

## Happy 25<sup>th</sup> Anniversary! 1987 - 2012

Established in 1987 as a non-profit organisation, the EU-Japan Centre for Industrial Cooperation is a unique venture between the European Commission (Directorate General for Enterprise & Industry) and the Japanese Government (Ministry of Economy, Trade & Industry). With two offices (Tokyo and Brussels), it is co-financed and co-managed by both Authorities.

### EFFECTIVE BRIDGE BETWEEN EUROPE AND JAPAN

In 25 years the EU-Japan Centre has become an effective bridge between European and Japanese business people by developing a full range of activities having an impact on business in both regions, such as seminars, reports, business round tables, training programmes for executives, internships for students, information services, promotion of R&D cooperation....

In 2012, it maintains 6 websites and employs a staff of 30 persons. To date, more than 2,600 executives, students and researchers have benefited from the Centre's various training schemes in Japan and the EU.

In line with the priorities of the European Commission and the Japanese Government, the activities of the EU-Japan Centre are reviewed permanently in order to match, as closely as possible, the needs of industry in both the EU and Japan:

In 2010, the EU-Japan Centre launched 'J-BILAT', a 3-year project, to foster the participation of the Japanese research community in the EU's 7<sup>th</sup> Research Framework Programme and to assist in the implementation of the EU-Japan Science and Technology Agreement.

In 2011, the EU-Japan Centre joined the 'Enterprise Europe Network', as its first member in Japan, and signed a

# 25 YEARS 周年



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

Memorandum of Understanding with the European Cluster Cooperation Platform to formalise its role as a helpdesk for EU and Japanese clusters seeking to internationalise.

In 2012, the EU-Japan Centre has as its main strategic priorities the reinforced support for the internationalisation of SMEs, the post-Fukushima economic and business opportunities (i.e. clean energy, raw materials, smart cities etc.) and, as a new exploratory area, the potential of EU-Japan cooperation on satellite navigation-related industry and services (GALILEO).

Also, given the importance of public procurement in the EU-Japan trade and investment dynamics, the EU-Japan Centre has started a new comprehensive info service in English on government procurement tender notices in Japan.



**EU-Japan Centre**  
for Industrial Cooperation  
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 occasional newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.*

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## EU-Japan Business Round Table



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Handover EU side

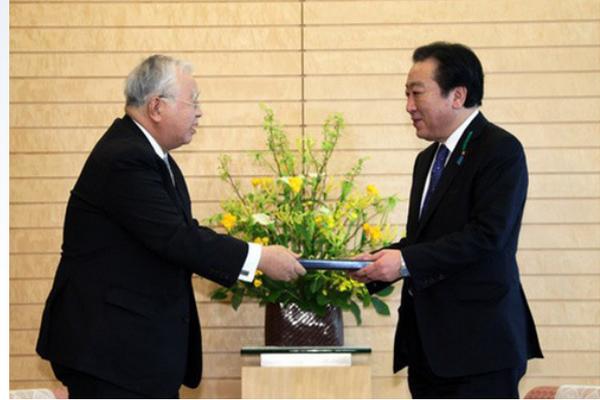


Photo and copyright: by courtesy of Cabinet Secretariat, Cabinet Public Relations Office

Handover Japan side

The EU-Japan Business Round Table (BRT), a forum of 50 Japanese and European business leaders, co-chaired by Mr. Hiromasa Yonekura (Chairman of Sumitomo Chemical Co., Ltd.) and Mr. Jean-Yves Le Gall (Chairman & CEO of Arianespace), met in Tokyo on 3<sup>rd</sup> and 4<sup>th</sup> April 2012.

It had the honour of welcoming Mr. Yukio Edano, Minister of Economy, Trade and Industry of Japan, Mr. Seishu Makino, Senior Vice Minister of Economy, Trade and Industry of Japan, Mr. Ryuji Yamane, Parliamentary Senior Vice-Minister for Foreign Affairs of Japan, Mr. Tetsuo Yamakawa, Vice-Minister for Policy Coordination (International Affairs), Ministry of Internal Affairs and Communications of Japan, as well as Mr. Antti Peltomäki, Deputy Director General for Enterprise and Industry of the European Commission.

During its meeting the BRT adopted a set of recommendations covering a wide range of trade/investment issues and addressed together the responsibilities and challenges of industries, such as the EU-Japan FTA/EPA.

Following the 2012 Tokyo Round Table meeting, on 19<sup>th</sup> April Mr. Yonekura, as a representative of all the members of the BRT, met in Tokyo with Prime Minister Yoshihiko Noda of Japan to hand over the set of joint recommendations adopted by the BRT on 3<sup>rd</sup> April. Dr. Le Gall likewise handed the same Recommendations over to European Council President Herman Van Rompuy in Brussels on 23<sup>rd</sup> April.

Dr. Le Gall said: "This meeting with President Van Rompuy came at a critical time of EU-Japan discussions towards opening negotiations on an EU-Japan FTA/EPA. All BRT members are hopeful that their Recommendations will help the Japanese and European authorities take the necessary steps and make the right decisions in order to progress towards an ambitious development of trade and investment between the EU and Japan."



<http://www.eu-japan-brt.eu/index.php?content=round-table>

### WORKSHOP

#### EU-Japan Cooperation in Marine Energy

Brussels, Belgium, October 2012

Just 0.1% of the energy contained in the oceans' waves would be sufficient to meet the world's entire energy requirements five times over. The challenge is to harness the energy. Different technologies are at different stages – nearly established, in development or still in an early phase.

As the EU and Japan revise their maritime policies and look to develop marine energy sources, a Workshop in Brussels in late October will look at how Europe and Japan can learn from each other and work together on R&D, technology and knowledge transfer issues.

The EU and Japan will emphasise the major role that different marine energy sources can play in combating climate change, diversifying the energy mix, increasing energy security and create jobs.

At the Workshop, senior representatives of the EU and Japanese Authorities will lay out the likely direction for their future marine energy strategies and representatives of industry, academia and international projects will discuss the future role that different technologies can have in the EU and Japanese energy mixes and assess opportunities for EU-Japan cooperation.

The Workshop will be co-organised by the EU-Japan Centre for Industrial Cooperation, the European Commission's Directorate-General for Maritime Affairs and Fisheries and the European Economic and Social Committee. It is aimed at policymakers and at representatives of research organisations and industry.

For more details, please e-mail [seminar@eu-japan.eu](mailto:seminar@eu-japan.eu)

### BizTips

#### Negotiations and Pricing

In negotiations it is not advisable to start with increased demands in order to pursue a degree at a lower level.

Creating trust is one of the main objectives of the talks. Loyalty discounts for Japanese business partners are a legitimate and attractive tool for building long-term business relationships.

Still an active pricing strategy of particular importance should be attached. The enforcement of delivering adequate prices, especially in times of recession, can only succeed if it takes place under negotiation rules.

Source: EU-Japan Centre's Distribution and Best Practice in Japan 2010 mission report.

## J-BILAT Seminar in Europe EU/Japan Innovation Strategy and Cooperation in R&D

Brussels, Belgium, 15 June 2012

The only J-BILAT event in Europe will be held in Brussels on 15 June. This seminar is complementary to the one held in Tokyo on 23<sup>rd</sup> April. There will be presentations and discussion to promote EU-Japan cooperation in science, technology and especially innovation.

### DATE AND VENUE:

Friday, 15 June 2012, 13:30 – 18:00  
Big Auditorium, Royal Belgian Institute of Natural Sciences  
29 Vautierstraat - rue Vautier B-1000 Brussels – Belgium  
<http://www.naturalsciences.be/>

### TARGET AUDIENCE:

- From Japan: R&D managers of European branches of Japanese companies, Researchers staying in Europe, Japanese research/funding/higher education organisations in Europe, S&T counsellors of Japanese Embassies in Europe, etc.
- From Europe: National Contact Points (NCP), S&T related officers at Embassies, researchers and R&D managers from public/private organisations, policy makers, public administration and funding agencies, other multipliers including media.

