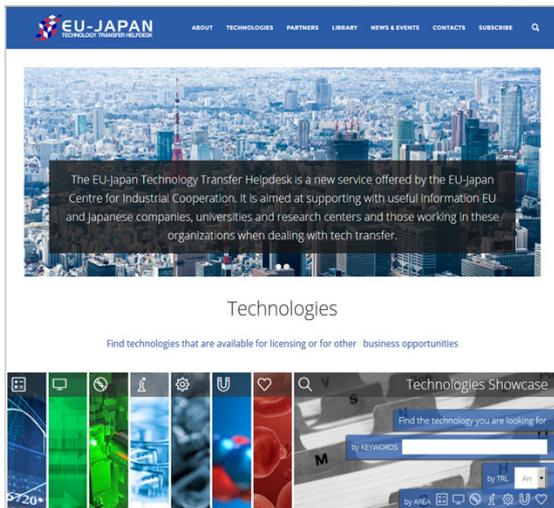


EU-JAPAN TECHNOLOGY TRANSFER HELPDESK

FIND TECHNOLOGIES THAT ARE AVAILABLE FOR LICENSING OR FOR OTHER BUSINESS OPPORTUNITIES

The EU-Japan Centre launches the EU-Japan Technology Transfer Helpdesk, a new service which aims at being a reference for those who are interested in searching for available technologies from both Japan and the EU, as well as becoming a useful source in technology-transfer related provisions and practice.

The service is backed by a web portal <http://www.eu-jp-tthelpdesk.eu>, which provides general information about intellectual property rights, their management, and possible monetization options. The service is targeted at European and Japanese companies, universities and research institutions as well as individuals which seek to find and acquire technologies in seven main technology areas:



- Applied Mathematics
- Computer Science
- Applied Physics
- Medicine
- Engineering
- Physical Sciences
- Life Sciences

Webinars, videos, presentations and articles on the website are intended to make this new service a 'must-see' for implementing open innovation practices within EU and Japanese companies.

Seminars will also be held on a regular basis in Tokyo. Moreover, within this context, a series of webinars covering various technology transfer topics will be held throughout the year.

For registration to upcoming events or more details about previous webinars, please go to:

➔ <http://www.eu-jp-tthelpdesk.eu/category/events/>

EU-JAPAN CENTRE'S NEW REVAMPED WEBSITE!

The EU-Japan Centre is happy to announce that its new and totally revamped website is now up and running. Have a look at it: ➔ <http://www.eu-japan.eu>



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EU-Japan Centre
for Industrial Cooperation
日欧産業協カセンター

日欧産業協カセンターでは、季刊英文ニュースレター「EU-Japan News」を通じて、さまざまな日・EU関係の情報を発信しています。

欧州連合日本政府代表部/欧州委員会より

- News from Japan..... 9-14
- News from the EU 8
- 日・EU関係イベント案内 15-23

日・EU中小企業間のパートナーシップ促進支援エンタープライズ・ヨーロッパ・ネットワークより

- ビジネスパートナー募集情報、他 25-28

SEMINAR - “BUILDING A BRIDGE” BETWEEN THE ASIA PACIFIC AND THE EU

THE STRATEGIC SIGNIFICANCE OF THE EU-JAPAN FTA/EPA

Held on the 10 February 2016 in Paris, France, “Building a Bridge” addressed the dynamic trade policy of the EU and in the Asia-Pacific region, the importance of establishing comprehensive and consistent economic trade rules globally, and the strategic significance of an early and ambitious outcome of the EU-Japan FTA/EPA negotiations. The event was organised by JETRO Paris and the EU-Japan Centre for Industrial Cooperation.

Takayuki Ueda (METI’s Vice-Minister for International Affairs) and Marco Chirullo (the European Commission’s Deputy Chief Negotiator for the EU-Japan FTA/EPA) explained the views of the Japanese and EU Authorities. Ken Ash, the OECD’s Director of Trade & Agriculture and Prof. Patrick Messerlin from Sciences Po Paris, provided an analysis. Antoine d’Espous, from the French Federation of Industrial Deli Meat Producers, Delicatessens and Meat Processors shared his sector’s experiences and concerns.



 <http://www.eu-japan.eu/events/building-bridge-between-asia-pacific-and-eu>

IPR SEMINAR

RECENT DEVELOPMENTS IN INTELLECTUAL PROPERTY IN THE EU AND JAPAN



The EU-Japan Centre and Sonderhoff & Einsel Law and Patent Office co-organised a seminar titled “Recent Developments in Intellectual Property in the EU and Japan” on 6 October 2015 in Tokyo.

The seminar consisted of two sessions: The first session focused on the recent developments of intellectual property in Europe and Japan, covering a wide variety of topics including European Unitary Patent, revision of Japan’s patent law and the standard essential patent and competition law. The second session was focused on the importance of trade secrets protection, which included a lively discussion among the panelists on the EU draft Trade Secrets Directive which the European Commission proposed in November 2013.

The seminar was welcomed by the audience due to its unique EU-Japan perspective, which was proved by the participation of over 130 professionals.

 <http://www.eu-japan.eu/events/recent-developments-intellectual-property-eu-and-japan>

WINE SEMINAR

SURVIVING, STRIVING, DRIVING AND THRIVING - BUILDING A COMPETITIVE WINE SECTOR



On 19 November 2015, the EU-Japan Centre co-organised a seminar on how to build a competitive wine sector together with the Delegation of the European Union to Japan.

The topic attracted over 80 participants from the wine sector, and representatives of the Japanese authorities at the seminar, especially due to the topic garnering attention for the introduction of new wine-labeling rules, including a new definition for ‘Japan Wine - a classification reserved for genuine wines produced by using only grapes harvested in Japan and processed in Japan.’

The seminar covered the state of play of the national legislation and discussed ways for further developing Japanese wine competitiveness in order to support the growth of the industry while making comparisons with EU’s best practices in the area of wine policy, oenological practices and wine GIs.

