



EU-Japan Centre for Industrial Cooperation



“Eyes on Japan”: compete for your customized market research report on Japan
(To be delivered from January to August 2023)

“Eyes on Japan” Application Form: <https://forms.gle/KwbV4TeqVhk4ARLD9>

A. BACKGROUND

Doing business in Japan requires careful preparation and market research and can be rewarding in the long-term. The “Eyes on Japan” service expects to offer tailored industry market reports on Japan for selected EU companies whose research and report will be delivered by teams of Vulcanus in Japan* programme participants. Teams will be coached and guided by the professional experts during the research and draft phase. Vulcanus in Japan participants are European technical and engineering students with strong credentials who have been selected by the EU-Japan Centre to do a 1-year industrial internship at a host company in Japan.

B. PURPOSE AND OBJECTIVE OF THE PROGRAMME

“Eyes on Japan” service aims to offer tailored industry market reports on Japan for selected EU companies. The service is targeted to any European company interested in better understanding the Japanese market structure and drivers for future potential growth for a specific product/technology/service.

Timeline and Agenda

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| Launch of the call for recruitment of client SMEs | 2 December 2022 |
| Close of the call – selection of SMEs | 16 December 2022 |
| Selection of Vulcanus participants and team assignments | By 23 December 2022 |
| 1-to-1 meeting with selected EU companies including Q&A session | During the week of 9 January 2023 |
| Preparatory briefing to Vulcanus participants | During the week of 30 January 2023 |
| Research phase: Draft 1 completed by teams | Mid March 2023 |
| Draft 2 completed by teams | Mid April 2023 |
| 1-to-1 meeting with client SMEs for sharing updates | Mid May 2023 |
| Final Draft to be completed by teams | Mid July 2023 |
| Teams present to client SMEs | Late July 2023 – Early August 2023 |
| Best research work award ceremony | TBC |

*What is the Vulcanus in Japan industrial internship programme?

<https://www.eu-japan.eu/events/vulcanus-japan>

“Vulcanus in Japan” is a 1-year industrial internship programme for European engineers and science major students, managed by the EU-Japan Centre. Every year, about 20 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following 4 intensive months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, Artificial Intelligence, ICT, Data science, GNSS, Chemistry, Biotechnology and Life Sciences, Space, etc. The 2022-2023 Vulcanus programme started from September 2022 with an intensive Japanese language class, followed by the industrial internship from January to August 2023.

The market research and analysis conducted in this programme may help selected applicants determine:

1. Market Size & Demand

How big is the current Japanese [product name] market—broken down by relevant segments? Examine market size, demand and overall business potential/attractiveness of the private vs the public sector. What is the geographic composition of the market (size and potential). What are the main purchase factors (costs, product effectiveness, reliability, etc.)? Who are the purchase decision makers or influencers?

2. Market Research

Young researchers will conduct primary and secondary market research to provide a good foundation for evaluation and decision making of the key areas specified within this scope or work. This should include interviews of relevant decision makers and others influencing the purchase and operation of your products; competitor staff and/or competitor dealers/agents.

3. Industry Stakeholders

Identify the main stakeholders within the product-related market. Users, their families, local governments, national government, companies, etc. What are the most important concerns and interests of the key stakeholder groups? Who are likely to help or hinder your product expansion efforts? How and why? How can potential obstacles be overcome?

4. Technical Issues

Are there any significant technical issues for the products not yet launched in Japan? If yes, how could they be overcome? Is formal compliance approval needed from any particular authorities? Are there significant technical differences between you and competitor's products?

5. User & Operation Environment

What are the key aspects of the user environments (analyze by segment) in Japan? Are there relevant differences and similarities between Japan and other product markets? Identify other user and operational issues and consider how they might affect the recommended strategy.

C. BUSINESS COACHES

Business coaches who are the experts on utilizing cross-cultural insights to conduct in-depth research and analysis will be selected by the Centre. With the support of business coaches, the young researchers will conduct a market research based on the needs of the clients.

The business coaches are expected to offer advice and answer questions to the research teams throughout the programme.

D. DELIVERABLES

Market/research report and final presentation in power point which outlines and explains the report. The Judges selected by the Centre will read and evaluate the reports.

E. APPLICATION AND EVALUATION CRITERIA

Interested applicants should submit an online application form produced by the Centre:

<https://forms.gle/KwbV4TeqVhk4ARLD9>

Submission deadline: Friday, 16 December 2022

F. TERMS OF REFERENCE

Eligible participants are European companies with the headquarters in EU or in the Single Market Programme participating countries (https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf)