



## COMMISSIONER BRETON IN JAPAN

TO DISCUSS DIGITAL PARTNERSHIP, SEMICONDUCTOR, INDUSTRIAL AND TECHNOLOGY COOPERATION



Commissioner Thierry Breton, travelled to Japan at the end of September to engage with officials and industry leaders. This was an opportunity to discuss the upcoming **European Chips Act** and develop contacts on the broader digital partnership agreement with Japan which was announced in the **EU Indo-Pacific Strategy**.

On 28 September, Commissioner Breton met the Minister for Internal Affairs and Communications, the Minister for Economy, Trade and Industry, the Minister for Digital Transformation, the Chairman of the Board of NEC, and the CEO of Fujitsu.

The following day, on 29 September, Commissioner Breton met with the CEO of Tokyo Electron (TEL), one of the major Japanese semiconductor companies, and attended a round table discussion with 15 European and Japanese business representatives, including Mitsubishi Electric which co-chairs the EU-Japan Business Round table and invited the Commissioner to participate in the next BRT meeting on 4 November 2021.

These discussions laid out deliverables on 5G technologies, quantum computing, artificial intelligence and semiconductors. Commissioner Breton's exchanges with counterparts in Japan come as the global shortage of semiconductors hampers European and Japanese companies, from automakers to broadband providers.

In the context of the new geopolitics surrounding semiconductors, these constructive exchanges with Japan officials and companies are useful when preparing the ground for the European Chips Act, building stable supply chains and strengthening the EU-Japan cooperation on chips and the broad digital partnership agreement.

The EU-Japan Centre for Industrial Cooperation will contribute to implement business cooperation on the above important topics of interest to the EU and Japan.

Dr. Philippe de Taxis du Poët  
Managing Director (EU-side), EU-Japan Centre for Industrial Cooperation,  
Minister Counsellor, Delegation of the EU to Japan



## ANALYSING THE PAST & PRESENT SITUATION FOR A BETTER FUTURE

The just released **report** by Paul van der Plas on “Post-pandemic industries – Opportunities for EU & Japanese businesses in adapting together to a post-Covid world” with the support from the Centre’s MINERVA<sup>[1]</sup> Market & Policy Intelligence action, analyses how the pandemic has caused an incredible disruption in the global economy, with its aftermath being felt in every corner of the world and in every industry.

Our scrambling to adjust, gave way to a whole range of technological but also social changes, many of which expected to have long lasting effects. One of them is the accelerated transition from physical to digital. While this development has been in progress since long before the pandemic came around, the pandemic turned it into a means of survival. It made the digitalisation process a revolution, rather than the evolution it was before.

For the EU-Japan Centre for Industrial cooperation, digitalisation of the business support is a key element for the future, not only to help SMEs with internationalisation, but also prove better opportunities to more EU SMEs, for internationalizing in a cheaper, faster, greener, more global and flexible ways, and delivering higher productivity compared to the ‘usual’ physical practice. The challenge, however, remains on how to best articulate the assets of digitalisation with the ones of the physical presence which bring relationships and trust.

A second key element is the EU-Japan business cooperation in third countries, whereby Japan is, beyond its own market, increasingly considered by European businesses as a strategic hub to access third markets, by partnering with Japanese businesses. Hence, the need to develop stronger connections with stakeholders in the third countries, such as EEN members and European chambers of commerce & industry.

A third element for the future is developing further joint actions, mobilising the EU and its Member States’ Trade Promotion Organisations in a ‘Team Europe’ mindset by co-organising better business missions with an integrated approach with strong institutional, political and business ties, including industrial clusters and on a regional dimension. Therefore, the need to make stronger connection between ECCP, EEN, ETPOA and EBOWWN.



These elements of change, i.e. the digitalisation, EU and Japan acting together on the global scene, and a “Team Europe” approach, will build on elements of continuity of the EU-Japan Centre:

- Trust - although an intangible added value, the trust that has been built by the Centre over 3 decades of cooperation with Japan is crucial for doing business, mobilising relevant stakeholders and delivering results in this country more than others;
- EPA, SPA and Connectivity Partnership - the Centre will continue to proceed and be in line with these 3 main EU-Japan Agreements, to which the recent EU-Japan Green Alliance is being added; and
- Economic diplomacy - the Centre will continue to deliver a coherent ‘package’ whilst integrating various tools, providing support and a range of business-related services.

It is our belief that the coherence, complementarity and synergies of these different actions and support services that constitute on the ground ‘EU economic diplomacy’ and lead to the effectiveness and success of the overall support provided to SMEs.

Dr. Philippe de Taxis du Poët  
Managing Director (EU-side), EU-Japan Centre for Industrial Cooperation,  
Minister Counsellor, Delegation of the EU to Japan

ECCP: <https://clustercollaboration.eu/>  
EEN: <https://een.ec.europa.eu/>  
ETPOA: <https://etpoa.eu/>  
EBOWWN: <https://eboworldwide.eu/>

**MINERVA**  
EU-JAPAN market & policy intelligence

<sup>[1]</sup> MINERVA is a 6 month in-house research scheme in Japan, designed to support research and policy analysis of EU-Japan economic and industrial issues. More info and previous reports on for example “EU-Japan business-cooperation in third-markets – focus on digital economy” (Florence Arnu, 2020), “Japan’s circularity” (Helene Bangert, 2020) are available on [https://www.eu-japan.eu/minerva\\_programme](https://www.eu-japan.eu/minerva_programme). Two reports are in the pipeline at the moment: “Local and regional decarbonisation initiatives in Japan” by Emma Saraff, and “Digital transformation of Japanese firms and the opportunities for EU SMEs in Japan” by Lena Broeckert.



## THE EU & JAPAN TOGETHER LEADING THE WAY FOR A MORE DIGITAL AND GREENER FUTURE

The 23rd annual meeting of the EU-Japan Business Round Table (or "BRT") will take place in Brussels and online on Thursday, 4 November and will address key priority topics for EU-Japan cooperation – from the digital transformation of the EU and Japan, and the EU-Japan Green Alliance, to industry, technology, trade and regulatory cooperation. For the first time in the BRT's history, the meeting will include a special trilateral (EU-Japan-U.S.) session on the potential for trilateral industrial cooperation in green growth.



Last year's BRT annual meeting in Tokyo and online on 5 November 2020

The annual meeting will also be the venue for an exchange between business leaders and senior representatives of the EU Authorities and Japanese Government, and for the authority participants to review developments over the past year – including the implementation of the EU-Japan EPA, mitigating the impact of the ongoing Covid-19 crisis, agreements reached during May's EU-Japan Summit and discussions, in Tokyo, at the end of September between Commissioner Breton, Japanese Ministers, officials and industry leaders on the upcoming European Chips Act, the broader EU-Japan digital partnership, and EU-Japan industrial and R&D cooperation.

The BRT's 72 members, led by Philippe Wahl (Chairman & CEO, Le Groupe La Poste) and Masaki Sakuyama (Special Advisor, Mitsubishi Electric Corporation) are all senior executives in companies, and other business organisations. They cover a wide range of industries – including conventional manufacturing, services, agri-food, pharmaceuticals, banking, logistics, retail, lighting design, automotive and aerospace. Two thirds of the BRT members represent large companies, and one third represent SMEs or a diverse range of business federations and other organisations.

This year's meeting will be a half-day meeting with (most) Japan-based participants joining remotely, and (most) Europe-based participants joining the meeting in-person at the Palais d'Egmont in Brussels. The meeting will also finalise and adopt its annual set of recommendations to the EU and Japanese Authorities to help develop trade and investment between the EU and Japan or together in third countries. The outcome of the meeting will be reported in our December newsletter.

The BRT was established in 1999, to discuss issues of common interest; review factors affecting trade, investment and other forms of cooperation; provide an EU-Japan business perspective to both topical and long-term issues of public policy; and identify practical recommendations to the Authorities. The EU-Japan Economic Partnership and Strategic Partnership Agreements, reached in December 2018, have become a springboard for an ever-closer relationship between the EU and Japan with strategic alignment on a broad range of issues, including ensuring a sustainable and long-term recovery, providing a model for other countries. Thus, this year's BRT annual meeting will address what the EU and Japan are doing together, "Leading the way for a more digital and greener future".

➔ <https://www.eu-japan-brt.eu/>

### JAPANESE INDUSTRY AND POLICY NEWS AUGUST-SEPTEMBER 2021 ISSUE AVAILABLE NOW

The EU-Japan Centre in Tokyo is regularly publishing "Industry and Policy News" from various Japanese language sources of potential interest, including newly released policy documents, surveys, and official statements, in the context of EU-Japan industrial cooperation and is pleased to announce the August-September 2021 issue.

➔ [https://www.eu-japan.eu/sites/default/files/imce/August%20-%20September%202021\\_0.pdf](https://www.eu-japan.eu/sites/default/files/imce/August%20-%20September%202021_0.pdf)

## EU-JAPAN BUSINESS COOPERATION IN AFRICA

Business cooperation in Africa: new opportunities for EU and Japanese companies, and in particular EU SMEs, through the participation of the EU-Japan Centre in the Japan-Africa Business Forum.

EU and Japanese companies can achieve a lot together, including through partnerships taking place outside the EU and Japan. In order to foster EU-Japan business cooperation in emerging markets where many business opportunities remain untapped, the EU-Japan Centre took part for the first time in the 3rd Japan-Africa Business Forum in July 2021.

During a virtual B2B matchmaking session ([https://www.jabf2021.com/en/business\\_matching.html](https://www.jabf2021.com/en/business_matching.html)), the EU-Japan Centre successfully supported 9 European SMEs and 1 cluster active in various sectors such as agri-food, ICT, water & sanitation and manufacturing. The European participants were SMEs with pre-existing experience in Africa, looking for Japanese business and technology partners, or buyers and investors to grow their activities in the African continent. Some participants made solid connections with Japanese companies during the event and are now discussing concrete joint projects in Africa.

The report of the event is available here: <http://www.eu-japan.eu/sites/default/files/imce/reports/een/jabf-2021.pdf>

Following this successful experience, the EU-Japan Centre will continue its matchmaking activities to foster EU-Japan business cooperation in emerging markets. Priority regions will be Africa, Southeast Asia and Latin America and a particular attention will be given to SMEs and projects contributing to the green transition, the digital transition, and the achievement of Sustainable Development Goals (SDGs).

EU SMEs interested in matchmaking events with Japanese companies for joint projects in Africa, Southeast Asia and Latin America can contact Florence Arnu at [info-jp@een-japan.eu](mailto:info-jp@een-japan.eu)

Follow the EU-Japan Centre on social media to be updated on upcoming events!

➔ <https://www.eu-japan.eu/events/b2b-matchmaking-eu-smes-third-japan-africa-business-forum>

### SUCCESS STORY: TACKLING HYGIENE CHALLENGES IN JAPAN AND AFRICA



Thanks to the EU-Japan Centre's training programme and matchmaking support, a Polish SME has gained a deeper knowledge of the Japanese market and made connections with Japanese companies to tackle together hygiene and sanitation challenges in Japan and Africa.

