



Tokyo, 18 April 2022

**RECENT ACTIVITIES OF THE EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION  
RELATED TO ENVIRONMENT - CLIMATE – DECARBONISATION – GREEN TRANSITION**

Given the coming meeting of the DG GROW – METI Working Group on Environment – Climate to prepare the EU-Japan Industrial Policy Dialogue in June 2022, here is background information on the activities of the [EU-Japan Centre for Industrial Cooperation](#) over the last year in this important sector where both the EU and Japan are pursuing carbon neutrality by 2050, and have signed the [Green Alliance](#) at the time of the 2021 [EU-Japan Summit](#) – the EU-Japan Centre has been explicitly mentioned in both.

Overall, 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 (via for example the [JETRO J- Bridge programme](#)).

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 thousands 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 for climate action, covering topics such as renewable energy, clean hydrogen, decarbonisation policies, local action for climate and green innovation (the corresponding video recordings, slides and reports are available):

- [Raising the ambition for climate](#) – 19 October 2020
- [EU-Japan roundtable – Kyoto protocol, Paris Agreement and beyond: the EU and Japan towards carbon neutrality in 2050](#) – 8 December 2020
- [World Class Manufacturing training, Toyota](#) -7 -15 March 2021
- [The EU and Japan : A New Way Forward Industrial Transition Towards Green and Digital Economy](#) - 18 March 2021
- [What will happen to Japan’s digital, green and resilience?](#) -22 April 2021
- [Off-shore wind energy: deepening EU-Japan Cooperation](#) -26-28 April 2021

- [Deployment of large-scale green hydrogen production](#) – 27 May 2021
- [Towards carbon neutrality ~Challenge of Japanese & EU industry and system](#) -24 June 2021
- [Trade and Industry towards carbon neutrality](#) – 30 June 2021
- [New trends in the European electric power business](#) 9 July 2021
- [Hydrogen in transport, industry and power generation](#) - 9 September 2021
- [What is the EU's Carbon Border Adjustment Mechanism \(CBAM\)?](#) - 6 October 2021
- [EU-Japan Conference – Cities, regions and industrial clusters: On the road to zero carbon](#) - 26-27 October 2021
- [World Class Manufacturing training, Toyota](#) -15-19 November 2021
- [The key for activating the Japanese renewable power market](#) -19 November 2021
- [Circular Innovation Forum](#) organised with the Tokyo Metropolitan Government, 26 November 2021
- [Carbon Pricing for Net Zero/Utilizing Market Mechanism](#) -27 January 2022
- [Next Hydrogen Generation – eFuel to Power the Green Transition](#) - 25 March 2022
- [Green by Digital: Possibility for EU-Japan industrial cooperation](#) - 6 April 2022

In preparation:

- [Clean Technology Mapping in Japan](#) - what are the contours and key technologies in the clean technology industry, and what opportunities does the Japanese market offer to EU SMEs? 26 April 2022
- Green hydrogen – research and innovation - 25 May 2022
- Circular economy webinar co-organized in June 2022 with [BJA's Innovation, Partnerships & Trade Committee](#)

In addition the annual meeting of [EU-Japan Business Round Table](#) on 4 November 2021 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, support the launch of the EU-Japan Green Alliance and its emphasis on deepening cooperation on energy transitions, environmental protection, sustainable finance, and facilitating energy transitions in third countries.

## 2. [Concrete case studies of EU-Japan industrial cooperation for decarbonisation:](#)

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

- Floating Solar Power | Ciel et Terre & Minna Denryoku
- High Performance Energy Storage | Skeleton Technologies & Marubeni
- Electric Mobility | Caetanobus & Mitsui
- Hydrogen-Powered Vessels | Cmb & Tsuneishi Group
- Energy Transition Agencies | Fukushima & North Rhine Westphalia
- Hydrogen Taxis | Hype X Air Liquide X Idex & Toyota Motor
- Energy Development In Japan | Juwi & Shizen Energy
- On-Demand Public Transport | Shotl & Odakyu Electric Railway
- Offshore Wind Foundations | Sif & Kajima Corporation
- Energy Efficiency in The Industry | Metron & NTT Facilities
- Offshore Wind Turbines | Vestas Wind Systems & Mitsubishi Heavy Industries
- Hydrogen Steel Plant: Voestalpine & Mitsubishi Heavy Industries
- Solar Energy | Baywa R.E & D&D Solar
- R&D Policies For Green Innovation | Ademe & Nedo

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

The EU-Japan Centre's Helpdesk for industrial cluster (and region) cooperation has organized the following events:

- [Carbon Neutrality through Smart Forest Bioeconomy](#) – Cooperation between Forest Bioeconomy Cluster, North Karelia, Finland and Nagano Prefecture, Japan, 17 December 2021
- [Evolving partnerships for renewable energy and regional revitalization](#), 26 January 2021, Cooperation between Energy Agency, NRW, Germany and Energy Agency, Fukushima, Japan.

