

MINERVA 2016 – 1<sup>st</sup> slot

**RESEARCH PLAN**

Title of the research           **Space Industry business opportunities in Japan:  
Analysis on the market potential for EU SMEs  
involved in the Earth Observation products and services**

Timing of the research       April – September 2016

Detailed scope of the topic:       The EU-Japan Centre for Industrial Cooperation has recently launched a MINERVA Research fellowship with the aim to analyze the market potential for EU SMEs involved in Earth Observation products and services. The goal of this research is to offer concrete support to European SMEs in Earth Observation (EO) applications in their interests in market research, networking, contact development and search for collaboration partners in and with Japan

The work to perform includes:

1) Analyse market potential in Japan for downstream applications in EO products and applications, on behalf of the European Earth Observation Cluster. Identify complementarities and weaknesses in Japan which European industries can potentially fill, by presenting European success stories in Japan. Analyze the competitive landscape in Japan as well as challenges, drivers and inhibitors for international cooperation with the EU, and propose recommendations towards the EU industry.

2) Follow up at the request of European EO companies to identify potential partners and liaise with Japanese counterparts to initiate and develop contacts as appropriate. Develop new contacts as necessary; identify potential for collaboration in joint solution development in Japan, for example under Horizon 2020.

3) Produce an actionable report with concrete recommendations on partnership opportunities, for target readers who are managers of EO companies with an interest to develop or expand in and with Japan. Include a short analysis of market potential as well as the Japanese government's policy towards international cooperation.