



BUILDING TRUST

It is good from time to time to look back. Especially when preparing towards activities in the next EU Multiannual Financial Framework 2021-2027.

The EU-Japan Centre for Industrial Cooperation was founded in 1987 as a joint venture between DG GROW and METI. Of course, at the time, things were different, starting with the names of the parent organisations (METI was “MITI”, DG GROW was “DG III”) and their “baby” was originally called the “EC-Japan Centre for Industrial Cooperation”.

Worth remembering that in the 80s, the relations between the EU and Japan were “at an all-time low, the trade disputes were numerous and the absence of structural dialogue remarkable” according to Etienne Davignon, one of the founding fathers of the Centre. It is precisely in this difficult context – and actually because of it – that the Centre was launched as a sort of counter-cyclical strategic initiative.

Thirty-three years later, the “baby” of DG GROW and METI has grown up and is doing pretty well. It provides pertinent information and services to businesses regarding, for example, the EPA implementation, public procurement, technology transfer, Enterprise Europe Network (EEN), regional and cluster cooperation, people’s mobility in industry, business matchmaking, research & innovation, space cooperation (GNSS & Copernicus), the EU-Japan Business Round Table, and it ensures close cooperation with the Member States’ Trade Promotion Organisations.

This whole package of activities (<https://www.eu-japan.eu/summary-activities>) forming a coherent package benefiting notably numerous SMEs. But perhaps the most important – although intangible – dimension of these “33 years together” has been to build trust, a solid foundation for developing our future activities.

Today’s relations between EU and Japan are closer than ever but the global context is full of geopolitical and economic uncertainties. Thus, this presents an opportunity for the Centre - as in the 80s – to contribute by entering a new phase and mindset of EU-Japan business relations with the EU-Japan Connectivity Partnership, in other words, strengthen EU-Japan business collaboration in third markets. This is a win-win business trend with a high potential positive impact in Southeast Asia, Africa and Latin America in terms of competitiveness, standards, business environment, and implementation of the Paris Agreement.

The EU-Japan Centre is therefore preparing new activities to continuously evolve and adapt to new opportunities. European and Japanese businesses acting together on the global scene is certainly a major one.

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



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

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INTERNAL MARKET COMMISSIONER TO ATTEND THE ANNUAL MEETING OF THE EU-JAPAN BRT



During his first trip to Japan as European Commissioner, Thierry Breton, whose portfolio includes internal market, industry, digital economy, defence and space, will address the annual meeting of the EU-Japan Business Round Table (BRT).

The BRT brings together business leaders from the EU and Japan to discuss issues of common concern and for direct exchanges with representatives of the EU and Japanese Authorities.

This year's BRT meeting will address a wide range of issues: the impact that the EU-Japan Economic Partnership Agreement (EPA) is having on business and what actions should be taken to realise the Agreement's full potential; the medium and long-term perspectives for EU-Japan economic relations and for joint actions in third countries; and mega trends such as the circular economy and the digital economy.

During its annual meeting, the BRT will adopt its recommendations to the European Council, European Commission and Government of Japan and these will be formally delivered to the EU and Japanese Authorities in due course.



With the EU and Japan facing similar challenges and increasingly cooperating in bilateral and plurilateral spheres, the EU-Japan relationship is a crucial one and the BRT is ready to support the work of the Authorities in strengthening this bond.

➔ <https://www.eu-japan-brt.eu/>

EU-JAPAN CONNECTIVITY: EU-JAPAN BUSINESS COLLABORATIONS IN THIRD MARKETS

SEMINAR REPORT

The EU-Japan Centre for Industrial Cooperation organised a seminar on the topic of EU-Japan business collaborations in third markets on 3 December 2019 in Tokyo.

With the signing of the Partnership on Sustainable Connectivity and Quality Infrastructure by Japanese Prime Minister Abe and European Commission President Juncker on 27 September 2019, the EU and Japan are committed to strengthen what they can do together on the global scene with partners in third countries. The seminar attracted more than 130 attendees.

The event report is available online.

➔ <https://www.eu-japan.eu/events/eu-japan-business-collaborations-third-markets>

SEMINAR IN PRAGUE ON CZECH-JAPAN COOPERATION UNDER THE EPA AND ON ICT ISSUES

28 FEBRUARY 2020

13 months after the entry into force of the EU-Japan Economic Partnership Agreement (EPA), a seminar on “Business opportunities in Japan for Czech companies - Impact of EU-Japan EPA / Digital Innovation”, looked at how the EPA and the digital economy are creating new opportunities for Czech and Japanese companies to work together.

Even before the EPA entered into force, nearly 1,000 Czech companies (37% SMEs) exported to Japan, 250 Japanese companies operated in the Czech Republic and 18,000 Czech jobs were linked to Japan. This seminar was co-organised by JETRO Czech Republic and the EU-Japan Centre for Industrial Cooperation; with the support of the Ministry of Industry and Trade of the Czech Republic (MIT), the Association of Small and Medium-Sized Enterprises and Crafts CZ (AMSP), the Confederation of Industry of the Czech Republic and CzechInvest. The first part of the event gave basic information, practical advice and first-hand testimonials about taking advantage of the opportunities created by the EPA. The second part of the event looked at ICT / digital innovation possibilities.

➔ <https://www.eu-japan.eu/events/business-opportunities-japan-czech-companies>



EPA HELPDESK SUPPORT

The Centre's EPA HELPDESK organises webinars and publishes factsheets to help EU SMEs take advantage of the agreement.

RECORDINGS OF PAST WEBINARS



FORTHCOMING EPA WEBINARS

| | | | |
|---------|-----------------------------|---------|---------------------------------------|
| 7 April | Trade in Services: Finances | 28 May | Fisheries |
| 5 May | Motor Vehicles | 2 June | Trade in Services: Maritime Transport |
| 19 May | SME Chapter | 16 June | Trade in services: Insurances |

The webinars are recorded and available on the Centre's website

EPA & PUBLIC PROCUREMENT & HEALTHCARE

This webinar aimed at informing EU companies seeking to combine suppliers to Japan's public healthcare organisations. It outlined the procurement opportunities, preparations necessary, and publicly-managed healthcare market. This webinar also gave a comprehensive insight into the healthcare market in Japan

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-tariff-rate-quotas>

EPA & FRUIT AND VEGETABLES

For EU companies seeking to export fresh and processed fruit & vegetables to Japan. It focused on market access opportunities offered by the EPA, and gave further information on tariff rate quotas.

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-fruit-and-vegetables>

EPA & TARIFF RATE QUOTAS

For EU agri-food companies seeking to understand the working of Tariff Rate Quotas opened by Japan in the EU-Japan EPA context. It focused on the functioning of the 25 agri-food related TRQs included in the EPA, and gave details of the products concerned and about the management systems of the TRQs.

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-tariff-rate-quotas>

EPA & MALT, STARCHES, WHEAT GLUTEN & ALBUMINOIDAL SUBSTANCES

Targeting EU companies seeking to export malt, starches, wheat gluten & albuminoidal substances to Japan by taking advantage of the trade preferences offered by the EPA. The webinar outlined the different types of concessions and market access opportunities, and informed about the preliminary information on related Rules of Origin.

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-fruit-and-vegetables>

EPA & TEXTILES

This webinar aimed at informing EU companies seeking to export textile products to Japan. It focused on market access opportunities and gave further information on Rules of Origin.

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-textiles>

EPA & LEATHER AND FOOTWEAR PRODUCTS

This webinar targets EU companies seeking to export leather and footwear products to Japan by taking advantage of the trade preferences offered by the EPA.

<https://www.eu-japan.eu/eu-japan-epa-webinars-registration>

EPA & FORESTRY PRODUCTS

This webinar is targeted at EU companies seeking to export forestry products to Japan and wishing to know more about the market access opportunities offered by the EPA.

<https://www.eu-japan.eu/eu-japan-epa-webinars-registration>



EPA FACTSHEETS AVAILABLE ONLINE

TARIFF RATE QUOTAS

The aim of this factsheet is to explain the preferential market access opportunities under TRQs offered by the EU-Japan EPA. The agreement provides 25 TRQs for a number of EU products to be imported in Japan on a preferential basis. These TRQs allow during a fiscal year, and for a limited volume (the aggregate quantity), a partial or total import duty suspension for the product concerned.

➔ <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-tariff-rate-quotas>

FRUIT AND VEGETABLES

This factsheet introduces the market access opportunities offered by the EU-Japan EPA for producers of fruit and vegetables. It describes the EPA preferences regarding the different types of fruit and vegetables. It then outlines the Rules of Origin under the EPA for these products.

➔ <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-fruit-and-vegetables>



MALT, STARCHES, WHEAT GLUTEN AND ALBUMINOIDAL SUBSTANCES

This factsheet explains to EU exporters of malt, starches, wheat gluten and albuminoidal substances, the market access opportunities in the EU-Japan EPA context. It takes a close look at the EPA preferences and the tariff concessions regarding the aforementioned types of cereals. It then focuses on the origin certification procedures under the EPA for these different products.

