



26TH EU-JAPAN BRT ANNUAL MEETING AND SUBSEQUENT ‘HANDOVER’ TO THE EUROPEAN COMMISSION

The 2025 annual meeting of the EU-Japan Business Round Table (“BRT”) took place in Tokyo and online on 12 February 2025, bringing together over 90 senior representatives of leading large companies, SMEs and business organisations.



The meeting’s theme was, “Japan & the EU – Global Partnership in a Changing World”. The meeting focussed on 3 key issues – ‘economic security’, ‘industrial competitiveness’ and ‘beyond 2025’ (priorities for the future). The meeting also adopted the BRT’s 2025 recommendations to the EU (see page 2) and Japanese Authorities.

The meeting was co-chaired by Nobuhiro Endo (Executive Advisor, NEC Corporation) and Belén Garijo (Chair of the Executive Board and CEO, Merck). Senior representatives of the Japanese and EU Authorities took part in the meeting including Yoji Muto (Minister of Economy, Trade and Industry), Takayuki Kobayashi (Member of the House of Representatives), Kerstin Jorna (Director-General, DG GROW, European Commission) and Ambassadors Paquet and Aikawa.

Participating authorities strengthened the importance of EU-Japan cooperation in various sectors and the necessity of providing stability and predictability for businesses in a time of geopolitical uncertainty.

The various speeches and panels of discussion highlighted aspects such as:

- strengthening supply chains,
- boosting R&D, innovation, public-private-academic partnerships, and investment in human capital,
- collaboration on digital transformation: AI, 6G, cybersecurity, data governance
- support to green technologies, decarbonization, renewable energies,
- simplification of regulations to boost trade, investments and foster fair market conditions.

The path forward is clear: EU and Japan must work together to navigate global challenges and drive sustainable growth. The BRT’s 2025 recommendations, various presentations, other meeting documents and photos can be found online.

➔ <https://www.eu-japan.eu/brt/annual-meeting-2025>



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for Industrial Cooperation
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THE BRT 'HANDOVER' TO THE EUROPEAN COMMISSION



On 3 March, the EU-Japan Business Round Table's 2025 recommendations were formally hand-delivered to Stéphane Séjourné (Executive Vice-President for Prosperity and Industrial Strategy, European Commission) by Maïke Asmussen (Chief Political Officer, Merck) and Mitsuhiro Murooka (Corporate Senior Vice President, Chief Global Strategy Officer & Managing Director – Global Strategy Planning Division, NEC) representing the BRT's co-Chairs, with H.E. Kazutoshi Aikawa, Ambassador of Japan to the EU witnessing the handover.

During the meeting, Ms Asmussen, Mr Murooka, EVP Séjourné and Ambassador Aikawa discussed how, at a time of global turbulence, economic security, industrial competitiveness, and EU-Japan cooperation in scientific research potentially via Horizon Europe will help strengthen the global economy. In due course, the BRT's 2025 recommendations will be formally submitted to the Government of Japan.

THE BRT ON SOCIAL NETWORKS



By **KERSTIN JORNA**, Director General at European Commission.

"Did you know? Europe and Japan represent together 30% of global GDP and a market of 600 million consumers. And what unites us is our steadfast commitment maintain and enhance our prosperity based on sustainable and resilient supply chains.

By working together on supply chains such as batteries, inverters, hydrogen logistics, critical raw materials for example we can build win-win business cases. Working together is like a turbo charger for both economies.

The annual event of the EU-Japan Business Roundtable illustrates this. Business leaders shared their views and expectations with policymakers.

Europe means business! in Europe and in Japan"



By **BELÉN GARIJO**, Chair of the Executive Board and CEO of Merck

"After doing business here for more than 150 years, we remain strongly committed to serving the needs of patients and customers in this strategically important growth market.

I was thus honored to represent Merck Group and Europe during the EU-Japan Business Round Table meeting in Tokyo this week. Together with my Co-Chair Dr. Nobuhiro Endo from NEC, we led discussions on a series of important growth topics, including economic security and industrial competitiveness.

I am fully energized by my engagements in Japan with our many colleagues, partners, and friends this week. A big thanks to you all!"



By the **JAPAN BUSINESS COUNCIL IN EUROPE**

"It's a wrap! JBCE was delighted to take part in the 26th EU-Japan Business Round Table last week.

Our President, Mikihiro Saito, made a presentation during a panel on Economic Security, alongside Jean-Eric Paquet (Ambassador of the EU to Japan, Delegation of the European Union to Japan), Shige Watanabe (Deputy Director-General / Deputy Assistant Minister (Ambassador), Economic Affairs Bureau, Ministry of Foreign Affairs of Japan) and Lasse Hamilton Heidemann, Senior Director for Outreach, DIGITALEUROPE."



By the **EUROPEAN BUSINESS COUNCIL IN JAPAN**

"Excited to be part of another impactful EU-Japan Business Round Table 2025! This event continues to be a key platform for strengthening EU-Japan cooperation, fostering innovation, and shaping the future of our economic partnership. A fantastic opportunity to connect with European and Japanese authorities, industry leaders, and key stakeholders from the private sector."

HYBRID SEMINAR ON **ACCELERATING THE CLEAN TRANSITION IN THE EU AND JAPAN**

On 17 February, the EU-Japan Centre organized a hybrid seminar on “Accelerating the clean transition in the EU and Japan”. The event was held at the Europa House of the EU Delegation in Tokyo.



With Manuel Hubert, Managing Director - EU side of the EU-Japan Centre as the emcee, the seminar opened with remarks by Jean-Eric Paquet, Ambassador of the European Union to Japan, who also graced the event.

The seminar continued with a keynote speech delivered by Kurt Vandenberghe, Director-General of the European Commission Directorate-General for Climate Actions, followed by his Japanese counterpart, Takahiro Tajiri, Deputy Director-General for Green Transformation Policy at METI, and by Hiroto Uehara, Operational Excellence Quality & Environment Lead Executive Officer at Panasonic, who delivered a presentation as a panelist.

Multiple aspects were discussed: green transition as an economic and

security imperative; the upcoming Clean Industrial Deal; the EU-Japan cooperation at the COP29; the Japan's Emissions Trading System; the introduction of the GX Surcharge; the price stabilization mechanism; the innovations in supply chains & urban infrastructure to enhance energy efficiency.

The presentations were followed by a Q&A session, moderated by Yasuo Tanabe, Managing Director - Japan side of the EU-Japan Centre, with active and insightful discussions and interactions among participants.

The event was a great success with 458 participants in total, onsite and online combined. The results of the after-event survey also showed a high level of satisfaction rate among participants (95.1%).

➔ <https://www.eu-japan.eu/events/accelerating-clean-transition-eu-and-japan>



CALL FOR CO-ORGANIZERS: **WORKSHOPS ON HOW TO ACCESS THE JAPANESE MARKET**

Are you anticipating a mission to Japan in the near future? Do you want to organize a Japan day for your local companies? Is the Japanese market of interest for your region and its key sectors?



The EU-Japan Centre is calling for expressions of interest in co-organising Market Access workshops with partnering public and regional organizations in 2025. These workshops provide information and the know-how on accessing the Japanese market, as well as insight on communication and business practices of Japanese counterparts. Sectors of possible interest and expertise are covered below:

- Food

- ICT/IoT/digitalisation
- Cleantech/circular economy
- Pharmaceuticals/medical devices
- multiple aspects of Japanese business culture

If you have sectors of interest not covered in the list, please let us know and we will try our best to accommodate you.

Depending on the subject covered, the workshops last 1-2 hours online or 3-4 hours at the premises of the local

co-organizing partner. All costs regarding the experts will be covered by the Centre. While it is possible to express interest throughout the year, the number of workshops we can organize is limited. The first round of submissions meant for early planning will close on 31 March 2025.

If of further interest or any questions, do not hesitate to contact Ana Horvatin at: workshops@eu-japan.eu

We look forward to hearing from you!

➔ <https://www.eu-japan.eu/news/online-workshops-eu-call-expressions-interest-among-partners>

THE 54TH CHALLENGE TOWARDS WORLD CLASS MANUFACTURING FEBRUARY 2025

The 54th World Class Manufacturing (WCM) programme took place from 17 to 21 February 2025 in the Chubu region, specifically in the Aichi and Mie Prefectures, and it was a resounding success.

A total of 25 managers and executives from 15 EU Member States participated in this five-day experience. Attendees engaged in 2 lectures, a one-day workshop called Dojos, and 4 factory visits, all complemented by on-site and on-bus coaching from Prof. Yacob Khojasteh. Participants focused on identifying the root causes of current challenges and learning how to improve these situations independently, while also gaining in-depth knowledge of TPS, TPM, and Kaizen on a global scale. The training programme concluded with final presentations by participants, who received positive feedback for their efforts.



Interested companies should keep an eye out for the next exciting WCM programme in Japan set for February 2026..

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



By **JOSEPH THOMAS THEKKEKARA**, Mechanical/Production Engineer at Baubot GmbH

➔ <https://www.baubot.com>

"The World Class Manufacturing Programme from the EU-Japan Centre for Industrial Cooperation was a phenomenal and inspirational experience that exceeded all my expectations. The essence of the programme was its holistic approach to learning, seamlessly blending theoretical foundations with hands-on experience through dojo and gemba walks. Through this intense exploration, I gained not only technical knowledge but also a deeper understanding of manufacturing excellence and innovative problem-solving approaches that have fundamentally reshaped my outlook on manufacturing.

