



## European Space Solution Conference

5-7 November 2013, Munich, Germany

The European Space Solutions 3-day conference will bring together business and the public sector with users and developers of space-based solutions.

It will feature, on Tuesday, 5 November the Opening Plenary Session and the Awards Ceremony & State Reception.

The Official Conference Reception will be held in the European Space Expo on Wednesday, 6 November.

Five dedicated user-led half-day seminars will be organised covering the following topics: Road & Traffic Management, Environmental Protection, Marine Management & Maritime Transportation, Emergency Response, and Sustainable Energy.

The following space business support and financing opportunities related activities will be organised: the ESA Investment Forum, Business Matchmaking, and an SME coaching session.

In addition to the above activities, dedicated side events will take place:

- EU-Asia Industry Collaboration Seminar
- PanGeo User Forum Workshop
- Water quality workshop in the frame of the FRESHMON project
- ESNC Regions Workshop
- 2nd SUNRISE LBS USER FORUM (new)

More: <http://www.space-solutions.eu>



## EU-ASIA INDUSTRY COLLABORATION SEMINAR

The 2nd EU-Asia Industry Collaboration Seminar will be held as a side event prior to the official start of the European Space Solutions Conference at the same venue. The seminar is organised by GNSS.asia in coordination with the GSA and the European Commission. It will bring together key industrial and institutional GNSS players from EU and Asia.

Seminar Objectives:

- Bring together key industrial and institutional players from EU and Asia to gather insights on the current opportunities for GNSS downstream cooperation
- Present up-to-date market information per application domain for each of the Asian economies
- Present the services of the GNSS.asia platform and the results it has yielded so far
- Offer the opportunity for direct B2B matchmaking

This event follows the industrial seminar held in Brussels in September 2012 and the first series of workshops

in Asia which were widely attended by European and Asian industry representatives.

Meet industrial players from India, China, Taiwan, Korea and Japan who are interested in industrial cooperation as well as our local GNSS.asia team leaders.

Event participants will be able to join an exclusive delegation visit to Industry and the Galileo Control Centre at DLR in Oberpfaffenhofen.

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<http://gnss.asia/news-events/2nd-eu-asia-industry-collaboration-seminar-register-now>



<http://www.GNSS.asia>



**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.*

## IN THIS ISSUE

- EU-Japan Centre's news
- Training opportunities in Japan and in the EU
- New information platform on Japan for EU companies
- European Union Authorities news
- Japanese Authorities news
- EU & Japan business-related news
- Experts' corner
- Enterprise Europe Network - Japan news
- EU-Japan partnering opportunities
- News in brief
- Event calendar



## JEUPISTE - a New FP7 project

### Promotion of EU-Japan Cooperation in Innovation, Science and Technology

The EU-Japan Centre for Industrial Cooperation, through its mother legal organization, the Institute for International Studies and Training (IIST), launched in September a new FP7 project for the promotion of EU-Japan cooperation in Innovation, Science and Technology: "Japan-EU Partnership in Innovation, Science and Technology" (JEUPISTE).

The JEUPISTE project aims at promoting EU-Japan cooperation in Science, Technology and Innovation (STI) through supports to policy dialogues, deployment of bilateral information services, organisation of networking events focusing on specific technologies and/or societal challenges, operation of help desk services and contribution to the development of human resources for collaborative projects

The consortium involved in the project consists of the following 10 partners:

- Institute for International Studies and Training (EU-Japan Centre for Industrial Cooperation -Coordinator)
- Agency for the Promotion of European Research (IT)
- Deutsches Zentrum für Luft- und Raumfahrt (DE)

- Foundation for Research and Technology Hellas (GR)
- Regional Centre for Information and Scientific Development (HU)
- The Scientific and Technological Research Council of Turkey (TR)
- Agency for Management of Universities and Research Grants (ES)
- Rete Internazionale per le Piccole e Medie Imprese (International Network for SMEs) (IT)
- National University Corporation Kobe University (JP)
- Centre for Social Innovation (AT)

For the coming 3 years, the project will enhance the level of cooperation through contribution to the policy dialogues, deployment of EU-Japan and Japan-EU bilateral information services, organization of academic/innovation workshops for networking, identification of contact points and training, among others.

#### OFFICIAL LAUNCH

Followed by an internal kick-off meeting in Brussels at the Kobe University Brussels European Centre, on the 9 and 10 September, an official launch event will be held in Tokyo, on 6 December 2013.

## 16<sup>th</sup> JAPAN-EU CONFERENCE

Japan and the EU – Living together in a Multipolar World

Brussels, Belgium, 25 November 2013



This year's event will cover a range of issues: Citizens' participation and elections in EU and Japan; the EU-Japan FTA/EPA and Strategic Partnership Agreement negotiations; Civil protection & disaster relief and Human Security, Humanitarian & Development Assistance.

Confirmed speakers include David O'SULLIVAN of the European External Action Service and Ambassador Kojiro SHIOJIRI of the Mission of Japan to the EU. Details of all the speakers can be found on the event webpage.

This annual event is co-organised by TEPSA, KU Leuven, ULB, Waseda University, the International Christian University Japan and by the EU-Japan Centre. It provides a unique opportunity to debate both the latest research as well as current policy trends and brings together academics, experts and policymakers from various parts of the world and has proven to be a highly valuable forum to formulate ideas and specific suggestions to fortify the Japan-EU relationship.

Online registration is now open.



<http://www.eu-japan.eu/16th-japan-eu-conference>

## EU-Japan Workshop in Power Sector Transition

11 September 2013, Tokyo, Japan



**Europe and Japan are in the midst of a transformational change of their energy sectors, with the electricity sector being at the heart of this transformation.**

On 11 September in Tokyo, the EU-Japan Centre for Industrial cooperation, the European Commission (DG Energy) and EU-RELECTRIC, in cooperation with Japan's Ministry of Economy, Trade and Industry, organised a 'EU-Japan Workshop on Power Sector Transition'.

The main objective was to improve the mutual understanding of the sector developments and to share insights and lessons learned about key features of the EU and Japanese energy policies.

Japan and the EU share a number of challenges in the energy field such as ensuring a stable supply for energy, moving towards renewable energy, stimulating innovation, assuring nuclear safety and harmonizing diverging electricity regions.

The electricity price is a matter of concern in both Japan and the EU. Flexibility on the demand side will be crucial for price setting in the future. Standby power, such as coal-fired and gas-fired power plants, is on the verge of disappearing from the market due to their lack of competitiveness. New policy needs to be created to ensure there is enough capacity available for peak times.

Both Japan and Europe need to adopt new low carbon technologies, smarten up their networks and ensure energy efficiency developments.

The industry suggests to policy-makers to better adapt the innovation policy for the energy sector development and to adopt an integrated perspective, synchronised with other needs across technologies and business models. Japan and EU have been working together on innovation; however, there is room for more cooperation, particularly on the clean energy sector where apparently only one joint project has been set up.

As the global energy picture is changing fast with new factors such as shale gas entering the market, there is a continuing need to exchange ideas. Moreover, Europe can only move to a truly decarbonised system as its partners move into the same direction. Hence, relations with Japan are likely to become more significant over the coming years, by sharing experiences and learning from each other.



<http://www.eu-japan.eu/eu-japan-workshop-power-sector-transition>



## Coming Soon!

[www.EUbusinessinJapan.eu](http://www.EUbusinessinJapan.eu)

In accordance with the project of the Directorate-General for Enterprise & Industry of the European Commission to develop a global platform providing EU businesses with relevant information about business with third countries, the EU-Japan Centre is developing a new website ([www.EUbusinessinJapan.eu](http://www.EUbusinessinJapan.eu)) dedicated to business information on Japan for EU companies.

The [www.EUbusinessinJapan.eu](http://www.EUbusinessinJapan.eu) project aims to gather and make available all information that could be beneficial to EU companies wishing to develop business in, or with, Japan.

- For EU companies: to increase awareness about the Japanese market and provide knowledge and expertise, and
- For Japan: to promote opportunities for investments and other forms of business or technology cooperation with the EU.

The website will be members only, feel free to already register\* (for free) at the following link:

\*Eligibility details upon request

 <http://www.eu-japan.eu/membership-registration>

## WORKSHOP

### Regional Innovation Capability and Technology Transfer in Biotechnology Clusters - New Recipes in Japan and Europe?

19-20 September 2013, Alsace, France



Left to Right: Dr. Shintaro Sengoku (Kyoto University), Dr. Hiroatsu Nohara (LEST, Aix Marseille University), Dr. Eric Jolivet (Toulouse Graduate School of Management) & Dr. Hawa Issa Munisi (Kyoto University)

Policy-makers in Europe and Japan are keen to promote the development of biotech clusters and see closer ties between universities, research institutes and industry as a way of promoting technological transfers with a view to greater commercialisation of biotechnology.

Focusing on healthcare applications ('red' biotechnology), this workshop, supported by the EU-Japan Centre, brought together researchers, representatives of clusters and of biotech companies.

They compared Japanese and French practices with analyses of cluster policies, the experiences of particular clusters and companies and other issues likely to impact on the development of biotech clusters (such as the education of the next generation of scientists and gaps between patent applications and grants).

Presentations from the event are available at the event webpage:

 <http://www.eu-japan.eu/regional-innovation-capability-and-technology-transfer-biotechnology-clusters>

## Practical Business Information on Japan for EU companies



### WEBSITE

The new European Commission-funded (DG ENTR) project aiming at providing European companies with practical business information on Japan through the [www.EUBusinessinJapan.eu](http://www.EUBusinessinJapan.eu) website and side activities (webinars, Experts' reports, e-learning sessions) managed by the EU-Japan Centre is in its development phase. **The website will be launched in January 2014.**

In the meantime, promotion of the side activities is already underway and European companies interested in benefiting from this support either by attending future webinars or getting access to the key information through experts' reports and e-Learning sessions are invited to register at <http://www.eu-japan.eu/membership-registration>

### EXPERTS' CORNER

In addition to the above-mentioned activities, the Centre will have the great pleasure of working with experts who have kindly agreed to share their knowledge and to cooperate in this project. Some of the experts have already provided some valuable inputs which have been published in this newsletter in the "Experts' Corner" chapter.

### WEBINARS SERIES

The planning of the first webinars is hereafter listed and the list of all the webinars for 2014 is available on

<http://www.eu-japan.eu/e-news/pdf/EUbusinessinJapan-webinars.pdf>

- TUESDAY, 3 DECEMBER 2013  
Presentation of the Project: *What you should know about Japan – Experts views*
- TUESDAY, 21 JANUARY 2014  
Doing Business in Japan: *Why Japan? Opportunities for EU companies in Japan*
- TUESDAY, 18 FEBRUARY 2014  
Cultural Issues: *Challenges of the Japanese Market*
- TUESDAY, 25 FEBRUARY 2014  
Doing Business in Japan: *Japan Entry Strategy*
- TUESDAY, 4 MARCH 2014  
Japan Insights - Sectors: *Biotechnology Applied to Food & Agriculture*

### REGISTER NOW!

Feel free to already register and mention the webinar(s) you are interested in!

<http://www.eu-japan.eu/membership-registration>

 <http://wwwEUbusinessinJapan.eu>

## Training Programmes to Japan

### Human Resources Training Programme – Japan Industry Insight (H RTP)

The 49th edition of the “H RTP-Japan Industry Insight” programme successfully took place from the 12 May to 6 June this year. The 4-week programme was composed of practical lectures about Japanese business practices or the sources of Japanese corporate competitiveness and on-site training courses.

Participants visited Marubeni, a trading company, and took part in a Joint Seminar with Japanese Managers on cross culture management.

They were offered a 3-day regional study trip to Shizuoka Prefecture, during which they had the opportunity to learn about the working philosophy of several successful companies.

• **H RTP 50:** from 12 May to 6 June 2014 - Application deadline on Thursday, 13 February 2014  
*Participants from SME can benefit from up to EUR 3000 scholarship.*

#### CALL FOR APPLICATIONS for H RTP 50

Since 1987, nearly 600 companies across Europe have benefited from the 4-week “H RTP – Japan Insight” programme. European companies willing to handle or who are already handling business with Japan usually lack knowledge of Japanese business culture.

The programme is open to all-sized companies and will include Japanese language courses; lectures on Japanese culture and history, economics, politics and legal matters; joint seminars with Japanese business people (with role-play exercises about decision-making, team management and negotiation); field trips and optional individual company visits with BtoB meetings.



<http://www.eu-japan.eu/detail-business-programmes/H RTP>

### World Class Manufacturing mission to Japan (WCM)

In July this year, 20 participants from 12 EU Member States and working in various sectors, such as Metal Industry, Automotive, Machinery, Food, took part in the 27th edition of the «Challenge toward World Class Manufacturing» mission to Japan.

The participants visited three world class companies (Ricoh Co., Ltd., Toyota Motor Corporation, Daikin Industries Ltd.) and took part in Toyota Production System (TPS) Practical Training. They were also offered two lectures on “Kaizen Method”.

The participants gave very positive feedback and were highly motivated to start implement the knowledge gained during the mission when they will be back in their company.

• **WCM I:** from 30 June to 04 July 2014 - Application deadline: Thursday, 27 March 2014

• **WCM II:** from 06 to 10 October 2014 - Application deadline: Thursday, 02 June 2014

#### CALL FOR APPLICATIONS for WCM 2014

The 5-day training mission in Japan provides EU managers working in manufacturing companies with:

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

The programme is open to all-sized companies  
*No tuition fee for SMEs and the European Commission grants 600 EUR scholarships to participants from SMEs.*



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



#### ABOUT H RTP

“I considered very useful to me lectures about various themes. They helped me to find answers to questions “Why?” The lectures were arranged in sequence that display more widely prospect about Japan and Japanese. And it was very interesting and exciting to participate in Joint Seminars together with Japanese managers. Through role plays I gained practical experience in communication with Japanese managers.”

