsic multilateral and flexible nature is of great added-value and provides its members with opportunities for networking and enhanced collaboration with a large network of partners.

The EIG is important for sustaining momentum and continuing the trust relationship. Smaller EU member states without such an agreement are able to cooperate with Japan and vice versa. Concrete instruments were proposed in order to achieve results: thematic workshops for researchers; increased mobility of researchers e.g. through lab visits, expert exchange etc.; Innovations fairs; multilateral calls: call models, cooperation areas, funding modalities. Significantly, there was consensus about thematic priorities: Energy, Health/Biotech/Life sciences/Ageing Society, Nanotechnology/Nanomaterials and Agriculture.

The EIG will meet on a regular basis (1-2 year). As a concrete outcome of EIG Japan, the implementation of a joint call was decided for 2015, led by the Japanese Funding Agency JST.

The EIG is meant to provide an opportunity for European Member States to coordinate and synchronise efforts aiming at the development of sustainable, multilateral research collaboration with Japan working without EC funding. As such, it should be a forum for STI stakeholders from both European MS/AS and Japan. The EIG should open up the possibility to all the key stakeholders of presenting themselves to a range of potential European partners. Even European countries lacking national bilateral programs can participate in multilateral activities as the EIG should enhance the networks of their research community with the respective partners.

Source: German Aerospace Center
➔ <http://www.dlr.de>

JAPANESE HEALTH CARE CLUSTERS MEET EUROPEAN COUNTERPARTS



bioXclusters
European Innovation Worldwide



The “EU-Japan Cluster Matchmaking Event” was held at BIO-Europe in Frankfurt, Germany, on November 3rd, 2014. Leading Japanese health care cluster representatives and their European counterparts met to build first bridges between their organisations in order to path the way for potential collaborations - and long-term to support SMEs to find business partners.

Four key regions plus The Japan Bioindustry Association (JBA) outlined the vast array of opportunities that the Japanese pharma and health market offers to Europe. 30 attendees took also the advantage of exchanging business contacts and to meet people offering to help with building valuable connections in the otherwise difficult to approach Japanese market.

Japan faces similar issues as European SMEs, and Dr. Tsuneaki Sakata from JBA underlined: “Since the Japanese bio-ventures are relatively young, pharmaceutical companies need to play a role in nurturing seeds originating in academia”. He also highlighted some cultural aspects, important for EU companies wanting to work with Japan: “Japanese work on trustful relations, they are cautious about the relationship with competitor companies, they take time to think through decisions carefully”.

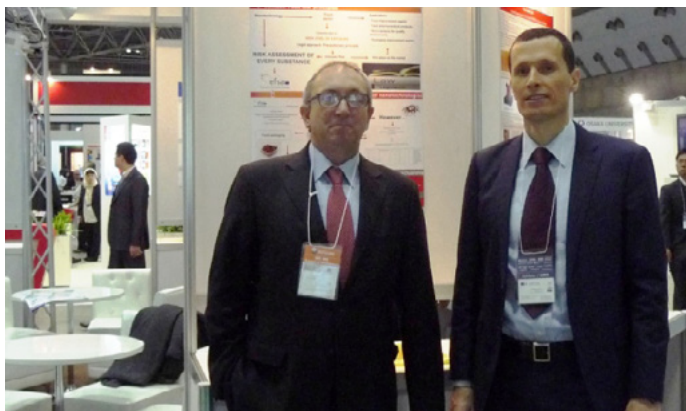
22 industrial cluster projects are running nationwide in Japan in several sectors, cooperating with over 18,000 regional SMEs and more than 560 universities including industrial colleges. “The purpose is to deepen exchanges and tie-ups with overseas clusters around the world” says Dr. Sakata.

The event was organised by the European bioXclusters metacluster, which acts as a gateway to innovative health care companies in Europe. Financial support was received by the European Cluster Excellence Initiative and was supported by the European Cluster Collaboration Platform, with the aim to help cluster organisations to actively play a role on the global cluster arena.

It is planned to follow up with a 2nd EU-Japan Cluster Matchmaking Event at BIO-Europe 2015 in Munich.

➔ <http://bioclusters.eu>

SPANISH TECHNOLOGICAL CENTRE TIGHTENS TIES WITH JAPAN FOR R&D PROJECTS



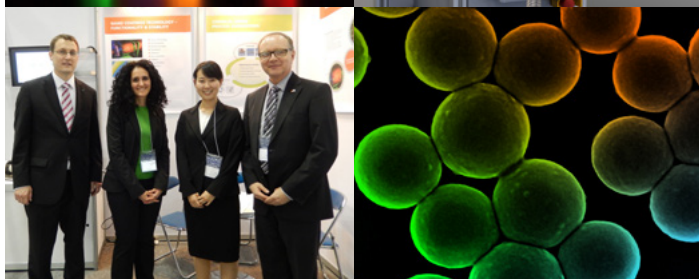
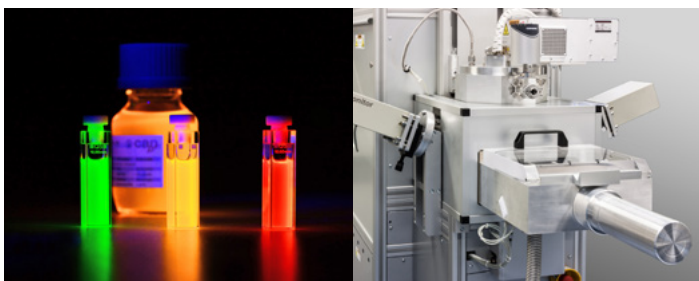
After one and a half years of contacts, the technological centre ainia has a consistent network of potential R&D partners in Japan. Two recent events have contributed to strengthening ties with Japan. In January, ainia was part of the Custer Mission on Nanotechnologies 2015, an initiative of the EU-Japan Centre for Industrial Cooperation, including a comprehensive seminar on the opportunities for nanotechnologies in Japan, site visits to relevant R&D centers and the participation in the Nano Tech 2015 exhibition, in the booth of the EU-Japan Centre.

During the exhibition, more contacts were done with the delegation in Japan of the CDTI (Ministry of Economy and Competitiveness of Spain, <http://www.cdti.es> which is the counterpart of NEDO for the bilateral program JSIP, granting the R&D projects between companies of both countries. A more recent event took place in Valencia (Spain), where ainia hosted the second edition of the Meeting Pack. This important venue <http://www.meetingpack.com> is the reference point for companies working in polymeric materials with barrier properties, which is a key factor in the packaging developed for the food sector due to its effect on the preservation and safety of the food products.

The Japanese industry is the world's leader in the development of EVOH materials, which are the essential compound for multi-layer films for packaging and eight companies were present at Meeting Pack 2015, four of them as sponsors and speakers (Nippon Gohsei, Mitsubishi Gas Chemical, Mitsubishi Chemical and Mitsui Chemicals Group) and other four as speakers (Kuraray, UBE, SUN Chemical and Toray Films). Several lines of innovation projects are now on the table, in an advanced stage of development, with a clear road map towards the creation of bilateral initiatives with leading Spanish companies in the meat industry and the packaging business.

➔ <http://www.ainia.es>

A SUMMIT OF NANOTECHNOLOGY IN JAPAN



From left to right: Dr. Ralph Sperling from Fraunhofer ICT-IMMMs, Ms. Orkide Karasu from IVAM, Ms. Kazuha Nagano (interpreter) and Dr. Thomas R. Dietrich from IVAM Microtechnology Network.

The nano tech fair in Japan (<http://www.nanotechexpo.jp>) is the world's largest international trade fair and conference for nanotechnology. In January 2015, the exhibition and conference dealt with nanotechnology applications for environmental protection and with the development of new energy sources. Other important themes were life sciences, medical, food production and cosmetics.

For the first time, the IVAM Microtechnology Network organised a joint pavilion on-site to enable companies and institutes in the field of nanotechnology to present their products to the Japanese and international public. During nano tech, CAN GmbH presented products for use in the field of material science like quantum dots for displays, LED/lighting or photovoltaic and life science like diagnostic agents. The main expertise of CAN lies in the production of various nanoscaled materials like fluorescent, magnetic and catalytically-active nanocrystals. These products are marketed under the brand CANDots.

Fraunhofer ICT-IMM showcased a novel, modular reactor for continuous flow synthesis of nanoparticles at elevated temperatures. The reactor is capable of performing liquid-phase reactions at temperatures of up to 400 °C, common hot-injection synthesis protocols for the synthesis of nanomaterials can now be transferred from batch to continuous. Examples include organo-metallic syntheses as used for CdSe quantum dots (QDs), Pt and other metal nanoparticles, or oxide materials.

SENTECH Instruments develops, manufactures, and sells worldwide advanced quality instrumentation for plasma process technology, atomic layer deposition, thin film measurement, and photovoltaics. At nano tech 2015 SENTECH concentrated on the deposition of nanolayers. A focus was on a new product, the ALD Real Time Monitor, which features the direct monitoring of absorption and desorption processes on the substrate surface during ALD processes within ALD half cycles. The nano tech fair was complemented by a diverse conference program. Furthermore, IVAM organised, in cooperation with Japanese partners, business meetings during the exhibition.

➔ <http://www.ivam.eu>

CZECHS PRESENTS THEIR LATEST NANOTECHNOLOGY BREAKTHROUGHS IN JAPAN



In Tokyo at the end of January, nearly 50,000 visitors had the opportunity to become familiar with the work of Czech scientists and firms at nano tech fair (<http://www.nanotechexpo.jp>) The Czech Republic has had its stand on this event for 5 years in a row. Czechs excel especially in the areas of nanofibres and optics, where they build on the globally known discoveries of Professors Jirsák, who invented patents related to fibres and non-woven textiles and Delong, founder of the electron microscope.

Local firms are coming up with innovations at the level of final products, which is not that common. The needleless electrospinning machine was demonstrated by the company Elmarco, atmospheric diffusion furnaces for the PV and semicon industry were introduced by SVCS Process Innovation company, nanofibre structures for wound bandaging were displayed by Technical University of Liberec (TUL) and the latest findings and applications of 26 companies which are gathered in cluster CLUTEX were introduced to industrial Japanese partners.

“Within the trade fair, we focused on the active acquisition of research and, mainly, industrial partners, as our results have already been prepared for commercialisation. Thanks to nano tech, we had been able to establish cooperation with the university in Shinshu in the preceding years,” says Jana Drašarová, dean of the Faculty of Textile Engineering at the Technical University of Liberec.

