



**EEN Japan - Celebrating
10 years of working together**
Statistics & Success Stories

Ten years of 'happy marriage' of the EU-Japan Centre with EEN

The EU-Japan Centre for Industrial Cooperation – a joint venture launched in 1987 by the European Commission (DG GROW) and the Japanese Government (METI) for promoting all forms of industrial, trade and investment cooperation between the EU and Japan – has enjoyed being the EEN Member in Japan for the last 10 years.

What is EEN?

The Enterprise Europe Network is the world's largest business support network comprising 600 organisations in over 60 countries. More than 3,000 experts support businesses to innovate and grow internationally. The EU-Japan Centre for Industrial Cooperation is the EEN Member in Japan since 2012, and regularly participates in the annual EEN Conference such as the 2019 one in Helsinki where we organised a specific session on the EU-Japan Economic Partnership Agreement.

What has been achieved by the EU-Japan Centre?

During this decade, we have contributed to connect European and Japanese companies towards building business partnerships. This has been done via many matchmaking events, workshops, meetings. Our performance was highly evaluated by EISMEA even if it is well known that doing business in/with Japan requires a lot of time and human investment as compared to other countries in the world.

- The first part of this booklet provides statistical information and key numbers per country, industrial and technological sectors, be it in terms of events organised, meetings, expressions of interest, requests made and business partnership agreements signed.
- On the qualitative side, the second part of the booklet provides 10 concrete examples – in a diversity of sectors and with different EU Member States – of the EU-Japan business partnerships that the Centre helped building and that the European and Japanese partners have agreed to make public¹.

EEN as one element of a package of synergetic actions

The EU-Japan Centre provides a coherent 'package'² integrating various tools, support and services as there is no single 'magic' solution to help SMEs. It is actually the coherence, complementarity and synergies of various actions that makes the effectiveness and success of the overall help provided to SMEs. Our EEN activities are therefore not a stand-alone and isolated element. They are well

¹ Most of the time, the EU and Japanese businesses prefer keeping confidential their partnership agreements.

² <https://www.eu-japan.eu/summary-activities>

connected to all our other actions, such as the (i) EPA Helpdesk providing practical information to SMEs on what means the EPA and how best to benefit for it, (ii) Public procurement helpdesk supporting European SMEs in their commercial endeavours in Japan, (iii) Technology transfer helpdesk, (iv) 'Get Ready to Japan' scheme, (v) Regional cooperation helpdesk focusing on industrial clusters and working closely with the European Cluster Collaboration Platform(ECCP)³ and (vi) the coordination with the Trade Promotion Organisation (TPOs) of the EU Member States. Hence the EU-Japan Centre generates useful synergies between EEN and the other services, therefore providing clear added value to EEN, and vice versa to the Centre's actions

Raising awareness

Today, there are 64,000 direct EU exporters to Japan all over Europe. More than 88% of them are SMEs. But there are most likely many more European SMEs which are potential exporters to Japan (and beneficiaries of the EPA). These actual and potential European exporters to Japan should be informed. This is why the EU-Japan Centre is very active in terms of communication and dissemination of information. It can mobilise its own channels in Europe and in Japan, e.g., newsletters, social networks, web sites, as well as important relays to amplify its actions via EEN, ECCP, EIC⁴, TPOs and EBOWWN⁵. The EU-Japan Centre raises awareness with promotion campaigns, making information accessible, providing guidance and reaching out to SMEs throughout Europe and Japan.

What is in the pipeline for the years to come?

The EEN activities of the EU-Japan Centre will take into account and benefit from 3 main business trends impacting EU-Japan industrial cooperation:

- EU-Japan business cooperation in/with Africa, ASEAN and Latin America. In addition to its domestic market, Japan is increasingly considered by European businesses as a hub to access foreign markets, by partnering with Japanese businesses.
- Joint actions with the EU Member States Trade Promotions Organisations in a 'Team Europe' mindset for co-organising better business missions with an integrated approach with strong institutional, political and business ties.
- Digitalisation of the business support to help SME internationalisation, providing opportunities to more EU SMEs, for internationalising in a less-costly, faster, greener, more global and flexible ways. Hence the need to articulate the virtual with physical dimension of business matchmaking.