*Inga Laganovska, Development Director, NOOK, LTD, Latvia*



#### ABOUT WCM

“As a representative of an EU SME, not all methods seen and presented are suitable, but the philosophy that is behind, is certainly the message to be remembered. Employees commitment and following the company’s common vision is the challenge for EU companies”

*Ziga Judez, Technical Manager, Kogast Grosuplje d.d., Slovenia*

### CALL FOR APPLICATIONS: Driving Competitiveness in the EU

To help EU companies improve their competitiveness, the EU-Japan Centre launched a new programme on Lean and Japanese best practices that has started this fall in Europe with a **visit to Lego in Denmark**.

As a spin-off of the already successful World Class Manufacturing training programme in Japan, “Driving Competitiveness in the EU” combines a visit in Europe to manufacturing plants of EU companies implementing Japanese best practices and an “introduction to lean / becoming lean” lecture. This programme is for EU managers working with Lean, best practices and in the manufacturing division of their company, and who are looking to improve their company’s competitiveness.

**The next session will be held at Kostwein Maschinenbau GmbH,**  
an Austrian machine and component manufacturer on the 19-20 February 2014.  
Application deadline: 06 December 2013



<http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU>





## Vulcanus in Europe

In August, 15 Japanese university students have started their R&D industrial placement at European host companies, under the Vulcanus in Europe scheme.

This year, the Vulcanus host companies are located in 8 different EU Countries: Slovenia, Belgium, France, Hungary, Germany, UK, Czech Republic, Spain.


The internship lasts 8 months which is an ideal length to enable the trainee to enjoy a real integration in the host company and for the company productivity to benefit from an extra valuable work-force.

The Vulcanus trainees are students in engineering or other scientific fields coming from the most famous Japanese universities, thanks to a 15-week language course prior to the beginning of the placement, they speak both English and the local language of the European host company.

 <http://www.eu-japan.eu/host-trainee-0>

## Vulcanus in Japan 2012-2013

The Vulcanus in Japan programme for 2012/2013 has been successfully completed. Together with a 4-month language programme and lectures about Japanese history, economy, culture, society etc., the EU students finished their 8-month internship in Japanese companies at the end of August in presenting the fruitful results of the 1 year of hard work in front of their Japanese host companies.

 <http://www.eu-japan.eu/vulcanus-japan-0>

## Feedback from Former Vulcanus Participants



"I would like to state, that "Vulcanus in Japan" was an amazing experience, and I cannot compare it to any other. It did not only allow me to work for a great Japanese company and develop myself professionally, but it also gave me a chance to study a very exotic subject for an European, the Japanese language. The programme also let me do a lot of sightseeing and allowed me to explore Japan's mysterious culture. After all the time that I have spent here, thanks to all the elements mentioned above, I can say with all my heart, that I do not feel like a stranger anymore in Japan."

*Marek Donderowicz, Poland hosted at Fujitsu Ltd.*



"In conclusion it is truly correct to say that I gained a lot of working professional skill this year, but more than that I think I exponentially grew developing new and wider point of views, effectively becoming a citizen of the world. Indeed I am now a small brick in the bridge connecting Japan and Europe."

*Andrea De Franco, Italy hosted at Hitachi Ltd.*

 <http://www.eu-japan.eu/vulcanus-japan-0>

## Bio Cluster Mission to Japan



The 2013 cluster mission (7-11 October) targeting the Biotechnology sector was organised on the fringes of the BioJapan 2013 Expo in Yokohama. The EU delegation participating in the 5-day mission comprised 3 clusters and 6 SMEs from 4 EU countries (France, Germany, Ireland and Estonia).

On the 1st day, mission participants followed an orientation session and lectures on the Japanese biotech industry given by

Mr Yoshiaki Tsukamoto, Managing Director of Japan Bioindustry Association (<http://www.jba.or.jp/pc/en/>) and on the Bio Industry Market in Japan "Status and challenges of medical bio market in Japan – Subjecting to a partnership in the global market" given by Mr Tadashi Matsumoto, President of ReqMed Company, Ltd. ([http://www.reqmed.co.jp/mercury/index.cgi?d=index\\_e&l=e](http://www.reqmed.co.jp/mercury/index.cgi?d=index_e&l=e)).

On the 2nd day, the EU-Japan Centre organised group visits to Chugai Pharmaceutical Co., Ltd. (<http://www.chugai-pharm.co.jp/hc/ss/english/index.html>), Kanagawa Science Park (<http://www.ksp.or.jp/en/>), Neo Morgan Laboratory (<http://www.neo-morgan.com/En/top.html>), Oxford Immunotec Technology (<http://www.oxfordimmunotec.com/>), and to Takeda Pharmaceutical Company's Shonan Laboratory (<http://www.takeda.com/>).

The 3rd day began with the B2B meetings organised at the BioJapan expo and, in the afternoon, 3 clusters attended the "Japanese Regional Clusters Forum and Promotion to International Exchange".

On the 4th day, at the cluster Summit, the EU-Japan Centre presented an overview of the Cluster EU trends "Creating partnerships with European clusters – effective and long term relationships", on behalf of Dr Claire Skentelbery Council of European BioRegions asbl. The remaining time was devoted to B2B meetings.

A dedicated website page created by the Bio-Japan organisers in order to present the EU delegation of 3 clusters and 6 SMEs is <http://www.ics-expo.jp/biojapan/microsite/eu-japan.html>

 <http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2013>

## NEW! Nanotech Cluster Mission in 2015

From 26 to 30 January 2015 the EU-Japan Centre will organise a cluster mission on the fringes of the Nanotech Japan fair. Deadline for application: 4 September 2014. More information will coming soon. Should you be interested in being kept informed, please contact Céline Godart: [c.godart@eu-japan.eu](mailto:c.godart@eu-japan.eu)



## EU MAG September Issue

The September issue of the Japanese written Europe Magazine published by the Delegation of the EU to Japan is available online.

Source: Delegation of the EU to Japan

<http://eumag.jp/category/eumagarchive/09-2013/>

## Automotive Intelligence Center Forum

5 November 2013, Brussels, Belgium

AIC-Automotive Intelligence Center, in collaboration with the European Commission – DG Enterprise and Industry, is organizing the AIC FORUM to be held at AUTOWORLD in Brussels on 5 November. The AIC Forum connects government representatives, vehicle manufacturers, suppliers, universities, research centres, etc. in order to exchange experiences and find common ground in the on-going evolution of the automotive sector. On this occasion the theme for discussion is "Differentiation as strategy for the automotive industry"

<http://aicenter.eu/ing/detalleMedio.aspx?id=0fcca0d8-4555-484a-bbc9-7111b5cbf2ce&tipo=1&origen=eventos&pagina=1>

## Japanese-English Patents Helpdesk Translation

Free-of-charge Japanese-English machine translation for patents. In June the European Patent Office and the Japan Patent Office announced the launch of the Japanese-English machine translation within the EPO's automatic translation service Patent Translate. In practice, this means that users can now instantly translate into English the Japanese patent documents available in Espacenet.

Source: European Patent Office

[http://www.iprhelpdesk.eu/node/1826?pk\\_campaign=Newsletter206&pk\\_kwd=news1](http://www.iprhelpdesk.eu/node/1826?pk_campaign=Newsletter206&pk_kwd=news1)

## Commissioner De Gucht Meets with Toshimitsu Motegi, Japanese Minister for Economy, Trade and Industry

As the EU and Japan have launched negotiations for a comprehensive Free Trade Agreement in April this year, Commissioner De Gucht discussed on 24 September the on-going trade talks ahead of the upcoming EU-Japan Summit with the Japanese Minister of Trade, Mr Toshimitsu Motegi. Japan is the EU's second biggest trading partner in Asia, after China.

A Free Trade Agreement between the EU and Japan could increase the EU's GDP by 0.6% and help to create up to 400,000 additional jobs in the EU.

The third round of negotiations will take place in Brussels on 21-25 October 2013.

Source: Delegation of the EU to Japan

<http://www.euinjapan.jp/en/media/news/news2013/20130925/115749/>

## EU and Japan join Forces to Tackle data Explosion and Build 100Gbps Internet

In July, the European Commission and Japan announced six research projects aiming at redefining internet architectures to increase the efficiency of networks in carrying data. One project aims to build networks 5000 times faster than today's average European broadband speed (100Gbps compared to 19.7Mbps).

There is a pressing need for new and more efficient networks in light of a massive on-line data explosion that is expected to continue over the next decade.

The world generates 1.7 million billion bytes of data per minute; data traffic volumes doubled between early 2012 and early 2013 and are expected to grow 12-fold by 2018. Such big data is growing faster than networks' capacity to carry it.

The projects, will receive around €18m in funding, and touch on challenges such as cyber security, network capacity, storage, high density data traffic and energy efficiency.

European Commission Vice-President Neelie Kroes, said: "Our Future Internet should know no barriers, least of all barriers created because we did not prepare for the data revolution."

The funded projects are:

- STRAUSS aims to enable fibre optic networks at more than 100Gbps.
- MiWEBA will handle capacity by making better use of existing radio frequencies in order to boost ultra-high speed and mobile connections.
- NECOMA will explore new ways of enhancing personal data security in sensitive environments such as medical history records by developing new metrics to evaluate threats and potential impact of cyber-attacks.
- GreenICN will try to ensure an efficient use of energy in information networks. It will test network reliability in post-disaster situations (earthquakes, hurricanes) when energy resources are scarce and network performance is vital.
- ClouT will try to allow real-time control of sensors enabling smart city operations such as energy use, traffic flow or emergencies. To achieve this target, the project will integrate Cloud Computing and Internet of Things features.
- FELIX will set up joint EU-Japan experimental platforms that will help universities and research centres test new network technologies. Such new platforms will improve researchers' use of their experimental facilities.

Source: European Commission

[http://europa.eu/rapid/press-release\\_IP-13-646\\_en.htm](http://europa.eu/rapid/press-release_IP-13-646_en.htm)

## Competitiveness Report 2013 No Growth and Jobs Without Industry

After a substantial recovery in 2009-2011, industry in Europe has slid downward again. Preliminary data for 2012 indicate that the contribution of manufacturing to EU GDP has fallen further to 15.1%, increasing the distance to the indicative 20% target set forth by the Commission in 2012. If we want to reach this target and not lose the race against our competitors, more needs to be done on the EU level.

This year's European Competitiveness Report identifies the strengths to build on and the challenges to be addressed by industrial policy. It also steers the economic policy debate toward the instruments for improving the knowledge and productivity performance of EU manufacturing.

Source: European Commission

[http://europa.eu/rapid/press-release\\_MEMO-13-815\\_en.htm](http://europa.eu/rapid/press-release_MEMO-13-815_en.htm)



## EU-Funded Programme - EU Gateway to Japan Interior Design Business Mission to Japan



Camira Fabrics at Gateway in Japan (@EUropean design)

With more than 50 million households, the Japanese 'home fashion' market opens business opportunities in areas ranging from small furniture to home textiles, lighting or decorative accessories.

European companies interested to test their potential on the Japanese market are encouraged to apply for EU Gateway's one-week business missions to Japan, an initiative funded by the European Union. Applications for the 2014 interior design business mission to Tokyo, taking place from 24 – 28 March 2014, are now open.

EU Gateway provides individualised business support services, such as: personal coaching, business meetings, along with company/product promotion. In addition, participants get to understand the local business culture through study tours and briefings.

During two exhibition days, participants introduce their products to specialized Japanese business representatives.

Camira Fabrics, a UK company, acknowledges the advantages of EU Gateway: despite their presence in over 80 countries, they still highly appreciated this opportunity to access the Japanese market which they found difficult and costly to enter. They succeeded to create new business links, enhance existing contacts and refine their business strategy.

Additional information on previous participants and their EU Gateway experience under <http://www.eu-gateway.eu/interior-design-0>

Interested companies with contemporary design capabilities are invited to apply online by 25 October 2013.



<http://www.eu-gateway.eu/interior-design-japan>

## Executive Training Programme in Japan and Korea

**WEBINAR: Supporting your business in Japan and South Korea through EU funding**  
Wednesday, 23 October 2013 10-11am CET

This webinar offers EU companies an opportunity to learn how they could capitalize on significant opportunities in the Japanese and Korean markets through the Executive Training Programme (ETP), with insights from prof. Jusuke Ikegami, ETP Academic Coordinator, Waseda University, Japan.

ETP helps EU managers and companies to expand their businesses in Japan and South Korea through business and language training, an internship in a local company, and support for the development of their business plan. The EU funds the entire training course and provides a scholarship for each participant of €26,400 a year for Japan and €24,000 for Korea.



**ETP**  
EXECUTIVE TRAINING PROGRAMME  
EMPOWERING BUSINESS THROUGH UNDERSTANDING

Applications are now open for the next training cycle which will run from November 2014 to November 2015. There are 45 places available for ETP Japan and 15 for ETP Korea.

During the webinar the ETP team will introduce this EU-funded programme and present its value for EU managers and their companies. There will also be an opportunity to listen to the experience of one of the more than 1000 ETP alumni who have successfully benefited from the programme.

For further information, contact the ETP team at [info@euetsp.eu](mailto:info@euetsp.eu).



<http://www.euetsp.eu/>

## PUBLICATION EU Gateway Programmes Study Results



The global objective of the study was (1) to make an independent assessment of the past performances of the EU Gateway to Japan and Korea Programme, and study the criteria on relevance, effectiveness, impact, EU added value, and complementarities and coherence of the Programme; (2) to identify key lessons and propose recommendations to future policy strategies in the area of business cooperation; and (3) to advise on this type of intervention as a complement to EU bilateral Free Trade Agreements.