 <http://www.eu-japan.eu/events/wine-seminar-surviving-striving-driving-and-thriving-build-competitive-wine-sector>

SEMINAR JAPAN – THE LAND OF THE RISING BUSINESS OPPORTUNITIES



Henryka Bochniarz, President, Polish Confederation Lewiatan, addresses the opening session

Held on the 22 March 2016 in Warsaw, Poland, this Seminar and subsequent cross-cultural masterclass helped Polish, Japanese, and European participants identify new business opportunities, learn from people who have established successful business ties with Japan, become more effective communicators with their Japanese and European business partners, and get information on practical help and assistance offered by the Polish, Japanese and EU Authorities. The event was organised by the EU-Japan Centre and the Polish Confederation Lewiatan.

➔ <http://www.eu-japan.eu/events/japan-land-rising-business-opportunities-poland>

LEAN IN EUROPE

8TH & 9TH VISITS TO MONDELÉZ INTERNATIONAL & ROTTAPHARM MEDA

Born as a spin off of the World Class Manufacturing training mission to Japan (see page 4 and <http://www.eu-japan.eu/events/world-class-manufacturing>) the LEAN in Europe visits aim at helping European business understand and embrace manufacturing best practice. The EU-Japan Centre organises occasional visits to leading European factories to see world-class principles in action. By becoming more efficient, companies will be better placed to develop their international activities. Through lectures, shop-floor visits, coaching and detailed explanations provided by the host company, participants will be inspired to continue along or begin improvement activities.

The EU-Japan Centre is now preparing the future visits. Should you be interested in being informed about the dates of the next visits, feel free to send an email to d.lula@eu-japan.eu.

More info on: ➔ <http://www.eu-japan.eu/events/lean-europe-driving-competitiveness>

The eighth LEAN in Europe Driving Competitiveness visit was to Mondelēz International in Poland to see its Crunchie production line. It took place on Thursday, 18 February 2016 with a preparatory lecture and networking dinner organised on the previous evening. The visit focussed on the plant's implementation of Mondelēz International's Integrated Lean 6 Sigma Programme. 13 participants from 9 countries attended the mission.



➔ <http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-mondelez-international>



The ninth visit took place on Thursday, 09 March 2016 Rottapharm Meda in Ireland.

The Genba tour focussed on the history of the Company and the implementation of Total Productive Maintenance at each level of production lines. 21 participants from 7 countries attended the mission.

➔ <http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-rottapharm-meda>

THE FIVE RINGS OF LEAN BUSINESS EXCELLENCE



Richard Keegan

PUBLICATION ON LEAN PRACTICES

The EU-Japan Centre is happy to offer you a free copy of "The Five Rings of Lean Business Excellence" by Richard Keegan, he is specialist in the areas of Lean/World Class Business and Benchmarking, and the Centre's WCM Advisor.

If you are interested in receiving a copy of his publication, please send a message to d.lula@eu-japan.eu, specifying whether you would prefer a paper or electronic version.

➔ <http://www.eu-japan.eu/events/lean-europe-driving-competitiveness>

LEARN FROM JAPAN - NEXT MISSION TO JAPAN

WORLD CLASS MANUFACTURING IN SEPTEMBER



CALL FOR APPLICATIONS

WCM is a 5-day training mission in Japan for EU manufacturing company managers.

Moving from November, the 2016 second session of the successful World Class Manufacturing (WCM) mission will be held this time in September.

Training Dates: 12-16 September 2016
Application deadline: 12 May 2016

The mission in Japan consists of:

- In-depth analysis of Japanese manufacturing methodology
- Lectures, seminars and panel discussions, presented by experts from Japanese industry
- Company and factory floor (Gemba) visits
- Preparation and post-visit reviews

No tuition fee for SMEs and the European Commission provides a € 600 grant to participants from EU SMEs.

➔ <http://www.eu-japan.eu/events/world-class-manufacturing>



By **TOM COLLINS**, Manufacturing Engineer, Smithstown Light Engineering, Ireland.
WCM 2015 participant ➔ <http://www.sle.ie>

"I found the WCM program to be hugely beneficial to further my understanding of LEAN manufacturing systems. From the lectures, workshops and company visits, it was clear that KAIZEN in particular, is not just an industrial thought process but a culture in Japan.

This course highlighted the importance of our employees to share the same vision and understanding in our application of lean systems for greater overall success throughout the company. Upon returning from Japan I have initiated multiple continuous improvement projects in Smithstown Light Engineering with great success.

This learning experience provided by the EU-Japan Centre has not only reinforced my lean manufacturing skillset but also changed my vision and thought process as to the method of implementing KAIZEN movements going forward. KAIZEN to me now is not just a tool used for cost reduction and efficiency but a communal effort to improve processes which benefit all involved from the bottom up."

CALL FOR APPLICATIONS - MINERVA FELLOWSHIP

The "MINERVA" EU-Japan Fellowship is a 6 month in-house fellowship scheme in Japan, targeting EU and Japanese academics, trade / economic analysts and civil servants.

The scheme is designed to support the Centre's policy analysis of EU-Japan economic and industrial issues. Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as to support the daily analytical activities of the Centre.

- The 1st 2016 slot will start on 1 April and last 6 months.
- The 2nd 2016 slot will be launched in May/June.

MINERVA
EU-JAPAN FELLOWSHIP

Deadline to apply: 15 July
Fellowship: €2000 / month
Location: Tokyo, Japan

For more info contact: minerva@eu-japan.gr.jp

➔ <http://www.eu-japan.eu/events/minerva-fellowship-programme>



By **SONIA PUPAZA**, Visiting fellow

"The MINERVA Fellowship Programme was a unique opportunity to deepen my understanding of the Japanese market by meeting local producers, visiting international exhibitions, organised in Tokyo and attending

various seminars. I also had the opportunity to have casual conversations with Japanese consumers and identify their buying behaviour, visit numerous interior shops, home centres and study the marketed European products. All related knowledge was concluded in a report of a great value for European companies within the Ceramic Industry and not only, as part of information can be extrapolated to other fields."

NEXT MISSIONS TO JAPAN - **EXHIBIT IN JAPAN**

BIOTECH - ICT - NANOTECH CLUSTER AND SME SUPPORT MISSIONS

- Are you working in an EU company or cluster that is operating in the biotech, ICT or nanotech sectors?
- Is your company planning to access the Japanese market or aiming further expansion in Japan?
- Would you like to have the opportunity to exhibit in a sectorial trade fair and meet potential Japanese partners and clients?

