



CALL FOR PRE-DEPARTURE BRIEFING EXPERT SMART FACTORY & ROBOTICS BUSINESS MISSION 2026

Purpose of the Call: Find an expert based in the EU who specialises in Smart Factory and Robotics

Organisation: EU-Japan Centre for Industrial Cooperation

Event: Pre-Departure Briefing (PDB)

Date: mid-December 2025 (exact date to be confirmed)

Time: 9:15 am CET/ 5:15 pm JST

Platform: Zoom

Duration: 75 minutes → (Team Session: 30 minutes - Expert Session: 45 minutes)

Audience: Approximately 8-10

Participants Profile: Selected participants for the Smart Factory & Robotics Business mission include representatives from European small and medium-sized enterprises (SMEs) that specialize in industrial robotics. This encompasses various areas such as collaborative robots (cobots), articulated robots, autonomous transportation systems, delta robots, the Industrial Internet of Things (IIoT), vision systems, and sensor technology.

About the EU-Japan Centre for Industrial Cooperation:

The EU-Japan Centre for Industrial Cooperation was established in 1987 as a pivotal organisation for fostering industrial collaboration between the EU and Japan. It remains the sole joint venture between the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs (DG GROWTH) and Japan's Ministry of Economy, Trade and Industry. This partnership is further reinforced by the effective collaboration between its two offices: one situated in Brussels, Belgium, and the other in Tokyo, Japan. Both offices concentrate on organising and overseeing annual business missions and programmes to Japan, as well as promoting industrial and trade cooperation and facilitating the exchange of experiences and expertise between the EU and Japan.

Context of the Call:

The EU-Japan Centre for Industrial Cooperation is organising the second edition of its brand-new business mission, "Smart Factory & Robotics." As part of this effort, the Centre will accompany a delegation of EU entrepreneurs from the targeted sectors of Smart Factory and Robotics to the Factory Innovation Week in Tokyo. **To enhance the experience of EU participants, the Centre is looking for a knowledgeable and experienced expert in the relevant sector to deliver an online presentation during its Pre-Departure session, scheduled for mid-December 2025 (exact date to be confirmed).**

Requirements:

The selected expert will be invited to give a 45-minute presentation on the current market in Japan and the opportunities available for European companies entering the smart factory, robotics, AI, and IIoT sectors. The presentation will include a Q&A session with the audience. While the expert is free to structure his/her presentation as t(s)he see fit, the following points need to be considered:

1. Overview of the Japanese Robotics Market

- History
- Key Statistics

2. Future Goals and Opportunities for EU companies

- Collaborative Robots: Demand in manufacturing and healthcare.
- Articulated Robots: Growth in automotive and electronics.
- Autonomous Solutions: Trends in logistics automation.

3. Regulatory Essentials

- Key Regulations: Overview of robotics regulations in Japan.
- Safety Standards: Compliance with Japanese Industrial Standards (JIS).



4. Market Entry Strategies

- Finding Partners: How to identify local distributors and clients?
- Building Relationships in Japan & Cultural Considerations

5. Success Stories (European companies' successful cooperations in Japan)

Service costs:

- Max €600 (VAT included), depending on experience and preparation effort
- Payment will be made from the EU-Japan Centre (Brussels)
- No travel costs will be incurred as this is an online session(*)

(*)The webinar will be held privately and moderated by staff from the EU-Japan Centre. While no recording of the session will be made publicly available, a copy will be provided to the participants.

Deadline for Applications: 20 November 2025

Application Process:

If you have the necessary expertise and would like to contribute to this webinar on the specified date, please contact d.lula@eu-japan.eu.

In your email, please include the following:

1. A detailed resume that highlights your experience and qualifications (maximum of 1 page).
2. A motivation letter explaining your interest in participating (maximum of 1 page).
3. A “ready-to-use” PowerPoint presentation for the occasion.
4. Your expected fee.

All applicants shall declare promptly any potential Conflict of Interests¹ and agree to sign a related declaration if required to do so. The successful candidate will be contacted on November 27, 2025.

¹ A conflict of interests arises when reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest or circumstances may affect the impartial and objective nature of a process or duty.