Participation is free, with advance registration using the online form available. Please note that registration from outside the targeted communities may be rejected. An e-mail confirming the acceptance will be sent prior to the seminar.

 [http://www.j-bilat.eu/seminar/AS-en\\_2](http://www.j-bilat.eu/seminar/AS-en_2)



## J-Bilat Seminar in Japan EU/Japan Innovation Strategy and Cooperation in R&D

Tokyo, Japan, 23 April 2012

J-BILAT project organised the first seminar of 2012 on 23<sup>rd</sup> April in Tokyo. Based on the dissemination of information and discussions in thematic workshops of 2011, we are highlighting horizontal aspects in the final year of the project, and for the first two seminars, innovation was chosen as an overarching theme in view of transition from FP7 to Horizon 2020.



The objective of the event was to examine innovation and EU-Japan cooperation from the following three points of view and to promote further cooperation.

- Industrial innovation (policies and programmes) and EU-Japan cooperation
- Innovation and education
- Systems supporting the promotion of innovation

The seminar was co-organised with the project INCONTACT – One World, with two speakers sent by them to the seminar (Dr. Fridén and Mr. Christofilopoulos). The seminar was attended by 104 people and participation from the private sector (ca. 40%) was remarkable.

In both the first and second sessions, one of the topics discussed was how to promote/trigger disruptive innovation and what success stories already existed.

Third generation mobile phones, traffic safety and computer mice were listed as such innovation in Europe, while plans of Future Pioneering Projects in Japan, Horizon 2020 in Europe and globally open business approach for demand-driven innovation in Sweden were presented as ways to achieve the goals.

In the third session, the way in which systems of National Contact Points (NCP), which do not exist in Japan yet, work was presented as well as the roadmap from FP7 to Horizon 2020.

After the workshop, a well appreciated networking reception was organised, where participants continued lively discussions and exchanges of information in a more informal manner. Public versions of all the presentations are available from the following site:

 [http://www.j-bilat.eu/seminar/AS-en\\_1](http://www.j-bilat.eu/seminar/AS-en_1)

## QUESTIONNAIRE For Supporting Organisations

Since 1987, the EU-Japan Centre has been supporting the access of European companies to the Japanese market through information services, seminars and training courses.

Within the framework of the European Commission's current main priorities and the global mapping undertaken by the Directorate-General Enterprise & Industry, as part of the implementation of the SME Internationalisation strategy, the EU-Japan Centre is focusing its efforts in 2012 on supporting the internationalisation of SMEs.

To this end, the Centre is currently updating and enlarging the scope of the first ever (2005) directory of European and Japanese not for profit organisations involved in EU-Japan relations.

<http://documents.eu-japan.eu/media/publications/directory.pdf>

### PLEASE FILL IN THE QUESTIONNAIRE

We would very much appreciate your cooperation in completing the linked questionnaire in order to identify the type of support you are providing to EU companies (especially SMEs) working with/in Japan, or wishing to work with/in Japan.

We would like to thank you in advance for your support.

[http://documents.eu-japan.eu/SME\\_support\\_survey\\_questionnaire.doc](http://documents.eu-japan.eu/SME_support_survey_questionnaire.doc)

## Ageing Populations & New Opportunities for Business in Europe and Japan

Brussels, Belgium, 15 March 2012

On Thursday, 15 March the challenges posed, as well as the business opportunities created, by the fact that the populations of the EU and Japan are ageing were addressed by wide-ranging discussions.

The event was divided into three sessions – on ageing populations and economic competitiveness, ageing and employment, and on ageing and innovation.

Ambassador Maruyama from the Japanese Mission to the EU opened the event, which was co-organised by the Employers' Group of the European Economic & Social Committee, the EU-Japan Centre for Industrial Cooperation and the EU Institute in Japan, Kansai.

[http://www.eu-japan.eu/global/events/ageing\\_populations\\_seminar\\_15032012.html?year=2012](http://www.eu-japan.eu/global/events/ageing_populations_seminar_15032012.html?year=2012)



Mr. Vindišar and Shibata san

## Vulcanus Testimonial

### Testimonial from INEA d.o.o. (SI) Host Company in VinE 2010/11

Our trainee was assigned a rather demanding task of setting up a demo environment for our "Smart Grid Peak leveling System". For our company it was the first time to involve a Japanese trainee in our projects. His contribution was above all our expectations, in sense of his language skills, professional background and commitment to the project tasks.

His visit coincided with when we were taking our first major steps to recognise the Japanese market potential in the field of energy management systems. His assistance here was very precious.

Finally we appreciate the fact that our trainee enjoyed his stay in Slovenia also after working hours, which makes an added value and good motivation for further cooperation with him.

This first experience with the Vulcanus programme make us look forward to having the opportunity to host another Vulcanus trainee in the future.

Jure Vindišar - Head of Energy and Ecology Department  
<http://www.inea.si>

<http://www.eu-japan.eu/global/vulcanus.html>

## CALL FOR APPLICATIONS Host a Japanese Trainee (R&D)

### Opportunity for EU-based companies to host a trainee

An opportunity for EU-based companies to host a trainee  
The Centre is currently inviting applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2013 to March 2014.

The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. They will be able to communicate in the EU company's local language.

Advantages for the host company: a valuable addition to the R&D workforce and gain an insight into the Japanese culture, extremely useful for successful business with Japan.

**Application deadline: 30 September 2012**

More information  
<http://www.eu-japan.eu/global/host-a-trainee.html>  
Contact: Margherita Rosada  
+32 2 282 3715 - [m.rosada@eu-japan.eu](mailto:m.rosada@eu-japan.eu)



### NEW THIS YEAR !

The EU-Japan Centre welcomes applications from companies and research organisations specialised in the development of industrial applications and receivers under GNSS – Global Navigation Satellite Systems, including the GALILEO system.

In order to match EU host companies' expectations in that field of activity, the Centre will recruit and short-list Japanese students specialised in the areas of ICT / software / electronics engineering with an interest in GNSS applications + receiver development.

## Former Participant's Testimonial

### WORLD CLASS MANUFACTURING IN JAPAN

The course has provided me with the final step to complete my understanding of Japanese manufacturing methods such as TPS, TMP and Kaizen.

The opportunity to see, listen and crucially be involved with leading a company has enabled me to formalise my previous university and textbook education.

The course does not require any preparation apart from having an open mind. This experience will definitely enable me to lead more effectively within my business in the future.



WCM October 2011 session participant

Richard Lloyd - General Manager  
Accolade Wines

The next WCM call for applications will be in March 2013

<http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html>

## EU Gateway Programme

### Opening the door to Japan and Korea for European companies

As a newcomer to the Japanese or Korean market, how can a company raise the visibility of its brand in these two countries, identify distributors and importers or discover current and future trends? Since its start in 1994, the EU Gateway Programme has been helping European companies to do just that. Funded by the European Union, EU Gateway organises five-day business missions to Japan and Korea in high technology and design sectors.

So far, more than 3000 companies have taken advantage of the Programme's offer, which ranges from financial and logistical support to preparation for the business mission by a professional team based in Europe, Japan and Korea, promotion to potential business partners in Japan and Korea and setting up of individual meetings.