#### SUCCESS STORY: A POLISH SME TACKLES HYGIENE CHALLENGES IN JAPAN AND AFRICA

By: **ZDZISLAW IWANEJKO**, CEO, WaSH Innovation LLC ➔ <https://washinnovation.com>

Participant in "Get Ready for Japan" 2021 training programme and the 3rd Japan-Africa Business Forum

*"With our portable personal hygiene systems that can be used in disaster-hit areas and temporary accommodations such as refugee camps, WaSH Innovation is targeting both emerging markets and the Japanese market. By working together with Japanese partners, we aim to tackle hygiene and sanitation challenges in low-income countries, and improve access to hygiene in post-disaster situations in Japan. Our patented water-saving technology makes our activities particularly relevant in areas where access to water is challenging and during epidemics.*

*In the spring of 2021, I took part in the "Get Ready For Japan" programme (<https://www.eu-japan.eu/events/get-ready-for-japan-training-programme>) which was held online due to the COVID-19 pandemic. This programme fully prepared us to enter the Japanese market and helped us establish many interesting contacts.*

*The Centre's staff arranged several meetings for us, including with a Japanese company distributing emergency equipment which will hopefully turn into a long-term business relationship. "Get Ready for Japan" was the best market preparation program I have ever participated in. Soon after, I took part in the 3rd Japan Africa Business Forum (<https://www.jabf2021.com/en/index.html>) through the EU-Japan Centre's e-pavilion. We noticed an opportunity to bring added value to a hand-washing programme led by the Japan International Cooperation Agency (JICA) and a large Japanese hygiene company in Africa. With considerable help from the EU-Japan Centre and the African Development Bank, we managed to get in touch with the Japanese company involved in this programme, and we sent them samples for testing. Together, we aim to raise awareness on hand hygiene in Africa. Ultimately, we plan to partner up and open an assembly line in East Africa to reduce transportation costs and improve employment and entrepreneurship education of the local population."*



## CITIES, REGIONS AND CLUSTERS: **ON THE ROAD TOWARDS ZERO CARBON**



### CONCLUDING ONE YEAR OF EVENTS ON DECARBONISATION

In October 2020, the EU-Japan Centre organised its first event in a one-year cycle funded by the European Union, to promote and support EU-Japan cooperation in decarbonisation and fight against climate change. The same month, Prime Minister Yoshihide Suga announced Japan's new ambition to achieve carbon neutrality by 2050.

This new pledge, which put Japan on the same line as Europe, gave an undeniable momentum to the topics covered through the Centre's events, from offshore wind to hydrogen, from national policies to industrial initiatives for a low-carbon society.

One year later, as the end of this series of events is nearing, the figures confirm that the timing was right to attract attention. With a total of more than 3200 individual attendees having enjoyed the expertise of 75 speakers from Europe and Japan, it has been the most attended cycle of events ever organised by the Centre. A clear demonstration – if it was needed – of the interest from companies and policymakers from both sides for further EU-Japan cooperation towards decarbonised societies.

The final conference in this series, on 26-27 October, will highlight the key role of local actors - cities, regions, clusters in driving the fight for climate change at the forefront. Low-carbon transport and construction, renewable energy, regional planning, decarbonisation of agriculture and tourism... From the southern coasts of Spain and Portugal to the northern lands of Denmark and Finland, from the islands of Kyushu to the snowy mountains of Hokkaido, join the Centre for a tour of leading cities and regions in Europe and Japan, on the road towards zero carbon.

Beyond this cycle of events coming to an end at the end of October 2021, the Centre will remain committed to contributing to the low-carbon transition, with other activities already in preparation.

➔ <https://spipa-japan.net/?p=3813>

## WHAT IS THE EU'S CARBON BORDER ADJUSTMENT MECHANISM (CBAM)?

### FOLLOWING THE COMMISSION'S PROPOSAL ON JULY 14, 2021

On 14 July, the European Commission announced the climate change legislation package "Fit for 55" (FF55). In the package, CBAM (Border Carbon Adjustment Mechanism) is expected to play a central role in the comprehensive proposal.

'Fit for 55': delivering the EU's 2030 Climate Target on the way to climate neutrality.

The Fit for 55 package consists of a set of inter-connected proposals, which all drive towards the same goal of ensuring a fair, competitive and green transition by 2030 and beyond. Where possible existing legislation is made more ambitious and where needed new proposals are put on the table. Overall, the package strengthens eight existing pieces of legislation and presents five new initiatives, across a range policy areas and economic sectors: climate, energy and fuels, transport, buildings, land use and forestry. (<https://www.europarl.europa.eu/legislative-train/theme-a-european-green-deal/package-fit-for-55>)



As a measure against carbon leakage, the mechanism aims to equalise the carbon prices of EU products and imported products from outside the region and prevent production transfer to countries where climate change measures are looser than in the EU. But on the other hand, it is also expected to promote greenhouse gas reduction efforts in countries outside the EU and to motivate them to take climate change measures at the same level as the EU.

It is in this context the Centre organised a webinar on 6 October entitled "What is the EU's Carbon Border Adjustment Mechanism (CBAM)?"

During the webinar, Mr Vicente Hurtado Roa, Head of Unit at Directorate-General for Taxation and Customs Union (TAXUD), presented the initiative, its mechanism, schedule, scope, coordination with related countries and international organisations, such as WTO.

➔ <http://www.eu-japan.eu/what-eus-carbon-border-adjustment-mechanism-cbam>





## DISCOVER THE LATEST DEVELOPMENTS IN JAPAN'S **PUBLIC PROCUREMENT IN TARGET SECTORS**

### JTPP HELPDESK THEMATIC REPORTS

Replacing its **Weekly Tender Digest**, the Japan Tax & Public Procurement (JTPP) Helpdesk is this year offering **Thematic Reports** on Japan's procurement activities in a number of industrial ecosystems.

The reports look closer at recent procurement trends, related policies, regulations and certifications and include a selection of tender opportunities for European SMEs. The ecosystems covered this year include circular economy, digital economy, the agri-food sector, aerospace, transportation & mobility and research and development. Thematic reports on circular economy and digital economy are already available online. The Report on government procurement and circular economy provides an insight into Japan's green procurement and green contracting legal frameworks and how this works out in practice. The Report on digital economy deals with the challenges of Digital Transformation (DX), the role of Japan's new Digital Agency and government procurement of IT systems.

Also, it highlights recent IT-contracts offered by Japanese public entities and what kind of qualifications and certifications are required.

JTPP Helpdesk also organises webinars related to each of the reports to offer businesses with interest in the sectors the opportunity to learn more about government procurement activities related to each of the industrial ecosystems. The full versions of the thematic reports are available for free to EU Headquartered companies and non-profit organisations and can be obtained via JTPP Helpdesk's Ask-the-Expert Service.

➔ <https://www.eu-japan.eu/government-procurement-thematic-reports>

## “VERY GOOD” EEN **PERFORMANCE OF THE CENTRE IN 2020!**



As a member in Japan of **Enterprise Europe Network (EEN)**, the world's largest business support network composed of 600 organisations in over 60 countries, the EU-Japan Centre for Industrial Cooperation (**EEN Japan**) contributed directly to build several business and technology partnership agreements (PAs) between European and Japanese enterprises. According to **EISMEA**, the performance of EEN Japan in 2020 is evaluated as a very good one. This was achieved through active participation in EEN brokerage events and strong links within the Network. These PAs help European businesses to access the Japanese market, and vice versa - a win-win approach. The Centre will wrap up its EEN achievements over the last 10 years with more statistical data and concrete business cases in the following months.

## JAPAN SHINES AT THE **EEN ANNUAL CONFERENCE 2021**

The EU-Japan Centre took part in the **EEN Annual Conference 2021** with four speakers who presented the activities of EEN Japan and in particular its support toward the internationalisation process of SMEs.



Alessandro Perna presented the benefits of the EU-Japan Economic Partnership Agreement (EPA) and useful services for SMEs related to the EPA such as the **Access2Markets Database** and the **EU-Japan EPA Helpdesk**. Fabrizio Mura introduced various projects in which EEN Japan is involved such as pitching and matchmaking events in the fields of new technologies, health-care and food & beverage, as well as synergies with other services of the EU-Japan Centre. Finally, Florence Arnu presented the growing trend of EU-Japan business cooperation in emerging markets which was emphasised by Philippe de Taxis du Poët who also highlighted the potential of EU SMEs in the fields of digital and green technologies.

The sessions "Internationalisation in the post-pandemic world (Part I and II)" were co-organised by the EU-Japan Centre, Brussels Enterprises Commerce and Industry and the French Chamber of Commerce and Industry in Vietnam (EEN Vietnam). The two sessions aimed at reinforcing synergies with EEN members in Europe and in the world and various organisations were introduced to this effect such as the European Cluster Collaboration Platform (ECCP) and the European Trade Promotion Organisation Association (ETPOA). ➔ <https://een21.app.swapcard.com/event/edd-2021>

## ONGOING COOPERATION WITH MEMBER ORGANISATIONS OF ENTERPRISE EUROPE NETWORK

In early 2021 the EU-Japan Centre has launched a call for (co-organising) online “Export Support” workshops and received over 30 expressions of interest from local member organisations of Enterprise Europe Network (EEN).



Since February 2021, the EU-Japan Centre has co-organised 8 online workshops with several EEN partners and other organisations, including, representatives from Stowarzyszenie Wolna Przedsiębiorczość (Poland), Croatian Chamber of Economy (Croatia), Auvergne Rhone Alpes Enterprises (France), Estonian Chamber of Commerce and Industry (Estonia), Eurosportello – Unioncamere del Veneto (Italy), Vilnius and Kaunas Chamber of Commerce, Industry and Crafts (Lithuania), Torino Chamber of Commerce, APRE (Italy), Hungarian Export Promotion Agency (Hungary) and TecnoCampus, XPCAT (Spain). A total of 414 people expressed their interest in participating in one of the online workshops which covered export procedures either in food or textile sector, EPA-related developments and benefits as well as Japanese business culture and virtual communication. The food sector remained of the highest interest among local EEN partners and their clients.

Since the successful launch of online workshops last year in June due to COVID-19 pandemic, the Centre will continue organising more workshops in the following months for the benefit of local SMEs with EEN member organisations across the EU. The next sessions are foreseen with EEN representatives based in Germany, Belgium, Poland and other EU member states.

For further information, planning or more specific queries in relation to these online sessions, please contact Ms Eivilte Kandraviciute at [eiva@eu-japan.eu](mailto:eiva@eu-japan.eu). We look forward to hearing from you!

- ➔ <https://www.eu-japan.eu/export-support-workshops-eu>
- ➔ <https://www.eu-japan.eu/cross-cultural-workshops>

## THE CENTRE'S SUPPORT PROMOTED IN OCEAN BRIDGE

The Centre had the opportunity to have its EEN-related support services promoted in Ocean Bridge Magazine in their summer publication. This Japanese magazine is published by OceanBridge Inc. which mission is to act as a bridge between foreign IT vendors and their potential customers in Japan. They are specialised in introducing IT products from overseas that are not yet widely known in the Japanese market ➔ <https://www.oceanbridge.jp/en>



## CALL FOR APPLICATIONS WORLD CLASS MANUFACTURING ONLINE TRAINING

The EU-Japan Centre for Industrial Cooperation is launching the 49th edition of its WCM training.



Since the 1992 first edition, more than 900 participants from across all EU Member States have participated in this hands-on training course.

This 5-day online course will offer a unique opportunity for 25 top entrepreneurs from European industry to observe, understand and learn the latest Japanese approaches to operational excellence. Participants will be invited to join the Centre's platform sessions in the morning and early in the afternoon for a follow-up discussion and a Q&A session. The afternoon discussion will be led by Prof. Richard Keegan who will highly encourage participants to adapt and use world-class approaches to secure their future business plan.