The report is available online:

<http://www.eu-gateway.eu/userfiles/file/Documents%20%26%20Brochures/Study%20of%20the%20EU%20Gateway%20to%20Japan%20and%20Korea%20Programme%202013.pdf>

## COSME to spur Access to Credit for Small Enterprises

The European Commission is dedicated to helping Europe's small and medium-sized enterprises (SMEs) overcome the financing problems currently plaguing Europe.

This is the inspiration behind a new programme called COSME (Competitiveness of Enterprises and SMEs), which will free up funding for SMEs and help small businesses – the backbone of Europe's economy – create goods, services and jobs. In an interview with E and I Magazine, Vice-President Antonio Tajani explains what the Commission hopes to achieve with COSME ([http://ec.europa.eu/cip/cosme/index\\_en.htm](http://ec.europa.eu/cip/cosme/index_en.htm)).

The interview article is available online.

Source: European Commission



[http://ec.europa.eu/enterprise/magazine/articles/smes-entrepreneurship/article\\_11090\\_en.htm](http://ec.europa.eu/enterprise/magazine/articles/smes-entrepreneurship/article_11090_en.htm)

## Garden Party 2013



The annual Garden Party took place on 4 September 2013 at the official residence of Ambassador Shiojiri.

A range of wines from Japan and the EU were served, along with sushi and traditional Japanese deserts. The guests enjoyed highly acclaimed Japanese sakes, which won gold medals at the International Wine

Challenge 2011 in the sake category. Experts were also on hand to provide information on the selected bottles.

Guests also had the opportunity to taste a range of uniquely flavored Japanese beers (cherry blossom, citron and plum), which are produced by a Japanese brewer in Belgium.

The large attendance at the Garden Party offered an opportunity to kick start the post-summer season.

Source: Mission of Japan to the EU

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

## The Fourth EU Japan English Haiku Contest

Announcement of the winning Haiku

The Ministry of Foreign Affairs of Japan and the EU hosted the Fourth Japan-EU English Haiku Contest on the theme of "Rainbow".

The total number of entries was 710, 185 entries from Japan and 525 entries from the EU member states respectively.

After careful examination, Ms. Misato Oi and Mr. Giorgos Paximadis were awarded First Prize.

The Ministry of Foreign Affairs of Japan has invited Mr. Giorgos Paximadis to Matsuyama City, which is considered to be the birthplace of modern Haiku in Japan. His winning Haiku was:

***"rainbow of hope, amidst ocean breeze, the lone pine tree."***

Ms. Misato Oi will visit Brussels and will meet with President Herman Van Rompuy. Her winning Haiku was:

***"heading to the rainbow—we are the one, on the same boat."***

Five honourable mentions were also selected in each section. Those who won honourable mentions will be offered commemorative gifts from Matsuyama City or the EU.

Source: Mission of Japan to the EU

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

## Japan-EU EPA-SPA Negotiations Continue

The third round of negotiations between Japan and the EU on the Economic Partnership Agreement (EPA) and the Strategic Partnership Agreement (SPA) will take place in October.

Following on from a fruitful second round of discussions in the summer, the third

round will again rotate between Brussels and Tokyo. Talks on the EPA are scheduled to take place in Brussels during the week of 21 October, and will be closely followed by talks in Tokyo on the SPA.

Source: Mission of Japan to the EU

## Mission Website gets a new look

The website of the Mission of Japan to the EU has been redesigned over the summer to make it easier to use, more accessible and to cover a wider range of topics.

The website contains all the latest news from the Mission of Japan in the 'highlights' section and the main press releases and statements from the Ministry of Foreign Affairs will also be available to users.

Furthermore, there are two new sections. A page on the activities of H.E. Ambassador Shiojiri is now available where speeches and articles by the Ambassador will be published.

Finally, a new section on the Japan-EU EPA and SPA is now online, users can access all

press releases and statements from the ongoing negotiations here.

The address will also remain the same (<http://www.eu.emb-japan.go.jp/>).

Source: Mission of Japan to the EU

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





## Companies from Saitama, Japan Exhibit at MEDICA/COMPAMED

20-23 November 2013, Dusseldorf, Germany

Companies from Saitama city, capital of Saitama Pref. in Tokyo metropolitan area will be represented at the MEDICA/COMPAMED 2013 (<http://www.medica-tradefair.com>) with six companies from the area of medical related technologies. You are welcome to meet them during a matchmaking event organized by NRW Europe on behalf of the Healthcare Sector Group of the Enterprise Europe Network and/or at their booth.

Saitama City promotes industrial exchange and collaboration with one of the German major medical cluster, Forum MedTech Pharma with the aim of facilitating business tie-ups to create new industrial and stimulate business.

And Saitama City has planned Saitama Initiative for Medical Manufacturing aims to create an infrastructure that integrates knowledge, experience and technology of R&D-oriented manufacturing companies and the clinical and academic institution, through building a platform for wide-range cooperation in the medical equipment sector in the Tokyo metropolitan area.

The program aims to support R&D oriented manufacturers to newly enter and/or expand business in the medical manufacturing.

Saitama City Foundation for Business Creation  
<http://www.sozo-saitama.or.jp/en/en.html>

Brokerage Event MEDICA  
<http://www.b2match.eu/medica2013>

Enterprise Europe Network partnership requests from below companies are on the EEN Japan website:  
<http://www.een-japan.eu/news-media/saitama-SMEs-in-medica2013>



### To promote opportunity for business matching, the following Saitama region companies will exhibit at MEDICA/COMPAMED.

Please visit MEDICA official site and check Exhibitor & Product search, you can find the contact person of each company.

[http://www.medica-tradefair.com/cipp/md\\_medica/custom/pub/show,oid,28457/lang,2/ticket,g\\_u\\_e\\_s\\_t/~Companies\\_Products.html](http://www.medica-tradefair.com/cipp/md_medica/custom/pub/show,oid,28457/lang,2/ticket,g_u_e_s_t/~Companies_Products.html)

|                       |                                      |  |
|-----------------------|--------------------------------------|--|
| Booth: Hall 16 / B31  | Kaneko Manufacturing Co., Ltd.       | <a href="http://www.t-kaneko.co.jp/english/index.html">http://www.t-kaneko.co.jp/english/index.html</a>  |
| Booth: Hall 16 / A39  | Tokyo Titanium Co., Ltd.             | <a href="http://tokyo-titanium.com">http://tokyo-titanium.com</a><br>Enterprise Europe Network partnership request:<br><a href="http://www.een-japan.eu/content/japanese-titanium">http://www.een-japan.eu/content/japanese-titanium</a>                       |
| Booth: Hall 16 / B39  | Nippon Serbig Co., Ltd.              | <a href="http://www.serbig.co.jp/index.html">http://www.serbig.co.jp/index.html</a>  |
| Booth: Hall 08b / F26 | Goto Precision Engineering Co., Ltd. | <a href="http://www.gotos.co.jp/english">http://www.gotos.co.jp/english</a><br>Enterprise Europe Network partnership request:<br><a href="http://www.een-japan.eu/content/japanese-metal-stamping">http://www.een-japan.eu/content/japanese-metal-stamping</a> |
| Booth: Hall 16 / A39  | Uchida Co., Ltd.                     | <a href="http://www.uchida-k.co.jp/en">http://www.uchida-k.co.jp/en</a>  |
| Booth: Hall 16 / A31  | ACTMENT Co., Ltd.                    | <a href="http://www.actment.co.jp/actment_ENG.pdf">http://www.actment.co.jp/actment_ENG.pdf</a>  |
| Booth: Hall 16 / C38  | ICST Corporation                     | <a href="http://www.icst.jp/english">http://www.icst.jp/english</a>  |
| Booth: Hall 08b / F26 | Nippon Piston Ring Co., Ltd.         | <a href="http://www.npr.co.jp/english/index.html">http://www.npr.co.jp/english/index.html</a>  |

## Nanotechnology Business Creation Initiative

Founded in 2003, Nanotechnology Business Creation Initiative (NBCI) is an industrial organization interested in nanotechnology R&D and business and consists of around 180 industrial members now. NBCI's mission is to accelerate the creation of new business based on utilization of nanotechnology, by promoting cooperation of various industries and public research laboratories, and exchanging up-to-date information about nanotechnology business.

NBCI's main activities are:

- Business matching among big enterprises and SMEs & Venture Start-ups
- Technology matching based on nanotechnology business road-map
- Networking and collaboration with member companies, academia, government and so on
- Standardization and social implications for nanotechnology
- Proposals for nanotechnology policies to the government

- Nanotechnology information exchange (seminar, symposia and forums)

As one of its important activities, NBCI has provided opportunities for business matching between big member enterprises, SMEs and Venture Start-ups. Starting from its own member network, it has expanded its alliance web involving regional public bodies dedicated to industry promotion in advanced technology fields. NBCI now has better relationship with approximately over 6,000 manufacturers in greater Tokyo, Central Japan, and Western Japan. Furthermore, many fruitful business partnerships have been generated in these years. It has great interest in bridging Japanese industry to counterparts in the EU in the burgeoning nanotechnology field. Enquiries to the mail address: [info08@nbci.jp](mailto:info08@nbci.jp) are most welcome.

Source: Satoshi Tochiori, Secretary General  
 Nanotechnology Business Creation Initiative



## Smart City Week 2013

21-25 October 2013, Yokohama, Japan,



Smart cities, which have been steered by local governments and companies, are in the process of moving from the experimental stage to the stage of social implementation. Many residents are coming to be involved in smart cities, and citizens, local governments, and companies alike are required to undergo

a major change of attitude unbound by conventional wisdom. This development is called "city innovation."

In order to overcome the present situation in which, while the issues facing cities are increasing, the funds and human resources required to solve them are lacking, it is essential to reform attitudes and systems and engage citizens and companies in tackling problems under the leadership of local governments.

At Smart City Week 2013, we will offer a variety of programs drawing in a wide range of stakeholders with the aim of fleshing out the specifics of city innovation. In addition to the conventional players and technologies involved in community building, Smart City Week 2013 will bring together new players, technologies,



and services in order to stimulate city innovation. We hope you will make use of this forum to create business opportunities.

Pre-register for free entrance to Smart City Week 2013 in Yokohama from 21 to 25 October as Japan brings Smart City to the world. Can Smart City be good business? With "City Innovation" as its focus, Smart City Week 2013 will bring together some 30,000 participants from across Japan and the world to tackle some of the most challenging questions facing businesses, governments and individuals pushing for fundamental change in how to live a smarter, greener and sustainable life.



<http://scw.nikkeibp.co.jp/2013/english>

## Strengthening the Bond between Japan and Sweden through Packaging

In May 2013, Japan Packaging Institute (JPI) signed a partnership agreement with Packbridge headquartered in Malmö, Sweden. "We are hoping to mutually develop new ideas and solutions toward a prospering packaging business and a sustainable society through information exchanges and technical visits. Of course this is not the first packaging business collaborations between Japan and Sweden. Our friendly relations date back to more than 20 years ago", said Mr. Hajime Furuya, General Managing Director, Japan Packaging Institute.

One of the best opportunities for exchanging information is to attend the trade show. TOKYO PACK, an international packaging exhibition organized by JPI and biennially held

since 1966, where you can access to the latest knowledge and innovation about packaging technologies of Japan.

Led by Invest Sweden Japan, part of the Swedish Embassy in Japan, more than 15 Swedish delegates visited TOKYO PACK 2012, the largest packaging exhibition in Asia, last October. The delegation consisted of 13 major players in packaging industry segments ranging from paper & pulp, food packaging, holographic film, active packaging, dispensing system, logistics machinery and business organizations/research institutions.

This included Asept International AB, Korsnäs AB, FlexLink AB, RollingOptics AB, Scanfill AB, Invest in Skåne AB, and Invest Sweden.



TOKYO PACK 2014 will be held from 7 to 10 October, 2014 at Tokyo Big Sight in Ariake, Tokyo. The organiser expects to welcome more exhibitors and visitors from EU countries. More information: <http://www.tokyo-pack.jp/en>

### About Japan Packaging Institute

JPI was founded in 1963 and currently has 1,150 members. With the doctrine of "Challenging the future of packaging by means of originality and ingenuity", JPI has been promoting the rationalization of production and distribution as well as consumption through improvement and elevation of the packaging technologies. Education, training, conferences and exhibitions are our core activities.



<http://www.jpi.or.jp/english/index.htm>



Signing agreement between Japan Packaging Institute and Packbridge, Sweden

## Spotted in the Institute for International Studies and Training Newsletter.

*Will a Government-Made 'Cool Japan' Attract More Japan Fans?* By Arata Sugimoto, Chief Editor, Cultural News Section, Kyodo News

"With Japanese pop culture elements such as anime and electronic games attracting fans around the world, government-led promotion of 'Cool Japan' has been included in the Abe administration's new growth strategy. Rather than viewing Cool Japan simply in terms of business opportunities, we need to take a long-term approach that utilizes culture to improve Japan's relationship with the world."

The full article is available in the Institute for International Studies and Training newsletter.



<http://www.iist.or.jp/en/m/2013/0221-0896/>



## 16<sup>th</sup> Tokyo International Industry Exhibition 2013

30 October - 1 November 2013, Tokyo, Japan

Tokyo Metropolitan Government (TMG) will hold the Tokyo International Industry Exhibition 2013 (TIIE2013) one of the largest exhibitions for SMEs at Tokyo Big Sight. TIIE every year offers an "International Zone" to support and encourage overseas businesses. This year seven companies in Europe have already registered to participate in this zone and business matching sessions will be offered during the exhibition period. For details about this event, please visit the Tokyo Business Entry Point website.