The programme wasn't merely about acquiring new information; it was about experiencing a profound shift in perspective. As I immersed myself in the Japanese mindset and philosophies, I learned how Japanese leadership thinks long term and makes zero compromise on quality. The opportunity to experience and observe this firsthand from the very people who built remarkable organizations added an invaluable dimension to my learning journey. The meticulous curation of the WCM Programme was also a masterclass in knowledge transfer. What particularly impressed me was the thoughtful composition of the programme—from world-class Japanese industry partners and carefully

handpicked participants from various European countries to the methodically sequenced learning modules. The relationships I've built during the programme have resulted in a truly global network of manufacturing professionals. The World Class Manufacturing Programme indeed does justice to what it stands for and was nothing short of world class. It was a carefully engineered journey that exemplified the very excellence it sought to teach. For leaders looking to build world-class manufacturing systems, this comes with my highest recommendation."



ANNUAL BIOTECH BUSINESS MISSION TO JAPAN

Exciting Opportunity Alert! An exclusive opportunity to connect and collaborate!

Are you part of an SME in the Biotech sector? Get ready for the annual Biotech Business mission to Japan! This is your chance to showcase your innovative technologies and products to potential partners and clients from Japan and beyond. Stay tuned for more details coming soon! In the meantime, if you would like to be informed about the upcoming recruitment, feel free to reach out to Diane Lula at: d.lula@eu-japan.eu

Do not miss this incredible networking opportunity! The Centre's upcoming Business Missions in various sectors can be browsed here:

➔ <https://www.eu-japan.eu/business-missions-japan>

BIOTECH MISSION CASE STUDY: **NOVALIX**



NovAlix is a drug discovery-focused Contract Research Organization (CRO) that was founded in Strasbourg, France in 2002. It delivers comprehensive support across the entire drug development pipeline—from target validation and hit identification to hit-to-lead and preclinical evaluation.

The company attended the EU-Japan Centre's Biotech mission in 2023.

In the Japanese market, mid-sized companies in particular do not always have all their drug discovery resources in-house. Consequently, outsourcing to CROs is part of their strategy. NovAlix's ability to tackle complex targets sets it apart from competitors, earning the trust of clients through consistently high-quality standards.

By offering expertise at every stage of the process, NovAlix helps advance and accelerate the therapeutic potential of new drug candidates, working alongside clients to complement their internal R&D efforts.

Why Japan?

Japan has historically been an important market for the pharmaceutical industry, supported by a mature ecosystem. The Strasbourg-based company began exploring this market in the late 2000s, guided by President S. Jenn and CEO D. Zeyer's intuition into its potential for business.

Following initial success, the company engaged a local consultant, gradually building its customer base and reaching a peak in early 2020. However, as the COVID-19 pandemic unfolded, operations were significantly affected.

The EU-Japan Centre's Support

After the pandemic, NovAlix returned to the Japanese market with broader ambitions. In 2023, the EU-Japan Centre provided key support, selecting the company for its Biotech business mission designed for SMEs and cluster representatives in the biotechnology field. This opportunity included participating in the one-day EU-Japan Biotech & Pharma Partnering Conference in Osaka, followed by three days of partnering sessions and a joint exhibition at BioJapan in Yokohama.

According to Alain Decayeux, Business Development Director and participant to the mission, the support of the Centre signalled to customers that NovAlix was backed and supported by institutions, thus providing recognition and trust, which is of particular importance in the Japanese market.

Additionally, they shared the following experience from the mission: *"We were able to move forward some discussions at the booth provided by the EU-Japan Centre, helping us finalize a contract with a medium-sized Japanese company. We continue to work with this company to this day. So, this mission fully met our expectations after the difficult Covid years."*

Challenges in the Japanese Market

Although Japanese pharmaceutical companies have advanced technologies and local CROs are well established, NovAlix can offer very specific expertise, such as Cryo-EM experiments and AI-driven DNA-encoded libraries. The majority of foreign competitors operate from abroad and to stand out, NovAlix Japan KK was established during the preparation of the EU-Japan Centre mission to provide closer support and faster response times to Japanese clients.

Advice to European SMEs

Gaining the trust of Japanese customers involves several steps. First, communicating in Japanese matters. While it is possible to conduct business negotiations in English, having someone in the company speaking the language fluently certainly helps. Moreover, attending industry events and conferences helps raise the company's profile and is essential for networking.

Finally, giving importance to face-to-face interactions, including informal gatherings like dinners, can further deepen relationships and build mutual confidence. In Japan, non-financial factors and genuine personal engagement can influence outcomes just as much as price.



Text based on an interview with **ALAIN DECAYEUX**, Managing Director Japan & Asia Pacific, NovAlix

➔ <https://novalix.com/>

Participant to the 2023 Biotech mission

More case studies and success stories available on the Centre's website

➔ <https://www.eu-japan.eu/eubusinessinjapan/procedures/import-export/case-studies-and-success-stories>

SMART FACTORY & ROBOTICS BUSINESS MISSION TO JAPAN 1ST EDITION

Highlights from the EU-Japan Centre's first-ever Smart Factory & Robotics Business Mission in Japan!



The EU-Japan Centre for Industrial Cooperation embarked on its first Smart Factory & Robotics Business mission by participating in **Smart Factory Expo 2025 / Factory Innovation Week**. The event, which took place at Tokyo Big Sight from 22 to 24 January, attracted an impressive number of 85,430 visitors.

The mission began with a visit to the National Institute of Advanced Industrial Science and Technology (AIST), where participants explored innovative smart factory solutions showcased in their Smart Factory model room. This insightful experience paved the way for engaging in an informal networking event with representatives from EU Trade Promotion Organisations based in Tokyo.

During the expo, the EU-Japan Centre exhibited alongside six pioneering European SMEs from Portugal, Estonia, Germany, Austria, and the Czech Republic. These companies showcased a range of cutting-edge technologies and services at the EU-Japan Centre's collaborative booth, including digital twins, software platforms for energy solutions, product inspection systems, and advanced robotics solutions.

To maximise opportunities for the exhibitors, the EU-Japan Centre organised pre-arranged business meetings, allowing them to connect with prominent Japanese firms visiting their booth.

In addition, the EU-Japan Centre cooperates on projects of common interest with EU Member States' Trade Promotion Organisations based in Japan. For the Smart Factory Expo, the Austrian trade promotion organisation **Advantage Austria** joined the booth to co-exhibit, showcasing cutting-edge technologies from additional 6 Austrian companies.

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



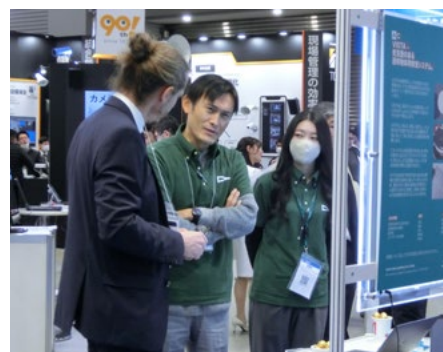
By **ANDRÉ LUZ** and **BRUNA BENTO**, General Manager and Functional Analyst of Operation at **Infinite Foundry**

"The mission was invaluable in providing us with a deeper understanding of the Japanese market and its unique needs. Through this experience, we gained critical insights that have enabled us to develop a more solid and pragmatic strategy for entering the Japanese market. Additionally, we established excellent connections with companies interested in our solutions and agencies eager to support us in finding partners and reaching our target audience. The most beneficial aspects of the mission were the joint booth, the interpreters, the materials prepared by the EU-Japan Centre, and the exceptional support provided by the Centre's staff both prior to and during the mission. These resources allowed us to maintain a physical presence in Japan and engage with numerous companies, which would have been challenging otherwise. Overall, the experience was overwhelmingly positive and critical in kick-starting our journey into the Japanese market. For future participants, our advice is simple: take full advantage of the incredible opportunities and support provided by the EU-Japan Centre."



By **CRISTIAN AMAYA**, CEO & Co-Founder of **ConBotics GmbH**

"Our participation in the mission was an invaluable experience, providing deep insights into the Japanese market and business culture. The joint booth and support in meeting Japanese companies were particularly beneficial, facilitating meaningful connections. The professionalism of the interpreters and the EU-Japan Centre's preparation made networking seamless. This mission has laid the foundation for long-term partnerships in Japan. For future participants, I highly recommend leveraging all networking opportunities and engaging actively with local companies."



SPACE BUSINESS MISSION TO JAPAN 1ST EDITION

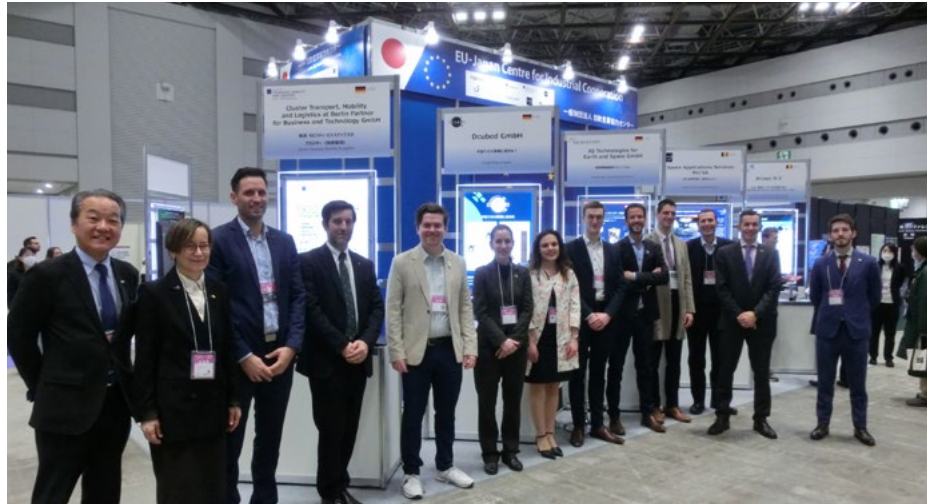
The EU-Japan Centre successfully completed its onsite Space Business Mission, from 28 to 31 January.

The mission was centered around the **International Space Industry Exhibition, (ISIEX)** one of the largest space business exhibitions in Japan, bringing together robots and products specialized for space development and lunar exploration, rocket development and manufacturing, launch infrastructure, satellite utilization, and space-related services on the ground in the space-related market. The EU-Japan Centre welcomed 9 European SMEs and 1 cluster from 6 European countries.