➔ <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-malt-starches-wheat-gluten-and-albuminoidal-substances>

TEXTILES

The aim of this factsheet is to explain to EU exporters of textile products, the market access opportunities offered by the EU-Japan Agreement for an Economic Partnership. It describes tariff lines related to textile products, listing production which will have duties phased out in 10 or 12 years. It then focuses on criteria that a product needs to comply with the provisions of "Rules of Origin".

➔ <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-textiles>

OTHER WEBINARS "ABOUT JAPAN"

WEBINAR RECORDING AVAILABLE ONLINE

PROMOTING YOUR PRODUCTS ON THE JAPANESE MARKET

This webinar targeted at EU companies seeking to understand the specificities of the Japanese food market. It outlined the size and characteristics of the Japanese food market, and gave information on safety, quality and products' trends.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-promoting-your-products-on-the-japanese-market>

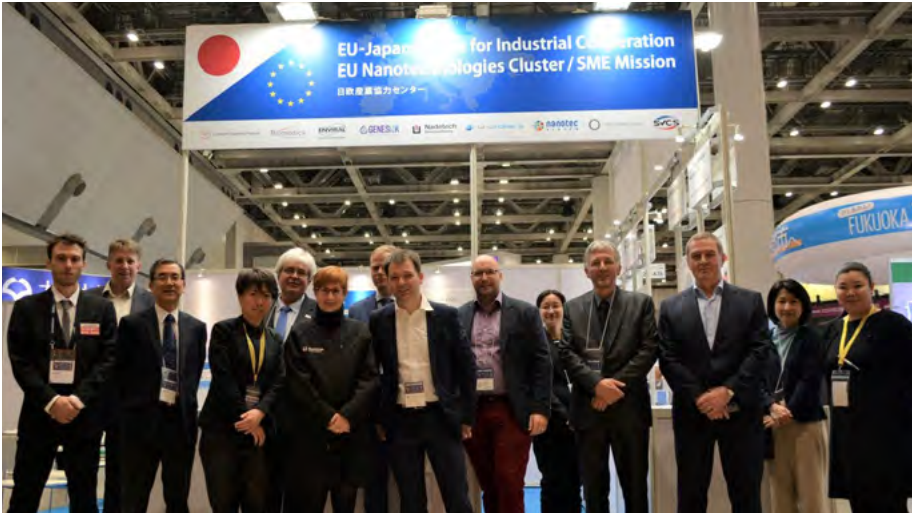


FORTHCOMING WEBINARS "ABOUT JAPAN"

| | | | |
|----------|---|---------|---|
| 31 March | Japanese Business Culture: Influence decision making processes in Japanese organisations (Part 2) | 26 May | Japan's Foot and Leather Market |
| 14 April | Japanese Business Culture: Trust, Networking and Relationship Building (Part 3) | 9 June | Artificial Intelligence (AI) in the Japanese Medical Sector |
| 7 May | Japanese Business Culture: Aligning strategy with Japanese counterparts (Part 4) | 26 June | Meat Market in Japan |
| 12 May | Clothing Market in Japan | | |

NANOTECH MISSION TO JAPAN

On 27-31 January 2020, the EU Japan Centre for Industrial Cooperation organised a Cluster and SME mission to Japan in the field of nanotechnologies. Japan is leading in advanced materials and manufacturing at the nano-scale and many Japanese companies keep a high market share in the areas such as sensors, functional films, coatings or battery materials.



Therefore, a successful entry to the Japanese market can open the door to global supply chains in Electronics or the Automotive Industry.

Nine European companies had been selected for the programme, which included a visit to the Innovation Center of a leading Japanese chemical company, a matchmaking event in Sendai, organised in cooperation with Miyagi Prefecture and 3 days of joint exhibition at nanotech, the world's largest industrial fair for nanotechnologies.

The visit at the Innovation Centre gave participants the opportunity to pitch in front of R&D staff from different departments of a large chemical corporation and to learn about the variety of possible technology applications.

The visit to Miyagi Prefecture was organised with the aim to establish ties with local companies and researchers from Tohoku University, one of the leading Japanese universities in the field of micro and nano technologies.

Last but not least, all participants shared a joint exhibition stand at the nanotech exhibition from 29-31 January in Tokyo. Every participant had a small space with a poster translated into Japanese. "Lots of foot traffic meant we had plenty of good discussions", mentioned one of the participants. He was also satisfied with the interpreters present at the stand. "The quality of the translations were very high. Translators made the effort to really learn what my business was about".

At a seminar at one of the open stages in the exhibition hall, participants gave short presentations in front of an interested audience. A matchmaking scheme at the exhibition as well as an evening reception brought additional opportunities for networking.

THE NEXT CLUSTER AND SME MISSION TO JAPAN

The next Cluster and SME Mission will be held in October in the field of Pharma and Biotechnology. Applications are accepted until 28 May 2020.

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



By **YUYANG MIAO**,
Commercial Engineer at Nanomakers

➔ <https://www.nanomakers.fr>

Attended the 2020 Nanotech mission to Japan

"The organisation of the mission is very good, I appreciate all efforts from the staff to satisfy our requests. My participation to the mission will reinforce our presence and our business development in Japan. We are in close contact with our agents, and also follow up closely our Japanese customers in order to get long-term business relationship.

THE MOST VALUABLE COMPONENT FOR MY COMPANY

For my company, the most valuable component of the mission is the matching with Japanese companies that allows us to explain in details our products to our potential partners.

The second important component will be the booth presence. We can invite our current customers to visit our booth and to exchange some info related to our business, it's a good thing to have a physical presence.

During this mission at nanotech, I noticed that the exhibition is very technically oriented, I think that this is a detail that we should work on it to improve our visibility to Japanese visitors in order to better promote our products and applications.

Another advice would be to learn about Japanese exhibitors in advance and approach them actively via the matchmaking system or go to their booth to get in direct contact with them. It will optimise your presence at nanotech."

CALL FOR APPLICATIONS

FOR THE NEXT BIOTECH CLUSTER/SME SUPPORT MISSION

The Centre is currently inviting EU Clusters and SMEs to apply for its forthcoming mission to Japan

- **Mission dates: 13–16 October 2020 - Application deadline: Thursday, 28 May 2020**

The biotech mission is now heading toward its 7th edition. Mission's participants will be able to:

- Exhibit at the "BioJapan" Expo in Pacifico Yokohama
- Gain knowledge about the market structure, sector analysis, business policy
- Identify relevant key contacts (decision makers, R&D centres, business partners)
- Establish relationships with potential partners (trade and technology) in the Global Biotechnology Industry

In addition, during this 4-day mission EU clusters and SMEs will have the opportunity to meet/discuss with Japanese companies during a matchmaking event organised in Osaka one day before "BioJapan" Expo (<http://www.ics-expo.jp/biojapan/en/>).

APPLICATION FORM: <https://www.eu-japan.eu/biotech-2020-application-form>

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



Feedback from JULIO FONT, CEO at HistoCell, S.L. ➔ <https://www.histocell.com>

Attended the 2019 Biotech Mission

"The organisation of the Mission has been really good. Both the presence with posters and documentation at the EU-Japan booth and the partnering at BioJapan were very valuable for my company and complementary.

We have learnt a lot of things as it was our first trip and event in Japan. The most important conclusion we got from the Mission is that Japan is the best market for regenerative medicine and there is a real interest in our technology and cell therapy programmes in Japan.

The culture barrier and mainly the time needed to achieve an agreement with a Japanese company can be a challenge. Nevertheless, by the end of this mission we had four companies interested in HistoCell and we have already signed an NDA with two of them."

STEP IN JAPAN

FREE OFFICE SPACE IN TOKYO... AND OTHER SUPPORTS

For EU SMEs and SMES from COSME countries* planning to go to Japan.

SMEs can benefit from FREE logistical support and business assistance in Tokyo on the EU-Japan Centre's premises for up to one month.

- free office space
- internet connection and landline phone
- full access to meeting and seminar facilities

AND MORE!

The Centre will help out the SME to prepare its trip with the following additional support:

- free access to sector specific reports, webinars and a thorough intercultural crash-course;
- assistance in using the Enterprise Europe Network service while in Japan;
- a helpdesk for business in Japan-related inquiries.

Any SME wishing to benefit from this support should contact:

StepInJapan@eu-japan.gr.jp

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



Feedback from XAVIER BURGOS HAUCHART, Chairman / Président, LINGUANOMICS RD

➔ <http://www.linguanomics.com>

As a participating company of the 2018 ICT Mission, managed by the EU Japan Centre for Industrial Cooperation, I've been able to meet Japanese professionals and gather a lot of

feedback from numerous prospects around the design and consolidation of our innovative in the Virtual Reality and Medical Tracking fields.

Later on, during May, November and December 2018 and again in September 2019, I benefited from the Step in Japan support for business research purpose. I spent in total 3 and a half months in Tokyo between 2018 and 2019. It just takes time to get to know and be known in Japan.