➔ <http://www.czechinvest.org/jp>

16 TOP-TRENDING TECHNOLOGY OFFERS FROM SPANISH NATIONAL RESEARCH COUNCIL WERE EXHIBITED IN TOKYO

The Spanish National Research Council (CSIC) has attended the International Nanotechnology Exhibition & Conference in Tokyo for the last six years. CSIC is the largest Spanish public research entity in Spain and the third in Europe. With more than 12,000 employees (6,000 scientific researchers) and 128 research centres distributed throughout the country it covers all fields of knowledge: Humanities and Social Sciences, Biology and Biomedicine, Natural Resources, Agricultural Sciences, Physical Science and Technologies, Materials Science and Technology, Food Science and Technology and Chemical Science and Technology.

For this edition nano tech 2015, CSIC brought a renewed set of technological offers for applications in several areas including developments in aeronautic and space, biomedical, jewellery and ornaments, orthopaedic implants, coatings, graphene obtaining, etc.

➔ <http://www.csic.es>

A FREE TRADE AGREEMENT TO BENEFIT ALL

FoodDrinkEurope is Europe's food and drink industry organisation. The European food and drink industry is a key global economic player and a big trading partner for many countries throughout the world. The industry strongly supports the on-going negotiations for a comprehensive free trade agreement (FTA) with Japan. This EU-Japan FTA should both i) substantially improve market access for food and drink products both in Japan and in Europe and ii) tackle regulatory barriers.

Japan is the 5th most important export destination for European food and drink products, with exports worth more than €4.3 billion in 2013. The EU's main export products include pork meat, wine, cheese, spirits, chocolate and cocoa products.

Over the last few years, the rising openness of Japanese consumers to

non-traditional foods has increased the market potential for European products in Japan. However, if European food and drink manufacturers cannot respond to changing Japanese eating habits because of the existing tariff and non-tariff barriers, this market potential may be lost to other competitors.

Japan maintains high tariffs for a range of European agrifood products with important commercial interest, such as on dairy and pork meat and high value-added processed products including chocolate, confectionery, biscuits, canned peaches, pears and mandarins, jams etc.

This said, Japan has lately addressed a number of non-tariff barriers of concern to European food and drink manufacturers and progress in this field looks promising and should be further encouraged.

Progress has also been significant on a couple of specific issues such as food additives: In 2014, the Japanese Ministry of Health, Labour and Welfare (MHLW) approved a number of food additives that already had approval by the international Codex Alimentarius standards, and are commonly used in food production in other parts of the world.

Japan also recently changed its standard for *Listeria monocytogenes* to reflect the current international standard also applied in the EU. The decision will facilitate European exports of processed meat and cheese to Japan.

In light of these positive developments, FoodDrinkEurope calls on negotiators to intensify the talks for a comprehensive EU-Japan FTA.

➔ <http://www.czechinvest.org/jp>

FIFTH EU ASIA TOP ECONOMIST ROUND TABLE

The Fifth EU Asia Top Economist Round Table (TERT) - the "EU Japan Economic Forum" took place on 14 November 2014 at Hitotsubashi University Hall in Tokyo. The initiative was coorganised with The EU Studies Institute in Japan, The EU Japan Centre for Industrial Cooperation, Keizai Doyukai, The European Business Council in Japan and JETRO.

The conference provided valuable insights into the economic reforms taking place in both the EU and Japan, the potential that the Economic Partnership Agreement (EPA) holds, and the wider trends in the global economy with the networks of global trade agreements set to be major game changers. The EU and Japan, as strategic partners, share many of the same values and goals.

Both are economically interdependent, representing 31.3% of Global GDP (2012 levels), and are faced with an opportunity to overcome shared challenges and set shared goals for the future.

The Round Table focused on the 3 key trends and challenges facing greater EU Japan economic relations.

- The role of Abenomics in reforming the Japanese economy for more sustainable growth
- Closing Japan EU EPA negotiations by the end of 2015
- Accessing Global Trade networks



<http://asiamatters.eu/reports-publications/reports/summary-report-eu-japan-economic-forum>

JOINT CONFERENCE AT EXPO 2015 ON SUSTAINABLE DEVELOPMENT

12 -14 JULY 2015, MILANO, ITALY



Confcooperative together with ICA, the International Cooperative Alliance, FAO and Ja Zenchu, the Japanese Agrifood Cooperative Organization, will host a three-day conference at EXPO Milano 2015, within the pavilion of civil society, Cascina Triulza. Cooperatives from different parts of the world will participate in the three day conference, by presenting international best practices, sharing experiences, contributing to the debate on the Expo theme "Feed the planet, Energy for Life."

Participation is free but seats are limited, if you would like to join this event please fill in the registration form available below:



<http://www.internazionalizzazione.confcooperative.it/LE-INIZIATIVE/ArtMID/503/ArticleID/169/Le-Cooperative-come-strumento-per-uno-sviluppo-sostenibile-e-la-riduzione-della-fame-nel-mondo->

AICE SEMINAR ON SELLING FOOD PRODUCTS IN JAPAN

31 MARCH 2015, MILANO, ITALY



AICE - Italian Foreign Trade Association - is a non-profit entrepreneurial association based in Milan which, for over 60 years, has been working to promote business relations between Italy and the rest of the world.

AICE represents Italian companies that are committed predominantly to commercial activities abroad: trading, export, import, countertrade, buying-offices, export management, small and medium enterprises, etc.; as well as the services related to such activities.

Thanks to years of accumulated experience and its consistently up-to-date organisational structure, AICE is a strategic gateway for foreign companies interested in either exporting their products to Italy, or importing Italian products.

The Association supports foreign companies interested in the Italian market by assisting them to find potential Italian business partners (suppliers, buyers, distributors, agents and so on), offering a consolidated wealth of professionalism, contacts and knowledge.

AICE is part of the Unione del Commercio del Turismo e dei Servizi della Provincia di Milano (Union of Trade, Tourism and Services in the Province of Milan), Confcommercio (Italian Confederation of Trade Tourism and Services) and CITHA (Confederation of International Trading Houses Associations).

For the Universal Exhibition EXPO 2015, which has as its main theme "Feeding the Planet, Energy for Life", our association has decided

to organise a series of workshops to help Italian companies to export food products in major countries outside the European Union.

On the 31 March, AICE will organise a seminar which will take place in its headquarter in C.so Venezia 47 in Milano (at 9 am), with focus on food export to Japan.

The meeting includes the presentation of the regulatory framework for the access of food products in Japan: customs barriers, certification and labeling. During the seminar practical examples and case studies will be presented. Federico Terzoli and Riccardo Cesari of DHL Global Forwarding will be the speakers of the event.



<http://www.aicebiz.com/informazioni/seminari.php>

DANISH FOOD INGREDIENTS DELEGATION TRAVELLING TO JAPAN

Dan Jorgensen, the Danish Minister for Food, Agriculture, and Fisheries, is head of a business delegation leaving for Japan in late March. The purpose of the visit is to present companies that specialise in food ingredients and additives to stakeholders and customers in Japan. As the fourth largest economy in the world and Japanese consumers interested in functional and healthy food products, Japan is considered as a very interesting market for the Danish ingredients industry. One of the key competencies of Danish Ingredients industry is health-promoting ingredients. In this field, Denmark has a strong position. For instance Danish ingredients companies have launched, Pro-biotic cultures, Fat stuffs with a healthier fatty acid composition, Enzymes that can split lactose, and high quality whey protein to reverse sarcopenia during ageing.

INNOVATIVE INGREDIENT SEMINAR

During the visit to Japan, there will be a seminar, where the Danish ingredients industry will be presenting the characteristics of their products and how they can benefit the food. The aim is to give Japan's food industry an impression of what the companies offer. The Danish ingredients companies have a long history. Some of the companies were founded more than 100 years ago, and for a number of ingredients companies; the agricultural sector has been the starting point of their business.

GLOBAL MARKET LEADERS

Danish ingredients companies are estimated to cover 14% of the world market of ingredients to the food and drink industry. In other words - one in six processed food products in the world contains ingredients from Danish companies. Today, the Danish ingredient industry is a world leader in its field. Several of the major Danish companies are global market leaders in segments like enzymes, emulsifiers, cultures, natural colourings, special fat ingredients for chocolate, natural whey ingredients, starch and so on. In general, the ingredient industry in Denmark includes all segments of ingredients for feed, food and drink products.

➔ <http://foedevarer.di.dk/English/Pages/English.aspx>

HIGH DELEGATION FROM JAPAN VISITS FOOD VALLEY NL



On the 15 January, Food Valley NL welcomed a Japanese trade delegation led by Dasher Yamagiwa, the Japanese Vice-Minister of Economic Affairs, Trade and Industry. The Vice-Minister was, amongst others, accompanied by representatives of his ministry, representatives of the Japan External Trade Organization (JETRO) and six companies. The meeting was organised at KeyGene in Wageningen.

Arjen van Tunen, CEO of KeyGene and member of the board of Food Valley NL, explained how the Dutch Agrofood business cooperates with research institutes such as Wageningen UR, state university Groningen and TNO to achieve successful innovations. Four companies, KeyGene, NSure, Dutch Sprouts and Newtricious introduced their innovative technologies.

Wageningen UR Food & Biobased Research presented an overview of the agrofood and logistic issues the research institute is currently working on and the international partnerships.

The Japanese Vice-Minister showed much interest in the different innovations that were presented. He mentioned that he would like to see a follow up of this introduction, for instance by arranging match-making meetings and seminars. The representatives of Japanese banks invited the people present to seek direct contact. The Dutch speakers as well as the Japanese people present emphasised the importance of personal acquaintance.

➔ <http://www.foodvalleyupdate.com/news/high-delegation-from-japan-visits-food-valley-nl/>

➔ <http://www.dutchfoodinnovations.com/>

FRENCH FOOD CLUSTER MISSION TO JAPAN



Credits : Fotolia ; fr.fotolia.com



Today, the Japanese Senior food market, with products targeting the elderly and the physically challenged, represents 11% of the total Japanese food market, i.e. 24 billion euros per year. With 23% of the Japanese population over 65, this market is expected to grow considerably in the coming years.

As a valuable market opening, Vitagora®, a French food cluster, is organising an international mission for its members, in collaboration with the French Chamber of Commerce and Industry of Japan, to be held from May 18th to May 20th. This business trip will be a chance for participants to meet with local companies working in this field, learn more about doing business in Japan and local elderly food preferences, and also to visit the ACN, the Asian Congress of Nutrition.

➔ <http://www.vitagora.com>

WORKSHOP ON PRIVACY BY TRANSPARENCY IN DATA-CENTRIC SERVICES (PTDCS) 2015

24-26 JUNE 2015, POZNAN, POLAND

Regarding electronic identities and increasing transformation of society and industry into a digital society: Big Data has developed into a key factor of the economy that benefits users and providers of data-centric services. However, the analysis of growing volumes of users' data in data-centric services also presents significant privacy challenges. The objective of this workshop is to bring researchers and practitioners together to explore transparency-based mechanisms, such as dashboards, economic explanations of the use of privacy and value of data, as well as user behaviour.