If you replied **YES** to the above questions then the EU-Japan Centre managed sectoral mission to Japan for EU clusters and companies is what you are looking for!



Since 2012 the EU-Japan Centre has been organising matchmaking missions to Japan for EU Clusters and companies working in the following sectors: Biotech / ICT / Nanotech.

The missions last 5 days and are composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcase and networking events to maximize opportunities for the EU participants. In addition, the missions provide EU clusters the opportunity to benchmark with the Japanese ones during a dedicated cluster session.

BIOTECH - MISSION DATES:
10-14 October 2016

Application deadline:
Thursday, 9 June 2016

 <http://www.eu-japan.eu/events/biotech-cluster-sme-mission>

ICT - MISSION DATES:
14-18 November 2016

Application deadline:
Thursday, 30 June 2016

 <http://www.eu-japan.eu/events/ict-cluster-sme-mission>

NANOTECH - MISSION DATES:
13-17 February 2017

Application deadline:
Thursday, 27 October 2016

 <http://www.eu-japan.eu/events/nanotech-cluster-sme-mission>

MARKET ENTRY PLAN SUPPORT - KEYS TO JAPAN

- Are you considering marketing a product or service in Japan?
- Do you need a tailor made Market Entry Plan?



“**KEYS TO JAPAN**” is a competition for European SMEs considering marketing a product or service in Japan. The 3 winners are awarded a detailed and personalised market entry, the cost of which will be covered by the EU-Japan Centre. Each plan is worth €10,000 and will be prepared by JMEC (<http://www.jmec.gr.jp>).

Out of the 3 market entry plans offered each year, 1 is reserved for products or services covering end-user applications or receiver technology using Global Navigation Satellite Systems (GNSS).

The other 2 plans can be for any relevant industrial or consumer product or service. Who is eligible to apply? Applicants must be EU / COSME citizens working in a management position for a European / COSME SME headquartered in the EU /COSME countries.

The next call will be launched in June 2016.

Application deadline: 31 July 2016

 <http://www.eu-japan.eu/market-entry-business-plan-support-keys-japan>



By **MARKUS HAAS**, Sales Director
Plastics Asia & Americas, Herrmann
Ultraschalltechnik GmbH & Co. KG,
Germany,
➔ <http://www.herrmannultraschall.com>

“Since the participation to the
H RTP programme in 2009 ([http://](http://www.eu-japan.eu/events/hrtp-)
www.eu-japan.eu/events/hrtp-

[human-resources-training-programme-japan-industry-insight](http://www.eu-japan.eu/events/hrtp-human-resources-training-programme-japan-industry-insight)), I was convinced that Herrmann
Ultraschall needed to open Herrmann Japan with
sales and services in Japan, to be more successful in
this attractive market.

In April 2015 we registered Herrmann Japan with a
team of six people.

With its various support services, the EU-Japan
Centre has been a good source to get additional
impulses. This is how last year I learned about the
programme Keys to Japan.

Thanks to this support, 6 months later, I was able to
meet in Tokyo a group of highly motivated people
organised by JMEC enlarging our market knowledge.
It was a great opportunity to get an outsiders view
on our business that will help us to better understand
the customers' needs.”

HOST A JAPANESE STUDENT - VULCANUS IN EUROPE

Through this scheme, every year, EU companies and research centres can host Japanese trainees for an 8-month internship in the EU from August onwards. The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields.

Thanks to a 4-month intensive language course before the placement, the trainees are able to communicate in the EU company's language. By welcoming a trainee, the main benefits for the Host Companies are a valuable addition to their R&D workforce and an insight

into Japanese culture, which is extremely useful for conducting successful business with Japan. More information for session 2017 will be available online, starting from May.

Application deadline scheduled for September 2016.

➔ <http://www.eu-japan.eu/events/vulcanus-europe-training-programme-japanese-students>

“GOOD FOUNDATION FOR FURTHER GROWTH TOGETHER” VULCANUS IN EUROPE HOST COMPANY TESTIMONIAL



By **CRISTINA CRISTALLI**, Research for Innovation Director, AEA Loccioni, Italy.

➔ <http://www.loccioni.com>

“The Vulcanus Programme is giving the Loccioni Group the opportunity to host a Japanese student, Kenta, in their Research for Innovation lab. It has not been the first experience for us and also this time it has been an important one. The experience has proven to be very positive and challenging in terms

of technical objectives to reach and cultural diversity to overcome. Due to the attitude of the student in terms of openness and curiosity, he has been involved in different activities, not only the technical ones. The results has been very good. It is always amazing to see that in a very short period of time they are able to speak Italian and communicate in an easy way.

Kenta was able in this period to share information with different groups inside the Loccioni Group, so his integration in Loccioni is now very deep and wide. This is very important and for sure will be a good foundation for further growth together!”

GRADUATION CEREMONY VULCANUS IN EUROPE



The Vulcanus in Europe programme brings Japanese engineering students to Europe, to build up a pool of future executives well-placed to develop business relations between the EU and Japan.

The 20th graduation ceremony of Vulcanus in Europe was held on 21 March in Brussels, and marked the end of the 2015-2016 programme.

20 Japanese students have been trainees in EU companies, bringing their know-how and Japanese culture, and familiarizing themselves with European business culture and the EU's economic structure and institutions.

MID-TERM PRESENTATION VULCANUS IN JAPAN



A lovely shot of our Vulcanus in Japan students at the mid-term presentation which took place on Friday, 11 March 2016 at the premises of the European Delegation in Japan.

Through Vulcanus in Japan, every year about 50 EU/Cosme students benefit of a one-year stay in Japan, learning the language and having an industrial placement at a Japanese company.

Undoubtedly a great experience.