On the first day of the exhibition, the EU-Japan Centre presented ongoing efforts and projects in the EU at a seminar within the exhibition halls. Different elements of the EU Space Programme were discussed, and the space industry within the EU was illustrated in a concise overview. The European companies participating in the Space Business Mission were also introduced and promoted.

This year, ISIEX was attended by 26,268 visitors over the course of three days. The Space Business Mission emphasized the strong ties within the international space industry sector, facilitating and creating valuable connections between European and Japanese space innovators.

Are you an EU-based SME or cluster active in the space industry? Are you interested in the Japanese market? The EU-Japan Centre offers a comprehensive support package with the Space Business Mission as its cornerstone. The next edition will be announced in the newsletter.



By **TOM HOPPENBROUWERS**, Business Developer at Space Applications Services ➔ <https://www.spaceapplications.com>

"The EU-Japan Space Mission was a unique opportunity for our company to exhibit at the ISIEX2025 in a meaningful way, i.e. with documentation (poster and leaflets translated in Japanese) and with excellent support from the translators at the booth, which

turned out to be invaluable!

The ISIEX2025 gave us the chance to meet face to face with some of our current Japanese partners and customers and to reach out to potential new partners. It seems that in the Japanese business culture it is especially important to meet the people face to face in order to have a good business relation, hence our participation in the ISIEX2025 at the EU-Japan shared booth was -hopefully- a perfect start of a few new cooperations!"

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



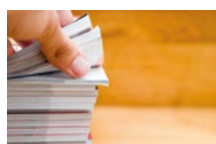
CENTRE'S MISSION AT **INNOVATION LEADERS SUMMIT 2024**

The Innovation Leaders Summit 2024 (ILS), Asia's largest open-innovation event, hosted from 2 to 5 December 2024 in Tokyo, brought together major European and Japanese corporations alongside startups, offering them a distinctive platform to collaborate and build partnerships.

For this edition, the EU-Japan Centre, a long-standing partner of ILS organizers, proudly introduced 10 European startups at its booth, keen to present their innovations to the Japanese market. These promising companies showcased their expertise in areas such as AI, foodtech, semiconductors, and cybersecurity, engaging in discussions with leading Japanese corporations on potential collaborations. Supported by the Centre and ILS, the startups leveraged a rare opportunity to network with Japanese and international companies while sharing novel ideas. The event's dynamic and collaborative environment proved instrumental in driving cross-border exchanges of innovative technologies and fostering mutual growth.

With 24,239 participants in this edition, ILS facilitated numerous power-matching meetings, startup pitches, events, and seminars, enabling companies worldwide to connect and showcase their groundbreaking projects. Featuring over 200 startup booths, ILS provided an invaluable opportunity for startups to explore cutting-edge products and gain hands-on experience.

The EU-Japan Centre for Industrial Cooperation remains committed to supporting innovative European companies eager to participate in the next edition of ILS as online participants for the 2025 edition.



"ABOUT JAPAN" REPORTS AND WEBINARS

The upcoming reports and webinars listed below are provided as part of the Centre's support for EU Business in Japan.

This section provides valuable information for European Union companies seeking clear guidelines for trading, investing, or partnering with Japanese entities. Please note that access to this content is restricted to registered members only.

Free membership at: <https://www.eu-japan.eu/eubusinessinjapan/register>

LATEST REPORTS PUBLISHED:

Chemical Industry in Japan with a focus on PFAS

Japan's regulatory shift to safer and more sustainable alternatives presents strategic business opportunities for EU companies to develop and offer PFAS-free technologies.

Japan's Quantum Technology Sector

This report identifies specific opportunities for EU companies in Japan within areas such as quantum computing, communication, sensing, and materials.

How to Export to Japan (Medical Devices) - Quick Guide 2025

This guide aims to provide a brief overview on aspects to be considered when exporting medical devices to Japan.

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

FORTHCOMING WEBINARS:

- About Japan webinar series 246: **The Japanese Wine Market** - 25 March
- About Japan webinar series 247: **How to develop and maintain sustainable relationships with Japanese clients and partners?** - 01 April
- About Japan webinar series 248: **Robotics Market in Japan** - 08 April
- About Japan webinar series 249: **Chemical Industry in Japan with a focus on PFAS** - 15 April



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

INTERVIEW SERIES: THE PEOPLE BEHIND EU-JAPAN COOPERATION

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



The EU-Japan Centre for Industrial Cooperation is happy to introduce the 8th instalment in a series of articles introducing the individuals and organisations making EU-Japan collaboration a reality – an interview with Mrs. **ANDREIA BRIZIDO**, General-secretary, Japanese-Portuguese Chamber of Commerce and Industry (CCILJ). <https://www.ccilj.pt>



Q: What is your professional background? How did you first get in contact with Japan and its culture?

Andreia: From a young age, my curiosity about different cultures led me to pursue a degree in Modern Languages and Literatures, specializing in Portuguese and German. Alongside my academic focus, I developed early skills in data organization, event planning, and public relations, which have guided my professional path. My first encounter with Japan and its culture sparked a deep fascination, prompting me to seek professional opportunities related to Japanese culture.

Q: For almost 17 years, you have been working as the General-Secretary at the Portuguese-Japanese Chamber of Commerce (CCILJ). Can you tell us about your mission and main activities as an organization?

Andreia: Our main mission is to facilitate and enhance the commercial relations between Portugal and Japan. We strive to support our members in entering or consolidating their presence in both countries by working closely with them. Through our efforts, we provide resources, create valuable networks, and help reduce individual costs in the process of their internationalization. Our role is to bridge the two markets and help our members thrive in this unique and dynamic business environment.

Q: What were some significant challenges or successes that you experienced during your time at CCILJ?

Andreia: During my time at CCILJ, I faced several challenges, particularly the decline in Japanese companies' presence in Portugal since the 80s and 90s, due to the centralization of operations in other European markets. This led to a decrease in the dominance of Japanese brands as competition from other Asian brands grew. We turned this challenge into an opportunity by focusing on engaging with the Japanese consumer base.

We also supported Portuguese exporters, especially in sectors like Food & Beverages, by offering resources, networking opportunities, and facilitating access to the Japanese market, strengthening trade relations and creating new opportunities.

A major success was the Japan Festival in Lisbon, where we worked to raise awareness of Japanese culture, products, and brands, attracting not only Japanese fans but also the general public. This event helped reignite interest in Japanese products and brands in Portugal.

Q: How does CCILJ help Portuguese companies expand into the Japanese market? What is your advice to companies hoping to do so?

Andreia: CCILJ plays a key role in helping Portuguese companies enter the Japanese market through its expertise and organizing business missions. These missions include customized agendas for in-person visits to Japan, allowing companies to connect with potential buyers and partners while showcasing their products to a wider audience.

In the past, we have benefited from various incentive projects, including European Union-funded export programs that provide partial funding for businesses looking to explore new international markets. These funds are specifically designed to support Portuguese companies in their internationalization efforts, making it easier for them to establish a foothold in markets like Japan.

One area where we've seen significant success is in the Food and Beverage sector, particularly with products such as wine, pork, and olive oil. These sectors align well with the demands of the Japanese market, and the funds have been highly effective in helping companies reach Japanese consumers. For companies looking to enter the Japanese market, our advice is to seek strategic, specialized partners and study Japan's cultural and business landscape. Building strong relationships is key, so it's important to visit the market (probably more than once), as trust is a vital element of Japanese business culture.

Q: As a dual entity, how do you see the approach of Japanese companies to reach the Portuguese market?

Andreia: At CCILJ, we take a realistic approach to Japanese investment in Portugal. While Portugal and Japan share deep-rooted cultural and economic ties spanning over 480 years, Japanese companies often perceive Portugal as a small and peripheral market within Europe, which naturally limits its large-scale investment. Understanding these challenges, CCILJ focuses on niche sectors of activity where Portugal holds a competitive edge.



Rather than promoting Portugal as a broad investment destination, we highlight specialized industries that can attract Japanese foreign investment or encourage Japanese companies to establish operations in Portugal as a strategic gateway to Europe. This approach leverages Portugal's strengths to create meaningful opportunities for collaboration while positioning the country as an entry point into the EU's single market.

Q: Do you focus on certain regions in Japan and Portugal during your work and what is the importance of regional cooperation in Japanese Portuguese relations?

Andreia: In reality no. However, we do prioritize locations where there are already sister cities, such as the sister city relationship between Nagasaki and Porto.

Q: Does the membership to the European Union help Portuguese companies do business in Japan? How so?

Andreia: Surely. One of the key benefits is the Economic Partnership Agreement (EPA) between the EU and Japan, which facilitates trade by reducing tariffs and simplifying regulations. This agreement makes it easier for Portuguese businesses to access the Japanese market, enhancing trade relations and creating more opportunities for growth and collaboration between the two countries.

Q: What would you say is the current extent of general knowledge about Portugal in Japan? With the Osaka Expo coming up, what kind of image do you hope to showcase of Portugal to the visitors and potential Japanese partners?

Andreia: The general knowledge of Portugal in Japan is relatively high, mainly due to historical and cultural ties that date back over 480 years. However, there is still room for improvement in positioning Portugal as a modern and dynamic economy within Europe.

The Osaka Expo 2025 presents a significant opportunity to enhance Portugal's visibility by showcasing:

- Innovation and sustainability as key drivers of economic growth.



- A blend of tradition and modernity, highlighting Portugal's unique identity.
- Strengths in sectors such as tourism, technology, and sustainable development.

By leveraging this global platform, Portugal can reinforce its strategic relevance and attract greater interest from Japanese businesses and consumers.

Q: Would you like to highlight or promote any projects, either past or upcoming, that might be interesting for our subscribers?

