



BUSINESS IS BACK IN JAPAN!

For an organization whose core mission is to bring together European and Japanese companies, the Covid-19 lockdown has been a challenge. It was therefore a relief for the business community when Japan finally reopened its borders on October 11 after two and a half years of travel restrictions. This is good news for business travellers who no longer have to go through the tedious administrative procedure to get a visa. This also means the return to physical missions and trainings in Japan for the EU-Japan Centre for Industrial Cooperation.

ATTRACTING A NEW CATEGORY OF PARTICIPANTS: SMEs WITH LIMITED RESOURCES

The Centre took this challenge as an opportunity to reinvent itself, by developing and proposing online services. The digital format allowed not only to maintain our services to support European companies, but it also enabled the Centre to attract a new category of participants to our services: those SMEs and managers that do not have the time and financial resources to come to Japan and participate physically in trade fairs, matchmaking events, or trainings. These digital services are now part of our normal services and are here to stay. They are complementary to the physical events organised; the hybrid format is the new norm.

RE-START OF PHYSICAL MISSIONS AND TRAININGS IN JAPAN BY THE CENTRE

In the past months, we have gradually started our physical events again. On 1 September we had the pleasure to welcome 20 university students of engineering and science for our 1-year Vulcanus internship programme in Japanese industrial companies. On 11 October we welcomed again 9 European SMEs to our Biotech and pharma Partnering Conference in Osaka and to our booth at the BioJapan trade fair from 12 to 14 October, leading to hundreds of bilateral online and physical meetings between European and Japanese companies.

On 15 November, the EU-Japan Centre organised the 24th edition of the EU-Japan Business Round Table in Tokyo with the physical participation of close to 140 participants, half of them from Europe. The event allowed business leaders to have informal discussions and follow-up meetings, which the digital format has more difficulty to capture. Recently, from 29 November to 2 December, the EU-Japan Centre organised a digital mission at the Innovation Leaders Summit with the participation of 10 European SMEs. It was a real pleasure for the Centre to serve the participants at these different events and help them connect with Japanese business partners.

HOW IS THE BUSINESS ENVIRONMENT IN JAPAN TODAY?

Japanese business confidence is rather low following the geopolitical developments affecting the world. Russia's illegal invasion of Ukraine has led to a surge in energy prices for Japanese businesses whose country is, like the EU, dependent on foreign energy sources. Supply chains disruptions that were witnessed at the start of the COVID-19 pandemic are being aggravated by the conflict in Ukraine and by the US-China tensions. Rising demands for green technologies and batteries are creating tensions on the semiconductor market and key raw materials markets - an opportunity for some, for example the producers of chips, but a challenge for those in demand of particular input materials, such as in the automotive sector.

The tightening of monetary conditions set by the US Federal bank in particular - but also by the European Central Bank, combined with the loose approach of the Japanese Central Bank, has led in recent weeks to a historic weakening of the yen compared to the US dollar and other international currencies. As a result, Japanese businesses, although in principle more competitive on outside markets thanks to the weak yen, are suffering from expensive imported raw materials. The hope for Japanese business leaders is to have the Chinese and US economies maintaining a positive growth outlook. As for EU-Japan business relations, the very positive bilateral political relationship should further support growing exchanges between the two partners.

WHAT'S NEXT FOR THE CENTRE?

More physical missions are scheduled in 2023 starting with the nanotech mission from 31 January to 2 February and the Green/cluster SME mission from 15 to 17 March. We will also resume our physical World Class Manufacturing training program with a session on the week of 13 March. Stay tuned to our website, social media accounts and mailings for updates on our services and deadlines to apply to our programmes. Whether online or physically, we look forward to helping you get the most out of your Japanese experience.



DETAILS OF THE 24TH ANNUAL MEETING OF THE EU-JAPAN BUSINESS ROUND TABLE

The 24th Annual Meeting of the EU-Japan Business Round Table took place at the Tokyo Kaikan and online on Tuesday, 15 November 2022. The over-arching theme for the discussions was “The EU & Japan – Going Digital, Going Green”.



The first part of the meeting consisted of business-to-business discussions of a wide range of issues including CBAM, sustainable agrifood, the bioeconomy, JBCE & the Japan-EU Digital Partnership, digital twins, innovation & 5G, digital tools for predictive maintenance, equality & diversity, and technological innovation & renewable energy with presentations by BRT members and other organisations.

The second part of the meeting took the form of exchanges between the BRT and senior representatives of the EU and Japanese Authorities, with the presentation and adoption of the Recommendations from the BRT's four Working Parties to the Authorities, a question and answers session, formal speeches by Kenji Yamada (State Minister for Foreign Affairs), Kerstin Jorna (Director-General, DG GROW), Shinichi Nakatani (State Minister of Economy, Trade and Industry) Signe Ratso (Acting Director-General, DG RTD), Ayano Kunimitsu (Parliamentary Vice-Minister for Internal Affairs and Communications) and Thomas Skordas (Deputy Director-General, DG CNECT). EU Ambassador-Designate Jean-Eric Paquet and Yasushi Masaki (Ambassador Extraordinary & Plenipotentiary of Japan to the EU) also addressed the meeting.

This was the BRT's first full-day physical meeting since 2019 (with additional participants joining online). It was co-chaired by Masaki Sakuyama (Senior Corporate Advisor, Mitsubishi Electric Corporation) and Philippe Wahl (Chairman & CEO, Le Groupe La Poste). Nobuhiro Endo (Executive Advisor, NEC Corporation) will succeed Mr. Sakuyama as Chair of the BRT's Japan-side.



Left to Right: Masaki Sakuyama (BRT co-Chair), Shinichi Nakatani (State Minister of Economy, Trade & Industry), Jean-Eric Paquet (Ambassador-Designate), Kenji Yamada (State Minister for Foreign Affairs), Ayano Kunimitsu (Parliamentary Vice-Minister for Internal Affairs & Communications) and Philippe Wahl (BRT co-Chair)

Presentations and photos from the meeting: ➡ <https://www.eu-japan-brt.eu/annual-meeting-2022>

Social media coverage and other reports on the meeting: ➡ <https://www.eu-japan-brt.eu/annual-meeting-2022-cuttings>

A SELECTION OF TWEETS AND PHOTOS FROM THE 2022 BRT ANNUAL MEETING HELD ON THE 15 NOVEMBER 2022 IN TOKYO (AND ONLINE)



Kerstin Jorna, Director-General, DG GROW attending online from Brussels.

Représentation de La Poste française à Bruxelles @LaPoste_BXL

Les 130 participants à la #EUJapan Business Round Table 2022 à Tokyo sous la co-présidence de @PhilippeWahl et M. Sakuyama débattent de neutralité carbone, transformation digitale, égalité sécurisation de la chaîne logistique et de la nécessité de la coopération



6:26 am · 15 Nov 2022 · Twitter for Android

Yasushi MASAKI, Amb. of Japan to EU. 駐EU大使 正木 晴

Congratulations for the successful annual #EUJapan Business Round Table meeting in #Tokyo. #Green, #Digital & other topics were discussed to promote our cooperation. Thank you for Chair Sakuyama and Mitsubishi Coop. staffs for supporting the activity. eu-japan-brt.eu/documents-15-n...



EBCinJapan and La Poste Groupe

BUSINESSEUROPE @BusinessEurope · 9h

It is key to increase EU-Japan cooperation to face common challenges such as increasing geopolitical tensions and #climatechange, and to uphold rules-based trade

Highlights our Deputy DG Luisa Santos at the #EUJapan Business Round Table in Tokyo



Luisa Santos and 4 others

EU-JAPAN CENTRE AND IRELAND JAPAN CHAMBER OF COMMERCE SIGN AN MOU TO BROADEN THEIR COOPERATION

On 8 November 2022, Mr. Manuel Hubert and Mr. Yasuo Tanabe, respectively EU-side and Japan-side managing directors of the EU-Japan Centre for Industrial Cooperation signed with Mr. Yoshihiro Tsuchiya, president of the Ireland Japan Chamber of Commerce, a Memorandum of Understanding between the two organizations to strengthen their cooperation and leverage their respective support to European and Irish companies aiming to develop their business in Japan. The ceremony took place in the presence of EU ambassador Jean-Eric Paquet and Ireland ambassador Damien Cole.



APPLY TO “EYES ON JAPAN”: FREE CUSTOMIZED MARKET RESEARCH

The EU-Japan Centre for Industrial Cooperation is pleased to introduce “Eyes on Japan”, which aims at providing EU technology SMEs with a customized market and industry research report on Japan.

The research will be delivered by teams of expert engineers selected from the EU-Japan Centre's renowned Vulcanus in Japan internship programme. (Vulcanus in Japan participants are European technical and engineering students with strong credentials who have been selected by the EU-Japan Centre to do a 1-year industrial internship in a host company in Japan.)