VULCANUS IN EUROPE ➔ <http://www.eu-japan.eu/vulcanus-europe>

VULCANUS IN JAPAN ➔ <http://www.eu-japan.eu/events/vulcanus-japan-training-programme-eu-cosme-students>



PRACTICAL INFORMATION ON JAPAN

DO NOT MISS THE OPPORTUNITY TO GET ACCESS TO JAPAN RELATED INFO

With www.eubusinessinjapan.eu website, EU companies wishing to do business in Japan will be able to get access to a lot of practical information on how to do business with Japan.

The Centre published on the website a wide variety of webpages, expert reports and e-learning resources, and regularly organises 2-3 webinars per months covering Japan-related operational matters, industrial sectors and cultural aspects to assist EU companies in seizing opportunities in the Japanese market.

Feel free to register on: ➔ <http://www.eubusinessinjapan.eu/user/register>

webinar

Each month the EU Japan Centre organises webinars designed to improve EU companies' knowledge of conducting business in Japan.

The forthcoming webinars (and related report) release are:

- 12 April - Japan as a hub for the Asian market for European companies
- 14 April - Toy industry in Japan
- 19 April - Japan tax and public procurement helpdesk
- 21 April - E-learning/online language-learning market in Japan
- 10 May - Healthcare and welfare cluster mapping and Industry landscape in Japan
- 17 May - Automobile and transport cluster mapping and industry
- 24 May - Distribution channels for fast-moving consumer goods
- 31 May - Alternative vehicle technologies in Japan
- 14 June - Cultural approach to dealing with Japanese business in Japan: differences between SMEs and large companies
- 21 June - Japan's performing/visual arts sector

During these webinars, participants will have the opportunity to listen to selected experts who have agreed to share their knowledge and expertise.

Feel free to register at:

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

SPECIAL FOCUS

Recently, on the EU Business in Japan website, a new section called 'SPECIAL FOCUS' where each month information on a specific sector or a topic are presented. In last month's section information about **Aerospace and Aeronautics** that is published on the EU Business in Japan website.

➔ <http://www.eubusinessinjapan.eu/library/news/special-focus-aerospace-and-aeronautics>

LATEST UPDATES

Each month on the EU Business in Japan website we update webpages with new statistics, charts, further readings and much more!

Please find hereafter the link for last month's overview of the updated information on different **prefectures and regions in Japan**.

➔ <http://www.eubusinessinjapan.eu/library/news/latest-updates>

REPORT RELEASES

New reports are regularly released in line with experts' webinars.

- Ambient Assisted Living Market in Japan
- Contract Management Vol. 2 "Protection of Consumers' Rights"
- Cross Cultural Issues
- The Non-Life Insurance Sector in Japan
- White Biotechnology
- Tokyo 2020 Olympic Games

For members, the reports are available at:

➔ <http://www.eubusinessinjapan.eu/library/publications>



OPERATIONAL SUPPORT IN JAPAN

STEP IN JAPAN

For EU SMEs entering into or expanding within Japan, the EU-Japan Centre implemented "Step in Japan" a free logistical support and business assistance in its Tokyo office, for up to one month.

The support measures include:

- a "hot desk" in Tokyo on the Centre's premises including an internet connection and telephone
- full access to meeting and seminar facilities within the Centre's premises
- a help desk for all information inquiries on business in Japan
- assistance with using the Enterprise Europe Network service while in Japan.

For more info contact: StepInJapan@eu-japan.gr.jp

➔ <http://www.eu-japan.eu/logistical-support-step-japan>



NEW EUROPEAN STRATEGIC CLUSTER PARTNERSHIPS

On 8 March 2016, the new European Strategic Cluster Partnerships - Going International (ESCP-4i) was launched as well as the revamped European Cluster Collaboration Platform to a large European and international community of cluster organisations and stakeholders.



The platform offers a new design, with modern interactive features and support services for international cluster collaboration. The new support services for clusters' internationalisation include:

- Mapping of cluster organisations, based on new profiles related to internationalisation
- Opportunities to connect and initiate collaboration in high level events in Europe and beyond – through matchmaking events for clusters and SMEs
- A forum for cluster organisations to discuss/offer/demand/exchange opportunities for cluster cooperation
- Key information on priority third countries helping clusters and SMEs internationalise
- A home for the new European Strategic Cluster Partnerships – Go International, launched in Brussels.

STRATEGIC CLUSTER PARTNERSHIP PROJECTS TARGETING JAPAN

8 Strategic Cluster Partnership projects are targeting Japan gathering in total 33 clusters whose have all together in their network more than 8000 SMEs.

The sectors covered by these 8 projects are:

1. Advanced packaging – related industries: food, nanotechnology, plasmatechnology, new materials, plastic
2. Aerospace – related industries: green aviation
3. Healthcare, life sciences - related industries: biotech, medical technologies, in-vitro iag, ICT, nanotech, micro-technologies, advanced materials
4. EU4SPORTS Clusters Alliance (sport – related industries: tourism, health, food and nutrition, IT, construction, textile)
5. Micro/nano-electronics, semiconductors – related industries: automotive, energy, aerospace, medical, smart industry, communication, smart cities
6. Bioeconomy and bio-based innovation – related industries: agro, chemistry, forestry, waste
7. Food, packaging, photonics – related industries: food production, environment
8. Green materials, clean tech – related industries: advanced packaging, environment, energy, mobility

All cluster managers are kindly invited to register on the new platform. ➔ <http://www.clustercollaboration.eu>



SME INTERNATIONALISATION PORTAL

The revamped SME portal from the European Commission is an initiative to help European companies seeking to do business with countries outside the EU by providing practical help, namely:

- names & contact details for support service providers (e.g. national agencies, local chambers of commerce, etc) who can help firms start doing business with the country they are targeting.
- information on the services they offer.
- links to other EU-backed sources of help/advice.

Source: European Commission ➔ <https://ec.europa.eu/growth/tools-databases/smeip/>

JAPAN LIFTS THE BAN ON IMPORTS OF DANISH BEEF

As from 2 February 2016, Japan has lifted its long-term ban on Danish beef based on an alleged risk of Bovine Spongiform Encephalopathy (BSE). The decision on products from Denmark follows an earlier opening of the Japanese market to beef products from France, Ireland, the Netherlands and Poland.