During those stays, I was able to set up meetings with Japanese companies at the Centre, which was a key feature for successfully attracting prospects and making a very good first impression at a very well-located part of Tokyo. In addition, I benefited from the expertise of the Centre's staff, especially when I needed a little push in key details: timing and scheduling of our meeting requests, correct first written messages in Japanese, but most importantly, pertinent remarks on adapting the strategy towards the Japanese market.

Having the opportunity to benefit from a desk at the Center helped a lot in having a real sense of doing business in Japan on a concrete, daily basis."

"MINERVA" - EU-JAPAN MARKET & POLICY INTELLIGENCE

Minerva is an in-house research scheme in Japan, which last 6 months and targets EU and Japanese academics, trade/economic analysts and civil servants.

The participants are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as to support the analytical activities of the Centre.

The 2nd 2020 slot will be launched in April and will start on 1 October.

Deadline to apply: 1 June 2020 • Fellowship: €2500 / month • Location: Tokyo, Japan)

More info? Visit our website or email us at: minerva@eu-japan.gr.jp

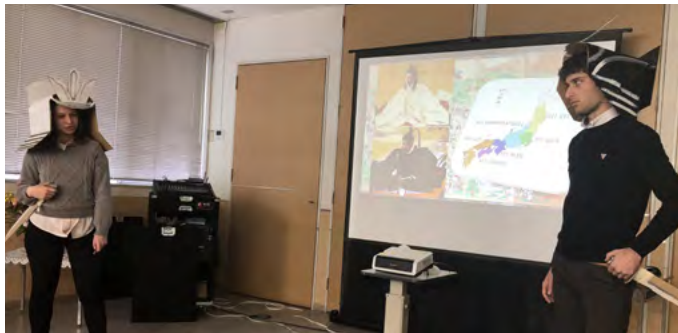


➔ https://www.eu-japan.eu/minerva_programme

VULCANUS IN JAPAN FOR EU STUDENTS

2019/20 - LANGUAGE COURSE FINAL PRESENTATION

In December 2019, Vulcanus 2019-20 programme students successfully completed their intensive Japanese language course.



All students made the most out of the language course and learned not only the Japanese language, but also gained insights into the Japanese culture and customs, which certainly will help them prepare themselves to work in the Japanese host companies for the following eight months. To mark their achievements, the students made brief presentations, explaining about their academic backgrounds, their host companies, and their motivations.

The presentations were made all in Japanese and each presentation was planned and prepared with a glimpse of views on how they see Japan and its history.

Vulcanus in Japan programme started in 1997. The objectives of the programme are to get acquainted with the range of advanced technologies employed by a leading Japanese host company, to learn Japanese and to understand and appreciate Japanese culture with a view to an enriching one-year experience abroad, as well as to provide an opportunity for students to interact with Japanese business and people. Thirty students from the Member States of the European Union and COSME* partnering countries were selected to participate in Vulcanus in Japan 2019-20 and arrived in Tokyo in September 2019. After completing 4-months of intensive language courses, the students have now started their internships at their host companies (since January), and the internship will continue for the next eight months.

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

*Non-EU countries in COSME programme (see list on the following link: <https://ec.europa.eu/docsroom/documents/39579>)

VULCANUS IN EUROPE FOR EU COMPANIES

CALL FOR EU COMPANIES TO HOST A JAPANESE ENGINEERING STUDENT AS AN INTERN.

Vulcanus in Europe: boost EU companies' R&D teams through hosting a Japanese student in engineering.



Every year, the EU-Japan Centre offers companies and research centres the possibility to host Japanese trainees for an 8-month internship in the EU from August to March. The trainees come from leading Japanese universities and are students in biotechnology, pharmaceutical, chemistry, digital technologies or other technical disciplines.. Following a 4-month intensive language course, the trainees will be able to communicate in the EU language as requested by the company.

By welcoming a trainee, the main benefits for the Host Company are a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan.

The programme is inexpensive: companies pay €825/month or the national minimum wage – whichever is higher, (+ costs related to taxes/social security/visa/work & residence permit, whenever applicable and required by the national law.)

The next call will be launched in spring.

Should you wish to receive information then, please feel free to contact the EU-Japan Centre: vulcanus@eu-japan.eu

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



EU-JAPAN CENTRE AND BEE NET JOIN FORCES TO STRENGTHEN EUROPEAN AGROFOOD SMES

Building European Export Networks (BEE Net) is a EU-funded pilot project, which aims at supporting inter-firm cooperation amongst European micro, small and medium enterprises (SMEs) that intend to enhance their presence in the international markets and seize the opportunities of an ever-changing economic scenario with activities such as thematic webinars.

BEE NET relies on strong connections of project partners, including Sicindustria (IT), Barcelona Chamber of Commerce (ES), Lithuanian Innovation Center (LT), other stakeholders and Enterprise Europe Network (EEN) nodes. BEE NET project is based on a client's journey's approach: SMEs will be supported step-by-step along the path aimed to the actual implementation of each BNs internationalisation strategy. BEE NET will help SMEs to implement new European Business Networks (EBNs) based on horizontal cooperation or vertical cooperation. As some of the EBNs' action plans are focused on the Japanese agrifood market, it seemed necessary to organise a webinar on this subject.

In that sense, the webinar was an opportunity to collaborate with the EU-Japan Centre and share their expertise towards the European SMEs. The webinar explored all aspects that European gourmet SMEs need to know when exporting EU luxury food to Japan and the potential benefits of the EU-Japan Economic Partnership Agreement (EPA) for EU exporters in the sector. The speakers, Mr. Yvan Van Eesbeek and Prof. Chieko Nakabayashi, covered the webinar's main topics, highlighting themes, such as the consumer behaviour for premium food, the distribution channels or the geographical indication within the EPA.

Ms Eivilte Kandrataviciute (EU-Japan Centre) and Mr. Lluís Hernández (BEE NET) moderated the Q&A session in which the speakers participated. They addressed several questions to the speakers for obtaining a clear vision about their prior presentations, topics like honey and truffle products where covered during this session. All participants expressed a high level of satisfaction for the organisation of the webinar, which is now also available on the BEE NET project's YouTube channel: <https://www.youtube.com/watch?v=apERW3Lxuoo>

➔ <https://bee-net.b2match.io/>

IPR SUPPORT PROGRAMME NOW IN PARTNERSHIP WITH PONS IP

Another top IP firm joins the IPR Support Program of the Technology Transfer Helpdesk

PONS IP, a global Intellectual Property firm, joins forces with the EU-Japan Technology Transfer Helpdesk, and becomes a part of the IPR Support Programme. The EU-Japan Technology Transfer Helpdesk is thrilled to announce a new partnership with PONS IP. The IPR Support Programme, created by the EU-Japan Technology Transfer Helpdesk, offers a complimentary and confidential 30-minute consultation with experienced attorneys on IP-related topics. PONS IP is now a part of the IPR Support Programme, and eligible entities and individuals are invited to be in touch with the Helpdesk to arrange a free 30-minute consultation, especially when the focus of the sought protection of IPRs is in the EU in connection with Japan and third countries as well (see below for further info).

Founded in 1943 and headquartered in Madrid, PONS IP's team consists of qualified professionals who are focused on designing and implementing effective solutions to protect clients' intangible assets and innovation worldwide. After your free 30-minute consultation, PONS IP will offer an evaluation of your company's IPR situation, and a quote to potentially proceed with further steps aimed at protecting your IP.

The free consultation will be primarily aimed at:

- Japanese clients interested in protecting their IP in the EU market;
- EU clients interested in protecting their IP simultaneously in the EU and Japan;
- EU clients that together with Japanese clients may want to work together in third countries as well.

For eligibility to apply, applicants must be either (1) companies, universities, or research centres with registered legal entities headquartered in Japan or a COSME member country (i.e. the EU and 11 other countries that have signed agreements with the EU to benefit from certain COSME services), or (2) individual inventors that are Japanese citizens or citizens of a COSME member country.

To apply, or for more info, please send a non-confidential e-mail to the Project Manager of the EU-Japan Technology Transfer Helpdesk, Mr. Luca Escoffier at luca.escoffier@eu-japan.gr.jp.

➔ <http://www.eu-jp-tthelpdesk.eu/>
➔ <https://www.ponsip.com/>



SUCCESSFUL ACHIEVEMENT OF THE **45TH WORLD CLASS MANUFACTURING MISSION**

The 45th WCM Mission was held on 18-22 November in Nagoya, Japan.

A total of 24 participants from 16 large firms and 8 Small and Medium-sized Enterprises (SMEs) have participated to the mission and attended five lectures by the experts and the Standard Work/Kaizen Practical Training.



60% of the participants belonged to manufacturing industries, and the main represented sector of activity was the automotive one with one third of all participants. The programme included the visit to 2 Japanese SMEs: Suzuki Industries Plant and Takaoka Chemical, as well as 2 Japanese large firms: Toyota Body Seiko and Daikin Industries.

The World Class Manufacturing mission has successfully accomplished its major objective to offer an insight into the Japanese way of developing and implementing WCM methodologies in a very practical way.

CALL FOR APPLICATIONS

NEXT “WORLD CLASS MANUFACTURING” 5-DAY TRAINING PROGRAMME IN JAPAN

This course is open to applications from manufacturing companies, logistics and other service companies (excluding consultancies).



