

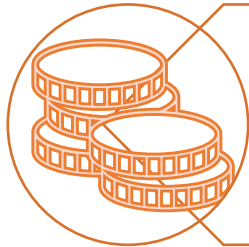
Economic Security

～ Bridging the Gap between Economic Security and Value/Price Axis ～

Mikihito Saito

JBCE (Japan Business Council in Europe)

The 3 Axis of Business Perspective



Value and Price

Superior Products and Services at Competitive Prices



Sustainability

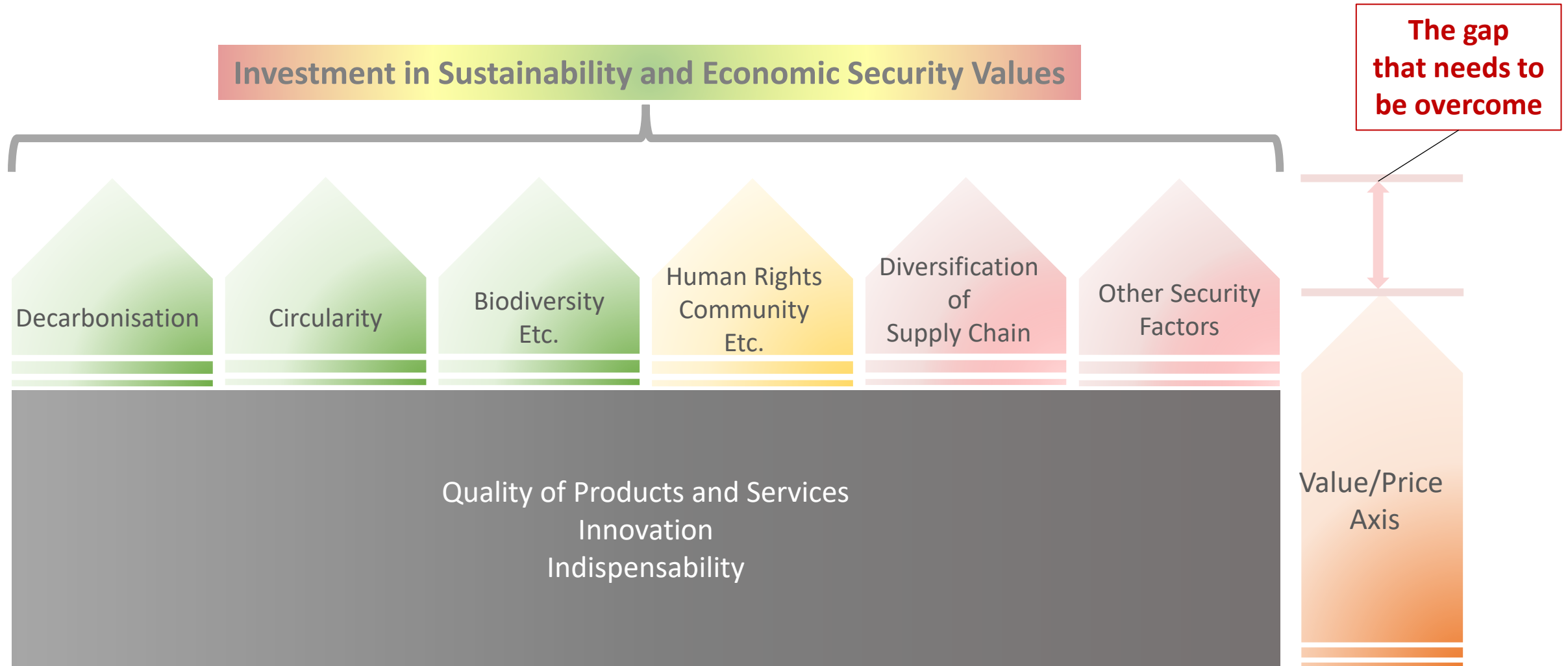
Human Rights, Community Engagement,
Decarbonisation, Circularity, Biodiversity etc.



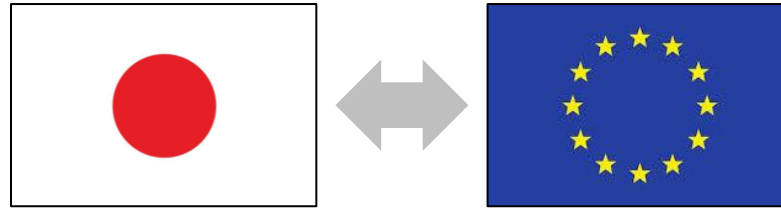
Economic Security

Reducing Dependency, Supply Chain Resilience,
R&D in Cutting-edge Technologies etc.

Gap Between Economic Security and the Value/Price Axis



Policy Cooperation between Japan and the EU



Enhanced Efforts for Economic Security by EU and Japanese Businesses