Tokyo Business Entry Point (TBEP): TMG's One-Stop Information and Consultation Portal for foreign-affiliated firms. TBEP will provide business matching service for the companies in Europe participating TIIE2013 too.



<http://www.tokyo-business.jp/eng>  
<http://www.sangyo-koryuten.jp/english>

## Aichi's Latest State-of-the-art R&D Facilities: at the Service of Industry



Located in nearly the centre of Japan, Aichi Prefecture is one of the top world-class manufacturing clusters, featuring great achievements especially in the automotive, aerospace, and machine tool industries. As such, Aichi Prefecture is actively promoting numerous cutting-edge projects to further deepen this industrial expertise.

### AICHI SYNCHROTRON RADIATION CENTER

In order to support its high-value added manufacturing sector, Aichi Prefecture has been promoting a leading edge research park.



Beamlines

Known as Knowledge Hub Aichi, it provides powerful support to solve the problems in local industries. The first facility, Aichi Center for Industry and Science Technology, which is a public R&D institute, was inaugurated last year.

In March 2013, the Aichi Synchrotron Radiation Center, which is a nano level advanced measurement and analysis facility that is indis-

pensable for next-generation manufacturing technologies, opened in the immediate vicinity of the latter.

Synchrotron radiation is the very bright light (electromagnetic waves) emitted by electrons as they are caused to change direction by an electromagnet while traveling straight at nearly light speed. Samples are then exposed to this light through beamlines, and are subject to measurement and analysis.

The facility, which has been designed for industrial use, is operated by the Aichi Science & Technology Foundation, and with six beamlines, each optimized for a particular field of research, it is aimed at meeting a wide array of business needs. Moreover, with the electron microscopes and other cutting-edge measurement equipments of the Aichi Center for Industry and Science Technology, it is possible to use different analysis methods in combination with each other to solve problems with enhanced efficiency.

<http://www.astf-kha.jp/synchrotron/en/>

### NATIONAL COMPOSITE CENTER

Last year, Nagoya University founded the "National Composite Center", with a view to making it a world-class research facility for composites.

The development of composite materials dedicated to the car industry is the core research theme of this R&D facility. The centre is targeting the development of technologies which can allow cost-efficient and fast mass production of composites associating carbon fiber with thermoplastics resins.

Furthermore, the National Composite Center conducts all testing and evaluation regarding lightening protection, fire-resistance, and flame-resistance for parts made from composite materials, such as in aircraft and wind turbines. As a result, by analysing these three factors simultaneously, the centre contributes to the standardization of evaluation techniques, while the production and evaluation of life-size prototypes, which had to be done overseas in the past, can now be performed in Japan.

These efforts, which are based on the tight coordination between government, industry, and academia, have enabled the advent of a consistent R&D structure, with both transversal (mechanical, aerospace, electrical, materials, and chemical engineering) and longitudinal (from raw materials to design, moulding, production, and application) cooperation.

In addition, the Japan Chapter of Society for the Advancement of Material and Process Engineering (SAMPE) will hold its international symposium in Aichi from 11 to 13 November. The theme is "A Great Bridge from Practice and High Volume to Academia and High Performance", and highlights include presentations by some of the world's leading composite researchers, engineers, and manufacturers.

Please feel free to contact the Aichi Prefecture Office in France should you have any questions about the aforementioned information.



<http://www.jetro.go.jp/france/jetro/bureaux/>

## Osaka, Concentration of Diverse Industries and a Huge Market



With a population exceeding 20 million and an economy of ¥80.7 trillion (US\$807 billion), the Kansai region plays a leading role in western Japan. It has a huge market which is equivalent to an advanced country and has a huge amount of business chances.

Osaka is geographical and economic centre of the Kansai region, and it has a population of 8.8 million and a gross prefectural product of ¥36.384 trillion (US\$363 billion).

Osaka provides an ideal location for international companies seeking to invest with experienced local partners. It is home to a range of skilled manufacturers in the electronics, pharmaceutical, machinery, device, chemical, food, and construction industries. Also well represented are members of the distribution industry - including major trading houses, specialized trading companies and department stores - as well as finance and other service industries. Rounding out this diverse economy are high-tech industries such as biotechnology, new materials, and information & communications. Unique businesses in the sports industry and game content sectors also add

variety to the economy. In addition, diverse arrays of companies have chosen to establish their headquarters here, including large, world-renowned corporations as well as small and medium-sized enterprises that hold a significant share of their respective global markets.

### THE FIRST ZERO LOCAL TAXES SYSTEM IN JAPAN

Based on the Japanese government's economic growth strategy, seven regions including Kansai region were selected by the government to construct "the Innovation Platform" for improvement of international competitiveness in 2011. In Kansai region, 9 districts are designated as Kansai Innovation Global Strategic Special Zones. When performing designated projects in these zones, corporations can enjoy tax and financial benefits in addition to deregulation. In particular, Osaka has created the first "Zero local taxes" system in Japan. Companies that desire tax reduction are required to submit a project plan as follows:

#### Outlines of Special Zone Taxes

##### ELIGIBLE TAX ITEMS

###### • Prefectural tax

Corporate prefectural residents' tax, corporate enterprise tax, real estate acquisition tax

###### • City tax

Corporate citizens' tax, real estate tax, office tax, city planning tax

##### ELIGIBLE BUSINESSES

New energy / life science businesses / business supporting new energy and life sciences

#### CONTENTS OF REDUCTION

- When newly moving to a special zone: no taxes for 5 years + 1/2 taxes for 5 years
- When moving from other areas inside the prefecture (city) to the special zone, corporate prefectural residents' tax, corporate enterprise tax, corporate citizens' tax and office tax are reduced depending on the rate of increase of the employees.
- Real estate acquisition tax will be ZERO for the real estate in the Special Zone obtained within 3 years after business plan approval.
- Real estate tax and city planning tax cuts apply to newly acquired real estate.

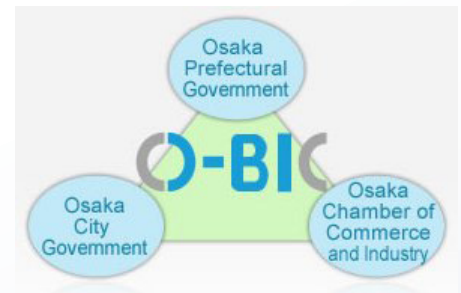
#### METHOD / PERIOD OF APPROVAL

Method: The governor/mayor decides after having viewed a report of the review board regarding the project plan submitted by the applicant.

Period: 1 December 2012 – 31 March 2016

#### Tips to get your business started in Osaka

O-BIC is established by Osaka Prefecture, Osaka City and Osaka chamber of Commerce and Industry to support International companies that wish to establish new offices in Osaka and



expand their activities into Osaka.

#### O-BIC provided services:

- Business Support Office (Rent-free offices can be used up to 6 months)
- Business matching for high-potential companies
- Local government incentives
- PR support for newly-established company
- Information on real estate, company registration and status of residence

#### INQUIRIES

Contact O-BIC : [o-bic@osaka.cci.or.jp](mailto:o-bic@osaka.cci.or.jp)  
TEL:+81-6-6944-6298



<http://o-bic.net/e/>

## A New Organisation and a New Programme for the EU Studies Launched by Kobe University

Kobe University has created a new organisation, called "Centre for EU-Japan Collaborative Education" in October 2013, supported by the Ministry of Education, Culture, Sports, Science and Technology of the Japanese government. The aim of this Centre is to introduce a new programme in order to encourage Japanese students to study more about the EU from wider perspectives; European culture, economy, politics, law, science and technology etc.

To attain its objective, it will soon introduce double degree master programmes in collaboration with European universities.

The unique and innovative six-year degree programmes (4 year undergraduate programme at Kobe University and 2 year MA double degree programme which involves 1 year study in Europe) will entitle students to MA degree from Kobe University and another MA from the EU. The programmes are interdisciplinary in nature, which will offer students a much broader and deeper analysis of the EU.

In order to facilitate students in acquiring a MA degree in Europe for one year, the Centre will invite 3 European researchers to be Kobe University professors.

Furthermore, it will invite 16 visiting professors for the coming 4 years. To support their stays in Kobe, one academic coordinator and two supporting staff and four administrative staff have already been appointed. These European researchers will give their lectures by European ways in the EU's official languages. In the next 3 years Kobe University is aiming to establish a course for "MA in EU studies" which will be an entirely new MA programme in Japan.

The Centre's website will be launched in December 2013. For more information, please contact Professor Kubo at: [kubo@econ.kobe-u.ac.jp](mailto:kubo@econ.kobe-u.ac.jp)



## Debate at the European Parliament on the EU-Japan FTA from the Textile and Clothing Industry Perspective



From left to right: Prof. Vital Moreira, Chairman International Trade Committee European Parliament, Ignacio Garcia Berbero, EU Chief Negotiator EU-US, Mauro Petriccione, EU Chief Negotiator EU-Japan, Alberto Paccanelli, Euratex President, Francesco Marchi, Euratex Director General

EURATEX organised on 26 September 2013 a lunch in the European Parliament sponsored by the Chairman of the International Trade Committee, Prof. Vital Moreira, on the current trade negotiations with Japan and US. Among the invitees: the two chief negotiators of the EU Commission, Mauro Petriccione for EU-Japan FTA, Ignacio Garcia Berbero for EU-US FTA, and various representatives of the European Parliament, EU Commission and of the European Textile and Clothing (T&C) industry.

Alberto Paccanelli, President of EURATEX, started its intervention by stressing the importance of the US and Japanese markets for EU Exports "The US is the EU 2nd Export market for T&C (over 4,5 bill.€) and the 1st when it comes to Textiles while Japan is our 7th Export market for the whole T&C (almost 1,9 bill.€) and the 5th Export market for Clothing".



[http://euratex.eu/index.php?id=33&tx\\_ttnews%5Btt\\_news%5D=4061&cHash=5459e07006576045eb358a74b24a832b](http://euratex.eu/index.php?id=33&tx_ttnews%5Btt_news%5D=4061&cHash=5459e07006576045eb358a74b24a832b)

## Japan Guest of Honor at the 78th Foire Internationale de Metz



The Foire Internationale de Metz (FIM) is one of those all-important events which involves and affects an entire region. Looking at historical and contemporary Japan, this year it was the «Land of the Rising Sun» which has been in the spotlight, offering visitors an event full of contrasts characterized by its subtle traditions and avant-garde cultures.

The FIM stands out for its capacity to bring together all of the key players from the "Grande Région" and the border area. In doing so, it influences and is influenced by everything related to the socio-economic sphere in this population area of almost 3 million inhabitants! Metz, Luxembourg, Nancy, and Saarbrücken are four vital urban areas in terms of their contribution to economic development, forming a trading zone which gives this fair an incredible reach.

On October 5 and 6, during the last week of the fair, the FIM was officially associated with the inauguration of the new Mettis urban transport system of Metz.

With Japanese gardens and Zen temples, FIM 2013 embarked visitors on a fascinating voyage of discovery with this prestigious exhibition devoted to Japan. As something of a melting pot, Japan is a land in which ancestral traditions coexist remarkably well with the most outward aspects of our modern cultures. The country has shown an ability to respectfully combine even the most diverse aspirations and concepts, including Shintoism, Buddhism, Zen culture, the Samurai, all the main features of modern life, culinary practices or arts and traditions from calligraphy to mangas. The FIM 2013 has brought a magical overview of the many facets of one of the world's greatest cultures.



<http://www.metz-expo.com>

## SEARCH FOR EXPERTISE A Call to Japanese Companies!

By 2025, the City of Copenhagen will become the first carbon-neutral capital city in the world. Denmark banned nuclear energy in 1985, and as the first country to create an environmental protection law, to install offshore & onshore wind energy, and as the country with Europe's most smart grid R&D projects – the country has a solid foundation from which to work with overseas companies.

From 2013-2025, the City of Copenhagen will invest 2.7 billion DKK (47.1 billion Yen) to support the implementation of the Copenhagen climate plan. The main initiatives require solutions in energy efficiency/consumption, energy production, green mobility, and city administration initiatives.

Copenhagen Capacity, the official investment promotion agency for the Danish capital region, invites Japanese companies to be a part of this journey. To better explain the project, Copenhagen Capacity has released a new Japanese language video on YouTube ([http://youtu.be/931goxObn\\_8](http://youtu.be/931goxObn_8)) which is a brief history of Danish cleantech with quotes from Obama and Governor Sato of Fukushima, and a call to Japanese companies to help create the world's first CO<sub>2</sub>-neutral capital city in Copenhagen.

The City of Copenhagen has strict environmental targets, perhaps the most ambitious and aggressive in the world – but needs foreign expertise to reach its goal.



<http://www.copcap.com>

## UK Trade & Investment North West Trade Mission to Japan

UK Trade & Investment, North West of England, in conjunction with the East of England region, are organizing a trade mission to Japan in February 2014. This will be a multi-sector mission, focusing on Tokyo, but with the opportunity of visiting Osaka as a second destination.

Activities are being planned and will include a networking reception at the British Embassy on one of the evenings. For further information, please contact: [events@uktinorthwest.co.uk](mailto:events@uktinorthwest.co.uk)



[http://www.ukti.gov.uk/pt\\_pt/export/event/613060.html?null](http://www.ukti.gov.uk/pt_pt/export/event/613060.html?null)

## Japanese Minister Amari Visited Food Valley NL



Minister Amari (middle) arrives at the Food Valley NL office and is welcomed by Jan Fongers from Wageningen UR (second to the right) and Roger van Hoesel, Director Food Valley NL (far right)

On the 5 September 2013, Food Valley NL welcomed Japanese Minister Akira Amari at its office in Wageningen, the Netherlands. The Minister is interested in models like Food Valley NL because Japan is currently in the process of revitalizing its economy. The Japanese call this process "Abeconomics", referring to the Japanese Prime Minister Shinzo Abe who has initiated this at the start of his second term almost a year ago. The goal of the "Abeconomics" strategy is to make money available for new concepts in which government and private companies work together on research and product development. These new partnerships will give the Japanese economy and export position a boost, according to the Minister.