The next WCM training will take place in March 2022 (7-11) and focus on the strategic approaches used by Japanese companies to safeguard and enhance their competitiveness. Participants must therefore have a senior strategic role in their company or an advanced knowledge and practice of methods of industrial excellence. This course is free of charge and open to applications from manufacturing companies, logistics and other service companies (excluding consultancies).

**Application deadline: 25 November 2021**

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

## LEAN CAFÉ 'OPEN MIC' DISCUSSION OF HOW TO RECAPTURE THE PACE OF IMPROVEMENT

15 months ago, the onset of the Covid-19 crisis led the EU-Japan Centre to open the "Lean Café" – an online forum to discuss and share lean thinking.

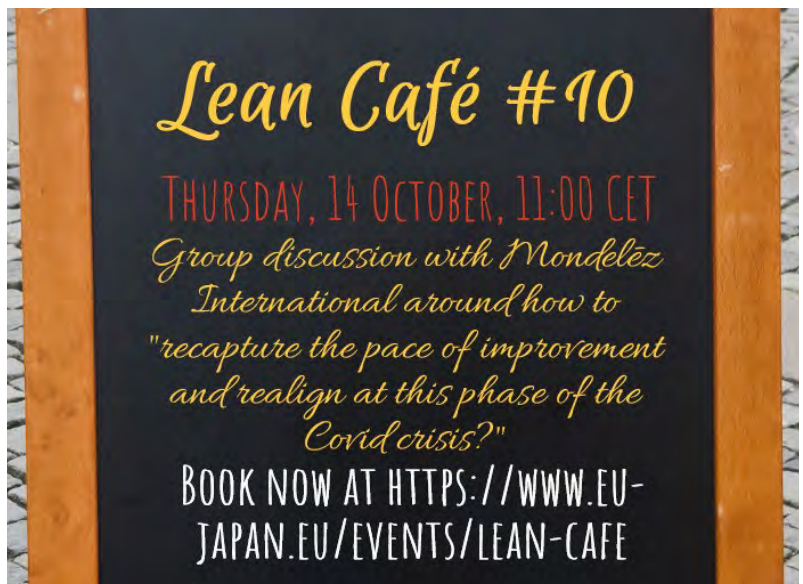
The 14 October session will take the form of an 'open mic' group discussion around the topic of "Recapturing the pace of improvement and realigning at this phase of the Covid crisis".

October's discussion will be led by Ian O'Toole (Associate Director of Enterprise Engineering at Mondeléz International in Ireland) and Richard Keegan (the EU-Japan Centre's Lean Advisor and Adjunct Professor of Lean Operational Excellence at Trinity Business School). During the session you will be encouraged to share your views, questions and your company's strategies including for dealing with future crises and how to treat and manage your employees as lockdowns end.

Recent Lean Café sessions addressed "Making Digital Transformation and Lean work in harmony" (with a focus on two Czech companies, SpoluWorks and Effectivity) and "Applying WCM tools and principles across an organisation to create a world-class company" (looking at CNH Industrial). Recordings and presentations from both sessions are available in the Lean Café archive.

For more information on Lean Café sessions, see the Lean Café webpage.

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





## VULCANUS IN JAPAN

### RECRUITMENT OF HOST COMPANIES IN JAPAN FOR THE 2022-2023 PROGRAMME.

“Vulcanus in Japan” is a 1-year industrial internship programme for European engineers and science-major students, managed by the EU-Japan Centre.

Every year, about 20 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4 months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, Artificial Intelligence, ICT, Data science, GNSS, Chemistry, Biotechnology and Life Sciences, Space, etc.

40% of the participants of 2021 programme have been offered job opportunities after the programme completion.

The 2022-2023 Vulcanus programme will start from September 2022 with an intensive Japanese language class, and industrial internship from January to August 2023.

Companies based in Japan interested in hosting Vulcanus interns may contact the Vulcanus in Japan team at the EU-Japan Centre in Tokyo: E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp), Phone: +81-(0)3-6408-0281

Application deadline: 17 December 2021.

Additional programme details and application forms for host companies can be found at:

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>



## ヴルカヌス・イン・ジャパン 2022-2023プログラム

### 受入れ企業様募集のお知らせ

ヴルカヌス・イン・ジャパンは、日欧産 業協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における1年間の企業

研修プログラムです。発足から現在に至るまで本プログラム参加企業への研修生の派遣を継続的に実施し、これまでおよそ800名もの日欧産 業協力の架け橋となる人材を育成した実績をがごございます。実施期間は毎年9月から翌年8月末、4ヶ月間の語学研修・セミナーと8ヶ月間の企業インターンシップから成り立っています。現在、当センターでは2022年度プログラム（企業研修期間は2023年1月～8月）への参加企業様を募集しております。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げます。

ヴルカヌス・イン・ジャパンプログラム担当メール:

[VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp)

電話番号: +81-(0)3-6408-0281

申込み締切日: 2021年12月17日

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

## NEW “EXPORT TO JAPAN” TRAINING SERIES

The EU-Japan Centre launched a new series of updated training sessions on “how to export to Japan”.

Do not hesitate to register for the upcoming sessions which take place every Wednesday at 10.30 AM CET



### • 20 October - Export to Japan 25: Japan Distribution System, Sales Channels, and e-Commerce

When entering into the Japanese market, foreign exporters face fierce competition from Japanese manufacturers / producers who use various tactics to dominate in distribution system.

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-25-japan-distribution-system-sales-channels-and-e-commerce>

### • 27 October - Export to Japan 26: Overview of Import Process and Procedures at Japan Customs

Targeting EU exporters aiming to understand import processes and procedures at Japan Customs.

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-26-overview-of-import-process-and-procedures-at-japan-customs>

### • 10 November - Export to Japan 27: Import Process and Procedures: Plant, animal and sanitary & phytosanitary quarantines

Targeting EU exporters aiming to understand quarantine clearance procedures for EU agriculture and food products.

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-27-import-process-and-procedures-plant-animal-and-sanitary-phytosanitary-quarantines>

### • 17 November - Export to Japan 28: Import Process and Procedures: Labelling, measurements, recycling, safety, fair representation, and fair competition

Presenting labelling requirements for food products, household goods textiles, plastic goods, electronic appliances and apparatus, and other manufactured goods.

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-28-import-process-and-procedures-labelling-measurements-recycling-safety-fair-representation-and-fair-competition>

### • 24 November - Export to Japan 29: Expansion of Export Business: Setting up a business entity in Japan

How to set up a business in Japan and find the best options to maximise business presence of EU products on the Japanese market.

➔ <https://www.eubusinessinjapan.eu/library/event/export-to-japan-29-expansion-of-export-business-setting-up-a-business-entity-in-japan>

## FORTHCOMING "ABOUT JAPAN" & EPA WEBINARS

In its efforts to support EU companies internationalisation toward Japan, the EU-Japan Centre organises on regular basis informative webinars on Japanese industrial sectors and on the opportunities brought by the EU-Japan EPA.

### 19 October - EPA Helpdesk Webinar 42: Fisheries

How can EU exporters of fishery products benefit from EPA concessions when exporting to Japan?

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-42-fisheries>

### 26 October - Webinar 182: Japan's Premium Food Market

The webinar targets EU food companies and brands with products at the premium end of the market which want to generate revenues in what is one of the best export markets for European foods.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-182-japans-premium-food-market>

### 9 November - EPA Helpdesk Webinar 43: Tariff Rate Quotas

What are the EPA agri-food preferences offered within Tariff Rate Quotas?

➔ <https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-43-tariff-rate-quotas>

### 16 November - Webinar 183: Japan's Clothing and Textile Market

The apparel and textile markets are stable and Japanese demand for great design, quality and function from EU companies remains very strong. Demand for new and exciting products from the EU not yet sold in Japan is increasing.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-183-japans-clothing-and-textile-market>

### 23 November - Webinar 184: The Japanese jewellery market

The webinar targets EU SMEs with an interest in entering or already existing setup on the Japanese jewellery.

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-184-the-japanese-jewellery-market-strategic-insight-tactical-guidance-and-real-life-examples-of-how-to-succeed>



## LATEST "ABOUT JAPAN" & EPA REPORTS/WEBINARS

New reports and related webinars have been published by the Centre. They give insights on techniques for effective virtual communication with Japanese partners and on various markets in Japan: biotechnology, jewellery, semiconductors, textiles, telemedicine, and premium, vegetarian and frozen food.

### Latest trends in biotechnology research in Japan

➔ <https://www.eubusinessinjapan.eu/library/publication/report-latest-trends-in-biotechnology-research-in-japan>

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-179-latest-trends-in-biotechnology-research-in-japan>

### The Japanese jewellery market

➔ <https://www.eubusinessinjapan.eu/library/publication/report-the-japanese-jewellery-market>

### Techniques for effective virtual communication with Japanese partners

➔ <https://www.eubusinessinjapan.eu/library/publication/report-techniques-for-effective-virtual-communication-with-japanese-partners>

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-177-techniques-for-effective-virtual-communication-with-japanese-partners>

### e-Health and Telemedicine in Japan

➔ <https://www.eubusinessinjapan.eu/library/publication/report-e-health-and-telemedicine-in-japan>

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-176-e-health-and-telemedicine-in-japan>

### Japan's Clothing and Textile Market

➔ <https://www.eubusinessinjapan.eu/library/publication/report-japans-clothing-and-textile-market>

### The Vegetarian and Vegan market(s) in Japan

➔ <https://www.eubusinessinjapan.eu/library/publication/report-the-vegetarian-and-vegan-markets-in-japan>

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-181-the-vegetarian-and-vegan-markets-in-japan>

### Japan's Premium Food market

➔ <https://www.eubusinessinjapan.eu/library/publication/report-japans-premium-food-market>

### Frozen Food Market in Japan (incl. Ice Cream)

➔ <https://www.eubusinessinjapan.eu/library/publication/report-frozen-food-market-in-japan-incl-ice-cream>

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-180-frozen-food-market-in-japan-incl-ice-cream>

### Semiconductor market in Japan

➔ <https://www.eubusinessinjapan.eu/library/publication/report-semiconductor-market-in-japan>

### Digital Taxation in Japan: Alert for E-service Companies

➔ <https://www.eubusinessinjapan.eu/library/event/webinar-178-digital-taxation-in-japan-alert-for-e-service-companies>

### EPA & Intra-Corporate Transferees

➔ <https://www.eu-japan.eu/publications/factsheet-epa-intra-corporate-transferees>

### EPA & Investors and Business Visitors for Investment Purposes

➔ <https://www.eu-japan.eu/publications/factsheet-epa-investors-and-business-visitors-investment-purposes>

### EPA & Short-term Business Visitors

➔ <https://www.eu-japan.eu/publications/factsheet-epa-short-term-business-visitors>

### EPA & Independent Professionals

➔ <https://www.eu-japan.eu/publications/factsheet-epa-independent-professionals>

### EPA & Contractual Service Suppliers

➔ <https://www.eu-japan.eu/publications/factsheet-epa-contractual-service-suppliers>

### More "About Japan" reports on:

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

### More EPA reports on:

➔ <https://www.eu-japan.eu/epa-helpdesk>



## STATE OF THE UNION ADDRESS 2021

On 15 September, President of the European Commission, Ursula von der Leyen, delivered her second State of the Union address in the European Parliament.