Source: European Commission

➔ <http://trade.ec.europa.eu/doclib/press/index.cfm?id=1451>

CONFERRAL OF THE GRAND CORDON OF THE ORDER OF THE RISING SUN UPON MR VAN ROMPUY

On January 25, Mr. Herman Van Rompuy, former President of the European Council and Prime Minister of Belgium, was conferred the “Grand Cordon of the Order of the Rising Sun” by H.E. Keiichi Katakami – Ambassador of the Mission of Japan to the EU – at the Ambassador’s official residence. Ambassador Katakami thanked Mr Van Rompuy for his considerable contributions to the strengthening of Japan-EU relations over the course of his eminently successful career in EU politics.

During his tenure as the first President of the European Council from 2009-2014, Mr. Van Rompuy participated four times in the Japan-EU summit. At each summit, Mr. Van Rompuy consistently called for closer political and economic relations between Japan and the EU. Mr. Van Rompuy’s commitment to Japan-EU relations is further demonstrated by the launch of the Japan-EU EPA/SPA negotiations which took place during his presidency of the European Council. Mr. Van Rompuy has also made a significant contribution to the promotion and understanding of Japanese culture in Belgium, Europe and elsewhere through his use of haiku poetry at political engagements.



In recognition of his efforts and for his fondness of Japanese culture, Mr. Van Rompuy was designated both “Haiku Ambassador for the Japan-EU Relationship” and “Friendship Ambassador for the 150 Years of Friendship between Japan and Belgium”.

Ambassador Katakami concluded the ceremony by expressing his belief that this conferral represented a new chapter in Mr. Van Rompuy’s relationship with Japan that will be even more bright, strong and persistent.

In his acceptance speech, Mr. Van Rompuy highlighted the growing importance of the Japan-EU relationship in an era of increasing global instability, and called for the deepening of ties between the two regions.

Mr. Van Rompuy ended his speech with a specially-written haiku summarizing the Japan-EU relationship:

***Friendship miracle
A rising sun, shining stars
In the same blue sky***

Source: Mission of Japan to the European Union

MEETING BETWEEN MINISTER HIROSHI HASE AND COMMISSIONER TIBOR NAVRACSICS

Mr. Hiroshi Hase, Japanese Minister for Education, Culture, Sports, Science and Technology visited Brussels on December 9th and held a meeting with Dr. Tibor Navracsics, Commissioner for Education, Culture, Youth and Sports at the Berlaymont together with Ambassador Katakami.



Photos provided by the European Commission

During this meeting, Minister Hase introduced the “G7 Kurashiki Education Minister’s Meeting in Japan” to be held this May. He also asked for the attendance of Commissioner Navracsics and made adjustments to the agenda of this G7 Education Minister’s Meeting accordingly. They were able to have a meaningful exchange of opinions. Minister Hase also held a meeting with Ms. Stefania Giannini, Italian Minister for Education, Universities and Research and Ms. Shan Morgan, British Deputy Permanent Representative, during his round trip to Europe.

Source: Mission of Japan to the European Union

INVEST TOKYO MARKET ENTRY SEMINAR 2016 HELD SUCCESSFULLY

On 16 February, the Business Development Center Tokyo (BDCT) invited Embassies, Chamber of Commerce in Japan as well as individual start-ups to its Invest Tokyo Market Entry Seminar 2016. Hosted by Tokyo Metropolitan Government (TMG), the event had guest speakers from Embassy and specialists from consulting company as well as entrepreneurs supported by BDCT.

The Keynote speaker on the day was Mr. Chris Heffer, Director of Trade and Investment at British Embassy Tokyo and the presentation title was "Promoting Global City - Experience from London". Also attendees heard from two successful entrepreneurs from Australia, who had benefitted from BDCT's services and secondly Japanese entrepreneur touched on the appreciation for support by TOSBEC (Tokyo One-Stop Business Establishment Center) which, along with BDCT, is located in Ark Hills in Akasaka, Minato Ward. In addition to receiving information

about the benefit of expanding business or how to establish business in Tokyo, seminar guests engaged in an information Q&A session, and had an opportunity to network and meet BDCT's consultants. Created with the goal of making it easier for foreign-affiliated businesses to grow, BDCT provides a complete service for market-entry firms in Tokyo. After the successful seminar with pack of participants each BDCT's consultant is continuously assisting foreign business people asked for their support in Tokyo.

For market entry business support, feel free to contact the Business Development Center Tokyo at below link.

➔ <https://bdc-tokyo.org/en/contact/form.php>

JAPANESE COMPONENT AND MATERIAL BUYERS' EXHIBITION IN WROCLAW, POLAND

On 4-5 November 2015, JETRO in cooperation with Auto Forum Club and Polish Information & Investment Agency (PAIIZ), JETRO Warsaw Office organised in Wroclaw "Japanese Component & Material Buyers' Exhibition" – event held periodically with the aim to support Japanese affiliated companies to find local suppliers of components and materials.

The event was attended by 16 Japanese exhibitors, mainly from automotive sector, though companies representing other sectors, such as railway, shipbuilding and machinery, were also present. During 2-days event, more than 250 business meetings were set up allowing all participants to meet with new potential business partners not only from Poland, but also from other CEE countries. The event was accompanied by seminar and gala dinner during which JETRO was awarded a special prize for its achievements in promoting business relations between Japan and Poland.



WASTE MANAGEMENT MISSION OF JAPANESE ENTREPRENEURS TO CZECH REPUBLIC AND POLAND

In connection to the growing need of Eastern European countries to modernise their waste management facilities and in response to EU requirements to limit the number of landfills, on 10-13 November 2015, JETRO co-organised a mission of Japanese entrepreneurs to Czech Republic and Poland.

The mission was organised in order to examine the possibility of involvement of Japanese companies in waste management projects planned in both countries. During 4 – days visit, mission members were given the opportunity not only to visit several waste management facilities, but also to participate in seminars where they could hear directly from policy makers, local government representatives and specialists from engineering companies about their policies, projects and experience in waste-management sector, both in Poland and in Czech Republic. Seminars in Ostrava and Warsaw were accompanied by business meetings which allowed mission's participants to establish new contacts with local partners and to discuss the prospects for future cooperation.