Application is now open for the following business missions:

Sector	Country	Application deadline	Business missions
Environment and Energy-related Technologies	Japan	21 September 2012	4-8 February 2013
	Korea	25 January 2013	10-14 June 2013
Healthcare and Medical Technologies	Japan	26 April 2013	30 September - 4 October 2013
	Korea	12 October 2012	18-22 March 2013
Construction and Building Technologies	Japan	28 June 2013	2-6 December 2013
Fashion Design	Japan	26 October 2012	25-29 March 2013
Interior Design	Japan	4 June 2012	29 October - 2 November 2012
		23 November 2012	3-7 June 2013



<http://www.eu-gateway.eu>

## EU Gateway - Success Stories



The Spanish fashion company Caramelo knows about the difficulties of entering the Japanese fashion market.

Thanks to their first visit to Japan with a EU Gateway Fashion business mission, they have not only raised the awareness of their brand but gained a better understanding of the market: "More than just having a beautiful product, we need to satisfy a demanding customer base that has an eye for detail and quality."



After two EU Gateway business missions to Japan in the Environment and Energy-related Technologies sector, the German company Micropelt has found distributors and will be opening a local office.

They particularly appreciated the capacity of EU Gateway to organise meetings with potential business partners: "We were able to develop new, high quality contacts at new companies thanks to the business mission organisers; we know ourselves how difficult it is to find and contact key people inside large companies."

The complete success stories of Caramelo and Micropelt, as well as other EU Gateway participants, are available in the newly released EU Gateway ebook:



<http://www.eu-gateway.eu/EU-Gateway-book/1/>

## The European SME Week 2012

The European SME Week 2012 will take place from 15-21 October in Brussels, Belgium.



The European SME Week aims to:

- provide information on what the EU and national, regional and local authorities are offering as support to micro, small and medium-sized businesses;
- promote entrepreneurship so that more people, and in particular younger ones, seriously consider becoming an entrepreneur as a career option;

- give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness.

The European SME Week 2012 Summit will take place in Brussels on 17<sup>th</sup> October. The theme of the conference will be "Women's Entrepreneurship".



[http://ec.europa.eu/enterprise/initiatives/sme-week/index\\_en.htm](http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm)

## The European SME Week 2011

The final report and the conclusions of the European SME Week Summit 2011 are available at the following links:

[http://ec.europa.eu/enterprise/initiatives/sme-week/documents/esw2011\\_final\\_report\\_en.pdf](http://ec.europa.eu/enterprise/initiatives/sme-week/documents/esw2011_final_report_en.pdf)

[http://ec.europa.eu/enterprise/initiatives/sme-week/documents/esw2011\\_conclusions\\_en.pdf](http://ec.europa.eu/enterprise/initiatives/sme-week/documents/esw2011_conclusions_en.pdf)

## EU MAG



The latest issue of the electronic Japanese-language publication titled 'Europe Magazine' is available.

Nicknamed "EU MAG", it is published by the Delegation of the European Union to Japan and offers a wide variety of articles, ranging from comprehensive, analytical pieces of the policies and activities of the EU and developments in EU-Japan relations to lighter stories on culture.



<http://eumag.jp>

## European Commission Cluster Project

The European Commission (Directorate-General for Enterprise & Industry) has launched an initiative to support Cluster organisations and their SME members in their efforts to develop partnerships and business cooperation in global markets.

The Fondation Sophia Antipolis coordinates this action in partnership with Clusterland (Austria), Zenit (Germany), ERAI (France) and Inno TSD (Germany).

Specific matchmaking events will be organised in 2012 and 2013 to facilitate cooperation agreements and help concrete partnerships with international partners.

The matchmaking events will be held in countries that have signed the Memoranda of Understanding (MoUs) with the European Cluster Collaboration Platform including Japan, Brazil, India, and South Korea.

 <http://www.clustercollaboration.eu>

## ECO-INDUSTRIES Sustainable and Competitive Option to Increase Growth and Jobs

JRC conference Scientific support for growth, jobs and sustainability: the example of eco-industries, held on Tuesday 15 May in Brussels, emphasised the unique role eco-industries can play in Europe's economic recovery and sustainable future.

The conference welcomed high level speakers from businesses, research organisations, governments and EU policymakers. They shared experience from their fields and discussed how scientific support can boost the growth of eco-industries.

Some of the topics discussed were the need to tackle water management together with energy, the challenges of urban areas for air quality, the potential of clean transport and smart cities policies and the need to better address availability of resources, especially rare earth metals. In the field of renewable energies, key sectors highlighted were offshore technology, photovoltaics, biomass and biofuels. Further development of these and energy efficiency are critical in making the European economy more competitive.

Source: European Commission  
[http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=5970&lang=en&title=Eco-industries%3A-a-sustainable-and-competitive-option-to-increase-growth-and-jobs](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=5970&lang=en&title=Eco-industries%3A-a-sustainable-and-competitive-option-to-increase-growth-and-jobs)

## MISSION TO JAPAN

### For EU Green Materials Clusters and their Members

Tokyo, Japan, 12 -16 November 2012

This mission, co-organised by Fondation Sophia Antipolis and the EU Japan Centre for Industrial Cooperation, will allow a European delegation composed of representatives from cluster organisations & SME members to work towards establishing new partnerships and networks in the field of green materials and clean technologies.

There will be 3 parts to the mission:

On 12-13 November:

Preparatory lectures and coaching sessions (on cultural & business approaches) & visits (companies, research centres, etc ...) to prepare participants for the B2B activities.

On 14-15 November:

Plenary session with an exchange of

views on trends and new opportunities in the field, followed by B2B discussions with Japanese companies, hosted by the Green Innovation expo 2012 (<http://www.jma.or.jp/green/en/index.html>)

On 16 November:

Debriefing session (optional)

The mission will be open to cluster organisations and their SME members.

Applications for the mission will open very soon and will be published on the European Cluster Collaboration Platform.

More information: Nadege Bouget

[Bouget@sophia-antipolis.org](mailto:Bouget@sophia-antipolis.org)

 <http://www.clustercollaboration.eu>

## European Cluster Conference Adopts Cluster Manifesto

A 3-day European Cluster Conference was organised on 18-20 April in Vienna with great success. It was attended by more than 400 participants including policy makers, international experts and cluster practitioners coming from 50 different countries.

More than 55 speakers, panellists and moderators presented their views on how excellent clusters can create more resilient industrial structures in Europe, promote innovation in a more sustainable way, and facilitate SME access to international markets.

A Vienna cluster manifesto was prepared and voted on at the end of the conference to summarise the key mes-

sages and make the wider cluster community aware of the key results that have been achieved by EU initiatives over the last three years in the area of cluster excellence and SME internationalisation.

Moreover, the manifesto includes a number of concrete recommendations, addressed to cluster stakeholders at all levels, on taking up and integrating these results into their policy agenda.

Source: European Commission

[http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_id=5917&lang=en&title=European%20Cluster%20Conference%20adopts%20Cluster%20Manifesto](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=5917&lang=en&title=European%20Cluster%20Conference%20adopts%20Cluster%20Manifesto)

## 2012 European Funding Guide for Researchers and Students in Japan



The 2012 European Funding Guide for Researchers and Students in Japan has now been published.

Download the pdf for all the schemes supporting exchanges and research collaboration.

Source: European Commission

 [http://ec.europa.eu/euraxess/links/japan/docs/funding\\_guide\\_final.pdf](http://ec.europa.eu/euraxess/links/japan/docs/funding_guide_final.pdf)

## EU in Japan Roadshow



For several years already the Delegation of the European Union to Japan has been conducting a variety of information, promotion and public diplomacy activities, aimed at increasing awareness about the EU and the euro among a wide variety of Japanese stakeholders.

In the context of the EU-Japan Friendship Week, an annual programme of events and activities is taking place all over Japan to highlight the bonds of friendship between the European Union, its member states and Japan, the Delegation organised the first-ever "EU in Japan" roadshow.