In particular, the goal of this workshop is to set thematic milestones for the technical development

of transparency mechanisms on the one hand, and on the other, trace ways in which technical progress, users and industry could profit from transparency. A major focus will be set on Transparency-Enhancing Technologies (TET) and, in particular, Privacy Dashboards.

The PTDCS workshop is a German-Japanese collaboration and follows up the NII Shonan Meeting 032 "Privacy by Transparency for Data-Centric Services". NII Shonan Meeting follows the style of the renowned Dagstuhl Seminars and is operated by the National Institute of Informatics (NII) of Tokyo, Japan.

➔ <http://bis.kie.ue.poznan.pl/bis2015/workshops/ptdcs-2015/>

THE 5TH INTERNATIONAL WORKSHOP ON RESILIENCE AND IT-RISK IN SOCIAL INFRASTRUCTURES

24-28 AUGUST 2015, TOULOUSE, FRANCE

Resilience is growing in importance for the sustainable welfare of societies with regard to their adaption to interferences of all kind. In order to prepare for expected interferences and to response to unexpected, inevitable interferences in real-time, current initiatives in computer science and business & information systems engineering aim to analyze huge amount of data from public and private domains and to share derived information with adaptive information systems, e.g. social networks.

Realising adequate and shared IT services implies availability of sufficient authentic, partly personal data from different origins, their aggregation, and secondary use.

These services are "data-centric" by definition. One main challenge to be solved for achieving reliable data-centric services within acceptable risks is cross-domain processing of (personal) data in compliance to law, business rules, and social norms. Whereas many security solutions are well studied for models and their implementation for separated security domains, this is not the case for data-centric services and adaptive IT systems.

The aim of the RISI 2015 workshop is to discuss risk scenarios with data-centric services and approaches for improving "Resilience in Social Infrastructures" as well as the necessity to take non-technical aspects into consideration.

We encourage academic researchers and industry experts to present and discuss novel ideas and ongoing work. Contributions addressing promising approaches to provide and manage resilient infrastructures with data-centric services are invited as research in progress and best practices.

The RISI workshop series is a result of steady cooperation between Austrian, German and Japanese organisations. It has its origins in preliminary work within the series International Workshop on Information Systems for Social Innovation (ISSI) hosted by the National Institute of Informatics (NII) of Tokyo, Japan.



<http://www.ares-conference.eu/conference/workshops/risi-2015/>

ASA NO KAI “**BREAKFAST MEETING**” JAPAN-KARRIEREN

In order to promote the contact between potential German and Japanese business partners, the Japanese-German Business Association (DJW) organises diverse events such as breakfast meetings and Japanese-German career seminars in various locations. For spring 2015, the following seminars and events are scheduled for Munich:

- 16.04.2015 (Thursday), Japan-Karrieren (Munich). Venue: Rheinische Friedrich-Wilhelms-Universität Bonn
- 17.04.2015 (Thursday), Asa no Kai (Munich) Speaker: Michael Rohde, Managing Director, Maschinenfabrik Reinhausen GmbH
Venue: Eden Hotel Wolff, Munich
- 12.05.2015 (Tuesday), DJW-Symposium “Small and medium-sized Companies in Germany and Japan – Challenges and Opportunities for cross-border Cooperation”. Venue: Haus der Bayerischen Wirtschaft, Munich

➔ <http://www.djw.de>

“**MADE IN BASILICATA**” ATTRACTS JAPANESE TOUR OPERATORS



The Province of Matera, in the South of Italy, has developed a regular relationship with Japanese tourism over the years.

The Province of Matera invested in a long-term promotion started with a project titled “Made in Basilicata - Matera the city of Sassi attracts Japanese tourists” addressed to Japanese tour operators. The project allowed the Japanese tour operators the discovery of a special land rich in history and caves inhabited since the Paleolithic. In the town there are monasteries and houses carved from the soft volcanic rock of the area. A lots of these buildings nowadays are luxury hotels and restaurants.

Matera is a UNESCO site since 1993, greatly appreciated by Japanese tourists. This was the reason that give birth to the project.

The project started from the analysis of the values and needs of Japanese tourists. A training course on Japanese culture was realised and addressed to some entrepreneurs in the tourism sector and agribusiness in Matera, to make them understand how to host Japanese tourists .

A specific marketing approach and some practical advices were given to all professionals actors in the tourism sector including tourist guides. All touristic documents that show Matera’s exclusive places are available in Japanese. The Province also organised an educational tour to show Matera and its surroundings to Japanese tour operators.

The project also included the promotion of Matera at the Jata Fair in Tokyo in 2008, where Japanese tourists had the chance to get acquainted with hotels, restaurants etc... of Matera.

Matera welcomed many Japanese tourists, offering them hospitality and high quality services. Their number increased constantly from 2009 to 2014.

From 2009 until 2013, thanks to this particular project, the number of Japanese tourist arrivals in Matera increased by 71.5%.

In 2014 Matera was declared European Capital of Culture by the European Union for 2019.

For information contact: f.diginosa@provincia.matera.it

➔ <http://www.matera-basilicata2019.it/en/>

INDUSTRY 4.0: SMART FACTORIES OF TOMORROW 9TH GERMAN-JAPANESE ECONOMIC FORUM 15 APRIL 2015, HANNOVER, GERMANY

In high-tech nations like Germany, industry is already on the threshold of a fourth industrial revolution. Following the mechanisation, electrification and computerisation of industry, our real and virtual worlds are becoming increasingly intertwined into an Internet of Things. This will create fertile ground for the intelligent factory, in which services and data, resources and customer requirements are automatically merged and managed.

Product individualisation in the context of highly flexible mass production will become a key factor in global competition, while resource and energy efficiency will continue to be optimised. At the 9th German-Japanese Business Forum, experts from industry and research from both nations will present their innovations and strategies involving Industry 4.0 and explore the relevant opportunities and options for cooperation.

➔ <http://www.ecos-consult.com/gjef2015>

EXPLORING CULTURE AND BEHAVIOR BY ECONOMIC AND PSYCHOLOGICAL EXPERIMENTS

The 5th ACCER Workshop on Cross-Cultural Experimental Economic Research was held at the IN-EAST Institute of East Asian Studies of the University of Duisburg-Essen on the 25-26 November 2014.

The workshop on “Exploring Culture and Behaviour by Economic and Psychological Experiments” was hosted by the DFG Research Training Group 1613 “Risk and East Asia” and the IN-EAST School of Advanced Studies at the University of Duisburg-Essen.

While experimental methods are well-established in the fields of social and cultural psychology for several decades already, experimental economic research only recently integrated as a distinguished discipline. As only few behavioral economists engage in cross-cultural comparisons of decision making processes so far, the ACCER workshop series represents a unique platform for an interdisciplinary exchange of knowledge and cooperation.

The workshop consisted of two keynote lectures, nine contributed paper presentations and eight poster presentations. The first keynote lecture was given by Professor Toshio Yamagishi (Hitotsubashi University, Japan) under the title “Cultural Differences in Beliefs and Preferences”.

He introduced the concept of so-called behavioral default strategies that are automatically used in order to adapt to rules and norms that exist in our social environment. During his lecture, Professor Yamagishi presented the results from a number of his publications that impressively demonstrate the importance of cultural differences not only in behavior, but especially in the beliefs and preferences that are responsible for our actions. The second keynote lecture was given by Professor Simon Gächter (University of Nottingham, UK) on “The Rule of Law and Efficient Cooperation across Cultures”. As one of the most renowned experimental economists Professor Gächter plays an important role in popularising the young discipline of cross-cultural economics. In the workshop he presented the results from a large-scale international experiment on cooperation behavior. Thereby he encouraged the audience to always keep the big picture in mind also while engaging in what he calls “close-up” cross-country research.

The nine contributed papers covered a wide range of topics. Experiments were conducted in a variety of countries like India, China, Indonesia and Japan, investigating research questions about (amongst others)

leadership behavior, overconfidence, trust and cooperation. All talks motivated lively discussions which also extended to the coffee breaks and collective dinner. Participants in the poster sessions had a chance to introduce their work in progress in short 5-minutes presentations on the first day of the workshop, while an extended poster session was scheduled for the second day.

Overall this 5th ACCER workshop provided an up-to-date overview on state of the art cross-cultural experimental research in economics and social psychology. The invited keynote lectures by two of the most distinguished researchers on the field particularly contributed to a great value added for all participating scientists.

The Association for Cross-Cultural Experimental Economic Research (ACCER) was founded by a group of researchers who are engaged in cross-cultural and inter-cultural empirical research in economics primarily by applying experimental methodology. By establishing a network of scholars working in this field, ACCER aims at encouraging and supporting a lively academic exchange to enhance intercultural understanding and deal with intercultural differences.

➔ <http://www.accer.org>

IAESTE JAPAN ATTENDS THE 68TH ANNUAL IAESTE CONFERENCE IN ZAGREB, CROATIA



IAESTE a.s.b.l. (International Association for the Exchange of Students for Technical Experience) has been sending young engineers and scientists on work placements around the world since 1948. It was founded by the Imperial College Vacation Work Committee with just 10 founding European member countries. Since then IAESTE has sent over 300,000 students on placements and has grown in size to more than 80 member countries.

IAESTE Japan was founded in 1964 by the Institute of Technology, the University of Tokyo and Waseda University. It has recently celebrated 50 years in IAESTE. Since then more than 6600 students have participated in IAESTE Japan. This is a magnificent achievement which was celebrated at their recent conference in Zagreb, Croatia. The annual conference brings together

representatives from each IAESTE country to exchange offers of training and to take care of the business of the association. It is an opportunity for Japanese colleagues to meet with colleagues from the EU and elsewhere to strengthen relationships and to build new ones.

One of the highlights of the conference is the International Evening where participants share food, drink and culture from their country. The IAESTE conference is held in a different country each year and IAESTE Japan hosted in both 1982 and 1999.

The 2017 IAESTE Annual Conference will be held in neighbouring South Korea and IAESTE is looking forward to forging new friendships there.

IAESTE Japan and the different IAESTE members in the European countries have always supported the Vulcanus project of the EU-Japan Centre (<http://eu-japan.eu/industrial-placements-students>) and wish to further enhance this cooperation in the future.

➔ <http://www.iaeste.org>

INTERNATIONAL WORKSHOP ON **MUON & GEO-RADIATION PHYSICS FOR EARTH STUDIES**



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Front row from left: Dr. Paolo Papale (INGV),
Prof. Takahiro Koyaguchi (ERI), Prof. Paolo Strolin (INFN)
Second row from left: Amb. Domenico Giorgi, Amb. Makoto Katsura

On 12 November 2014 an Italy-Japan bilateral workshop in the field of Earth Science was held at the Embassy of Italy in Tokyo.