Thank you for your interest in the EEN activities of the EU-Japan Centre for Industrial Cooperation. Should you wish to provide comments and suggestions, send us a mail to info-jp@een-japan.eu

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³ <https://clustercollaboration.eu/>

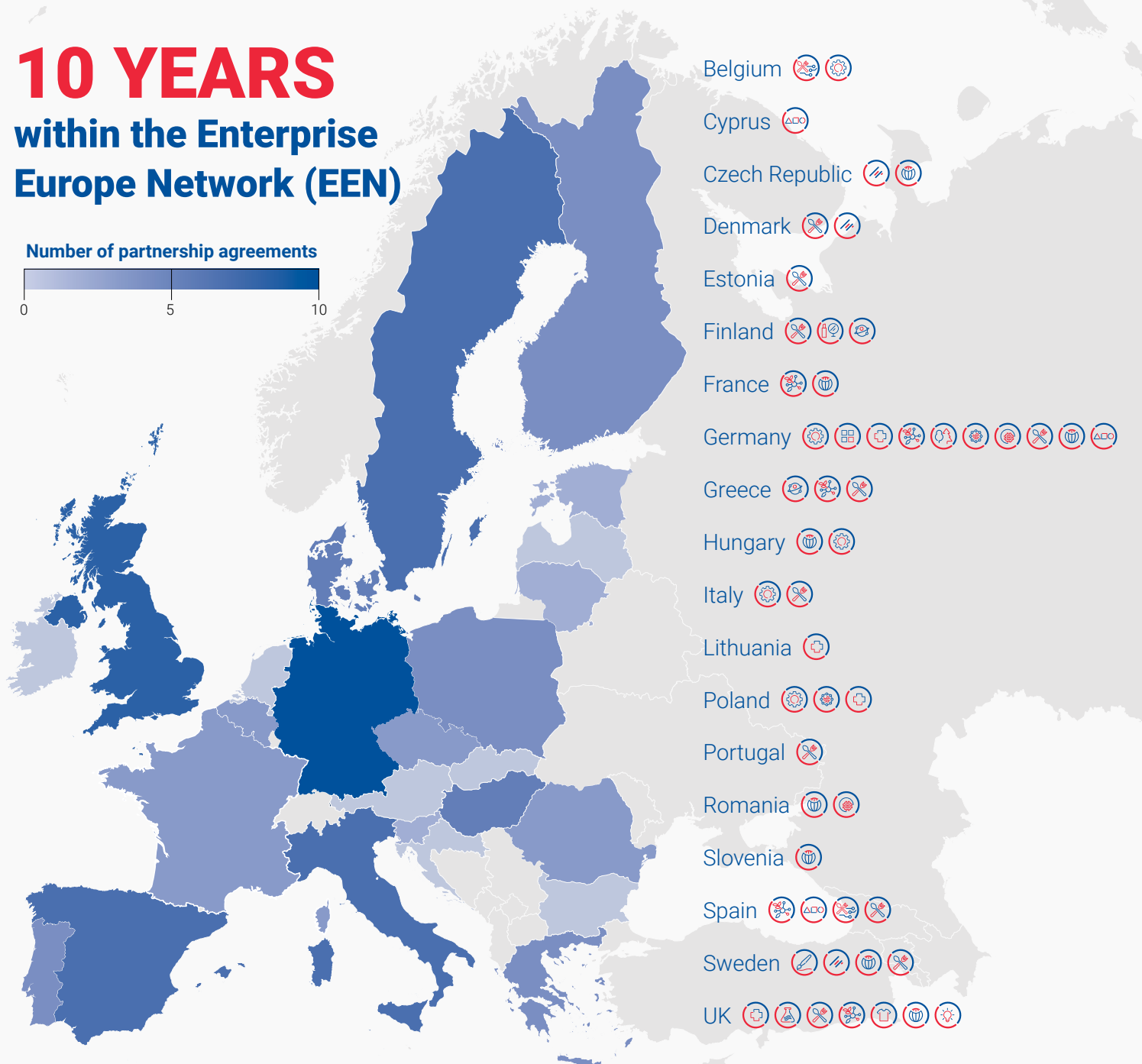
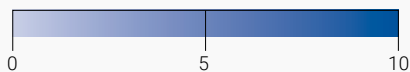
⁴ European Innovation Council

⁵ European Business Organisation WorldWide Network

10 YEARS

within the Enterprise Europe Network (EEN)