From 14 May till 9 June 2012 an EU-themed promotional bus travelled Japan far and wide, from Tohoku in the north to Kyushu in the south, and stopped at a number of selected cities. At each stop a promotional team of young EU nationals, fluent in Japanese provided information about the EU & the euro and distributed EU branded information materials and gifts. The roadshow concluded on 9<sup>th</sup> June at the EU-Japan Golf Tournament in Tomioka, Gunma Prefecture, after having interacted with thousands of Japanese people across the country.

Source: Delegation of the European Union to Japan



<http://eujapan.com/roadshow/en/>

## Galileo September Launch Will Spur Innovation

Galileo's second launch of 2 satellites is confirmed for 28 September 2012. The resulting 4-satellite mini-constellation will enable the functioning of the vast Galileo infrastructure to be tested.

This also means that European enterprises can start to develop and test innovative products based on the Galileo satellite navigation signals.

Europe's investment in satellite navigation technology opens up the global market for European industry. This market is currently valued at €125 billion and expected to increase to €250 billion by 2020.

Galileo will provide possibilities for a wide variety of applications in many sectors of the European economy, such as electricity grids, fleet management companies, financial transactions, the shipping industry, rescue operations or peace-keeping missions.

Source: European Commission

[http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item\\_=5921&lang=en&title=Galileo%20September%20launch%20will%20spur%20innovation](http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_=5921&lang=en&title=Galileo%20September%20launch%20will%20spur%20innovation)

## Your Europe Business Website has a New Layout

This multilingual online guide to doing business in Europe has undergone a complete restyling.

Now with a more streamlined look, Your Europe Business provides information on legislation, administrative procedures, contact points, and e-government and specialized support services in all EU countries.

Thanks to multiple links to the Enterprise Europe Network, the portal also opens a door to the Enterprise Europe Network's services.



To make Your Europe even more user-friendly, it is foreseen to develop an online enquiry form to allow visitors to send their business-related questions directly to the Enterprise Network partner of their choice. In this way Your Europe will guide businesses to the Enterprise Europe Network, bringing potential new clients to individual Network partners.



[http://europa.eu/youreurope/business/index\\_en.htm](http://europa.eu/youreurope/business/index_en.htm)

## JOINT STATEMENT EU-JAPAN Future Comprehensive Cooperation in ICT

Neelie Kroes, Vice President of the European Commission, and Mr. Tatsuo Kawabata, Japanese Minister for Internal Affairs and Communications, met in Brussels on 3<sup>rd</sup> May to reaffirm their close partnership in the area of ICT.

In particular, they discussed Internet policies, Internet security, Cloud computing, Safer internet for children, Cooperation on ICT R&D, and Healthy ageing.

Source: European Commission

[http://ec.europa.eu/information\\_society/newsroom/cf/item-detail-dae.cfm?item\\_id=8057](http://ec.europa.eu/information_society/newsroom/cf/item-detail-dae.cfm?item_id=8057)

## Ambassador Shiojiri before the INTA Committee at the European Parliament

On 26 April Ambassador Shiojiri appeared before the Committee on International Trade (INTA) at the European Parliament to discuss current Japan-EU trade relations and the Japan-EU EPA.

In opening, Ambassador Shiojiri thanked the European people for their solidarity in the aftermath of the Great East Japan Earthquake and pointed to the mutual solidarity Japan is now showing to Europe in light of the sovereign debt crisis, like Japan's recent \$60 billion contribution to the IMF.

The Ambassador pointed out to the INTA committee some of the principle objectives being pursued through the proposed Japan-EU EPA; "mutual reinvigoration of our economies" and "to react to the new global economic dynamism surrounding Japan and the EU."

The Ambassador expressed that "Japan and the EU should lead other countries, setting an example by concluding a comprehensive high-standard economic agreement".

Ambassador Shiojiri also informed the INTA committee of the progress in reforms already underway in Japan pointing to the work of the Government Revitalization Unit which is chaired by Prime Minister Noda, as "the main vehicle for regulatory reforms".

The Ambassador closed by underscoring that "the most important task for the governments in the EPA negotiations is to create better business environments for both Japanese and European industries".

The full text of the Ambassador's speech is available on the website of the Mission of Japan to the EU.

Source: Mission of Japan to the European Union



<http://www.eu.emb-japan.go.jp/>

## Kizuna (Solidarity) in Reconstruction: One Year After the Great East Japan Earthquake Photo Exhibition at the European Parliament



The Mission of Japan to the EU in cooperation with the Vice Chairs of the Japan Delegation Mr. Artur Zasada MEP and Mrs. Sandra Kalniete MEP opened a new photo exhibition in the European Parliament which ran from the 23rd-27th of April.

The exhibition showed images of the recovery from the Great East Japan Earthquake and highlighted reunited families and repairs to major infrastructure following the devastation.

In opening the exhibition Ambassador Shiojiri was joined by Mr. Zasada, Mrs. Kalniete and President of the EPP Group, Mr. Joseph Daul.

During his opening remarks Ambassador Shiojiri noted "we will move forward, with our never give up spirit even though the road is long and bumpy. And I would like to reiterate, we will never forget your friendship".

Source: Mission of Japan to the European Union



## Haiku Post Box Ceremony

A ceremony to mark the installation of a "Tourist Haiku Post Box" was held on April 19th at the official residence of Ambassador Shiojiri, in the presence of EU President Herman Van Rompuy and the Mayor of Matsuyama, commonly referred to as the capital of haiku, Mayor Katsuhito Noshi.

In opening the ceremony Ambassador Shiojiri remarked "what is Haiku? There could be many answers. My answer is Haiku: the art of heart-to-heart dialogue. I hope, through this haiku post, our heart-to-heart dialogue will be further enhanced".

In his speech President Van Rompuy presented his haiku on the images of spring. "Flowering orchard, born again every year. I welcome the blossoms." He then was the first to drop his haiku into the newly installed postbox.

The Haiku Post Box is the first ever to be installed outside of Japan. The box is placed at the Mission of Japan to the European Union and is available to all to post their haikus.

Source: Mission of Japan to the European Union

## ISHIKAWA PREFECTURE PROFILE Business Opportunities for EU Companies



Ishikawa Prefecture is located approximately in the centre of the Japanese archipelago with a major part of the prefecture, the Noto Peninsula, jutting out into the Sea of Japan. Traditional Japanese culture is still very much a part of daily life; it is a defining characteristic of the people who live there.

### R&D, INNOVATION, SCIENTIFIC RESEARCH

Ishikawa's many higher educational institutions and Industrial Research Institute of Ishikawa support industries through collaborative studies and the development of products and technology. Established European partners will be able to take full advantage of these institutes and facilities to develop and improve their products.

### MANUFACTURING

The major industries of Ishikawa are the machinery and metal industry, the textile industry, and the food industry. Some of the prefecture's machinery manufacturers are leading companies in niche industries that supply high-quality products to the world market.

### INFORMATION TECHNOLOGY SERVICE INDUSTRY

Ishikawa Prefecture has a high concentration of information technology service industries. This concentration brought about the creation of a network for R&D and infrastructural development among local industries, universities and the government, which provides a unique support to the IT sector.



### FINANCIAL SUPPORT

Ishikawa's prefecture may provide 3 kinds of financial support to establishing companies:

- A subsidy for the promotion of creative industries
- A subsidy to promote location of enterprises that increase employment
- A subsidy for laboratories in Ishikawa Science Park

### PROMISING SECTORS FOR COOPERATION

Manufacturing plants, natural science laboratories, software-related business offices, artistic design and machine design, distribution and processing facilities.

Ishikawa Prefecture is proving to be a dynamic and innovative place for EU companies wishing to establish themselves in the area. With easy access to other parts of Japan and nearby China and South Korea, it can be used as an entry point to the Asian market.