The event was co-hosted by the Italian National Institute for Nuclear Physics [INFN], the Italian National Institute for Geophysics and Volcanology [INGV] and the University of Tokyo - Earthquake Research Institute [ERI]. INFN was represented by the Deputy President, Prof. Paolo Strolin, while INGV was represented by the Director of the Volcanoes Division, Dr. Paolo Papale. Representing the Japanese side, the Director General of the Earthquake Research Institute of the University of Tokyo, Prof. Takahiro Koyaguchi as well as the Executive Vice-President of the University of Tokyo, Prof. Hiroaki Aihara, attended the workshop.

The objective of the workshop, which brought together researchers from both countries, was to promote research and technological innovation in the field of Earth Science using elementary particles - muons and neutrinos - and the techniques for their observation developed for fundamental research. The application of these techniques to face new challenges in Earth Science requires a special "alliance" of competences traditionally belonging to earth and particle physics scientists, as well as the support by their respective Institutions.

Thanks to their penetrating power, X-rays allow to "see" the interior of the human body. The much higher penetrating power of muons and neutrinos has given rise to novel methods for challenging investigations of the interior of the Earth.

Muons are produced by cosmic particles interacting in the Earth's atmosphere. They penetrate volcanoes' edifices and those absorbed project shadows of internal structures. The resulting images offer unique opportunities of visualising and monitoring cavities, magma ducts or high-density regions with solidified magma. This research topic has been pioneered in Japan and specially developed in Italy and Japan, both of which exhibit similar geological phenomena, including earthquakes and volcano eruptions.

Another exciting field of research is based on the observation of the so-called geoneutrinos. These are neutrinos produced in radioactive decays of uranium and thorium in deep Earth. The measurement of the geoneutrino flux provides an estimate of the "radiogenic" heat produced in the same processes. Geoneutrinos have been detected by the KamLAND experiment in the Kamioka mine in Japan and by the Borexino experiment at the Gran Sasso underground laboratory in Italy. They have shed partial light on the mystery of the heat coming to us from the interior of the Earth. Moreover, a first estimate has been provided of the radiogenic heat produced in the Earth mantle. This observation opens the way to a totally new method for the understanding of the dynamics of deep-Earth phenomena affected by heat production, such as movements of the continental plates - source of earthquakes.

On the occasion of the workshop, a "Letter of Intent" to further strengthen collaboration among the participating Institutions was signed at the presence of the Ambassador of Italy to Japan, H.E. Domenico Giorgi and of the Ambassador for Science and Technology Cooperation of the Ministry of Foreign Affairs, H.E. Ambassador Makoto Katsura.

In light of the geological similarity of Italy and Japan, both of which are at the forefront of research on volcanoes and earthquakes and prone to volcanic eruptions and seismic phenomena, the "Letter of Intent" is aimed at enhancing the cooperative framework to promote research and technological innovation in the field of Earth Science using elementary particles. The collaboration between INFN, INGV and ERI will therefore help devise advanced geological observation techniques that in the future could be used to prevent earthquakes and volcanic eruptions.

Source: *Italian Embassy in Japan*

JAPAN ORIENTATION **NEW DIRECTIONS IN JAPANESE STUDIES**



Japan Orientation: New Directions in Japanese Studies is a summer programme offered by the University of East Anglia, Norwich, UK. The programme was offered for the first time in September 2014. In 2015, the programme will take place from 27 June to 24 July and is a fully accredited part of the University of East Anglia Summer Schools programme. In partnership with the Toshiba International Foundation, a number of bursaries are on offer for students from the Czech Republic, Hungary, Poland and Slovakia, the so-called "V4" countries, which marked the 10th anniversary of their accession to the EU in 2014. The Japan Foundation Budapest Office and Japanese Embassies in the region, thanks to the Ministry of Foreign Affairs, are helping to promote the programme and these bursaries. This year three full bursaries are also on offer to students from other EU countries (including the UK) through the Sainsbury Institute for the Study of Japanese Arts and Cultures. The deadline for applications for the bursaries is 31 March, with a final application for non-funded places in May.

In 2014, classes included 'Understanding Japanese Society' with Professor Joy Hendry of Oxford Brookes University, sessions on Japanese linguistics, media, film, cultural heritage and museums, politics and diplomacy, and archaeology by UEA's Japan studies faculty. Special lectures were given on Japanese art history by Dr Meri Arichi of SOAS, University of London, on the Japanese Edo period books by Dr Ellis Tinios, along with sessions about the Meiji Shrine, and the Art Research Center at Ritsumeikan University. There were also academic excursions to the Japanese galleries at the British Museum and to Cambridge and its colleges. This year 12 hours of Japanese language tuition will also be offered as an optional part of the programme.

A short video with comments from some of the participants on the 2014 programme can be seen at:



<https://www.youtube.com/watch?v=Q6Z8h6OU-UQ>

Dr Simon Kaner, Director of the Centre for Japanese Studies at the University of East Anglia and Head of the Centre for Archaeology and Heritage at the Sainsbury Institute for the Study of Japanese Arts and Cultures, and who is Academic Director of the Japan Orientation programme, was invited to Budapest in February to give the keynote address at a Japan Foundation organised Japanese Studies networking event for scholars from central and eastern Europe, and during the same visit gave a lecture at the Central European University on the archaeology of Medieval towns in Japan and Europe. Japan Orientation will also be offered in 2016. All involved in its organisation hope that this programme will contribute to building bridges between Japanese studies specialists in the UK, Japan, and eastern and central Europe. Full details of the 2015 programme, and the bursaries on offer, are available at:



<https://www.uea.ac.uk/study/international/programmes/study/japan>

JST - DFG PERSONNEL EXCHANGE



To intensify relationships between the Japan Science and Technology Agency (JST) and the German Research Foundation (Deutsche Forschungsgemeinschaft - DFG), in 2010, the two partner organisations signed a Memorandum of Agreement for a regular staff exchange programme. The programme reaches out to internationally-minded employees of both organisations to help them acquire a better understanding of the research funding system of the other party. This fosters the constructive and successful cooperation between DFG and JST and helps to learn from each other's principles. The program includes lectures and discussions on the strategy of the research funding system in both countries, criteria of project selection and specific programs of the respective funding agency.

Since 2010, 11 DFG colleagues and 9 JST colleagues benefitted from this opportunity to gain insights into the Japanese and German funding system respectively.

In February 2015 two colleagues, Ms. Hasumi Sato (Department of Personnel) and Mr. Masashi Hara (Department of Innovation Research) visited Bonn to get insights into the German research system, DFG programs and the review process of scientific programs. Both were very impressed by the different aspects and the complexity of the German funding system. The programs itself is not only a fruitful experience for the personal experience of the participating colleagues, but also establishes strong bonds between the two organisations, which form the basis for further collaboration.

▶ <http://www.dfg.de>

SYMPOSIUM ON EU-JAPAN COOPERATION COMMON CHALLENGES AND PERSPECTIVES



On 6 February, the Ministry of Foreign Affairs of Latvia hosted a High Level Symposium – “EU-Japan Cooperation: Common Challenges and Perspectives” to review the cooperation between Japan and the European Union, Latvia’s foreign policy priorities during its Presidency of the Council of the European Union (EU), and the security climate in East Asia.

The event was opened by the Latvian Foreign Ministry’s State Secretary Andrejs Pildegovičs. He highlighted the Eastern Partnership and the implementation of the EU Strategy for Central Asia as priorities for Latvia during its Presidency of the Council of the EU and encouraged Japan to cooperate in joint projects. The training programme initiated by the Foreign Ministry for representatives from the Eastern Partnership and Central Asian countries at the Riga Graduate School of Law was mentioned as an example of a successful project. State Secretary Pildegovičs said that Latvia will be hosting the Asia-Europe meetings of ministers for education and transport in April, and the Eastern Partnership Summit in May.

In his speech, the Ambassador of Japan to Latvia, H.E. Toshiyuki Taga, said he was pleased that this symposium was taking place and emphasised the importance of the topics being discussed for Japan.

Speaking about EU-Japan relations, the Ambassador stressed the need for the signing of the EU-Japan Free Trade Agreement and indicated that the issues related to the Eastern Partnership and Central Asia were highly important in cooperating with Japan. The Ambassador said special attention should be given to security in East Asia.

In the first session, which focussed on EU-Japan cooperation, Gerhard Sabathil, Director for North East Asia and the Pacific at the EEAS outlined the basis for cooperation and expressed hope that the Free Trade Agreement and Framework Agreement between both sides will be signed this year. Speakers included Dr Artis Pabriks, a Member of the European Parliament; H.E. Keiichi Katakami, the Ambassador of Japan to the European Union; and Dr Yuichi Hosoya, Professor of International Politics at Keio University, Japan. The session was moderated by Dr Axel Berkofsky, Professor of Asian Politics and History at the University of Pavia, Italy.

The second session addressed the EU’s Eastern Partnership and cooperation with Central Asia and potential cooperation with Japan in this context. Latvia’s Ambassador-at-Large for the Eastern Partnership, Juris Poikāns, emphasised the importance of the Eastern Partnership in the European Union context and explained that the

policy pursued by the EU is aimed at strengthening the relations between the EU and its partners, and is not directed against any third countries. H.E. Keiichi Katakami, the Ambassador of Japan to the European Union pointed out that Japan has indeed been expanding its cooperation with Eastern Partnership countries: an Embassy of Japan has been opened in Armenia, and there are plans to establish a Japanese diplomatic mission in Moldova. There was general agreement between speakers from Japan and Europe that stability and sustainable development are priorities in the Eastern Partnership countries. Also speaking in the second panel were the Ambassadors representing Sweden and the Czech Republic at the Eastern Partnership, H.E. Martin Hagstrom and H.E. Petr Mares. The session was moderated by Dr Andris Sprūds, Director of the Latvian Institute of International Affairs and Professor at Riga Stradiņš University. In discussions, the panellists highlighted Japan’s special contribution in Afghanistan.

Speakers at the third session devoted to the security environment in East Asia included Aivars Puriņš, Director of the Security Policy Department at the Latvian Foreign Ministry; Professor Yuichi Hosoya of Keio University; Dr Gerhard Sabathil, Director for North East Asia and the Pacific at the European External Action Service; and Dr Žaneta Ozoliņa, Professor of Political Science at the University of Latvia. The panel was moderated by Dr Ken Endo, Professor of International Politics from Hokkaido University, Japan. The speakers recognised that security in East Asia should be built on the basis of a dialogue, with peace in the region as its main objective. Any escalation of tensions should not be permitted. Speakers from both the EU and Japan emphasised, inter alia, the value of practical cooperation on cybersecurity and sharing experience in disaster consequence management.