The Japanese Minister Amari plays a major role in this revitalizing strategy and visited Food Valley NL to hear how this organization is set up and in what way Food Valley

NL supports partnerships in the agro-food industry. "Japan is on a quest to find models to boost the economy that could also work in Japan. "How we work at Food Valley NL is one of the models that the Minister is interested in, and we are honoured that we can explain the Minister what we do", said Roger van Hoesel, Director Food Valley NL.

After the visit to Food Valley NL, the delegation also visited research location Uniform and the Restaurant of the Future (part of Wageningen UR). Amari then travelled to The Hague to speak with three Dutch Ministers: Jeroen Dijsselbloem (Minister of Finance), Lodewijk Asscher (Minister of Social Affairs and Employment) and Henk Kamp (Minister of Economic Affairs).

The delegation also visited Medicon Valley in Denmark, a region with strong focus on biotechnology and pharmaceutical research.



<http://www.foodvalley.nl>

## Trade Mission of Mazovia Cluster ICT to Tokyo



Mazovia Cluster ICT (MCICT), the leading business cluster in the ICT industry in Poland, has participated in the first cluster trade mission of the European Union to Japan. As a result, MCICT decided to enhance strategic cooperation between Poland and Japan. The EU-Japan Centre for the Industrial Cooperation has accepted invitation and Toshiyasu Ichioka, Project Manager of EU-Japan Centre and President of MCICT, Mariusz Stachnik have met in Warsaw. The talks covered challenges to overcome in order to foster further cooperation between SMEs based in Poland and Japan.

As a consequence, MCICT has organized a trade mission to Japan in from 18 to 22 September 2013, which Project Manager was Mr. Arkadiusz Wójcik. Firstly, partner companies of MCICT attended B2B meetings with partner companies of Japan Online Game Association in the Headquarters of Japan External Trade Organization. Furthermore, representatives of Polish companies attended business meetings at the expo "Tokyo Game Show". The trade mission was financed from the assets of companies belonging to Mazovia Cluster ICT.



<http://www.klasterict.pl>

## Latvian Design Days@Lexus Hoshigaoka

From 29 May to 2 June this year the Investment and Development Agency of Latvia and the Embassy of the Republic of Latvia in Japan in cooperation with Lexus showroom in Hoshigaoka, Nagoya, organized a collaborative event called "Latvian Design Days@Lexus Hoshigaoka"

For five days the clients of the Lexus showroom could enjoy the exhibition sales of interior and design products from Latvia – designer's furniture by "Maffam Freeform", interior objects by "HUGU", fashion accessories by "Studio Naturals", "Ars Tela", "3 Wind Knots" and natural cosmetics by "Stenders".



On 1 June the showroom held a presentation about Latvia, tourism and business possibilities in Latvia to its clients. The presentation was opened by the Ambassador of Latvia to Japan Pēteris Vaivars. During the presentation event the showroom clients could also taste some premium foods from Latvia such as caviar by "Mottra", organic cheese by "Trikata" and hand-made chocolate by "Emils Gustavs Chocolate".

The event was covered by the leading local newspapers and daily apparel newspaper Senken Shimbun.

The idea of organizing this event belongs to the owner of the Lexus showroom Mineyoshi Yamaguchi, who found that Lexus and the Latvian design brands share some common values such as eco-consciousness, passion for nature and hand work.

The Lexus showroom is planning to continue such collaborative events, and also introduce some of the Latvian design products at their store.

This successful cooperation resulted with an idea to organize a tour to Latvia. The Lexus showroom is planning a tour for their clients to the capital of Latvia - Riga - the European Culture Capital 2014.

Source: Representative Office in Japan of the Investment and Development Agency of Latvia



## POLAND Story of Investment Success in Europe during Times of Crisis

### INVESTMENT SEMINARS TARGET AT JAPANESE BUSINESS IN EUROPE



Over 40 representatives of companies and business organizations participated in two seminars organised by PAIIZ and partners (JIHK, JETRO,

MUFG, CMS Cameron McKenna, Takenaka) in Düsseldorf and London on the 3rd and 5th of June 2013.

PAIIZ has successfully managed to attract a large number of Japanese managers representing following sectors: chemical, energy, ICT, BSS, food, automotive and finance. The main goal of the events was to present the newest economic trends and investment opportunities in Poland.



Poland's strong integration into European and global export markets along with its comparatively balanced cost structures, as well as blooming manufacturing sector, make it an ideal location for the expansion of Japanese businesses.

There are still unexplored possibilities for further development in sectors like: energy (including renewable), machinery, pharmaceutical and traditionally strong among Japanese investors in Poland: automotive. Poland is also globally recognized as a destination for investment in business services sector. Various multinational corporations choose Poland as a perfect place to render complex services and to establish here hi-end chunks of processes, including R&D and product development.

In order to secure the continuation of the above mentioned effort, PAIIZ together with Trade and Investment Section of Polish Embassy in Tokyo is planning to organise a business oriented visit of the Polish government representatives to Japan at the end of October 2013.

<http://www.paiz.gov.pl>

## Business Mission from the Berlin-Brandenburg Capital Region of Germany to Japan

9-13 December 2013, Tokyo and Saitama, Japan



Japan is increasingly becoming an important trade partner of the Federal State of Brandenburg, located in the Capital Region of Germany. At the moment new economic policies are offering good business opportunities for German companies in Japan, for example in the field of energy technology. Moreover, Tokyo will conduct the 2020 Olympics. Thus, there will be new investments, especially in the infrastructure of the Tokyo Metropolitan Region. So, the Brandenburg Economic Development Board is organizing a trade mission to Japan, with business meetings and conferences in Tokyo (9-11 December 2013) and in Saitama City (12-13 December 2013).

Saitama Prefecture is the sister prefecture of the State of Brandenburg. The delegation is open to all branches with focuses on

energy technology, life sciences, food technologies, logistics and IT. The partner in Japan is helping to organize individualized programs for each participant. Thanks to a contribution of the European Regional Development Funds (ERDF) participants are only paying for their own expenses.

If you are a German SME and you are interested in taking part in the program, please contact: [kirstin.wenk@zab-brandenburg.de](mailto:kirstin.wenk@zab-brandenburg.de)

If you are a Japanese company or institution and you are interested in meeting the visiting companies from Germany, please contact: [kayoko.kubo@mwe.brandenburg.de](mailto:kayoko.kubo@mwe.brandenburg.de).



<http://www.zab-brandenburg.de/de/Aktuelles/Termine/Unternehmensreise-nach-Japan-7-14-Dezember-2013>

## Strengthening relationship between Japan and Poland

Japanese companies have been present in the Polish market since the 1990s. At the end of 2010 the total value of Japanese FDI in Poland overtook USD 1.5 billion. Currently, there are almost 300 Japanese companies in Poland and approximately 100 of them are manufacturing companies employing 40,000 people. Japanese companies with offices in Poland benefit from the excellent reputation that Japan has in the region.

The success of Japanese enterprises based in Poland is fuelled by an impressive growth of already established companies getting involved in more and more complex projects (e.g. Hitachi winning a tender for construction of over 1000 MW coal-fired power plant), as well as an entry of new Japanese companies (e.g. Denso with its investment into new production facility, or Zuken a Japanese provider of design software announcing their plans for opening an office in Poland). At the same time, there is a range of on-going activities that aim to strengthen the relationship between Japan and Poland.

Among the most important events was the visit of Japanese Prime Minister Shinzo Abe in Poland in 2013. His visit included meetings with Polish Prime Minister Donald Tusk and President Bronislaw Komorowski. Shinzo Abe also held a summit meeting with the four countries of Visegrad Group (Poland, Czech Republic, Slovakia and Hungary) at the Royal Castle in Warsaw. The visit was perceived as an important step towards further improving the cooperation between Japan and Poland.

Other examples of the increasing cooperation between the two countries can be mentioned, namely, from the last few months, including the establishment of new Japan-Poland Friendship League in the Lower House of the Parliament of Japan; the meeting of Nagoya Chamber of Commerce & Industry with Confederation Lewiatan in Poland, and opening a dialogue regarding the energy sector between the Ministers of Economy of the respective countries.

Source: Michal Klocek, Group Business Development Manager, Hitachi Europe Ltd, Warsaw, Poland

## ENEA and Toshiba Transmission & Distribution Europe S.p.A. Signed an Agreement

Energy efficiency, renewable energy technologies, smart grid, electric storage systems for the grid and electric mobility, are the main areas of the wider collaboration. Signed on the 16 July 2013 at the Enea Headquarters in Rome between Giovanni Lelli Commissioner of ENEA, the Italian National Agency for New Technologies, Energy and Sustainable Economic Development, and Takeshi Yokota, Corporate Vice President of Toshiba.



<http://www.enea.it>

## NEW PUBLICATION Japan - Stabilizing Force in the World Economy



The Romania Japan Chamber of Commerce and Industry in collaboration with the Institute of International Relations and Political

Science launched the publication "Japan-stabilizing force in the world economy" by Prof. Dr. Anton Caragea. The work highlights the key elements of the development of Japan in the near future and the key measures to support the recovery of the world economy under the slogan of Prime Minister Shinzo Abe Japan is back!-Japan recovered! and also marks Japan's efforts to promote global economic stability and to combat the global economic crisis. The paper brings forward the concept of Abenomics, new term introduced in the global economy with its origins in the economic measures adopted by the Japanese Government of Shinzo Abe and represents a blend of the term economic and Japanese Prime Minister Abe's name.

### WHAT IS ABENOMICS?

The economic policy that allowed a new Japanese economic miracle to appear was created by a seasoned and sophisticated mixture of direct state investment in the economy and indirect state buying of Japanese National Bank bonds, a move that allowed for the credit to be cheaper and more relaxed and for interest rates to decrease. This infusion was planned to aid and support private investment as the key factor in economic development.

Another key element of the economic stimulus plan is offered by the increase in competitiveness of the Japanese products by means of financial support, including currency devaluation that is insuring that national products are cheaper and more attractive and by fiscally backing increases in competitiveness.

Once the first results of Abenomics became visible the plan enjoyed a star status, with many economists predicting it to become a role model for economic policies.

Abenomics is a valuable contribution that Japan is presenting in re-launching world economic development and by extracting the world out of this auto-regenerating crisis.

Source:  
Romania Japan Chamber of Commerce and Industry

## EUJO-LIMMS Call for Partner

EUJO-LIMMS is opening to a 4th partner in 2014 and for this purpose it is launching a call for 1 additional partner to join the consortium open now until 30 November 2013. The potential partner will be offered the opportunity to build an active collaboration in Micro and Nanosystems with the Institute of Industrial Science of the University of Tokyo by:

- defining and developing a joint project combining its expertise to that of LIMMS
- having one or more of its researchers hosted in Tokyo for a long stay to develop and complete the selected joint project
- establishing an interaction with the EUJO-LIMMS consortium for an extended collaboration plan
- becoming an actor of long lasting international collaborative actions between Japan and Europe

The new partner will become a member of the consortium and benefit from an EU grant of 200.000 euros for mobility and personnel costs in order to pursue joint projects at LIMMS in Tokyo. The new partner may have one or several research teams involved in the cooperation with LIMMS.

### ELIGIBILITY CRITERIA:

- any research team from the public or private sector, which institution is established in one of the EU Member States or FP7 Associated Countries,
- priority will be given to applying institutions from countries which are not already part of the EUJO-LIMMS consortium,
- the applicant must prove awareness of the research pursued at LIMMS, and its expertise must be complementary to that of LIMMS.

As part of the call for a 4th partner, EUJO-LIMMS, in cooperation with the Japan Society for the Promotion of Science Core-to-core program, organises a Networking Workshop at the University of Freiburg, Department of Microsystems Engineering (IMTEK) in Freiburg, Germany on 25 October 2013. EUJO-LIMMS cooperation opportunities as well as emerging scientific challenges will be presented. Participants can meet UT-IIS Professors and prepare an application. More details and procedures on:



<http://limmshp.iis.u-tokyo.ac.jp/about-the-laboratory/eujo-limms/2013-call-for-new-partner/>

## Science Knows no Borders - 5<sup>th</sup> German Innovation Award



On 18 June 2013, five Japanese researchers were awarded the 5th Gottfried Wagener Prize, also known as the German Innovation Award. The award is supported by ten global German companies with research activities in Japan. It focuses on application-oriented research in the fields of Environment & Energy, Healthcare and Safety & Security. 91 scientists from 39 Japanese universities had participated in the competition. The award includes 9 million yen in prize-money as well as fellowships for overseas research stays.

The 1st Prize was presented to Dr. Masateru Taniguchi from the Institute of Scientific and Industrial Research, Osaka University. Taniguchi's newly developed Single Molecule Electrical Sequencing Technology

will be crucial in attaining faster and more precise analyses with nanopore DNA sequencers.

The award ceremony was held at the Residence of the German Ambassador in Tokyo and was attended by approximately 150 guests from science, business, politics, and media. In his commemorative lecture, Nobel laureate Prof. Dr. Ryoji Noyori honored the scientists for their outstanding achievements. Prof. Dr. Noyori also stressed the importance of the promotion of science without borders. He emphasized the important role The German Innovation Award plays in doing so.



