



## EU-Japan Business Round Table 16<sup>th</sup> Annual Meeting



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### “EU-Japan Cooperation – New Opportunities for Global Growth”

The 16th annual EU-Japan Business Round Table (BRT) meeting took place at the Imperial Hotel, Tokyo on 08 & 09 April and was chaired by Hiromasa Yonekura (Chairman and CEO of Sumitomo Chemical Co., Ltd.) and Fabrice Brégier (President and CEO of Airbus S.A.S.).

The BRT Members (CEOs / senior executives from leading EU and Japanese firms) had the honour of welcoming high-level representatives of the Japanese and EU Authorities. The meeting included updates on the negotiations for an EU-Japan Free Trade Agreement (FTA) / Economic Partnership Agreement (EPA); the adoption of general and sectoral recommendations;

discussions on the New Industrial Revolution in relations to sustainability and important business themes for the EU and Japan in the post FTA/EPA era; and discussions with the Japanese and EU Authorities.

Immediately after the meeting, the Co-Chairman hand-delivered the BRT's 2014 Recommendations to PM Shinzo Abe. The Recommendations have also been submitted to European Council President Herman Van Rompuy and European Commission President José Manuel Barroso. In the press statement issued following the 22nd EU-Japan Summit, held on 7 May, the Summit leaders acknowledged the BRT's “active

and continued contribution... to further development of bilateral economic relationship, and reaffirm our determination to promote cooperation with the business communities on both sides, notably through the BRT, in order to strengthen relations further with the intention of addressing a wide variety of global challenges”.

The BRT's contribution to furthering EU-Japan bilateral economic relations was recognised in the Joint Press Statement issued at the end of the EU-Japan Summit – see the text box in the article entitled “22nd EU-Japan Summit” on page 8.



<http://www.eu-japan-brt.eu/annual-meeting-2014>



**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.*

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## Results and Testimonials from the Latest WCM Session

20 participants working in various sectors, such as in the Metal Industry, Automotive, Machinery, Food, Healthcare etc., from 13 Member states, took part in the 28th World Class Manufacturing mission from 11 to 15 November 2013.

The participants visited four world class companies (Toyota Motor Corporation, TOTO Ltd., and AVEX Cooperation, Kyowa Kogyo Co.) and took part in Toyota Production System (TPS) practical training. They were also offered lectures on "Fusion of Total Productive Maintenance and Toyota Production System" and "Fundamentals of Lean implementation".



*"All about the TPS and TPM system. How important is Kaizen and Shop floor activities. 5S is a must have everywhere. Management has to be involved in shop floor activities".*

Josef Malle, Plant manager, Kostwein Proizvodnja Strojiva D.O.O., Austria



*"The programme was an eye opener in several areas, and improved my understanding of how to practically implement some of tools and concepts of continuous improvement. The reward system was a vital aspect as part of implementing the Kaizen culture".*

Waleed Mazen, EMS Manager, Electrolux Major Appliances Europe, England

## CALL FOR APPLICATIONS WCM Training Mission in November

The 30th session of the EU-Japan Centre's World Class Manufacturing (WCM) mission will take place from 17 to 21 November 2014 in Tokyo, Japan.

Since the first edition in 1992, more than 700 companies across Europe have participated in this practical training course.

The 5-day mission provides an in-depth analysis of Japanese manufacturing methodology and is aimed at EU Executives and Managers with knowledge of WCM and an engineering background. It assists the participants in acquiring a better understanding

of Japanese best practices, Lean and Kaizen processes. The training course consists of lectures, workshops and visits to some of the world's most advanced Japanese factories to understand the real "Gemba" (the production site), to talk directly with their production managers, and to observe the effective implementation of manufacturing methods.

**To apply the application deadline is the 15 September 2014**



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

## Internship Programme - Vulcanus in Europe Opportunity for EU-based Companies to host a Japanese Trainee

The EU-Japan Centre is inviting applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2015 to March 2016.

The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. Following a 4-month intensive language course the trainees will be able to communicate in the EU company's local language.

By welcoming a trainee, the main benefit for the Host Company will be a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan.

**To apply the application deadline is the 30 September 2014.**



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

## Vulcanus in Europe Host Company's Testimonial

*"ZF Friedrichshafen AG has been hosting VULCANUS students for a couple of years now. 2013, however, was the first time I personally had the opportunity to supervise a VULCANUS student. My colleagues and I were very pleased with the sincerity and hard work put in by the student during the internship, as well as the skill level of the student. His efforts formed a significant contribution to our internal project.*

*The programme with its 1 year schedule, including the 8-month internship, gives the student the time to understand the tasks at hand,*

*and us – as a host company- the time to guide them and broaden their technical expertise in order to help them achieve their targets. The student also gains rich experience with a European company.*

*In today's global economy, this programme provides the students with valuable experience in an international company and adds to the cultural diversity in the workforce of the host company. We are definitely looking forward to our next VULCANUS interns!"*



Yoshitsugu Nagao (intern) and Nithin Sreeprakash, MBS Simulation Engineer, ZF Friedrichshafen AG, Germany



## Clusters and SMEs Sectoral Missions in Japan

Launched in 2012, the Cluster and SME support mission in Japan – which is funded by the European Commission and managed by the EU-Japan Centre – is now at its 4th session. This year's mission will be held from the 13 to the 17 October 2014 both in Tokyo and Yokohama, Japan and – following on from last year's success – will again cover Biotechnology and related sectors.

In 2015, 2 missions will be organised: one in January covering the nanotechnology sector (see below) and again a biotech mission in October.

### Biotech Clusters and SMEs Mission in Japan Results from the previous mission

The 2013 mission was a very positive experience for all participants in terms of their stage of relations with Japan. Many newcomer SMEs managed to establish a first contact with Japanese clusters and companies (and in addition they gained plenty of experience to prepare them for future business with Japanese partners) whereas those SMEs and Clusters with pre-existing contacts were able to build on these and improve their prospects of forming partnerships with Japanese organisations thanks to the new contacts made during the mission.

The B2B matchmaking session organised during the fair generated over 120 meetings for the participants. Overall the mix of lectures, company visits and meetings – which were also supported by the Japan BioIndustry Association – greatly improved the usefulness of the mission for participants, due in part to the complementary nature of these activities.

Another positive outcome was the strong interest among participants in discussing cooperation opportunities, and in following up these discussions immediately after returning to Europe. This helped increase contact and cooperation between different clusters and SMEs, some of whom are actively planning to implement joint activities and projects in Europe.



### Nanotech Clusters and SMEs Mission in Japan CALL FOR APPLICATIONS

In addition to the biotech mission, the EU-Japan Centre is now launching a new mission focussing on nanotechnology and related sectors.

The Cluster/SME support mission will be held on the 26-30 January 2015 in Tokyo in the fringes of the "nano tech 2015" exhibition (<http://www.nanotechexpo.jp/>).

The Centre welcomes applications from EU Clusters and SMEs operating in this sector.

**The deadline for applications is 30 October 2014.**

This nanotech mission will last for 5 days and will comprise market-specific business seminars, group company visits, one-on-one meetings during the "nano tech 2015" fair as well as showcases and networking events intended to maximize opportunities for the EU participants. In addition, the mission

will provide EU clusters with the opportunity to benchmark with Japanese counterparts during a specially-dedicated cluster to cluster session.

The mission objectives are to facilitate first contact (which could be the door leading to new business opportunities), identify relevant key contacts and gain knowledge of Japan's market structure.



<http://www.eu-japan.eu/cluster-missions>



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

### Are you Planning to go to Japan? Take Advantage of a "Hot Desk" in Tokyo with Logistical Support

For EU SMEs planning to go to Japan, the EU-Japan Centre offers FREE logistical support and business assistance at its Tokyo office, for up to one month.

Details of the support measures offered:

- office facilities in Tokyo on the Centre's premises which includes an internet connection and telephone
- full access to meeting and seminar facilities on the Centre's premises;
- a help desk for all information inquiries about business in Japan;
- assistance in using the Enterprise Europe Network service while in Japan.

Any SME wishing to benefit from this support should contact [StepInJapan@eu-japan.gr.jp](mailto:StepInJapan@eu-japan.gr.jp)

### Study on "Sustainable Building and Construction Sector in Japan" CALL FOR PROPOSALS

Call for proposals to outsource a study and related activities (expert list and workshop) on the sustainable building and construction sector in Japan and the analysis of opportunities for European firms.

The outsourced project is intended to support and complement policy exchange in the framework of the EU-Japan Industrial Policy Dialogue - "Climate Change and Environment Working Group" with a business driven perspective focusing on Japan

market access, business development, technological and regulatory cooperation within the construction sector in general and the insulation materials in particular.

Interested parties are invited to consult the full details of the call, including the terms of reference available online.

**Deadline for applications: 20 June 2014.**



[http://www.eu-japan.eu/TORCallForProposals\\_SC](http://www.eu-japan.eu/TORCallForProposals_SC)

## 1000 !!!!

1000 people have joined the LinkedIn group of the EU-Japan Centre for Industrial Cooperation since its creation.

Thank you all for supporting the Centre's activities!

**Not yet a member?**

Feel free to join us!



[https://www.linkedin.com/groups?home=&gid=2456149&trk=a-net Ug\\_hm](https://www.linkedin.com/groups?home=&gid=2456149&trk=a-net Ug_hm)



## Are you considering marketing a product or service in Japan? Do you need a professional market entry plan?

Call for Applications to Benefit from a New Support called "Keys to Japan"

"Keys to Japan" is a new European Commission-funded initiative, managed by the EU-Japan Centre to help selected European SMEs considering marketing a product or service in Japan by developing a detailed and personalised market entry plan for them. The cost of each plan will be covered by the EU-Japan Centre. Each plan is worth €10,000 and will be prepared by JMEC.

### 3 plans will be offered each year:

- 1 plan is reserved for a market entry plan covering end-user applications or receiver technology using Global Navigation Satellite Systems (GNSS).
- the other 2 plans can be for any relevant industrial or consumer product or service.