For FY2022-2023, Eyes on Japan will focus exclusively on applicant SMEs from the following sectors:

- AI Application
- Mobility/Hydrogen Technology
- Semiconductor/Electronics
- Audio Signal Processing
- Architecture
- Cybersecurity
- Battery Technology



Application deadline: 16 December 2022
Please feel free to contact us if you have any questions: topical@eu-japan.or.jp
Interested SMEs should apply from:
<https://forms.gle/KwbV4TeqVhk4ARLD9>

SAVE THE DATE! DISCOVER INNOVATIVE JAPANESE TECHNOLOGIES FOR YOUR PROJECTS IN AFRICA

The EU-Japan Centre for Industrial Cooperation and the United Nations Industrial Development Organization's Investment and Technology Promotion Office in Tokyo (UNIDO ITPO Tokyo) are organising a pitching and networking event on Friday, 17 February 2023.

The event will take place in Tokyo and will be live streamed online. It will aim at connecting EU and Japanese companies interested in joint projects in Africa. A line-up of innovative Japanese companies will be pitching their solutions in the following fields: Environment, Energy, Agribusiness, Human health, Disaster management.

If you are an EU company looking for business partners and technologies in these fields, and whose application targets the African continent, this event is for you! Check the list of pre-selected companies via the below link and let us know by 10 January 2023 which ones you would like to see during the event. We will also help arrange meetings (online and onsite).

If you have any questions, please contact Ms. Florence Arnu at EJ3A@eu-japan.or.jp

➔ <https://forms.eu-japan.eu/222748066484161>



TO EU SPACE SMEs: APPLY FOR A SLOT TO EXHIBIT AT THE 2023 INTERNATIONAL SPACE INDUSTRY EXPO



Setup as a hybrid event, ISIEEX intends to offer business matching opportunities for companies offering robots and products for space development and lunar exploration, rocket development and manufacturing, launch infrastructure, satellite utilisation, and space-related services.

The International Space Industry Exhibition (ISIEEX) is a growing space business exhibition that will open from 1 to 3 February 2023 in Tokyo.

The EU-Japan Centre for Industrial Cooperation is offering to 6 EU space-related SMEs the opportunity to exhibit virtually at the EU-Japan Centre stand at ISIEEX 2023. The EU-Japan Centre will represent the companies, promote their products and services, make contacts and collect expressions of interest for the individual companies to follow up on. This virtual exhibition space and representation will be provided free of charge to selected and eligible applicants.

Applications are particularly welcome from SMEs working on lunar exploration, lunar development, deep space exploration; rocket manufacturing, rocket launch infrastructure; satellite manufacturing and communication equipment, satellite utilisation business; on-orbit space-related services; space life support (clothing, food, housing); other space-related services; or space-related organisations and academia.

➔ <https://www.eu-japan.eu/spacejapan>

EUROPEAN START-UPS PARTICIPATE IN DEDICATED MATCHMAKING EVENTS IN JAPAN

For several years already, the EU-Japan Centre's Technology Transfer Helpdesk has been contributing to the Innovation Leaders Summit, one of the largest Japanese matchmaking events for open innovation.

This year the Centre has extended its cooperation with start-up events and programmes in Japan. For the first time, the Centre nominated European start-ups for the Global Innovation Forum (GIF) Osaka, an international trade show and matchmaking event aiming at bringing together international start-ups and local businesses, as well as for KGAP+, a global start-up acceleration programme hosted by the Keihanna Science City in Kyoto. To open the opportunity for European companies' participation in these events, The Centre launched an open call for expression of interest and received many interesting applications.

After a nomination by the EU-Japan Centre, the French company Elwave was selected by the organisers of the Global Innovation Forum, and participated in the online exhibition and B2B meetings.

Three nominees of the EU-Japan Centre made it to the KGAP+ Europe Challenge and the company EpiGuard was selected for the final round. It will participate in mentoring and partnering activities of the programme until February 2023.

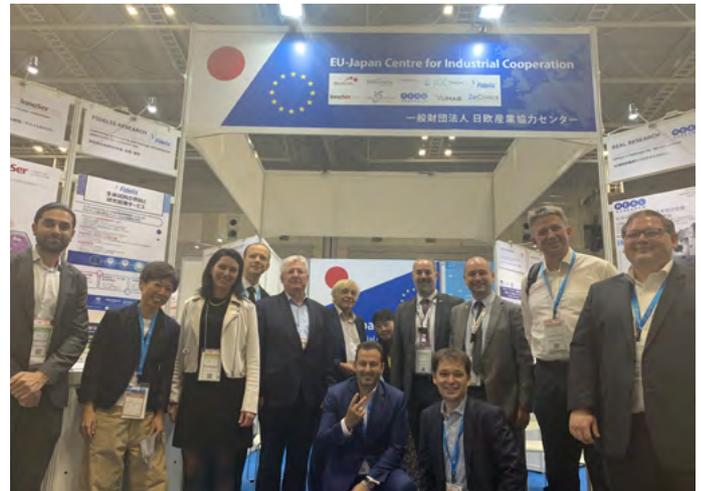
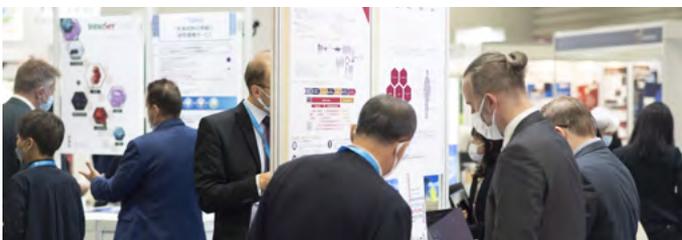


As for ILS, 8 EU companies have been nominated and participated online and in person in the "Power Matching" from 29 November to 2 December, in 2022.

A dedicated group of digital companies from the EU was promoted in an EU start-up booth at the event. With the rising popularity of open innovation practices in Japan, chances for European start-ups to land a joint project with Japan are likely to increase and the EU-Japan Centre will continue its efforts in this field.

BIOTECH CLUSTER AND SME MISSION TO JAPAN

This was the first physical business mission to Japan organised by the EU-Japan Centre in 2 years and also the last one for which participants needed visas, shortly before COVID-related immigration restrictions were repealed.



The 4-day mission started with meetings at the EU-Japan Biotech & Pharma Partnering Conference 2022 in Osaka, a hybrid event, jointly organised by the EU-Japan Centre and the Osaka Prefectural Government. Altogether 38 European and 59 participants from Japan joined this first on-site event after 2 years of online-only partnering.

From there, participants travelled to Yokohama, where they exhibited for 3 days as part of the EU-Japan Centre booth at BioJapan, Asia's largest Bio Partnering event.

Centre's staff and interpreters helped with communication at the stand while many participants had a busy meeting schedule in the fair's dedicated partnering area.

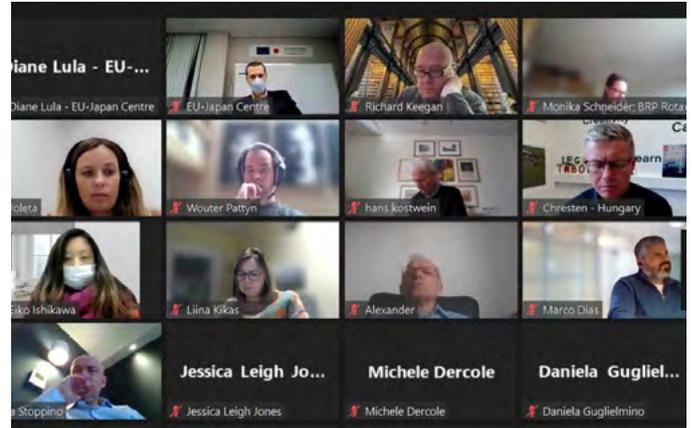
Japanese visitors showed a great interest in foreign companies' products and technologies, and were glad to meet European participants in person. Some of the Mission's participants were able to secure very promising additional meetings even after the official programme and are now busy with follow-up after a packed week in Japan.

➔ <https://www.eu-japan.eu/events/biotech-clustersme-mission>

WORLD CLASS MANUFACTURING (WCM) IN JAPAN 50TH EDITION AND 30TH ANNIVERSARY

From 7 to 11 November 2022, the EU-Japan Centre organised the 5th online edition of its programme the World Class Manufacturing training course. Notably, the programme reached a double milestone – its 50th edition and the 30th anniversary of its first edition in 1992.

This double achievement was marked with a dedicated discussion with various alumni who shared with the current selected participants how their participation in WCM has impacted their professional and personal progression. At the end of the 1st day training, the 24 participants from 12 EU Members States, could look back to over 30 years and 49 editions of WCM missions. The rest of the online mission was divided between seminars relating to operational excellence and virtual visits to leading Japanese companies. On the final day of the mission, after several workshops and a “back-of-the-bus” discussion moderated by Dr Richard Keegan (the EU-Japan Centre’s lean expert and coach), each participant gave a presentation about their learnings from the course.



➔ <https://www.eu-japan.eu/events/world-class-manufacturing-mission-II>

By **IRENA SOLJIC**, Ph.D., Food Science Lead, Paleo b.v., , Belgium ➔ <https://www.paleo-taste.com>

“The online WCM training was a truly instructive experience for me. I have only vaguely heard about lean principles and tools before, and I feel I have gotten a lot out of my time.

The topics covered included five fundamental Lean tools, the 7 types of waste in a production environment, and the 5S of Kaizen thinking, amongst many others. These were introduced and explained with practical examples from industry leaders, such as Toyota and Daikin. The lecturers were very well prepared and always ready to answer our questions and give valuable input applicable to our industries.

Currently, I am working for Paleo, a food-tech precision fermentation start-up based in Belgium.



I am happy that I have gotten to participate in the WCM training because our company will be scaling up in the next two years. Knowledge about lean methods will help this scale-up to happen in the most efficient, safe, and standardized way. In the future, I would be interested in applying for a physical mission in Japan, because in-person visits help pave the way for new ideas and industry collaborations.

For future participants preparing for this mission - enjoy every moment and don't be afraid to ask questions related to your industries!”

By **MARCO DIAS**, R&D Innovation Project Manager, GLN, Portugal ➔ <https://www.gln.pt>

Please describe your experience during the WCM Nov 2022 - online training

“My expectations regarding WCM Nov 2022 online training were very much in line with a traditional online training typology – being exposed to information and knowledge with some occasional interactions between the trainer and the trainees. On the other hand, the model that the EU-Japan Centre adopted for this training was very surprising and highly efficient. The combination of chosen speakers and all the associated support, from the staff to the mechanics of the sessions, made it possible to follow the week-long training in a pleasant, engaging, and focused way. Overall, this training was a very positive experience and allowed me to truly understand many of the concepts discussed, using very concrete and explicit examples. These examples presented best practices of Japanese companies in terms of continuous improvement of



processes and the respective production aspect, with evidence of direct benefits and savings enabled by the implemented actions.”

What did you like the most?

“The success of continuous improvement depends on changing the mindset of the people involved. What I liked most was understanding the methods I can use to get teams committed to the change process and process optimization. On the other hand, the sharing of experiences by all participants and speakers was very enriching since I saw other perspectives on how to approach problems.”

Any advice or comment you would like to share?

“Keep up the good work and be kaizen.”

MARKET ACCESS WORKSHOPS ON-SITE IN ROMANIA, PORTUGAL AND BELGIUM

In its ongoing efforts to help European SMEs to access the Japanese market, the EU-Japan Centre has organized on regular bases since 2015 various market access workshops to explain about the specificities of doing business in Japan, focusing on the cultural aspects or some industrial sectors. These workshops are organized within the frame of the Centre's activities as member of the Enterprise Europe Network (EEN).

After two years of workshops being attended solely behind computer screens, the EU-Japan Centre is happy to announce the successful conclusion of three physical workshops, in Cluj Napoca, Romania, with the Technology Transfer Center CENTI Cluj-Napoca; in Coimbra, Portugal, with the CEC – Conselho Empresarial do Centro / CCIC – Câmara de Comércio e Indústria do Centro; and in Brussels, Belgium, with the Brussels Entreprises Commerce & Industry - BECI. All combined these workshops attracted over 150 participants.



SOME TESTIMONIALS

"I come through this message to express my deep admiration and respect for the organization of the above event. The EEN staff at my local chamber of commerce, in a gesture of absolute kindness, called me to remember the event, which was providential! The event, extremely well organized, provided me with highly relevant information. The expert lecture was spectacular, very informative, concise, clear and humorous. I now feel much more confident in contacting potential Japanese investors. I would like to thank you again for the constant support that I have been offered. These initiatives reinforce the determination of entrepreneurs and researchers and give us encouragement and confidence in the future. Thank you very much!!"

- Mr. Ferreira Neto (CEO, 3D-Recycler, Portugal, <https://www.3d-recycler.com>)



"Thank you for having invited me to this event, it was an interesting one. The detailed information about the Japanese market and the brief steps we can take to succeed in getting in touch with business-people in Japan were more than welcome. I have also appreciated the cultural business information about Japan presented by the expert, a very experienced speaker and a European person that has been living in Japan for several years. Let's keep in touch!"
- A participant in Romania

The EU-Japan Centre invites EEN partners and other EU based organizations interested in co-hosting online or on-site market access workshops to contact Ana Horvatin at a.horvatin@eu-japan.eu

CASE STUDY - TREEFROG THERAPEUTICS

TreeFrog Therapeutics is a French biotechnology company specialized in cell therapy.



Founded in 2018 by biophysicist Kévin Alessandri and stem cell biologist Maxime Feyeux in Bordeaux (France), TreeFrog Therapeutics (<https://treefrog.fr>) develops a breakthrough technology – C-StemTM – which allows to mass-produce stem cell-derived cell therapies. Currently advancing cell therapy programs in Parkinson's disease, liver failure and cancer, TreeFrog Therapeutics aims at making cell therapy safer, more efficient and widely available to large patient populations.

In October 2020, TreeFrog was awarded the prestigious Galien MedStartup Prize in New York. The company is listed in the FrenchTech120, which regroups the fastest-growing startups in France. Nowadays, Treefrog brings together over 100 stem cell biologists and bioproduction engineers. Over the past 4 years, the company raised over 82 million dollars.



In April 2022, Treefrog announced the opening of a lab in Kobe, Japan, with the aim of establishing strategic alliances with key academic and industrial players in the field of regenerative medicine. Discover the company's reception in Japan, their encountered challenges and recommendations to other EU SMEs by reading our Case Study.

➔ <https://www.eubusinessinjapan.eu/library/publication/case-study-treefrog>

EU-JAPAN CENTRE'S HELPDESKS

35 YEARS HELPING EU COMPANIES INTERNATIONALISE

Since its establishment in 1987, the mission of the EU-Japan Centre for Industrial Cooperation has been:

- to promote all forms of industrial, trade and investment cooperation between Japan and the EU;
- to strengthen the technological capabilities and the competitiveness of the European and Japanese industrial systems.

Today within this framework, the EU-Japan Centre is managing five helpdesks to support EU companies' internationalization toward Japan.

General helpdesk

Our information desk provides the information requested when available or points the enquirer to the right source of information. Typical topics: general market information, import regulations...

➔ <https://www.eu-japan.eu/information-desk>

Tax and Public Procurement helpdesk

Dedicated to EU SMEs looking for opportunities in Japanese public procurement calls or needing support for tax matters.

➔ <https://www.eu-japan.eu/tax-public-procurement-helpdesk>

EPA Helpdesk

Helping EU businesses understand the EU-Japan free trade agreement, and providing advice on how to benefit from it.

➔ <https://www.eu-japan.eu/epa-helpdesk>



Technology transfer helpdesk

To support EU and Japanese companies in their journey to find and acquire technologies, as well as bridging the knowledge gap between current available technologies from both Japan and the EU.

➔ <http://www.eu-jp-tthelpdesk.eu>

EU-Japan Business Cooperation with ASEAN, Africa and Latin America Helpdesk

To support business cooperation between EU SMEs and Japanese companies in and with ASEAN, Africa and Latin America.

➔ <https://www.eu-japan.eu/eu-japan-business-cooperation-asean-africa-and-latin-america>

WEEKLY JAPANESE INDUSTRY AND POLICY NEWS

The EU-Japan Centre is pleased to start a new weekly service by publishing brief summary of the latest information from the Japanese governmental organizations & private companies/organizations. A couple of minutes reading to be informed about what is happening in Japan's policy, economy, EU-Japan relations, and innovation.

➔ <https://www.eu-japan.eu/news>

Interested to register to one of our thematic newsletter? Please visit this link: <https://www.eu-japan.eu/newsletter>



“ABOUT JAPAN” UPCOMING WEBINARS

Lately, the EU-Japan Centre conducted a series of webinars, covering many sectors and topics, to support EU companies doing business with Japan. Did you miss one? You can always access the previous webinars' recordings at the following link:

➔ <https://www.eubusinessinjapan.eu/library/past-events>

FORTHCOMING WEBINARS

Rethinking Strategy for Japan - B2C- 10 January 2023

Rethinking Strategy for Japan - B2B – 17 January 2023

Understanding Japanese Firm Longevity – 7 February 2023

➔ <https://www.eubusinessinjapan.eu/events>



LATEST PUBLICATIONS

Fintech Market in Japan

<https://www.eubusinessinjapan.eu/library/publication/report-fintech-market-japan>

Understanding Japanese Firm Longevity

<https://www.eubusinessinjapan.eu/library/publication/report-understanding-japanese-firm-longevity>

Guide to Double Taxation Conventions Between the EU and Japan

<https://www.eubusinessinjapan.eu/library/publication/report-guide-to-double-taxation-conventions-between-eu-and-japan>

EUROPEAN COMMISSION'S ACTING DIRECTOR GENERAL FOR RESEARCH AND INNOVATION ADDRESSED THE EU-JAPAN BUSINESS ROUND TABLE

On 15 November 2022, European Commission's Acting Director General (DG) for Research and Innovation, Ms Ratso, addressed remotely the members of the EU-Japan Business Round Table* gathered in Tokyo.