<http://www.pref.ishikawa.lg.jp/foreign/en/index.html>

More detailed profile of Ishikawa Prefecture:



[http://www.een-japan.eu/sites/een-japan.eu/files/doc/Ishikawa\\_Prefecture\\_Presentation\\_June\\_2012.pdf](http://www.een-japan.eu/sites/een-japan.eu/files/doc/Ishikawa_Prefecture_Presentation_June_2012.pdf)

## Appointment of Europeans with Connections to Ishikawa as Tourism Goodwill Ambassadors



First row, 4th from left: Governor Tanimoto; 5th: Mrs. Tanimoto and the 11 Goodwill Ambassadors

In order to attract tourism from Europe, which has been slow in recovering since last year's disaster, Ishikawa Prefecture appointed its first Tourism Goodwill Ambassadors in Europe to assist with publicity and tourism for the prefecture.

The 11 former Coordinators of International Relations and participants of a Japanese language studies program within the prefecture received their appointment certificates from the governor of Ishikawa during a ceremony held at a hotel in Amsterdam.

The Tourism Goodwill Ambassadors were also presented with business cards imprinted with pictures of various places in Ishikawa Prefecture, and they will receive seasonal information about tourism through periodic e-mails and such from the prefecture.

Through the ambassadors' various activities in their respective home countries, Ishikawa

hopes to spread information about the prefecture to Europe. To keep updated on their efforts, Ishikawa also plans to hold an annual activity report conference.

Furthermore, at these annual activity report conferences, which will be scheduled so that Ishikawa can participate in travel exhibitions in Europe to promote tourism, the prefecture plans to appoint new contributors as Tourism Goodwill Ambassadors.

The first activity report conference is planned for January 2013 and will coincide with the VAKANZ Tourism Fair in Luxembourg.

This appointment ceremony was the highlight of Ishikawa's European tour that included Italy, Germany, the Netherlands, Luxembourg, and Finland.



<http://hot-ishikawa.jp/f-lang/english/index.html>

## Report on the Japan-EU Business Seminar

On 8 March, the Japan External Trade Organization (JETRO) held a seminar, the "EU - Japan Business Seminar - Future visions of EU-Japan partnerships for economic growth," in Brussels, Belgium [supported by METI, the EU-Japan Centre for Industrial Cooperation and the European Institute for Asian Studies (EIAS)].

Intellectuals from academia, business sectors and governments of Europe and Japan gave lectures on the EU-Japan Economic Integration Agreement (EIA). [The agreement is also referred to as the EU-Japan Economic Partnership Agreement (EPA) or Free Trade Agreement (FTA).]

Source: JETRO

<http://www.jetro.go.jp/en/news/announcement/20120427807-news>

## Japan Business Council in Europe Annual Report

The 2012 annual report from the Japan Business Council in Europe is available for download.

[http://www.jbce.org/cms\\_documents/JBCE%20report%202012\\_EN%20final.pdf%20E5%AE%8C%E6%88%90%E7%89%88%E3%80%8020120330.pdf](http://www.jbce.org/cms_documents/JBCE%20report%202012_EN%20final.pdf%20E5%AE%8C%E6%88%90%E7%89%88%E3%80%8020120330.pdf)

## Naoki Mimuro Appointed New Chief Representative of Yokohama in Frankfurt

As the new Chief Representative of the Yokohama Frankfurt Representative Office, I appreciate the cooperation and support which EU Organisations have consistently provided to the City of Yokohama.

One year has passed since the Great East Japan Earthquake. This year, 2012, marks the "First year for the Rebirth of Japan." The City of Yokohama, which is selected by the central government of Japan as the model for the Smart City and the Future City Initiative, would like to turn the energy shortage we are faced with into an advantage. The city can find solutions for difficulties and thereby make a contribution to the world.



Yokohama's proximity to Tokyo, speedy access to Nagoya and Osaka, attractive property prices and quality living environment with a harbour view are just some of the city's advantages as a business location.

We promote the City of Yokohama to European companies, as Yokohama offers great business opportunities and an excellent entry point for success in the Japanese market. It is my strong conviction that the City of Yokohama is the best place to start a business and find partners in Japan. I would be delighted to visit anywhere if a potential client needs information about Yokohama. I look forward to a long and prosperous business relationship with EU partners.

Since April 2012, Naoki Mimuro has been the head of the Frankfurt Representative Office of the City of Yokohama.



<http://www.yokohama-city.de>

## DELEGATION OF STUDENTS from Keio University, Tokyo in Hamburg



Mita Campus (Old Library)

What lessons have German and Japanese politicians learnt from the nuclear disaster in Fukushima? Dr Michael Schart is mentoring ten students from the Department of Political Science at Keio University, Tokyo, as they seek to gain insights into this issue. On 1st March, Jan Luca Plewa, International Project Manager at EEHH GmbH, and Felix Fischer of Freshfields Bruckhaus Deringer answered the students' urgent questions.

The political scientists and legal specialists of the future are interested in the shift in German energy policy in general, but also in the Hamburg Renewable Energy cluster as an example of a strategic alliance between the realms of politics and business. For instance, the students will learn about the goals pursued by a network organisation in the renewable energy sector and which stakeholders play a pivotal role in their success.

<http://en.erneuerbare-energien-hamburg.de/newsletter-archive.html>



<http://www.keio.ac.jp/>

## Asa no Kai - (Breakfast Seminar)

The Japanese-German Business Network (DJW) invites people and representatives of enterprises and institutions active in the Japanese-German business community to share ideas, contacts and information on business-related topics while enjoying breakfast.



These relatively small gatherings of about 40-50 people will take place in several locations: Berlin, Düsseldorf, Frankfurt, Hamburg, Munich and Tokyo. During these breakfast seminars ("Asa no Kai"), a short speech about a business or economy-related topic will be held in English, but questions can be posed and comments can be made in Japanese or German as well.



<http://www.djw.de>

## Energy Innovation and Green Growth in Asia and Germany

Tokyo, Japan, 04 Jul 2012



Japan and Germany are at the edge of a dramatic shift in energy policy. While nuclear energy is being phased out, renewable energy sources have become the focus of attention. But opportunities in solar, wind and geothermal energy are only a small part of the much larger picture.

The switch to green growth results in major shifts of costs and opportunities in production technologies, electricity grids, urban development and private living.

The conference will show how political and industrial innovation can turn current challenges into opportunities.

Renewables are already becoming competitive with increasingly costly fossil fuels, energy efficiency is revolutionising production methods and leading to high returns on lower costs, new construction methods and appliances are greatly improving household well-being, and smart policy is setting incentives and standards for continuous energy innovation and sustainable growth.

Organised by Japanisch-Deutsches Zentrum Berlin, with the cooperation of Heinrich Böll Foundation and Fujitsu Research Institute.

[http://www.jdzb.de/index.php?option=com\\_events&task=eventDetails&cat\\_id=1&cid=244&Itemid=30](http://www.jdzb.de/index.php?option=com_events&task=eventDetails&cat_id=1&cid=244&Itemid=30)

## EU-Asia Round Table



Left to right: Mr. Mauro Petriccione; Dr. Tom Hardiman, EU Japan Business Round Table, Mr. Jun Arima; Mr. Martin Murray; Mr. Yosuke Kawakami.

On 25 May, 2012, over 250 leading economic commentators and representatives of the international business, government and academic community met at the Inaugural EU-Asia Top Economist Round Table in Dublin, Ireland to discuss the growth of Asia and the implications for Europe and the world economy.