Andreia: We have several incentive programs available, including European Union-funded export initiatives that provide partial funding to Portuguese businesses seeking to expand into international markets. One notable example is Portugal@Nihon, which has supported over 30 Portuguese companies in entering the Japanese market. These programs are specifically designed to facilitate the internationalization of Portuguese businesses, helping them establish a strong market presence in Japan.

Another major success was the "Cozy Couple: Natural Cheese and Olive Oil from Europe" campaign. Led by the Portuguese Chamber of Commerce in Japan and co-financed by the European Union, this initiative aimed to increase awareness and exports of Portuguese olive oil and cheese in Japan. The campaign successfully reached over 4.3 million Japanese consumers, engaging with media, HORECA, and wholesalers over a two-year period.

Focusing on the Kansai region, a key economic hub, the campaign included events, online content, and chef collaborations to generate demand, as well as trade fairs and seminars to facilitate B2B connections.



In Portugal, one of the largest Japan-related events is the Japan Festival in Lisbon, which will be held on 28 June 2025. Organized by CCILJ and supported by the Lisbon City Council, this festival is dedicated to promoting Japanese culture, products, services, and brands. Last year, the event attracted over 20,000 visitors, bringing together both Japanese culture enthusiasts and the general public. It plays a key role in strengthening awareness and interest in Japanese brands among Portuguese consumers.

Q: As a final question, how do you see the current relations between Portugal and Japan in the forthcoming years?

Andreia: Japan is, unsurprisingly, extremely well regarded by the Portuguese, and this positive perception lays a strong foundation for smooth and productive relations between the two countries. However, the extent to which these relations will materialize in terms of trade will depend on global dynamics, particularly the current uncertainties in international commerce. I believe the potential for stronger trade and deeper collaboration is high, which will further strengthen the ties between Portugal and Japan in the years to come.



EU-JAPAN WORKSHOP ON RESEARCH AND INNOVATION IN SUPPORT OF DISASTER RISK REDUCTION

A workshop was organized by the Disaster Prevention Research Institute (DPRI) of Kyoto University in cooperation with the Community for European Research and Innovation for Security (CERIS) on 3-4 March in Uji (Kyoto), Japan.

The event aimed to discuss EU-Japan cooperation on research and innovation in support of societal resilience to disasters, technologies for first responders and risk governance in light of international Disaster Risk Reduction (DRR) policies such as the UN Sendai Framework for Action. It was attended by 10 EU projects and several Japanese universities and organisations. A first round of thematic discussions focused on ways to use knowledge, experiences and feedback from citizen to improve disaster risk awareness and preparedness, bridge gaps between public authorities and communities, better understand citizen's behavioural and psychological reactions in the event of a disaster, and how to best use games and gamification to support enhanced disaster prevention and preparedness.

A second round of discussions was about return of experiences and R&D feedback, with a focus on technologies and risk management methodologies, e.g. new integrated toolkit for collaborative response and enhanced situational awareness and specific experience were presented resulting from the Great East Japan Earthquake and the Noto Peninsula Earthquake. The third round of discussions was about preparedness and response to complex events, looking at issues related to nuclear emergency preparedness strategy and the use of unmanned aerial vehicles, technology evaluation for upskilled first responders and enhanced response to chemical, biological, radiological and nuclear (CBRN) events.



The event then discussed improved disaster risks management and governance, in particular, enhanced preparedness and management of high-impact low-probability or unexpected events and emergency preparedness and response. Another panel looked at governance issues, discussing co-creation of disaster knowledge and culture in a global context, awareness of risks and vulnerabilities for an enhanced disaster governance, and the importance of foresight in planning for disaster. A final roundtable discussed networking efforts in support of the Sendai DD Framework implementation. This workshop was held at a timely moment linked to current negotiation of association of Japan to Horizon Europe. A full report will be made available on CERIS website. Source: European Commission

➔ https://home-affairs.ec.europa.eu/networks/ceris-community-european-research-and-innovation-security_en

AN EU COMPASS TO REGAIN COMPETITIVENESS AND SECURE SUSTAINABLE PROSPERITY

On 29 January 2025, the Commission presented the “Competitiveness Compass”, the first major initiative of this mandate providing a strategic and clear framework to steer the Commission's work.

The Compass sets a path for Europe to become the place where future technologies, services, and clean products are invented, manufactured, and put on the market, while being the first continent to become climate neutral. Three core areas for action: innovation, decarbonisation and security.

Five horizontal enablers for competitiveness: 1) Simplification: this enabler aims at reducing drastically the regulatory and administrative burden. 2) Lowering barriers to the Single Market. 3) Financing competitiveness. 4) Promoting skills and quality jobs. 5) Better coordination of policies at EU and national level. See below website for more details. Source: European Commission

➔ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_339

A CLEAN INDUSTRIAL DEAL

On 26 February 2025, the Commission presented the Clean Industrial Deal, a bold business plan to support the competitiveness and resilience of EU industry. The Deal will accelerate decarbonisation, while securing the future of manufacturing in Europe.

The Deal focuses mainly on two closely linked sectors: energy-intensive industries and clean tech. i) Energy-intensive industries as they require urgent support to decarbonise and electrify. ii) Clean Tech is at the heart of future competitiveness and growth as well as crucial for industrial transformation.

The Commission identifies business drivers for industry to succeed in the EU: 1) Lower energy costs 2) Boosting demand for clean products 3) Financing the Clean Transition

In the short-term, the Clean Industrial Deal will mobilise over €100 billion to support EU-made clean manufacturing.

See below website for more details. Source: European Commission

➔ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_550

OSAKA INTRODUCES **TAX INCENTIVES FOR FOREIGN FINANCIAL COMPANIES**

Osaka has launched a ground-breaking tax incentive program to attract foreign financial companies, marking a significant step in its efforts to become a global financial hub. This initiative, the first of its kind in Japan, provides tax exemptions for eligible foreign companies in asset management and FinTech sectors.



Under the new system, foreign financial companies establishing a presence in Osaka City can benefit from exemptions on corporate inhabitant tax and corporate enterprise tax for up to 10 years. The program is exclusively available to foreign entities and aims to foster innovation and investment in the region's financial ecosystem.

Osaka's initiative presents a strategic opportunity for European financial firms looking to expand into Japan and the broader Asia-Pacific market. The program also aligns with the broader EU-Japan cooperation in financial services, technology, and innovation.

Companies interested in the tax reduction program can seek assistance from the Osaka Global Finance One-Stop Support Center. The center provides guidance on regulatory procedures and business incorporation besides other support for foreign financial firms. The support center can be contacted via: +81-6-6136-3524 f-onestop@global-financial-city-osaka.jp With its competitive incentives and growing financial infrastructure, Osaka is positioning itself as a key destination for international financial businesses. European firms exploring opportunities in Japan may find this initiative particularly relevant as they navigate new market expansion strategies.

Source: Pasona Group inc.

➔ <https://global-financial-city-osaka.jp/en/onestop/>

➔ <https://global-financial-city-osaka.jp/en/wp-content/uploads/2023/11/20231115en.pdf>

INTRODUCING **EXPO KYOTO MEETING**

23 APRIL 2025, OSAKA, JAPAN

The Osaka Kansai Expo will be held in Osaka, Japan from 13 April to 13 October 2025. Kyoto City - Industry and Tourism Bureau Business Attraction Promotion Office is pleased to introduce an event organized by the city at the Osaka Kansai Expo venue.



On 23 April the "EXPO KYOTO MEETING – The Spirit of Harmony for the Future of Our Planet" will be held at the "EXPO Hall" in the Expo venue. The event will take place from 10:00 AM to 6:45 PM.

During the opening ceremony, "Geiko" and "Maiko" will perform traditional Kyoto dances.

After the opening ceremony, five talk sessions will introduce the rich charms of Kyoto and hold discussions from various perspectives on the future of the world, humanity, and the earth.

In addition, various events will be held, such as a performance of traditional Japanese drumming, an upcycled fashion show, and dance performances by high school and university students.

The speakers at the talk sessions will include Tiffany Godoy, Editor-in-Chief of "Vogue Japan"; Kenta Takaya, CEO of "Kansai Yamamoto, Inc."; Nobuhiro Terada, Artistic Director of the National Ballet of Ukraine; and Amy Webb from New York University, each of whom has a unique and diverse background!

The organizers look forward to meeting all interested people on the day of the event.

Source: Kyoto City - Industry and Tourism Bureau, Business Attraction Promotion Office

➔ https://expokyoto-jp.translate.google.com/event/209.html?_x_tr_sl=ja&_x_tr_tl=en&_x_tr_hl=en

26TH JAPAN-EU INDUSTRIAL POLICY DIALOGUE

On 13 February Mr. Matsuo Takahiko, Vice Minister for International Affairs of METI, from the Japanese side, and Ms. Kerstin Jorna, Director-General of DG GROW, from the EU side, co-chaired the 26th Japan-EU Industrial Policy Dialogue.

They discussed the challenges faced by Japan and the EU in strengthening competitiveness and further promoting cooperation. Additionally, it was agreed to continue advancing discussions, including those involving private enterprises, to enhance mutual understanding of the challenges faced by Japan and the EU.

Source: Ministry of Economy, Trade and Industry

➔ https://www.meti.go.jp/english/press/2025/0213_002.html

SURVEY ON BUSINESS CONDITIONS OF JAPANESE-AFFILIATED COMPANIES

In February 2025, JETRO released its annual survey on Japanese affiliated Companies based in Europe.



The purpose of the survey is to identify actual conditions at Japanese affiliated business activities operating overseas and to provide the results to a wide range of Japanese companies and policymakers. Topics covered in this report:

1. Operating profit forecast;
2. Future business direction for the next one to two years;
3. European policies and regulations;
4. Operational challenges;
5. Changing competitive environment;
6. Procurement and sales;
7. Japan-EU EPA and Japan-UK EPA;
8. ESG Initiatives.