### Who is eligible to apply?

Applicants must be EU citizens working in a management position for a European SME headquartered in the EU. Applicants must be at least 20 years of age at the date of submission of the application form.

Deadline for application: 31 July 2014



<http://www.eu-japan.eu/keys-japan>



## CALL FOR APPLICATIONS Minerva Fellowship

The 1st 2014 slot of the "Minerva" EU-Japan fellowship programme successfully got off the ground.



The candidates to whom the in-house fellowship in Japan has been granted are Mr. Cesar De Prado from Spain, Mr. Edgar Hahn from Germany and Mr. Andrej Zagar from Slovenia.

The fellowship (consisting of 1700 EUR per month) covers a period of six months and is offered twice a year, from April to September and from October to March. The Research Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as supporting the daily analytical activities of the Centre.

Applications are currently open for the 2nd 2014 "Minerva" edition (October 2014-March 2015 period). Should you be interested in applying, please submit your application documents (CV, cover letter, research topic plan).

Deadline for application: 15 July 2014



*"Through the Minerva fellowship I have broadened my insight about Japanese nanotechnology. Japan is one of the largest markets for nanotechnology.*

*Its research and development is at the highest levels, opening up new possibilities for future markets."* Andrej Zagar, Visiting Fellow



<http://www.eu-japan.eu/other-activities/minerva-fellowship>

## CALL FOR EXPRESSIONS OF INTEREST

### New support for EU SMEs to be launched this autumn!

#### Japan Tax & Public Procurement Helpdesk

Venturing into a new foreign market means that – in addition to getting to know your market – you must also familiarise yourself with a plethora of procedures and regulations. Although your company would rather devote its precious time to developing its business, much of it is instead consumed by navigating a regulatory maze in an as yet unfamiliar foreign market.

The Japanese public procurement (PP) market is largely unknown to European SMEs. Despite its enormous potential – with an estimated size of €550 billion per year – there are currently very few foreign companies active within this market. In 2012, out of a total of 78,000 companies only 264 foreign companies had registered themselves as suppliers with central government organisations. Presently, a substantial number of tenders are awarded to single bidders, giving Japanese government institutions a limited choice. Entering the PP market is not without difficulties, but with the right product and right approach excellent opportunities do exist.

In order to lessen these initial hurdles and difficulties, the EU-Japan Centre for Industrial Cooperation is preparing for the launch of the Japan Tax & Public Procurement Helpdesk to support European SMEs in their efforts to enter the Japanese market. The launch of the Helpdesk is scheduled for autumn 2014. The JT&PP Helpdesk will provide first-line information and advice on tax and public procurement. Additionally, it will offer training, materials and online resources.

In addition, the Helpdesk is planning to provide the following services:

#### Tax

- Online helpdesk-service (first reply within 48 hours);
- A Tax Q&A database with frequently asked questions regarding the Japanese tax system;
- Practical guides and checklists;
- Frequent webinars by experts in the field;
- "Ask the Expert" service and liaising with a pool of taxation experts;
- Information-clearinghouse on tax issues

#### Public procurement

- Online helpdesk service (first reply within 48 hours);
- Practical guides on supplier qualification and industrial standards (JIS) and checklists;
- Tender monitoring service and market analysis;
- Twitter service with selected tender notices and related news (<https://twitter.com/JTPPHelpdesk>);
- "Ask the Expert" service and liaising with relevant experts;
- Frequent webinars by experts in the field;
- Information-clearinghouse on public procurement.

The online JT&PP Helpdesk will be part of the <http://www.eubusinessinJapan.eu> portal.

With the JT&PP Helpdesk still in its developmental stage, we would like to include your wishes and expectations with regard to the kind of services and information that you will like us to provide. Please get in touch!



<http://www.eubusinessinJapan.eu/form-tax-public-procurement>



## 3<sup>rd</sup> EU-Asia Industry Collaboration Seminar

12 June 2014, Prague, Czech Republic



The EU-Asia Industry Collaboration Seminar is the biggest EU-Asia industrial collaboration event organised by GNSS.Asia in the context of the European Space Solutions 2014 (<http://www.space-solutions.eu>). This event brought together leading GNSS actors (companies and governmental organisations) from Europe and Asia to share the most up-to-date information on GNSS markets and promote business opportunities.

Being Europe's largest Satellite Navigation conference, the event allowed participants to get the latest information on European GNSS and market by attending various GNSS-related side events such as the session on Space Solutions for Sustainable Transport, or the Space Solutions for Consumer Applications (LBS) Conference. Some B2B matchmaking events were held and provided an opportunity to find an appropriate partner for business or R&D collaboration.


<http://www.gnss.asia/>

## GNSS.Asia Japan Seminar - eCall and EGNSS Applications

for High Precision and Transport – exploring EU-Japan cooperation opportunities  
29 May 2014, Tokyo, Japan


The EU-Japan Centre for Industrial Cooperation in cooperation with the Delegation of the European Union to Japan successfully organised the GNSS.Asia Japan seminar in Tokyo with the support of the European Global Navigation Satellite Systems Agency and the Satellite Positioning Research and Application Center.



The objective of the GNSS.Asia Japan seminar was to:

- 1) present an update on eCall (a European initiative intended to bring rapid assistance to motorists involved in an accident) and to introduce opportunities in the European GNSS market for automotive;
- 2) open a discussion in order to engage Japanese GNSS stakeholders in cooperation opportunities with the EU on GNSS for transport applications.

Another objective of this seminar was to foster concrete cooperation opportunities between the EU and Japan in GNSS downstream applications, following the successful organisation of workshops in May, October and November 2013. Relevant EU GNSS service providers were also present, and offered presentation pitches, and participated in a moderated panel discussion together with leading members from the Japanese GNSS industry.



The target audience for this event consisted of businesses based and operating in the Japanese market, academia and stakeholders interested in cooperation with the EU on GNSS user segment.


<http://japan.gnss.asia/home-japan>

## Old and New Spaces of the Automotive Industry: Towards a new Balance?

04-06 June 2014, Kyoto, Japan

A seminar titled "Old and new spaces of the automotive industry: towards a new balance?" was co-organised by the EU-Japan Centre for Industrial Cooperation and GERPISA at Kyoto University from the 4th to the 6th of June. This year's colloquium shed light on the overall tendencies in the Asian automobile industry. Asia appears as the main "driver of change", in terms of sales and production volumes, and from the point of view of firm strategies, local policies, industrial policies and innovation (technologies, products, organisations), etc.

The seminar benefited from Dr. Lucian Cernat, Chief Trade Economist, DG Trade, European Commission delivering a key note speech titled "Impact Study of the Automobile Industry". He presented a comprehensive study on automobiles and the impact of FTAs on the EU car industry. Also the EU-Japan Centre's General Managers Silviu Jora, and Hiroshi Tsukamoto contributed to the meetings as discussants.


<http://gerpisa.org/node/2302>

## Mega-FTAs, Globalization and Technological Change

03 June 2014, Tokyo, Japan

### An assessment of the EU and Japan's role in setting the Trade rules for the 21st Century

Several «mega-FTAs» (TTIP, TPP) are in the making, as well as major trade deals, like the EU-Japan FTA. What role can such «mega-FTAs» play in shaping our common economic future? How will these «mega-FTAs» affect the current WTO post-Bali agenda? These were some of the questions which were debated, with the participation of a number of high standing policy practitioners and academics from the EU and Japan. The Seminar welcomed the generous presence of Dr. Lucian Cernat, Chief Trade Economist, DG Trade, European Commission, as keynote speaker. He presented the EU-Japan FTA's challenges and perspectives. Additional speakers from Japanese government and academia contributed their views through presentations and via an open debate with speakers and participants. Global value chain governance in the area of MEGA FTAs, EU-Japan EPA/EFTA's contribution to Japan's economic and trade objectives and the challenges were also presented.

<http://www.eu-japan.eu/mega-ftas-globalization-and-technological-change-an-assessment-eu-and-japans-role-setting-trade-rule>

## EU-Japan Workshop on Research & Innovation in Robotics: New Opportunities for EU-Japan Cooperation

On 11 June 2014 in Brussels, the European Commission and the EU-Japan Centre co-organised "EU-Japan Workshop on Research & Innovation in Robotics: New Opportunities for EU-Japan Cooperation" with the objective of bringing together leading Japanese and European centres of excellence in robotics and to discuss opportunities for future large-scale EU-Japan joint research projects in robotics.



33 participants joined the meeting, including 12 from research institutions (Waseda University; Scuola di Studi Universitari e di Perfezionamento Sant'Anna – SSSA; Technical University of Catalonia; Ecole Polytechnique Federale de Lausanne; Imperial College of London; Technische Universität München; Laboratoire LIRMM), 13 from industry (including KUKA Laboratories and a representative of euRobotics) and 8 from authorities, including DG RTD, DG CNECT, METI and MIC.

In the first part of the workshop, Waseda University made a presentation to propose "human-robot-collaboration challenges" as a potential area of EU-Japan research co-operation. In the super-ageing society, human-adapted robots or human-symbiotic robots are urgently required both for daily life support and for manufacturing assistance. Advanced research and development in human-robot-collaboration challenges is crucial in a future where robots work in the same environment with humans.

This is a domain where both Europe and Japan can build on considerable experience and knowledge. In the second part, the European Commission presented the opportunities offered by Horizon 2020 and other specific initiatives in various areas of robotics research.

In the third part, European research institutions made presentations to introduce their latest research activities and their suggestion or proposals for cooperation with Japan.

Further exchanges and discussions were held during the networking lunch and the afternoon session (brokerage meetings).

Promotion of robot industry will be one pillar for Japan's new growth strategy to be put forward by the Japanese government this summer.



<http://www.eu-japan.eu/eu-japan-workshop-robotics-and-opportunities-eu-japan-cooperation>

## REPORT The Japanese Clean Energy Sector Development



This report by the EU-Japan Centre aims to provide the European Commission, the Ministry of Economy, Trade and Industry (METI) and European businesses with a comprehensive analysis of clean energies in Japan. It will look at to what extent clean energies have influenced or are capable of influencing Japan's economy, notably in its relationship with Europe.

