



**EU-Japan Centre**  
for Industrial Cooperation

日欧産業協力センター



# Japan

## – THE LAND OF THE RISING BUSINESS OPPORTUNITIES

22<sup>nd</sup> March, 2016 at the Hotel Bristol, Warsaw, Poland

Despite current strong ties, the untapped business potential between Poland and Japan is great. The EU and Japan are currently at an advanced stage of negotiations for a free trade agreement (FTA, also known as an economic partnership agreement, or EPA) to eliminate both tariff and non-tariff measures, improve regulatory cooperation and market access in both directions thereby maximizing business opportunities. They hope to reach a preliminary agreement on a comprehensive and ambitious accord soon.

This Seminar will help its Poland's, Japanese, and European participants to identify new business opportunities, learn from people who have established successful business ties with Japan, become more effective communicators with their Japanese business partners, and get information on practical help and assistance offered by the Polish, Japanese and EU Authorities.

The opening session will look at the bilateral and economic ties between Poland and Japan, with speeches from the Polish Confederation Lewiatan, Polish Government and Japanese Embassy. The second session will assess the likely business opportunities to be created by an FTA focusing on Poland's key industrial sectors – identifying potential growth areas, helping Polish companies develop their Japan strategies.

The third session will address success stories – two Polish companies (one in wastewater treatment, one in airline business) who have succeeded in Japan will explain the secrets of their success and pass on tips to companies considering entering the Japanese market. The final session will hear from Polish and Japanese organizations that can provide practical support, encouragement and advice to help companies succeed in Japan. Some existing obstacles to trade will also be discussed.

Following a networking lunch, there will be a separate cross-cultural tips and advice masterclass led by a European who has extensive experience working for and with Japanese people and organizations, and a Japanese person who has extensive experience working for and with Europeans and Japanese.

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## PROGRAM

9.15 **Registration**

9.45 **Opening Session**

Silviu Jora, *European Commission / EU Delegation to Japan*

Henryka Bochniarz, *President, Polish Confederation Lewiatan*

Adam Hamryszczak, *Undersecretary of State, Ministry of Development*

HE Shigeo Matsutomi, *Ambassador of Japan to Poland*

10.15 **Session 2 | Polish-Japan Trade and Business Opportunities Through an EU-Japan Free Trade Agreement**

Aiko Higuchi, *Director, EU-Japan Centre for Industrial Cooperation*

Maciej Fałkowski, *Deputy Director, Department of Economic Cooperation, Ministry of Foreign Affairs, Poland*

Hosuk Lee-Makiyama, *Director, European Centre for International Political Economy*

Professor Jan Bossak, *Warsaw School of Economics, Polish-Japan Economic Committee*

11.00 **Coffee break**

11.20 **Session 3 | Polish Success Stories With Japan**

Henryka Bochniarz, *President, Polish Confederation Lewiatan*

Andrzej Mróz, *Vice President and Chief Technology Specialist, INWATEC SP. Z O.O*

Sławomir Łysakowski, *Export Specialist, Animex Foods*

11.50 **Session 4 | Support For Doing Business in Japan**

Jacek Adamski, *Advisor to the Board, Polish Confederation Lewiatan*

*Polish Agency for Information and Investment (TBC)*

Paweł Widel, *President, Automotive Employers' Association of Poland*

Naofumi Makino, *Director General, JETRO Warsaw*

Silviu Jora, *General Manager, EU-Japan Centre for Industrial Cooperation*

12.55 **Concluding Remarks**

Silviu Jora, *General Manager, EU-Japan Centre for Industrial Cooperation*

13.00 **Networking Lunch**

14.00 **Doing business With Japan: Cross-Cultural Tips And Advice – Masterclass**

Simon Craig Gray, *Deputy Director, EU-Japan Centre for Industrial Cooperation*

Francesco Fiore, *Managing Director, Axxe Ltd*

Aiko Higuchi, *Director, EU-Japan Centre for Industrial Cooperation*

15.30 **End**