The visit to the site of WtE plant in Poznan, where both Japanese and Polish companies are engaged in construction works, was also included in the mission schedule. As a very good example of Polish-Japanese cooperation in waste-management field, the visit to the plant encouraged the mission participants to active participation in projects planned in waste management sector in the near future.

Source: JETRO Warsaw

JETRO SUPPORTS POLISH AIRLINES LOT TO **OPEN DIRECT CONNECTION WARSAW-TOKYO**

POLISH BUSINESS MISSION TO JAPAN

In 14 January 2016, the first plane from Warsaw landed in Japan's capital after 10-hour flight. On the occasion of the first landing of LOT's Boeing Dreamliner a celebration ceremony for passengers was held at the Narita airport as well as the press conference arranged by JETRO.

The first flight from Warsaw to Tokyo was accompanied by Polish business mission to Japan headed by vice minister of Development Domagalski-Labedzki and president of Polish Information and Investment Agency PAIiZ Majman. During the mission, investment seminar for Polish companies interested in the Japanese market, seminar for Japanese companies, and B2B meetings between Polish and Japanese companies were held, giving to both sides the opportunity to establish new business relations. Mission participants also had the



opportunity to visit IBSC (Invest Japan Business Support Center) at JETRO headquarters and to hear directly from the specialists about JETRO activities promoting FDI to Japan. JETRO also organised special lecture focused on Polish railway industry and business meetings for JORSA (Japan Overseas Railway System Association) members. JETRO provided LOT with comprehensive assistance at different stages of the Warsaw-Tokyo Narita direct flight project.

LOT Polish Airlines decided to open Tokyo Narita as a first long haul destination in the past four years, and the reason was to deepen relations between Japan and Poland and to increase potential growth of mutual trade exchange. About 300 Japanese companies invested in Poland so far and many Polish companies are interested in entering the Japanese market.

Source: JETRO Warsaw

JETRO WARSAW ORGANISES **SAKE SEMINAR**



On 7 December 2015 an exclusive event introducing Japanese sake to professionals took place in Warsaw. In Western Europe sake is gaining popularity not only as a supplement to Asian dishes, but also to European cuisine, as a cocktail ingredient and versatile drink found in many flavor varieties. However sake is still barely known in Poland.

The first part of the seminar was focused on the profound lecture about sake, its production process, categories and testing tips. After general presentation, Polish importers participated in "Buyers Invitation to Japan" program implemented by JETRO talked about the most interesting food products in Japan, such as bio food and green teas.

The second part was organised in the form of exhibition by 8 Japanese sake producers and distributors combined with sake testing and business talks. The event, organised by Japan External Trade Organization JETRO, Warsaw office, was designed to provide Polish businesses with the opportunity to learn more about sake and to meet with distributors whose range of products can meet diverse business needs. The event gathered more than 100 participants: restaurant owners, cooks, bartenders, sommeliers, journalists and other professionals.

Source: JETRO Warsaw

DLR AND JAXA STRENGTHEN COOPERATION

On 25 February 2016, the German Aerospace Center (Deutsches Zentrum fuer Luft- und Raumfahrt; DLR <http://www.dlr.de/dlr/en/>) and the Japan Aerospace Exploration Agency (JAXA) have signed an "Inter Agency Arrangement between DLR and JAXA for Strategic Partnership" at the German Embassy in Tokyo, Japan. With this arrangement, both partners intend to jointly undertake the new role of space agencies and significantly contribute to the advancement of the world's space development.

The main goals of the Arrangement are:

- the development and utilisation of aerospace technologies to provide solutions to global societal challenges
- develop substantial joint work on research and development projects and missions
- the development of synergies in German-Japanese cooperation, thereby strengthening the competitiveness of both countries

➔ http://global.jaxa.jp/press/2016/02/20160225_dlr.html

TECHNICAL CERAMICS IN JAPAN

LAUNCH OF “HIGHLY FUNCTIONAL CERAMICS EXPO” - 1ST CERAMICS JAPAN 6-8 APRIL 2016, TOKYO, JAPAN

The technical ceramic market in Asia-Pacific is the biggest market for advanced ceramics in the world with a steady increase in the demand particularly for monolithic ceramics, ceramic matrix composites and ceramic coatings. The medical industry is projected to be the fastest-growing application sector, followed by military & defense. Japan is the second largest technical ceramics consumer in the area, after China.

In this regard, this year in April a new B2B trade show will be launched in Japan: “1st CERAMICS JAPAN – Highly-functional Ceramics Expo” (<http://www.ceramics-japan.jp/en>) at Tokyo Big Sight Expo. The show will be held under the “Highly-functional Material World 2016” (<http://www.material-expo.jp/en>) which consists of four specialised shows: 7th Film Tech JAPAN, 5th PLASTIC JAPAN, 3rd METAL JAPAN and 1st CERAMICS JAPAN, providing also a business platform for advanced ceramics professionals who seek new business opportunities in Japan and Asia. Two other concurrent shows are being held at the venue at the same time: 26th FINETECH JAPAN - Flat Panel Display Technology Expo and 16th Int'l Laser & Photonics Expo (Photonix 2016).

The Japan Fine Ceramics Association was invited as co-organiser for the show.

This event will be the first exhibition to gather various kinds of highly-functional materials for a wide variety of advanced industry sectors, such as automobile, Smartphone/tablet, renewable energy, aircraft, medical equipment, etc. A second edition will follow in October in Osaka.

The list of exhibitors participating in the 1st CERAMICS JAPAN section includes 140 companies, and together with its concurrent shows there will be 1.350* companies from around the world (*including co-exhibitors). Exhibits are expected to range from highly-functional ceramics, material, ceramics coating, forming/

bonding technology, inspection/analysis/testing equipment to contract service. During the show, 70,000** professionals (**including concurrent shows) from various fields (IT, semiconductor, home appliances, automobile, medical device, manufacturing equipment, renewable energy, aerospace, ceramics processing, etc.) are expected to attend.

This exhibition could be a good opportunity for European companies looking to tap into Japan/Asia advance ceramic market. For pre-registered visitors the entrance is free of charge, the registration can be made at the site below.