<http://www.german-innovation-award.jp/EN>



## EXPERTS' CORNER

As announced on page 3, the EU-Japan Centre is pleased to introduce you to some of the many experts that are cooperating with the <http://www.EUBusinessinJapan.eu> project and who are sharing with our readers their knowledge and experience of Japan covering various areas of business, technology, industry, intercultural and management issues.

Ensure you do not miss the official launch of the project in January 2014 by registering at the following link:



<http://www.eu-japan.eu/membership-registration>

## Is Japan still Innovative?



### BY THE EXPERT

Philippe Huysveld, CEO, Global Business & Management Consulting, Conflans-ste-Honorine, France

Innovation is a key component of growth and economic development of a country. With 18.8 billion JPY spent on R&D in 2008, that is, 3.8% of its GDP, Japan definitely wants to be an innovating country, trendsetter in Asia and in the world. With its record number of patents, this country has been the source of breakthroughs in various industries.

At the origin, the concept of "Monozukuri" or "production of things" is rooted in the rich Japanese craftsmanship tradition, as evidenced in particular by the degree of perfection of samurai swords. This concept is at the centre of the Japanese culture of excellence in industrial production & tangible hardware, as opposed to intangible services & software.

After war, especially during the period of "high growth", Technological Innovation was at the core of the rapid growth of the country. In particular, it allowed the development of leading industries, the improvement of "Just-in-time" (JIT) Manufacturing Systems, the widespread practice of Quality Circles and the use of fine-precision machinery.

In the nineties, having recognized the importance of Science and Technology, the government has strengthened its support to technological innovation by funding fundamental research as well as key applied research projects. In 1995, a New Basic Law on Science and Technology, based on the American model, was passed. This new law was accompanied in 2001 by significant Administrative Reforms. Finally, in 2003, a new Basic Law on Intellectual Property, in favour of universities, was passed.

Looking into the history of innovation in Japan, we can highlight the following mistakes of the past:

1) the "Galapagos effect": the tendency to launch products in small series, developed

solely for the Japanese market.

2) the "Cherry picking effect": the waste of research results and mismanagement of findings, retaining only the most interesting projects and dropping other projects, some of them being of interest sometimes.

3) a certain disdain for anything that is not "hardware".

In 2013, what is the situation? Plagued with major structural problems, is Japan still an innovative country? What are the strong and weak points, challenges and priorities of the Japanese case?

### ANALYSIS OF THE JAPANESE INNOVATION SYSTEM

#### Strengths

- Top-class Manufacturing based on "Monozukuri"
- Mastering of "tangible" Hardware
- Integration of various technologies sourced in various industries.

#### Weaknesses

- "Intangible" Services & Software Industries
- Rigidity of Japanese System & Society
- Repression of Eccentricity.

#### Opportunities

- Find alternative sustainable energy solutions to nuclear energy
- Protect the country against natural disasters
- Population aging and related healthcare challenges.

#### Threats

- Gap accumulated in certain Industries such as Software & Internet.

### REBOUND OF INNOVATION

The earthquake of magnitude 9, which devastated the "Tohoku" region in northeastern Japan in March 2011, followed by huge waves or "tsunami" and a nuclear accident at the "Fukushima" plant, has been devastating.

The question one might ask is: Will the 2011 disaster change something to the two decades of stagnation experienced by the Japanese economy?

Indeed, History has shown that a difficult situation, such as the post-war reconstruc-

tion of Japan involving the concept of duty to the nation, combined with the existence of a large pool of human capital (educated people), can stimulate enterprise and a rebound of innovation in a risk adverse society.

After the disaster, a Reconstruction Plan of the affected areas, spread over ten years, has been adopted. A budget of 200 billion Euros over the first five years has been allocated.

The on-going construction of "Smart Communities" in the disaster area of "Tohoku" is a good illustration of Innovative Policy. By 2015, innovative cities will be built, where the energy will be managed efficiently (EMS or Energy Management System) and where people will travel by electric cars and buses. Energy production will take place either "offshore" (like the huge pilot wind farm project off the coasts of Fukushima), either "onshore" at the borders of towns, in wind farms or in megasolar, geothermal & biomass power plants.

### CONCLUSIONS

The facts and figures about Research and Innovation in recent years in Japan, are impressive:

- globally, a record number of patent applications and of patents per inhabitants.
- "Maido" & the SOHLA Project: a "Made in Osaka" satellite launched into orbit
- following the 2011 disaster, the resurgence of renewable energies and the rebound of Innovation, especially in reconstruction projects & "Smart Communities".
- an increasing number of Japanese Nobel Prize winners in recent years: physics in 2008, chemistry in 2010, medicine in 2012!
- the success of relatively new players in the Japanese "Internet sphere": Softbank, Yahoo Japan, Rakuten and others

Despite its structural problems and its own challenges, Japan has bounced back in the 2000s and has been able to adopt the right reforms in order to catch up in some areas. Rightfully, having consolidated its past achievements, we can say that Japan retains its place among the most Innovative Countries in the world!



<http://www.gbmc.biz>

## Japanese Customer Expectations



BY THE EXPERT

*Masako Kato, Intercultural management consultant, itim international, Helsinki, Finland*

You all know that Japanese customers have a high quality standard. But even with your top quality products/services, you may still face some challenges with Japanese customers. Here are some expectations of Japanese customers and tips to cope with them.

### RELATIONSHIP BUILDING AND MAINTENANCE

**TIP 1:** Japanese customers want to know not only what you can do but also who you are as company. When you present your products/services in Japan, make sure to start your presentation with the introduction of your company (history, track records, etc.)

**TIP 2:** Once you start doing business with them, keep investing in face-to-face meetings. Having a local representative in Japan is a must. And visit your clients as often as possible even without a specific topic (courtesy visits).

### COMMITMENTS TO THE CUSTOMERS

**TIP 3:** Assign a contact person. Japanese customers see you as one company and they do not appreciate that your R&D sends a different message from your Sales department.

**TIP 4:** At the same time, organize high accessibility and quick response with backup. They do not appreciate that you will come back to them only after 3 weeks of summer vacation!

**TIP 5:** Keep deadlines. They are not the desirable guidelines, but fixed dates.

### THE CUSTOMER IS ALWAYS RIGHT

**TIP 6:** When you fail to meet customer expectation, do not try to explain (it is taken as an excuse) but apologize. "I am sorry" (Sumimasen in Japanese) does not mean that you accept your fault. It means, "I am sorry for your inconvenience".

Some tips may seem rather extreme to you. But your Japanese competitors are doing them all. In order to compete with them, you need to get on their playground. Wish you a lot of success in Japan!

## San-gaku-kan renkei: the Triple Helix Concept in Japan



BY THE EXPERT

*Lyckle Griek, Owner, Japan Unlimited Consultants & Liaisons, Workum, Netherlands*

Similar to Europe, government, business and research institutions in Japan are active in tapping the potential of the so-called 'Triple Helix'. A large number of networks of 'San' (Industry), 'Gaku' (Academia) and 'Kan' (Government) are closely cooperating in order to generate an innovative business-cycle based upon academic research.

At the local and regional level, governments and universities have set up offices to promote cooperation between business, government and universities. These offices often function as brokerages between the various partners and assist businesses in finding the right party for collaboration, by setting up meetings, conferences and matchmaking sessions.

Collaboration can take the form of joint research, joint ventures or incubator-types of cooperation. Many of these Centres are highly internationally oriented and staffed with internationally minded people versed with dealing with multicultural business

environments. Still, the number of foreign companies engaging in joint research activities is still relatively low, at less than 2% of a total number of 16,000 in 2011.

For EU SMEs, active in markets involving innovative technologies, these types of offices can be an excellent and cost-efficient inroad into finding access to state-of-the-art Japanese technologies (seeds), but also as bridge to market-entry into Japan for their own technologies. What makes them attractive, is that they are often more flexible in adapting to the external party's need and that they possess shorter lines to the people you need.

With close to 800 universities present in Japan, it is challenging where to start looking for your business needs. Here checking a university-ranking site, such as QS World University Ranking or Times Higher Education World University rankings might help you to narrow down your search. At university websites, look for 'Research Cooperation with Industry' (Tokyo University), 'Society-Academia Collaboration for Innovation' (Kyoto University), Office of Industry Liaison (Tokyo Institute of Technology) or similar sounding names at other universities to tap into the wealth of innovations available in Japan.

## Strengthening EU-Japan Relations through Negotiation Training



BY THE EXPERT

*Glenn Salic, Institute for Research and Education on Negotiation (ESSEC IRENE Paris & Singapore), Paris, France*

This year, Japan and the EU have formally started negotiations for a Free Trade Agreement. Business relations between both parties are bound to increase in the coming years, which imply more contacts between EU and Japanese companies. This is excellent news and represents a real opportunity for both sides, in terms of business of course, but also because it could strengthen cooperation at the political level. However, this also represents a challenge notably as regards negotiations.

Today, negotiation is everywhere: in the business environment, in international affairs, among colleagues or even in our private life. However negotiating well is rarely an instinct. It requires training, thorough preparation

and a series of techniques that help negotiators adapt to complex situations. In a different cultural context, negotiation gets all the more complex. Along with the usual difficulties, negotiators need to adapt their working methods, their social skills and their communication, in an environment they are not familiar with. All these factors are likely to undermine the negotiation's outcome and have a negative effect on the negotiator's business or activities.

In 2013, ESSEC IRENE is participating to the EU Business in Japan website project and will provide content and a webinar on business negotiation in Japan. This content will be based on research on cross-cultural negotiation as well as on case-studies. During the last few years, ESSEC IRENE has initiated research on the impact of culture on negotiation. With a special focus on Asia and notably Japan, ESSEC IRENE has looked at how negotiation may be impacted by cultural aspects.



## Entrenchment of Premium Basics

By Dave Perry, Senior Project Manager, CarterJMRN KK, Tokyo, Japan

After years of reporting on a Japanese consumer in retreat we think we are starting to see a sea-change. Even in recent weeks, the tone of our conversations with people has become much more positive. The cautiously optimism is turning into the simply optimism as people who have been fatigued by years of insecurity caused by financial and natural disasters come out of their shell.

To the credit of the creativity of Japanese business, marketers have for some years been furiously innovating to meet the challenge of a consumer stuck in neutral. One of the notable trends has been the elevation of the everyday staple into something just a little bit special. A name has even been coined to cover this idea – the “Petite Zeitaku”. Petite Zeitaku (luxury) is

a means by which consumers can get a cheap but meaningful boost by buying upgraded versions of their everyday needs.

Examples of this abound in the market right now and are increasing by the day. Specialist stores and sections in stores offering the chance to discover premium value in everyday goods are proliferating. However even in more utilitarian channels such as 7/11 (<http://www.sej.co.jp/>) the basics such as bread, beers, chocolates and coffee are all undergoing an upgrade. These are items that may cost significantly more in percentage terms than the average in their category, but overall do not dent the budget too badly. They have represented the perfect pick-me-up in a bad economy.



Now that the economy is recovering, look for these items to become entrenched as one of the bases of an overall boom in premium goods and experiences. Whilst one is always best advised to stay cautious in a market that has disappointed time and time again, for European businesses that understand premium marketing, now seems like a good time to have another look at Japan.



<http://www.carterjmrn.com>

## 2020 Olympics in Tokyo



BY THE EXPERT

Nathalie Cavasin, NC Consulting, Tokyo, Japan

Japan is preparing to host the 2020 Olympics in the capital of Tokyo. This will help to create new business opportunities here and raise again positively interest in Japan from abroad.

Analysts have described the 2020 Olympics as the “fourth arrow” of Abenomics, a set of economic policies introduced by the Prime Minister Shinzo Abe to restore Japan from a deflationary period. Recently, the weak

yen has increased the number of foreigners visiting Japan. More tourists are visible and make Tokyo looking more attractive. Tokyo as a global city will certainly inspire many. For example the real estate market is now booming particularly with investors from Asia. This kind of global atmosphere was missing since the Great East Japan Earthquake in 2011. The three points consumption tax increase (8% scheduled for 2014) considered by economic advisers to the government, as a possible slowdown of the Japan's economic recovery, was given the go-ahead on 20 September.

Recent data combined with the preparation for the 2020 Olympics have shown that it will bring more positive growth. However, in the immediate Japan is considering a reduction

in the corporate taxes to soften the negative impact of this consumption tax hike.

The new economic and social climate that will arise will certainly bring new innovations in Japan in different technology fields. Japan certainly will need to continue to focus on innovation to be able to compete.

Investment in innovation will remain an important strategy for firms in Japan as others Asians rivals have become aggressive in areas such as microelectronics. It is important that collaboration between university and industry improves, so it is possible to increase technology transfers. Everybody is now carefully watching all the transformations that will occur soon in Tokyo.

## Industrial Microbiology: a Rich Field for EU-Japan Business Interactions



BY THE EXPERT

Rolf D. Schmid, Bio4Business, Stuttgart, Germany

Japan can be considered a global leader in several fields of high-tech. One of those areas is industrial microbiology. Making this statement, I have two particular areas in mind: the use of Lactobacilli in probiotic drinks, and the application of microorganisms or their enzymes for industrial processes.

The advanced knowledge of Japanese companies such as Yakult, Morinaga, Meiji Seika and others in probiotics formulation which cater to an aging society (many formula are under FOSHU health claims) will be covered in a contribution to the forthcoming <http://www.EUBusinessinJapan.eu> website.

The use of microorganisms and their enzymes in Japanese industry has an equally old tradition and continues to create surprising innovative solutions to the synthesis of amino acids, chiral intermediates, bulk compounds such as acrylamide, food additives such as rare sugars or biocosmetics.

Apart from screening in the diverse biotopes of Japan, all modern technologies such as protein engineering, metabolic design or synthetic biology are mastered by industry and academia alike and promoted further, often through public-private partnerships.