Ms Ratso acknowledged the already good EU-Japan cooperation in the field of science, research and innovation and recalled the importance of the EU-Japan Green Alliance and Digital Partnership, which will act as platforms to press jointly to accelerate the twin green and digital transitions. The fundamental role played by the private, industrial sector in fostering the transformative processes needed to make our societies more resilient, sustainable and fairer was also highlighted.

Ms Ratso encouraged even greater cooperation by stressing that the EU Framework Programme Horizon Europe is a fully operational and structured cooperative platform offering opportunities for research collaboration and joint innovation activities. In its course, Horizon Europe will invest possibly more than EUR 100 billion into fundamental and applied research, and into break-through solutions addressing the most worrying global challenges.

In this context, Acting DG Ratso explained the benefits deriving from a possible association of Japan to the Horizon Europe Programme, a move that will represent a major leap forward in the overall research and innovation (R&I) cooperation between the two powerhouses. An association of Japan to Horizon Europe will strengthen Japan's scientific and

technological leadership by acting as a multiplier, with expected positive impacts on national R&I indicators in terms of international co-publications, commercial and IP outputs, and more tangible impact of the overall national public and private investment in R&I.

She concluded by inviting all the companies attending the event to consult open and upcoming calls for proposals under Horizon Europe. The Work Programmes for the years 2023 and 2024 will soon be published and the opportunities are really vast and cover the most strategic sectors, such as: health, climate and environmental research, ICT, High Performance Computing, clean hydrogen and renewable energy, circular economy, semiconductors, connected and automated mobility, aviation, photonics, and critical raw materials.

For more information about Horizon Europe please visit below websites.

- ➔ https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en
- ➔ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/horizon>

*See pages 2-3 for more info about this year session of the EU-Japan Business Round Table managed by the EU-Japan Centre.

EU AND JAPAN STRENGTHEN ECONOMIC COOPERATION THROUGH HIGH-LEVEL DIALOGUE (HLED)

The HLED was co-chaired by Executive Vice-President and Commissioner for Trade, Valdis Dombrovskis, and Commissioner for Financial Stability, Financial Services and the Capital Markets Union, Mairead McGuinness, with Japanese Minister of Foreign Affairs, Yoshimasa Hayashi, and Japanese Minister for Economy, Trade and Industry, Yasutoshi Nishimura.

Held on the 25 October, this second meeting of the HLED confirmed EU-Japanese strategic alignment on key economic and geopolitical challenges. On the agenda were current trade challenges, the follow-up to the 12th WTO Ministerial Conference, and sustainable finance. On support for the rules-based order, the EU invited Japan to join the multi-party interim appeal arbitration arrangement (known as the 'MPIA'), a stopgap arrangement open to all WTO Members until a lasting reform of WTO dispute settlement has been agreed multilaterally.

Another topic of discussion was the trade-related focus of Japan's 2023 G7 Presidency, on which the two sides agreed to maintain close cooperation in the areas of securing a global level-playing field and economic security. The Ministers welcomed the launch of negotiations on including rules on data flows in the EU-Japan Economic Partnership Agreement. The first round of negotiations took place in Brussels on 24 October and the next round will take place in Tokyo in December.

Source: Delegation of the European Union to Japan

- ➔ https://www.eeas.europa.eu/delegations/japan/eu-and-japan-strengthen-economic-cooperation-through-high-level-dialogue_en

JOINT STATEMENT ISSUED AFTER **THE 40TH EU-JAPAN INTERPARLIAMENTARY CONFERENCE**

The delegations of the European Parliament and the National Diet of Japan issued a joint statement following their discussions held in Tokyo on 31 October and 1 November 2022, which covered a wide range of topics including Russia’s aggression against Ukraine. The content of the statement is available online.



Source:

Delegation of the European Union to Japan

➔ https://www.eeas.europa.eu/delegations/japan/japan-joint-statement-issued-after-40th-eu-japan-interparliamentary-conference_en

SIX EU REGIONS, FIVE JAPANESE PREFECTURES LAUNCH REGIONAL INNOVATION COOPERATION UNDER IURC PROGRAMME

The European Commission has selected the six regions in the European Union (EU) and five Japanese prefectures below to participate in the EU-Japan Region-to-Region Innovation Cooperation Project of the EU’s International Urban and Regional Cooperation (IURC) programme.

The project aims to support European regions and Japanese prefectures in exchanging best practices and knowledge to improve and to internationalise their respective regional innovation strategies while promoting international value chains. The cooperation will be based on the smart specialisation strategies of EU regions and the regional innovation and competitiveness policies of Japanese prefectures. They will focus on common policy priorities in the EU and Japan such as green transition, industrial transformation, digitalisation and social innovation. The participating regions and prefectures will conduct mutual study visits and take

EU REGIONS	JAPANESE PREFECTURES
Auvergne-Rhone-Alpes (France)	Aichi Prefecture
Basque Country (Euskadi) (Spain)	Kyoto Prefecture
Catalonia (Spain)	Osaka Prefecture
Emilia-Romagna (Italy)	Hiroshima Prefecture
Ljubljana Urban Region (Slovenia)	Oita Prefecture
Val d’Oise (Paris Region) (France)	

part in joint seminars and meetings. The first study visit by the EU regions to Japan will take place from 13 to 19 November. They will be divided into two groups, each visiting Aichi and Hiroshima prefectures and Osaka and Oita prefectures, respectively, with both visiting Kyoto

Prefecture together. In each prefecture, they will have meetings to exchange knowledge about regional innovation policies and conduct site visits to observe cutting-edge innovative projects and technologies.

Source: Delegation of the European Union to Japan

➔ https://www.eeas.europa.eu/delegations/japan/japan-six-eu-regions-five-japanese-prefectures-launch-regional-innovation_en

EU-COMMISSIONED STUDIES POINT TO BENEFITS OF EASED OFFSHORE WIND TENDERING, CABOTAGE RULES

Two studies commissioned by the European Commission conclude that Japan would benefit from simplifying rules related to offshore wind energy tendering and from removing restrictions on foreign vessels’ access to work on offshore wind energy projects. In the absence of such regulatory reforms, Japan may see difficulties in reaching its goals to increase the proportion of renewables in its energy mix and achieve climate neutrality by 2050. The two studies continue a series of studies commissioned by the EU Delegation to Japan on offshore wind energy sector.

- ➔ [Analysis of the provisions of maritime cabotage services in Japan](#)
- ➔ [Analysis of the offshore wind tender results in Japan](#)

Source: Delegation of the European Union to Japan

➔ https://www.eeas.europa.eu/delegations/japan/japan-eu-commissioned-studies-point-benefits-eased-offshore-wind-tendering_en



KYUSHU UNIVERSITY EU CENTRE EU STUDIES SUMMER COURSE 2022

The "EU Studies Summer Course" organized by the Kyushu University EU Centre (Jean Monnet Centre of Excellence, Kyushu), which had been held every year during the summer vacation, was conducted online for 3 days from 6-8 September 2022 due to the effects of the coronavirus pandemic.

10 students (2 graduate students and 8 undergraduate students) from 5 universities in Japan, including 3 international students, intensively studied about the EU during the course. The lectures were provided by teachers who lead EU studies in each field, and some lectures were also given in English. As in the previous year, the content of the programme was enhanced with pre-study assignments to support efficient online learning. The course was designed to enable students to acquire basic knowledge before the start of the programme and to engage in discussions from a more in-depth perspective during the actual three-day programme. A "Certificate of Completion" was sent to each student at the conclusion of the course.

➡ <http://eu.kyushu-u.ac.jp/jmcoe.html>

Lecturers: Prof. Kenji Iwata (Director of Kyushu University EU Centre); Prof. Mark Fenwick (Kyushu University); Prof. Tamio Nakamura (Waseda University); Prof. Yuichi Morii (University of Tokyo); Lecturer, Haruka Takasaki (Toyo Eiwa Jogakuin University); Ms Machiko Hachiya (Advisor to the Kyushu University EU Centre); Mr Shintaro Nakagawa (European Affairs Bureau, Ministry of Foreign Affairs).