This 5-day high-level WCM mission will offer a unique opportunity for 25 executives from European industry to observe, see and understand the latest Japanese approaches to operational excellence. During an intense programme of lectures, visits and workshops participants will see and understand how leading Japanese companies adapt and use world-class approaches to secure their future.

JUNE SESSION: Training dates: 22-26 June 2020 - Application deadline: Thursday, 19 March 2020

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

NOVEMBER SESSION: Training dates: 16-20 November 2020 - Application deadline: Thursday, 2 July 2020

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

“The 5-day World Class Manufacturing training in Japan was amazing. It offers participants a great mix of lectures, practical workshops, plant tour illustrations and good interactions. Very good knowledge have been demonstrated by the presenters. Dedicated time for questions, individual and collective reflections have been appreciated. The mix of participants is also a good opportunity for networking and benchmarks.

The added value for my personal development and my company is obvious. It will give means to influence successfully the culture and the performances: leadership perspective, autonomous teams, simplicity, cheap solutions, blameless, people’s development and basic techniques will reinforce our lean journey. Industry 4.0 has been demystified and offered us more vision on how to manage our industrial challenges in the future. I will advise the future participants to be fully concentrated during these 5 intensive days because the best inputs are very detailed and lie between the lines (context, culture, management commitment, history...). It is important, once returning back to our respective site, to implement, even if not in a perfect way, and eventually adapting them, the concepts to our local situation or maturity level.”

Said **PATRICK GALLAND**, Production System Senior Coach at Volvo cars

➔ <https://www.volvogroup.com>

LEAN IN EUROPE VISITS

The EU-Japan Centre latest and forthcoming Lean in Europe visits in Germany, Sweden, France and Belgium.

RECENT LEAN IN EUROPE VISITS

LEAN IN EUROPE IN BERLIN AT BMW



On 10 December, 32 participants from a range of industries visited the BMW Group Plant Berlin motorbike plant to see how BMW uses 'design for manufacture & assembly' (DFMA) techniques from initial design to final production. During the Gemba visit they could see the whole process – from engine assembly, through final testing/quality control to packaging and dispatch.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-26-bmw-group-plant-berlin>

LEAN IN EUROPE IN LUND AT TETRA PAK

On 12 March, there was supposed to be a visit to Tetra Pak in Lund to see how it uses WCM principles across its operations, with a focus on its packaging equipment line and on a sealing & creasing line. In light of COVID-19, **this visit will be postponed for the foreseeable future.**

➔ <https://www.eu-japan.eu/events/lean-europe-visit-27-tetra-pak-lund>



NEXT LEAN IN EUROPE VISITS

LEAN IN EUROPE IN LA PLAGNE AT SKI BEAT

The "Lean in Europe" visit on 20 & 21 April, will focus on Lean in Services / Hospitality Industry. Hosted by Ski Beat in La Plagne in the French Alps, this visit will look at how Japanese production methods can be applied in a service environment. This visit will focus on guest satisfaction, staff 'delight' and a process-mapping exercise to be followed up in the ski resort's dōjō where the participants' suggestions will be tried out. Our current expectation is that this visit will take place, so please register your interest.

➔ <https://www.eu-japan.eu/events/lean-europe-visit-28-ski-beat>



CALL FOR APPLICANTS

LEAN IN EUROPE VISIT IN LIÈGE AT LYRECO BELGIUM

13 & 14 May 2020, Belgium

Is your company thinking about revising its way of working? Would you like understand the benefits of introducing lean thinking and tools? Have you just started a lean journey?

This visit to an office supplies company will look at 'how to start a lean journey' from scratch. During the pre-visit briefing on the previous evening there will be an 'introduction to lean' lecture and some lean activities.

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



EU-JAPAN INDUSTRIAL POLICY DIALOGUE

The 22nd meeting of the EU-Japan Industrial Policy Dialogue took place in Brussels on 11 December 2019.

The meeting was co-chaired by Director General Timo Pesonen of the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission and Vice-Minister Tanaka from the Ministry of Economy, Trade and Industry of Japan (METI).



Both sides emphasised that the EU-Japan relation has become even closer with the entry into force of the EU Japan Economic Partnership (EPA) and the EU Japan Strategic Partnership Agreement (SPA). In addition, the partnership on Sustainable connectivity was signed end of September 2019.

DG Pesonen briefed on the new Commission's priorities, noting in particular the adoption on the same day of the European Green Deal and the upcoming proposals early next year on digitalisation and industrial strategy. The aim is to harness the transformative power of the digital and climate transition to strengthen the industrial base and its innovation potential.

Source: European Commission - DG GROWTH

➔ https://ec.europa.eu/growth/industry/international-aspects/cooperation-governments/eu-japan_en

Vice-Minister Tanaka briefed on several Japanese policies, including the Society 5.0 concept of deploying technology to improve the lives of the people and Japan's Integrated Innovation strategy.

Discussions focused on three main blocks: environmental issues (climate change, circular economy, taxonomy), digital economy and industrial and cluster cooperation. Both sides presented their initiatives and discussed possibilities to continue exchanging and cooperating on these topics.

Five working groups reported to the plenary: Conformity assessment and standardisation; chemicals; climate change and environment; Corporate Social responsibility and Robotics. The activities of the EU-Japan Center for industrial cooperation were also discussed and welcomed.

THE FIRST YEAR OF THE EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT **SHOWS GROWTH IN EU EXPORTS**

1 February 2020 marks the first anniversary of the entry into force of the EU-Japan Economic Partnership Agreement (EPA). In the first ten months following the implementation of the agreement, EU exports to Japan went up by 6.6% compared to the same period the year before.

This outperforms the growth in the past three years, which averaged 4.7% (Eurostat data). Japanese exports to Europe grew by 6.3% in the same period.

Certain sectors have seen even stronger export growth over the same period:

Meat exports increased by 12%, with a 12.6% increase for pork exports, and frozen beef exports have more than tripled.

Dairy exports were up by 10.4% (including a 47% increase in butter exports).

Beverages exports went up by 20%, with a 17.3% growth in wine exports.

Leather articles exports and apparel have seen an increase of 14% and 9.5%, respectively.

Electrical machinery exports, such as telecommunications equipment, storage devices and electronic circuits went up by 16.4%.

Source: European Commission

➔ <https://trade.ec.europa.eu/doclib/press/index.cfm?id=2107>

EPA & SMEs

The EU-Japan EPA (Economic Partnership Agreement) can make life easier for SMEs (small and medium-sized enterprises) from both sides when they export and import.

Almost all tariffs have been eliminated or reduced. Import requirements have been simplified where possible, including customs procedures, rules of origin or technical regulations.

The agreement's SME chapter (https://trade.ec.europa.eu/doclib/docs/2018/august/tradoc_157228.pdf#page=503) says that the EU and Japan should provide information on access to each other's market.

➔ <https://ec.europa.eu/trade/policy/in-focus/eu-japan-economic-partnership-agreement/smes-and-eu-japan/>

SURVEY ON EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT

THE EUROPEAN COMMISSION IS LAUNCHING A SURVEY ON THE IMPACT OF THE EPA

EU-Japan Economic Partnership Agreement (EPA): Business Survey

The purpose of this Survey is for the EU to collect feedback on the impact of the EPA on EU businesses as well as to gather information on existing market access challenges that EU companies face when entering the Japanese market. The EU will use the results of this survey to improve the business climate for EU companies operating in Japan.

SURVEY DEADLINE: 30 APRIL 2020

➔ https://ec.europa.eu/eusurvey/runner/EPA_Survey_2019_2020_Year1

Source: European Commission

SURVEY ON TRADE

Europeans feel that they personally benefit from international trade.

Majority of EU citizens are positive about international trade.

The results of a special Eurobarometer survey were published by the European Commission.

The results showed that 60% of Europeans feel that they personally benefit from international trade, 16 percentage points more than 10 years ago at the time of the previous poll. The survey also revealed that 71% of respondents believe that the EU is more effective in defending their countries' trade interests than these countries acting on their own.

➔ <https://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/instruments/SPECIAL/surveyKy/2246>

Source: European Commission

PUBLIC CONSULTATIONS

ON THE WHITE PAPER ON ARTIFICIAL INTELLIGENCE A EUROPEAN APPROACH

The European approach for AI aims to promote Europe's innovation capacity in the area of AI while supporting the development and uptake of ethical and trustworthy AI across the EU.

According to this approach, AI should work for people and be a force for good in society.

The current public consultation comes along with the "White Paper on Artificial Intelligence: a European approach to excellence and trust" (https://ec.europa.eu/info/publications/white-paper-artificial-intelligence-european-approach-excellence-and-trust_en) and a "Report on safety and liability implications of AI, the Internet of Things and Robotics" (https://ec.europa.eu/info/publications/commission-report-safety-and-liability-implications-ai-internet-things-and-robotics_en)

➔ <https://ec.europa.eu/eusurvey/runner/AIConsult2020>

ON THE EUROPEAN STRATEGY FOR DATA

The Commission is putting forward a European data strategy that benefits society and the entire European digital economy.