Number of partnership agreements

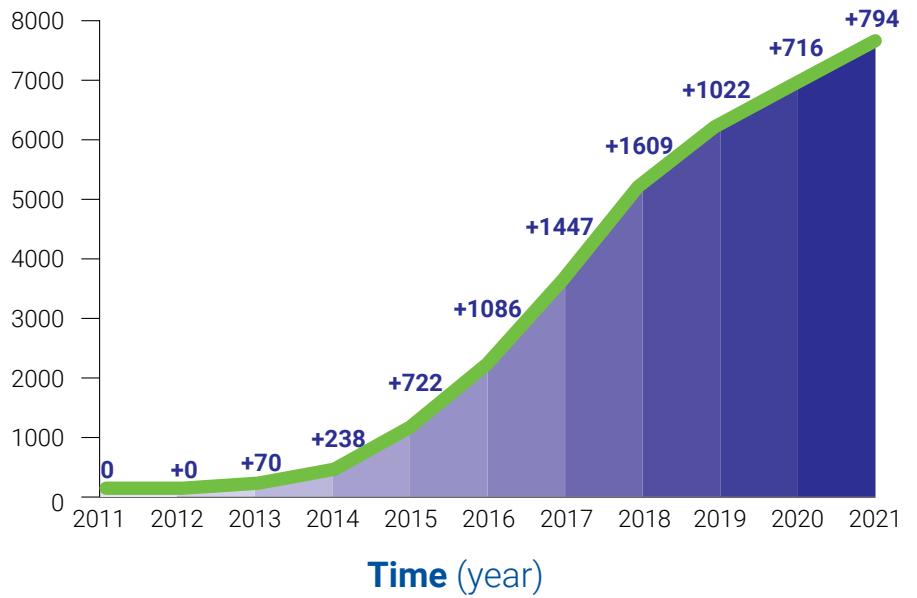


- Belgium
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Italy
- Lithuania
- Poland
- Portugal
- Romania
- Slovenia
- Spain
- Sweden
- UK

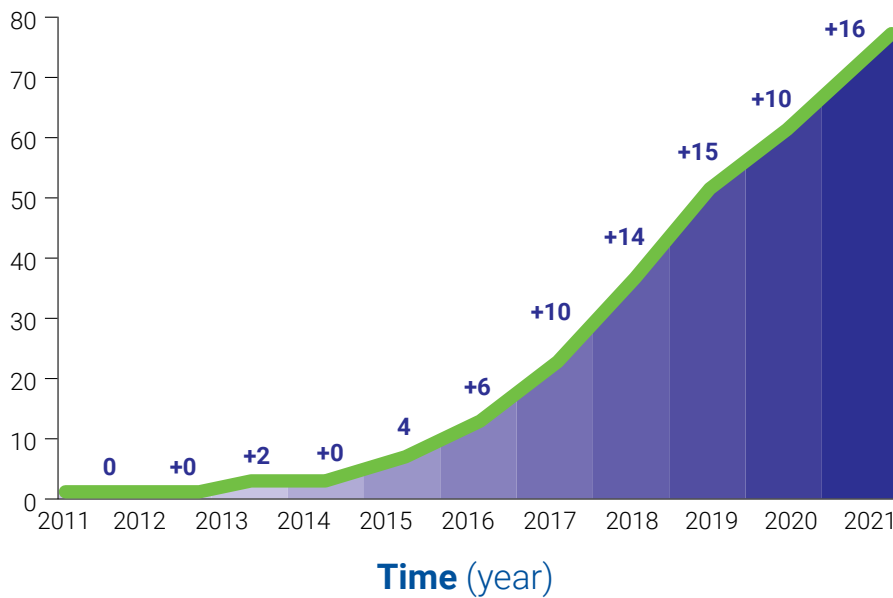
- Biotech | 6
- Clothing | 2
- Cosmetics | 1
- Crafts | 4
- Creative industries | 1
- Electronics | 2
- Energy | 1
- Food | 19
- Food technology | 2
- Forestry | 1
- ICT | 12
- Industrial equipment | 10
- Life science | 1
- Materials | 1
- Medical equipment | 5
- Nanotech | 2
- Services | 5
- Space | 2

- 77**
Partnership Agreements
- 155**
EEN events (co-)organised
- 7704**
B2B meetings facilitated
- 976**
Expressions of Interest made by EU companies
- 215**
Expressions of Interest made by Japanese companies
- 1548**
Requests from EEN partners
- 80**
Workshops co-organised with EEN

Number of B2B meetings facilitated over 10 years



Number of partnership agreements



Number of partnership agreements per sector



Success Story:

Japanese next-generation IoT solution in Hungary (2021)

EU: Datatronic Kft. (Hungary) **JP:** Kyoto Tool Co., Ltd

The Hungarian company, Datatronic, is a small business providing services to businesses related to digitalisation using innovative IT technologies (Oracle, Microsoft, MSSQL, SAP).