KYUSHU UNIVERSITY EU CENTRE EXTENSION LECTURE SERIES 2022 "EU AND JAPAN'S EFFORTS TOWARD SDGs"

The Kyushu University EU Centre held the JMCoE-Q Extension Lecture Series 2022 "EU and Japan's Efforts toward SDGs" online over four sessions from 28 June to 19 July 2022. This was the fifth time that the JMCoE-Q has held this Extension Lecture Series, which has been held every year on a variety of topics as part of its outreach activities to promote understanding about the EU in general among the general public.

During the coronavirus pandemic, the lecture was held in the form of an online webinar and was a great success with a total of about 230 participants from all over the country. Taking advantage of the online format, the event was attended by participants from remote areas and overseas, who would normally find it difficult to meet in person. This led to the dissemination of information to a wide area. In the past JMCoE-Q Extension Lecture Series, the current status and future prospects of various issues facing the EU have been explained. This time, as an approach to addressing "Global Challenges", one of the main pillars of the JMCoE-Q Second Stage, which has been implemented since November 2020, and the theme of this year's event was "SDGs (Sustainable Development Goals)" (* formulated at the 2015 United Nation Summit), which set forth 17 common global goals to be achieved by 2030 to address various social issues toward a sustainable and better world.



The EU is proactively aiming to realize the goals by linking all 17 SDGs to its own major policy issues, such as the "European Green Deal" and "Digitalization". Efforts are also underway in Japan at various levels from the government to individuals. This Extension Lecture Series examined various efforts to achieve the goals of the UN SDGs from the perspectives of the EU and Japan.

The lecturers were experts in many fields, not only on the EU and SDGs, but also on the current status and challenges of educational issues in Japan and Europe, as well as on climate change and supply chain trends explained from an economic perspective.

In particular, Kyushu University is expected to play a role in accelerating the search for solutions to achieve the SDG targets as a higher education institution that promotes social contribution through various research and educational activities and is a link between academia and society.

To conclude the Extension Lecture Series this year, Mr Shigeki Inoue, Director of the SDGs Design Unit in the Faculty of Design, Kyushu University, which was established in 2018, was invited to give a comprehensive and practically suggestive lecture titled "SDGs and Future Society Design". Other speakers and presentations included: Assoc. Prof. Takuo Kominato, Kyushu University, "The Role and Challenges of Learning and Education in the European Education Area under the SDGs"; Lecturer Haruka Takasaki, Toyo Eiwa University, "The SDGs from the Supply Chain Perspective"; Prof. Kenji Iwata, Director of Kyushu University EU Centre, "The EU Challenge to the SDGs".

➡ <http://eu.kyushu-u.ac.jp/jmcoe.html>

KYUSHU UNIVERSITY EU CENTRE JEAN MONNET SEMINAR

Special Lecture by H.E. Mr Haitze Siemers, Chargé d'Affaires of the Delegation of the European Union to Japan on "EU-Japan Relations"

On Tuesday, 5 July 2022, the Kyushu University EU Centre (Jean Monnet Centre of Excellence-Kyushu) welcomed H.E. Mr Haitze Siemers, Chargé d'Affaires a.i. of the European Union to Japan. The seminar was co-organized by the Asia-Japan Module, the Cultural Variation Cluster of Kyushu University Institute for Asian and Oceanian Studies (Q-AOS) and was entitled "EU-Japan Relations". This was the first visit from the Delegation of the European Union to Japan to Kyushu University in almost three years, since the lecture given by Minister Francesco Fini in 2018 before the start of the coronavirus pandemic.

The event was open not only to students and researchers but also to the general public. About 80 people gathered in the East Zone on the Ito Campus to welcome the Chargé d'Affaires with EU goods kindly distributed by the Delegation of the European Union to Japan. An audience of approximately 140 people, including 60 participants online, of both students and the general public, listened to the lectures.

The lectures covered a wide range of topics, including the relationship between the EU and Japan under the Strategic Partnership Agreement (SPA) in turbulent times; "Changing Global Issues," including support for Ukraine; "The EU as a Global Actor," which addressed the European Green Deal and environmental and energy issues; and "The EU and Japan," which cooperate in various fields such as politics, trade, human rights, science and technology, human exchange, and education, etc. After the lecture, a Q&A session was held.



H.E. Mr Haitze Siemers and Prof. Kenji Iwata

Twenty enthusiastic students gathered for the event and H.E. Mr Haitze Siemers, eager to interact with the younger generation responsible for the future, had a very meaningful and valuable opportunity to have a direct dialogue in English.

➔ <http://eu.kyushu-u.ac.jp/jmcoe.html>



SCENERY OF THE FUTURE FOR HAPPINESS – INTERNATIONAL HORTICULTURAL EXPO 2027, YOKOHAMA, JAPAN

Starting in March 2027, the International Horticultural Exposition in Yokohama will be held as the first top-class horticultural exposition in Japan in 37 years, themed 'Scenery of the Future for Happiness'.



The event will share with the world the values that are unique to Yokohama, such as blooming flowers and lush greenery, the richness of agricultural harvests and food, and the diverse interactions between people. Moreover, it will also strongly contribute to Yokohama's Sustainable Development Goals (SDGs).

Held three years in advance of the target year for achievement of the SDGs, the Expo will be the place to examine and share with the world, the results of efforts toward building a sustainable society, in order to make these results of greater use to everyone. The aim is to create a sustainable society in harmony with nature characterized

by deep-reaching happiness through greater exposure to flowers, greenery and nature as a whole.

Lasting for six months from March till September 2027, the Japan Association for the International Horticultural Expo 2027 Yokohama will use an area of 100 hectares in the districts Seya and Asahi. Formerly used by the US Army the land was handed back to Yokohama in 2015 and hence various efforts to revitalize outlying areas of the city are underway, including agricultural promotion projects and new urban development via urban land use.

Yokohama hopes to welcome more than 10 million visitors from all over the world by creating an attractive landscape with the participation of many countries, companies, citizens and other diverse actors, including distinctive gardens from around the world, competitions for garden and flower plants, and a symbolic exhibition to experience nature through overwhelming greenery.

➔ <https://expo2027yokohama.or.jp/en>

PROPOSAL CALL FOR DRUG DISCOVERY RESEARCH

Asahi Kasei Pharma has announced the new application period for their annual “Open Innovation” solicitation of proposals for drug discovery research.

AsahiKASEI
ASAHI KASEI PHARMA

Through collaboration with universities, research institutes, and companies around the world, Asahi Kasei Pharma has been supporting innovation in drug discovery since 2018 and will fund up to \$200,000 US per year for each selected proposal of the upcoming round in 2023.

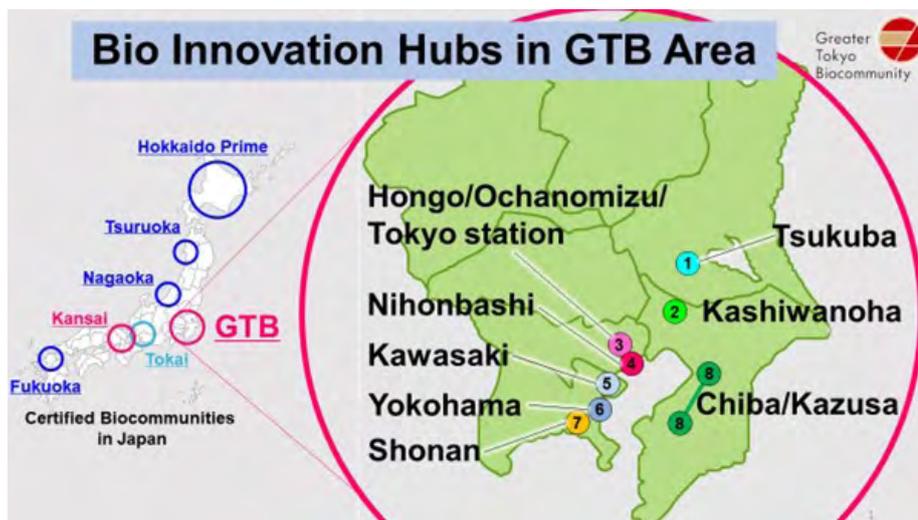
With “Global Specialty Pharma” highlighted as one of the 10 Growth Gears in their 2024 Medium-term Management Plan, endeavours like this for discovering new drugs for conditions with unmet needs will play a key role for growth in its Health Care Sector in the long term. Asahi Kasei Pharma look forward to supporting drug discovery research as trailblazers in the pharmaceuticals industry.

Application period: 5 Jan – 28 Feb 2023

➔ <https://www.asahikasei-pharma.co.jp/a-compass/en>

GREATER TOKYO BIOCOMMUNITY HAS BEEN CERTIFIED BY JAPANESE GOVERNMENT AS A GLOBAL BIOCOMMUNITY

Greater Tokyo Biocommunity (GTB) was established in October 2021 to strengthen the bioindustry ecosystem and achieve the goal of “realizing the world’s most advanced bioeconomy society by 2030,” as stated in the Japanese Government’s “Japan Bioeconomy Strategy”.