It puts the citizen at the centre of the data-driven economy while ensuring that European companies and public authorities can capitalise on the data they generate and also have better access to the data generated by others.

You can consult the European data strategy here. You are invited to read this document prior to completing the questionnaire.

This public consultation will help shape the future policy agenda on the EU data economy. It will feed into possible Commission's initiatives on access to and re-use of data.

The European Data Strategy

<https://ec.europa.eu/info/strategy/priorities-2019-2024/europe-fit-digital-age/european-data-strategy>

➔ <https://ec.europa.eu/eusurvey/runner/DataStrategy>



THE EU AND JAPAN MEET TO ADVANCE THEIR STRATEGIC AGENDA

Senior officials from the European Union and Japan met on the 31 January in Brussels for the second Joint Committee meeting under the EU-Japan Strategic Partnership Agreement (SPA).

With 1 February 2020 marking one year since the Agreement was provisionally applied, the meeting was an opportunity to reflect on the good progress being made in its implementation.

There was a strong convergence of views on many of the issues discussed. The meeting defined priorities for the way forward, ahead of the 27th EU-Japan Summit planned to take place in Tokyo in 2020. These priorities include stepping up work on connectivity, security, and digitalisation.

➔ https://eeas.europa.eu/delegations/japan/73807/japan-eu-and-japan-meet-advance-their-strategic-agenda_en

EU-JAPAN NEGOTIATIONS ON PNR

The Council adopted a decision authorising the opening of negotiations between the EU and Japan for an agreement on the transfer and use of passenger name record (PNR) data.

The Commission will now start negotiations with Japan, on the basis of the negotiating directives adopted by the Council.

This agreement will regulate the transfer and use of PNR data to prevent and fight terrorism and serious transnational crime. It will fully ensure the respect of fundamental rights, in particular, the right to protection of personal data, by setting the necessary safeguards and controls as provided by EU law.

Source: Delegation of the European Union to Japan

➔ https://eeas.europa.eu/delegations/japan/74865/eu-japan-pnr-agreement-council-authorises-opening-negotiations_en

EU FUNDING OPPORTUNITY

THE INNOWWIDE 2ND CALL FOR APPLICATIONS FOR THE VAPS - VIABILITY ASSESSMENT PROJECTS - JUST OPENED ON 15 JANUARY.

Application can be submitted until March 31st on the following portal:

https://innowwide.smartsimple.ie/s_Login.jsp

The budget available for the 2nd Call is €4.2M (to be divided approximately one third per target country group).



Each approved VAP will receive a fixed grant amount of €60,000, representing a maximum of 70% of total eligible costs (staff, consumables, equipment, subcontracting, others) which must be a minimum of €86,000.

The call targets innovative SMEs with the ambition to develop a new and innovative product-market combination (or process or service) with a strategic counterpart outside Europe (e.g. Japan). To check the technical, commercial, legal and socio-economic feasibility of your innovative idea, the VAP instrument supported by the INNOWWIDE CSA can be the solution!

To know more about the process before applying, refer to the "VAP Application and Guidelines" page on the INNOWWIDE website.



Funded under the Horizon 2020 Framework Programme of the European Union ➔ <https://innowwide.eu/guidelines>

EU, U.S. AND JAPAN AGREE ON NEW WAYS TO STRENGTHEN GLOBAL RULES ON INDUSTRIAL SUBSIDIES

In a Joint Statement issued on 14 January 2020, representatives of the European Union, the United States and Japan announced their agreement to strengthen existing rules on industrial subsidies and condemned forced technology transfer practices.

In a meeting held in Washington, the EU, the U.S. and Japan agreed (<https://trade.ec.europa.eu/doclib/html/158567.htm>) that the current list of subsidies prohibited under the World Trade Organization's (WTO) rules is insufficient to tackle market and trade distorting subsidisation existing in certain jurisdictions. They concluded therefore that new types of unconditionally prohibited subsidies have to be added to the WTO Agreement on Subsidies and Countervailing Measures.

A structural reform of the WTO and levelling the playing field in global trade is a key priority for the EU and the von der Leyen Commission. Commissioner for Trade Phil Hogan said: "This Joint Statement is an important step toward addressing some of the fundamental issues distorting global trade. The EU has been arguing consistently that multilateral negotiations can be effective in resolving these problems. I welcome the fact that the United States and Japan share this view. I am grateful to Ambassador Lighthizer and Minister Kajiyama for their constructive collaboration. This Statement is also a symbol of a constructive strategic collaboration between three major players in global trade."

Source: European Commission

➔ <https://trade.ec.europa.eu/doclib/press/index.cfm?id=2101>

CONFERRAL CEREMONY OF DECORATION ON MR. PEDRO SILVA PEREIRA, VICE-PRESIDENT OF THE EUROPEAN PARLIAMENT, FOLLOWED BY A RECEPTION

On 5 February 2020, the conferral ceremony of the Order of the Rising Sun, Gold Rays with Neck Ribbon (for the first year of Reiwa, or Autumn 2019) on Mr. Pedro Silva Pereira, Vice-President of the European Parliament was held at the official residence of Ambassador Kodama. The ceremony was followed by a reception, hosted by Ambassador Kodama, in honour of Vice-President Silva Pereira.

Both events were attended by his family as well as many of his friends and colleagues, including Ms. Elisa Ferreira, EU Commissioner from Portugal, that is, a compatriot of Vice-President Silva Pereira, as well as other members of the European Parliament who have worked with Vice-President Silva Pereira.



In his opening speech, Ambassador Kodama lauded Vice-President Silva Pereira's outstanding achievements as the standing rapporteur for the Japan-EU Economic Partnership Agreement (EPA), which led to the conclusion and the approval by the European Parliament of the agreement. Ambassador Kodama also praised Vice-President Silva Pereira's integrity and warm-hearted personality, which earned him the trust and appreciation of those around, and without which the entry into force of the EPA would not have been possible. Ambassador Kodama also praised the contribution to the overall enhancement of partnership and exchanges between Japan and the EU made by Vice-President Silva Pereira, who is also a member of the Delegation for Relations with Japan of the European Parliament. After the Ambassador's speech, the patent of decoration was read by Ambassador Kodama, which was followed by the conferral of the decoration on Vice-President Silva Pereira. All those present at the occasion, including Commissioner Ferreira who delivered some remarks to the attending guests, congratulated Vice-President Silva Pereira, and praised his outstanding work and integrity.

In his remarks at the end of the ceremony, Vice-President Silva Pereira stressed the importance of the Japan-EU EPA as extending beyond the domain of trade. He also mentioned the history of exchange between Japan and his native Portugal, which goes as far back as the 16th century, and his appreciation for having had the opportunity to work, as a Portuguese citizen, to bring the Japan-EU partnership, with a significance of global scale, to a new level of strength.

Source: Mission of Japan to the European Union [➡ https://www.eu.emb-japan.go.jp/itpr_en/00_000445.html](https://www.eu.emb-japan.go.jp/itpr_en/00_000445.html)

JAPAN-FRANCE BIOTECH NETWORKING SAKE

TUESDAY, 24 MARCH, 2020 FROM 17:45 TO 18:45

PARIS EXPO PORTE DE VERSAILLES, HALL 7 JAPAN PAVILLION (BOOTH 7.3 #112)

Japan External Trade Organization (JETRO) will host the Networking Reception "Japan-France Biotech Networking SAKE" during the BIO EUROPE SPRING2020 at Japan Pavilion on Tuesday, March 24, 17:45 – 18:45 pm.

With Japanese sake and hors d'oeuvre, this is the unique opportunity to meet innovative Japanese Biotech players and not to be missed.

Through this event, inviting key players mainly from France JETRO aims to generate new innovation through partnerships with Japan.

Contacts (JETRO Paris): Ms. Tomomi Endo & Ms. Isabelle Comtet (info-prs@jetro.go.jp)

SPOTTED PUBLICATION

The monthly magazine "Highlighting Japan" is published by the Japanese Government to help readers better understand Japan today.

LATEST ISSUES' TOPICS:

- January - Winter Pleasures;
- February - Exploring Space.

Source: Cabinet Office, Government of Japan

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

BIOTECH & PHARMA PARTNERING CONFERENCE, OSAKA 2020

13 OCTOBER 2020, OSAKA, JAPAN

The EU-Japan Centre for Industrial Cooperation and Osaka Bio Headquarters (Osaka Prefectural Government) co-organise the Biotech & Pharma Partnering Conference, Osaka, a one-to-one business matching event, annually since 2016.

The 5th event will be held on 13 October 2020, the day before Bio Japan, Asia's premier partnering event. The event will be supported by various domestic and international clusters and other business support organisations.

"Biotech & Pharma Partnering Conference, Osaka 2020" will be focusing on the following fields (tentative)

- Drug discovery fields (drug discovery, drug discovery support)
- Regenerative medicine
- Therapeutic agents, diagnostic agents
- AI and IoT technologies related to the above

Previous year's result:

- 263 one-to-one meetings
- 111 companies/organisations participating
- Japan: 50 / EU: 61 (from 15 countries)

The event is a gateway to enter the Japanese market, wherein companies can take advantage of support by the co-organising partner organisations. A partnering system enables participants to search the right partners and to be found by them.