<https://contact.reedexpo.co.jp/expo/FPDK/?lg=en&tp=inv&ec=CERA>

WIRELESS TECHNOLOGY PARK

WTP2016
WIRELESS TECHNOLOGY PARK 2016**SPECIAL 5G PROGRAMS & INTERNATIONAL SUPPORT- 25-27 MAY 2016, TOKYO, JAPAN**

5G, the Fifth Generation Mobile Communication System, has been in the spotlight these years in the world, and it is also considered as one of the key technologies in an ultra-advanced information society after 2020. Wireless Technology Park (WTP), as a sole event focused on wireless communications technologies in Japan, corresponds to such trends with specially programmed exhibition and seminars where the present and the future of 5G can be found.

The largest-scaled ones will be the pavilion and seminar under “5G Tokyo Bay Summit® 2016,” in which telecom operators and manufacturers from inside and outside Japan will present their latest research results and trends of 5G. We are also expecting 5GMF session introducing the updates and reports on research and promotional activities of 5G in Japan. (English-Japanese simultaneous interpretation will be provided in “5G Tokyo Bay Summit® 2016” session.)

In addition, the WTP International Day is planned on 26 May, when explanations at the major booths will be available in English. Furthermore, the organisers will support BtoB matching throughout the period by helping visitors from overseas find new business partners, sales market, and/or latest technologies and products in Japan. Organisers are also happy to introduce the contact person of their exhibitors at visitors’ request. Visitors in need of support, may consult the organisers by e-mail in advance to their visit.

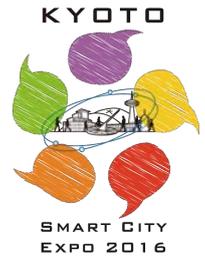
The online advanced registration started from 7 March. Further information, such as exhibitors’ list and programs of seminars, will be released on the website accordingly. For any inquiry, consultation and support feel free to contact Ms Sawada/Ms Kamimura in WTP Secretariat at: wtp-staff@nict.go.jp.

➡ <https://www.wt-park.com/eng/index.html>

KYOTO SMART CITY EXPO 2016

REGIONS AND INDUSTRIES CREATING A SUSTAINABLE AND LIVEABLE FUTURE

1-3 JUNE 2016, KYOTO-KEIHANNA, JAPAN



The Kyoto Smart City Expo (<http://expo.smartcity.kyoto/e/>) will be held on 1-3 June this year in Kyoto, Japan.

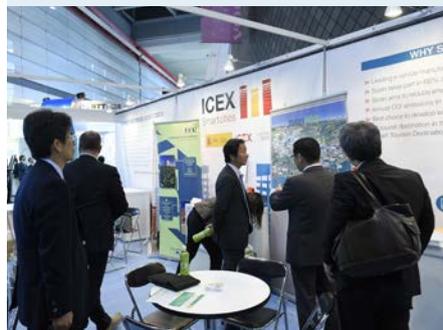
Kyoto is a city which offers a lifestyle in which both rich a history and culture are still alive; the city is also home to the Kansai Science City, where state-of-the-art research and technology are brought together. This makes Kyoto a city capable of leading the world in the field of Smart Cities. The participation in the cutting edge Smart City projects of cities around the world will serve as an excellent opportunity for Kyoto/Keihanna to co-create and promote Smart Cities while contributing to the realisation of a sustainable society.

The organisers gained the result below through “Kyoto Smart City Expo 2015” which was held in May last year.

- 8,280 attendees (total). 428 participants from 25 countries contributed to international business and academic exchange.
- 115 corporations and organisations exhibited at the first Smart City Messe in Keihanna.
- Established a style focusing on business exchange, including corporate exhibitions, business meetings, and business seminars.
- 20 corporations and local government organisations from both Japan and overseas participated in confirming the establishment of a Smart City Global Network (<http://global-network.smartcity.kyoto/index-en.html>), initiating international exchange and cooperation.

In the third edition of “Kyoto Smart City Expo 2016”, to contribute to a sustainable society by reviewing the results of “Kyoto Smart City Expo” up to now, and joining with the “Smart City Expo World Congress” developed by Barcelona, Spain. The organisers built and generate Smart City from Keihanna, Kyoto, to join in the expanding Smart City market, as well as promoting the creation of new markets through forming a network to interact with regions all over the world, business, and technology.

Same as last edition, there will be company exhibitions and “Smart City seminars” and “Keihanna lab trip” which is visiting Kansai Science City (http://kri-p.jp/english/index.html#top_introduce) like a huge exhibition hall.



As a new program, “Next Generation Smart Challenge” which provides young researchers leading the next generation with an opportunity of proposing commercialisation ideas about smart city, and gives birth of global venture companies will take place. About 10,000 visitors are expected to attend the event.

In this Expo, the organisers wish to exhibit how Smart City can create new businesses and suggest solutions for urgent topics humans must face by improving people’s lives, keeping the society safe, and maintain the sustainable growth in economy and society through international symposium and group exhibitions.

There are 2 strong points for attending Kyoto Smart City Expo 2016.

1. 10,000 key-persons from Japan and overseas gathering in Kyoto/Keihanna.
 - Attended not only by companies, but also by national and local government project leaders and researchers.
 - Exhibition of various types of industries related to environment, energy, ICT, health, and food, culture and education etc.
2. Providing an opportunity to carry out worldwide business matching.
 - 95% of visitors and exhibitors answered by “we had important results” and “we had results” in last edition.

Visit Kyoto Smart City Expo 2016 official website to see details about commemoration speech and keynote speech, exhibitor companies, and other information.

FRANKFURT'S MAYOR PETER FELDMANN'S VISIT TO YOKOHAMA

From January 11 till 13, 2016, the Lord Mayor of Frankfurt, Peter Feldmann, visited Yokohama for the first time. Mayor Feldmann was accompanied by Stephan Siegler, chairman of Frankfurt's City Parliament, Vice Mayor Markus Frank, and representatives from the areas of economy, culture, tourism and education. Frankfurt and Yokohama celebrate the fifth anniversary of their city partnership this year.