The Round Table, hosted by Asia Matters which is led by EU-Japan Centre alumni Mr. Martin Murray, had a strong emphasis on EU Japan relations with Mr. Mauro Petriccione, Director Asia, Directorate General for Trade, European Commission providing a review of key trade policy issues be-

tween EU and Asia; Mr. Jun Arima, Director General, Japan External Trade Organisation, London updating on priority issues in EU-Japan Economic Integration and Mr. Yosuke Kawakami, Minister for Financial Affairs, Embassy of Japan, London discussing the impact of the financial crisis on EU Asia economic relations and future consequences.

The Round Table Summary Report may be viewed on:



[http://www.asiamatters.biz/images/Summary\\_Report\\_on\\_Asia\\_Matters\\_EU\\_Asia\\_Round\\_Table.pdf](http://www.asiamatters.biz/images/Summary_Report_on_Asia_Matters_EU_Asia_Round_Table.pdf)

## DEBATE

### Electrifying Road Transport: between now and 2050

Brussels, Belgium, 18 June 2012



To mark the beginning of European Sustainable Energy Week 2012 (EUSEW 2012) the Renault-Nissan Alliance is placing sustainable mobility on centre stage.

On 18 June the Franco-Japanese automotive alliance is organising an exciting debate on electric mobility that will look at successes in the field to date in Europe and focus on what is needed to successfully electrify transport between now and 2050.

One of the most successful examples of European-Japanese cooperation in the business arena, Nissan and Renault have placed electric mobility at the core of their long-term strategies by investing over €4 billion in the move to develop a wide range of electric vehicles between now and 2016.

The event promises to be a stimulating one, with speakers from the UNECE, the World Economic Forum, the European Commission, the International Energy Agency and many others.

To register please contact [externalaffairs@nissan-europe.com](mailto:externalaffairs@nissan-europe.com)

## DISCOVER SCOTLAND The Land of Food and Drink



A range of Japanese importers, buyers, and executive chefs attended 'Discover Scotland – the Land of Food and Drink' at the Imperial Hotel in Tokyo to try Scottish food with a Japanese twist.

Cabinet Secretary for Finance and Sustainable Growth John Swinney MSP, who hosted the event, said: "Scotland, the land of food and drink, has long excelled in the premium food and drink category with products that draw on provenance and authenticity for their quality.

The audience learned through the tasting that Scotland is host to a fantastic array of natural resources for food and drink, including clean and unpolluted water sources for fishing, unspoiled natural grassland for raising cattle and fresh water and barley for whisky.

The attendees certainly seemed in favour of seeing more Scottish food on Japanese plates.

Traditionally, Scotland is known for its whisky, haggis and shortbread. Today, the country is a major exporter of food, offering top-quality salmon and seafood, and also enjoys a world-class reputation for its beef, lamb, venison, cheese, ales and confectionery.

On 17 April Scottish Development International held a major trade event in Tokyo aimed at raising awareness of Scottish produce and boosting Scottish exports by making connections with local buyers.



<http://www.sdi.co.uk/news/2012/04/tokyo-tasting-for-scots-food-and-drink.aspx>

## UK and Japan Commit to Greater Collaboration on Space

On his April trip to Japan, David Willetts, Minister for Universities and Science signed an agreement with the Japanese Economy Minister, Motohisa Furukawa for greater collaboration on space.

This agreement will put in place a commitment for the two countries to work together on space research, as well as identifying potential commercial opportunities.

The UK already has a record of scientific collaboration with Japan on solar physics. This includes the most recent Japanese solar mission Hinode, on which one of the three science instruments is from the UK.

More information on <http://www.bis.gov.uk/uk-space-agency/news-and-events/2012/Apr/uk-and-japan-commit-to-greater-collaboration-on-space>

## CONCERT-Japan Pilot Joint Call on Research and Innovation

CONCERT-Japan (Connecting and Coordinating European Research and Technology Development with Japan) project was brought into action as part of the International Cooperation (INCO) Activities of the European Union 7<sup>th</sup> Framework Programme, with the aim of determining the scientific and technological priorities in cooperation with Japan and performing joint activities in that respect.



In line with this objective, the CONCERT-Japan project aimed to publish a pilot joint call on research and innovation which is expected to catalyse the current Euro-Japanese research and technology cooperation volume. The first half of the project is, therefore, dedicated to the strategic analysis which paved the way for a concerted approach to a joint activity between European countries and Japan.

CONCERT-Japan Pilot Joint Call on Research and Innovation is planned to be pre-announced by June/July 2012 and launched in September 2012. In the framework of this call, research projects with an innovative dimension and unique character will be funded for a period of two years. The research projects are expected to have mobility (visits of researchers) and networking (small scientific events) dimensions apart from the core research component. Public research institutes, higher education institutes and SMEs would be the target beneficiaries.

The CONCERT-Japan pilot joint call topics are as follows:

- Efficient storage and distribution of energy
- Resilience against disasters

Two brokerage events will be organised to support the partnering and networking of researchers towards the joint call. The first one will be held in Tokyo, Japan on 10-11 September 2012 on the topic of Disaster Mit-

igation and Resilient Infrastructures against large scale disasters. The second will be held in Milan, Italy on 27<sup>th</sup>-28<sup>th</sup> September 2012 on the topic of Efficient Storage and Distribution of Energy.

The pilot joint call of CONCERT-Japan project is open to the participation of interested funding organisations, which are encouraged to become a part of the network and collaborate in this pilot joint call. A Funding Organizations Forum meeting will be held for the approval of related call documents on 2-3 July 2012 in Berlin, Germany.

Interested funding organisations are still welcome to participate in the joint call and the FOF by contacting the Project Coordinator, TUBITAK, through [concertjapan@tubitak.gov.tr](mailto:concertjapan@tubitak.gov.tr).

 <http://www.concertjapan.eu/>

## EU-Japan Cooperation in NGCPV

### A New Generation of Concentrator Photovoltaic Cells, Modules and Systems

Sponsored by the European Commission under the 7<sup>th</sup> Framework Program and NEDO (Japan) within the first collaborative call launched by both Bodies in the field of energy, the NGCPV project aims to approach the cost of the photovoltaic kWh to competitive prices in the framework of high concentration photovoltaics (CPV), by exploring the development and assessment of concentrator photovoltaic solar cells and modules, novel materials and new solar cell structures as well as methods and procedures to standardise measurement technology for concentrator photovoltaic cells and modules.



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In order to make definitive progress beyond the present state of affairs of CPV, it is necessary to investigate what the actual costs

involved in the installation of a CPV plant are, to predict in advance the energy output this plant is going to produce as a function of the site radiation and technology used and to improve their efficiency. To revisit these issues from first hand, in this project we have already built a 50 kW CPV plant. Its evaluation will serve to verify the peak power definition for concentration plants and rules for the forecast of their energy production. Since this definition does not exist at present, reliable procedures to forecast their energy production do not exist either.

Making progress in reducing the costs of CPV implies making progress in the state of affairs of the technology involved in a CPV system itself, namely: high efficiency cells, modules and trackers. More specific objectives we are facing in this area are: (1) to manufacture a cell prototype with an efficiency of at least 45% and to undertake an experimental activity, (2) to manufacture a 35% module prototype and elaborate the roadmap towards the achievement of 40%, (3) to develop reliable characterisation techniques for III-V materials and quantum structures, (4) to achieve an agreement within 5% in the characterisation of CPV cells and modules in a round robin scheme, and (5) to evaluate the potential of new materials, de-

vice technologies and quantum nanostructures to improve the efficiency of solar cells for CPV.

The project, launched in June 2011 and scheduled for completion in December 2014, involves the joint cooperation of various EU and Japanese organisations/companies.