Key Findings:

- 61.0% of the surveyed manufacturing companies expected “profit,” a decline of 7.7 percentage points from the previous year’s survey.
- In the future business direction for the next one to two years, companies foreseeing the business “remaining the same” surpassed those expecting “expansion.”
- CBAM was the topic of most concern in terms of the EU policies and regulations; for promotion of digitalization, a little less than 30% of respondents started to use AI.

- The biggest operational challenge is how to secure human resources; and cost-related challenges are rated high.
- Japanese-affiliated companies competing squarely with powerful European brands.
- Supply chains tend to be more diversified and shortened.
- 58.5% of the companies utilize Japan-EU EPA for imports from Japan, an increase of 13 percentage points from the previous year.
- Another challenge lies in balancing corporate sustainability initiatives with increasing costs and other burdens.

Source: JETRO ➔ https://www.jetro.go.jp/ext_images/en/reports/survey/pdf/2024/Europe2024_EN.pdf



SPOTTED PUBLICATION

The monthly magazine “Highlighting Japan” is published by the Japanese Government to help readers better understand Japan today. Latest issues: January - Celebrating A Bright New Year in Japan; February - Historic Japanese Public Architecture of the Modern Era.

Source: Cabinet Office, Government of Japan

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



THE EU-JAPAN DIGITAL WEEK

31 MARCH - 7 APRIL 2025, TOKYO, JAPAN

The EU-Japan Digital Week will bring together stakeholders from the EU and Japan to focus on key priority areas for both the EU and Japan: 6G, Data Spaces, Smart Connectivity and Computing and Trustworthy Artificial Intelligence (AI).

A policy workshop will also be organised in close consultation with the Delegation of the European Union to Japan to ensure that it reflects the shared priority of both regions and aligns with the strategic objectives of the EU-Japan Digital Partnership. The EU-Japan Digital Week has been built around the EU-Japan Digital Skills Workshop.

The workshop on Data Spaces will operate under the umbrella of the Delegation of the European Union to Japan and will contribute to the aim of promoting interoperability among EU and Japan data spaces as agreed at the second Digital Partnership Council. This workshop has been designed in a way to create a clear pathway towards and to facilitate industry data space pilots.

By fostering dialogue on these critical themes, the EU-Japan Digital Week contributes to a more connected, innovative, and sustainable future for both regions.

Schedule:

"Smart Connectivity and Computing" Workshop (31 March)

"6G Horizons: Synergies for a Connected Future" Workshop (1 April)

"The EU-Japan Digital Partnership: Going Forward" (2 April)

"Data Spaces – or the Story of How to Make Business from Data in a Legal Fashion" Workshop (3-4 April)

"Critical Applications of AI in Industry, Healthcare and Other Sectors" Workshop (7 April)

Source: INPACE ➔ <https://inpacehub.eu/eu-japan-digitalweek-2025/>

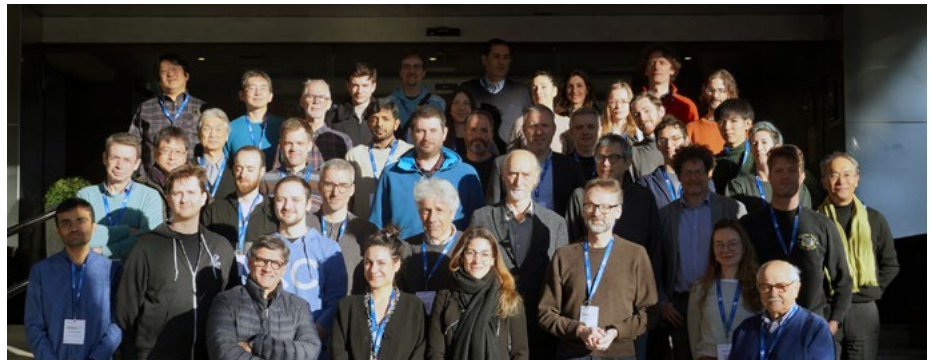
EUROPE-JAPAN COLLABORATION IN HIGH-PERFORMANCE COMPUTING

On 13-15 January 2025, Barcelona hosted the High-Level Symposium on "EU-Japan Collaboration in High-Performance Computing (HPC)", a landmark event for strengthening research and technological ties between Europe and Japan in the fast-advancing field of supercomputing.

Organised by the HANAMI project and hosted by the Barcelona Supercomputing Center in Castelldefels, the symposium brought together leading researchers, policymakers, and stakeholders from both regions to discuss the future of HPC and the role of international collaboration in addressing global challenges, like climate change, next-generation materials and biomedical advancements.

Over the course of three days, the event featured more than 50 talks with over 80 participants from both regions, underscoring the importance of cross-continental collaboration to accelerate innovation in HPC.

The symposium provided a unique platform for European and Japanese researchers to exchange ideas, share expertise, and discuss joint innovations. It also featured specialised sessions in climate modelling, biomedical applications and materials science, showcasing the areas where EU-Japan collaboration can make the greatest impact.



The symposium concluded with a strong call for sustained and expanded cooperation between Europe and Japan for the future of HPC. This event featured two concurrent events: the **CEA-RIKEN School: Kokkos Training**, focused on Kokkos' programming capabilities, with lectures and hands-on training from top-level Kokkos experts to the several students from Japan and Europe, who participated in the event. In addition, the **HANAMI Sustainability Workshop** on "Europe-Japan Strategic Dialogue on High-Performance Computing Collaboration"

brought together national policymakers, funders, and key stakeholders to explore the pivotal role of Europe-Japan collaboration in advancing HPC international collaboration. This hybrid event was attended by over 60 participants from different institutions and authorities, such as the Ministry of Education, Culture, Sports, Science and Technology (MEXT) in Japan, the French embassy to Japan and with contributions from European EuroHPC centers, like GENCI.

Source: INESC TEC

➔ <https://hanami-project.com/2024/09/30/high-level-symposium-event-on-eu-japan-collaboration-in-high-performance-computing/>

A JAPANESE DELEGATION EXPLORES THE **INNOVATION ECOSYSTEM OF MÁLAGA TECHPARK**

Málaga TechPark recently hosted a delegation from Japan representing GMO Cybersecurity by Ierae, a prominent company specializing in cybersecurity. The visit highlighted the growing connections between global tech hubs and served as an example of international collaboration in innovation and technology transfer.



The delegation was led by Makoto Makita, President and CEO of GMO Cybersecurity by Ierae, alongside Kosuke Ito, General Manager, and Hirohito Lin, Senior Executive Officer of Global Strategy. Their primary goal was to explore Málaga TechPark's advanced technology ecosystem, learn from its collaborative frameworks, and exchange knowledge on innovation practices.

During the visit, the Director of Technology Transfer and International Relations at Málaga TechPark, Sonia Palomo, introduced the delegation to the park's innovation ecosystem. This included showcasing the park's role as a hub for technological advancements and its emphasis on fostering partnerships between startups, multinational companies, and research institutions.

GMO Cybersecurity by Ierae shared insights into its mission to fortify Japan's cybersecurity landscape and its vision of creating a society where no one is left behind in terms of digital security. This aligns closely with Málaga TechPark's goals of promoting digital transformation and inclusive innovation. The visit also spotlighted the company's ongoing partnership with Dekra, a key player in cybersecurity testing and certification located within Málaga TechPark. This engagement illustrates how Málaga TechPark serves as a bridge for international partnerships, connecting entities like GMO Cybersecurity by Ierae and Dekra to tackle pressing technological challenges. It also highlights the importance of cross-border collaboration in developing innovative, robust solutions to ensure a secure digital future.

Source: Malaga TechPark - Parque Tecnológico de Andalucía S.A. ➔ <https://www.pta.es>

WHY JAPANESE ORGANISATIONS KEEP RETURNING TO HELSINKI AND SLUSH EVERY YEAR

Each November, Helsinki attracts companies, founders and investors from all over the world to Slush, one of the largest startup events in the Nordic countries. More and more Japanese companies are participating and finding opportunities at the conference, through events such as networking with potential partners for business and innovation.

One of the organisations who keep returning to the conference is Fukuoka City. As a "Startup City", the city government is actively engaged in international activities to develop the startup ecosystem. These activities include building bridges to ecosystems in other countries, also in Finland and its capital, and helping startups and innovation cross over. In this article, Helsinki Partners interviews their representative who shares reasons for the city's continued participation since 2016 and his personal impressions after having joined Slush for the first time.



The article 【インタビュー】 北欧発スタートアップイベントSlushで見たヘルシンキの魅力 (The Charm of Helsinki as seen at Slush, a Nordic startup event) was produced in collaboration between Fukuoka City Government and Helsinki Partners. Both are public organisations dedicated to supporting international business in their respective cities.

Source: Helsinki Partners ➔ <https://note.com/helsinkipartners/n/n9441bfbbaee49>

ECONOMY MINISTER OF THE REPUBLIC OF MALTA LEADS DELEGATION TO JAPAN

Minister for the Economy, Enterprise, and Strategic Projects Silvio Schembri, accompanied by the Am-bassador of the Republic of Malta, André Spiteri and representatives from Malta Enterprise and INDIS Malta, recently travelled to Japan with the objective of fostering stronger ties between the two countries.

In Tokyo, Minister Schembri met with the Parliamentary Vice-Minister of the Economy, Trade, and Industry Shinji Takeuchi to discuss enhancing bilateral economic relations, with an emphasis on the digital sector. High-level discussions were also held with the Malta-Japan Parliamentary Friendship Group, chaired by the former Minister for the Economy, Trade and Industry of Japan, Yasutoshi Nishimura.

During the discussion, which was also attended by State Minister for Foreign Affairs Hisayuki Fujii, the participants underlined the achievements made in 60 years of Malta-Japan diplomatic ties, emphasising mutual respect, shared values and common maritime heritage.