Event registration will open in June. ➔ <https://bio-pharma-osaka-2020.b2match.io/>

FIVE COMPANIES FROM YOKOHAMA EXHIBITED AT THE JAPAN PAVILION DURING COMPAMED

On 18-21 November 2019 the medical technology trade fair Compamed took place in Düsseldorf, together with the health and medical technology trade fair Medica. Once again this year there was a Yokohama Pavilion at Compamed, where the Yokohama Industrial Development Corporation (IDEC) exhibited together with five companies from Yokohama.



The booths of these companies received a high number of visitors, making this year's exhibition the most successful for the companies. In addition, the seminar area close to the Yokohama Pavilion was more integrated into the activities this time, so that IDEC and Think Lands were able to give presentations.

The participation at Compamed also aimed at further strengthening the healthcare, medical technology and biotechnology sector by establishing new connections with German clusters. Therefore, the delegation from Yokohama exchanged views with the German clusters during the exhibition.



Source: The City of Yokohama Frankfurt Representative Office

| Exhibiting Companies at the Yokohama Pavilion | | |
|---|---|---|
| Yokohama Neplos Co., Ltd. | Polishing & deburring of stainless-steel tools such as medical needles | http://www2.odn.ne.jp/neplos/Documents/neplos_profile_english.pdf |
| JMC Co., Ltd. | 3D printing, eg. artificial heart for surgery training purposes | https://www.jmc-rp.co.jp |
| Kyoritsu Metal Industry Co., Ltd | Ultra-precise wire within diameters deviation of $\pm 0.1 \mu\text{m}$ (0.0001mm) | http://www.kyoritsu-metal.co.jp/en |
| Japan Probe Co, Ltd | Bendable ultrasonic sensor | http://www.jp-probe.com/en/index.html |
| Think-Lands Co., Ltd | Microneedles, painless injection needles | https://think-lands.co.jp/index_english.html |

YOKOHAMA STRENGTHENS TIES WITH EUROPE THROUGH 2019 DELEGATIONS

The City of Yokohama, Japan has a close relationship with several cities and local governments in Europe. In 2019, many European politicians, government officials, and businesspeople visited Yokohama to strengthen these ties.

On 22 May, Mayor Gérard Collomb from Lyon, France and a delegation visited Yokohama and joined Yokohama Mayor Hayashi Fumiko in a celebration commemorating 60 years as sister cities. On the occasion, Mayor Collomb presented the City of Yokohama with the “Coquette Romantica” a new variety of rose developed by the well-known Lyon based rose-breeding company Meilland International. Afterwards, the delegation also toured Fuji Xerox’s Yokohama Minatomirai Center. The delegation had meetings with officials from Yokohama to discuss future collaboration in fields of economy, culture and sports.

On 10 October, Fiona Hyslop, Cabinet Secretary for Culture, Tourism and External Affairs of the Scottish Government paid a visit to Yokohama City Hall to meet with Mayor Hayashi to look back over the past year since Yokohama and Scotland’s joint declaration of cooperation and discuss the future of the partnership. Everyone was in high spirits in anticipation of the Rugby World Cup match between Scotland and Japan, which took place in Yokohama on 13 October.

On 9-10 December, a delegation including Mayor Peter Feldmann from Frankfurt, Germany visited Yokohama. The two cities became partner cities in 2011 (furthermore, the City of Yokohama’s representative office to Europe has been located in Frankfurt since 1997). In addition to participating in a meeting and discussion with Mayor Hayashi, the delegation visited Sakuragaoka High School, which has a sister school relationship with a counterpart in Frankfurt, Tatsuno Corporation’s Yokohama Plant, and the special nursing home Wakatake Aoba.

Building on its past achievements, the City of Yokohama will continue to enhance exchange with European regions.

Source: City of Yokohama



Mayor Collomb and Mayor Hayashi



Cabinet Secretary Hyslop and Mayor Hayashi



Mayor Feldmann at Tatsuno Corporation

HEALTHTECH JAPAN 2020

14-16 OCTOBER 2020, YOKOHAMA, JAPAN

In anticipation of rapid growth of healthcare industry, much attention has been brought to the Digital Medicine, Digital Therapeutics (DTx), Healthcare and Wellness products using digital technologies, healthTECH JAPAN is now launching to provide total solutions and wider business platform to all players of the healthcare industry.

Since BioJapan and Regenerative Medicine JAPAN are now known as an Asian Hub of exhibition and partnering event facilitating interaction between Japanese and global companies / organisations, the addition of a new event healthTECH JAPAN will bring greater synergy to all the attendees in Yokohama this October.



EXHIBITING APPLICATION DEADLINE

Early bird application: 31 March 2020

Regular application: 29 May 2020

PARTNERING

The partnering system provides the perfect opportunity to meet with a diverse range of participants to forge new alliances, facilitating interaction between Japanese and global organisations. Partnering registration will start end of July.

➔ <https://www.ics-expo.jp/healthtech/en/>

ETPO MAIN CONFERENCE

Every year, the management of Trade Promotion Organisations (TPOs) from all over Europe, gather during a ETPO Main Conference to discuss new trends in the global and European economy, to share best practices and to showcase new instruments in trade promotion.



In October 2019, the three Belgian regional Trade Promotion Organisations combined their forces and hosted the 3-day conference at the Permanent Representation of Belgium to the EU. Flanders Investment & Trade, AWEX and hub.brussels organised several panels and speakers, including a keynote speech by former President of the European Council Herman Van Rompuy, and sessions on COSME, the Enterprise Europe Network, FTA Implementation, Economic Diplomacy, the Partnership Instrument, Brexit, WGIP and digital transformation.

During the session on FTA Implementation, introduced by Geraldine Emberger of DG Trade, the EU-Japan Centre spoke about its SME - and trade supporting activities. At the request of the TPOs, the Economic Partnership Agreement Helpdesk was presented. The EU-Japan Centre has an EPA Helpdesk for SME's providing several initiatives to stimulate and facilitate international trade, primarily focused on the economic relations between and in Europe and Japan. There are several publications such as factsheets and guidelines, webinars and a Helpdesk which helps to answer EPA-related queries.

The Helpdesk is a useful tool to assist European SME's in their business with Japan and vice versa.

During the ETPO conference, the expansion of the newly setup "European Trade Promotion Organizations Association" (ETPOA) was announced. This international non-profit organization brings together European TPO's in shared missions, values, services and initiatives. As of 1 January 2020, ETPOA counts 23 members from 16 Member States and Switzerland. European TPO's are an important partner for the EU-Japan Centre, as they are key players in growing trade between Europe and Japan.

This is why the EU-Japan Centre is organising regular meetings in Tokyo with representatives of the Member States TPOs based in Japan to share information and coordinate activities.

- <https://www.fdfa.be/nl/algemene-afvaardiging-van-de-vlaamse-regering-bij-de-permanente-vertegenwoordiging-van-belgië-bij-de>
- <https://www.flandersinvestmentsandtrade.com/nl>
- <https://hub.brussels/fr/>
- <https://www.awex.be/>
- <https://etpoa.eu/>
- <https://www.eu-japan.eu/>



CCILJ'S HONORARY PRESIDENT AWARDED WITH THE PRAISE OF MERIT OF THE JAPANESE MINISTRY OF FOREIGN AFFAIRS

On 30 January 2020, the Honorary President of the Portuguese Japanese Chamber of Commerce and Industry, Mr. Fernando Bessa, was awarded with the Praise of Merit of the Japanese Ministry of Foreign Affairs in a ceremony that took place at the Official Residency of the Japanese Ambassador in Portugal.

This award reflects the importance and merit of Mr. Bessa's work with the Chamber of Commerce, strengthening the ties with Japanese companies in Portugal and promoting Portuguese businesses in Japan, as well as collaborating with the Japanese Embassy in several initiatives.

Source: Portuguese Japanese Chamber of Commerce and Industry

FUKUSHIMA-NRW "THE 4TH RENEWABLE ENERGY SEMINAR"

On 10 February the Enterprise Europe Network partner NRW.Europa welcomed a delegation from the Prefecture of Fukushima for a seminar on renewable energies in Japan at the NRW.BANK in Düsseldorf. Held already for the fourth time NRW.Europa and the energy agencies from Fukushima and North Rhine-Westphalia (NRW) brought together companies from both countries.



Main topics of the seminar were establishing new entrepreneurial collaborations and providing information on the renewable energy sector in Fukushima. The market opportunities for companies from NRW were highlighted by the GreenPocket GmbH and the Bode Planungsgesellschaft m.b.H., two companies that already established business contacts in Japan and were supported by public initiatives and funding schemes. Information on more funding programs that assist companies to enter the Japanese market and a networking coffee completed an informative afternoon. Based on the positive feedback the organisers received from the participants the planning for a seminar in 2021 just started. The background for this close cooperation

between Fukushima and NRW is a Memorandum of Understanding that was signed by the two governments in February 2014 and was just prolonged for a second time in November 2019. One of its outcomes is the annual visit of a delegation from Fukushima during the E-world in Essen, a trade fair for technology and innovation in energy.