The Japanese company, Kyoto Tool Co. Ltd. ("KTC"), is specialised in the manufacturing and sale of professional tools for mechanics, and alike.

The business **development manager of KTC got in touch with EEN Japan aiming to find European partners** to be distributors of KTC products within the EU.

Eventually, KTC **participated in the event Technology & Business Cooperation Days 2020** organised by EEN partner NBank where they met Datatronic.

Immediately the Hungarian company showed interest for the Japanese "TRASAS" IoT solution. A next generation work traceability system.

After a few meetings meetings, and a rather quick period of negotiations, **KTC and Datatronic signed a purchase agreement** related to TRASAS products. Finally, the **Hungarian company is also considering becoming an official distributor of KTC** to support the Japanese company's expansion to the EU market.

Success Story:

Fusion between Swedish design and Japanese metalworking skills (2021)

EU: OnMateria (Sweden) **JP:** Company's name not disclosed

The Japanese company, specialised in cold drawing of magnesium alloy bars and tubes, first contacted EEN Japan in 2019 to offer its manufacturing services to EU companies.

OnMateria is a sustainable design office in Sweden, specialising in the fields of product, material design and circular economy consultancy.

The **two companies met during “B2WORTH 2020”, a virtual company mission** in the fashion and design sectors organised by the Italian partner Unioncamere Lombardia.

After the initial meeting, the companies **built a collaboration online** and now **the Japanese company is developing a collection of products in magnesium**. With the goal to introduce the Japanese company's craftsmanship and know-how to the European market, **OnMateria is designing an efficient and modular design that retains the Japanese company's identity**.

The Japanese entity is very excited to see what sort of added value their magnesium alloys and magnesium treatment technologies can add to the excellent designs created by OnMateria.

Both EEN partners are looking forward to seeing what kind of products will be developed by this inspiring partnership between Japanese craftsmanship and Swedish creativity.

Success Story:

Sharing the Common Beer Philosophy (2020)

EU: Beer Mania (Belgium) **JP:** HIGHBURY

Beer Mania, a bottled beer shop located in the heart of the EU, Brussels, Belgium, is one of the first beer shops globally. Since 1981, it serves many different types of Belgian beers to enthusiasts not only domestically but also all over the world. In 2019, the owner of **Beer Mania was looking for opportunities to expand its business to Japan and visited the EU-Japan Centre's office in Brussels** to find useful information.

Simultaneously, HIGHBURY, a Japanese beer importer & restaurant, acknowledged to the EU-Japan Centre that they were **planning a visit to Belgium and looking for a beer consolidator** to purchase various Belgian beers to Japan.

In early 2020, **the EU-Japan Centre introduced the two companies to one another**. After a few fruitful discussions, they **reached a partnership agreement for exporting Belgian beers to Japan**. Due to the COVID-19 pandemic, the actual shipping of beers had to be put on hold until April 2021. Yet to ensure a smooth transit and live up to expectations of HIGHBURY, the owner of Beer Mania sourced the best selection of Belgian beers and arranged a pallet shipping by air. If one is familiar with standard beer transportation, one would be able to guess **how passionate these people are about beers**. HIGHBURY found the **right partner with whom they can share their common beer philosophy**. Currently, they are in the process of arranging the second shipping of beers and planning to continue their cooperation in the future.



Success Story:

Business Partnership Agreement between Natural Machines and Innova Global (2020)

EU: Natural Machines (Spain) **JP:** Innova Global Inc

The Spanish company, Natural Machines, is a start-up business, a long-time client of ACCIO', working in the development of 3D printers in the food industry. Foodini, their product, is a 3D food printing kitchen appliance that enables customers to personalise food, eat healthier, improve kitchen efficiency and lower food waste. Foodini and Natural Machines have been named as the recipients of over 40 awards and recognitions over the years.

The Japanese company, Innova Global, is specialised in distribution of consumer electronic products with an extensive number of partners and clients on the Japanese market.

After some time spent in Japan during a start-up program organised in Osaka, the CEO of the Spanish company **got in touch with the EU-Japan Technology Transfer Helpdesk and the EEN at the EU-Japan Centre for Industrial Cooperation** that **provided support in liaising with a possible Japanese partner.**

At the very end of the stay of the Spanish representative in Japan, the Centre, after having introduced Foodini to the Japanese company, **created a connection for a meeting and managed follow-ups between the parties**, that eventually resulted in the **signing of an agreement between the parties to boost the sales of Foodini in the promising Japanese market.** The Japanese side already went through some training to understand how to use Foodini, and it is now showcasing the printer at its offices in Tokyo to potential clients.