In his closing remarks, the Chairman of the event, Dr Einars Semanis, Director General of the Bilateral Relations Directorate at the Latvian Foreign Ministry, underscored the values shared by the European Union and Japan; close relations that form a basis for cooperation in the Eastern Partnership region and Central Asia; and a peaceful answers to the questions currently under debate in East Asia.

MITSUI & CO. DEUTSCHLAND GMBH **EXPLORING INVESTMENT OPPORTUNITIES IN BULGARIA**



 **MITSUI & CO. DEUTSCHLAND GMBH**

The newly appointed General Manager of Mitsui & Co. Deutschland GmbH, Bucharest Representative Office visited the Bulgarian Chamber of Commerce and Industry (BCCI) and met with the Vice-President of the Chamber Georgi Stoev on 16 January in Sofia.

The aim of the visit was to explore investment opportunities in Bulgaria. Traditional sectors in Bulgaria such as tourism need to be developed, for example by preparing special packages for Japanese citizens.

Other opportunities include providing managerial training programmes, in particular for the hotel management sector. According to Tetsuya Fujii, Japanese companies do not fully appreciate the potential of Bulgaria and Romania.

The Vice-President of the BCCI, Georgi Stoev presented Bulgaria's advantages as an attractive destination for business investment. He expressed willingness to cooperate on behalf of the BCCI and the Bulgarian - Japanese Business Council.

The managing body of the Bulgarian-Japanese Business Council at the BCCI had its first meeting for 2015 in January.

The organisational programme for 2015 was discussed as well as the various steps and events for the development of economic relations between Bulgaria and Japan. Special attention was given to activities related to cooperation in the tourism and hospitality industries.

Two business delegations from Japan are going to visit Bulgaria in 2015 - from the pharmaceutical and machine building industries.

➔ <http://www.infobusiness.bcci.bg/bcci4-23-1-15.html>

NIPPON EXPORT AWARD 2015-2016

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is happy to announce the 8th edition of the Nippon Export Award. With this prize, the Chamber wants to reward those companies that have made significant achievements in exporting, importing, or distributing Belgian-Luxembourg products or services to Japan.

CONDITIONS FOR APPLICATION

The award is open to any company in exporting, importing, or distributing Belgian-Luxembourg products or services to Japan (so non-members are welcome too). Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years. Companies without a representative office in Japan are also eligible. Previous winners can only reapply four years after their last participation.

SELECTION CRITERIA

3 candidates will be pre-selected in September by the BLCCJ Organizing Committee. In October the candidates will be invited for a presentation in Tokyo in front of a jury, who will appoint the winning company. The winner of the 8th edition of the Nippon Export Award will be announced during a special award ceremony at the Belgian or Luxembourg Embassy in Tokyo around December 2015.

The winning company will be the one who has shown the greatest export achievements in its sector.

The selection will be based on the following criteria:



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

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

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

A JAPANESE EXPERIENCE FROM BULGARIA FOR JAPAN - AS FOR JAPAN

DIMITAR PETKOV, CEO, NIPI M JSC. ➔ <http://www.nipim.org/>



"In 2014 as a Manager and Owner of the NIPI-M JSC, I visited the exhibition "TUBE-2014" in Düsseldorf, Germany, to explore the market of pipe lasers.

Along with all the other producers of pipe lasers, I met with representatives of the Japanese company "Mazak" in Germany, who explained to me in detail the characteristics and advantages of their exhibited laser tube. I was told that I would be contacted by "Bimex" Ltd. - representative of "Mazak" for Bulgaria.

Indeed, a few days after my return to Bulgaria the managing associates of "Bimex" Ltd. had visited me, and along with detailed information about their products, they invited me to visit Japan on behalf of "Mazak". I immediately agreed, because I could not miss the opportunity to meet with one of the largest manufacturing companies in the world.

So as part of a group of 10 representatives of Bulgarian manufacturing companies, I visited Japan from 10th to 18th May 2014. Upon arrival it turned out that about 400

people from around the world had been invited. The event was very well organised, and with the exception of several joint events, we did not meet with fellow guests until the end of our stay.

During the first four days we visited the 5 "Mazak" factories in Japan - the company has factories also in USA, UK, Singapore and China.

When visiting those factories we got acquainted with the organisation of work, the technologies used and the care for employees' qualification.

Japanese companies are world leaders in production process organisation and use modern technologies, so what we saw was not a surprise for us. The factories were perfectly ordered and very clean. What impressed us in particular was the personnel policy of the company. In each workshop there was a board with pictures of workers and brief details of their qualifications. People were grouped by level of qualification; the most highly-qualified workers had the title of "Worker of the Japanese government". These workers are taken care of by the Japanese government.

Another thing that impressed us was the human relationships. Young Japanese children are taught to respect other people and hierarchy, which subsequently helps them to fit seamlessly into the working team.

I was very impressed that during collective events, all guests were individually greeted by the president of the company Mr. Kawasaki and the entire board of directors.

During the last few days, our hosts treated us to typical Japanese customs and ceremonies, as well as with trips to see the sights of the cities of Nagoya, Osaka and Kyoto, but this topic is covered in many travel guides.

In conclusion - the visit to Japan left me with an unforgettable impression of the impressive technical levels, lifestyle and culture of its people."

MEDTECH FORUM IN JAPAN

The Japanese medtech industry is quickly expanding and now is the time to enter the market. Japan is a leader in designing innovative healthcare products and medical devices, which means there are valuable opportunities for medtech decision makers and investors. The companies are ripe for collaborations that can increase their product and service offerings, and develop their commercialization strategies across international borders

The Japanese medical device market remains the second largest in the world, behind only the USA. According to Espicom Business Intelligence (<http://bit.ly/1A74Crd>), Japan is the world's third largest importer of medical devices, behind only the USA and Germany. Japan

is also among the world's top 10 largest medical device exporters and is the largest market for medical devices in Asia. Though Japan has less than one-tenth (1/10) the population of China, the Japanese spend more on healthcare. An aging population and high per-capita spending make it an attractive and potentially lucrative market for medical device manufacturers.

As well, Japanese Prime Minister Abe has made this sector one of the primary growth areas for the country. The government aims to "develop the medical sector, pharmaceutical products, and medical devices and equipment as strategic industries that will form a key pillar for Japan's economic revitalization," said Japan's Chief Cabinet Secretary, Yoshihide Suga.



If you are interested in learning more about the Japanese medtech market, Medtech Partnering Forum (<http://bit.ly/17VaKse>) Japan 2015, a new partnering event for the innovative medical technology industry, is set to take place May 28-29 in Tokyo. It will be the first dedicated international medtech partnering conference in Japan.

GERMANY-JAPAN SYMPOSIUM 2015 - CHALLENGES OF THE ENERGY TURNAROUND

16 APRIL 2015, FRANKFURT, GERMANY



HessenAgentur

HA Hessen Agentur GmbH

The “Germany-Japan Symposium 2015 - Challenges of the Energy Turnaround” will deal with the challenges in those fields of actions. On 16 April 2015, researchers, developers and entrepreneurs from Germany and Japan will come together to discuss solutions and present best-practice examples.

The conference is a binational symposium organised on behalf of the Hessian Ministry of Economics, Energy, Transport and Regional Development by the Hessen Trade & Invest GmbH, the HA Hessen Agency GmbH, the Japan External Trade Organization (JETRO) and the Consulate General of Japan in Frankfurt am Main.

Due to the exclusive setting of the symposium and the limited number of seats you can already register now!
Contact information: eva.roth@htai.de Phone: +49 (0) 611 95017-8203

➔ http://www.htai.de/dynasite.cfm?dsamid=17679&newsid=20371#dsarticle_96897

PROGRAM HIGHLIGHTS

- Challenges of the energy turnaround from the German and the Japanese point of view
- Renewable energy in Japan – situation and tasks
- Innovation for next generation batteries
- Smart community projects
- Fuel Cell Cogeneration (CHP) by German - Japanese Technology Cooperation
- Network opportunities with international energy experts

PRESIDENT OF THE EUROGROUP AND MINISTER OF FINANCE OF THE NETHERLANDS VISIT TO TOKYO



In the midst of speculation over Greece, Mr. Jeroen Dijsselbloem, President of the Eurogroup and Minister of Finance of the Netherlands, visited Tokyo from 12 to 14 January 2015. During his policy speech: “Growth in the Eurozone” at Keio University, he mentioned that structural reforms are necessary to adapt to new circumstances. Furthermore, he stressed that fiscal and budgetary consolidation are key to the sustainability in the Eurogroup. President Dijsselbloem also spoke with Minister Aso of Finance, Deputy Governor Mr. Nakaso of Bank of Japan and representatives from

Japan Business Federation (Keidanren). In the discussions, he assured that the financial climate of the Eurozone nowadays is more stable than before the crisis started in 2008, due to the improvement of policy coordination and decision making among member states. Minister Dijsselbloem made clear through his visit to Tokyo that working together and sharing experiences, not only among the Euro member states but also with Japan, would pave the road to common growth.

Source: The Embassy of the Kingdom of the Netherlands, Tokyo

LITHUANIAN-JAPANESE PARTNERSHIP EVENT FOR THE FOOD INDUSTRY IN TOKYO

Enterprise Lithuania together with the State Enterprise Lithuanian Agricultural and Food Market Regulation Agency organised a Lithuanian-Japanese partnership event, which offered to Japanese participants a splendid opportunity to discover Lithuanian producers and establish business relations with potential partners. The Lithuanian-Japanese partnership event was held on 5 March, at the Lithuanian Embassy in Tokyo.

Potential partners were also welcomed at the Lithuania national stand during

the Foodex Japan 2015 exhibition. Japanese visitors got an in-depth overview of the Lithuanian food sector, attended individual meetings with participating companies and were able to taste Lithuanian products.

Participating companies included: Birstono Mineraliniai Vandeny, a market leader of natural mineral water, sports and carbonated soft drinks in Lithuania; Cerera Foods, a manufacturer of wide range of breakfast cereals and puffed corn sticks; Danvita, a bakery baking fresh bread, bagels, crisp rings, rusks breads and bread sticks;

Rokiskio Suris, the most effective dairy producer in the Baltic region and a dairy leader in Lithuania in terms of the quantity of processed milk and cheese production; Straikas, a producer of tasty and healthy juice with natural ingredients like beetroot, rosehip, carrot and others; Zemaitijos Pienas, one of the largest and most advanced milk processing and dairy production companies in Lithuania, producing high quality products including the following well-known brands: Džiugas, Mildė, PIK-NIK, Magija, and etc.

➔ <http://www.enterpriselithuania.com>

SENDAI – FINLAND BUSINESS MATCHING EVENT



Kinya Imamura (City of Sendai), Takao Sato (Sendai - Finland Promotion Council) and Junichi Okuda (SIPO), are cutting the ribbon at the opening ceremony. Finpro's Marko Salonen, Juha Korpinen and Eero Toivainen are waiting for their turn.

From 10 to 12 February, SIPO (Sendai Industrial Promotion Organization) organised in cooperation with Finpro a Business Matching - event in the health care sector in Sendai, Japan. Finnish companies presented their innovative solutions to improve the wellbeing and safety of ageing societies.

The event attracted the attention of millions of Japanese, as Japan's largest broadcasting company, NHK's news group, covered the event during their main evening news broadcast. Mr. Juha Korpinen, who was responsible for the Finnish-side arrangements in Japan said: "Now we can truly say that the Finnish health care sector companies

fit well into Japan's large wellbeing markets, new innovations are most welcome and well received". Finpro's experience shows that a successful market entry into Japan requires patience and long-term work.

The event was a great success, most of the participated 9 Finnish companies and the 18 Japanese companies are now in negotiations with new possible business partners. The participating Finnish companies were: 2Cool Finland Oy, Archtours Japan Oy, Emfit Oy, Ko-Koo-Mo, Takeform Oy, Taipuu Woodworks, Turku UAS and VTT Oy.

 <http://sendai.fwbc.jp/news/2015/20150123/20150123.html>

THE GREEN RAY

Eric Rohmer (1920-2010) was a French movie critic and director of cinema, as well as journalist, novelist, screenwriter and teacher, who became obsessed with "the Green Ray" when he read Julio Verne's novel. For years he searched for it all over the planet, installing cameras facing west and recording the red clouds of the sunsets of half the world. After repeated failures, he finally managed to capture the long-awaited ray on film from a loft in the Canary Islands. Then he made a film entitled "the Green Ray" in which the star image was taken from the footage recorded in those islands.

The Green Ray's characteristics are very similar to those of entrepreneurs from successful companies:

- They are both real, no illusion
- They are hard to find but achievable
- And they are extraordinary

The Technology Park of Andalucía (PTA) has established within the Campus of the University of Malaga

(UMA) a building called "the Green Ray" with the aim of developing a common strategy between the PTA and the UMA in the field of knowledge and support to entrepreneurs. Two vectors are developing this strategy, as well as innovation. "the Green Ray" Entrepreneurs must use science and knowledge developed at the university and furthermore, must have the ambition of global entrepreneurs.

Fundacion Repsol, IBM, Pricewaterhousecoopers, Samsung and the University of Berkeley as well as other international alliances are the first members to encourage these extra-ordinary entrepreneurial projects such as "the Green Ray", using university knowledge, global, and transforming society.

In the framework of this new project, the Technology Park of Andalucía (Spain), a point of international reference in the world of science and technology parks and innovation, is looking to establish a close and



THE GREEN RAY
GLOBAL ENTREPRENEURSHIP BY PTA - UMA

long term relationship with Japanese entities to facilitate the development of smooth cooperation and to encourage business, industrial, technological and institutional relations.

We are searching for Japanese companies, of all sizes which have the same obsession and enthusiasm that Eric Rohmer displayed in his search for the "Green Ray". He was unsuccessful for a long time, but he learned from his failures and ended up finding it and making a great movie. We are looking for those companies who are able to develop globally successful business with the hope of changing the world, and who will not be discouraged by failure from achieving their dreams.

 <http://www.pta.es>

SHIZUOKA CITY WILL HOST THE NEXT PLENARY MEETING OF ISO TC34/SC8 - TEA



Convened by JISC, the Japanese Standards Committee, between the 2 and 4 of June, the members of ISO Tea will meet for a long agenda including discussions about new work items. According to Kotaro Tanimoto, from the Japanese Tea Exporters Association, the Japanese delegation will submit a request for setting up a definition for "matcha", a traditional Japanese premium tea. This specialty tea is facing a growing demand, within Japan and also in the Western markets. Due to stringent national production rules, Japanese tea growers are struggling to increase supply, whilst facing a lot of competition from other green tea producers, such as China and Korea in particular. A very similar development has previously occurred



on the niche market for "white tea", where competition has been greatly improved after the approval of an international definition by the ISO tea sub committee, published in December 2013. That project was shared during a study trip to Europe by Professor Naoki SUGITA, Associate Professor at Utsunomiya University, who was visiting the French and the German markets, with a view to exploring the possibilities for increasing premium tea exports from Japan. Prof. Sugita confirmed that the Japanese delegation expects that ISO Tea will initiate the official start of discussions about a definition for "matcha", which should allow to come up with internationally agreed rules in due time.

Source: *The European Decaffeinated Association*

CANON'S KYOSEI IN ROTTERDAM

On 6 February 2015 the Japanese multinational Canon and its logistic service provider Nippon Express, officially opened a 100,000 m² warehouse at Maasvlakte in the Port of Rotterdam. In the new center, Canon bundles the distribution activities that were previously taking place from three other locations in the Netherlands. It is part of a review of Canon's supply chain network that is aimed at optimising efficiency in order to be prepared for future developments. In 2014, Canon opted for Rotterdam on the basis of a business case and a formal tender procedure. This included a reduction of operational costs and lower inbound costs. The tender covers a collaboration for the coming 10 years and was won by Nippon Express. Sustainability also played an important role in the process. Sustainability is an essential part of Canon's corporate philosophy Kyosei, which means living and working together for the common good. Canon has four major distribution centers in Europe: the most important one is in Rotterdam and the others are in Bratislava, Madrid and Moscow.

Source: Port of Rotterdam

<http://www.portofrotterdam.com/en/News/pressreleases-news/Pages/canons-kyosei-rotterdam-1.aspx>

BONJOUR FRANCE 2015 21-26 MAY 2015, TOKYO, JAPAN

Bonjour France 2015, organised in Tokyo by the French Chamber of Commerce and Industry in Japan, is a week dedicated to French "Art de vivre". For an entire week (21-26 of May), the whole city will host a number of activities. The Star attraction, which will go on during the whole event, will be the selling of French typical products in the prestigious Isetan Shinjuku Store. 20 companies from Aquitaine region (South-West France) have been hand-picked by Isetan Shinjuku, on samples, to be part of this event. These companies, specialised in the Drink, Food and consumer goods sectors, will also offer to high-light their know-how.

Source: *Chambre Régionale de Commerce et d'Industrie Aquitaine*

<http://www.ccfj.or.jp/evenements/calendrier/vue-detail/d/bonjour-france-2015-semaine-francaise-a-tokyo-redynamisons-limage-de-la-france-au-japon/>

LEAN MANAGEMENT SUMMIT 2015 13-15 APRIL 2015, AMSTERDAM, THE NETHERLANDS



Registration is now open for the 2015 Lean Management Summit in The Netherlands! Keynote speakers are Michael Ballé (author of the Goldmine, The Lean Manager and his newest novel Lead with Respect), and Caroline Princen (Board of directors ABN AMRO). In several breakout sessions UCC, Philips, ABN AMRO, VUMC Hospital, St Elisabeth Hospital, Municipality of Amersfoort will provide lectures and workshops about their lean journey. Special guest speakers are Jean Cunningham of Jean Cunningham Consulting and Darril Wilburn of Honsha. The location this year will be the headquarters of ABN AMRO bank in Amsterdam. Sessions will be in Dutch and in English.

<http://www.leaninstituut.nl>

PLANET-LEAN.COM THE LEAN GLOBAL NETWORK JOURNAL

Planet Lean is the official online publication of Lean Global Network, launched in February 2014 with the aim of sharing the knowledge on lean thinking and experience gained by LGN's 17 institutes around the world, their partners and customers.

Through story-telling, in-depth analysis and thought-provoking opinion, Planet Lean strives to become the number one source of information on lean available to today's lean practitioners and leaders.

LGN Journal hopes to support the expansion of lean globally by helping organisations on a lean journey to benchmark against others and learn from their achievements and from their mistakes.

<http://www.planet-lean.com>

TAJIMA EUROPE- "SEWING" NEW SEEDS IN LA CIOTAT



This Nagoya-based company has been selling its machines in France, the Netherlands and the Maghreb for fifty years from its sales office in Paris. Due to a management reshuffle at Tajima Europe last May, and swayed by the case put forward by its new director, the company decided to relocate its head office to La Ciotat (30 km East of Marseilles).

The offices at the Athélia business park are brand new, with a showroom overlooking the Mediterranean. This exceptional location has several advantages in areas such as cost of living, quality of life and its location close to the port of Marseille-Fos.

The embroidery machines shipped in cases by sea from Japan arrive in Fos. Some are shipped directly to North Africa. Thanks to this geographical re-positioning, Tajima Europe has improved its flexibility and responsiveness with a spare parts store managed from La Ciotat.

To find this little jewel, Tajima Europe manager Franck Reynal contacted Invest in France. "They put me in touch with the Provence Promotion teams who advised me on the choice of site for the head office" says the executive.

Its relocation provided an opportunity for Tajima Europe to review its sales organisation. Commuting to and from Paris became a thing of the past. The relocation enabled it to save €120,000. Franck Reynal managed to promote the South of France to his Parisian colleagues, emphasizing its quality of life and the region's excellent transportation links.

Tajima Europe sells around fifty embroidery machines each year. It has already sold 1500 machines in France, 400 in the Benelux Countries and 800 in the Maghreb. It also sells embroidery software designed by the Canadian company Pulse and laser cutting equipment made by Italian firm SEIT.

http://www.investinprovence.com/en_US/mailling/18/135/

THE JAPANESE CONSULATE IN HAMBURG UPGRADED TO A CONSULATE GENERAL

The Cabinet in Tokyo decided to upgrade the Japanese Consulate in Hamburg and also to obtain the local residence of the Consul General. The upgrading is provided in the Japanese draft budget for 2016. The Japanese parliament has yet to adopt the budget. The upgrading was justified with a rise in business opportunities for Japanese companies in the city. Currently there are some 100 Japanese companies in Hamburg, which employ more than 6,000 workers. Approx. 580 Hamburg-based companies maintain economic ties with Japan, of which 35 own branches.

Source: HWF Hamburg Business Development Corporation

<http://www.hwf-hamburg.de>

SPOTTED PUBLICATION

Springer Special Issue "Security and Privacy in Business Networking" This special issue is a result of an Austrian-German-Japanese-Suisse cooperation and published by Springer as issue 24/2 of its journal Electronic Markets. It contributes by introducing a different view on achieving acceptable secure business networking applications in spite of threats due to hidden, inevitable dependencies. This view is on adapting resilience to enforcement of IT security in business networking applications. The analysis shows that privacy is an evidence to measure and improve trustworthy relationships and reliable interactions between participants of business processes and their IT systems.