➔ <https://nrweuropa.de/4seminar-energiemarktjapan.html>

THE BASQUE ENERGY CLUSTER ORGANISES AN INDUSTRIAL TRIP FOR THE ENERGY AGENCY OF FUKUSHIMA

Last year, the Basque Energy Cluster and the Energy Agency of Fukushima signed a MoU to collaborate in the renewable energy sector. This incoming mission to the Basque Country is the first main result of this cooperation agreement.

In total, the two people from the Energy Agency of Fukushima met with 15 companies, 2 knowledge agents and the Basque Government. The companies visited are key players in the Basque value chain of wind energy, which represents one of the largest industrial concentrations of this sector in Europe. The first day, the Japanese delegation visited the research centre Tecnalia, a reference in the new technologies of wind energy, solar systems and green hydrogen technology. They met there with Alerion, developer of a drone technology to improve the O&M of wind farms, and Euskalforging, manufacturer of flanges for the offshore wind sector. They also met with Idom, referential engineering company in the energy sector (including wind and green hydrogen), Nabrawind, developer of new advanced wind technologies for wind turbine components, HWS, developer of a new crane lifting system for wind turbines, and Isati, engineering company expert in floating wind turbines.



The delegation visiting Saitec (left) and Navacel companies



The second day of the mission, they visited the manufacturing place of Saitec's BLUESATH scale floating platform for offshore wind. Then, they met with Esteyco, another floating platform developer, Antec, manufacturer of wind turbines brake systems, and Haizea Wind, manufacturer of wind turbine towers and monopiles. The last day, they visited the installations of Navacel, manufacturer of large offshore infrastructures, where they also met with Sener, referential engineering company in the energy sector (including wind and solar).

To finish the visit to the Basque Country, they met with the Basque Public University, specifically with the department of hydrogen investigation, Ditrete, developer of new connection system for floating offshore wind turbines, Siemens Gamesa, one of the largest manufacturer of wind turbines in the world, and Aeroblade, experts in aeronautic technology for the wind energy sector. As part of the MoU signed, knowledge exchange and missions between Fukushima and the Basque Country will continue this year in the energy sector.

The preparations of a mission to Fukushima in October 2020 started during this incoming mission.

➔ <http://www.clusterenergia.com/home>

LEADING LIFE SCIENCE CLUSTERS OF KAWASAKI AND MUNICH EXTEND THEIR COOPERATION AGREEMENT

The representatives of the Biotech Cluster Organizations of Munich (Bavaria), Germany, and Kawasaki City, Japan, signed the extension of their Memorandum of Understanding (MoU) on the Promotion of Business Exchanges on 11th February 2020. After the first MoU was signed in 2017, a number of successful joint activities followed to initiate and accelerate business cooperation between the life science communities of both regions.

Kawasaki City, with its world-class open-innovation site King Skyfront, and the cluster management organization BioM, which coordinates the Munich and Bavarian Biotechnology Clusters, decided to continue their active cooperation scheme, which includes matching support for cooperation projects, an exchange of information about each region's new industry developments and academic potential, and an exchange of best practices in technology transfer and biotech SME support.

Mayor of Kawasaki City, Mr. Norihiko Fukuda, who could not accompany the delegation and who signed the MoU beforehand in Kawasaki, stated: *"In November 2017, BioM and Kawasaki City signed an MoU on the Promotion of Business Exchanges. Ever since, Kawasaki City has been promoting exchange of information on cluster organisations in both regions on a regular basis as well as conducting events and business network meetings for the companies in Kawasaki and Bavaria to develop R&D start-up projects. It is a great honour and a significant opportunity for Kawasaki City to be able to renew its MoU with BioM, as our city hopes to reinforce its partnership and accelerate our activities within the alignment. I look forward to seeing companies in both of our respective districts to make progress in research and development and to put these achievements into effect in our society to help tackle social issues."* The agreement was counter-signed by Prof. Dr. Horst Domdey, CEO of BioM, on February 11th at the Bavarian Ministry of Economic Affairs, Regional Development and Energy in Munich, in presence of the Consul General Mr. Tetsuya Kimura. The Ministry supports the cooperation and hosted the signing ceremony.



Prof. Dr. Horst Domdey, CEO, BioM Biotech Cluster Development GmbH (left), and Mr. Tomohiro Takahashi, Director, Coastal Area International Strategy Headquarters, City of Kawasaki (right)

Dr. Manfred Wolter, Head of the Department for Innovation, Research, Technology and Digitalization, states: *"I am convinced that, through the continuing and very fruitful cooperation between BioM and Kawasaki City, the relations between Bavaria and Japan will intensify further and strengthen the innovation power of both economies."* For BioM, Prof. Dr. Horst Domdey stated: *"Based on our cooperation agreement and our expanded activities, our vision is to eventually run joint research and development programs as a contribution to the development of the medicine of the future."*

➔ <https://www.bio-m.org/en/news.html>

PROMETHEAN PARTICLES SHOWCASES NOVEL NANOTECHNOLOGY TO ENHANCE JAPANESE TRADE RELATIONS

UK-based Promethean Particles has met with companies across Japan to demonstrate its pioneering approach to nanomaterial production and the benefits it brings to both operations and performance.



Promethean Particles is the global leader in continuous flow nanoparticle manufacturing. The process enables significant economies of scale to be achieved, something which has hindered the take-up of nanotechnology by industry worldwide.

A team from Promethean has embarked upon a series of visits to Japan to meet with businesses involved in the printed electronics and energy markets to showcase the company's capabilities in developing conductive nanomaterials, particularly nano copper inks, and Metal Organic Frameworks (MOFs).

Dr Selina Ambrose, Technical Manager at Promethean Particles, said: *"Our aim is to establish new business links and further strengthen the existing relationships we have with customers in Japan."*

The country is at the forefront of innovative applications for nanotechnology and as Promethean grows as a business, we want to increase our activity and operations in the region."

The team met with business leaders in Sendai, Tokyo and Kyoto as well as held discussions with the British Consulate and Department for International Trade in Japan about how they can support Promethean as it seeks to enhance its exposure and operations within the country.

➔ <https://www.prometheanparticles.co.uk>

THE ITALIAN PAVILION AT CPHI JAPAN 2020 - CONVENTION OF PHARMACEUTICAL INGREDIENTS

16-18 MARCH 2020, TOKYO, JAPAN

The Trade Promotion Section of the Italian Embassy in Japan - coordinating a group of 12 Italian companies that guarantee consistent quality and global market knowledge - is attending the CPhI Japan 2020, the Convention of Pharmaceutical Ingredients, which is held on 16-18 March at the Tokyo Big Sight.

Italy is historically one of the most important global suppliers of active pharmaceutical ingredients. The reasons of its "leadership" originate from the well-established chemical culture of Italy, which boasts numerous internationally-known pharmaceutical industries, along with leading-edge chemical equipment manufacturers, and the quality of university teaching.

The aim of the participation of the Italian pharmaceutical companies is therefore to show their high development level - achieved by their production techniques - and to improve the cooperation with Japanese companies, strengthening the commercial relationships as well as the continuous exchanges in this strategic sector between the two countries.



➔ <https://www.informa-japan.com/cphi/complist/en/index.php?v=ph#10>

The Italian pavilion occupies a total area of 130 square meters, and is represented by the following firms:

| | | | |
|-----------------------------|--|-------------------|---|
| ANGELINI ACRAF | https://www.angelini.it | MIAT | www.miat.it |
| DIPHARMA FRANCIS | www.dipharma.com | NATHURA | http://www.nathura.com |
| FABBRICA ITALIANA SINTETICI | www.fisvi.com | NEWCHEM | www.newchemspa.com |
| GIELLEPI | http://www.giellepi.com | OLON | http://www.olonspa.com |
| INDENA | www.indena.com | PIZETA PHARMA | http://www.pizetapharma.com |
| LABORATORI ALCHEMIA | www.laboratorialchemia.it | TRUFFINI & REGGE' | www.truffini.it |

57TH MODA ITALIA & 67TH SHOES FROM ITALY

7-9 JULY 2020, TOKYO, JAPAN

The Italian fashion industry's leading exhibition in Japan, "Moda Italia & Shoes from Italy" organised by Embassy of Italy - Trade Promotion Section, is a one-of-a-kind event with over 120 exhibitors at each edition, successfully melding business and fashion.

The event takes place in Tokyo twice a year, in February and July, at Bellesalle Shibuya Garden. It showcases the Autumn/Winter and Spring/Summer collections for the following year, respectively.

Major items exhibited include ladies', men's apparel, leather wear, fur, bags and leather goods, fashion accessories, shoes, and legwear. This is a unique opportunity to check the latest trends in Italian total look ahead of major international trade fairs around the world.

Also, overseas buyers from neighbouring Asian countries, like Korea, Taiwan, and Australia are invited in the aim to grow as a major exhibition specialising in Italian fashion not only in Japan but also in Asia.