In order to accurately explain the broad and complex matter of clean energy development in Japan, the report is divided into three parts. The first part will examine the electricity market structure, as a whole, including a description of the effects of the deregulation reform. This will provide the framework to understand clean energy development. The second part will focus on the Abe administration general energy policy, and specifically its clean energy policy with the aim of assessing what steps the government has taken. Finally, the third part of this report will analyse the clean energy market structure before 2011 and how it will evolve in the foreseeable future.



<http://www.eu-japan.eu/sites/eu-japan.eu/files/Japanese-Clean-Energy-sector-development-2014.pdf>

## Seminar & Training Course on Horizon 2020

**Information on how the European Programme for Research and Innovation works and how to get involved**

12 March 2014, Brussels, Belgium

EU-Japan cooperation in science, technology and innovation (STI) has an opportunity for growth, with the entering into force of the EU-Japan Agreement on Cooperation in Science and Technology in 2011. In Europe, "Horizon 2020", the world's biggest public funding programme for multinational research, development and innovation, has officially started.

In this context, the EU-Japan Centre for Industrial Cooperation and the Japan Business Council in Europe (JBCE) co-organise a seminar on Horizon 2020 with the objective of further promoting EU-Japan STI cooperation.

The seminar mainly targeted Japanese-affiliated companies in Europe in order to encourage their participation in Horizon 2020 by enhancing their understanding of Horizon 2020.

It also provided a platform to exchange European, Japanese and other global companies' experiences in the previous Framework Programme (FP7) and considered strategic questions relevant to industry. In addition, the seminar was followed by a 3-hour training course by "JEUPISTE project" team on practical aspects necessary for participating in Horizon 2020.



<http://www.eu-japan.eu/seminar-training-course-horizon-2020>

## The EU-Japan Centre is National Contact Point for Horizon 2020 in Japan

In November 2013, the EU-Japan Centre was named National Contact Point (NCP) for Japan, for FP7 and the EU's new Framework Programme for Research and Innovation, namely Horizon 2020 (<http://ec.europa.eu/programmes/horizon2020/en>) which was launched in 2014. The Japanese NCP system will be the main structure for providing guidance, practical information and assistance on all aspects of participation in Horizon 2020 from Japan. For more information or enquiries, please contact Toshiyasu Ichioka at [ncp-japan@eu-japan.gr.jp](mailto:ncp-japan@eu-japan.gr.jp)



## Lean in Europe Driving Competitiveness Visits

The latest visits to EU manufacturing companies in the frame of "Lean in Europe Driving Competitiveness", the recent programme of the EU-Japan Centre based around visits to leading European factories to see how they implemented world-class principles originated in Japan in their manufacturing process, have been held in March and May (see below). The aims of the programme are to improve EU companies' competitiveness by sharing ideas between participants and host companies. Through lectures, shop-floor visits, coaching and detailed explanations provided by the host company, participants will be inspired to continue along or begin improvement activities.

Each "Lean in Europe Driving Competitiveness" visit ends with a debriefing time during which ideas, opinions and suggestions were shared between all the participants providing the host companies with useful feedbacks, and new ideas to participants to be implemented in their own companies.

Should you be interested in being informed about the next visit scheduled for October in Denmark (TBC) please contact Céline Godart [c.godart@eu-japan.eu](mailto:c.godart@eu-japan.eu)



<http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe-Driving-Competitiveness-visits>

### Lean in Europe: Visit to Bosch Thermotechnology GmbH

Held on the 26-27 March 2014 the 3rd visit of Lean in Europe Driving Competitiveness was organised at Bosch Thermotechnology GmbH in Wernau, Germany. 23 engineers from 20 different companies located in 13 EU Member-States and operating in various sectors such as textile, automotive, postal services, electronics, heating... attended the visit.

The first day a preparatory lecture from Prof. Richard Keegan of Enterprise Ireland and Mr. Patrick Scheede from Porsche Consulting GmbH provided the basic theory

on Lean and best practices and prepared the mission's participants so that they could get the most out of the visit.

On the 27, Bosch Thermotechnology GmbH's representatives shared with the participants their own experience on Lean and best practices with a focus on "A3 Thinking" (a way of presenting reports) and problems solving and participants could see their assembling lines. They explained about the improvements introduced in their assembling lines and the positive results obtained doing so.

<http://eu-japan.eu/lean-europe-driving-competitiveness-visit-bosch-thermotechnology-gmbh>



<http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-audi-sanv>

### Lean in Europe: Visit to Audi SA/NV

The 4th Lean in Europe Driving Competitiveness' visit was organised on 9 May 2014 at Audi S.A. / N.V. Brussels plant, Belgium. 24 engineers from 20 different companies located in 14 EU Member-States and operating in various sectors such as automotive, electronics, machinery, textile, domestic equipment, steel constructions... attended this visit.

This factory tour through the body shop and assembly line has given participants the chance to experience production of the Audi A1 up close. From the manufacture of the wheel arches and the connecting of the engine/transmission with the body to the final quality check of the A1, the visitor route provided a look behind the scenes of modern car making. Audi's representatives shared their own experience on Lean and best practices and explained Audi Production System.

### LEAN & KAIZEN WEBINARS

As a new service from the EU-Japan Centre 4 online free webinars on Lean and Kaizen will be organised in 2014. The 2 first webinars were held in spring receiving positive feedbacks from participants.

#### DATES

- 11 August 2014 - Introduction level
- 18 September 2014 - Advanced level

#### What you will learn during this webinar?

- introduction to Lean and KAIZEN®
- identify the seven types of waste: transportation, inventory, motion, waiting, over-production, over-processing, defects
- start a 5S campaign as basic method of increasing efficiency
- create standards for improving quality
- involve employees in the continuous improvement process



Registrations online at:

<http://www.eu-japan.eu/wcm-webinar-series-4-webinars-and-2-levels-principles-and-advanced>

## 22nd EU-Japan Summit

Mr Herman Van Rompuy, President of the European Council, Mr José Manuel Durão Barroso, President of the European Commission, and Mr Shinzo Abe, Prime Minister of Japan met in Brussels on 7 May 2014 for the 22nd Summit between the European Union and Japan.

According to the press releases from the European Commission, various topics were covered during the summit in particular trade related ones with the reaffirmation of the importance of strengthening the trade and economic relationship between the EU and Japan, and of the early conclusion of a highly comprehensive and ambitious Free Trade Agreement (FTA)/ Economic Partnership Agreement (EPA) which would play a vital role in this regard, notably by addressing issues related to market access for goods, services and investment, procurement, including railways, and non-tariff measures.

Satisfaction about the good progress made in sectoral dialogue and cooperation in various areas such as the ICT, transportation, energy, food security, higher education and industry in general was expressed during the summit. The summit also covered joint cooperation in global issues such as in climate change, disarmament and non-proliferation, nuclear energy, science and technology, cyberspace, peace and security and other.

Summit conclusions in English:

[http://europa.eu/rapid/press-release\\_STATEMENT-14-151\\_en.htm](http://europa.eu/rapid/press-release_STATEMENT-14-151_en.htm)

Summit conclusions in Japanese:

<http://www.mofa.go.jp/mofaj/files/000037965.pdf>

Other related press releases:

[http://europa.eu/rapid/press-release\\_SPEECH-14-348\\_en.htm](http://europa.eu/rapid/press-release_SPEECH-14-348_en.htm)

[http://europa.eu/rapid/press-release\\_MEMO-14-332\\_en.htm?locale=en](http://europa.eu/rapid/press-release_MEMO-14-332_en.htm?locale=en)

**In paragraph 5 of the Joint Press Statement issued at the end of the Summit, the Summit leaders recognised and paid tribute to the work of the EU-Japan Business Round Table (BRT):**

*"We recognise the active and continued contribution of the EU-Japan Business Round Table (BRT) to further development of bilateral economic relationship, and reaffirm our de-*

*termination to promote cooperation with the business communities on both sides, notably through the BRT, in order to strengthen relations further with the intention of addressing a wide variety of global challenges. We welcome the recommendations adopted by the BRT in April that 'reiterate its calls that the EU and Japanese Authorities should step up their efforts to tackle and resolve the substance of the outstanding issues', which should include*

*tariffs, non-tariff measures, procurement, investment, services, competition, intellectual property rights, geographical indications and regulatory cooperation, 'and that a comprehensive, ambitious, high-level and mutually beneficial FTA/EPA should be concluded as soon as possible'. We are also strongly encouraged by the BRT's commitment to make every effort to support the early realisation of an EU-Japan FTA/EPA."*

Source: European Commission

## From Numerical Results to Broadcasting of EU Gateway on EURONEWS

Since 2009, the EU Gateway programme has shown an unfaltering commitment in assisting European SMEs in opening doors to the Japanese and the Korean markets. This EU initiative has a portfolio of 30 business missions to Japan and 15 business missions to Korea, enrolling over 1500 EU companies, attracting 6400 Korean and 13500 Japanese stakeholders. All in all, numerical indicators accompanied by actions have transformed it from a statistical exercise into quantifiable results.



Over the years, EU Gateway has succeeded in building sound success stories from its business missions, EU companies, and Korean and Japanese counterparts. Thanks to outstanding results, its successes have gotten the attention of the Business Planet Initiative, EURONEWS TV Channel. Two past EU Gateway participants, one specialised in

the Construction and Building sector and one specialised in the Environment and Energy field, were invited to Japan and Korea to share their business accomplishments in a video story prepared by EURONEWS.

Both live broadcastings provide details about existing opportunities and challenges on the Japanese/Korean markets and how newcomers should overcome it. In addition, it gives insights about benefits of the EU Gateway programme and how these participants turned it to their business advantage. The stories were broadcasted on EURONEWS TV channel in March and April 2014 and were made available in 13 languages: Arabic, English, French, German, Hungarian, Italian, Greek, Persian, Portuguese, Russian, Spanish, Turkish, and Ukrainian.

All in all, a success story is about sharing good and bad experiences. It is about highlighting mistakes and challenges encountered by the story-teller to help others avoid doing it. It is about helping viewers to conclude: if he was able to do it, I can too.

