



Agenda

09:45 **Opening Session**

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

- Henryka Bochniarz, *President, Polish Confederation Lewiatan*
- H.E. Shigeo Matsutomi, *Ambassador of Japan to Poland*
- Radosław Domagalski-Łabędzki, *Undersecretary of State, Ministry of Development*
- Silviu Jora, *European Commission / EU Delegation to Japan*

10:15 **Session 2 – Polish-Japan Trade and Business Opportunities Through an EU-Japan Free Trade Agreement**

This session will first assess Poland's current bilateral, trade and economic links with Japan. Then, with the FTA/EPA negotiations at an advanced stage, this session will consider the likely impacts that the agreement would bring, with a focus on business opportunities in key sectors for the Polish economy and Polish-Japan trade.

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

- Maciej Fałkowski, *Deputy Director, Department of Economic Cooperation, Ministry of Foreign Affairs*
- Hosuk Lee-Makiyama, *Director, European Centre for International Political Economy*
- Jan Bossak, *Professor, Department of International Comparative Studies, Collegium of Economic Analysis, Warsaw School of Economics*

11:00 **Coffee break**

11:20 **Session 3 – Polish success stories with Japan**

Two Polish companies – one active in waste water treatment which has developed strong business links with Japan, sells Japanese technology in Europe and is about to start projects in Japan with its Japanese partners and the Polish airline which has opened up a thrice weekly direct connection between Tokyo and Warsaw and will explain the steps it had to take to open up the route.

Session moderator: Henryka Bochniarz, *President, Polish Confederation Lewiatan*

- Inwatec Sp.z.o.o – Andrzej Mroz, *Vice President and Chief Technology Specialist*
- Animex Foods – Sławomir Lysakowski, *Export Specialist*

11:50 **Session 4 – Support and assistance for Japan**

The Polish and Japanese Authorities have programmes and organisations that Polish companies can use to help them start / develop business in Japan. This session will look at what support is on offer.

Session moderator: Jacek Adamski, *Advisor to the Board, Polish Confederation Lewiatan*

- *Polish Agency for Information and Investment*
- Paweł Wideł, *President, Automotive Employers' Association of Poland*
- Małgorzata Szmidt, *Research & Project Coordinator, 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**



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14:00 **Doing business with Japan: Cross-cultural tips and advice – masterclass**

To truly succeed in Japan, and put your Japanese business partners at ease, you need to understand and embrace Japanese business practices. For the past 15 years, Francesco has devoted his career to working with Japan – initially as an entrepreneur, then working directly for Japanese companies and now supporting Japanese companies in their foreign activities. Through her work for the EU-Japan Centre, initially in Tokyo supporting European businesses in Japan, now in Brussels supporting Japanese businesses in Europe, Aiko has experience working with both sides. Together, they will share their experiences and insights.

Session moderator: Simon Craig Gray, Deputy Director, EU-Japan Centre for Industrial Cooperation

- **Francesco Fiore**, General Manager, Zen Tiger and Managing Director, Axxe Ltd
- **Aiko Higuchi**, Director, EU-Japan Centre for Industrial Cooperation

15:30 End

Places are limited and will be allocated on a first-come, first-served basis.

Online information: <http://www.eu-japan.eu/japan-land-rising-business-opportunities-poland>

Book your place: https://online.ikongres.pl/conference/Japan_-_the_land_of_the_rising_business_opportunities
when the event is full, this link will no longer work

Venue: Hotel Bristol Warszawa, ul. Krakowskie Przedmieście 42/44, 00-325 Warsaw