The exhibitions "Moda Italia" & "Shoes from Italy" confirm their role as a privileged showcase for promoting new collections. At the same time, it is also a decisive opportunity to do business and establish commercial relations.

➔ <http://www.ice-tokyo.or.jp/5666>



BONJOUR FRANCE

6 APRIL TO 17 MAY 2020, TOKYO AND KYOTO, JAPAN



For the 6th year in a row, the French Chamber of Commerce and Industry in Japan is organising, Bonjour France, a series of exceptional events in Tokyo and Kyoto, to promote French brands on the Japanese market.

During one month, from Monday 6th of April to Sunday 17th of May 2020, Bonjour France will highlight the French “know-how” through several experiences: shopping, culture, gastronomy and lifestyle. This year, the Japanese public will discover the French way of life through the theme “La Joie de Vivre”.

Bonjour France’s objective is to give the opportunity to French brands to participate in market tests by displaying their products in famous department stores during their “French Fair” in Isetan Shinjuku Tokyo and Isetan JR Kyoto. It also offers French companies based in Japan an original and modern way to communicate their frenchness and DNA to the Japanese public. Contact: appui.entreprises@ccifj.or.jp



➔ <https://bonjourfranceccifj.com>

JAPANESE GOURMET TEAS SELECTION FRANCE CELEBRATES THE GOLD MEDAL WINNERS

Ambassador Ihara recalled the importance of the very ancient Japanese tea traditions and culture, underlining the outstanding quality of Japanese premium teas and the government’s full support to promote these cups in markets with high culinary expectations, like France and Germany.



Japan’s tea market is under pressure with the world’s highest labor costs, urbanisation encroaching arable soils and the aging of the rural population, who detain the know-how for making fine teas. Awareness is growing about the need to preserve this highly reputed heritage production and to attract knowledgeable consumers in Western countries.

On the producers’ side there is a new trend to develop single origin terroir teas, with fully transparent labelling, stating the growing area, the botanical cultivar, the process and type of tea, for small volume premium cups designed for the export market. On the consumer side new promotion strategies now focus directly on cup perception and appraisal, as well as pairing gourmet food with gourmet teas. A first Japanese Gourmet Tea Selection had taken place in Berlin, Germany in 2018, and the Paris, France Selection was launched in autumn 2019.

The Paris Selection competition was run by Euro Japan Crossing, in partnership with Iwachu, the leading producer of cast iron tea pots, tetsubin, since 1902, located in Tohoku/Iwate. The thirteen Gold Awards were shared out between 4 Matcha from Kyoto, Uji, 1 Gyokuro from Fukuoka, Yame, 5 Sencha from Miyazaki, Kagoshima and Saitama, 1 Bihakko cha from Saitama and 2 Tamaryokucha from Nagasaki and Saitama. A truly memorable event, with the producer companies now looking forward to cater to new retail customers.

➔ <https://ejcrossing.com/>

SPOTTED PUBLICATION - JAPAN THROUGH THE LENS OF THE TOKYO OLYMPICS

The world is going to look towards Tokyo and Japan during the time of the Olympics in the summer of 2020. It is therefore the ideal time to publish a book ahead of the Games, situating the mega event within explanations of contemporary Japan, showing how the Olympics serve as catalyst for important issues in Japanese society.

The book will be available in paperback and open access by May 2020.

The book provides intelligent background information on the Olympics from multiple angles, showing the Olympics as a multifaceted event, deeply impacting society, politics, the economy, and public discourse already since several years ahead of the games.

The book offers multidisciplinary perspectives and is the product of ongoing research and extensive close communication among scholars from the fields of political science, sociology, economics, theatre studies, history, anthropology, linguistics, and social geography.

Source: German Institute for Japanese Studies

➔ <https://www.dijtokyo.org/project/japan-through-the-lens-of-the-tokyo-olympics>

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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



REQUEST FOR DISTRIBUTOR OR AGENT Sector: fashion

A Japanese manufacturer of modern fashion products proud of its traditional craftsmanship seeks EU partners
Profile ID: [BOJP20200123001](#)



REQUEST FOR DISTRIBUTOR Sector: Protective equipment

A Japanese manufacturer of wearable protective equipment is looking to bring their packable boots to the EU
Profile ID: [BOJP20191129001](#)

REQUEST FOR DISTRIBUTOR Sector: Toys

Japanese producer of wooden toys for babies and children is looking for distribution partners in the EU
Profile ID: [BOJP20200221003](#)



REQUEST FOR DISTRIBUTOR Sector: Healthcare

A Japanese manufacturer of hair scissors for professionals is looking for EU sole distributors
Profile ID: [BOJP20181203001](#)

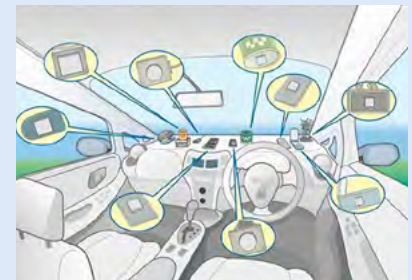


REQUEST FOR DISTRIBUTOR Sector: Industrial equipment

A Japanese pipe fitting manufacturer is seeking distribution partners and consumers in the EU
Profile ID: [BOJP20181106001](#)

REQUEST FOR DISTRIBUTOR Sector: Safety

A Japanese manufacturer developed a shock absorber gel and is looking for distribution partners in the EU
Profile ID: [BOJP20181220001](#)



REQUEST FOR DISTRIBUTOR Sector: Construction

Japanese plastic drainage parts manufacturer for kitchen sinks and bathrooms seeks distributors in the EU
Profile ID: [BOJP20200221001](#)



LICENSING OFFER Sector: Construction

Japanese plastic drainage parts manufacturer for kitchen sinks and bathrooms is seeking licensees and commission manufacturers in the EU
Profile ID: [BOJP20200221002](#)

TECHNOLOGY TRANSFER OFFERED Sector: Medical device

Japanese patented technology for fundamental mechanism of peristaltic pumps
Profile ID: [TOJP20200210001](#)

SERVICES OFFERED Sector: Construction

A Japanese company is providing construction management services to EU companies entering this Japanese market
Profile ID: [BOJP20181206001](#)

ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

<http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

BIONNALE 2020

7 May 2019, Berlin, Germany / Registration deadline: 10 May 2020

Sectors: biotechnology, pharma, medical technology

EEN partner Berlin Partner is organizing a matchmaking event within the frame of BIONNALE 2020 conference. Representatives from academia and industry will attend the annual event to identify, engage and enter into strategic relationships. The networking character is one strength of the multi-sessional, international event with more than 900 attendees in the last year.

<https://bionnale2020.b2match.io/>



| DATE/LOCATION | DETAILS | CONTACTS |
|--|---|---|
| 18-19 March 2020 Tokyo, Japan | SYMPOSIUM Aging and Care in German and Japanese Communities | JDZB https://www.jdzb.de/en/events/single-view/id/2051/ |
| 31 March 2020 Tokyo, Japan | FORUM German-Japanese forum: future of work in industry 4.0 & society 5.0 | DWIH Tokyo, BMBF https://www.dwih-tokyo.org/en/event/ai-and-the-future-of-work/ |
| 17 April 2020 Tokyo, Japan | FORUM 22nd annual meeting of the EU-Japan Business Round Table (BRT) | EU-Japan Centre for Industrial Cooperation https://www.eu-japan-brt.eu/annual-meeting-2020 |
| 20-21 April 2020 La Plagne, France | EUROPEAN COMMISSION FUNDED PROGRAMME LEAN in Europe - Visit to Ski Beat | EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-visits-europe |
| 28-29 April 2020 Strasbourg, France | CONFERENCE EU-Japan Clusters & Regions/Prefectures Cooperation | EU-Japan Regional Cooperation Helpdesk https://www.ejrc-helpdesk.eu/ |
| 13-14 May 2020 Liège, Belgium | EUROPEAN COMMISSION FUNDED PROGRAMME LEAN in Europe - Visit to Lyreco Belgium | EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-visits-europe |
| 18-29 May 2020 Tokyo, Japan | EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: Get Ready for Japan | EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/get-ready-for-japan-training-programme |
| 22-26 June 2020 Nagoya, Japan | EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: World Class Manufacturing - session I Application deadline: 13 March 2020 | EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing |
| 16-20 September 2020 Nagoya, Japan | EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: World Class Manufacturing - session II Application deadline: 2 July 2020 | EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing-november-mission |
| 13 October 2020 Osaka, Japan | EUROPEAN COMMISSION FUNDED PROGRAMME Brokerage event at the European Biotech and Pharma Partnering Conference 2020 in Osaka, Japan | EU-Japan Centre for Industrial Cooperation https://bio-pharma-osaka-2020.b2match.io/ |
| 13-16 October 2020 Tokyo, Japan | EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Biotech Cluster & SMEs Mission Application deadline: 28 May 2020 | EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-cluster-sme-mission |

Please be aware that given the COVID-19 outbreak, it is possible that some of the events listed above may be cancelled. Please consult the event organiser for any events you are interested in.



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

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

ANY EU-JAPAN-RELATED NEWS?

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

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