To watch the videos, follow the link:



<http://www.eu-gateway.eu/home>

## Internationalisation Portal for EU SMEs

The European Commission, DG Enterprise and Industry officially launched its EU SMEs Internationalisation Portal.



This new portal is meant to help EU-based SMEs wanting to engage in business with countries outside the EU to find out about the organisations at national or European level that can provide them with internationalisation services and support.

This site offers:

- a database of support services (e.g. local chambers of commerce) who can help the SME to start doing business with its target country;
- links to other EU-backed sources of help/advice.

Source: European Commission



<https://webgate.ec.europa.eu/smeip/>



## 22<sup>nd</sup> Japan-EU Summit and Prime Minister Abe's Visit to Europe



The 22nd Japan-EU Summit took place on May 7th in Brussels. Prime Minister Abe was welcomed by Mr. Herman Van Rompuy, President of the European Council and Mr. José Manuel Durão Barroso, President of the European Commission.

Following the summit the leaders released a joint statement which covered bilateral relations, global issues and regional issues.

The leaders also declared that *"we reaffirm our commitment to concluding a Strategic Partnership Agreement with a comprehensive coverage as a sound structure for deeper political, global and sectoral cooperation over the coming decades. We reaffirm the importance of strengthening the trade and economic relationship between the EU and Japan, and of the early conclusion of a highly comprehensive and ambitious Free Trade Agreement (FTA)/ Economic Partnership Agreement (EPA)."*

The 22nd Japan-EU summit was part of Prime Minister Abe's visit to Europe, during which time the Prime Minister also visited; Germany, the U.K., Portugal, Spain, France

and Belgium. During his visit in Belgium, Prime Minister Abe also held a meeting with Mr. Anders Fogh Rasmussen, Secretary General of NATO, at the NATO Headquarters and delivered a speech and exchanged opinions with permanent representatives from 28 countries of NATO.

Prime Minister Abe also had an audience with His Majesty King Philippe, and attended the Japan-Belgium Summit Meeting. The final event was a dialogue session with European companies and representatives of Japanese companies in Europe which was co-hosted by BUSINESSEUROPE and Japan Business Council in Europe (JBCE).

Further coverage of Prime Minister Abe's visit can be found in below website.

Source: Mission of Japan to the EU



[www.mofa.go.jp/erp/c\\_see/page18e\\_000072.html](http://www.mofa.go.jp/erp/c_see/page18e_000072.html)

### The Fifth Japan-EU English Haiku Contest

The Ministry of Foreign Affairs of Japan (MOFA) and the Delegation of the European Union to Japan will host the Fifth Japan-EU English Haiku Contest under the theme of "Wonderful Encounter". The contest is open to the nationals of Japan and the EU member states, who reside in Japan or the EU member states. The application period will be from May 7th to June 27th.

One winner each from the EU and Japan will be announced in due course. MOFA and the Delegation of the EU to Japan will offer the winner from the EU and Japan a round-trip to Matsuyama City, the birthplace of modern Haiku in Japan.

This contest is expected to provide an opportunity to meet citizens of Japan and the EU, which encourages more active people-to-people exchanges between the two. For details on how to enter, please visit the official webpage and good luck!



[http://www.mofa.go.jp/press/release/press4e\\_000280.html](http://www.mofa.go.jp/press/release/press4e_000280.html)

### Ambassador Shiojiri Opens the Friends of Europe and JICA Conference "EU-Japan: Ready for a new stage in relations?"

Ambassador Shiojiri delivered the opening speech at the Friends of Europe and JICA conference "EU-Japan: Ready for a new stage in relations?"

This event was an opportunity for Japanese and EU representatives to meet and discuss current Japan-EU relations as the negotiations for the Japan-EU Strategic Partnership Agreement (SPA) and Economic Partnership Agreement (EPA) continue. Ambassador Shiojiri spoke in detail about his vision for Japan-EU relations and how to elevate their relationship. *"We need to cooperate with each other to enhance democracy, support basic human needs and strengthen governance of the world. By acting together and setting norms and standards in these areas, Japan and the EU will inject new added values to global dynamism".*

The Ambassador also stated that Japan and the EU have a responsibility *"to make our partnership a vehicle which has a profound and positive impact on global peace and security, a vehicle which strengthen our own and the global economy".*



On the Japan-EU SPA and EPA, Ambassador Shiojiri stated that, *"we must endeavor to make sure that the content of the agreements is substantial and will have real impact".* While looking towards the conclusion of the agreements, the Ambassador pointed out that; *"if we take too long, we run the risk that the SPA and EPA will be irrelevant when they are concluded. This is why we must consider the importance of a swift conclusion of the negotiations".*

The full text of Ambassador Shiojiri's remarks can be accessed on the website of the Mission of Japan to the EU.

Source: Mission of Japan to the EU



[http://www.eu.emb-japan.go.jp/Friends\\_of\\_Europe\\_Speech.html](http://www.eu.emb-japan.go.jp/Friends_of_Europe_Speech.html)

### College of Europe Students Visit the Mission

A group of 40 students from the Natolin campus of the College of Europe visited the Mission and held a roundtable discussion with Ambassador Shiojiri. Ambassador Shiojiri first presented an overview of Japan-EU relations and outlined the framework and expectations for the Japan-EU Economic Partnership Agreement (EPA) and Japan-EU Strategic Partnership Agreement (SPA). The majority of the session was taken up by a roundtable discussion between the students and the Ambassador. The students took the opportunity to gain the insights of Ambassador Shiojiri on a range of issues pertinent to Japan-EU relations.



The session concluded with Ambassador Shiojiri taking the opportunity to wish the students success in their upcoming exams and the students kindly presented the Ambassador with a gift from their campus.

Source: Mission of Japan to the EU

## Aichi, Global Leading Cluster for Advanced Materials

Located in the centre of Japan, Aichi Prefecture is one of the top world-class manufacturing clusters, featuring great production achievements especially in the transportation equipment (automotive, aerospace etc) and manufacturing (machine tools etc) sectors. Many research and development facilities are located in Aichi Prefecture, which contribute efficiently to supporting these industries by spurring innovation breakthroughs. There were already several research institutions in the field of advanced materials, but there is no doubt that the establishment in November 2013 of a research hub named **"Automobili Lamborghini Advanced Composite Structures Laboratory Japan"** (ACSL Japan) will further boost research in this cutting-edge field.

### Advanced Composite Structures Laboratory Japan

On 12 November 2013, Nagoya Institute of Technology established ACSL Japan. This laboratory was set up to conduct R&D on carbon fibre reinforced plastic (CFRP), under the supervision of Dr. Paolo Feraboli, the director of Automobili Lamborghini Advanced Composite Structures Laboratory in Seattle, USA.

ACSL Japan will focus on developing high-volume production techniques in a short time for forged composite, which uses a paste of fibres mixed with resin that is squeezed out to make almost any shape, thanks to a metal mold. As such, ACSL Japan intends to collaborate closely with a wide array of companies, especially in the automotive and aerospace industries, to apply this next-generation CFRP to various products. Moreover, thanks to the joint research with the companies, ACSL Japan will



aim at building a research platform which will spur industrial creation through the experiment and the accumulation of a wide range of technologies from the elaboration to the mass production of carbon fibre composites-based products. This collaboration, in other words, allows Lamborghini's next-generation carbon fibre technologies to meet Aichi-based Nagoya Institute of Technology's expertise in research.



## Aichi Prefecture, Major R&D cluster for Carbon-fiber-reinforced Polymer (CFRP)

Toray, the global leader for the manufacture of carbon fibre composite materials, established its Advanced Composites Center in Aichi Prefecture in 2009. This facility is intended to develop process technologies for carbon fibre composite material primarily in automobile and aircraft applications.

In addition, the Composite Engineering Research Center (CERC) of Nagoya University is a centre of excellence for education, research, and development in the field of composite material engineering. It conducts challenging research activities such as clarifications regarding the behaviour of

advanced composites as well as their design, and the creation of new manufacturing technologies.

The National Composite Center in Nagoya University, which was inaugurated in June 2013, is another example of a core research facility, born from industrial-government-academia joint efforts, for the application of carbon fibre composites to aircraft and automobiles. Companies like Toyota Motor Corporation, Aisin Seiki, Komatsu, and Toray have been involved in the R&D on the production and the evaluation of large-size components, such as car bodies.

To be added that the above centre signed MOUs with Germany's carbon fibre reinforced plastics cluster CFK Valley (Hamburg) and French cluster EMC2 / IRT Jules Verne (Nantes) in March 2014, at JEC Europe 2014 in Paris: these MOUs will enable further technological breakthroughs and exchanges in scientific fields. All these initiatives contribute to increasing Aichi's leading position in the field of advanced materials.

Please feel free to contact Aichi Prefecture's Representative Office in Europe should you have any questions about the aforementioned information.



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

## The Business Development Center Tokyo

Formerly known as Tokyo Business Entry Point, since April, the organisation name has been changed into Business Development Center Tokyo with a new email address [contactus@bdc-tokyo.org](mailto:contactus@bdc-tokyo.org) and website. The organisation provides support to foreign companies who are already operating or considering establishment of a business base in the Tokyo area.



<http://bdc-tokyo.org>

## A New Website to Promote SMEs from Yokohama Excellent Companies in Yokohama

The new website "Excellent Companies in Yokohama" was unveiled on 25 April. It presents Small and Medium sized Enterprises (SMEs) in Yokohama to people outside Japan, showing how products and technologies from Yokohama's SMEs can solve problems for businesses overseas. The companies listed in this directory have

characteristic products and solid expertise in their respective fields. We hope this business directory will serve as a bridge between excellent companies in Yokohama and customers outside Japan.