<http://link.springer.com/article/10.1007/s12525-014-0158-6>

ROLAND DG OPENS NEW OFFICES IN GEEL, FLANDERS

Roland DG Central Europe - a branch of the Japan-based Roland Corporation - officially opened its new offices and Creative Center in Geel (Flanders). The opening ceremony coincided with the celebration of the company's 30th anniversary.

Roland DG Central Europe manufactures digitalised plotters, vinyl cutters, engravers, printers for the production of commercial sign-work and point-of-sale materials, etc. Gregory

Bilsen, President of the company said: "We generated significant growth over the past years. In order to keep up this pace and prepare for the future, we decided to move to a larger building."

The new building is located along the E313, an important arterial road in Flanders. "That way, we are easily accessible to our customers, partners and staff - a top priority for our company", Gregory adds. "Moreover," he says, "we also built a brand-new Creative Center. There, we aim to inspire visitors, showing them what they could do with Roland machines. From the automotive and sports sector to interior decoration and retail: the applications are limitless. We'll be able to show new things to our visitors all the time!"

[http://www.investinlanders.be/EN/news/2015/01/16/Roland-DG-opens-new-offices-in-Geel-\(Flanders\)](http://www.investinlanders.be/EN/news/2015/01/16/Roland-DG-opens-new-offices-in-Geel-(Flanders))

BUSINESS NETWORKING NIGHT 7 MAY 2015, MILANO, ITALY

R&P Legal, an independent Italian law firm (<http://www.replegal.it/en/>), together with Azimut, an independent asset manager company (<http://www.azimut.it/en/web/-/>) and the Associazione Culturale Giappone in Italia (the Culture Association Japan in Italy, <http://www.giapponeinitalia.org>), is organising the Business Networking Night.

The Business Networking Night (BNN), introduced by the General Consul of Italy in Milan, is a pioneering initiative to create business opportunities and to facilitate cross-border transactions by bringing together a set of companies, entrepreneurs and independent professionals from across the EU and Japanese markets.

The BNN will take place in (2012) Milan, Corso Venezia 48, on 7 May 2015 (from 6.30 pm onwards).

The event will be accompanied by nibbles offered by the AIRG - Associazione Italiana Ristoratori Giapponesi (the Italian Association of Japanese restaurateurs) and the location will be decorated by well-known Japanese and Italian artists (from Accademia di Belle Arti di Brera).

In case of interest and/or requests, please contact the following email address: vincenzo.dantoni@replegal.it

NEW JAPANESE COMPANIES JOINING APL IN LUXEMBOURG



In November 2011, 25 companies, among which Takeda, have founded the professional association of innovative pharmaceutical industries in Luxembourg (APL).

In 2014, two other Japanese companies joined APL as members number 39 & 40, these are Daiichi Sankyo and Eisai. Other members are essentially from Europe and North America. APL's main goals are to represent interests of the innovative pharmaceutical industry towards national authorities, mainly Health and Social security Ministries and administrations but also towards other Health care actors (doctors, hospitals a.o.), and to inform its members about changes in Luxembourg's regulation and legislation with regard to medications.

<http://www.apl-pharma.lu>

VIP VISIT TO THE BRITISH CHAMBER OF COMMERCE IN JAPAN



On March 1, in association with Her Majesty's Government and the Royal Household, the British Chamber of Commerce in Japan (BCCJ) was honoured to have the chance to introduce the Duke of Cambridge to local communities affected by the Great Eastern Japan Earthquake and Tsunami, in Ishinomaki and Onagawa, highlighting projects supported by the BCCJ's Back to Business (B2B) initiative.

<https://www.bccjapan.com/news/2015/03/duke-cambridge-visits-bccj-b2b-sites-tohoku/>

PRACTICAL INFORMATION ON JAPAN

DO NOT MISS THE OPPORTUNITY TO GATHER USEFUL INFORMATION ON JAPAN

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

The Centre has published on the website a wide variety of webpages, expert reports and e-learning resources, as well as organising webinars covering important Japan-related issues and sectors to assist EU companies in seizing opportunities in the Japanese market. Feel free to register on ➔ <http://www.eubusinessinjapan.eu/user/register>

NEXT “ABOUT JAPAN” WEBINARS

Targeting EU companies and support organisations, the webinars are designed to improve your knowledge of conducting “business in Japan”. During the webinars, participants will have the unique opportunity to listen to selected experts who have agreed to share their knowledge and expertise.

- Exporting Fashion to Japan - 07 April
- Pet Market in Japan - 14 April
- How to develop a robust (digital) marketing strategy in Japan - 21 April
- Cell technology, cell therapy, tissue engineering and gene therapy in Japan - 28 April
- Internet of Things (IoT) Market in Japan - 05 May
- NanoTech - Wearable Technologies in Japan - 12 May
- Chemical and Chemical Products in Japan - 19 May

Members can register to the webinars at:
➔ <http://www.eubusinessinjapan.eu/events>



FORTHCOMING REPORTS AVAILABLE SOON

- Exporting automotive parts to Japan
 - Japan's Emerging Dominant Electronics Companies
 - Organic and Health Foods in Japan
- ➔ <http://www.eubusinessinjapan.eu/library/publications>

GUIDEBOOK FOR EXPORTING/IMPORTING COSMETICS TO JAPAN

Although Japan is the second largest cosmetics market in the world and highly relevant for any European exporter, the unique and complicated exporting/importing procedures and requirements, as well as the lack of documentation in English, poses an obstacle to exploring the full potential of this market.

Therefore, this guide attempts to provide a contribution towards bridging the information gap, covering the whole legal and administrative process of exporting/importing cosmetics to Japan.

➔ <http://eu-japan.eu/sites/eu-japan.eu/files/cosmetics-japan.pdf>

BEING A CZECH IT COMPANY IN JAPAN

CASE STUDY

JIŘÍ TOBOLA, Co-founder and Sales Director at Invea-Tech ➔ <http://www.invea.com/jp/go/flowmon>



When I arrived in Japan for the first time to meet a potential partner, I could not believe my eyes. After I was welcomed, my counterpart sat down at a piano and started to play a familiar melody. A short embarrassing moment followed and then I asked for an explanation. “It was a piece by Antonin Dvorak, a famous Czech composer. Don’t you recognise it?” he replied. Ever since that day, Yoichi Nakanishi has been our Japanese representative.

This story illustrates that the Japanese are always extremely well-prepared for business meetings and they expect the very same from you. A plain “business relationship” that would do the job in other countries is simply not enough in Japan. They know about nice Czech beer, glass as well as historic monuments in Prague. Unfortunately, not many of them know about Czech IT companies.

That was an obstacle when we were starting our business on the highly competitive Japanese market. In Japan you can find lots of technological companies from the US, Israel, Russia or Germany. But Czech IT companies can be counted on the fingers of one hand. With no local awareness of our brand we started talks on our FlowMon solution and network

monitoring technology with distributors, channel partners and potential customers. I consider establishing a partnership with local representatives and adapting your product for the Japanese as “must have” conditions if you want to succeed in Japan. Without an experienced country manager, who knows the local customers, the right channels, and how to plan and to achieve targets, you will most certainly fail.

Business meetings in Japan are extremely tough. It is not enough to have a brilliant, cost effective product, a good sales team and technical support. The Japanese expect a long-term relationship. That also means constant and long-term investments not only to your product or services, but also an investment into the relationship. A lot of US companies leave this market because they cannot adapt to these conditions.

It was a good choice to invest in the Japanese market. Invea-Tech revenues in Japan multiply every year. Thanks to Yoichi and our exclusive distributor, Orizon, we have built a strong sales channel and our solutions are used by leading Japanese financial institutions, industrial enterprises and telco providers.

THE CONCEPT OF GIRI - UNDERSTANDING OBLIGATIONS AND BUILDING PERSONAL RELATIONS IN JAPAN

OLIVIER VAN BENEDEN, Japan Consulting Office (<http://japanconsultingoffice.com>), Brussels, Belgium



A few years back while visiting Japan, a former university classmate and I stopped by a convenience store to buy some drinks in order not to arrive empty handed at the home of Saito, a common friend. As I grabbed some Asahi beer, my friend was quick to remind me that Saito worked for the Kirin beer company. While somewhere else the choice of what to get would present no dilemma, we both knew that it would be inconsiderate to our friend not to get Kirin beer. We instinctively understood this because of 義理 (giri).

義理 embodies a value akin to an obligation or duty strongly motivated by a perceived sense of loyalty to a person or organisation. It is also often translated in western culture as a "burden of obligation". This accurate description refers to the prevalence of behavior guided by a collective understanding of doing what is best for the person or organisation we are obliged to, above considerations based on individual preferences or opinions. This particular sense of obligation is also guided by the assumption that the other part (be it a person or organisation)

will take care of its subordinates. For business this has traditionally translated in the practice of life-long employment and in-house unions throughout Japanese corporations.

Another way to see "giri" in daily business life is through Japanese customer service. Regardless of their position in an organisation it is common to find in employees a level of servitude and formality that for western values would border on excessive. An extreme example of this, would be the early morning greeting in shopping malls in Japan where the first customers of the day are saluted on both sides by rows of employees. The sense of "giri" very often continues after working hours as the company culture helps develop a strong sense of belonging and ownership among its employees. Going back to our initial example, showing our support to Saito's company by choosing Kirin beer was an easy way to demonstrate our consideration towards him.

Being aware of "giri" is a good way to avoid misunderstandings and develop cordial ties with Japanese partners.

➔ <http://www.eubusinessinjapan.eu/library/publication/article-giri-personal-relations-japan>

STRATEGIC ALLIANCES AND PARTNERSHIPS IN JAPAN

PHILIPPE HUYSVELD, Managing Director & Head of Consulting, Global Business & Management Consulting, (www.gbmc.biz), France



Often, companies entering new markets are forced to work with local partners and to form partnerships or strategic alliances, and therefore to share business or profits, because of inadequacies related to different types of resources required to succeed (for example, capital, technical know-how, specific market knowledge or experience in the business environment). The nature of the collaboration depends on what complementary resources the local partner can provide. Partner selection is, of course, critical.

Strategic Alliances are simply a business-to-business collaboration, formed for all types of purposes like joint marketing, joint production, collaborative design or distribution. Alliances

provide immediate market access and knowledge, without the need to engage in a formal agreement or to commit to a long-term contract.

Partnerships can be formal or informal. An informal arrangement is one where a foreign firm agrees to work together (to produce or market a product/service) with a local firm. A formal partnership is when there is a legal agreement to do the same thing but with detailed objectives and targets defined.

Partnerships require a long-term commitment and should not be rushed into. Selected Partners should have the same type of corporate vision, a strong market presence in Japan and complement the foreign firm with their skills and expertise.