Although the biotech ecosystem is still developing compared to the world’s major bio-communities, there have been leading efforts by variety of startup companies, not only in pharmaceuticals but also in agriculture and the environment, which have also resulted in numerous success stories.

Hubs for promoting innovation are being formed around eight areas in the GTB: Tsukuba, Kashiwanoha, Hongo/Ochanomizu/Tokyo Station, Nihonbashi, Kawasaki, Yokohama, Shonan, and Chiba/Kazusa. Each area activates collaboration between industries, academic and government to promote innovation. By clarifying the value chain of each center and improving its functions, the greater Tokyo area will build a one-stop system for the entire region enabling everything from research and development to commercialization, thereby creating even greater results. Each area is seeking collaboration with global companies to promote the seeds of effective commercialization. European companies are invited to cooperate.

The GTB promotes the formation of a global biocommunity hub in Tokyo and its surrounding areas, with the participation of a total of 45 organizations including local governments, universities, research institutes, bio-related organizations, industry support organizations, and financial and investment institutions. In April 2022, the GTB received accreditation as a global biocommunity from the Japanese Government and is on the verge of accelerating its efforts even more.

The GTB is home to many world-class universities and research institutes conducting research on seeds for new technologies. This indicates that there is a rich research environment generating many research results and development pipelines. In addition, the concentration of pharmaceutical (Chugai, Daiichi Sankyo, Astellas, Takeda and so forth) and startup companies in the GTB has created a large number of development pipelines, even when viewed from a global perspective.

➔ https://note.com/gtb_com/m/m5447989128fd

OSAKA AND MUNICH CONTINUE THEIR SUCCESSFUL PARTNERSHIP

Considering the numerous deals and long-term partnerships between Bavarian biotech companies and Japanese pharmaceutical companies, it is clear that Japan is almost as relevant for the regional sector as the pharmaceutical industry in the US.

Building upon this mutual interest, the Munich-Osaka Partnership Agreement combines Osaka's large accumulation of pharmaceutical companies and renowned scientific expertise with the innovative biopharma technologies from start-ups and SMEs in Bavaria. The Agreement contains concrete actions with the aim of accelerating business in both regions, informing about the newest developments in technology, industry and academia, and of supporting business matchmaking and trade missions between Osaka and Munich. The long-standing relationship between the two world-class biopharma regions was first formalized in a Partnership Agreement in 2011. BioM has since taken eight trade missions to Japan, with 93 SME participations. As a major result of the cooperation, the concept for the EU-Japan Biotech & Pharma Partnering Conference was developed in a joint effort to accelerate global biopharmaceutical developments. The Conference, where the Partnership was renewed today, is now established as an important partnering event, organized by the Osaka Prefectural Government, the EU-Japan Centre for Industrial Cooperation, and the Enterprise Europe Network.

The 3rd renewal of the Partnership agreement has been signed by Prof. Dr. Horst Domdey, CEO of BioM Biotech Cluster Development GmbH, and Dr. Shizuko Akira, President of Osaka Bio Headquarters. Horst Domdey stated: "We are delighted to continue our good partnership with Osaka as a central player of the Kansai area, which gives both regions easier access to business and research collaborations." Shizuko Akira emphasized the importance of a long-term relationship in international business and added: "It is a great pleasure to maintain a strategic partnership since 2011 with BioM".

➔ <https://www.bio-m.org/en.html>



Dr. Hiroyuki Akatsuka, Associate Director, Life Sciences Industry Division, Osaka Prefectural Government (left) and Project & Cluster Manager Dr. Max Pöhlmann, BioM (right)
© Osaka Prefectural Government

INNOVATION: SUPPORTING COOPERATION BETWEEN EUROPE AND JAPAN

Auvergne-Rhône-Alpes is one of the 6 winning regions of the European programme "International Urban and Regional Cooperation" IURC EU-Japan (<https://www.iurc.eu>) which supports cooperation for innovation between European regions and Japanese prefectures.

The objective of the project is to encourage both regions in Europe and prefectures in Japan to share their practices and knowledge towards improving and internationalizing their respective strategies in terms of innovation, regional development, as well as environmental and digital transition.

The Auvergne-Rhône-Alpes Region had identified Japan as a priority area of cooperation in 2016. Therefore, the region and the prefecture of Aichi in Japan – two economically dynamic and historically linked territories – signed on 19 May 2022, a memorandum of understanding and cooperation. This MoU will enable them to intensify economic exchanges related

to hydrogen, digital technology, robotics, and the industry of the future.

On the basis of this new cooperation with Aichi, the Auvergne-Rhône-Alpes Region wanted to join the EU-Japan IURC programme in order to better understand the innovation policies in the field of hydrogen and digital technology (5G) in Japan and Aichi, as well as the functioning of the Japanese ecosystem in these fields; also to promote and enhance among Japanese and European participants, the policies, assets, experiences and successes of the region and of Auvergne-Rhône-Alpes players in these sectors; and to encourage the emergence of inspiring and mutually beneficial collaborative projects.



The programme includes bilateral study visits and webinars. In its second phase, it will also identify and clarify opportunities for Auvergne-Rhône-Alpes companies.

In addition, the region's participation in the EU-Japan IURC programme could lead to new networking opportunities with the 5 other selected European authorities, including Catalonia, Spain's leading industrial region and a member of the European network "Four Motors for Europe".

➔ <https://www.auvergnerhonealpes.fr>



REC-N-COMP: EXPLORATORY MISSION IN JAPAN - RECYCLED MATERIALS-BASED AND SUSTAINABLE COMPOSITES

REC-N-COMP is a European partnership that supports the internationalisation of European SMEs whose activities are related to the manufacturing of composites from recycled materials.



From 15 to 19 May 2023, REC-N-COMP will organise an exploratory mission in Japan for SMEs from Italy, France, Poland, and Belgium. During this event, the participants will take part in B2B meetings with Japanese companies and professional organisations to discuss partnerships related to recycled materials-based and sustainable composites between Japan and the EU.

After a first couple of days in Tokyo, the participants will travel to Osaka. There, they will attend the “Highly-functional Material Week” event. Held twice a year, it gathers several exhibitions connected to REC-N-COMP, including Plastic Japan, and Sustainable Material Expo. This exhibition will allow the participants to meet potential partners in Japan, and to know more about the current stakes of the composites market in Japan, more specifically the stakes related to sustainability. The full programme will be finalised in the first trimester of 2023. Until then, all European and Japanese organisations interested in the event or in knowing more about REC-N-COMP are welcome to get in touch with the partnership. REC-N-COMP is co-funded by the COSME programme of the European Union. The partners are NTT (Italy, leader), Techtera (France), PGM (Poland), Flanders Make (Belgium), and Cluster Legno Arredo (Italy).

➔ <https://clustercollaboration.eu/content/rec-n-comp-european-recycled-materials-based-composites-and-end-life-products>

EU-ALLIANCE: EXPLORATORY MISSION IN JAPAN - DUAL-USE ON THE SECURITY AND DEFENCE MARKETS

EU-ALLIANCE is a European partnership that supports the internationalisation of European SMEs whose activities are related to technical textiles, connectivity, advanced technologies, and advanced materials, for dual-use applications in the security and defence markets.



From 14 to 17 March 2023, EU-ALLIANCE will organise an exploratory mission in Japan for European SMEs. This mission will take place from 14 to 17 March during the DSEI Japan trade show, the biggest exhibition on the security and defence markets in Japan.

The program will allow SMEs to connect with Japanese potential partners in the fields of security and defence. The Partnership will provide market insights through local experts, as well as legal and interculturality sessions.

Matchmaking and networking events will be organised to facilitate contacts, as well as the visit to the exhibition DSEI where the defence and security ecosystems will be represented during these days.

EU-ALLIANCE will organise an introductory webinar with a presentation of the mission, where it will share some market information and get first contact with local stakeholders working in the defence area. In addition, Mr Hitoshi Koyano from the EU-Japan Centre will share some major points on interculturality. This webinar will be organised on 15 December 2022.

The full programme will be finalised at the beginning of 2023. Until then, all European and Japanese organisations interested in the event or in knowing more about EU-ALLIANCE's activities are welcome to get in touch with the partnership at:

jrafton@techtera.org

EU-ALLIANCE is co-funded by the COSME programme of the European Union. The partners are Techtera (France, Coordinator), Systematic (France), NTT (Italy), Po.in.tex (Italy), SIIT (Italy), NIDV (Netherlands).