Source: The City of Yokohama Frankfurt Representative Office



<http://yokohama.excellentcompanies.jp>



## Social Innovation 2014

29-31 October 2014, Yokohama, Japan

**Resolving social issues, forging a bright future - Overview of Events Energy issues, infrastructure, aged public infrastructure, a hyper-aging society, declining population, frequent natural disasters...**



The social issues Japan is now facing are expected to occur in other parts of the world in the future. For this reason many countries are watching Japan to see how that country will resolve these issues and what kind of future it will create. Initiatives on the resolution of these issues present significant business opportunities for corporations. Faced with an ever complex array of problems such that they have never experienced before, affected parties are looking for new partnerships, know-how, technology, and solutions. At the same time, corporations developing new technologies and solutions are seeking out ways in which to apply them. By bringing together this array of knowledge, technology, and solutions and addressing these issues—including hidden potential—we create new business opportunities and pave the way for future development.

In this connection, Nikkei Business Publications is organizing the event called "Social Innovation 2014" with a view to forging ahead with future possibilities and resolving social issues. The conference is designed to provide a venue for stakeholders in Japan and other countries working to address social issues to forge new partnerships with corporations and to identify possible new technologies and solutions that can facilitate resolution. It also serves to showcase and provide information on Japan's solutions for the rest of the world, from its position as a country addressing said issues early on. In sum, Social Innovation 2014 is intended to bolster new Japanese industry and to facilitate progressive future trends.

Social Innovation 2014 will be held from 29 to 31 in October 2014. The venue is Pacifico Yokohama.

Source: Nikkei Business Publications, Inc. Committee for Social Innovation 2014

<http://expo.nikkeibp.co.jp/social/english/>

## Japan-EU Meeting on Science and Technology Cooperation

On 15 April 2014, H.E. Mr. Makoto Katsura, Ambassador for Science and Technology Cooperation of the Ministry of Foreign Affairs of Japan, and Ms. Maria Cristina Russo, Director for International Cooperation at the Directorate-General for Research and Innovation of the European Commission, co-chaired an officials' meeting on Science and Technology Cooperation between Japan and the EU, with the participation of several Japanese ministries.

This meeting took place in response to the mandate by Japanese and EU Leaders at the EU-Japan Summit of 19 November 2013 "to explore a way forward by the next Summit". On the occasion of this meeting, participants of Japan and the EU reaffirmed the successful outcomes of the collaborative activities undertaken under the FP7 programme of the EU. They exchanged views for exploring more effective and

efficient mechanisms to enhance future research cooperation in the context of the new EU programme Horizon 2020 and the new Japanese Comprehensive STI Strategy from the perspectives of EU and Japanese frontlines of research and development.

Through this meeting, both sides reaffirmed the strategic importance of EU-Japan cooperation in science, technology and innovation. They agreed that Japan-EU partnership is improving steadily and moving forward to unlock the full potential of Japan-EU science and technology cooperation and to promote greater collaboration as partners in the field of research and innovation. Building on these fruitful discussions, they agreed to report, as requested, to the forthcoming EU-Japan Summit in Brussels, and to pursue this dialogue in order to identify a concrete way forward.

Source: Ministry of Foreign Affairs of Japan

[http://www.mofa.go.jp/dns/isc/page22e\\_000361.html](http://www.mofa.go.jp/dns/isc/page22e_000361.html)

## Japan for Sustainability For a Happy, Sustainable Future



The current challenge of the non-profit organisation Japan for Sustainability (JFS) is to consider not only sustainability and future generations on our planet, but also how to make our livelihoods and communities more resilient today. Various efforts are under way in Japan and around the world to tackle issues like climate change, biodiversity loss, water and food crises, and energy.

Japan for Sustainability carefully tracks such efforts and signs of positive change in Japan, and provides its findings to people everywhere who share an interest in change for the better. One of the JFS's latest challenges, launched in 2013, is to focus on local activities - the core of sustainability - from the economic perspective. JFS has covered some Japanese municipalities' efforts to measure local-wellbeing.

- Arakawa City's 'Gross Arakawa Happiness' (GAH) Initiative Challenges GDP-Centric Thinking, Supports a Sustainable, Happier Community ([http://www.japanfs.org/en/news/archives/news\\_id034247.html](http://www.japanfs.org/en/news/archives/news_id034247.html))
- Kumamoto's Challenge to Maximize Citizens' Happiness - "Aggregate Kumamoto Happiness (AKH)" ([http://www.japanfs.org/en/news/archives/news\\_id034506.html](http://www.japanfs.org/en/news/archives/news_id034506.html))
- Hyogo Prefecture's Long-Term Vision for the 21st Century and the "Hyogo Well-being Index" ([http://www.japanfs.org/en/news/archives/news\\_id034563.html](http://www.japanfs.org/en/news/archives/news_id034563.html))

Regarding these local issues, JFS collects and spreads insights and experiences of Japanese researchers and practitioners.

- Social Vision in an Era of Population Decline from the Perspective of Local Economy and Well-being ([http://www.japanfs.org/en/news/archives/news\\_id034791.html](http://www.japanfs.org/en/news/archives/news_id034791.html))
- Pursuing Local Economy and Well-Being in Ama Town, Shimane Prefecture ([http://www.japanfs.org/en/news/archives/news\\_id034869.html](http://www.japanfs.org/en/news/archives/news_id034869.html))

While forming a network with non-profit and research groups in the EU and other countries, JFS researches how economic components in local areas contribute to people's well-being. In this light, JFS interviewed Helena Norberg-Hodge, known as a director of "the Economics of Happiness". [http://www.japanfs.org/en/interview/interview\\_id034446.html](http://www.japanfs.org/en/interview/interview_id034446.html)

Japan has entered in an era of aging and declining population, which will bring different and tough challenges to rural, suburban and urban areas. With these research projects and coverage on how Japan copes with the challenges, JFS will contribute by sharing the Japanese experience with the world. [http://www.japanfs.org/en/news/archives/news\\_id032978.html](http://www.japanfs.org/en/news/archives/news_id032978.html)

<http://www.japanfs.org/>

## Paving the way for a Sustainable EU Laboratory in Japan in the Field of Micro and Nanosystems

In 2014, EUJO-LIMMS, the first EU laboratory in Japan in the field of micro and nanosystems, opened up to a 4th partner after a call, and started building an active collaboration with MESA+ Institute for Nanotechnology of the University of Twente in the Netherlands from April 2014.

The project supported by the EU 7th Framework Programme for Research and Technological Development (FP7), aims at opening the activity of the Laboratory for Integrated

Micro Mechatronics Systems (LIMMS), Joint Unit between CNRS and The University of Tokyo-Institute of Industrial Science, located in Tokyo, to European partners, namely:

- Ecole Polytechnique Fédérale de Lausanne (EPFL) in Switzerland,
- University of Freiburg - Department of Microsystems Engineering (IMTEK) in Germany,
- Technical Research Centre of Finland (VTT),
- from now the Institute for Nanotechnology of the University of Twente (MESA+) in the Netherlands.

Hosted European researchers develop joint projects for new applications in flexible electronics, optics, nanotechnology, molecular and cellular bio-engineering.

On 18 June 2014, EUJO-LIMMS organised an "Information Day" at Haltia, Espoo (Finland) to introduce the new partnership with MESA+, and start paving the way for the future of this EU laboratory.


<http://limmshp.iis.u-tokyo.ac.jp>

## DJW Forthcoming Events

The Japanese-German Business Association (DJW) is holding two big events in June and October in Düsseldorf and Tokyo respectively.

30 June 2014, DJW-Symposium "Quo Vadis Free Trade – Will the EU and Japan pave the Way towards an Economic Partnership? Latest Tendencies of Negotiations and Statements from the Japanese and German Industry's Point of View".

Negotiations on a bilateral Free Trade Agreement (FTA) between Japan and the EU have been officially launched on March 25th, 2013. They aim at liberalization of the trade of goods, services and investments, the opening of the public procurement market as well as the protection of intellectual property and the reduction of non-tariff trade barriers. The symposium will shed light on the question how and in which direction the negotiations have proceeded since then. Is a conclusion and implementation of the FTA between Japan and the EU within sight? What are the exact difficulties of the negotiation process? If the FTA is implemented would it liberate trade or would it protect certain branches and industries and therefore limit the access to both economies' markets? Those and other questions will be discussed at our DJW symposium.

Speaker: Federal Minister for Economic Affairs and Energy Sigmar Gabriel, Antonio Parenti, Deputy Chief Negotiator for the EU-Japan FTA of the European Commission and a representative of the Japanese government. Venue: "S-Forum" of Stadtparkasse Düsseldorf, Düsseldorf.

<http://www.djw.de/veranstaltungen/djw-veranstaltungsbuebersicht/djw-veranstaltungsarchiv/details/article/djw-symposium-duesseldorf-30062014-djw-2014.html>

### SAVE THE DATE!

The second DJW event will be held in Tokyo on the 1 October 2014.

Venue: The Industry Club of Japan, Tokyo


<http://www.djw.de>

## Promoting the Greek Mediterranean diet in Japan

In accordance with the Greek Embassy's concerted efforts to popularize and promote the Greek diet in Japan, the Economic and Commercial Affairs of the Embassy of Greece in Tokyo (ECAO), has teamed up with celebrity Greek American food guru and chef Ms Diane Kochilas ([www.dianekochilas.com](http://www.dianekochilas.com)).



Ms Diane Kochilas with Ms Tsukiko Hattori (left), chairwoman of Hattori Nutrition College and Mr Marios Mathioudakis, Head of Economic & Commercial Affairs Office of the Embassy of Greece in Tokyo (right)

Ms Kochilas boosted the Greek Embassy's promotional efforts, by leading three separate seminars, throughout the Tokyo area. These 3 seminars are listed below:

### • Cooking demonstration at the renown Hattori Nutrition College

Ms Kochilas prepared three Greek dishes utilizing traditional Greek products such as extra virgin olive oil, Chios mastic, Krokos Kozanis (saffron), Mainalos honey, strained yoghurt, and Greek Avgotaraho (bottarga) before an audience of 180 students. During the demonstration, Ms. Kochilas made a special reference to the Greek island of Ikaria, her ancestral home, which is known internationally for the longevity of its residents.