EU side:

Solar Energy Institute of the Technical University of Madrid (SP), The Fraunhofer Institute for Solar Energy Systems ISE (DE), Imperial College London (UK), ENEA: Italian National Agency for new technologies, Energy and sustainable economic development (IT), Compañía Española de Alta Eficiencia Fotovoltaica - BSQ Solar (SP), PSE AG (DE), CEA- INES: Institute for Solar Energy at the Commissariat à l'énergie atomique et aux énergies alternatives (FR)

Japan side:

The University of Tokyo, Toyota Technological Institute, AIST: National Institute of Advanced Industrial Science and Technology, SHARP, Daido Steel, Asahi Kasei, Kobe University, Takano Co.

 <http://www.ngcpv.org/>

## Business Meeting at the 3D & Virtual Reality Expo

Tokyo, Japan, 20-22 June 2012

UBIFRANCE Japan is organising B2B meetings for French companies developing technologies and content for 3D and virtual reality at the exhibition, 3D & Virtual Reality Expo (at Tokyo Big Sight).

3D VIRTUAL REALITY EXPO is the largest trade show in Japan and brings together the actors of technology creation and diffusion of new 3D images, 3D displays, the location-based solutions and 3D mapping, computer graphics etc.. In 2011, 84,509 industry professionals came to visit. More than 88,000 are expected for this edition.

## BtoB Meeting for Cosmetics Japan

Tokyo, Japan, 27-29 June 2012

On the occasion of the international exhibition, Cosmetics Japan (at Tokyo Big Sight), UBIFRANCE is organising B2B meetings for French companies selling cosmetic ingredients.



"Cosmetics Japan 2012" is divided into two exhibitions in 2012: the 3rd edition of Cosmo innovation (ingredients) and the first edition of Cosme Tokyo (finished products).

In 2011, this exhibition had 1546 exhibitors and 66,750 visitors. The profile of the visitors are buyers of market-leading companies such as Shiseido etc.

<http://www.ubifrance.com/jp/>

## Moda Italia/Shoes from Italy 2013 Spring/Summer Collections – WelovemodainItaly

Tokyo, Japan, 10-12 July 2012

The 41st edition of Moda Italia & the 51st edition of Shoes from Italy, the largest Italian fashion & shoes trade exhibitions in Japan, will be held from 10<sup>th</sup> to 12<sup>th</sup> July 2012.

The number of exhibitors will be more than 110, and the number of expected visitors is over 2,000. The Italian exhibitors will present their collections for

Spring/Summer 2013 at the Westin Hotel Tokyo.

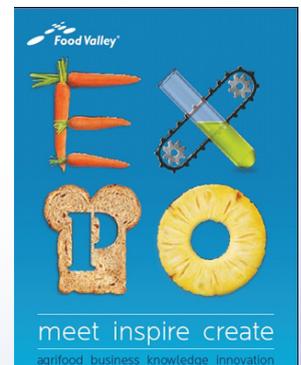
A wide range of products will be displayed, including apparel for men, women, knitwear, leather and leather goods, fashion accessories and footwear that always attract the attention of visitors.

<http://www.ice-tokyo.or.jp>

## Food Valley Expo 2012

Arnhem, The Netherlands, 25 October 2012

Food Valley Expo provides a stage for the latest agri-food technologies, cutting-edge knowledge and development and innovative companies. The Expo offers practical insights and the latest innovative ideas and enlarges your professional network. National and international representatives from agri-food and food-related businesses, research institutes, government officials and intermediary organisations will be attending the Food Valley Expo!



<http://www.foodvalleyexpo.nl>

## Japanese Delegation Visiting Techtera

Lyon, France, 05-09 November 2012

A Japanese delegation of companies and clusters, specialising in technical textiles, will be hosted by the cluster for innovation Techtera.

The delegation will participate in a programme of visits and networking set up by the cluster in the Rhône-Alpes Region in France.



More information from: Anne Masson, [international@techtera.org](mailto:international@techtera.org)

<http://www.techtera.org>

## ECOITALIA at BioFach Japan 2012

Tokyo, Japan, 21-23 November 2012



"Yuki" is the Japanese word that means "organic products" and it is a well known word among Japanese people. According to statistics about 97% of the Japanese population is familiar with this word. Japan has one of the world's largest populations, with over 127 million people, therefore it potentially represents a large market.

Japanese consumers are also well-known for environmental awareness and for focusing on quality.

The demand for organic food, textile and natural cosmetics is constantly increasing, with the demand currently exceeding the Japanese supply. The Italian Chamber of Commerce in Japan invites you to ECOITALIA, the Italian Pavillon at Biofach 2012, the largest organic fair in Japan, taking place in Tokyo from 21 to 23 November 2012.

<http://www.iccj.or.jp/ueventdisplay.php?eventid=650>



## EU-Japan Business Opportunities

### For Potential Partners in Japan



#### SEARCH FOR TRADE REPRESENTATIVE:

Sector: Manufacture of machinery for paper and paper-board production

An Italian company, dealer of second-hand offset printing machines, is looking for trade representatives and companies working in the printing industry. The company also offers subcontracting services. Profile ID: 20120214023



#### SEARCH FOR LOCAL DISTRIBUTORS:

Sector: Residential care activities for the elderly and disabled

An Irish company seeks a distributor for revolutionary electronic Patient Management System for patients demobilized through disability or old age. Profile ID: 20120313007



#### SEARCH FOR TRADE REPRESENTATIVE:

Sector: Food

A Spanish company specializing in the production of Mediterranean orange and tangerine marmalade, is looking for Trade Intermediary Services partner in new markets interested in quality products. Profile ID: 20120504002



#### SEARCH FOR LOCAL PARTNERS:

Sector: Communication Wireless Technology

A Cambridge (UK) company has developed a novel Wireless Audio Earpiece technology tailored to meet specific end-user audio personalisation requirement. A Japanese manufacturer of hand-held devices (e.g. mobile phones, mp3 player, tablets) is sought for integration of the technology into their existing product range to produce a revolutionary new product class for hearing & music markets. A licensing agreement is offered and/or technical collaboration to develop the product and bring to market. Profile ID: 12GB41n73OH6

### For Potential Partners in the EU



#### SEARCH FOR LOCAL PARTNERS:

Sector: Manufacture of electronic components

A Japanese company offers specialized micro and nano-scale manufacturing services. They are looking for EU companies in need of specific manufacturing services. The company point of differentiation is that they can handle requests of even one single piece (one wafer, one mold, etc.) Profile ID: 20120315002



<http://www.een-japan.eu/opportunities>

## ENTERPRISE EUROPE NETWORK BROKERAGE EVENTS

### Matchmaking opportunities for EU and Japanese SMEs

<http://www.enterprise-europe-network.ec.europa.eu/public/calendar/home.cfm?type=future>

#### WindMatch 2012

Sector: Energy, Environment  
Husum, Germany, 19-20 Sept 2012

WindMatch brokerage event at Husum WindEnergy 2012 is a forum for all companies from the wind energy sector that are looking for business or research partners. The cooperation event is a unique opportunity to establish new cross-border contacts for future collaboration and to find new partners at the leading international trade fair for the wind industry.

<http://www.windmatchhusum.com>

#### Technologies for Foundry METAL Brokerage Event

Sector: Metal working industry, foundry engineering  
Kielce, Poland, 26 Sept 2012

The event will be organized in the frame of International Fairs of Technologies for Foundry METAL.

Direct meetings at the brokerage event is an ideal opportunity to make contacts and to prepare future business. Individual bilateral meeting will be pre-arranged and assisted by the Chamber of Industry and Commerce Staropolska in Kielce.

<http://www.enterprise-europe-network.ec.europa.eu/public/bemt/home.cfm?EventID=3110>

### Message about the HCJ 2013 fair in Japan

Within the framework of Enterprise Europe Network activities, the EU-Japan Centre is promoting the following fair in Japan. Special conditions will be available for EU SMEs from the following targeted sectors to join B2B meetings with Japanese companies operating in the same field.