The complete online article summarises the advantages and disadvantages of major types of partnerships:

- Formal Partnerships - Limited Liability Partnership
- Licensing Agreements
- Franchising Agreements
- Mergers & Acquisitions
- Joint-Ventures

➔ <http://www.eubusinessinjapan.eu/library/news/article-partnering-in-japan>

EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



REQUEST FOR PATENT AGREEMENT IN JAPAN

Sector: Automotive

A UK SME developed a device to clean wing mirrors and is looking for truck manufacturers and tier 1 suppliers
Profile ID: TOUK20131024001



REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: Automotive

A Polish company is looking for a partner in the motorsports industry for its innovative shock absorber
Profile ID: TOPL20141112001



REQUEST FOR DEVELOPMENT IN JAPAN

Sector: Nanotech

German SME producing fluorescent semiconductor nanoparticles is looking for partner for development
Profile ID: TODE20130904001



REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: Cosmetics

A Lithuanian natural cosmetics manufacturer is looking for trade intermediaries
Profile ID: BOLT20150115001



REQUEST FOR TRADE PARTNERS IN JAPAN

Sector: Food

A UK bakery is looking for trade partners for its traditional cakes
Profile ID: 20120503017



REQUEST FOR TRADE PARTNERS IN JAPAN

Sector: Beverages

Award winning UK Microbrewery seeks trade intermediaries for its real ales
Profile ID: BOUK20150113001



TESTING SERVICES OFFERED TO JAPAN

Sector : Marine, renewable energy

A Research & Technology Organisation offers its hydrodynamic test lab for developing and testing wave/tidal/offshore wind/subsea devices and components
ID code: TOUK20150303005



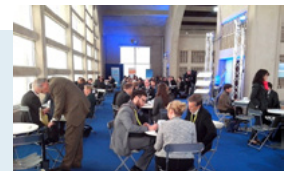
REQUEST FOR TECHNICAL COLLABORATION IN JAPAN

Sector : Marine industry

A Scottish company developed a biofoul removal tool and is looking for technical collaboration
ID code: BOUK20150226002

ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES



TECHNOLOGY COOPERATION DAYS

14-16 APRIL 2015, HANNOVER, GERMANY

Sector: Multisectoral

Registration deadline: 10 April 2015

Held during Hannover Fair (<http://www.hannovermesse.de/home>) this international brokerage event is the place to be for innovative SMEs, research institutions and universities to find partners for technology and research cooperation or business partnerships in pre-organised one-to-one meetings.

Attending this B2B event will give easy access to scientists and enterprises in the field of SMART Factory solutions and innovative manufacturing technologies. Gain new opportunities and competitive advantages through R&D and technological cooperation

➔ <https://www.b2match.eu/technologycooperationdays>

BROKERAGE EVENT HORIZON 2020

11 JUNE 2015, OSTRAVA, CZECH REPUBLIC

Sector: Multisectoral

Registration deadline: 15 May 2015

Organised by the Chamber of Commerce of Moravian-Silesian Region, the event "Brokerage Event Horizon 2020" will target a wide range of companies, universities and researchers from all over Europe interested in sharing new project ideas and finding collaboration for Horizon 2020.

➔ <https://b2bharmo.com/OSTRAVA2015>

MEET IN ITALY FOR LIFE SCIENCES

29 SEPTEMBER - 02 OCTOBER 2015, MILANO, ITALY

Sector: Biotechnologies, Medical devices, Pharmaceuticals....

Registration deadline: 11 September 2015

➔ <https://www.b2match.eu/mit4ls2015>

INTERNATIONAL B2B MEETINGS AT THETIS EMR

20-21 MAY 2015, NANTES, FRANCE

Sector: Marine Renewable Energies

Registration deadline: 1 May 2015

THETIS MRE (<http://thetis-emr.com/en>) brings together all the players in the MRE industry: major stakeholders, SMEs, academic research institutions, training centers. Enterprise Europe Network, CCI Pays de la Loire and THETIS MRE offer a service of targeted business appointments.

For Japanese companies not able to travel to France but still interested to the event, there will be the possibility to have online meetings with a selected number of European companies listed here: <http://www.een-japan.eu/ja/content/b2b-thetis-emr>

➔ <https://www.b2match.eu/thetisemr2015>

INTERNATIONAL B2B WINE MEETINGS AT VINEXPO

16-17 JUNE 2015, BORDEAUX, FRANCE

Sector: Wine

Registration deadline: 10 June 2015

The French EEN partner CCI International Aquitaine is organising a B2B event in the frame of the Vinexpo 2015 (<http://bordeaux.vinexpo.com/en>) fair. The event is open to wine and spirits trade professionals and associated businesses (restaurants, Duty Free, etc.).

➔ <https://www.b2match.eu/vinexpo2015>

Held under the EXPO 2015 hall, Meet in Italy will open with two days dedicated to bilateral meetings between Firms, Researchers and European Investors interested in new opportunities for technological and/or commercial collaboration. The third day will be fully dedicated to discussions on the growth dynamics of the sector.

EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: Fire protection equipment
 A Japanese manufacturer of Hello Kitty fire extinguishers is looking for a distribution partner in France
 Profile ID: BOJP20150107001

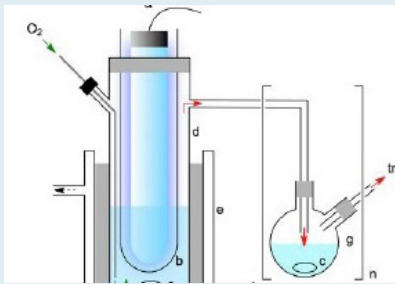


ANALYSIS SERVICES OFFERED TO THE EU
Sector: Cosmetics
 A Japanese company offers specialised analysis for cosmetic products to be exported to Japan
 Profile ID: BOJP20150216001

REQUEST FOR SALES AGENTS IN THE EU
Sector: Industrial equipment
 A Japanese manufacturer of plastic ball bearings is looking for a commercial partner to expand its market to the EU
 Profile ID: BOJP20150210001

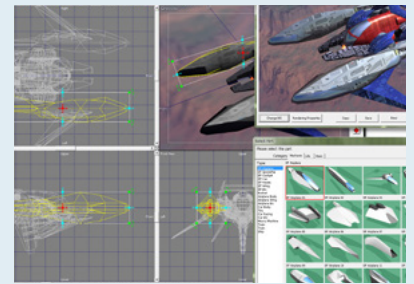


TECHNOLOGY TRANSFER OFFERED TO THE EU
Sector: Chemicals
 A Japanese university is offering a technical cooperation opportunity for a method of synthesis of organochlorine compounds
 Profile ID: TOJP20150122002

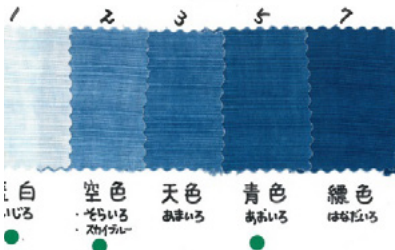


REQUEST FOR DISTRIBUTORS IN THE EU
Sector: Daily commodities
 A Japanese SME is seeking a distribution and/or wholesaler partners for its non-chemical laundry auxiliary products
 Profile ID: BOJP20150202001

REQUEST FOR DISTRIBUTORS IN THE EU
Sector: Software, education
 A Japanese SME is seeking distributors for its 3D and computer-generated imagery animation educational software
 Profile ID: BOJP20141216001



MANUFACTURING SERVICES OFFERED TO EU
Sector: Textiles, fashion
 A Japanese company specialised in traditional Japanese indigo dyeing techniques is offering its services to partners in France, Germany and Italy
 Profile ID: BOJP20141211001



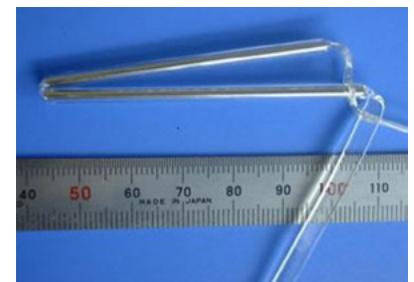
SERVICES OFFERED TO THE EU
Sector: Consulting
 Japanese consulting firm offering services for business development, technology and IP transfers between the EU and Japan
 Profile ID: BOJP20141208001



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

REQUEST FOR SUPPLIERS IN THE EU
Sector: Aerospace
 A Japanese company is seeking a supplier partner of Application Specific Integrated Circuit for satellites
 Profile ID: TRJP20150203001

LICENSING OFFER TO THE EU
Sector: Medical equipment
 A Japanese university is offering a licensing opportunity for a surgical gut clamp to German and French manufacturers of medical equipment
 Profile ID: TOJP20141209001



MANUFACTURING SERVICES OFFERED TO EU
Sector: Metalworking
 A Japanese metal injection moulding company is seeking a reciprocal production partner in the EU
 Profile ID: BOJP20141219001



TECHNOLOGY TRANSFER OFFERED TO EU
Sector: Metalworking
 A Japanese company is offering its metal injection moulding technology to EU companies, under a technology transfer or licensing cooperation agreement
 Profile ID: TOJP20150122001



DATE/LOCATION	DETAILS	CONTACTS
9 April 2015 Milano, Italy	WEBINAR Business Development, Rights and Intellectual Property	BCCJ http://www.exporttojapan.co.uk/event/business-development-rights-and-intellectual-property-webinar
14-19 April 2015 Milano, Italy	FAIR Tokyo Design Week in Milano	Tokyo Design Week http://tokyodesignweek.jp/2015/international/en_milano.html
15 April 2015 Tokyo, Japan	NETWORKING EVENT EURAXESS Share Kyushu 2015	EURAXESS http://ec.europa.eu/euraxess/index.cfm/links/singleNews/48398
22 April 2015 Tokyo, Japan	RECEPTION Researchers' Funding Guide 2015 Launch Event	EURAXESS http://ec.europa.eu/euraxess/index.cfm/links/singleNews/48682
10 May - 5 June 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: H RTP 51 Human Resources Training Programme - Japan Industry Insight	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/H RTP
16-17 April 2015 Deutschlandsberg, Austria	EUROPEAN COMMISSION FUNDED PROGRAMME LEAN in Europe - Visit to EPCOS OHG	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe
22 May 2015 Dublin, Ireland	CONFERENCE LEAN - Driving Competitiveness Conference	EU-Japan Centre for Industrial Cooperation, Enterprise Ireland, DJEI http://www.eu-japan.eu/lean-driving-competitiveness-conference
29 June - 3 July 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session I Application deadline: 7 April 2015	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/WCM
12-16 October 2015 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Sectoral Mission: Biotech Cluster & SMEs Mission Application deadline: 9 June 2015	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-and-SME-Mission
16-20 November 2015 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - High level session Application deadline: 10 September 2015	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/HIGH-LEVEL-World-Class-Manufacturing-Mission



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

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

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

ANY EU-JAPAN-RELATED NEWS?

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

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