### • Cooking demonstration at Kai house

Students and professors from the well-known cooking school of Niki's kitchen, attended a cooking demonstration by Ms Kochilas held at the professional kitchen "Kai house." Attendees, had the opportunity to practice alongside Chef Kochilas during the instructional time.

### • Dinner and lecture to 28 distinguished Japanese guests

Distinguished guests from all facets of Japan's food service industry attended a dinner at "Kai house" prepared by Chef

Kochilas, where they had the opportunity to taste unique Greek dishes, prepared with natural Greek ingredients. At the beginning of the dinner, Ms Kochilas gave a lecture entitled "The Greek Mediterranean Diet and Longevity".

Ms Kochilas efforts went a long way in strengthening the popularity of Greek cuisine in Japan, while also building up brand awareness of unique Greek food products. Ms Kochilas is consulting chef at three popular Greek restaurants in the USA: Pylos (NYC), Axia (NJ), and Avli (Chicago). She has written 18 books on Greek cuisine, including the IACP (International Association of Culinary Professionals)-awarded "Glorious Foods of Greece" and the more recent "Country Cooking of Greece". She regularly writes for major international media including the Washington Post, New York Times, Dow Jones wire, Food & Wine, Gourmet Live, zesterdaily.com and more. She currently presents a popular TV cooking show which is broadcast in Greece.

Source: Greek Embassy in Japan



## Information Seminar on Special Economic Zones (SEZ) in Japan

The Japanese Government plans to improve its competitiveness through the introduction of six Special Economic Zones or SEZs. The SEZs or "tokku" in Japanese are to be the test bed for various deregulation and structural reform initiatives of the Abe Administration. Their main purpose is to ensure the sustained strengthening Japan's competitiveness.

While widely announced, it has been difficult to obtain detailed information about the SEZ policy from public sources. In order to shed more light on the subject, the German Embassy and JETRO organised an information seminar at JETRO's Tokyo headquarters. Takeshi Saito, JETRO's Director of the Invest Japan coordination Division provided a detailed overview of JETRO's services to potential investors including incubation offices, partner searches or legal advice before elaborating on

the upcoming "tokkus" in Japan's industrial heartlands of Tokyo and Kansai, Niigata and Okinawa prefectures as well as around the cities of Fukuoka and Yabu. Each "tokku" will have a different focus.

The metropolitan areas for instance will concentrate on urban development, medical technologies, labour market reforms and education while the rural areas around Niigata and Yabu aim to strengthen the SME and farming sectors. Start-ups can expect a more fertile environment in Fukuoka in the south west of the country while Okinawa will build on its strength in the tourism sector. The presentation was attended by over 30 diplomats, many from EU member states, and representatives of regional offices and international chambers of commerce.

Source: JETRO and Embassy of the Fed. Rep. Germany in Tokyo

## FCIJ Business Confidence Survey – Spring 2014

The Foreign Chambers in Japan (FCIJ) has been conducting Business Confidence surveys online twice a year since 2002 among foreign-affiliated companies in Japan. This, the 25th, survey was conducted in April 2014, and received 330 valid responses from members of 17 foreign chambers of commerce and business organisations. This survey shows that the respondents remain positive about the Japanese econ-

omy, albeit at a slightly lower level than in the previous survey in October 2013. The economy for the next 6 months is expected to continue to grow; 58% of the respondents expect strong or some improvement while only 16 % see some decline. Looking 12 months ahead, the companies see a further growth, on a similar level forecasted in the previous survey.

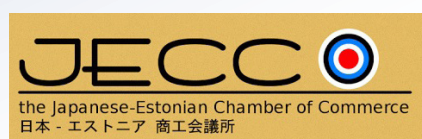


<http://www.fcc.or.jp/fcij/bcs.html>

## Founding of the Japanese-Estonian Chamber of Commerce

MTÜ the Japanese - Estonian Chamber of Commerce (JECC) is a registered non-governmental, not-for-profit association of businesses and individuals that have come together to advance the economic inter-operability between Japan and Estonia.

JECC was founded in January 2014 in order to offer assistance to connect Estonian and Japanese businesses, universities and research institutions on a day-to-day basis as well as at trade fairs and other commercial events which take place in Estonia and beyond. JECC will organise monthly gatherings as a networking opportunity for its members, including seminars, information sessions, factory visits and so on while the members are encouraged to pro-actively support each other and to share their skills and knowledge to strengthen JECC and make it the place for the businesses that wish to exploit the enormous marketing potential in Japan.



As JECC is a networking place, it also invites businesses who are not necessarily looking to trade with Japan. Those who could use their specialist knowledge and expertise can benefit other members or use the Chamber's referral service to be introduced to other potential partners or clients. JECC is constantly expanding its connection with foreign chambers, academic institutions, entrepreneurs' networks and so on.

For more information about membership information please visit JECC's homepage.



<http://www.jecc.ee/>

## From Information to Innovation

The National Information Processing Institute is a good source for a unique, complete and up-to-date knowledge about the R&D and higher education sector in Poland which is also useful for commercial use. The Institute is open to cooperate with Japanese partners.

Its interdisciplinary institute employs over 200 specialists dedicated to IT studies, sociology, economy of science and user experience design. Their knowledge and experience lets the Institute conduct its own R&D projects, mainly of an applicable character, which can serve as a stimulus for development of science, technology transfer and improvement of the higher education system. Among them are: data bases, complex IT systems, researches on human-computer interactions, user-experience, usability, and much more.

The Institute is also able to prepare reports on the sector of science and higher education according to any specific criteria. Moreover, it is willing to prepare analysis of the problem and offer its partners assistance in solving them, even in very specific scientific areas. The Institute has an access to information about specialists with particular experience and more.

Some of its projects and resources:

- Polish Science Database (BWNPN): one of the most important sources of data on Polish scientific and R&D units, scientists and their research papers, conferences etc.
- Polish higher education information system (POL-on): a global database of scientific institutions, students, researchers (degrees and titles), financial aid. Information gathered in the database support the Ministry of Science and Higher Education in decision-making processes.
- Support System for Selection of Reviewers (SSSR): the adaptive knowledge database on potential reviewers. The system provides: ranking of reviewers (generating a listing of the most recommended reviewers/experts), analysis of a document (automatic keyword extraction), browsing data (by fields of science, names, keywords, publications, sources).
- Inventorum: a platform dedicated to connect the business and scientific worlds. It will give an information on interests of the commercial market about innovative products and will help to build long lasting, successful partnerships among them.



<http://www.opi.org.pl>

## Would You Like to Know More About Japan? Have a look on [www.EUbusinessinJapan.eu](http://www.EUbusinessinJapan.eu)



In January 2014, the EU-Japan Centre officially launched its new information portal <http://www.eubusinessinJapan.eu> for EU companies wishing to do business with Japan. Since its launch, a wide range of webpages, expert reports and eLearning resources have been published covering important Japan-related issues and sectors to assist EU companies in seizing opportunities in the Japanese market.

Within the course of the 3 forthcoming months, the Centre will be releasing quite a lot of practical information. Here below an overview of all the content releases for the period June-September 2014 organised by topics.

### FINANCIAL ISSUES

Underestimating the financial aspects of a business venture can be ruinous. It is therefore essential to properly understand the subject. Financial aid and support is available, and knowing where to find them can significantly assist your business venture. Correctly protecting yourself against financial risk will help you to avoid sticky situations.

Reports: • Accounting and Taxation • Direct Investment to Japan • FDI in Japan

Webpages: • Access to Finance • Banking • Incentives & Subsidies • Payment Methods • Risk Management • Taxation and Accounting • About FDI • Joint Ventures • Mergers & Acquisitions

### HEALTHCARE & MEDICAL

Japan celebrated its 50th anniversary of universal health care on 1 April 2011. During this relatively short period of time, Japan has quickly become a world leader in healthcare by several measures, and has enjoyed particular success in increasing Japanese life expectancy.

Reports: • Alternative Medicine • Healthcare Equipment

Webpages: • Telemedicine in Japan

### LEISURE / LUXURY GOODS / CREATIVE INDUSTRIES

Below you will find a list of all online content covering this wide range of markets.

Webpages: • Architecture • Design • Electronic Games • Fashion & Clothing • Manga & Anime • Music • Cosmetics & Perfume • Jewellery • Toys

### INFORMATION TECHNOLOGY

The Japanese IT industry is a key driver of global economic growth, and Japanese companies have a significant global presence and an international reputation for excellence. The following webpages and reports will allow you to learn more about opportunities within this dynamic industry in Japan.

Reports: • ICT Services • Nanotechnology Applied to ICT • Digital Technologies (Sound, Image, Text Technologies)

Webpages: • ICT • Digital Technology • Japanese Nanomedicine Market • Software & Video Games

### FOOD & BEVERAGES

Japan's food and beverage sector is a potentially highly lucrative market for foreign companies, and enjoys a reputation as a "trend setter" market for other countries. In order to be successful in this market, EU companies must thoroughly research the unique tastes and expectations of Japanese consumers.

Reports: • Food Regulation

Webpages: • Alcohol • Cereals • Confectionary • Dairy • Functional Foods • Frozen Foods • Meat • Soft Drinks

### LEGAL ISSUES

In order to successfully embark on your business venture with or in Japan, a thorough knowledge of the Japanese legal and regulatory landscape is required.

Webpages: • Legal & Regulatory Issues • Advertising & Competition Law • Labour-Related Law • Unfair Competition & Prevention Law

### HUMAN RESOURCES

In order to succeed in Japan you must have a thorough knowledge of Japanese human resources procedures, especially regarding wages, working hours, resignation, and the management of labour-related disputes when starting a business and hiring staff.

Reports: • Finding the Right Executives • Legal & Regulatory Issues

Webpages: • Human Resources

### ENVIRONMENT

In recent years, green technology has been the subject of increased discussion and debate in Japan, with more and more research and funding being invested in the development of renewable energy technologies.