Von der Leyen focused on Europe's recovery from the coronavirus crisis and on what the European Union needs to do for a lasting recovery delivering benefits to all - from health preparedness, the social dimension, technological leadership, to a defence union. Von der Leyen also underlined the importance of staying true to our values and made a point of Europe's duty to care for the most vulnerable, standing up for media freedom, reinforcing the rule of law in our Union and empowering our youth. She also committed to continue working to encourage global partners to act on climate change.

Source: European Commission

➔ [https://ec.europa.eu/info/strategy/strategic-planning/state-union-addresses/state-union-2021/state-union-address-2021-nutshell\\_en](https://ec.europa.eu/info/strategy/strategic-planning/state-union-addresses/state-union-2021/state-union-address-2021-nutshell_en)

➔ [https://ec.europa.eu/info/strategy/strategic-planning/state-union-addresses/state-union-2021\\_en](https://ec.europa.eu/info/strategy/strategic-planning/state-union-addresses/state-union-2021_en)

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## EU AND INDO-PACIFIC: NATURAL PARTNERS

On 19 April 2021, the Council adopted conclusions on an EU Strategy for cooperation in the Indo-Pacific [1].

As a follow-up to the Council conclusions, the Commission and the High Representative adopted, on 16 September, a Joint Communication on the EU Strategy for cooperation in the Indo-Pacific. The Joint Communication contains concrete actions to reinforce the strategic engagement with the region, as tasked by the Council on 19 April 2021. President Ursula von der Leyen said: *"The economic, demographic, and political weight of the Indo-Pacific region is expanding, from the east coast of Africa to the Pacific island states. With today's proposals, and guided by our values, we are offering a strengthened partnership to advance trade, investment and connectivity, while addressing common global challenges and reinforcing the rules-based international order."*

High Representative/Vice-President, Josep Borrell, said: *"The world's centre of gravity is moving towards the Indo Pacific, both in geo-economic and geo-political terms. The futures of the EU and the Indo-Pacific are interlinked. The EU is already the top investor, the leading development cooperation partner and one of the biggest trading partners in the Indo-Pacific region. Our engagement aims at maintaining a free and open Indo-Pacific for all, while building strong and lasting partnerships to cooperate on matters from the green transition, ocean governance or the digital agenda to security and defence."*

[1] <https://www.consilium.europa.eu/en/press/press-releases/2021/04/19/indo-pacific-council-adopts-conclusions-on-eu-strategy-for-cooperation>

Source: European Commission

➔ [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_4704](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_4704)

### ADDITIONAL INFORMATION:

Details of the implementation of the EU Strategy

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_4704](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_4704)

Questions and Answers: EU Strategy for Cooperation in the Indo-Pacific

[https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_4709](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_4709)

Joint Communication on the EU strategy for cooperation in the Indo-Pacific

[https://eeas.europa.eu/headquarters/headquarters-homepage/104126/joint-communication-indo-pacific\\_en](https://eeas.europa.eu/headquarters/headquarters-homepage/104126/joint-communication-indo-pacific_en)

Factsheet on EU Strategy for Cooperation in the Indo-Pacific

[https://eeas.europa.eu/headquarters/headquarters-homepage/96740/eu-strategy-cooperation-indo-pacific\\_en](https://eeas.europa.eu/headquarters/headquarters-homepage/96740/eu-strategy-cooperation-indo-pacific_en)

State of the Union Address by President von der Leyen

[https://ec.europa.eu/commission/presscorner/detail/en/SPEECH\\_21\\_4701](https://ec.europa.eu/commission/presscorner/detail/en/SPEECH_21_4701)



## EUROPEAN GREEN DEAL

Commission proposes transformation of EU economy and society to meet climate ambitions

In July, the European Commission adopted a package of proposals to make the EU's climate, energy, land use, transport and taxation policies fit for reducing net greenhouse gas emissions by at least 55% by 2030, compared to 1990 levels. Achieving these emission reductions in the next decade is crucial to Europe becoming the world's first climate-neutral continent by 2050 and making the European Green Deal a reality. With these proposals, the Commission is presenting the legislative tools to deliver on the targets agreed in the European Climate Law and fundamentally transform our economy and society for a fair, green and prosperous future.

More information on:

1. EU Emissions Trading System [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_3542](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3542)
2. Effort sharing and land use, land use change and forestry [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_3543](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3543)
3. Making our energy systems fit for our climate targets [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_3544](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3544)
4. Carbon Border Adjustment Mechanism proposal [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_3661](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3661)
5. Revision of the Energy Taxation Directive [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_3662](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3662)
6. Sustainable transport, infrastructure and fuels [https://ec.europa.eu/commission/presscorner/detail/en/qanda\\_21\\_3525](https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_3525)

The European Green Deal dedicated website.

➔ [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/delivering-european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal/delivering-european-green-deal_en)

Source European commission ➔ [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_3541](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_3541)

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## AGRICULTURE: LAUNCH OF AN ANNUAL EU ORGANIC DAY

On 23 September the European Parliament, the Council and the Commission celebrated the launch of an annual 'EU organic day'. The three institutions signed a joint declaration establishing from now on each 23 September as EU organic day.

This follows up on the Action Plan for the development of organic production ([https://ec.europa.eu/commission/presscorner/detail/en/IP\\_21\\_1275](https://ec.europa.eu/commission/presscorner/detail/en/IP_21_1275)) adopted by the Commission on 25 March 2021, which announced the creation of such a day to raise awareness of organic production.

At the signing and launch ceremony, Commissioner for Agriculture Janusz Wojciechowski said: *"Today we celebrate organic production, a sustainable type of agriculture where food production is done in harmony with nature, biodiversity and animal welfare. 23 September is also autumnal equinox, when day and night are equally long, a symbol of balance between agriculture and environment that ideally suits organic production. I am glad that together with the European Parliament, the Council, and key actors of this sector we get to launch this annual EU organic day, a great opportunity to raise awareness of organic production and promote the key role it plays in the transition to sustainable food systems."*

Source European commission ➔ [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_4821](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_4821)



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## EU LAUNCHES NEW TOOL TO EMPOWER SMES: ACCESS2PROCUREMENT

The European Commission has launched Access2Procurement, (<https://webgate.ec.europa.eu/procurement>) a new expansion of the Access2Markets platform that will provide important and up-to-date information about public tender opportunities outside of the EU that are open to European companies.



The Access2Procurement, which is currently in a pilot phase, will be especially useful to small and medium sized companies that have less access to procurement-related information in third countries. It is part of the European Commission efforts to expand the opportunities of European companies to trade beyond the EU's borders. In this first phase, it contains information on government procurement tenders from Canada to which EU companies have access, based on Canada's commitments both under the WTO Agreement on Government Procurement GPA and the bilateral EU-Canada Comprehensive and Economic Trade Agreement (CETA). Further countries will be integrated into the tool at a later stage.

Source: European Commission ➔ <https://trade.ec.europa.eu/doclib/press/index.cfm?id=2301>



## TMG BUSINESS EXPANSION SUPPORTS FROM THE **TOKYO METROPOLITAN GOVERNMENT**



Tokyo is a city that continues to grow and mature. The Tokyo Metropolitan Government (TMG) has been engaging in full-scale efforts to attract foreign companies to Tokyo since 2012, to create innovation through attracting leading foreign firms and achieve sustainable development of the metropolitan economy. Here are support services provided by TMG to accelerate business expansion in Tokyo.

### **X-HUB TOKYO THE INBOUND PROGRAM**

Run by TMG, this online program is envisioned to support global start-ups who are seeking opportunities to expand their business into Tokyo across the business domains of FinTech, Mobility and Cleantech. The event is free of charge and the number of participating companies is 10 for each domain.

#### Programme Period

- FinTech - 14-18 February 2022
- Mobility - 21-25 February 2022
- Cleantech - 28 February – 4 March 2022
- Accomplishment Report Event / Early March 2022 (TBD)

Application deadline: 15 October 2021

#### Values provided by this programme

- Mentoring by experienced business professionals
- Lectures on the legal and market which is necessary for expansion in Tokyo through the pitch-event and networking events.
- Business matching opportunities for business alliances with Japanese large companies, research institutions, municipal organisations.

#### Application guidelines

- FinTech

[https://x-hub.tokyo/pdf/inbound/Application\\_guideline\\_fintech\\_ENG\\_FIN.pdf](https://x-hub.tokyo/pdf/inbound/Application_guideline_fintech_ENG_FIN.pdf)

- Mobility

[https://x-hub.tokyo/pdf/inbound/Application\\_guideline\\_mobility\\_ENG\\_FIN.pdf](https://x-hub.tokyo/pdf/inbound/Application_guideline_mobility_ENG_FIN.pdf)

- Cleantech

[https://x-hub.tokyo/pdf/inbound/Application\\_guideline\\_cleantech\\_ENG\\_FIN.pdf](https://x-hub.tokyo/pdf/inbound/Application_guideline_cleantech_ENG_FIN.pdf)

#### Application form:

➔ <https://x-hub-tokyo.smkgt.jp/public/application/add/1418>

#### More info on:

➔ [https://x-hub.tokyo/en/inbound\\_program](https://x-hub.tokyo/en/inbound_program)

### **BUSINESS DEVELOPMENT CENTRE TOKYO**

The Business Development Centre TOKYO (BDCT) is a general consultation desk that provides various consultations for overseas companies and entrepreneurs who are considering starting or developing their businesses in Tokyo. The bilingual staff at BDCT have broad international business experiences and provide counselling sessions via e-mail or online. Available services include the introduction of specialists or related organisations, office search support, funding support, etc. Any type of industry can use this service free of charge.

➔ [https://www.startup-support.metro.tokyo.lg.jp/for\\_foreign/bdc\\_tokyo/en/](https://www.startup-support.metro.tokyo.lg.jp/for_foreign/bdc_tokyo/en/)



### **TOKYO ONE-STOP BUSINESS ESTABLISHMENT CENTRE**



The Tokyo One-Stop Business Establishment Centre (TOSBEC) is the very first centre in Japan where all the filing procedures required to set up business can be done in one place. Specialists from various agencies and ministers will facilitate the prompt completion of filing procedures in 8 major areas such as Certification of Articles of Incorporation, Company Registration, Taxation, Immigration, etc. The centre also offers support for electronic applications as well as interpretation services. Consultation services with small and medium enterprise management consultants concerning the establishment of business are also available. All services are free of charge. They also partially offer online support.

➔ <https://www.startup-support.metro.tokyo.lg.jp/onestop/en>

## SAKE! SAKE!! SAKE!!!

With support from public authorities, a group of small and medium-sized sake breweries across Japan have launched "Sake! Sake!! Sake!!!", an online sake trade fair platform for European sake importers and more importantly for those who want to become sake importers.

The platform, a first of its kind in the sake industry, has been selected as a model for the National Tax Agency's Sake Branding Promotion Project.

The Platform will provide a free of charge online one-stop solution for European wine/premium liquor distributors who have never dealt with sake before. It is allowing them to become interested in sake, learn about it, interact with sake breweries, conduct business negotiations, and directly import quality sake from local breweries. The platform will be active until 31 March 2022.

➔ <https://ikki-sake.com/sss2021>



## 11<sup>TH</sup> KOBE UNIVERSITY BRUSSELS CENTRE SYMPOSIUM SHOWCASES THE LATEST EU-JAPAN RESEARCH FOR CLIMATE-PREPARED, RESILIENT SOCIETIES

20 OCTOBER 2021, BRUSSELS, BELGIUM

Following the signature of the EU-Japan Green Alliance in May, and coming 10 days before the COP 26 Conference in Glasgow, the Symposium Green Horizons, Sustainable Futures: EU and Japan Research for Climate-Prepared, Resilient Societies will illustrate the leading role played by the EU and Japan in the implementation of a global zero-carbon agenda. It will allow in-depth exchanges on the policies and latest research carried out in the EU and Japan in the interconnected fields of climate economics, technological innovations and SSH.

Jointly organised by Kobe University Brussels and the VUB, in partnership with the University of Kent, the event will take place at the VUB Conference Centre on 20 October 2021.

Parallel sessions, followed by workshops and brokerage events, will focus on key themes including:

- Climate economics: Towards a Global Green Economy (including impacts of WTO and UN climate commitments; and addressing the twin global crisis of Covid19 and Climate Change)
- Climate technologies: Emerging Breakthroughs for Climate Solutions (including the latest advances in climate science; and key technological innovations for decarbonisation, clean transport and alternatives energies)
- Social sciences and governance: Enabling Resilient, Climate-Prepared Societies (including global social impacts of climate change; and local innovations to fight global warming).



Forty speakers will include senior EC officials (DG RTD Deputy Director General Signe Ratso and DG CLIMA Director Elina Bardram), industry representatives (Energy UK, Shell Global, Toyota Europe), think-tank experts (Chatham House, Brussels Diplomatic Academy), and leading researchers from Japan, UK, France, Germany, Portugal, Belgium and the Netherlands. Prof. Paulo Ferrão, Director of the Centre for Innovation, Technology and Policy Research, Instituto Superior Técnico, Lisbon University, and Member of the Horizon Europe Mission Board Climate-Neutral and Smart Cities will give the keynote speech. The symposium will be followed on the next day (21 October) by an online workshop and brokerage event on New Opportunities for EU-Japan Research and Innovation Cooperation. Jointly organised by Kobe University and the VUB, and supported by Waseda and Kansai Universities and the UniLiON network of universities, this interactive event will focus on new funding opportunities for R&I cooperation in both Europe and Japan. It will include presentations of projects and funding mechanisms, testimonials from EU and Japanese partners, and partnership-building in response to Horizon Europe calls.

➔ [https://www.office.kobe-u.ac.jp/ipiep/events/20211020\\_en.html](https://www.office.kobe-u.ac.jp/ipiep/events/20211020_en.html)



## LINK-J ORGANISES "ADVANCED THERAPY SHOWCASE IN TOKYO #2 (ATST#2)"

The second Advanced Therapy Showcase in Tokyo is seeking Advanced therapy companies for live-streaming presentations and pre-arranged one-on-one business meetings.

Fuelled by the successful rendering of its first edition, ATST#1, in January 2021, Life Science Innovation Network Japan (LINK-J) is organising the second edition of the Advanced Therapy Showcase in Tokyo #2 (ATST#2), on Friday, 28 January 2022, JST. The Network is currently recruiting live-streaming company presenters, and the recruitment of general attendees will follow soon from November. The same as its first edition, the ATST#2 focuses on product and technology platform developers in the field of advanced therapy including, but not limited to, regenerative medicine, cell and gene therapy (CGT), nucleic acid therapy, and extracellular vesicles. This international event is going to be a lively interaction platform for partner seekers

at both ends, i.e., seed possessors (start-ups, SMEs, etc.) as presenters, and seed searchers (established pharma companies, corporates, investors, and other relating entities) typically as general audiences.

Date: Friday, 28 January 2022 (JST) held in Combination with "The 6th Industry Academic Government Symposium on Regenerative Medicine"

Venue: Virtual (Tokyo, Japan as its hub)

Field of interest: Advanced therapy including, but not limited to, regenerative medicine, cell and gene therapy (CGT), nucleic acid therapy, and extracellular vesicles

Features: Live-streaming company presentations and pre-arranged one-on-one business meetings



Registration deadlines:

Live-streaming presenters: Friday, 10 December 2021

General attendees: Friday, 28 January 2022 (before the event opens)

Official language: English

Organiser/Sponsor: LINK-J

Registration:

<https://atst220128.peatix.com>

More info on:

➔ <https://www.link-j.org/en/news/post-3874.html>

## KYUSHU UNIVERSITY EU CENTRE (JMCOE-Q)

### THE EU STUDIES SUMMER COURSE 2021

The "EU Studies Summer Course" organised by the Kyushu University EU Centre (Jean Monnet Centre of Excellence, Kyushu), which had been held every year during the summer vacation, was conducted online for 3 days on 6-8 September 2021 due to the effects of the coronavirus pandemic. 14 students from four universities across Japan, studied intensively about the EU (Kyushu University, Waseda University, Toyo Eiwa Jogakuin University, Kobe City University of Foreign Studies).

The lectures were provided by teachers who are leaders in each EU Studies field, and some of these lectures were also given in English. It was our first attempt to provide special videos and slides for pre-learning created by the teachers, and it was designed so that students could acquire a general basic knowledge by learning these educational materials by the starting day of the course.

On the second day of the programme, we welcomed Mr. Takafumi Kikuchi from the Climate Change Division of the Ministry of Foreign Affairs. The lecture titled "European Green Deal and Japan's Decarbonization" was delivered as a Jean Monnet Seminar "MoFA Diplomacy lecture" for the participants of this summer course.

Mr. Kikuchi talked in detail from the standpoint of negotiating on-site about EU-Japan policy talks on climate change issues. After the 60-minute lecture, career guidance was also given as a "round-table discussion."

On the final day, the main and customary programme "Simulation of the European Council" was held. Divided into four representative country groups, Poland, Germany, France, and Sweden, based on the characteristics of economic conditions, natural environments, and energy policies in accordance with this year's theme "European Green Deal", they stated and exchanged opinions enthusiastically with various proposals for effective policies to solve problems from the standpoint of each representative country.

They summarised the measures that the EU and EU member states should pursue to achieve the goals of the "European Green Deal", while the chairperson played a key role.

Finally, a "Certificate of Completion" was sent to each student, and this year's EU Studies Summer Course ended.

Lecturers: Prof. Kenji Iwata (Director of Kyushu University EU Centre); Prof. Mark Fenwick (Kyushu University); Ms. Machiko Hachiya (Advisor to the Kyushu University EU Centre); Prof. Tamio Nakamura (Waseda University); Prof. Yuichi Morii (University of Tokyo); Lecturer, Haruka Takasaki (Toyo Eiwa Jogakuin University); Mr Takafumi Kikuchi (Climate Change Division, Ministry of Foreign Affairs)

➔ <http://eu.kyushu-u.ac.jp/jmcoe.html>

## KYUSHU UNIVERSITY EU CENTRE (JMCOE-Q) EXTENSION LECTURE SERIES 2021 “EUROPEAN GREEN DEAL—AIMING FOR THE DECARBONIZED SOCIETY”

The Kyushu University EU Centre (JMCoE-Q) Extension Lecture Series 2021 titled “European Green Deal—Aiming for the Decarbonized Society” was organised online. It was composed of four lectures held from 26 June to 26 July 2021.



This extension lecture series is provided for the general public in order to reach out to wider groups of citizens to promote a public understanding about the EU in general by taking up various themes. This year was the fourth time it was organised by JMCoE-Q.

This lecture series was held online as a webinar in the midst of the coronavirus pandemic, and the event was a great success with more participation than expected of approximately 210 people from all over the country. Taking advantage of

the online format, many participants from remote areas where it would normally be difficult to meet face-to-face were able to attend, leading to the dissemination of information over a wide area. Citizens say that they are looking forward to the lecture series every year. The EU Centre Extension Lecture Series is getting to be more and more familiar with the general public each time it is held, and it is becoming one of activities that leads to a contribution to the community through learning.

In last year's JMCoE-Q Extension Lecture Series, the current status of some issues facing the EU was explained. This time, we welcomed several specialists as lecturers in the fields of the EU, Europe, and energy issues, not only from Kyushu University but from other universities, and multidimensional perspectives were provided under the theme of the "European Green Deal".

The world's accelerating carbon-neutral movement (zero greenhouse gas emissions) has been led by the EU with the launch of the "European Green Deal" strategy at the end of 2019. The realisation of carbon neutrality by 2050, which this strategy advocates as an environmental policy, is an ambitious goal that cannot be achieved without structural economic and social changes, such as decarbonisation of the energy sector, innovation in the industrial sector, the realisation of a circular economy, and the shift to clean transportation. We have learned from the pioneering efforts of the European Green Deal to aim for a carbon-free society where people can live in good health and happiness under a new growth trajectory through economic and social reforms.

Programme:

- First: 28 June 2021, Prof. Yu Hasumi (Rikkyo University): European Green Deal and Shift to the Circular Economy”
- Second: 5 July 2021, Prof. Kenji Iwata (Director of the Kyushu University EU Centre: “Green transportation aimed at ‘the European Year of Rail 2021’”
- Third: 12 July 2021, Assoc. Prof. Tatsuya Wakeyama (Kyushu University Platform of Inter-Transdisciplinary Energy Research (Q-PIT)): Transformation of Electric Power Systems to Expand Introduction of Renewable Energy—Comparison between Japan and Europe
- Fourth: 26 July 2021, Prof. Yu Hasumi (Rikkyo University): “EU-Japan Cooperation in Open Strategic Autonomy—In Search of Global Standards for Green Business”

➔ <http://eu.kyushu-u.ac.jp/jmcoe.html>

## FINANCIAL MARKET ENTRY OFFICE

In January 2021, the Japanese Financial Services Agency and the Finance Bureau jointly opened the Financial Market Entry Office as a centralised consultation centre for overseas financial companies considering establishment in Japan. This makes it possible to handle everything from financial licensing consultation to registration procedures and, ultimately, ongoing operations, all in English and without any obstacles. The centre also provides advance consultation from overseas using video conferencing.

Source: Japanese Financial Services Agency

[https://www.fsa.go.jp/internationalfinancialcenter/en/market\\_entry/](https://www.fsa.go.jp/internationalfinancialcenter/en/market_entry/)



## JAPAN AND GERMANY LAUNCH **SME BUSINESS SUPPORT PROGRAMME IN TOKYO AND NORTH RHINE-WESTPHALIA**

The leading economic regions of Germany and Japan, North Rhine-Westphalia (NRW) and Tokyo, have launched a cooperation programme for small and medium-sized enterprises (SMEs). On 31 May, the Ministry of Economic Affairs, Innovation, Digitalization and Energy of NRW (MWIDE) and the Tokyo Metropolitan Government, representing Japan's most important economic region, signed a Memorandum of Understanding (MoU) to support small and medium-sized enterprises from NRW and Tokyo in entering their markets, creating new opportunities and FDI for both regions.

North Rhine-Westphalia (NRW), one of the most important economic regions in Europe, boasts Germany's strongest economic output (GDP), largest population, and highest foreign direct investment (FDI). More than 160 million people live within a radius of 500 kilometers around the state capital Düsseldorf, representing almost one third of all consumers and 45 percent of purchasing power in the EU. With around 650 Japanese companies, NRW is the leading investment location for Japanese companies in Continental Europe.

