

30 YEARS  
周年



日欧産業協力センター  
**EU-Japan Centre**  
for Industrial Cooperation

**1987 – 2017**  
**Responding to Changing Needs**

- 1987 **Opening of the EU-Japan Centre** for Industrial Cooperation (Tokyo, Japan)
- Launch** of annual comprehensive training missions in Japan, “**Japan Industry Insight**”, for EU managers.  
**Launch** of the “**Renewable Energy**” programme for EU and Japanese experts.
- 1989 **Launch** of annual training missions in Japan focusing on “**Innovation Made in Japan**”, for EU managers.
- 1992 **Launch** of annual training missions in Japan focusing on “**World Class Manufacturing**”, for EU managers.
- 1996 **Launch** of the “**Vulcanus in Europe**” programme offering language courses and internships in EU companies for Japanese students.
- Opening of the European Office of the EU-Japan Centre** (Brussels, Belgium)
- The EU-Japan Centre is appointed the Secretariat for the **EU-Japan Business Round Table** which gathers about 50 leaders of EU and Japanese corporations.
- 1997 **Launch** of the “**Vulcanus in Japan**” programme offering language courses and traineeships in Japanese companies for EU students.
- Launch** of annual training missions in Japan on “**Meet Asia in Japan**” for EU managers.
- 1998 **Launch** of annual training missions in Japan on “**Distribution & Business Practices**” for EU managers.
- 2000 **Launch** of an **ICT version of the “Japan Industry Insight”** programme.
- Centre appointed “Coordinator in Europe” of Osaka Chamber of Commerce & Industry’s annual “**Global Venture Forum**” – a forum for EU and Japanese companies in new, high-tech, and emerging fields of business.
- 2001 **Launch** of an **ICT version of the “Meet Asia in Japan”** programme.

**Launch** of a **food & drinks version of the “Distribution & Business Practices”** programme.

2003 **Launch** of a series of **seminars on EC policies** intended for Japanese managers.

2005 Extension of the “Vulcanus in Japan” programme to engineers in **architecture**.  
Publication of “**EU-Japan Bridge**”, the first directory ever of all EU-Japan related organisations.

2007 **Launch** of annual missions in Japan on “**FDI in Japan**” for EU managers.

**Launch of seminars on EU-Japan intercultural management.**

2008 **Launch** of a series of **seminars on Industrial Policy, Trade & Investment, and Environment & Energy.**

2010 The EU-Japan Centre is appointed coordinator for J-BILAT (**EC support towards the participation of the Japanese research community in the EU 7<sup>th</sup> Research Framework Programme**).

The EU-Japan Centre is appointed coordinator of the **Enterprise Europe Network – Japan**, with the support of the Japanese Ministry of Economy, Trade and Industry.

2011 The Centre signs a Memorandum of Understanding with ZENIT GmbH (representing the **European Cluster Collaboration Platform**) with the objective to strengthen business, research and technological cooperation between EU and Japanese clusters.

2012 The Centre becomes part of the EU funded consortium **GNSS.Asia** with the aim to promote EU-Japan industrial cooperation on satellite navigation applications.

The Centre starts a new comprehensive info service in English on **government procurement** tender notices in Japan.

The Centre has as its main strategic priorities the reinforced support for the **internationalisation of SMEs** and the **post-Fukushima** economic and business opportunities.

**Launch of Cluster Missions** in Japan, with couples (cluster + SME) active in specific sectors.

2013 **Launch of “Step in Japan”**, a landing pad for EU-based SMEs planning on entering into or expanding within Japan. The initiative encompasses a full range of essential support measures for businesses.

**Launch of “Lean visits in Europe”** with a view to help European engineers improve their activities with a better understanding of best practice.

**Launch of “Minerva”**, a 6 months in-house fellowship scheme in Japan targeting young EU and Japanese academics, trade/ economic analysts and civil servants, and designed

to support its research and policy analysis of EU-Japan economic and industrial issues.

In September 2013, a new BILAT project, **Japan-EU Partnership in Innovation, Science and Technology (JEUPISTE)** was launched.

2014 **Launch of “Keys to Japan”** whose objective is to assist EU SMEs with the production of detailed, real-world and high quality market entry strategies in Japan.

**Launch of a Tax and Public Procurement Helpdesk**, intended to support the market access of EU companies (particularly SMEs) to Japan, through the provision of free information and related training, materials and online resources.

**Launch of [www.eubusinessinJapan.eu](http://www.eubusinessinJapan.eu), the Japan-related information portal.**

In accordance with the objective of the European Commission to develop a global platform to provide EU companies with relevant information about business with third countries, the EU-Japan Centre has launched a new website which will serve as an online portal of information for all EU SMEs seeking to do business with or in Japan.

**Launch of “About Japan” webinars**, monthly e-News and reports.

Targeting EU companies and support organisations, the webinars are designed to improve your knowledge of conducting "business in Japan". During the webinars, participants will have the unique opportunity to listen to selected experts who have agreed to share their knowledge and expertise.

**Launch of “Kaizen” webinars**

The annual series of webinars cover a full range of methods at basic level, offering attendees the key success factors for introducing and implementing KAIZEN within their company.

2015 **Launch of Japan Incoming Missions** support within EEN framework.

Incoming missions offer EU companies a chance to meet federations and companies from Japan in the EU.

**Launch of Cross Cultural Workshops** in the EU: in cooperation with local members of EEN, the EU-Japan Centre offers EU companies a chance to get acquainted to the principles of Japanese business culture.

2016 **Launch of the “Japan Industry & Policy” monthly newsletter**

The EU-Japan Centre regularly publishes "Industry and Policy News" from various Japanese language sources of potential interest, including newly released policy documents, surveys, and official statements, in the context of EU-Japan industrial cooperation.

**Launch of EU-Japan Tech Transfer Helpdesk**

The EU-Japan Centre launches this new service aimed at supporting EU and Japanese companies and individuals in their steps to search for and acquire technologies, as well as bridging the knowledge gap about current available technologies from both Japan and the EU. The service is backed by a web portal <http://www.eu-jp-tthelpdesk.eu> which will provide general content about intellectual property rights, their use and possible monetization options.

2017

**30<sup>th</sup> anniversary of the EU-Japan Centre.**

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**Main deliverables so far include:**

- **1.500 EU executives participating in business & training missions to Japan**
- **150 EU and Japanese experts participating in Alternative Energy missions**
- **1.000 EU participants in Lean/Kaizen/WCM-related missions in Japan or Europe.**
- **25.000 EU and Japanese participants in 300 policy seminars.**
- **900 EU and Japanese engineering students participating in the Vulcanus programme.**
- **30 Cross-cultural events and 40 R&D-Innovation events**
- **200 analytical reports and e-learning webinars / videos**
- **3 regular newsletters reaching a total of ca 20.000 recipients**