Currently, Natural Machines is developing not only the current Food 3D printer but also other products. Innova Global reassured that they would be very keen on Natural Machines' full-scale expansion into Japan.



Success Story:

Greek fruit-based products on the Japanese market (2020)

EU: CHB Group (Greece) **JP:** Company's name not disclosed

The Greek company has held a constant presence in the fresh fruit industry since 1955 and has grown to become one of the largest fruit processing groups in Greece. Today, its main activity is the processing of more than 15 types of locally grown fruit.

The Japanese company, established in 1947, operates as a trading company. Originally started as a seller of starch, the company has now 13 overseas operating bases in 6 countries and supplying numerous products, including starches, seafood, oils, fats, condiments, food additives and other.

The companies were in contact in 2018, and a Japanese representative visited one of the Greek companies' factories in the same year. The relationship developed further when **the Greek CEO visited Japan as a part of the EU-Japan Centre for Industrial Cooperation's training programme (EEN-Japan), Get Ready for Japan**. This training programme aims to educate and train EU managers in a wide variety of facets of Japanese business culture, and as an added service of EEN Japan arranged business meetings for participants.

The companies had a **follow up meeting** at the EU-Japan Centre's office within the scheme of this programme. The meeting was arranged and attended by the EEN Japan team **which consequentially led to the agreement between the Greek and Japanese counterparts for the purchase of peaches**. 2020 was as a test phase, with the hope of having consistent yearly purchases.

Success Story:

Polish graphene materials find their way to Japan (2019)

EU: Advanced Graphene Products S.A. (Poland)

JP: K. Sakai & Co., Ltd

Advanced Graphene Products (AGP) is a Polish innovative company focused on the graphene production and development of its applications. Their speciality is high strength metallurgical graphene.

K. Sakai & Co., Ltd. is a 100 years old Japanese company specialised in the trading of industrial materials and chemicals.

EEN Japan met the EU company AGP in Germany during the brokerage event Technology Cooperation Days at Hannover Messe held in April 2017. The company representative was interested to find a partner in Japan for their graphene-based products.

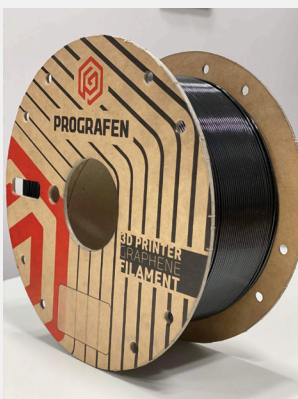
After getting in touch with the Polish EEN partner *Uniwersytet Zielonogorski* in charge of AGP the **profile of the company was promoted in the EEN Japan's network**. An updated version of the profile was received at the end of 2018.

At the same period, **AGP representative applied and was selected for an EEN Japan organised trade mission** for EU companies operating in the nanotech sector held in January 2019.

Shortly before the mission, AGP received an Expression of Interest (Eoi) from Sakai.

The two companies initiated email exchange and were able to meet face to face during the mission to Japan. After a few months of negotiations, in April 2019 **Sakai visited the premises of the Polish company and agreed to distribute AGP's graphene products in Japan.**

With K. Sakai & Co.'s knowledge of the market and its existing customer base, it has been a valuable partner for AGP. The companies also had a joint exhibition stand at the last year's Nano Tech Japan. Over the past year, they have had promising negotiations with a number of end-clients, including large Japanese corporations.



Success Story:

Portuguese delicacies reach Japan (2019)

EU: Formosa Gourmet (Portugal)

JP: Company's name not disclosed

In March 2018, a **Portuguese gourmet food brand offering the best delicacies from Portugal participated in the "Organic Food mission to Japan"**, organised by the EU-Japan Centre and co-organized by IAPMEI.

Before the mission, they had **never been able to penetrate the market and sell their products in Japan**. However, both founders of the company had the knowledge of Japan's market. **This was one of the reasons why the Japanese market was considered relevant for business**.

During the mission, they **exhibited at the FOODEX food fair in Tokyo** and got useful contacts from interested companies.

Since then, the **company also benefited on numerous occasions from logistical support**, provided by the EEN Japan, allowing the use of EEN Japan's office in Tokyo for meetings, workspace and other.

During one of these stays in Japan, **the company was introduced to a large Japanese food retailer**.