To inform Japanese companies about NRW/Germany and its cities and regions as a best location for business, NRW.Global Business, the Trade & Investment Agency of the German State of NRW, organised the online event series "NRW Cities and Regions: Your Business in Germany and Europe starts here!". The participating cities Aachen, Bochum, Düsseldorf, Essen, Cologne, Krefeld, and the Rhine County Neuss in NRW presented themselves in late September and early October 2021 to highlight their location advantages, successful industries and attractive markets. "Kick-off" events hosted in Tokyo by the Tokyo Metropolitan Government on 18 October and in North Rhine-Westphalia by the Ministry of Economic Affairs, Innovation, Digitalization and Energy of NRW on 28 October serve to inform participants and all interested stakeholders about the special features of



From left to right: Felix Neugart, CEO NRW.Global Business; Kiminori Iwama, Consul General of the Japanese Consulate in Düsseldorf; Andreas Pinkwart, Minister of Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia; Karl-Uwe Bütof, Head of Department "Location Marketing and Development" (VIII) Ministry of Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia.

©MWIDE NRW/Susanne Kurz.

the cooperation and the business and investment opportunities in both NRW/Germany as well as in Japan.

Further steps in the cooperation and promotion programme for 2021/22 include, among others, the joint participation at the Tokyo International Industry Exhibition in November 2021, several workshops for Japanese SME in December 2021 and January 2022, as well as the visit of Japanese SME to North Rhine-Westphalia. Further information about the MoU, the programme and the participating cities and regions can be found here (in Japanese):

<https://kaigaitenkai.tokyo.jp/>



Akinori Muramatsu, Director General of the Bureau of Industry and Labor Affairs of Tokyo Metropolitan Government; Andreas Pinkwart, Minister of Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia.

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➔ <https://www.nrwglobalbusiness.com/de/startseite>

## SMART CITIES @ **KAIKÔ GERMAN-JAPANESE BUSINESS DIALOGUE**

JOIN THE UNIQUE PLATFORM TO CONNECT JAPAN AND FRANKFURT RHINE-MAIN.

On 26 November 2021, "KAIKÔ - German-Japanese Business Dialogue" - the unique platform to connect Japan and Frankfurt Rhine-Main - will have its third online-event.

In 2021, the event will be taking a close look at smart digital cities in Japan and Frankfurt Rhine-Main. Highlight is the keynote speech by Prof. Mitsuo Makino, professor at Aichi Gakuin University. Makino is a smart city expert, former mayor, book author and connoisseur of Germany. A perfect introduction to "An Approach to Smart Cities in Japan and Germany".

Best practices will be showcased from the CEOs of the "Woven City Toyota" and the Hessian digital city Darmstadt. The event will address the challenge of future mobility in a panel with representatives from Japan and Hesse.

Last but not least, organisers will interactively celebrate the 10th anniversary of the twin cities of Frankfurt am Main and Yokohama. Get practical tips and first-hand knowledge in the four workshops especially for German and Japanese companies. As Enterprise Europe Network partner the EU-Japan Centre will host the workshop on "Diversity in Japan: Key points of how to deal with new type Japanese companies". #EENcanhelp

In addition to the three Chambers of Industry and Commerce in Offenbach, Frankfurt and Darmstadt, the AHK in Japan is a partner of KAIKÔ. Other partners are: Frankfurt Rhein Main GmbH, Hessen Trade and Invest, the Japanese Cultural Centre in Frankfurt, the Hojinkai and Main Matsuri. KAIKÔ is supported by DJW, JETRO and the Enterprise Europe Network.

Don't miss the chance to network to make "business in/with Japan" on Friday, 26 November.

➔ <https://events.frankfurt-main.ihk.de/kaiko2021> ➔ <http://www.kaiko.org>



## **GERMAN-JAPANESE ENERGY TRANSITION COUNCIL** FOCUSES ON INTENSIFIED CLIMATE CHANGE

Increasing weather extremes and unabated climate change, as well as more ambitious climate mitigation goals of countries such as the USA, China, the EU, Japan and Germany, marked the background for the eleventh meeting of the German-Japanese Energy Transition Council (GJETC) which was held in Berlin in hybrid form on 13-14 September, 2021.

The Council members deliberated on the current situation and agreed on additional studies on decarbonisation of industry, battery systems and long-term scenarios.

The German-Japanese Energy Transition Cooperation Council is an international model project to strengthen knowledge exchange on technologies, policies and the impacts of the energy transition. In its form, continuity and size, the GJETC is the first German-Japanese cooperation project on the energy transition of its kind. Founded in spring 2016, the Council conducts an extensive study programme on core topics of the energy transition, holds stakeholder dialogues with industry and civil society, and has already published six studies, a series of strategic input papers, and two reports with key recommendations for a successful energy transition in March 2018 and June 2020.

➔ <http://www.gjetc.org>





## DIGITAL HEALTH FOR ACTIVE AND HEALTHY AGEING. TOWARDS THE ENHANCEMENT OF EU-JAPAN COOPERATION IN THE FIELD



IDIH - International Digital Health Cooperation for Preventive, Integrated, Independent and Inclusive Living - is a project funded under the European Union Horizon 2020 Research and Innovation Programme, with the aim to foster collaboration in the field of digital health for Active and Healthy Ageing (AHA) between the European Union and five Strategic Partner Countries (USA, Canada, China, Japan, and South Korea).



Thanks to the partnership with Sawarabi Group (<https://group.sawarabi.or.jp>) - a complex of medical corporations, welfare corporations and various medical & welfare related service provider businesses - IDIH has reached Japanese stakeholders in the field, also gathered in the Digital Health Transformation Forum of the project, as well as in its Users Consultation Group. In particular, 4 experts from Japan have been working within the 4 Experts Groups (EG) of the IDIH Forum: Dr Takao Tashiro, The Open University of Japan (Preventive Care EG); Ms Kanoko Oishi,

Mediva (Integrated Care EG); Dr Hirohisa Hirukawa, NovusCare (Independent and Connected Living EG); and Dr Satoko Hotta, Keio University (Inclusive Living EG). Moreover, as part of the IDIH Users Consultation Group, Yasuko Akutsu, President & CEO of MT Health Care Design Research Inc., and Aging 2.0 Tokyo chapter ambassador, has been involved to provide an intersectoral perspective and guide experts to adopt a user-centred approach while dealing with Digital Health for AHA.

In order to bridge the gaps between the Experts Groups, a set of preliminary broadlines for cooperation between Europe and its Strategic Partner Countries, such as Japan, has been identified (e.g. building dementia-friendly communities and learning health systems, developing international standards for

interoperability of wearables and all relevant technologies, etc.).

These priority topics will be finally integrated in a Roadmap, providing advice to funding agencies in each relevant region (for Japan: METI - Ministry of Economy, Trade and Industry), on the steps to support our ageing societies through international cooperation in Research & Innovation.

To know more about IDIH upcoming events and findings (<https://idih-global.eu/outcomes>), stay up to date on the IDIH project website or through Twitter (<https://twitter.com/IDIHglobal>) and LinkedIn (<https://www.linkedin.com/company/idih-global>)

To register in the IDIH Matchmaking Platform, visit: <https://idih-week-2021.b2match.io/signup>

➔ <https://idih-global.eu>

## EU-JAPAN.AI PLATFORM LAUNCHED

The EU-Japan.AI project currently undergoes the 9th month of its duration, where the main aim is to establish and stimulate long-term cooperation between EU and Japan in areas relevant for AI-driven innovation in manufacturing.

Here, a platform-based approach will allow to connect all relevant stakeholder groups from both Europe and Japan. The initial version of the platform is currently in its pre-release stage and consists from the following 3 main modules:

- Resources: represent static content in form of various articles and creative materials potentially useful to users seeking information about upcoming events, new publications, recent developments, challenges, trends and gaps within the AI for manufacturing domain.

- Knowledge: represents dynamic and interactive content that allows users to engage with the platform, use various filter, search and visualisation functions and as such, support them in establishing international networks, collaboration opportunities and exchange of knowledge. Here, the highlight is the AI Observatory, which provides a living report on the status of AI & Manufacturing across key dimensions of the ecosystem.

- Networking: represents a virtual space and a meeting point for researchers, industry specialists, AI solution providers and other relevant stakeholders from the manufacturing field across both Europe and Japan who can elaborate and analyse important areas of capability gaps and barriers and hence create the basis for international cooperation, knowledge exchange, joint research opportunities etc. within the AI and manufacturing field.

For more information follow the EU-Japan.AI project on:

Twitter: <https://twitter.com/EUJapanAI>  
LinkedIn: <https://www.linkedin.com/in/EUJapanAI/>

Mail: [office@eu-japan.ai](mailto:office@eu-japan.ai)

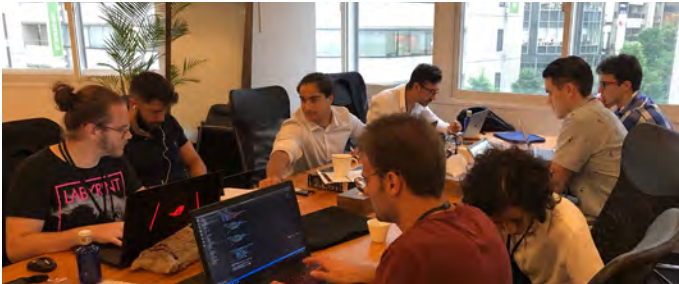
➔ <https://project.eu-japan.ai>





## THE TRADE PROMOTION SECTION OF THE EMBASSY OF ITALY WILL IMPLEMENT **A 2-MONTH ACCELERATION PROGRAMME FOR ITALIAN STARTUPS IN TOKYO**

The programme, called Global Startup Program, will be held by the Trade Promotion Section of the Embassy of Italy in collaboration with the Japanese incubator 01Booster, both online (for those startups that will not be able to come to Japan) and in presence. The Global Startup Program is at its second edition. The first edition was held in 2019, in collaboration with the accelerator EDGEof in Shibuya.



Starting from the second half of October 2021, the participants will follow courses, engage in networking sessions and pitching contests, and participate in relevant events dedicated to startups in Japan. As part of the program, the participants have also attended the matchmaking program held within ILS 2021, the main event dedicated to startups in Japan.

01Booster, the acceleration facility selected to conduct this edition of the programme, is going to mentor and coach the startups, in order to deepen their knowledge of the Japanese business mindset and to boost their confidence during negotiations and pitches in front of Japanese potential investors.

The Global Startup Program is sponsored by the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency and will support a total of 150 innovative startups in 10 countries, in order to help them tackle the hurdles of foreign markets and to establish contacts with the local business networks.

Source: Embassy of Italy in Japan

## **NEXT JAPAN GENERATION EU**

### **EU-JAPAN OPPORTUNITIES FOR BUSINESSES, ENTREPRENEURSHIP, AND YOUTH**

From Japanese entrepreneurs and experts on EU funds to institutions and research networks, panellists at Next Japan Generation EU discussed cross-border cooperation at various levels to commemorate the signature of the EPA – and the SPA – three years ago. This framework, which is based on a longstanding cooperation of two like-minded regions, translates into important advancements in areas other than trade, such as education, research, and the environment.

The webinar was held within the EU Sustainable Energy Week 2021 as climate change and sustainable energies are one of the key areas Japan and the EU are committed to address. Panellists discussed projects dealing with sustainable energy – such as a start-up's innovative battery – or cross-border and mobility research programmes enabling to exchange and blossom innovative ideas – such as Marie Skłodowska-Curie Actions. In this sense, Startup Europe Awards (SEUA), an open innovation methodology set up by the

European Commission and implemented by Finnova, can prompt public-private partnerships to attain the European Green Deal goals and SDGs.