While in Tokyo, Minister Schembri also held meetings with several important business stakeholders, including the Japan Business Federation, the Japan External Trade Organization and the Japan Institute for Overseas Investment to explore avenues for enhancing economic relations between Malta and Japan.

In Osaka, the Minister engaged with the Kansai Economic Federation and reviewed the construction of the Malta Pavilion for Expo 2025 Osaka, Kansai, Japan, which will be an important opportunity for many Maltese stakeholders to showcase their expertise in a variety of sectors.

The Minister also visited the Hiroshima Chamber of Commerce where the two sides agreed to work together to deepen collaboration between Malta and this city, which is an important economic hub of Japan.

Source: Embassy of the Republic of Malta to Japan



▲ Meeting between Minister Schembri and Parliamentary Vice Minister METI Takeuchi

▼ Minister Schembri viewing works on EXPO 2025 Malta Pavilion



FRANCE-JAPAN FORUM ON SUSTAINABLE ECONOMY 2025

19 MAY 2025, FUKUOKA, JAPAN

The French Chamber of Commerce and Industry in Japan, in collaboration with the Fukuoka Chamber of Commerce and Industry, is organizing the "France-Japan Forum on Sustainable Economy 2025".

The forum will be followed by a networking event that will allow participants to explore new opportunities for collaboration, strengthening the ties between local businesses, the Bordeaux business community, and the member companies of CCI France-Japon. This event will provide a space for the exchange of ideas and perspectives on sustainable economy, a major issue that connects the sister cities of Bordeaux and Fukuoka.

Source: French Chamber of Commerce and Industry in Japan

➔ <https://www.cci.fr.jp/en/events/upcoming-events/event-details/event/france-japan-forum-on-sustainable-economy-2025.html>

JAPAN-ESTONIA DEFENSE INDUSTRY EXCHANGE SEMINAR STRENGTHENS BILATERAL COOPERATION

On 29 January 2025, Japanese Minister of Defense Mr. Gen Nakatani met with Minister of Defence of the Republic of Estonia, Mr. Hanno Pevkur for a ministerial meeting.



During the meeting, Minister Nakatani underscored that securities of the Euro-Atlantic and the Indo-Pacific regions are inseparable and stressed the importance of strengthening the involvement of each region respectively. The two ministers discussed enhancing defense cooperation, including cyber defense, defense equipment and technology exchanges, and collaboration through NATO. They reaffirmed their commitment to strengthening bilateral ties.

As part of this visit, the Japan-Estonia Defense Industry Exchange Seminar took place on January 30. Organized in collaboration with Japan's Acquisition, Technology & Logistics Agency (ATLA), the Japan Defense Equipment Industries Association (JADI) and Embassy of Estonia in Tokyo, the seminar provided a platform for Estonian and Japanese defense companies to explore potential cooperation. Senior Advisor to the Minister of Defense, Mr. Wakamiya, delivered a speech underscoring the importance of deepening industrial collaboration.

Estonian defense firms - including Threed Systems, Vegvisir, Milrem Robotics, Marduk Technologies, Front42, GoCraft, Cramo, and Deflog - presented their expertise alongside Japanese industry leaders. The event facilitated valuable networking opportunities, fostering future partnerships in defense technology and innovation.

Beyond the seminar, discussions were held with the Aerospace and Defense Industry Division at METI, NTT Data and many other key industry players, aiming to lay the groundwork for long-term collaboration. Looking ahead, Estonia is preparing to host Japanese defense industry representatives, further strengthening these emerging ties.

With support from ATLA, JADI and dedicated teams on both sides, the seminar marks a significant step toward closer defense cooperation between Estonia and Japan. The Embassy of Estonia in Tokyo remains committed to facilitating these connections and promoting future industrial partnerships.

Source: Embassy of Estonia in Japan ➔ <https://www.mod.go.jp/j/profile/minister/vice-minister/wakamiya.html>

GREEK NATIONAL PAVILION AND EXHIBITORS IN FOOD EX JAPAN 2025

The Economic & Commercial Affairs Office of the Embassy of Greece in Tokyo is pleased to inform that Greece is participating with a National Pavilion in FOOD EX Japan 2025, at Tokyo Big Sight, 11-14 March 2025.

The Greek pavilion is organized by Enterprise Greece, the official Trade Promotion Organization of the Greek state, which also organized the Greek Pavilion during previous editions of Foodex.

Notably, the Greek Pavilion is comprised of 18 companies from all over Greece, which are showcasing diverse high-quality Greek foods and beverages/alcoholic drinks (e.g. delicatessen, beer, wines, juices, herbs, dips and spreads, honey, bakery and sweets, olive oil, olives, processed and dry fruits, antipasti, pasta etc.).

Source: Embassy of Greece in Japan

➔ <https://www.jcci.or.jp/news/news/2025/0203192201.html>

➔ <https://www.mfa.gr/missionsabroad/ja/japan-ja>

THE ITALIAN PAVILION TAKES CENTER STAGE AT FOODEX JAPAN

FOODEX JAPAN, celebrating its 50th anniversary in 2025, is the premier trade fair for food and beverage professionals in the Asia-Pacific region. This year, Italy will have the largest foreign presence, with 190 exhibitors organized by the Italian Trade Agency (ITA) in Tokyo.



This marks a steady growth from 168 participants in 2023 and 187 in 2024, reinforcing Italy's role as a key player in Japan's food sector. Located in Hall 2 of Tokyo Big Sight, the Italian Pavilion will span 3,000 square meters, featuring individual 9-square-meter booths and two dedicated reception areas to welcome visitors and buyers. To enrich the visitor experience, three live cooking shows will take place daily in a fully equipped kitchen at the heart of the pavilion.

Additionally, three special tasting areas will highlight Italy's gastronomic heritage:

- Coffee Corner – A showcase of premium Italian coffee beans from exhibiting companies.
- Pizza Station – Authentic Italian pizza prepared live.

- Pinsa Corner – Featuring one of the fastest-growing trends in Italian street food.

FOODEX Japan is a crucial platform for Italian food companies seeking expansion in the Asia-Pacific market.

In 2024, Italian food and beverage imports into Japan surged by +14%, reaching JPY173.3 billion, with Italy holding a 1.6% market share. This trend highlights the increasing demand for high-quality Italian products among Japanese consumers.

Recognizing Japan's regional diversity, the Italian Trade Agency will also coordinate a delegation at FOODEX KANSAI in Osaka on 23-25 July 2025. A 216-square-meter space will host around 20 Italian companies, further strengthening the presence of Italian firms in the Kansai region and southern Japan.

Source: Trade Promotion Section, Embassy of Italy - Tokyo ➔ <https://ice-tokyo.or.jp/>

JAPAN CELEBRATES ITS FIRST WORLD NUTELLA DAY

The Italian Chamber of Commerce in Japan supported Ferrero Japan in launching the first-ever World Nutella Day celebrations in Japan on 5 February 2025.

The beloved Italian chocolate spread, available in 170 countries worldwide, was celebrated through a series of events and promotions designed to enhance its presence in the Japanese market.

The celebrations began with an exclusive gathering at the Italian Embassy in Japan, where 120 guests experienced unique cultural fusion through innovative Nutella pairings. The event showcased the spread's versatility by combining it with traditional Japanese mochi, as well as classic accompaniments like apples and strawberries.

The festivities extended beyond the Embassy walls through a strategic partnership with more than 30 Italian restaurants and bakeries across Japan. On 5-9 February these establishments featured special Nutella-based desserts on their menus, with customers receiving exclusive Nutella merchandise with their purchases.



The campaign reached new heights through collaborations with two of Japan's iconic landmarks - Tokyo Tower and Chubu Electric Power Mirai Tower. Early visitors to these locations on 8-9 February were treated to a complimentary Nutella promotional mini towel, effectively bridging Italian culinary tradition with Japanese cultural symbols.

This first celebration represents the beginning of what organizers hope will become an annual tradition in Japan, aiming to strengthen cultural ties between Italy and Japan through the universal language of food.

Source: Italian Chamber of Commerce in Japan

BERLIN-BRANDENBURG CLUSTER TML AT ISIE X TOKYO

The Berlin-Brandenburg Cluster on Transport, Mobility and Logistics participated at the Space Business Mission Japan 2025 and was a guest at the International Space Industry Exhibition in Tokyo on 29-31 January 2025.



The cluster responded to an international call for expressions of interest by the EU-Japan Centre for Industrial Cooperation (see more on page 7) member of the **Enterprise Europe Network**, was selected and had the opportunity to represent more than 80 of its companies and research organizations in the area of space during the exhibition, together with 9 other selected companies from all over Europe. Joining the cluster, the Berlin-based company **IQ Technologies for Earth and Space GmbH** was part of the mission as well.

The key areas are:

- engine development and manufacturing,
- light aircraft manufacturing,
- aircraft maintenance and servicing,
- manufacturing of small satellites and small satellite subsystems,
- testing, development-related and production-related services,
- research, development and use of unmanned aviation systems (drones).

In particular the areas of unmanned aviation systems and small satellites dominate the region's space industry and show a strong momentum towards innovative applications and services.

Marielies Becker, innovation manager on aerospace at the cluster, was highly impressed by the exhibition. In particular in the fields of small satellites and electronic components, various possibilities of cooperation can be identified, and thus mutual cooperation with Germany / Berlin and Japan seems fruitful and promising.



The aerospace industry is deeply rooted in the history of Berlin-Brandenburg. It all began 120 years ago with the aeronautics pioneer Otto Lilienthal and his attempts to fly. Today the capital region has become Germany's third-largest aerospace competence centre.