The EU has a rich heritage and a wealth of on-going activities in the above business domains. How can pertinent European SMEs identify and interact with competent partners in Japan?

Negotiating on the in-licensing of Japanese technology can best be started by discussions with JETRO or one of the big trading houses such as Sumitomo, Mitsubishi, Mitsu, Toyo Menka and others.

Concerning outlicensing, Japan fortunately is always hungry for innovation or, in Japanese words, for 初物 (hatsumono), the first shoots of spring. Contacts could be established through the EU Business in Japan desk, through BioEurope partnering events or directly through specialized traders such as Funakoshi or Tokyo Future Style. Before doing so, it is essential to do a thorough analysis of potential Japanese partners, their technologies, business channels and networks.



<http://www.bio4business.eu>  
<http://www.window-to-japan.eu>

## Reorganization of Japan's Semiconductor Industries



BY THE EXPERT

*Dirk Van Eester, CEO, D-VECS, Tokyo, Japan*

In Japan the semiconductor industry and the Consumer Electronics industry are still very much intertwined as a significant part of semiconductor output is generated by the IDMs (integrated device manufacturers). However, we seem to be coming to a pivotal point. Some of the IDMs are spinning out more and more of their semiconductor operations and the independent semiconductor manufacturers are struggling to survive.

Currently Fujitsu is the most active IDM as far as spinning out of semiconductor operations is concerned: In February 2013 they announced they will merge their SoC operations with those of Panasonic and place them in a new fabless company. For the moment this is still only talk, but both Fujitsu and Panasonic mentioned it in their annual reports. Separately, in April they sold their microcontroller and analogue business to California-based Spansion LLC and in August they

announced the sale of their RF chip developments to Intel.

The demise of the Japanese independent semiconductor companies was made clear by the bankruptcy of Elpida Memory in February 2012 and their subsequent absorption into Micron Technology of the USA, which is supposed to be finalized by spring 2014.

Renesas Electronics, that was formed over the last 10 years by the spinning out of semiconductor operations by the IDMs Hitachi, Mitsubishi Electric and NEC, failed to be a third partner in the above-mentioned merger of SoC operations by Fujitsu and Panasonic. Partially as a result of that failure, Renesas Electronics was forced in June 2013 to announce their withdrawal from the modem business for mobile phones and the closing down of Renesas Mobile.

The following months will be crucial for shaping the direction of Semiconductor and Consumer Electronic business in Japan. Please watch the website for updates.



<http://www.d-vecs.jp>

## Finding the Right Executives for your Japan Operation



BY THE EXPERT

*Martin Stricker, Gaiipro, Inc., Tokyo, Japan*

"He did not pour the 'sake' for me!" the Japanese President complained. (Note: 'sake' is a very traditional Japanese alcoholic drink.) He was referring to a candidate who possibly could become his future successor. For the Japanese President it was clear that this short list candidate was out. He had excellent qualifications from a European perspective (management skills, industry experience, international mindset, experience running a company and still in his forties) but for the Japanese President, personality was the defining criteria no matter how qualified the executive might be. And this particular short list candidate did not regularly fill the sake cup for him during dinner. In Japan there is a particular custom, that people who want to show respect fill the beer glasses or sake cups of the more senior persons during the dinner.

Accordingly, for the present Japanese president the lack of pouring sake meant the candidate did not show sufficient respect, was too proud of himself and his achievements, and did not think it necessary to clearly follow the seniority principle.

The CEO of the European headquarters was baffled. How could it be that after an intensive executive search process, a highly qualified candidate is turned down because of his behaviour during the dinner following the interview?

This short episode, even though an extreme case, nicely depicts the underlying issues when doing succession planning for your Japanese subsidiary.

- Are the job requirements and qualifications for a Country Manager in Japan exactly the same as for a Country Manager in Singapore, in Europe or in the US?
- Once the requirements and criteria have been defined, how should they be checked? For example is it common to do assessment centres in Japan?
- Should local management be involved in the selection and interview process? Or should the succession be planned and executed only at headquarters?

These questions and much more will be covered in the report titled "HR matters - Finding the right executives for your Japan operation" which is due to be released soon in the forthcoming <http://www.EUBusinessinJapan.eu> website



<http://www.gaiipro.com>

## Japan's Service Economy



BY THE EXPERT

*Chieko Nakabayashi, Expert on Japan's Service Industries, Brussels, Belgium*

Japan's service industries have grown significantly as part of total economic activities since the 1970s. This does not mean, however, that Japan's services are replacing manufacturing goods as national outputs. It rather indicates that the relationship between manufacturing and services has become deeply interdependent. At the core, Japan boasts some of the best manufacturers in the world and requires efficient services to add more value to offer competitive products. Latest policy papers from Japan call for improving Japan's unproductive service industries through innovation in collaboration with foreign companies.

Some critics say that information services in Japan are directed for the domestic market and a Japanese audience. Providing information to foreign audiences is, however, indispensable for business collaboration across globe. For instance, there are so-called Gyoukaishi in Japan or industry newspapers which could be a useful information source for foreign companies, should they be published in foreign languages. Their circulation is small in size and scope but

they feature in depth their areas of specialization. They target not so much individuals but business communities and offer a vast range of information on specifics relating to human resources development, renewal of regulations and procedures, technological advancement, introduction of new products/services, planned exhibitions and events, and interviews with entrepreneurs and professionals only known in a tiny business segment.

Below some examples of Japan's leading industry newspapers together with their latest highlights:

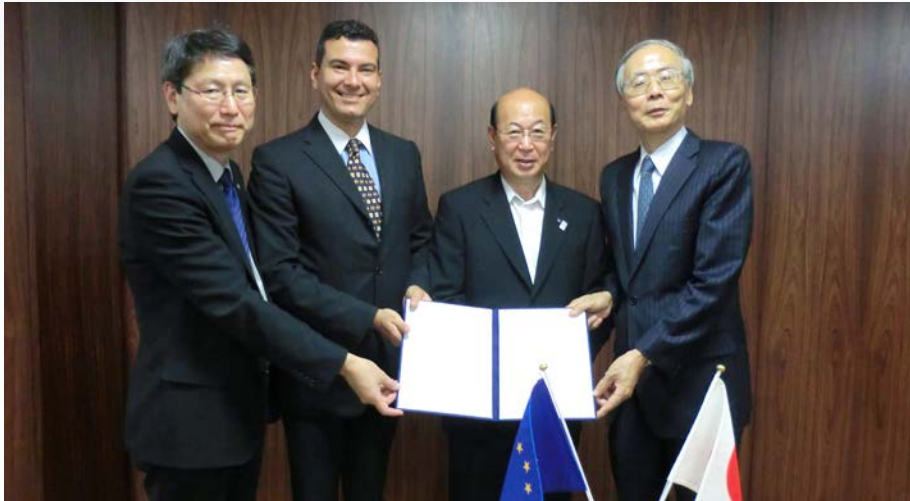
- Japan Foods Newspaper: Geographically limited version of supermarkets to Hokkaido;
- Japan's Seeds Newspaper: Sweeter sweetpotatoes;
- Japan's Office Equipment Newspaper: Copy machine which un-copy what printed;
- Agriculture Machinery Newspaper: Agriculture robotic suits.

More information on Japan's service economy will appear in my forthcoming report and webinar which the EU-Japan Center for Industrial Cooperation has commissioned and which will be released in 2014.





## The EU-Japan Centre and the Ota City Industrial Promotion Organization announced a strategic partnership to promote Enterprise Europe Network (EEN) to Ota City SMEs.



From Left: Takashi Noda, Deputy Mayor of Ota City and the Head of the Ota City Industrial Promotion, Silviu Jora, General Manager of the EU-Japan Centre, Tadayoshi Matsubara, Mayor of the Ota City, Hiroshi Tsukamoto, General Manager of the EU-Japan Centre

On 23 May 2013, the EU-Japan Centre for Industrial Cooperation (EU-Japan Centre) signed a Memorandum of Understanding (MoU) with the Ota City Industrial Promotion Organization to promote the Enterprise Europe Network (EEN) among Japanese small and medium sized enterprises (SMEs) to encourage the collaboration/partnering using the EEN services. Ota City became the second EEN local partner in Japan after an IP specialised portal service provider, astamuse.

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

The Network was founded by the European Commission originally for EU countries, but has been expanded to cover 54 countries with 600 support organisations. The EU-Japan Centre is the EEN consortium member in Japan whose aim is to promote the

EEN services in Japan, disseminate EU cooperation requests among Japanese SMEs and encourage Japanese SMEs to internationalise to the EU.

For SMEs promotion, Ota City, one of the 23 major cities of Tokyo, is particularly relevant since it has roughly 5,000 small manufacturing companies engaged in machining and metal working. Although 82% of them are small companies whose workforce is less than 10 employees, they have supported the backbone of the entire Japanese industry for many years with a combination of their high precision in technology and the rapidness in communication.

Asia is currently undergoing rapid growth and industrialization spearheaded mainly by China and India. Due to its increased competition and cheap mass production from those emerging countries, Ota City has realised that they need to focus towards niche industrial products and internalization to new markets taking advantage of precision technologies and products and EU being acknowledged as an attractive business and technological

partnership destination. The Centre expects Ota City to promote the EEN services to local companies who are willing to find business opportunities overseas.

One of the more specific target markets is the European medical device industry. Thus, in November 2013 Ota City will send 4 SMEs to exhibit products at the medical tradeshow COMPAMED in Dusseldorf, Germany.

Prior to the MoU signature, several EEN promotion events were already organized with Ota City. On April 5, Ota City hosted an EEN promotion seminar entitled "Aim for the EU Market!". In May the EU-Japan Centre provided training to the Ota City staff on EEN related procedures and paperwork such as on how to write a request/offer for partnership. Furthermore, on 20th May Ota City hosted a networking event for the 12 EU SMEs representatives attending the EU-Japan Centre's HTRP-49 training programme.

The Ota City Industrial Promotion Organization has been quick to realize the advantages of using the EEN service tool and has enthusiastically agreed to promote it extensively, fact which will hopefully attract even more institutional partners across Japan.

On the 20-22 November 2013, the Ota City Industrial Promotion Organization will have a booth in COMPAMED, (medical tradeshow in Dusseldorf, Germany) to present 4 SMEs in their area with excellent manufacturing abilities. Their booth no. in COMPAMED is Hall 8b - J24, and following 4 Ota City SMEs will exhibit their products in the booth. They will also attend the Healthcare Brokerage Event at MEDICA 2013 (<http://www.b2match.eu/medica2013>).

- Tokyo Wire Works, Ltd.  
<http://www.twire.co.jp>
- Ebina Denka Kogyo Co., Ltd.  
<http://www.ebinadk.com/en>
- Komiya & Co., Ltd.  
<http://www.e-komiya.jp>
- Komatsu Spring Industrial Co., Ltd.  
<http://www.komatsubane.com>



## The EU-Japan Centre at Ota City R&D Fair

On 3-4 October during the R&D fair, Ota City authorities gave the EU-Japan Centre for Industrial Cooperation the unique opportunity to introduce the EU-Japan Centre's partnering services: EEN, GNSS.Asia and FP7 projects (GNSS.asia and JEUIPSTE) to SMEs based in Ota City and Japanese Universities. Thanks to very good meetings during the international B2B matchmaking, and the active networking at the booth, the Centre managed many follow ups with inquiries about EEN.

It was for the Centre an excellent opportunity to understand the needs of Japanese SMEs when they search for international partners, and to discover some world class technology which exists in the hands of Ota City companies.

This event and the fruitful cooperation with Ota City in the future will surely serve to further develop interest in partnering with the EU.



## Czech Company Mission to Nanotech 2014

Tokyo, Japan, 29-31 January 2014



October 2013 Nanotech 2013 mission

Since 2011 Technology Centre ASCR started a successful co-operation with EU-Japan Centre for Industrial co-operation on missions of Czech companies to the Nanotech exhibition fair held in Tokyo each year. Within the framework of the Enterprise Europe Network international support for SMEs and research institutes, Technology Centre of the Academy of Sciences of the Czech Republic offers a space for presenting innovative technologies of their clients from nanotechnology sector.

Czech research institutes established an intensive collaboration with Japanese and Canadian companies which assures not only technology transfer of innovation ideas to a certain solution or product, but the activities also bring positive changes to production, business and research development processes. Japan companies can therefore also benefit from EU-funded help.

The Czech mission for next year is just now under preparation and Japanese partners are kindly invited to the Czech pavilion.



<http://www.TC.cz>



## STEP IN JAPAN – FREE logistical support for SMEs

For EU SMEs entering or expanding within Japan, or who are planning to organise a prospective mission, the EU-Japan Centre offers FREE logistical support and business assistance in its Tokyo office, up to one month.

### Details of the support measures:

- a "hot desk" in Tokyo on the Centre's premises that includes an internet connection and telephone
- full access to meeting and seminar facilities within the Centre's premises;
- a help desk for all information inquiries on business in Japan;

- assistance with using the Enterprise Europe Network service while in Japan.

Any SME wishing to benefit from this support is free to contact the Centre at:  
[StepInJapan@eu-japan.gr.jp](mailto:StepInJapan@eu-japan.gr.jp)



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

## Enterprise Europe Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

### Milipol International Business Meetings

Paris, France, 20-21 November 2013

Sector: security

Within the frame of Milipol, the biggest international fair for internal state security, Enterprise Europe Network Paris Ile-de-France organises a brokerage event.