After **a few months of fruitful negotiations, the Japanese company accepted to work with the Portuguese entity**. The Japanese company stated that the quality of the products was very high including the design of the packaging. It was also pleased by the proactiveness and professionalism of the Portuguese company whilst replying to their inquiries and multiple requests for details. The EEN partners on both sides also did a great job in terms of following up on their clients and building **a trustworthy relationship** between the Portuguese and Japanese counterparts.

Success Story:

Traditional honey from Estonia reaches Japan (2019)

EU: Artisan Honey OÜ (Estonia)

JP: Company's name not disclosed

ARTISAN HONEY OÜ is a distributor of 100% natural unpasteurised Estonian honey of pure and high quality carefully chosen from the best beekeepers with premium packaging and marketing.

The **Estonian company first contacted EEN Japan back in 2014 with the aim to start exporting to Japan, and was introduced to the Estonian EEN partner, Estonian Chamber of Commerce and Industry** for a local follow-up and creation of profile. They were looking for distributors, retailers and wholesalers.

In **2019 the company was selected to attend a 2-week training on Japanese business culture** organised by EEN Japan. During the training, **the company was introduced by EEN Japan staff to a potential partner**, a Japanese importer of various goods, including exclusive foods.

It took only one presentation for the Japanese importer to realise that Artisan Honey's product was ideal for their clients. After the meeting, the importer brought some **samples to its retailer and since the feedback was extremely positive**, the retailers agreed to **display products in their stores**.

This **PA is an achievement of a long-term cooperation between the EEN partners** as well as the **detailed and thorough strategy of the Estonian company in accessing the Japanese market**.

Success Story:

Connecting Everything over the Internet (2018)

EU: IoTerop (France) **JP:** Company's name not disclosed

Based in Montpellier, France, IoTerop was founded by industry experts with over 17 years of experience in embedded platforms, operating systems and communication protocols. As Device Management, Security and Communication IoT specialists with major high-tech companies (Palm, Access, Intel), they play an active role with international operators (Orange, Vodafone, ATT, Verizon, NTT, DoCoMo), major industry players (Microsoft, Intel, Qualcomm, ARM) and international standardization consortiums (OMA) to define IoT standards. IoTerop has already been identified as a worldwide leader in OMA Lightweight M2M technology.

IoTerop transforms IoT standards into concrete, powerful tools and services that may be adopted by their clients in minutes. Their solution is helping clients to build a future-proof generation of connected objects, networks and solutions that are more intelligent, secure and remotely manageable.

The Japanese company is specialized in technologies for connecting platforms and people over the Internet.

The **key objectives of this business agreement were to do business development and resell of IoTerop products** in the south of Asia (Japan, South Korea and other), as well as **create visibility and awareness of standardised technology** in Japan and South Korea. After signing this agreement in 2018, the **Japanese company acquired a strong IoT differentiation in the South Asian market** and the French entity **benefited from an access legitimacy with Japanese manufacturers and operators.**

Success Story:

Distribution of GNSS related software from the Czech Republic to Japan (2016)

EU: Iguassu Software Systems, a.s. (Czech Republic)

JP: GNSS Technologies Inc

An agreement on distribution of GNSS-related software from Iguassu Software Systems by GNSS Technologies Inc. in Japan was reached in August **2016 thanks to the cooperation between EEN Japan and local EEN partner in the Czech Republic.**

Iguassu Software Systems is a long-term client of the EU-Japan Centre for Industrial Cooperation and the Technology Centre CAS and receives information about ESA (European Space Agency) Technology Transfer opportunities and ESO (European Southern Observatory) tenders.

GNSS Technologies Inc. is a Japanese company dealing with positioning technologies, both outdoor and indoor, and is focused mainly on providing GNSS devices with indoor positioning merely by installing transmitters in segmented indoor location areas. It helps in wide range of applications in various industries leveraging Japan's unique satellite positioning services of QZ for better position accuracy and availability.

A meeting for Iguassu Software Systems and the Japanese Electronic Navigation Research Institute (ENRI) was set up in March 2016 in Munich on the occasion of **Munich Satellite Navigation Summit** by the EU-Japan Centre for Industrial Cooperation (EEN Japan). ENRI was interested in this software but could not make a purchase directly. Therefore, **the EU-Japan Centre introduced GNSS Technologies Inc. to the Iguassu Software Systems** as a company that could take on the distributor role.

As a result, **a connection was made by the EU-Japan Centre between GNSS Technologies Inc. and Iguassu software Systems to set up a distribution agreement.**



EU-Japan Centre
for Industrial Cooperation

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Business Support on Your Doorstep