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ACTIVITIES OF THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION RELATED TO DIGITAL TRANSFORMATION, INFORMATION & COMMUNICATION TECHNOLOGY – AI

Given the expected EU-Japan Digital Partnership to be possibly adopted at the 2022 EU-Japan Summit, here is background information on the activities of the [EU-Japan Centre for Industrial Cooperation](#) over the last years in this important sector.

As in the green sector, the EU-Japan Centre's activities combine three main dimensions in order to:

- *Inform, mobilise* EU and Japan stakeholders, notably from industry, and identify opportunities for EU-Japan cooperation (via events, webinars and analytical reports) and *operationalise* these opportunities into concrete actions (via business matchmaking)
- *Inspire, draw lessons and learn* from existing EU-Japan existing business cooperation cases (via concrete case studies) to *build new* industry cooperation, and engage new stakeholders – snow ball effect
- *Leverage* (i) EU and Japanese businesses both directly (via B2B matchmaking) and indirectly (via the industrial clusters hosting many businesses, notably SMEs) and (ii) EU Member States *Trade Promotion Organisation* (via joint action with them – Team Europe approach) as well as Japanese actions and organisations.

It is the *synergetic combination* of all these actions and dimensions that brings high added value to the activities of the EU-Japan Centre for Industrial Cooperation. No single 'solve-it-all solution', but a coherent package of actions that – together – are meaningful and effective.

1. Events / webinars – have attracted hundreds of EU and Japan stakeholders, mostly from industry

The EU-Japan Centre for Industrial Cooperation organised a series of EU-Japan events online to support further trade, industry, innovation and economic cooperation between Europe and Japan in the digital sector (the corresponding video recordings, slides and reports are available):

In preparation:

- [What are the opportunities for European SMEs on the Japanese IoT market?](#) 3 May 2022
- [What are the main characteristics of Japanese Mobile App market that can prove useful to the EU SMEs trying to access it?](#) 12 April 2022

Past events (reverse chronological order):

- [Green by Digital: Possibility for EU-Japan industrial cooperation](#) - 6 April 2022 [Safe digitalisation through Intellectual Property: from Europe to the world](#) - 24 February 2022
- [What business opportunities does the Japanese semiconductor market offer to EU SMEs and how can they enter it?](#) 18 January 2022
- [Are digital-based companies that provide services / products to Japanese consumers subject to any taxes in Japan?](#) 16 September 2021

- [What opportunities does the Japanese e-Health and Telemedicine market offer to SMEs in the EU?](#) 22 June 2021
- [Get Ready for Japan 2021 -Moro Global](#) 31 May -11 June 2021
- [What will happen to Japan’s digital, green and resilience?](#) -22 April 2021
- [How to increase synchronization and cooperation on AI and related digital technologies in manufacturing, with higher global impact?](#) 25 March 2021
- [The EU and Japan : A New Way Forward Industrial Transition Towards Green and Digital Economy](#) - 18 March 2021
- [What are the opportunities the EPA provides related to the telecom sector?](#) 13 October 2020
- [What opportunities does the Japanese Electronics Sector offer to SMEs in EU?](#) 8 September 2020
- [AI in the Japanese medical sector](#), 9 June 2020
- [AI and its impact on copyright and patent laws](#), 28 February 2020
- [Blockchain in Japan: Market overview and opportunities for EU businesses](#), 29 November 2019
- [EU-Japan Economic Partnership Agreement - How to Revolutionize our Industries by Strong Digital Cooperation](#) – 28 March 2018
- [EU-Japan lean Summit - Driving improvement and competitiveness in a digital age](#), 21 September 2017
- [EU and Japan - How digital trade can support business](#), 20 March 2017

In addition the annual meeting of [EU-Japan Business Round Table](#) on 4 November 2021 “*The EU and Japan together – Leading the way for a more digital and greener future*”. in Brussels highlighted how industry can help make a reality of the Japan-EU Green Alliance. [Joint BRT recommendations](#) handed over to Commissioner Breton on 4 November 2021 in Brussels and to Prime Minister Kishida on 9 February 2022, include recommendations on the digital sector, notably:

- Recommends that “Data Free Flow with Trust” (DFFT) becomes one of the key pillars to promote free and safe cross-border data flow, and contribute to the development of secure 6G infrastructures, and recognises that sustainable digital innovation should go hand-in-hand with the green and inclusive transformation.
- Is strongly encouraged by the EU’s proposal for an EU-Japan Digital Partnership to enhance EU-Japan cooperation, notably in standards, regulations, edge computing, 5G and beyond, cybersecurity, semiconductors, and artificial intelligence (AI).
- Commits to driving digital transformation to the benefit of society through continuous cooperation, including supporting the efforts of EU and Japanese Authorities to promote global standards and comprehensive approaches to digital technologies and policies

2. Concrete case studies of EU-Japan industrial cooperation in the digital sector

The EU-Japan Centre has highlighted the following existing EU-Japan business cooperation:

- <http://www.eu-jp-tthelpdesk.eu/wp-content/uploads/2020/09/SME-Corner-August-2020.pdf>
- [Connecting Everything over the Internet](#) (2018)
- [Distribution of GNSS related software from the Czech Republic to Japan](#) (2016)
- See also [Euronews business Planet](#) about [Altechna](#)

The EU-Japan Centre identified the following case studies between Japanese and EU companies taking place in ASEAN, Africa and Latin America.