Source: Berlin Partner für Wirtschaft und Technologie GmbH ➔ <https://www.businesslocationcenter.de/en/mobility>

ITALY PAVILLION AT CPHI JAPAN 2025

- CONVENTION OF PHARMACEUTICAL INGREDIENTS

9-11 APRIL 2025, TOKYO, JAPAN



Italian delegation at CPHI 2024

The Trade Promotion Section of the Italian Embassy in Japan will coordinate the participation of 19 leading Italian pharmaceutical companies at CPhI Japan 2025, the premier event for pharmaceutical ingredients and contract services. The exhibition will take place at Tokyo Big Sight (East Hall 6, Booth IP-01 - IP-20).

Italy has long been recognized as a key global supplier of active pharmaceutical ingredients (APIs). This leadership stems from the country's strong chemical industry, world-renowned pharmaceutical companies, cutting-edge manufacturing technology, and top-tier academic institutions that foster innovation and excellence.

The Italian Pavilion, spanning 200 square meters, will showcase a diverse array of companies specializing in APIs, contract manufacturing, pharmaceutical equipment, and biotechnology. Among the 19 exhibitors are major industry players such as: Amsa Cosma Clarochem; Anemocyte; Bram-Cor; Chemi; Dipharma Francis; Farmabios - Part of Axplora; Flamma; IBSA; Indena; Laboratori Alchemia; Nerpharma; Newchem; Trifarma.

CPhI Japan represents a crucial opportunity for Italian pharmaceutical companies to expand their footprint in Asia, fostering new partnerships and collaborations in one of the world's most dynamic pharmaceutical markets.

Source: Trade Promotion Section, Embassy of Italy - Tokyo ➔ <https://www.informa-japan.com/cphifcj/complis/en/searchlist.php>

BOTH HOST INSTITUTES AND TECHNICAL STUDENTS **HIGHLY VALUE TECHNICAL INTERNSHIPS**

The International Association for Engineering Students for Technical Experience (IAESTE) provides internship opportunities in Science, Technology, Engineering, and Mathematics (STEM) fields to more than 370,000 students since 1948.

Prof. Makoto Yamamoto at Tokyo University of Science, a host institute in Japan, comments: *“Our laboratory hosts students from all over the world, especially from Europe, every year. The interns are highly skilled technically and help to advance the research. In addition, both Japanese students and interns develop a global awareness in the laboratory through mutual interaction”.*

Kentaro Nakayama, who recently finished internship in Germany said: *“I was able to work on scientific research in a different major, cultural background, and language, and to acquire practical knowledge and new experimental skills. Furthermore, the feeling that I was able to communicate and share invaluable time with my local floor mates and lab mates was very reassuring for my future challenges in a new environment”.*

Having intern students from other countries brings about changes both in the workplace’s atmosphere and students’ awareness. On the other hand, for Japanese students, the focus on internship is more on preparation for employment while companies have become more aware of this as a method of recruiting students in recent years.

IAESTE exchanges students on the one-to-one basis; many Japanese students want to have an intern experience in Europe, and vice versa. Thus, every year, approximately 90% of IAESTE Japan's student exchange partners are European countries.



Number of exchanged students between Europe and Japan		
exchange Year	from Japan to Europe	from Europe to Japan
2019	42	53
2020	0	1
2021	11	0
2022	15	21
2023	25	28
2024	31	33

The number of exchanges by IAESTE Japan, after the pandemic, has started to recover. Its activities, such as the organization of a welcome program for incoming interns, have also been revived. IAESTE Japan hopes that European and Japanese companies and universities will be more interested in IAESTE’s activities and provide internship opportunities as host institutes.

General enquiries: maf-iaeste@mynavi.jp

Enquiries about accepting interns and internship applications: info@iaeste.org

Source: IAESTE ➔ <https://www.iaeste.or.jp/en/>

GERMAN RESEARCH FAIR - FOR EARLY CAREER RESEARCHERS FROM JAPAN

10 APRIL 2025, ONLINE

The German Academic Exchange Service (DAAD) Regional Office Tokyo and the German Centre for Research and Innovation Tokyo (DWIH Tokyo) are organizing on 10 April the virtual “German Research Fair” for the third consecutive year.



The aim is to foster academic connections between students and researchers in Japan with universities and research organizations in Germany. Information on funding opportunities will also be provided.



Those interested in conducting research in Germany and learning about doctoral programs, postdoctoral positions, or funding opportunities will find this event ideal. It offers a valuable chance to interact with representatives from German academic organizations. Live chats and video calls will be available at each booth, along with opportunities to participate in informative seminars.

Participation is free of charge. Registration will open on 17 March.

Source: DAAD – Tokyo office ➔ <https://www.dwih-tokyo.org/grf2025>



In the following pages, the EU-Japan Centre is pleased to present a series of events from various EU Member States organized within the frame of the World Expo 2025 that will be held in Osaka, Japan from 13 April to 13 October 2025.

**EXPO
2025**

➔ <https://www.expo2025.or.jp/en>

POLAND'S EXPORT POTENTIAL TO BE EXPLORED DURING THE **POLISH-JAPANESE EXPORT FORUM**

20 MAY 2025, OSAKA, JAPAN

“Poland. Heritage that drives the future” is the theme of Poland’s participation in the upcoming Expo. Poles reach back to their heritage, which inspires them to seek new answers to the challenges of the modern world. The “creativity gene”, passed down through generations, is Poland’s force generating new ideas for technological and social solutions.



One of the major economic events prepared by Poland during the Osaka Expo will be the Polish-Japanese Export Forum to be held on 20 May 2025. The main focus of this bilateral event is the promotion of mutual economic relations as well as presenting Poland's potential. The event will be held at the Hilton Hotel in Osaka.

The Polish-Japanese Export Forum is scheduled to feature the presence of three hundred representatives of the business community, opinion makers, government institutions and the media from both Poland and Japan. The program of the Forum will also include thematic panel discussions with the participation of experts and business representatives. An integral part of the Forum will be the promotion of six industries identified as prospective on the Japanese market: green technologies (particularly in hydrogen), gaming, medical/pharmaceutical, cosmetics, IT/Fintech and agri-food.

Want to learn more about Poland’s export potential in the above-mentioned industries? The Polish Investment and Trade Agency invites interested people to the Forum! Participation is free, but pre-registration is required via the link below.

Source: Polish Investment and Trade Agency ➔ https://www.paih.gov.pl/en/conferences/registration-poland-japan_trade_forum

LITHUANIA CO-CREATING TOURISM EVENT

AT EXPO OSAKA

26 APRIL 2025, OSAKA, JAPAN



Lithuania will showcase Pirtis, the traditional sauna experience rooted in natural well-being and spiritual rejuvenation.

Guided by a Sauna Master, Pirtis integrates the rhythms of the four seasons and the use of vantas (bundles of twigs) in a deeply immersive ritual. Latvia will contribute insights into its own sauna traditions, highlighting the shared heritage and unique interpretations that define the Baltic approach to wellness.

The program will begin with an informative session, where participants will explore the cultural and historical significance of Baltic sauna practices. There will then be a comparative discussion into the differences and commonalities between Lithuanian, Latvian, and Japanese sauna traditions, fostering a dialogue on how diverse cultures address well-being, balance, and resilience in a fast-paced world.

The highlight of the event will be a live demonstration by a Sauna Master from Lithuania, showcasing traditional techniques and rituals.

The event is organised by Travel Lithuania together with the Embassy of Lithuania to Japan and Embassy of Latvia to Japan.

The Lithuanian pavilion is looking forward to welcoming Japanese and foreign guests on site.



Source: Embassy of the Republic of Lithuania to Japan ➔ <https://theme-weeks.expo2025.or.jp/en/program/detail/66ed0ae1e2d95.html>

DESIGNED FOR DISASSEMBLY: THE LUXEMBOURG PAVILION AT THE WORLD EXPO 2025 IN OSAKA

World exhibitions are showcases of the future and inspire through innovations. Expo 2025 Osaka's theme, "Designing Future Society for Our Lives," aligns with this vision and by choosing the sub-theme "Connecting Lives", Luxembourg's pavilion is emphasizing the connection between people and nations. This spirit is also captured in its Japanese-inspired leitmotif: "Doki Doki - The Luxembourg Heartbeat".

Designed by Luxembourg's architectural firm STDM, in close cooperation with the Japanese architecture office Mikan Gumi, and built by the Japanese construction company Naito House, the pavilion aligns with the circular economy principles. It is designed for disassembly, constructed with as little materials as possible and planned for easy dismantling - ensuring that as many components as possible can be reused.

The pavilion's main structure is based on four key components:

- Mega blocks made of concrete serve as the foundation. These are easier to assemble and disassemble compared to traditional cast concrete.
- Rigid steel frames are linked together and weighed down with the concrete blocks, ensuring stability while maintaining flexibility for reuse.
- The membrane roof is a lightweight, high-performance roof and a prime example of the "Reduce" principle in the circular economy. It fulfills multiple functions with minimal material, reducing waste.
- Finally, the exterior walls are planned as well to be reused. The cladding on the facades comprises local standard formwork panels arranged in scales and fixed to horizontal metal cross-members.



An immersive and interactive three-act scenography imagined by the scenographers *jangled nerves* and built by the Japanese company DNP enriches the visitor experience at the pavilion. During a break in the pavilion's courtyard, visitors can taste and enjoy Luxembourg's savoir-vivre with food and drinks. At its heart, guests will be able to experience a special feature with an entertainment factor and an exciting story about Luxembourg's traditions: A nine-pin bowling alley, called "Keelebunn" in Luxembourgish.

For more details, including program information, please check out the website below.

Source: Ministère des Affaires étrangères et européennes ➡ <https://expopavilion.lu/>

SAVE THE-DATE!

Belgium-Japan Association and Belgian-Luxembourg Chamber of Commerce in Japan Webinar Series:
A talk with Belgian Pavilion Director Myriam Cops - 22 May 2025

➡ <https://blccj.or.jp/events/save-the-date-a-talk-with-belgian-pavilion-director-myriam-cops>



LITHUANIAN SMART CITY EVENT AT EXPO OSAKA

15 MAY 2025, OSAKA, JAPAN

The Lithuanian pavilion invites Japanese and foreign companies and experts to participate at the Lithuanian business event "Smart City Solutions: Bridging Collaborations Between Lithuania and Partners Worldwide" at the EXPO Osaka.