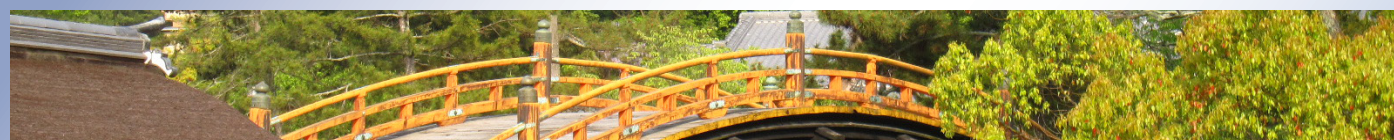
Reports: • Water & Water Treatments

Webpages: • Recycling

### EDUCATION / CULTURE / MEDIA

The cross-cultural issues inherent in establishing a business in Japan represent one of the greatest concerns and challenges currently facing European companies seeking to enter the Japanese market. For this reason, knowledge of Japanese culture as a first step towards understanding Japan and Japanese society is crucial, for successfully conducting business in Japan.

Webpages: • Business Culture: Negotiation Process • Online Education • Universities • Advertising • Publishing



### WEBINARS

Over the summer, our events calendar understandably begins to slow down. Nevertheless we will be organising 8 Webinars between June and September.

As always, these will be recorded and readily accessible for all registrants who are not able to make the live sessions!

**In June:** • HR Matters - Legal Aspects (03/06) • Hardware (10/06) • Japanese Nanomedicine Market (17/06) • Investing in Japan (24/06)

**In July:** • Business Negotiations in Japan (01/07)

**In September:** • Water & Water Treatments (02/09) • Telemedicine in Japan - Trends & Market Situation (09/09) • HR Matters: Finding the Right Executives (16/09)

### E-LEARNING VIDEOS

In addition to the wide range of planned released of new webpages and webinars, we are also releasing several e-learning videos.

• Business Negotiations  
• Changes in Corporate Japan Today  
• The Realities of Business in Japan  
• My Three Recommendations

**REGISTER!**

Free membership registration for EU companies or EU non-profit organisation aiming at directly supporting EU companies in their internationalisation process with Japan at:



<http://www.eubusinessinJapan.eu/user/register>





## Are you an Expert on Japan? Call for Expert Reports Proposals on Japan-related Business Sectors

The EU-Japan Centre for Industrial Cooperation is seeking contributions from experts on a wide range of Japanese business sectors for its information portal <http://www.eubusinessinjapan.eu> for EU companies interested in the Japanese market.

The EU-Japan Centre is currently interested in receiving proposals for expert reports covering the following topics. Experts who are interested in applying are free to submit their proposals. Submission deadline: **30 June 2014**.

### SECTORAL TOPICS

- Chemicals & Chemical Products
- Construction Sector / Eco building
- Cosmetics/Semi-drugs
- Export Automotive Parts to Japan
- Export Fashion to Japan
- Distribution Channels for Fast-Moving Consumer Goods
- Food and Beverages / Organic & Health Food
- Food and Beverages / Alcoholic Beverages
- Food and Beverages / Regional Food Products
- Pet Market in Japan / Animal Healthcare Products, etc.
- Robotics in Japan  
(to cover one or more sectors linked to robotic technologies)

- Green Tech Market in Japan
- Cosmetics/Semi-drugs
- Practical guidelines with cases studies for Exporting Goods, Services and Technologies to Japan (products/services to be chosen)

### NON-SECTORAL TOPICS

- Marketing for EU SMEs in Japan
- Opportunities for EU SMEs in Japan's Prefectures (i.e. Special Economic Zones, the impact of "Abenomics" etc.)



<http://www.eu-japan.eu/call-proposals-expert-reports-japan-related-business-sectors>

## International Joint Ventures in Japan

International Joint Ventures (IJVs) are becoming increasingly popular in the business world as they assist companies in forming strategic alliances. Typically, IJVs will involve a foreign company and a local company which is based where the operations of the IJV take place. But how can a foreign company successfully form such an IJV in Japan and with a Japanese company?

In this article, Michio Matsuzaki shows how it is possible for European and international companies to form such IJVs under Japanese law. Mr. Matsuzaki outlines and discusses the

various options available to foreign companies that which to form an IJV in Japan, as well as the strengths and limitations of each approach. Examples of issues discussed within this articles include the distribution of profits within different IJVs, their organisational structure, and their conditions for eligibility and/or membership.

Finally, Mr. Matsuzaki also discusses Yugen-Sekinin Jigyo Kumiai, or Limited Liability Partnerships (LLPs), the steps involved their establishment, as well as which corporate entities are best suited to forming an LLP.



### BY THE EXPERT

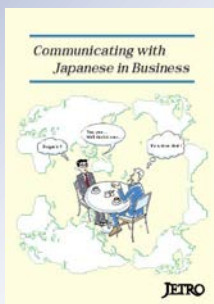
Michio MATSUZAKI  
Administrative Lawyer,  
Matsuzaki General Counsel  
Office, Saitama, Japan

The full article is available at:



<http://www.eubusinessinjapan.eu/library/news/article-international-joint-ventres-ijvs-in-japan>

## BIZZ Tip Hierarchy in Japan



The "Communicating with Japanese in Business" brochure of the Japan External Trade Organisation (JETRO) provides some practical examples of the importance of hierarchy in Japan.

When Japanese exchange business cards, a formality which takes place when businesspeople first meet, the higher level people exchange cards first. When a card is received, the title on the business card is always checked to establish relative status. Employees of higher rank such as a general manager (buchoo) are often addressed by their title ("Buchoo") or their name and title ("Tanaka-buchoo"). When Japanese bow to each other, the person of lower status bows more deeply.

Seating arrangements are based on hierarchy. In a taxi, the seat behind the driver is for the highest ranking person while the seat next to the driver is for the lowest ranking person. The order of speaking is also hierarchical, in that often the highest ranking person speaks last. Japanese language itself reflects hierarchy.

A person of higher status speaks polite or casual speech, whereas the person of lower status uses "super-polite" or "respectful" speech (keigo).

Source: JETRO, Communicating with Japanese in Business



<http://www.jetro.go.jp/costarica/mercadeo/communicationwith.pdf>

## EU-Japan Business Cooperation Opportunities



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **photovoltaic**

A Croatian company is looking for Japanese photovoltaic distributors

Profile ID: BOHR20130730001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **food**

A Spanish company specialized in natural food products is looking for distributors/agents

Profile ID: BOES20140224002



### REQUEST FOR POTENTIAL PARTNERS IN THE EU

#### Sector: **aerospace**

A Japanese manufacturer of precision metal sheet machining is offering its services

Profile ID: BOJP20140324001



### REQUEST FOR SUPPLIERS IN THE EU

#### Sector: **satellite, integrated circuit**

A Japanese electrical & aerospace company is seeking a supplier of application specific integrated circuit

Profile ID: TRJP20140523001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **IT**

A Polish company specialized in mobile solutions for industry is looking for distributors

Profile ID: BOPL20140401003



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **food, honey**

An Estonian company producing honey is looking for distributors

Profile ID: BOEE20140416001



### REQUEST FOR PARTNERS IN THE EU

#### Sector: **drawing and marking item, stationery**

A Japanese drawing and marking item manufacturer is offering its services to EU companies

Profile ID: BOJP20140331001



### REQUEST FOR DISTRIBUTORS IN THE EU

#### Sector: **industrial machinery**

A Japanese X-ray device manufacturer is seeking an EU distribution partner

Profile ID: BOJP20140407001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **Software**

An Italian software company is looking for technical cooperation on management software

Profile ID: TOIT20140319004



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **business services**

An Italian consulting company wishes to act as an agent for the Italian market

Profile ID: BRIT20140226001



### REQUEST FOR DISTRIBUTORS IN THE EU

#### Sector: **dental, IT**

A Japanese engineering IT company is seeking EU distributors for their dental business solution

Profile ID: BOJP20140327001



### REQUEST FOR DISTRIBUTORS IN THE EU

#### Sector: **industrial machinery**

A Japanese paper collator manufacturer is seeking a distribution partner

Profile ID: BOJP20140327002



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **printing**

An Italian company is looking for partners for their lenticular production system

Profile ID: TOIT20140131001



### REQUEST FOR RESELLERS IN JAPAN

#### Sector: **IT**

A Polish IT company looking for a reseller of its web application

Profile ID: BOPL20140331001



### REQUEST FOR SALES REPRESENTATIVE IN THE EU

#### Sector: **chemicals**

A Japanese chemical manufacturer of pigments and ink products is seeking EU sales representative

Profile ID: BOJP20140325001



### REQUEST FOR DISTRIBUTORS IN THE EU

#### Sector: **cutlery**

A Japanese knives manufacturer is seeking distributors in the EU

Profile ID: BOJP20140401001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **biotechnology**

An Italian biotech SME is looking for manufacturing or licencing agreements

Profile ID: TOIT20131007004



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **food-processing**

A Bulgarian manufacturer of specialized food-processing equipment is seeking distributors

Profile ID: BOBG20140328002



### REQUEST FOR AGENTS IN THE EU

#### Sector: **forging**

Japanese manufacturer of cold forging dies is seeking agents

Profile ID: BOJP20140530001



### REQUEST FOR DISTRIBUTORS IN THE EU

#### Sector: **security, optical equipment**

Japanese CCTV lens manufacturer seeking distribution partner in Europe

Profile ID: BOJP20140604001


<http://een-japan.eu/opportunities>

## Enterprise Europe Network Events

### MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

#### LET'S MATCH 2014 Brokerage Event

Sector: R&D in Nanotechnologies, Advanced Materials, Biotechnology  
1 October 2014, Bologna, Italy

The event will be an intensive day of bilateral meetings among companies, research centres and universities interested in starting technological or research collaborations in the thematic areas of the event the Work Programme NMP+B, and will aim to building quality partnerships in view of the new Horizon2020 calls.

**Registration deadline: 12 September 2014**

<http://www.b2match.eu/letsmatch2014>

#### gamesmatch Brokerage Event

Sector: Entertainment, Video Games  
13-15 August 2014, Cologne, Germany

A brokerage event will be held during the gamescom fair, the world largest trade fair for video and computer games. Developers, publishers, investors and service providers in the game sector are welcome to attend the event.