Deadline for registration to the mission: 31 December 2022 ➔ <https://www.linkedin.com/company/eu-alliance-project-cosme>

APPTWEAK WINS THE NIPPON EXPORT AWARD 2022-2023

The Nippon Export Award is a biennial award attributed to a successful company exporting, importing or distributing Belgian-Luxembourg products or services into or from Japan. The event, in its 11th edition this year, is organized by the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) under the high auspices of the governments of Belgium and Luxembourg.



This year the award is going to AppTweak (<https://www.apptweak.com/en>), a fast-growing Brussels-based company with offices in San Francisco, Bengaluru, Tokyo, Singapore, and Seoul. *"The jury praised the company, a leader in App Store Optimization tools (ASO), for its strong and dynamic growth over recent years, its successful implantation in Japan and its continued ambitions and investment in the country. AppTweak showcases a lesser-known aspect of Belgium as a leader in the digital industry. Its young team combines and promotes modernity, diversity, international exposure and skills, setting a good example for many others in Japan"*, said BLCCJ President Fabrice Tilot.

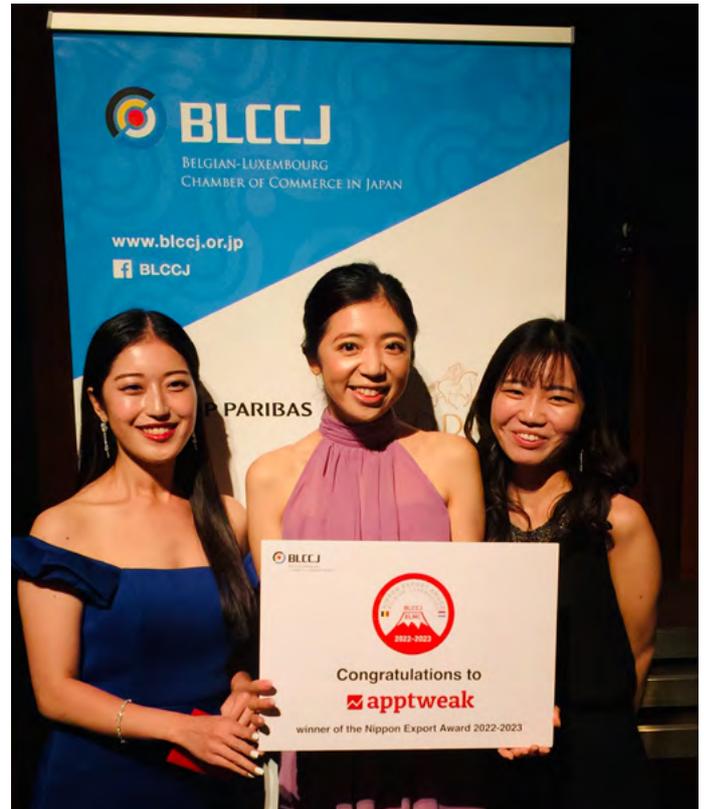
Natsuhi Yasuda, Head of AppTweak Japan, commented: *"We are extremely honored to be recognized for our significant accomplishments in AppTweak's expansion to Japan. As a young, goal-oriented team, we successfully localized our sales, marketing, and product strategy to adapt to this unique market landscape. With the tremendous support from our global team, we are proud to offer our Japanese customers the best ASO tool with actionable insights delivered through a simple interface. As the ASO leader in Japan's app marketing industry, we will continue to empower top app & game developers and establish our presence as one of the top tech companies from Belgium."*

The official announcement of the award winner was made at the annual BLCCJ Gala on 11 November 2022. The Award Ceremony will be held at the Embassy of Belgium in Japan on 13 December 2022.

The Nippon Export Award is held under the High Patronage of the Prime Minister of Belgium and the Prime Minister of Luxembourg, and receives the support of the Belgo-Luxembourg Market Council (BLMC), the Embassy of Belgium in Japan, the Embassy of Luxembourg in Japan, the Luxembourg Chamber of Commerce, Flanders Investment & Trade (FIT) and Wallonia Export-Investment Agency (AWEX).

For more information, please contact the BLCCJ office:
info@blccj.or.jp Tel: +81-(0)3-6457-8662

➔ <https://blccj.or.jp>



FRENCH BUSINESS AWARDS 2023

The French Chamber of Commerce and Industry in Japan has the pleasure to launch the 2023 edition of the annual French Business Awards (FBA) and the French Tech Tokyo Award, open to all French Chamber members regardless of nationality, and the latter open to non-members as well.

Four awards categories: Company of the Year; Product / Service of the Year; Sustainability Award; and French Tech Tokyo.

Deadline for applications: 10 January 2023

Source: CCI France Japon

➔ <https://www.ccijf.or.jp/evenements/calendrier/e/event/french-business-awards-2023-ceremony-and-networking-party.html>

PROMOTION OF ITALIAN ENOGASTRONOMIC CULTURE AND ITS PRODUCTS IN JAPAN

Two main events took place in autumn to promote Italian enogastronomic culture and its products: World Pasta Day and the 7th “Settimana della Cucina Italiana”

On 25 November, the world celebrated the 24th edition of the Pasta Day conceived by Unione Italiana Food and International Pasta Organisation (IPO). Pasta is a simple, yet healthy and tasty dish, loved in all corners of the planet, a symbol of Italian cooking and of the Mediterranean Diet.

The Trade Promotion Section of the Italian Embassy has organized a lunch at Pepe Rosso Restaurant, in Tokyo, proposing an ideal journey through the 20 Italian regions with a taste of traditional pasta recipes to journalists, bloggers and influencers, which published articles and posts on SNS to celebrate the event using #Globalpasta.



The “Settimana della Cucina Italiana” is a worldwide project promoted by the Italian Ministry of Foreign Affairs and International Cooperation, together with related ministries and agencies, public organizations, industry organizations, and private companies, with the purpose of promoting quality Italian cuisine and its agri-food products abroad. It started seven years ago and takes place every year in November in all the countries where an Italian diplomatic-consular network is present, and it is increasingly establishing as an event of great importance. This year the “Settimana della Cucina Italiana” was scheduled from 14 to 20 November. Many events took place around the world in that week: seminars and conferences, meetings with chefs and cooking classes, tastings and dinners, and trade promotion activities. The Trade Promotion Section of the Italian Embassy has organized a promotion of Italian regional cuisine and its products involving 28 restaurants all over Japan, which proposed to their clients some traditional recipes of the 20 Italian regions for a gastronomic tour of Italy. Check out #italiantaste to know more.



➔ <https://www.ice-tokyo.or.jp/scim2022>

NEWS FROM EU-JAPAN BUSINESS ROUND TABLE'S MEMBER



Traction system featuring a roof-mounted converter and inverter with natural air-cooling system

MITSUBISHI ELECTRIC BECOMES THE FIRST JAPANESE SUPPLIER OF TRACTION SYSTEMS TO SNCF VOYAGEURS

Established in 1999, the EU-Japan Business Round Table (BRT) brings together business leaders from the EU and Japan to foster communication; review factors affecting trade, investment and other forms of cooperation; and give a business perspective to issues of public policy. Mitsubishi Electric joined the EU-Japan Business Round Table (or “BRT”) in April 2018 and chaired the BRT’s Japan-side from 2019 to November 2022. (See also page 2)

Mitsubishi Electric has delivered traction systems for 28 AMLD long-distance electric trains operated by French national train operator SNCF Voyageurs. With the delivery, made earlier this year, to Spanish train builder Construcciones y Auxiliar de Ferrocarriles, S.A. (CAF), a SNCF Voyageurs contractor, Mitsubishi Electric, believes that it is not only the first Japanese company to supply traction systems for electric trains operated by SNCF Voyageurs, but also the world’s first company to supply roof-mounted converters and inverters with natural air-cooling systems and main transformers for mass-transit electric trains. SNCF Voyageurs and CAF selected Mitsubishi Electric as the supplier following their favourable evaluation of prototype main transformers delivered

in December 2017 for a Z2N commuter train and T4 tram-train operating in Paris. SNCF Voyageurs and CAF highly evaluated Mitsubishi Electric’s supply record as well as the low maintenance cost and high performance of the roof-mounted converter and inverter with natural air-cooling.

In a partnership with the Spanish branch of Mitsubishi Electric Europe B.V., Mitsubishi Electric now aims to further strengthen its transportation systems business in Europe. Through collaboration with Spanish entities, Mitsubishi Electric continues to contribute to the decarbonization and energy saving in Europe transit systems by making full use of diverse and advanced technologies of the entire Mitsubishi group.

➔ <https://www.mitsubishielectric.com/news/2022/0208.html>

KOBE UNIVERSITY-VUB SYMPOSIUM SHOWCASES LATEST EU-JAPAN RESEARCH ON OCEANS

Organised on 18 October by Kobe University and the Vrije Universiteit Brussel, the 12th Annual Kobe University Brussels European Centre symposium Blue Economy, Green Horizons: EU-Japan Research for Healthy, Sustainable Seas and Ocean provided a high-level forum to discuss key issues, and present the latest breakthroughs, in ocean research.