The event will include a speech by Lukas Savickas, Minister of Economy and Innovation of Lithuania, as well as keynote presentations on "The Evolution of Smart Cities: Where Are We Today?", covering among others Vilnius – European Green Capital 2025 and Tauragė – one of the 100 climate-neutral cities in Europe. It will also include the panel discussion on renewable energy, and a pitch session for renewable energy, mobility, and technology companies. The event is organised by the Lithuanian Innovation Agency and the Embassy of Lithuania. The Lithuanian pavilion is looking forward to welcoming Japanese and foreign guests on site.

Source: Embassy of the Republic of Lithuania to Japan ➡ <https://inovacijagentura.lt/events-ext/view/4239?lang=en>

A FRENCH FASHION & INNOVATION EXHIBITION IN NAGAI PARK DURING THE WORLD EXPO IN OSAKA

12 APRIL-31 JULY 2025, OSAKA, JAPAN

After participating in the last three World Expos (Shanghai 2010, Milano 2015 and Dubai 2020), the cultural and non-profit organization lille3000 continues the journey with a new edition of Futurotextiles, echoing the topic of World Expo Osaka (Japan) in 2025.



Curated by Caroline David, the project will be held in the heart of the city. The exhibition will showcase the latest creations, prototypes and "savoir-faire" in textile and fashion, coming notably from the Lille European Metropolis, the Hauts-de-France Region and Europe, and combine them with Japanese textile traditions and innovations. The exhibition will especially highlight contemporary designers, whether in fashion, art or design, that are taking inspiration from new textile materials and incorporating new, more responsible fibers.

The exhibition will take place on two 600 m² levels in the Flower Greenery Nature Information Center, in Nagai Park in the heart of Osaka, close to the official World Expo site. Nagai Park welcomed 838,888 visitors in 2023 and is a popular venue for cultural (Team Lab), botanical and sporting activities.

Lille3000 is looking forward to welcoming Japanese visitors on site!

Source: Lille3000 ➔ <https://futuortextiles.fr>



Marianna Ladreyt - Crocodile flamingo and pool skins © Boris Ovini

ROMANIAN BUSINESS AND PUBLIC SECTOR DELEGATION TO JAPAN FOR EXPO 2025 OSAKA

A Romanian delegation composed of business executives, entrepreneurs, and public administration officials will travel to Japan in June 2025 to attend Expo 2025 Osaka. The mission aims to facilitate business partnerships, institutional collaborations, and knowledge exchange in various economic sectors.

The delegation will follow two distinct tracks: a business track focused on industry meetings, B2B matchmaking, and investment opportunities, and a local public administration track emphasizing bilateral cooperation between Romanian and Japanese institutions.

The trade mission will commence with the Romanian Expo Osaka Conference, featuring business presentations, investment discussions, and B2B/B2G meetings. Divided into two tracks, the trade mission will serve both the business sector, focusing on commercial partnerships, market insights, and industrial networking, and public administration, facilitating discussions on governance, city development, and institutional collaboration. Delegates will engage in direct exchanges with Japanese companies and institutional representatives, exploring opportunities for technology transfer, innovation

partnerships, and trade expansion, while visits to national pavilions will provide insight into Japan's industrial and economic landscape.

Beyond the Expo, the agenda includes business forums, institutional exchanges, and study visits in multiple locations. Osaka, Kyoto, Nara, Kobe, Hiroshima, and Nagoya will host meetings focused on technology transfer, innovation, urban development, and industrial cooperation. These visits will strengthen the delegation's understanding of Japanese business culture, smart city solutions, and industrial policies.

This initiative follows Romania's increasing engagement with Japan in trade, investment, and policy dialogue. Previous Romanian trade missions have led to bilateral agreements, joint ventures, and academic collaborations.



To build on this engagement, a second trade mission will take place in August 2025, providing an opportunity for Romanian and Japanese stakeholders to further develop partnerships established in June. This continued presence at Expo 2025 Osaka highlights Romania's commitment to deepening economic and institutional ties with Japan. By attending Expo 2025 Osaka, Romania seeks to deepen its economic relations with Japan, paving the way for new business and institutional partnerships in the coming years.

Source: Arhipelago

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

➔ <https://www.afaceri.ro/misiunea-economica-afaceri-ro-expo-osaka-2025-2/>

PARTNERING OPPORTUNITIES

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

REQUEST FOR SALES AGENT

Sector: e-health

Japanese SME offers in house developed cloud service for medical training on simulated vital sign monitor and is looking for agents in: France, Greece, Italy, Portugal, Spain.

Profile ID: **BOJP20240220006**

REQUEST FOR AGENTS

Sector: software

A Japanese company offers AI systems solutions to EU entities and is looking for local sales agents

Profile ID: **BOJP20250115003**

REQUEST FOR PARTNERS

Sector: sustainability, ICT

A Japanese spin-off of a research lab developed a digital platform for sustainability assessment and monetization and is looking for strategic partners and investors

Profile ID: **BOJP20250207014**

REQUEST FOR DISTRIBUTORS OR AGENTS

Sector: construction, environment

Japanese manufacturer of environmentally friendly devices aimed at removing scale in cooling towers is looking for EU distributors, representatives

Profile ID: **BOJP20250213006**

ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES ➔ <https://een.ec.europa.eu/events>

BIONNALE 2025

14-15 May 2025, Berlin, Germany

Sector: life science, healthcare

Registration deadline: 15 May 2025



EEN partner Berlin Partner is organizing a hybrid matchmaking event within the frame of BIONNALE 2025 conference, the largest networking event for life sciences and healthcare industries in the German capital region. Representatives from academia and industry will attend the annual event to identify, engage and enter into strategic relationships.

➔ <https://bionnale2025.b2match.io>

INTERNATIONAL B2B SOFTWARE DAYS 2025

19-21 May 2025, hybrid, Austria

Sector: software

Registration deadline: 21 May 2025

The 8th International B2B Software Days primarily targets companies and R&D institutions looking for technological, research and business cooperations active in the software industry.

➔ <https://2025.b2bsoftwaredays.com/>

WORLD SAUNA FORUM 2025

19-20 May & 5 June 2025, hybrid, Finland

Sector: leisure

Registration deadline: 5 June 2025

Business Turku is organizing a B2B matching event within the frame of the World Sauna Forum held in Finland. The event is a global gathering of sauna enthusiasts, featuring keynote speakers, networking opportunities, and a variety of immersive sauna experiences. The event brings together companies, buyers, and professionals to Jyväskylä Finland, to discuss about Finnish sauna and its multiple business opportunities and potential co-operations.

➔ <https://www.b2match.com/e/wsf2025matchmaking>

MATCHMAKING @ GITEX 2025

21-27 May 2025, hybrid, Germany

Sector: ICT, software

Registration deadline: 27 May 2025

The Enterprise Europe Network Berlin-Brandenburg is organizing a matchmaking event with the frame of GITEX EUROPE that brings together companies from AI & Cloud, Deep Tech, Space & Quantum, Green Tech, Cybersecurity, Banking & Digital Assets, Edtech, Telecommunications, Retail & Commerce, and more.

➔ <https://gitex-2025.b2match.io/>



DATE/LOCATION	DETAILS	CONTACTS
18 March 2025	WEBINAR 'About Japan' webinar series 245: How to lead a successful negotiation with Japanese?	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
19 March 2025	WEBINAR EU-Japan Digital Partnership: How to support an innovative, safe and fair AI – the case of EU AI Act and Japan's AI Guideline	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/eu-japan-digital-partnership-webinar-how-to-support-innovative-safe-and-fair-ai-case-eu-ai-act-and-japan-ai-guideline
25 March 2025	WEBINAR 'About Japan' webinar series 246: The Japanese Wine market	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
1 April 2025	WEBINAR 'About Japan' webinar series 247: How to develop and maintain sustainable relationships with Japanese clients and partners?	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
8 April 2025	WEBINAR 'About Japan' webinar series 248: Robotics Market in Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
15 April 2025	WEBINAR 'About Japan' webinar series 249: Chemical Industry in Japan with a focus on PFAS	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/eubusinessinjapan/events
15 May 2025 Osaka, Japan	BUSINESS EVENT Smart City Solutions: Bridging Collaborations Between Lithuania and Partners Worldwide	Lithuanian Innovation Agency and the Embassy of Lithuania https://inovacijagentura.lt/events-ext/view/4239?lang=en
22 May 2025	WEBINAR A talk with Belgian Pavilion Director Myriam Cops	Belgium-Japan Association and Belgian-Luxembourg Chamber of Commerce in Japan https://blccj.or.jp/events/save-the-date-a-talk-with-belgian-pavilion-director-myriam-cops
19-23 May 2025 Online 9-13 June 2025 Tokyo, Japan	TRAINING MISSION Get Ready for Japan - first session Application deadline: 13 March 2025	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/get-ready-for-japan
6-10 October 20245 Tokyo, Japan	BUSINESS MISSION Biotech Business Mission Application deadline: June 2025 (TBC)	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/biotech-mission
20-24 Oct. 2025 Online 10-14 Nov. 2025 Tokyo, Japan	TRAINING MISSION Get Ready for Japan - second session Application deadline: (TBC)	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/get-ready-for-japan



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

The EU-Japan Centre for Industrial Cooperation was established in 1987 as a core organization to implement industrial cooperation between the EU and Japan. It aims at promoting all forms of industrial, trade and investment cooperation between the EU and Japan and at improving EU and Japanese companies' competitiveness and cooperation by facilitating exchanges of experience and know-how between EU and Japanese businesses.

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

ANY EU-JAPAN-RELATED NEWS?

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

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