**Registration deadline: 28 July 2014**

<http://www.b2match.eu/gamesmatch2014>

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



## EU-Japan Business Cooperation Opportunities



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **renewable energy**

A Bulgarian producer of wood chips power installations is seeking distributors

Profile ID: BOBG20140328005



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **automotive**

An Italian company is looking for partners for their test automation product

Profile ID: TOIT20130805001



### REQUEST FOR POTENTIAL PARTNERS IN JAPAN

#### Sector: **industrial machinery**

A Bulgarian producer of hydraulic cylinders and components is looking for partners

Profile ID: BOBG20140409001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **IT**

A Hungarian IT company specialized in international GPS tracking platform is looking for partners

Profile ID: BOHU20140421002



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **software**

A Polish company specializing in mobile and web application development offers technology in quality control

Profile ID: TOPL20131126003



### REQUEST FOR DISTRIBUTOR IN JAPAN

#### Sector: **food**

An Italian company producing typical Sicilian foods is looking for distributors

Profile ID: 20120209059



### REQUEST FOR DISTRIBUTOR IN JAPAN

#### Sector: **food**

An Italian nougat manufacturer is looking for distributors

Profile ID: BOIT20140417005



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **food**

An Italian gelato producer is looking for distributors

Profile ID: BOIT20140415007



### REQUEST FOR TRADE AGENTS IN JAPAN

#### Sector: **software**

A Polish company specialized in software for commercial properties management is looking for trade intermediaries

Profile ID: BOPL20140423001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **renewable energy**

Slovenian SME looking for distributors for Solar Plant Supervisory System

Profile ID: BOSI20140423001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **IT**

A German IT company has developed a versatile system for visual data entry using smartphone cameras

Profile ID: TODE20140424001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **wastewater treatment**

A Polish distributor of wastewater treatment equipment is looking for partners

Profile ID: BRPL20140418001



### REQUEST FOR TECHNOLOGY PARTNERS IN JAPAN

#### Sector: **mobile communication**

Portuguese «Call shirt» business idea is looking for potential partners

Profile ID: TRPT20140424001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **IT**

A Swedish company is looking for agents/distributors for their online e-recruiting software

Profile ID: BOSE20131028004



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **IT**

Latvian company specialized in software development and maintenance is looking for distributors

Profile ID: BOLV20140429001



### REQUEST FOR PROTOTYPE DESIGNING IN JAPAN

#### Sector: **medical device**

A French company developing a cardiovascular assist device is looking for prototype designing

Profile ID: TRFR20131205001



### REQUEST FOR FRANCHISEE IN JAPAN

#### Sector: **organic products**

A Croatian company offering natural and organic products is looking for franchisee partnership

Profile ID: BOHR20140507002



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **software**

A Polish software R&D company offers subcontracting and outsourcing services

Profile ID: BOPL20131121002



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **transportation services**

A Spanish company is offering Visa On arrival and port services to Japanese ship-owners

Profile ID: BOES20140508001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **telecommunication**

A Romanian company developed a Voice over Internet Protocol call recording solution

Profile ID: TORO20140508001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **safety, housing**

UK supplier of bath safety aid products is looking for distributors

Profile ID: BOUK20140424001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **biochemistry**

A German SME offers magnetic beads for purification of membrane proteins

Profile ID: BODE20131216002



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **biochemistry**

A German SME offers agarose-based resins for protein purification

Profile ID: BODE20140304001



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **fashion, textiles**

An Italian company specialised in high fashion silk fabrics is looking for distributors

Profile ID: BOIT20140418002



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **apparatus engineering**

A Polish manufacturer of diaphragm pumps is looking for technical cooperation

Profile ID: TOPL20140514001



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **construction materials**

A Greek manufacturer of stainless steel wire mesh is looking for commercial partners

Profile ID: BOGR20140430002



### REQUEST FOR DISTRIBUTORS IN JAPAN

#### Sector: **food**

An Italian fresh vegetable producer is looking for a distributor

Profile ID: BOIT2013220008



### REQUEST FOR PARTNERS IN JAPAN

#### Sector: **medical devices**

Spanish SME offering 3D printing technology

Profile ID: TOES20140609001

## Canon Foundation in Europe Research Fellowships 2014

Each year, to contribute to international understanding between Europe and Japan, the Canon Foundation in Europe grants up to 15 Research Fellowships to highly qualified European and Japanese researchers.



Candidates are required to have obtained a PhD or MA higher degree within the previous ten years. Exceptional candidates who obtained their qualification more than ten years prior to application will also be considered. Such candidates are required to provide further supporting information in their application.

Applications from all fields of research are welcome. European Fellows pursue a period of research in Japan and Japanese Fellows at host institutions in Europe. Fellowships are awarded for periods of at least three months up to a maximum of one year.

Deadline for applications: 15 September 2014

More information on  
<http://www.canonfoundation.org>

## Daiwa Anglo-Japanese Foundation Grants

The Foundation awards grants to individuals and institutions in the UK and Japan in all areas of the visual and performing arts, the humanities, the social sciences, science and engineering, mathematics, business studies, and education, including schools and universities, and grass roots and professional groups.

More information on  
<http://www.dajf.org.uk/grants-awards-prizes/overview>

## Japan and The Netherlands have much to offer one another

This article from the Dutch Food Valley Organization presents the possible co-operation opportunities for Dutch and Japanese companies operating in the food sector.

*"Because Japan's population is well-educated and interested in high-quality food, there's quite a demand for new technologies, among other things," said Anne Mensink, International Relations Manager at Food Valley NL. "This creates many business opportunities for Dutch companies." "Just think of all the technology and knowledge of horticulture and functional ingredients we have, and all those new industrial processing technologies," Mensink said.*

*"We've noticed that Japan is becoming more and more open to international co-operation. The Netherlands is one of the largest agro-food exporters in the world and Japan is one of the biggest importers. For that reason alone, Food Valley NL has many contacts with Japanese businesses and knowledge institutes. We regularly host delegations from Japan and introduce them to a range of Dutch companies and knowledge institutes."*

Full article on  
<http://www.foodvalleyupdate.com/news/japan-and-the-netherlands-have-much-to-offer-one-another/>

## Negotiations over Cathode Active Materials

BASF, the world's leading chemical company, and Toda Kogyo Corp., one of the industry leaders in the development and manufacture of cathode materials for lithium-ion batteries, have announced that they will enter exclusive negotiations to form a joint venture for cathode active materials.

More information on  
<http://basf.com/group/pressrelease/P-14-191>

## Magazine release: Dutch innovations at its best 2014

The Dutch Agro&Food Topsector and Food Valley NL proudly present to you "Dutch innovations at its best 2014": the latest innovations; leading scientist about current food and nutrition issues; inspiration to build new partnerships in order to strengthen your business and tackle global challenges in food and nutrition.



On page 46 of this issue an interview with the Japanese food company "Kikkoman Europe R&D Laboratory" about their experience of R&D in the Netherlands and the resulting new products launched in the European market.

More information on  
<http://www.hollandfoodvalley.nl/news/magazine-release-dutch-innovations-at-its-best-2014>

## Life Science Baltics 2014 Collaboration with Japan

On 6 June 2014 Enterprise Lithuania met with Japan bio industry association's Executive Director prof. Yoshiaki Tsukamoto, director of business expansion department Hironori Tanaka and manager Kaori Takakura. A fruitful meeting was held as Japanese companies were invited to connect with the Baltic region at the Life Sciences Baltics 2014 Forum, the potential of Lithuanian life sciences sector was introduced and possible collaboration opportunities were discussed.

More information on  
<http://www.lsb2014.com/en/news/life-science-baltics-2014-collaboration-with-japan/>



DATE/LOCATION	DETAILS	CONTACTS
30 June - 4 July 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION FOUNDED PROGRAMME</b> Training Mission: WCM - World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>
30 June 2014 Osaka, Japan	<b>SEMINAR</b> Going from Kansai to Outbound : Practical tips and legal awareness for international development	French Chamber of Commerce & Industry in Japan <a href="http://www.ccifj.or.jp/evenements/calendrier/vue-detail/d/evenement-kansai-going-from-kansai-to-outbound-practical-tips-and-legal-awareness-for-interna">http://www.ccifj.or.jp/evenements/calendrier/vue-detail/d/evenement-kansai-going-from-kansai-to-outbound-practical-tips-and-legal-awareness-for-interna</a>
2 July 2014 Tokyo, Japan	<b>SEMINAR</b> B2B Marketing and PR - Success Stories of Foreign Firms in Japan	German Chamber of Commerce & Industry in Japan <a href="http://www.japan.ahk.de/en/events/ahk-japan3/event/events/b2b-marketing-and-pr-success-stories-of-foreign-firms-in-japan">http://www.japan.ahk.de/en/events/ahk-japan3/event/events/b2b-marketing-and-pr-success-stories-of-foreign-firms-in-japan</a>
13-17 October 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Sectoral Mission: BioJapan Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2014">http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2014</a>
3 November 2014 Tokyo, Japan	<b>TRADE MISSION</b> Central Nervous System Trade Mission To Japan	UK Trade & Investment Japan <a href="http://www.exporttojapan.co.uk/event/cns-trade-mission-to-japan">http://www.exporttojapan.co.uk/event/cns-trade-mission-to-japan</a>
14 November 2014 Tokyo, Japan	<b>AWARDS</b> 2014 British Business Awards	British Chamber of Commerce in Japan <a href="https://www.bccjapan.com/events/2014/11/2014-british-business-awards">https://www.bccjapan.com/events/2014/11/2014-british-business-awards</a>
17-21 November 2014 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: WCM - World Class Manufacturing - session II Application deadline: 15 September 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</a>
26-30 January 2015 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Sectoral Mission: Nanotech Cluster & SMEs Mission Application deadline: 30 October 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015">http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015</a>
10 May - 5 June 2015 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: HRTTP 51 Human Ressources Training Programme - Japan Industry Insight Application deadline: 12 February 2015	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/HRTTP">http://www.eu-japan.eu/detail-business-programmes/HRTTP</a>

## Any EU-Japan-related News?

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



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for Industrial Cooperation

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