Although major achievements have been made, further upgrade and enhancement of EU-Japan cooperation remains crucial.



The new challenges the 21st century poses offer a new opportunity to strengthen the links of both regions. Innovation, entrepreneurship, stronger business alliances and making the EPA a 'living agreement' will play an instrumental role in meeting their shared goals.

Finnova's interest in EU-Japan cooperation stems from the commitment of one Japanese student who has benefited from an EU-funded mobility scheme and his determination to launch a Japan Startup Europe Awards edition.

The webinar is available at Finnova Foundation's Youtube channel: <https://www.youtube.com/watch?v=cUpvjLsqc7s>

➔ <https://finnova.eu/en/exito-en-la-jornada-next-japan-generation-eu-de-la-fundacion-finnova-destinada-a-generar-sinergias-entre-ambas-regiones-2>

## FINLAND'S METSÄ PAVILION CREATES POSITIVE IMPACT DESPITE COVID-BOUNDARIES

Finland launched the Metsä Pavilion, a platform for Finnish businesses on the compound of the Finnish Embassy in Tokyo, in October 2020.

Finland is known for its innovative spirit and creativity, combined with the use of high-end technology. Understandably, these positive attributes have been in high demand during the COVID-19 pandemic and the several state-of-emergencies in Tokyo. Finland has successfully used the pavilion in a so-called hybrid mode throughout the year. B2B and matchmaking events have taken place, combining small gatherings at the pavilion and linking them virtually to audiences Finland. The pavilion has also provided attractive content to journalists and been a location for numerous media interviews and TV shows as well as VIP visits.

Metsä Pavilion, a "Home of Finland", was one of the only three National Partner Houses operating during the Olympics and Paralympics in Tokyo. The President of Finland for example held virtual meetings with both the Finnish Olympic and Paralympic Team with the help of the Pavilion.

Although the Covid situation halted large-scale public events in Tokyo this summer, the Pavilion was able to safely host small groups of guests. To them the pavilion tours offered a chance to hear about Finnish innovation solutions, design and of course – sauna. During the Olympic and Paralympic Games the Pavilion also displayed Olympic paraphernalia such as the Finnish teams' outfits, artwork inspired by the athletes and messages of encouragement to the Finnish athletes from Japanese school children.

As large visits have been restricted in Tokyo, Finland started pavilion tours to present the Finnish solutions to public. Tours were tweaked with an Olympic twist during Games until the start of emergency period.



➡ <https://www.businessfinland.fi/en/tokyo2020>

## NEW CATALOGUE INTRODUCING EXPERTS OF FINNISH SAUNA

Wellness is a global mega-trend. Customers do not look for products to purchase but the stories behind them and the experience from using them.



Many service providers want to distinguish themselves from others by offering unique services. Take your wellness service to a higher level by building a complete Finnish experience. There are already numerous regular "sweat rooms", why not make yours into a journey that makes the bather forget worries of the day?

Sauna from Finland is a Finnish sauna expertise association and company network with a mission to create the best sauna experiences in the world. The association has now published a new catalogue that introduces the variety of Finnish sauna builders and providers, products, and services offered by the companies in Sauna from Finland network. The company network includes everything one needs to create a Finnish sauna experience for different surroundings and for different tastes. These companies will make sure you get to enjoy and/or provide the Authentic Finnish Sauna Experience.

Finnish sauna can be built into different surroundings and for different tastes – from nature to urban environments and from beauty lovers to sporty folks. Therefore, the catalogue is divided by different categories: saunas, pools and equipment, skin care, textiles and more. Have a pleasant journey diving through these examples!

➡ <https://saunafromfinland.com/finnish-sauna-experience-catalogue-by-sauna-from-finland>



## ETC JAPAN PREPARES FOR RENEWAL AND REVIVAL OF EUROPEAN TOURISM

Since its relaunch earlier this year, the Japan Chapter of the European Travel Commission has been organising regular meetings to exchange information about the impact of the pandemic in European markets and consumer sentiment.

ETC is also proud to welcome the France Tourism Development Agency on board to share best practices and work together on the renewal and revival of European tourism. According to recent ETC research, the tonality of Europe-related web conversations in Japan has been rather positive since the beginning of the year and most often above average in comparison to Europe's other long-haul markets.

With a more positive outlook on the horizon, ETC intends to launch a digital advertisement campaign in its most important long-haul markets, including Japan. Under the slogan "Europe invites the curious", promotional content will put emphasis on the feelings and emotions triggered by the local experiences that visitors can have in Europe. The campaign messages are designed to capture the imagination of potential visitors who search authentic experiences and cultural interactions in off-the-beaten track destinations, while portraying a modern image of Europe and its citizens. The campaign will also include a reassurance message aimed at regaining confidence in travel to and around Europe and will target various long-haul markets in Asia, North America and Latin America.



➔ <https://etc-corporate.org> ➔ <https://visiteurope.com/ja/i-am-curious>

## JAPAN'S FUJI OIL GROUP WILL ESTABLISH ITS GLOBAL INNOVATION CENTER EUROPE IN THE NETHERLANDS

Fuji Oil Holdings has announced the establishment of their Global Innovation Center Europe in the Netherlands. It is the Japan-based company's fourth R&D centre, and the first to be based in Europe. It is a further step in the group's plans to globalize its R&D structure and expand its innovation ecosystem.

Fuji Oil Group CTO Mr. Haruyasu Kida says they have been working towards establishing an R&D network that reflects the global scale of the Group. The new Global Innovation Center will play a key part in delivering on this strategy.

Fuji Oil's Global Innovation Center Europe (GICE) will be established at the Wageningen University and Research Campus in the heart of the Dutch Foodvalley region. The company expects to open its office in September 2021.



Dr. Liz Kamei, head of the new centre, comments that the Dutch Foodvalley region and Wageningen University are at the leading edge of technology developments in mild, sustainable processing and plant-based foods, which will be the main focus of GICE. They have been part of this food-related ecosystem for the last three years and GICE will enable them to expand its activities to generate win-wins for the Fuji Oil Group and its innovation partners.

GICE will operate an open innovation approach to R&D. Experts at the centre will work with partners from academia and industry in consortia or one-to-one projects to identify, evaluate and speed up the deployment of new technologies that align with Fuji Oil Group's ambitions to contribute to resolving social issues through the provision of sustainable, nutritious and delicious plant-based food solutions.

➔ <https://investinholland.com/news/fuji-oil-group-to-establish-global-innovation-center-europe-in-the-netherlands>



## THE GERMAN JAPANESE PROFESSIONAL WOMEN'S NETWORK LAUNCHED ITS OWN WEBSITE

The German Japanese Professional Women's Network (GJPWN) has been established by Ms. Terumi Ezuka in April 2014 for the purpose of supporting German and Japanese working women. GJPWN is a working group of the DJW (Deutsch-Japanischer Wirtschaftskreis) in Duesseldorf, Germany.



GJPWN connects women with different professions. Its purpose is to share knowledge, discuss topics of common interest and give members a chance to learn from other members' experience. In 2021, GJPWN launched its own website in order to let more people know about the group and to make its activities more visible.



Ms. Terumi Ezuka

This site contains information about events, articles related to work experience abroad and a series of interviews featuring working women in three languages (Japanese, German and English). As of September 2021, almost 70 working women are registered members, mostly from Germany and Japan. But also people living in countries, other than Japan and Germany, can participate and are welcome. The group offers theme specific online/off-line events. Some examples includes events such as: "career development for local employees (2021/04)", "freelancer/self-employed meeting (2021/08)", "how to improve the way we work (2021/10)", "the 3rd gathering of women in management position (2021/12)". The group cooperates with companies when organising events and is always looking for opportunities for further collaboration. The group is non-profit and is led by Ms. Terumi Ezuka, who volunteers to manage the group.

➔ <https://www.gjpwn.org>

## SAVE THE DATE!

### BIOWIN DAY - THE HIGH-LEVEL INTERNATIONAL NETWORKING EVENT ORGANISED BY THE HEALTH CLUSTER OF WALLONIA

9 DECEMBER 2021, ONLINE

On 9 December 2021, the Health Cluster of Wallonia will organise BioWin Day, the high-level international networking event. The event aims to gather all stakeholders active in the health biotechnologies and medical technologies sector so they can share their knowledge and expertise regarding scientific and/or business-oriented issues to stimulate innovation and boost economic activities in the region. Interested to boost your business development activities and to connect with the vibrant Walloon health ecosystem? Join us, more info here. We still welcome sponsors and exhibitors.



➔ [https://biowin.org/?p=8397&preview=1&\\_ppp=dfb03c4905](https://biowin.org/?p=8397&preview=1&_ppp=dfb03c4905)

### IRELAND-JAPAN BUSINESS AWARDS 2021

19 NOVEMBER 2021, TOKYO, JAPAN

Each year, the Ireland Japan Chamber of Commerce presents business awards to key companies making outstanding contributions to Ireland-Japan business relations. The IJBA 2021, will be held on Friday 19 November.

Source: Ireland Chamber of Commerce in Japan ➔ <https://www.ijcc.jp/events/ireland-japan-business-awards-2021>

### 2021 SPAIN-JAPAN BUSINESS CONTRIBUTION AWARDS

12 NOVEMBER 2021, TOKYO, JAPAN

In 2016, the Board of Directors of the Spanish Chamber of Commerce in Japan decided to recognise successful business relations between Spain and Japan through an awards programme. This year session will be held on Friday, 12 November.

Source: Spanish Chamber of Commerce in Japan ➔ <https://spanishchamber.jp/event/spain-japan-business-contribution-awards-2021>

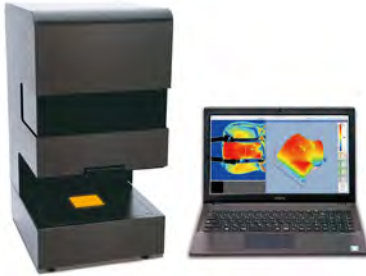
## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU → <http://een-japan.eu/opportunities>



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**

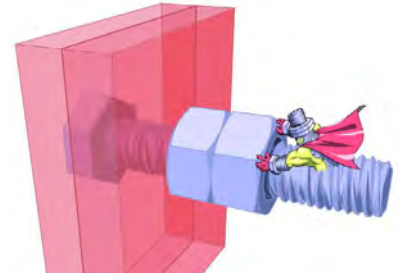
A Japanese manufacturer of cost-efficient residual and surface stress testing instruments is looking for EU partners  
Profile ID: **BOJP20210712001**




**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**  
Japanese manufacturer of optical testing equipment seeks EU partner  
Profile ID: **BOJP20210713001**

**TECHNOLOGY TRANSFER OFFERED**  
**Sector: Industrial equipment**

Japan developed anti-loosening bolt technology offered under licensing agreement  
Profile ID: **TOJP20210803001**



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**

Japanese manufacturer of rotary dampers is looking for EU partners  
Profile ID: **BOJP20210623001**




**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Toys**  
Japanese producer of educational toys for all ages is looking for EU partners  
Profile ID: **BOJP20210906001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**

A Japanese company producing a pipe renewal device is looking for EU partners  
Profile ID: **BOJP20200520001**



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Footwear, healthcare**

Japanese manufacturer of GPS-compatible footwear aimed at dementia people is looking for EU partners  
Profile ID: **BOJP20200714001**



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Footwear**

Japanese manufacturer of the only fully Japan-made flip-flops is looking for EU partners  
Profile ID: **BOJP20200708001**



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**

Japanese manufacturer of scale remover for cooling towers is looking for EU partners  
Profile ID: **BOJP20200825001**



**TECHNOLOGY TRANSFER OFFERED**  
**Sector: Energy & environment**

Environmentally conscious cotton-based carbon batteries manufacturer is looking for research partners in the EU  
Profile ID: **TOJP20210623001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Energy & environment**

Japanese producer of environmentally conscious cotton based carbon batteries is looking for EU partners  
Profile ID: **BOJP20210609001**

**SERVICES OFFERED**  
**Sector: Semiconductors**

A Japanese SME is providing design verification services for the semiconductor industry  
Profile ID: **BOJP20200804001**

## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU ➔ <http://een-japan.eu/opportunities>



### REQUEST FOR SUPPLIER

#### Sector: chemicals

A Japanese trading company is seeking EU suppliers of chemicals and compounds for the electronics sector. The products should be able to accommodate Japanese users' demands, which means that the Japanese company seeks value-added products rather than inexpensive bulk products.