Japanese partner(s)	EU partner(s)	Target market(s)	Short description	Sources
Japan International Cooperation Agency (JICA)	Augumenta (Finland); Iristick (Belgium)	Ghana Zambia (Africa)	Smart glasses for remote technical training in Ghana and Zambia	https://bit.ly/371uq1D https://bit.ly/3Jys1se
NTT DATA Co.	Everis Participaciones S.L. (Spain)	Latin America	Consulting in technological applications	https://reut.rs/3usZOig https://bit.ly/3jnwPGe
NTT DATA Co.	Citibeats (Spain)	Global East Africa	Citizen engagement platform	https://bit.ly/3E2HjEI
Hondar Motor Co. Ltd ; OMRON Co. ; Panasonic Co.	Bolt Technology OÜ (Estonia); Combinostics Oy (Finland); Einride AB (Sweden); Flexound Systems Oy (Finland); MaaS Global Ltd (Finland)	Global	Innovation (esp. mobility)	https://bit.ly/3O4QitI https://bit.ly/379FsBR https://bit.ly/3v7bfLI
ACCESS Co. Ltd.	IoTerop SAS (France)	Southeast Asia	Software solution, IoT	https://bit.ly/3Jxg4D4
Kyoto Tool Co. Ltd.	Datatronik Kft.	Japan	providing services to businesses related to digitalisation using innovative IT technologies	https://www.eu-japan.eu/sites/default/files/publications/docs/Successful%20Stories%20and%20Statistics%20EEN%20JAPAN.pdf
Company's name not disclosed	IoTerop	Japan, S. Korea	embedded platforms, operating systems and communication protocols	https://www.eu-japan.eu/sites/default/files/publications/docs/Successful%20Stories%20and%20Statistics%20EEN%20JAPAN.pdf

3. [Vulcanus in Japan](#)

Consists of industrial placements in Japan for EU students. It includes mainly a four-month intensive Japanese language course, followed by an eight-month traineeship in a Japanese company.

Here are the Japanese companies having hosted Vulcanus participants in 2021 who were involved in the digital sector=

Companies	Themes of traineeship
Mitsubishi Materials Corporation	Apply image processing and AI for product inspection
Fujitsu Laboratories Ltd	Research on software technology for accelerating AI applications
	Developing optimization techniques with various Operations Research methods, mathematical modeling and reinforcement learning for solving actual social problems.
	Application of biometric authentication technology
Advanet Inc	Development of Robot Operating System (ROS) on Windows IoT, Azure IoT device management and general M2M, embedded technology and cloud integration
Omron Sinic X corporation	- Robotic Manipulation and Assembly or Pattern Recognition and Machine Learning or Human-Robot Interaction or another research topic related to our recent publications"
NTT Basic Research Laboratories	Manipulating quantum Hall quasiparticles toward topological quantum computation
	Electron spin manipulation in semiconductor nanostructures
Rakuten Mobile Inc.	[Engineering] Building/Evolving the next generation research platform for Autonomous Network Lab

4. [Industrial clusters: Best practice of EU-Japan cooperation](#) :

The EU-Japan Regional Cooperation [Annual Conference & Matchmaking](#) was held on 17-18 May 2021 on the theme of "Future of the EU-Japan Regional Cooperation", with 136 participants from Europe and Japan, including 7 prefectures and 2 cities from Japan, 6 regions and one city from Europe, and 11 clusters from Japan and Europe. Day 1 was dedicated to a conference. Day 2 was focusing on matchmaking of clusters/ regions / prefectures in a number of sectors, including the digital one.

This event was organized by the EU-Japan Regional Cooperation Helpdesk (CEEJA and CLAIR) and the EU-Japan Centre for Industrial Cooperation (DG GROW and METI), in cooperation with the European Cluster Collaboration Platform.

5. Analytical reports

The EU-Japan Centre has prepared (notably via our "[MINERVA](#)" activity that is a 6 month in-house research scheme in Japan designed to support its research and policy analysis of EU-Japan economic and industrial issues) the following reports highlighting the situation in Japan and the opportunities for EU businesses. Reports and video podcast are available.