#### HCJ 2013

Sector: Equipments for Commercial Kitchens and Food Services, Tableware, IT Systems, Furniture/Interiors/Exteriors, Food Hygiene Equipment, Catering, Hotel & Restaurant  
Tokyo, Japan, 19-22 Feb 2013

Under the HCJ name is a triple exhibition fair that will be held in Tokyo on 19-22 February 2013:

- HOTERES: the International Hotel & Restaurant Show
- CATEREX: the Exhibition for the Catering Industries
- Japan Food Service Equipment Show.

These exhibitions have 800 exhibiting companies and approximately 50,000 professionals visiting annually for serious business. Japanese improved equipment with high specifications and various designs, as well as other products from overseas, will be on display.

This show will definitely make an excellent place for the exhibitors seeking excellent business opportunities in Japan and Asian countries.

<http://www.jma.or.jp/hcj/eng/index.html>

## Japan - What's Next?

14-15 June 2012 Stockholm, Sweden

This conference is a follow up of last year's EU-Japan Trade Conference. This meeting will provide a great opportunity for intellectual exchange for all people working on Japan.

<http://www.hhs.se/EIJS/Public%20SeminarsConferences/Workshop2012/Pages/default.aspx>

## Lunchtalk

### Are Japan and Korea experiencing deindustrialization? Lessons for Europe

19 June 2012, Brussels, Belgium

Deindustrialization - which can be defined as the decrease in contribution to total employment and GDP by the manufacturing industry - has been a major concern for most of the developed countries in North America and Europe.

This presentation will focus on several key issues. First, it will assess whether Japan and Korea, two countries known as manufacturing superpowers, are experiencing deindustrialization and to what extent. Second, it will try to identify the mechanisms behind industrial dynamics in these two countries and whether deindustrialization could be detrimental for them in terms of GDP growth potential or social outcomes. Finally, it will analyze the potential solutions in terms of public policies.

<http://www.bruegel.org/nc/events/event-detail/event/313-are-japan-and-korea-experiencing-deindustrialization-lessons-for-europe/>

## Advantage Austria Promotional Video

More information on [http://www.youtube.com/watch?v=SAw1f3r\\_dRw](http://www.youtube.com/watch?v=SAw1f3r_dRw)

## FCIJ Business Confidence Survey

The spring 2012 survey form the Foreign Chambers in Japan is available at: [http://www.ccifj.or.jp/fileadmin/template/japon/documents/Newsletter/fcij\\_survey121.pdf](http://www.ccifj.or.jp/fileadmin/template/japon/documents/Newsletter/fcij_survey121.pdf)

## French Pavilion at Interior Life Style 2012

UBIFRANCE held a French Pavilion at INTERIOR LIFESTYLE 2012, where sixteen French companies - including some companies not yet present in the Japanese market - participated under the national flag, in a totally renovated setting.

INTERIOR LIFESTYLE, organised for the 22<sup>nd</sup> time, has emerged over the years as the major event of Asian professionals in the industry with more than 26,000 visitors and 520 exhibitors in 2011.

More information on <http://www.ubifrance.com/jp/>

## Italian Pavilion at Foodex Japan 2012

The 37<sup>th</sup> edition of Foodex Japan, the largest agribusiness trade exhibition in the Asia-Pacific area, was held from 6<sup>th</sup> to 9<sup>th</sup> March 2012. The number of exhibitors was 2,391 (of which 1,334 were foreigners from 72 countries), and visitors were 73,834. The Italian Pavilion was once again the largest (2,500 square meters) after the Japanese one, with 120 exhibitors.



Despite the crisis and the still weak domestic demand, Italian participation has responded to the expectations placed on the Japanese market, which represents the second largest non-European outlet of our agribusiness exports. In fact, some Italian food products hold a prominent position on the Japanese market, for example ham (with a market share of 51.5%), olive oil (56.7%), pasta (45.0%), and peeled tomatoes (86.1%). Good results in wine - where Italy is ranked second after France - and cheese sector too - which is ranked fifth.

More information on <http://www.ice-tokyo.or.jp>

## Italian Pavilion at CPhI Japan 2012

The 10<sup>th</sup> edition of CPhI Japan was held at Tokyo Big Sight Exhibition Center from 21<sup>st</sup> to 23<sup>rd</sup> March 2012. CPhI Japan is the main exhibition in the Asian area on pharmaceutical chemistry, a key event for companies operating in this business sector, and Italy has been an exhibitor there since the first edition (2002).

Regarding the pharmaceutical sector, Japanese imports from Italy have seen significant developments in recent years, and in 2011 they reached an increase of 55.3%, far above the average increase of sectorial imports of Japan from the world (11.7%). Italy ranks 8<sup>th</sup> place among the major supplier countries (after China, USA, Germany, France, Switzerland, GB and Korea) representing 190 billion yen out of the total value of imports from the world, which amounts to 4,912 billion yen.

More information on <http://www.ice-tokyo.or.jp>

## Japan Analysis Journal

For six years, Asia Centre's quarterly journal, Japan Analysis, has been a pioneering news bulletin on current political, economic and security debates in Japan and, within its decision-making circles, placing those issues in their national context and historical background.



While identifying new trends and current affairs in Japan, the authors go beyond the news to offer readers a tool for assessing the deep structural mutations, sometimes unfamiliar to the public, of the "third economic power."

The reaction of the Japanese government and media to the regime change in North Korea, and recent debates on a higher-education reform are the main topics of Japan Analysis' latest issue, published in May 2012.

Founded in 2005 by Professor François Godement, Asia Centre is a leading independent research institute which conducts studies and debates on key trends in contemporary Asia. <http://www.centreaasia.eu/publications/japan-analysis>



DATE/LOCATION	DETAILS	CONTACTS
27 - 29 June 2012 Lille, France	<b>FORUM</b> Futurallia Lille Region 2012	CCI International Nord de France <a href="http://www.futurallialille2012.com/en/">http://www.futurallialille2012.com/en/</a>
28 June 2012 Tokyo, Japan	<b>SEMINAR</b> Data Protection and Privacy in the European Union and in Japan	French Research Institute on Japan <a href="http://www.mfj.gr.jp/web/lunch_seminar/documents/2012-06-28_LS_Grignon-IG.pdf">http://www.mfj.gr.jp/web/lunch_seminar/documents/2012-06-28_LS_Grignon-IG.pdf</a>
28-29 June 2012 London, UK	<b>CONFERENCE</b> A New Asia? Politics, Society & Culture in the 21st Century	University of East Anglia <a href="http://www.uea.ac.uk/psi/events/new-asia">http://www.uea.ac.uk/psi/events/new-asia</a>
11 - 15 July 2012 Dublin, Ireland	<b>FORUM</b> ESOF 2012 - Euroscience Open Forum	<a href="http://www.dublinscience2012.ie">http://www.dublinscience2012.ie</a>
15 - 19 October 2012 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Training Mission: World Class Manufacturing Application deadline: closed	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html">http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html</a>
17 October 2012 Brussels, Belgium	<b>SME WEEK</b> The European SME Week 2012	European Commission <a href="http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm">http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm</a>
17 October 2012 Dublin, Ireland	<b>SEMINAR</b> Japan: Lasting Business Opportunities	Asia Trade Forum, Irish Exporters Association <a href="http://www.asiatraderforum.org/section/Japan-LastingBusinessOpportunities">http://www.asiatraderforum.org/section/Japan-LastingBusinessOpportunities</a>
12-16 November 2012 Tokyo, Japan	<b>EUROPEAN COMMISSION FUNDED PROGRAMME</b> Support Cluster Mission Target sectors: clean technologies Application deadline: tbc	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training.html">http://www.eu-japan.eu/global/business-training.html</a>

## 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 and/or on our website : [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)



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