

# Vulcanus Market Research Initiative 2026–2027

## Preview of Application Questions

*This document lists all questions included in the official application form, allowing you to prepare your answers in advance. Most applicants complete the form in approximately 30 minutes. Applications must be submitted through the [online application form](#) by 15 July 2026. This document is for preparation purposes only and cannot be submitted.*

Full programme details are available on the [webpage](#) and Call for Applications.

## 1. Commitments & Privacy

Applicants are asked to confirm the following conditions:

- If selected, I commit to participating in the full initiative, including the introductory briefing, progress meeting, and final presentation.
- If selected, I commit to providing the Centre with information about my company's business activities related to Japan.
- If selected, I agree to complete a scope of work, sign a participation agreement, and where applicable a non-disclosure agreement, prior to the start of the research phase.
- I understand that participation is subject to a contribution fee of EUR 500, invoiced only following successful matching and final confirmation of participation.
- If selected, I agree that my work contact details may be shared with the Centre.
- I understand that, depending on the availability and suitability of student candidates, my company may not be selected.

Applicants must also confirm they have read and agree to the Centre's Privacy Policy

(<https://www.eu-japan.eu/privacy-policy>).

## 2. Company Information

Name (First/Middle/Last) — as it appears on your passport \*

Company name \*

Country where the company is headquartered \*

Your position \*

Year established \*

E-mail address \*

Telephone number (optional)

Company website \*

Please describe the activities of your company/organisation \*

*Open answer*

Select the sector that best matches your product, technology, or service \*

*Artificial Intelligence & Digital Technologies / Advanced Electronics & Intelligent Systems / Smart Infrastructure & Mobility / Industrial Technologies & Engineering Solutions / Sustainable Innovation & Green Technologies / Biotechnology & Life Sciences / Cybersecurity & Digital Trust / Quantum & Space Technologies*

### **3. Your Product, Technology, or Service**

Describe the product, technology, or service for which you are requesting market research, including its unique and innovative aspects and economic advantages \*

*Open answer*

Please explain your company's market experience in Japan. Is this the first time you are pursuing business development for this product, technology, or service in Japan? \*

*Open answer*

Briefly describe your company's history of entering Asian markets with similar products or services. (The product, technology, or service described must be developed, produced, or manufactured by your company.)

*Open answer*

Please provide additional product information, such as a URL, or a catalogue link \*

*Open answer*

### **4. Motivation**

Please explain why your company is interested in obtaining a market intelligence report on Japan \*

*Open answer*

Please explain how your company will benefit from this report \*

*Open answer*

Please explain why your product, technology, or service would appeal to potential customers in Japan \*

*Open answer*

## 5. Research Priorities

Research projects may cover the following areas; the exact scope will be defined jointly with the Centre and the student team at the start of the initiative. Applicants are asked to rank each research area by priority (Priority 1–6). There are no wrong answers — this ranking helps us match you with the most suitable student team and define the initial scope of your project.

- *Market Size & Demand*
- *Industry Stakeholders*
- *Competitive & Market Environment*
- *Regulatory & Technical Considerations*
- *User & Operational Environment*
- *Market Entry Considerations*

Are there any additional topics or information that should be included in the market research report? \*

*Open answer*

## 6. Outreach

How did you hear about this initiative? (optional)

*EU-Japan Centre website / newsletter or email / LinkedIn / Enterprise Europe Network / Recommendation from another company or colleague / Other*