- [Digital Transformation in Japan - Assessing opportunities for EU SMEs](#), Lena Broeckaert (2022)
- [eHealth and telemedicine in Japan](#), April 2021
- [Japanese electronics sector](#), September 2020
- [Analysis of opportunities for EU SMEs in Japan's Data Economy and Artificial Intelligence in connection with Robotics](#) and "[The rapid growth of AI in Japan](#)" Agnieszka Kuczyńska (2019)
- [Artificial intelligence in Japan and Opportunities for European Companies](#) and "[The development of AI in Japan](#)" Guillermo Garcia (2019)
- [Blockchain in Japan](#) Marta González (2018)
- [Opportunities for venture firms, universities, and research institutes in the EU to conduct knowledge transfer with Japanese counterparts in nine digital technology areas](#) Toru Kodama (2017)

See also editorial in the EU-Japan Centre's Newsletter sent to 17,000 recipients in the EU and Japan on [SME internationalisation and digitalisation](#) (March 2021 issue)

6. Public Procurement in Japan

The EU-Japan Centre's [Helpdesk for public procurement](#) has prepared a [number of thematic reports](#) including one (June 2021) on [Government procurement and digital economy in Japan](#)

7. Technology Transfer between the EU and Japan

The [EU-Japan Centre's Helpdesk for Technology Transfer](#) facilitated the creation of partnerships in the past years in several fields, including the digital sector. The most successful case to mention regards the relationship between a Japanese distributor and a [Spanish 3D-printing company applying AI](#), and 3D-printing technologies for food preparation. The relationship evolved from a simple distribution/representation contract to a full partnership covering different applications and solutions from those originally planned.

8. EU-Japan Business cooperation in and with ASEAN, Africa, Latin America

The EU-Japan Centre has organised workshops, webinars, virtual booths and trilateral business matchmaking events to promote and support EU-Japan business cooperation in and with (i) Africa and (ii) Vietnam. These activities have included businesses in the digital transformation and ICT sector. This was done in cooperation with several Trade Promotion Organisations and Chambers of Commerce & Industry of the EU member States in Japan, in Africa and in Vietnam.

- [EU-Japan-Africa](#) trilateral business matchmaking at the occasion of the [3rd Japan-Africa Business Forum](#), July 2021. Report available [here](#).
- [Workshop and business matchmaking event about EU-Japan-Africa trilateral business cooperation](#) at the occasion of the 7th EU-Africa Business Forum, February 2022 Report available [here](#). [Workshop](#) recording available [here](#).
- List of case studies of Africa-EU-Japan trilateral business cooperation, including in the digital sector, available [here](#).
- Launch of a one-year [EU-Japan-Vietnam matchmaking platform to facilitate trilateral business cooperation in and with Vietnam](#). Kick-off webinar and business matchmaking in March 2022 (report in preparation). Webinar recording available [here](#).

EU-Japan business cooperation in and with foreign countries, notably in Africa, ASEAN and Latin America corresponds to an important business trend: in addition to reaching Japan's domestic market, European businesses increasingly see Japan as a strategic hub to access foreign markets, by partnering with Japanese businesses. More information on this growing trend that has impact on industrial competitiveness as well as on business and regulatory environment, norms, standards and geopolitical dimension can be found in the Centre's analytical reports [here](#) and [there](#), and [conference](#).

9. EU-Japan ICT Business Matchmaking

The EU-Japan Centre for Industrial Cooperation has been organizing EU ICT SME and Cluster Missions to Japan since 2015. Joint Exhibition stands have been organized at [Embedded Technology & IoT Technology](#) or [Japan IT Week](#) respectively. Dedicated Business Matching events as part of these Missions have been organized in 2017 and [2018](#).

An [ICT SME and cluster Mission](#) organised on 19-22 November 2019 included the following:

- Exhibit at [Embedded Technology & IoT Technology 2019](#) in Yokohama
- Gain knowledge about the ICT market structure, sector analysis, business policy
- Identify relevant key contacts (decision makers, R&D centres, business partners)
- Establish relationships with potential partners (trade and technology)
- Benefit from face-to-face meetings leading to possible business opportunities
- Professional interpreters are on hand during the trade fair to help EU businesses communicate with potential Japanese business partners.
- The EU-Japan Centre also arrange Japanese-language posters to promote your product at the booth at the trade fair.
- A welcome get-together for mission participants is organized on the evening before the mission starts. This is an occasion to meet other participants in a casual and friendly atmosphere
- A month before the mission, an online pre-departure briefing helps the participants to prepare for the mission.

For the ICT business mission organised in 2018: see <https://www.eu-japan.eu/events/eu-japan-ict-business-matching-event-2018>

In the pipeline for future business matchmaking:

- Strongly connect the B2B to the other actions of the EU-Japan Centre that SMEs need, notably our helpdesk on EPA, public procurement, technology transfer, cluster2cluster cooperation, mobility scheme in industry, etc. to bring maximum added value to the B2B and increase the chance that they will actually lead to business partnership agreements
- Ensure that the EU-Japan business partnership to be discussed in the B2B could also be exploited / projected to other markets in the world, notably ASEAN, Africa and Latin America, by connecting them with our matchmaking platform targeting these markets and the newly created helpdesk we have launched for EU-Japan business cooperation with and in Africa, ASEAN and Latin America
- Synergies with the webinar(s) organised at the same time of the B2B on digital / ICT that the mobilisation and discussion at the webinars can lead to concrete and operational business partnership and actions.
- Complementarity with the EUDigital2Japan in preparation: a “virtual mall” inspired by (but with necessary adaptation) the existing EU-Japan Centre’s [EUFood2Japan](#) that we have put in place with MS TPOs and EEN members in Europe

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