<http://en.milipol.com/>

### Green Business meetings

Paris, France, 4-5 December 2013

Sectors: environment, energy, eco-technologies, sustainable development

EEN Paris Ile-de-France Centre organises a brokerage event "Green Business meetings" during Pollutec Horizons' exhibition in Paris

<http://www.pollutec.com/GB/Green-Business-Meetings.htm>

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





## EU-Japan Business Cooperation Opportunities

|  |  |
|--|--|
|  <p>REQUEST FOR PARTNERS IN THE EU<br/>Sector: titanium manufactured products<br/>A Japanese titanium products manufacturer is offering its services to German medical devices manufacturers<br/>Profile ID: BOJP20130830001</p>                     |  <p>REQUEST FOR PARTNERS IN THE EU<br/>Sector: metal stamping manufacturing<br/>A Japanese micron-precision metal stamping company is offering its services to EU medical device manufacturers<br/>Profile ID: BOJP20130821001</p>          |
|  <p>REQUEST FOR DISTRIBUTORS IN JAPAN<br/>Sector: food processing<br/>A Danish pump manufacturer is looking for distributors for their lamella pump<br/>Profile ID: 20130530007</p>  |  <p>REQUEST FOR DISTRIBUTORS IN JAPAN<br/>Sector: metrology systems<br/>A Spanish company seeks a distributor for its 3D scanning machines<br/>Profile ID: BOES20130718002</p>  |
|  <p>REQUEST FOR SUPPLIER IN THE EU<br/>Sector: image technology<br/>A Japanese distributor is seeking supplier of image compression products<br/>Profile ID: 20130607008</p>   |  <p>REQUEST FOR SUPPLIER IN THE EU<br/>Sector: image technology<br/>A Japanese distributor is seeking supplier of Mobile Device Management products<br/>Profile ID: BRJP20130809001</p>   |
|  <p>REQUEST FOR DISTRIBUTORS IN JAPAN<br/>Sector: wood working<br/>A Belgian company manufacturing wooden decks and cladding covering is seeking commercial partners<br/>Profile ID: 20130516029</p>   |  <p>REQUEST FOR DISTRIBUTORS IN JAPAN<br/>Sector: plastic buckets<br/>A Swedish company seeks a distributor for its plastic buckets<br/>Profile ID: BOSE20130712007</p>   |
|  <p>REQUEST FOR SUPPLIER IN THE EU<br/>Sector: image technology<br/>A Japanese distributor is seeking supplier of Virtual Desktop Infrastructure appliances products<br/>Profile ID: 20130607013</p>  |  <p>REQUEST FOR PARTNERS IN THE EU<br/>Sector: energy<br/>A Japanese company developing an innovative energy saving system is seeking business partners<br/>Profile ID: 20130607015</p>  |
|  <p>REQUEST FOR PARTNER IN JAPAN<br/>Sector: safety, construction<br/>An Italian SME developed a modular safety refuge to be used in in case of earthquakes and is looking for a partner<br/>Profile ID: 12 IT 53U6 3PV9</p>                       |  <p>REQUEST FOR A JOINT VENTURE PARTNER IN JAPAN<br/>Sector: biopharma<br/>An Irish chemical services company specialised in R&amp;D and organic synthesis is looking for a joint venture partnership<br/>Profile ID: BOIE20130821001</p> |
|  <p>REQUEST FOR DISTRIBUTORS IN GERMANY<br/>Sector: plastic manufacture<br/>A Japanese manufacturer of plastic-cutting products is seeking a distributor in Germany<br/>Profile ID: BOJP20130628002</p>  |  <p>REQUEST FOR DISTRIBUTORS IN THE EU<br/>Sector: bubble nozzles<br/>A Japanese manufacturer of bubble nozzles is seeking for a distributor<br/>Profile ID: BOJP20130628003</p>  |
|  <p>REQUEST FOR PARTNER IN JAPAN<br/>Sector: high thermal conductivity<br/>A Spanish research group developed a process for manufacturing materials with high thermal conductivity and is looking for partners<br/>Profile ID: 10 ES 23D2 3G9C</p> |  <p>REQUEST FOR DISTRIBUTORS IN JAPAN<br/>Sector: X-ray protection products<br/>A Finnish company seeks an agent, representative, distributor to represent their x-ray protection products<br/>Profile ID: 20130514017</p>                |
|  <p>REQUEST FOR DISTRIBUTORS IN THE EU<br/>Sector: medical devices<br/>A Japanese medical device manufacturer is seeking a distributor for their mammography diagnostic software<br/>Profile ID: BOJP20130628001</p>                               |  <p>REQUEST FOR PARTNERS IN THE EU<br/>Sector: plastic products<br/>A Japanese SME manufacturing paint less metallic colour tone plastic products is looking for EU partners.<br/>Profile ID: BOJP20130805001</p>                         |
|  <p>REQUEST FOR JAPANESE TECHNOLOGY<br/>Sector: packaging<br/>An Irish company is seeking innovative packaging films for the food industry<br/>Profile ID: TRIE20130902001</p>   |  <p>REQUEST FOR DISTRIBUTORS IN JAPAN<br/>Sector: medical<br/>A Spanish company specialized in molecular diagnostics kits is looking for a distributor<br/>Profile ID: BOES20130919001</p>  |
|  <p>REQUEST FOR DISTRIBUTORS IN THE EU<br/>Sector: electronic appliances<br/>A Japanese manufacturer of potentiometer, joystick and slip ring is seeking for a distributor<br/>Profile ID: BOJP20130731001</p>                                     |  <p>REQUEST FOR DISTRIBUTORS IN THE EU<br/>Sector: kitchenware<br/>A Japanese wholesaler of Japanese traditional crafts, is seeking a distributor<br/>Profile ID: BOJP20130625001</p>   |

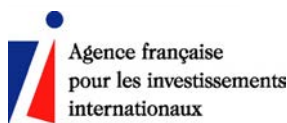


## SAVE THE DATE - SEMINAR France-Japan partnerships: Keys of success

Paris, France, 17 December 2013

For Japanese and French SMEs and large companies. To share their experience and benefits of cooperation.

# JETRO



### 3 PANELS

- Trade partnerships
  - Investment partnerships
  - Research and Development partnerships
- Networking opportunities between Japanese and French companies.  
Simultaneous translation: French/Japanese. First come, first registered.

### CONTACTS

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## NEW PUBLICATION

### EU-Japan Relations, 1970-2012 From Confrontation to Global Partnership

This publication presents a comprehensive overview of EU-Japan relations from 1970 to present.

It charts developments over the period, analyses key specific areas of importance to the relationship, and concludes by assessing how the relationship is likely to develop going forward.

Edited by:

*Jörn Keck, former Ambassador to Japan of the EU Commission*

*Dimitri Vanoverbeke, professor of Japanese Studies at the Catholic University of Leuven, Belgium*

*Franz Waldenberger, professor of Japanese Economy at the Ludwig Maximilian University, Munich, Germany*

More information on

<http://www.routledge.com/books/details/9780415658720/>

## Hitachi Data Systems opens new European distribution Centre in the Netherlands

On 20 June 2013 Hitachi Data Systems Corporation opened its new European Distribution Centre (EDC) in Zaltbommel, the Netherlands. The new building was unveiled by Jack Domme, CEO, Hitachi Data Systems, and Dutch government officials. It will distribute hundreds of innovative Hitachi solutions across Europe each day.

The state-of-the-art distribution centre is energy neutral, and is the first building of its kind to limit its use of natural resources, with no use of natural gas at all. It is also the largest unsubsidized solar project on a single building in Europe, with 6,200 solar panels (17,000m<sup>2</sup>) on the roof of the building, with a capacity of 1.4mW.

The new EDC is almost two and half times larger than its predecessor, at around 22,000m<sup>2</sup>, demonstrating the huge growth of Hitachi Data Systems in Europe over the past 20 years, and the importance of The Netherlands as a European hub. The EDC will employ 130 people, and will allow HDS to host partners and customers in the new briefing centre.

In addition to allowing an increased volume of products to be distributed across the region, the EDC will house a testing centre that will drive innovation by enabling HDS to construct fully-tested, personalised proof-of-concept models for customers.

More information on

<http://www.nfia.nl/news/846/Hitachi-Data-Systems-opens-new-European-distribution-centre-in-the-Netherlands.html>

## Japanese French Research Day

Tokyo, Japan, 29 November 2013

The Japanese French Research Day gathers every year French-speaking scientists and students who live in Japan. All research topics are represented during a one day conference. Presentations will have two formats: an oral presentation (15min + questions and 20min for humanities) or a poster. The event will end of course with a cocktail, moment when a best poster and a best presentation awards will be assigned. Registration is open until 15 November 2013.

More information on

<http://jfr-2013.org/>

## FOR JAPANESE COMPANIES Promotion of Industrial Land in Cantabria, Spain: "Industrial Land Plan Si5"

The Autonomous Community of Cantabria (Northern Spain), through the Agency for Industrial Land in Cantabria, has launched an exceptional promotion, the so called "Industrial Land Plan Si5", for companies creating employment and business.

The plan, running up to 31st January 2014, offers to companies a right of use of land for 50 years, with a preferential right to buy during the first 15 years of that period. Companies are not charged during the first five years although starting from the sixth year they have to pay a fee for the right of use of land, which is a 6% out of the plot's price.

Furthermore, due to an agreement with Banco Santander, companies have access to financing up to 70% of the costs for starting up and establishment, with 11 years loans.

This promotion is an excellent opportunity for Japanese companies since services, cattle & fishing and industry in general are the major productive sectors of Cantabria's economy with companies focused on technology and energy resources. The region has excellent transport links with other parts of Spain, and the rest of Europe.

More information on

<http://www.sican.es>

## SPOTTED ARTICLE Attracting Foreign Blood

Tokyo hopes to recover its lustre with special zones for foreign businesses

To bolster Tokyo's dwindling profile in Asia, the metropolitan government has launched the Special Zone for Asian Headquarters project to persuade more than 500 foreign companies to set up shop here by 2016.

More information on

<http://www.japantimes.co.jp/news/2013/09/23/reference/tokyo-hopes-to-recover-its-luster-with-special-zones-for-foreign-businesses/#.UkKG0C-1V2ig>





| DATE/LOCATION                                | DETAILS  | CONTACTS  |
|--|--|---|
| 25 October 2013<br>Kyoto, Japan              | <b>SCIENCE DAYS</b><br>German Science Days in Kyoto<br>Research for Sustainable Development  | German Research and Innovation Forum Tokyo<br><a href="http://www.german-science-days.jp">http://www.german-science-days.jp</a>   |
| 2 - 3 November 2013<br>Fukuoka, Japan        | <b>CONFERENCE</b><br>Towards the Future of Energy: EU and Japan  | EU Institute in Japan, Kyushu<br><a href="http://www.euij-kyushu.com/Annual%20International%20Conference/index.html">http://www.euij-kyushu.com/Annual%20International%20Conference/index.html</a>                                  |
| 4 - 5 November 2013<br>Sofia, Bulgaria       | <b>FORUM</b><br>Fourth Bulgaria - Japan Economy Forum<br>Innovations and Small and Medium Enterprise   | Bulgarian Chamber of Commerce & Industry<br><a href="http://www.bcci.bg">http://www.bcci.bg</a>   |
| 4 - 8 November 2013<br>Sofia, Bulgaria       | <b>BUSINESS WEEK</b><br>Bulgaria - Japan Business Week   | Bulgarian Chamber of Commerce & Industry<br><a href="http://www.bcci.bg">http://www.bcci.bg</a>   |
| 11 - 15 November 2013<br>Tokyo, Japan        | <b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b><br>Training Mission: WCM - World Class Manufacturing - session II<br>Application deadline: passed                | EU-Japan Centre for Industrial Cooperation<br><a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>   |
| 14 - 15 November 2013<br>Klagenfurt, Austria | <b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b><br>WCM 2-day Mission: Visit to Lego Systems A/S<br>Application deadline: passed                                  | EU-Japan Centre for Industrial Cooperation<br><a href="http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU">http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU</a> |
| 25 - 30 November 2013<br>Brussels, Belgium   | <b>BUSINESS WEEK</b><br>European SME Week 2013   | European Commission<br><a href="http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm">http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm</a>  |
| 5 December 2013<br>Fukuoka, Japan            | <b>FORUM</b><br>Nishi Nippon Business Forum  | Di Santo Corp.<br><a href="http://www.nishinippon-forum.org/">http://www.nishinippon-forum.org/</a>   |
| 19 - 20 February 2014<br>Klagenfurt, Austria | <b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b><br>WCM 2-day Mission: Visit to Kostwein Maschinenbau GmbH<br>Application deadline: 06 December 2013              | EU-Japan Centre for Industrial Cooperation<br><a href="http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU">http://www.eu-japan.eu/detail-business-programmes/Driving-Competitiveness-in-the-EU</a> |
| 12 May - 13 June 2014<br>Tokyo, Japan        | <b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b><br>4/5-week training mission in Japan<br>H RTP- Japan Industry Insight<br>Application deadline: 13 February 2014 | EU-Japan Centre for Industrial Cooperation<br><a href="http://www.eu-japan.eu/detail-business-programmes/H RTP">http://www.eu-japan.eu/detail-business-programmes/H RTP</a>   |
| 23 - 24 May 2014<br>Erlangen, Germany        | <b>SYMPOSIUM</b><br>19th Japanese-German Symposium<br>Pharmacy in Japan Germany  | Japan Society for the Promotion of Science and Deutsche Gesellschaft der JSPS-Stipendiaten e.V.<br><a href="http://www.jsps-club.de">http://www.jsps-club.de</a>  |
| 30 June - 04 July 2014<br>Tokyo, Japan       | <b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b><br>Training Mission: WCM - World Class Manufacturing - session I<br>Application deadline: 27 March 2014          | EU-Japan Centre for Industrial Cooperation<br><a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>   |

## Any EU-Japan-related News?

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



**EU-Japan Centre**  
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