The company is especially looking for the following chemicals and compounds:

- Nitro compounds
- Bromine and Bromine-containing compounds
- Silica
- Silicone
- Siloxanes
- Synthetic resin
- Intermediate for dyes and pigments, and chemicals and compounds used in their manufacture

Aforementioned compounds are to be used for the following applications:

- Electronic circuit
- Semiconductor
- Liquid-crystal display
- Organic electroluminescence
- Lithium-ion battery etching agent for semiconductor
- Dyes and pigment intermediates

Profile ID: **BRJP20210831001**

### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: Domestic equipment

Japanese manufacturer of price-competitive smart toilets is seeking EU partners

Profile ID: **BOJP20200902001**

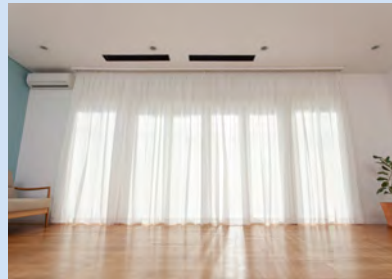


### MANUFACTURING SERVICES OFFERED

#### Sector: Industrial equipment

Japanese ultra-precision parts manufacturer offers its services to EU partners

Profile ID: **BOJP20200831001**



### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: Home furnishing

A Japanese manufacturer of heat insulating curtains is seeking partners in the EU

Profile ID: **BOJP20200917001**

### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: Industrial equipment

A Japanese rolling shutter door manufacturer is seeking partners in the EU

Profile ID: **BOJP20200929001**



## ENTERPRISE EUROPE NETWORK EVENTS

### B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

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

### SMART CITY 2021

16-18 November 2021, Barcelona, Spain (+online)

Sector: Smart cities

Registration deadline: 18 November 2021

EEN partner ACCIÓ is organising a brokerage event within the frame of the Smart City Expo World Congress (<https://www.smartcityexpo.com>) held in Barcelona on the 16-18 November 2021. This edition brokerage event will be hybrid combining onsite and online b2b meetings. Organisations offering generic services not related to below smart cities topics are not allowed to participate.

Main target sectors: enabling technologies; energy & environment; tomorrow mobility; living & inclusion; infrastructures & buildings; safety & security.

➔ <https://smartcity2021.b2match.io>

### FREE FROM FOOD AMSTERDAM 2021

23-24 November 2021, Amsterdam, Netherlands

Sector: food

Registration deadline: 24 November 2021

As partner of the "Free From Functional & Health Ingredients" Expo (<https://www.freefromfoodexpo.com>), Enterprise Europe Network is organising an international matchmaking event on "Free From", which takes place on the 23rd and 24th of November 2021.

Target sectors are Vegan, Plant-Based, Free From, Organic, Functional and Healthy Lifestyle Food, Drinks and Ready to Market Solutions.

➔ <https://free-from-food-amsterdam-2021.b2match.io>



## ENTERPRISE EUROPE NETWORK EVENTS

**B2B OPPORTUNITIES FOR EU AND JAPANESE SMES**

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

### CREATIVE INDUSTRY ZONE 2021



**25-26 October 2021, online**  
**Sector: creative industries**  
**Registration deadline:**  
**25 October**

Creative Industry Zone 2021 is a matchmaking event linking designers, tech companies, traditional enterprises, clusters, R&D institutions, and other entities representing or involved in creative industries. Apart from virtual bilateral business meetings giving the opportunity to generate new business contacts and boost innovation, the event will cover thematic panel incl. presentations on IPR, current challenges in CCIs, funding opportunities in frames of Creative Europe programme and technical aspects of co-operation between designers and industrial manufacturers.

The event is addressed to companies/institutions focusing on the following topics: advertising & marketing; architecture & crafts; design: products, graphics and fashion design; film, TV, video, radio and photography; ICT, software, mobile apps & computer games; publishing; museums, galleries and libraries; music, performing and visual arts; sustainable design & circular economy.

➔ <https://ciz2021.b2match.io>

### HORECA, GASTROFOOD, ENOEXPO 2021



**3-16 November 2021, online**  
**Sectors: food, wine, horeca**  
**Registration deadline:**  
**16 November**

CTT - Politechnika Krakowska, is organising a brokerage event within the frame of Horeca – Gastrofood fair (<https://horeca.krakow.pl/gb>) the major Polish fair about catering, hotel and wine sectors.

The B2B event named Horeca, Gastrofood, Enoexpo 2021 will be held from 3 - 16 November 2021 and allow participants to meet potential partners during pre-arranged 30 minutes long meetings.

Main sectors: wine industry; alcoholic beverages; food and beverage products: traditional, organic, "free from", functional etc.; soft drinks, coffee, tea; sweets and confectionery; dairy products; fruits, vegetables, nuts (fresh, dried, preserved); equipment for restaurants, bars, pizzerias, cafes, pastry shops; equipment for hotels, guesthouses and leisure facilities

➔ <https://horeca-gastrofood-enoexpo-2021.b2match.io>

### BEHEALTH 2021



**26-28 October 2021, online**  
**Sectors: healthcare, medical**  
**Registration deadline:**  
**25 October**

The 4th edition of BEHEALTH 2021 will bring together companies, organisations, universities and public entities from health and bioeconomy fields, research and European funds, being the perfect environment for international partnerships and brokerage. The 3-day event will gather a national and international audience of over 300 participants and 50 speakers.

This brokerage event will be structured in 11 thematic sessions, a Health Start-ups contest with 3 prizes, and will allow the participants to initiate potential partnerships during 8 hours of B2B meetings.

The sessions will cover the following topics: funding opportunities for health; e-health and education; medical equipment and instruments; translational medicine and COVID experiences; materials for health; women entrepreneurship - success stories; SHAFE | NET4Age-Friendly; UN recognition for pressure relief on health and care systems during and after the COVID-19 pandemic; clusters for health; social responsibility for health; bioeconomy for health; health policies & infrastructures.

➔ <https://behealth-2021-online-international-event.b2match.io>

### DEICY 2021



**24-25 November 2021, online**  
**Sector: ICT**  
**Registration deadline:**  
**22 November**

Polish EEN partner Digital Economy Lab University of Warsaw is organising the 1st edition of DEICy 2021 Digital Economy, Internet of Things, Cybersecurity - global challenges & opportunities in digital transformation.

The B2B event is open to business and industry partners, academia, laboratories and research institutions, public administration, etc... interested in understanding digital transformation as well as establishing a business or scientific cooperation in areas such as digital economy & society, artificial intelligence, machine learning, industry 4.0, cybersecurity, internet of things, 3D printing, robotics and automation, and many more.

➔ <https://deicy2021.b2match.io>



| DATE/LOCATION       | DETAILS  | CONTACTS  |
|---------------------|--|---|
| 26 October 2021     | <b>WEBINAR</b><br>About Japan webinar 182: Japan's Premium Food market   | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/webinar-182-japans-premium-food-market">https://www.eubusinessinjapan.eu/library/event/webinar-182-japans-premium-food-market</a>   |
| 27 October 2021     | <b>ONLINE TRAINING</b><br>Export to Japan 26: Overview of Import Process and Procedures at Japan Customs   | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-26-overview-of-import-process-and-procedures-at-japan-customs">https://www.eubusinessinjapan.eu/library/event/export-to-japan-26-overview-of-import-process-and-procedures-at-japan-customs</a>   |
| 4 November 2021     | <b>MEETING</b><br>EU-Japan Business Round Table meeting  | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eu-japan-brt.eu/">https://www.eu-japan-brt.eu/</a>   |
| 10 November 2021    | <b>ONLINE TRAINING</b><br>Export to Japan 27: Import Process and Procedures: Plant, animal and sanitary & phytosanitary quarantines                                | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-27-import-process-and-procedures-plant-animal-and-sanitary-phytosanitary-quarantines">https://www.eubusinessinjapan.eu/library/event/export-to-japan-27-import-process-and-procedures-plant-animal-and-sanitary-phytosanitary-quarantines</a>   |
| 15-19 November 2021 | <b>MANAGERIAL TRAINING PROGRAMME</b><br>World Class Manufacturing - November online session  | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eu-japan.eu/events/world-class-manufacturing-mission-1">https://www.eu-japan.eu/events/world-class-manufacturing-mission-1</a>   |
| 16 November 2021    | <b>WEBINAR</b><br>About Japan webinar 183: Japan's Clothing and Textile Market   | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/webinar-183-japans-clothing-and-textile-market">https://www.eubusinessinjapan.eu/library/event/webinar-183-japans-clothing-and-textile-market</a>   |
| 17 November 2021    | <b>ONLINE TRAINING</b><br>Export to Japan 28: Import Process and Procedures: Labelling, measurements, recycling, safety, fair representation, and fair competition | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-28-import-process-and-procedures-labelling-measurements-recycling-safety-fair-representation-and-fair-competition">https://www.eubusinessinjapan.eu/library/event/export-to-japan-28-import-process-and-procedures-labelling-measurements-recycling-safety-fair-representation-and-fair-competition</a> |
| 23 November 2021    | <b>WEBINAR</b><br>About Japan webinar 184: The Japanese jewellery market: Strategic insight, tactical guidance and real-life examples of how to succeed            | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/webinar-184-the-japanese-jewellery-market-strategic-insight-tactical-guidance-and-real-life-examples-of-how-to-succeed">https://www.eubusinessinjapan.eu/library/event/webinar-184-the-japanese-jewellery-market-strategic-insight-tactical-guidance-and-real-life-examples-of-how-to-succeed</a>                       |
| 24 November 2021    | <b>ONLINE TRAINING</b><br>Export to Japan 29: Expansion of Export Business: Setting up a business entity in Japan  | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-29-expansion-of-export-business-setting-up-a-business-entity-in-japan">https://www.eubusinessinjapan.eu/library/event/export-to-japan-29-expansion-of-export-business-setting-up-a-business-entity-in-japan</a>   |
| 7 December 2021     | <b>WEBINAR</b><br>EPA Helpdesk Webinar 44: EPA Impact on EU Agri-Food and Textile Exports to Japan   | EU-Japan Centre for Industrial Cooperation<br><a href="https://www.eu-japan.eu/eu-japan-epa-webinars-registration">https://www.eu-japan.eu/eu-japan-epa-webinars-registration</a>   |



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

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

## ANY EU-JAPAN-RELATED NEWS?

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