The event, on a crucially important theme for both EU and Japan, was an exciting success in terms of attendance, number of speakers, and quality of presentations and debates. In front of a record audience of 130 participants, the 43 speakers, including DG RTD Director General (Acting) Signe Ratso, Japanese Ambassador Yasushi Masaki, KU President Masato Fujisawa and Horizon Europe Mission Chairman Pascal Lamy, shared forward-looking insights into key issues of economics and governance, technology and innovation, and social sciences.

They were joined by senior experts from EU and Japanese universities, research organisations, industry, think-tanks, and medias from Belgium, Estonia, France, Germany, Italy, Norway, Sweden and the UK.

Highlights included a compelling presentation by Pascal Lamy, Chairman of the Board, Mission Restore our Seas and Waters by 2030, on the Digital Twin of the Ocean – an exciting new tool for international research on oceans; and an inspiring keynote by award-winning film-maker Michael Pitiot, illustrated by stunning sequences from his documentaries Planète Océan and Tara Océan.



Other issues addressed in the policy opening, parallel scientific sessions and workshops included: What is the 'Blue Economy'? What role for Japan and the EU in ensuring a rule-based governance of the seas? How are 'lawfare' and 'grey warfare' currently playing out in the East China Sea? What are the latest breakthroughs in green shipping, marine robotics, 'blue-green' hydrogen energy and fighting plastic pollution? How to build resilience and empower coastal communities? What is the role of scientists, policy makers and media in building ocean awareness and ocean literacy?

This 12th symposium confirmed the key role of Kobe University, its Brussels European Centre, and its strategic partner the VUB, in promoting high-level policy dialogue and fostering joint research projects between Japan and the EU.

➔ https://www.office.kobe-u.ac.jp/ipiep/kubec/index_en.html

DOES INEQUALITY MATTER? HOW PEOPLE PERCEIVE ECONOMIC DISPARITIES AND SOCIAL MOBILITY IN JAPAN

In collaboration with the OECD Center on Well-being, Inclusion, Sustainability and Equal Opportunity (WISE) and the Japan Institute for Labour Policy and Training (JILPT), the Fondation France-Japon de l'EHESS participated in the organization of the High-Level Roundtable: "Does Inequality Matter? How People Perceive Economic Disparities and Social Mobility in Japan".

Ensuring a strong and inclusive recovery from the COVID-19 crisis and addressing the looming challenges created by a rising cost of living and by geopolitical tensions, will require policies and reforms that can tackle existing inequalities and promote equal opportunities as a foundation for future prosperity and social cohesion. However, ambitious reform packages on the scale needed to achieve this objective cannot be effectively implemented without widespread support from the public. To better understand what factors drive public support, the OECD report "Does Inequality Matter?"

provides a detailed cross-country analysis of what people think about inequality and how their views shape the demand for redistributive policies.

The event provided an opportunity to present the findings of this report for Japan and stimulate discussion on what are the perceptions, definitions, and experiences of inequality in Japan. It centred around a panel discussion which brought to the table the voices and perspectives from different parts of Japanese society. Panellists included representatives from policy-making circles, the private sector, trade unions and civil society.

The roundtable discussion focused on the following points:

1. What are the aspects and dimensions of inequality that are of main concern to people in Japan and how does this compare to other countries?
2. What risks would deeper inequalities raise for Japanese society?
3. What measures should be considered when we talk about (re)distribution to tackle inequalities?

To read the report, please visit the following link. <https://www.oecd.org/social/does-inequality-matter-3023ed40-en.htm>

PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU

➔ <https://een-japan.eu/opportunities>**REQUEST FOR SUPPLIER****Sector: chemicals**

A Japanese trading company is seeking EU suppliers of chemicals and compounds for the electronics sector
Profile ID: [BRJP20221102001](#)

REQUEST FOR SUPPLIER**Sector: industrial equipment**

A Japanese company in the industrial automation market is looking for automation solutions such as robotics peripherals
Profile ID: [BRJP20221102002](#)

REQUEST FOR PARTNERS**Sector: food, healthcare**

A Japanese CRO that focuses on functional food is open to various types of research and development cooperation
Profile ID: [BOJP20221118003](#)

REQUEST FOR DISTRIBUTOR**Sector: household items**

Japanese manufacturer offers heat shield lace fabrics for curtains
Profile ID: [BOJP20220922003](#)

**REQUEST FOR DISTRIBUTOR OR AGENT****Sector: gardening**

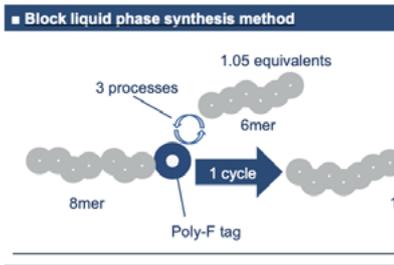
Japanese manufacturer offers long-reach gardening equipment, such as pruners and branch secateurs
Profile ID: [BOJP20220922004](#)

REQUEST FOR DISTRIBUTOR OR AGENT**Sector: medical devices**

Japanese developed handheld magnetic probe for lymph nodes and lesions detection
Profile ID: [BOJP20220928002](#)

**REQUEST FOR PARTNERS****Sector: chemical, pharma**

Japanese company is seeking EU partners for their oligonucleotide related products
Profile ID: [BOJP20221019003](#)



ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

**SMAGUA 2023**

7-8 March 2023, Zaragoza, Spain

Sector: environment, water and irrigation

Registration deadline: 3 March 2023

The Smagua International water and irrigation exhibition, with over 25 years of experience, has become an essential meeting point for the sector thanks to its distinctly innovative position, the quality of its technical conferences and the numerous presentations of products, equipment and technological solutions. The B2B brokerage event meetings offer the possibility to make the most of their attendance to all visitors, delegations and exhibitors. ➔ <https://smagua2023.b2match.io>

REQUEST FOR DISTRIBUTOR OR AGENT**Sector: educational toys**

Japanese software company developed an educational toy to help toddlers and pre-schoolers learn programming
Profile ID: [BOJP20221114001](#)

**GLOBAL FOODTURE**

Until September 2023, online

Sectors: food innovation

Registration deadline: 1 September 2023

EEN and various food clusters all around the EU are joining forces and organizing a one year long B2B online event. Global Foodture targets EU SMEs companies interested to partner with Japan, South Korea, Singapore or Thailand. Monthly thematic workshops, and four dedicated online matchmaking events will be organized during the whole year duration of the project. The project is designed to boost the sustainable transition of the food system worldwide through collaboration and innovation.

➔ <https://globalfoodture.b2match.io/home>



DATE/LOCATION	DETAILS	CONTACTS
10 January 2023	WEBINAR 'About Japan' webinar series 204: Rethinking strategy for Japan - B2C	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/events
17 January 2023	WEBINAR 'About Japan' webinar series 205: Rethinking strategy for Japan - B2B	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/events
7 February 2023	WEBINAR 'About Japan' webinar series 206: Understanding Japanese Firm Longevity	EU-Japan Centre for Industrial Cooperation https://www.eubusinessinjapan.eu/events
20-21 February 2023	COMPANY VISIT LEAN in Europe - Konecranes in Germany Application deadline: 17 January 2023	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/lean-europe-visit-28-konecranes
13-17 March 2023 Tokyo, Japan	TRAINING MISSION World Class Manufacturing - March session	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/world-class-manufacturing-mission-II
15-17 March 2023 Tokyo, Japan	MATCHMAKING MISSION Green Economy Cluster & SMEs Mission Application deadline: 14 December 2022	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/green-clustersme-mission
15-26 May 2023 Tokyo, Japan	TRAINING MISSION Get Ready for Japan	EU-Japan Centre for Industrial Cooperation https://www.eu-japan.eu/events/get-ready-for-japan-training-programme



THE EU-JAPAN CENTRE WISHES YOU A HAPPY NEW YEAR 2023



EU-Japan Centre
for Industrial Cooperation
一般財団法人日欧産業協力センター

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue. This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

ANY EU-JAPAN-RELATED NEWS?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter : newsletter@eu-japan.eu

HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station bldg 4F
1-27-6 Shirokane, Minato-ku
Tokyo 108-0072, Japan
T +81 3 6408 0281

OFFICE IN THE EU

Rue Marie de Bourgogne 52
B-1000 Brussels, Belgium
T +32 2 282 00 40
office@eu-japan.eu

www.eu-japan.eu

The European Office of the EU-Japan Centre alone is responsible for the information contained in its communications or publications. Neither the European Commission nor the Government of Japan is responsible for any use that may be made of the information contained therein.