#### 4. Analytical reports

The EU-Japan Centre has prepared (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.

- [Local Decarbonisation in Japan: Municipalities, Regions and Clusters on the Road to Carbon Neutrality](#) - Emma Saraff, 2021
- [Japan's Circularity](#) – Helene Bangert, 2020
- [Hydrogen and fuel cells in Japan](#) – Jonathan Arias, 2019
- [Solar energy, energy storage and virtual power plants in Japan](#) – Jonathan Arias, 2018

See also editorial in the EU-Japan Centre's Newsletter sent to 17,000 recipients in the EU and Japan - June 2021: [Big Green Opportunity for EU-Japan Industrial Cooperation](#)

#### 5. 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 circular economy in Japan](#)

#### 6. EU-Japan Business cooperation in and with Africa and Vietnam

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 green transformation and decarbonisation sectors. This was done in cooperation with several Trade Promotion Organisations and Chambers of Commerce & Industry of the EU member States in Japan and in Africa and in Vietnam.

- [EU-Japan-Africa](#) trilateral business matchmaking at the occasion of the [3<sup>rd</sup> 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 7<sup>th</sup> 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 green initiatives, 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). Kick-off webinar recording available [here](#).

This kind of EU-Japan business cooperation in and with third countries, notably 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 massive trend that has impact on industrial competitiveness as well as on business and regulatory environment,

norms, standards and geopolitical dimension in the Centre's analytical reports [here](#) and [there](#), and [conference](#).

#### 7. [EU-Japan Green Transition Business Matchmaking](#) (started on 15 March , and ongoing)

The EU-Japan Centre for Industrial Cooperation organised on 15-18 March 2022 the EU-Japan Green Transition Business Matchmaking, at the occasion of the World Smart Energy Week in Tokyo.

In several ways, this business matchmaking prefigures well the new generation of B2B that the Centre will increasingly organise in the future:

- Fully leveraging the EU networks and programmes notably EEN, European Cluster Collaboration Platform (ECCP) and the European Innovation Council , as well as the METI and JETRO programmes such as the JETRO J-bridge
- Organised together – joint action – with several EU Member States Trade Promotion Organisations (TPOs) – Team Europe approach (see attached flyer)
- Articulating a physical dimension (joint booth together with several MS TPOs) and the essential digital/online dimension that enables to largely amplify the impact, to reach out to SMEs that would never participate physically and be more cost effective, greener and more flexible
- Follow up the B2B afterwards by maintaining the matchmaking platform to ensure a more permanent tool to enable companies to interact in a flexible and sustainable way, and not depending on a particular fair.
- 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 for these third countries 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 e.g. green hydrogen (see above) so that the mobilisation and discussion at the webinars can lead to concrete and operational business partnership and actions.
- In preparation: EUGreen2Japan: 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

Main sectors covered:

- Renewable (solar, hydrogen, bioenergy, wind, energy cogeneration, hydropower, geothermal, ocean energy)
- Smart Energy Infrastructure (power generation, energy storage, energy transmission, energy conversion)
- Resource Efficiency (recycling and waste management, low carbon products, low carbon mobility, low energy water supply, circular economy)
- Biomaterials (biodegradable material, bio based material)

Participants

- Activated profiles on the business matchmaking platform: 362
- Matchmaking Sessions: 171 (Europeans: 90 Japanese: 81)
- World Smart Energy Week / Decarbonisation Expo: 41,751 visitors over 3 days

More info in attached flyer. The complete report is in preparation.



Matchmaking\_Flyer\_  
v5.pdf

## 8. Training program

**Get ready for Japan**” helps participants to get an in-depth understanding of how to do business in Japan and consists of a combination of lectures, virtual case studies and meetings.

During this program 2 SME companies will attend as per the following chart:

COMPANY NAME	COUNTRY	YEAR OF PARTICIPATION
Mui - Motor Union Italia srl	Italy	2022 not yet attended
EEMAXX ENGINEERING srl	Italy	2022 not yet attended

5-day **World Class Manufacturing** (WCM) training provides an in-depth analysis of Japanese manufacturing methodology and is aimed exclusively at EU managers with knowledge of WCM and an engineering background.

During 2021 the large company Stora Enso from Germany participated in the program WCM.

And other SMEs joined the program as per the following chart:

Company name	Country	Sector
Deutsche WindGuard GmbH	Germany	VP for a Wind Turbine manufacturer
Xylem	Sweden	water treatment and recycling company
Bord na Mona	Ireland	renewable energies, carbon sequestration and more
Rozsdas Ltd	Hungary	waste management company
OSR Gheorgheni SA - Forestry Administration of Gheorgheni	Romania	afforestation and environment protection

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