On Monday 11 January, the delegation was welcomed with a reception held by the Japanese-German Association of Yokohama and the Yokohama-Frankfurt Friendship Committee. Yokohama city councillors and former participants in citizen exchange trips were also in attendance. On the 12 January, Mayor Feldmann spoke to the City Council of Yokohama.

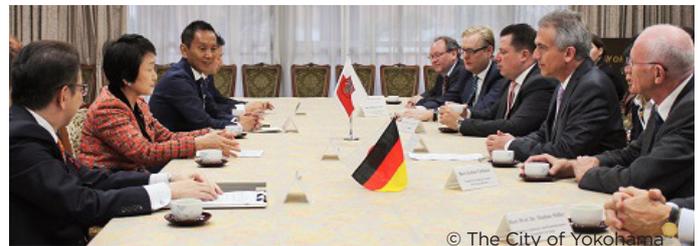
In a personal meeting with Mayor Fumiko Hayashi, both mayors once more recognised the points Frankfurt and Yokohama have in common. Both cities are growing fast, and are magnets for companies and new inhabitants. Both cities are facing challenges in the fields of child care, infrastructure, and demographic change. During a visit to Shin-Yokohama Ramen Museum, the delegation got to experience Japanese food culture. A restaurant from Frankfurt, "MUKU", is exhibiting at Shin-Yokohama Ramen Museum, and is a rather unique example for business relations between the two cities.

On the 13 January, Mayor Peter Feldmann, the president of Frankfurt's Chamber of Commerce and Industry Prof. Dr. Mathias Müller, and the president of FrankfurtRheinMain GmbH Marketing of the Region Eric Menges introduced the business location Frankfurt to Japanese companies. One example for a company that is enjoying success in both Frankfurt and Yokohama is Continental. Christoph Hagedorn, president of Continental Automotive Japan, spoke about manufacturing in the region and about the latest trends in the field, e.g. smart driving systems



▲ Mayor Feldmann and Mayor Hayashi © Vincenzo Mancuso

Another field the Frankfurt delegation was interested in was education. The delegation from Frankfurt visited Minato Sohgo High School and Yokohama City University. Frankfurt's Schule am Ried, a comprehensive middle and high school whose headmaster Christof Gans was part of the delegation, is planning a students' exchange with Minato Sohgo High School. Yokohama City University also hopes to start an exchange with universities in Frankfurt.



© The City of Yokohama

Source: The City of Yokohama Frankfurt Representative Office

JETRO HAS PUBLISHED ITS VERY FIRST INVEST JAPAN REPORT

This is a comprehensive report on the attractiveness of the Japanese market and activities and perceptions of foreign affiliates in Japan. It also introduces the situation of foreign direct investment in Japan, trends on policies related to investment promotion and improvement of business environment, as well as JETRO's activities to promote foreign direct investment. This is the first publication. Source: JETRO

➔ <https://www.jetro.go.jp/en/invest/newsroom/2016/3f90d59124f96374.html>

RESULTS OF JETRO'S FY2015 SURVEY ON THE INTERNATIONAL OPERATIONS OF JAPANESE FIRMS

From November 2015 through January 2016, the Japan External Trade Organization (JETRO) conducted a survey of Japanese firms using JETRO's services to gauge their interest in business overseas.

It covers topics including trade-related efforts, overseas and domestic business development policies, business in China, the utilization of free trade agreements (FTAs), management localization in overseas offices and the use of overseas personnel and so on.

Below is a summary of some of the observed results.

- Motivation to expand exports highest in five years
- Intention to expand business overseas still high but reaching point of saturation. Majority of companies intend to expand domestic business for two consecutive years.
- Motivation to expand business grows in US, Vietnam, Western Europe and India
- Nearly half of companies sense need for management localization in overseas offices
- Approximately 40% of companies employ foreign personnel

The full report is available on ➔ <https://www.jetro.go.jp/en/news/releases/2016/eee841a74234a004.html>

EIG CONCERT-JAPAN 3RD JOINT CALL FOOD CROPS AND BIOMASS PRODUCTION TECHNOLOGIES

The European Interest Group (EIG) CONCERT-Japan is pleased to inform that its 3rd Joint Call on Food Crops and Biomass Production Technologies was launched on the 10 February and will be open until the 28 April 2016.



The EIG CONCERT-Japan is an international joint initiative to support and enhance science, technology and innovation cooperation between European countries and Japan. CONCERT-Japan began as an ERA-NET project funded by the 7th EU Framework Program for Research and Technological Development (FP7) from 2011 to 2014. It is now in its second phase, as an independent activity of the European Interest Group (EIG) for Japan.

The overall aim of this call is to support scientific research to further the understanding of the various phenotypes of useful crops and biomass (including also algae biomass) plant species under a variety of environmental conditions towards improved yield and quality/functionality of those species.

Research projects with an innovative dimension will be funded for a period of 3 years. Each project consortium applying for this Joint Call should consist of at least 3 partners: one from Japan and two from two different countries participating in the call. The call will be funded by the budget allocated by each participating national/regional funding organisation. Therefore, they reserve the right to apply their own funding regulations.

Funding Organisations participating in the Joint Call: Japan: JST, France: CNRS, Germany: BMBF, Spain: MINECO, Turkey: TUBITAK

Researchers/research teams from European countries that do not participate in the EIG CONCERT-Japan Joint Call may participate as additional partners in a project if they can prove that they have secured funding from other sources that allows them to fulfil their obligations within the consortium.

➔ <http://concert-japan.eu>

CLOUT SMART CITY PLATFORM INTERCONNECTING EUROPEAN AND JAPANESE CITIES

The ClouT project was officially launched on the 1 April 2013, funded by the European Commission and the National Institute of Information and Communications Technology (NICT) in Japan. ClouT, which stands for “Cloud of Things”, is providing infrastructure, services, tools and applications that will be used by municipalities, citizens, service developers and application integrators to create, deploy and manage smart city applications that take advantage of the latest advances in Internet of Things (IoT) and Cloud computing.

The project aims at providing a reference Cloud + IoT architecture and developing its instances to be deployed in 4 pilot cities: Santander, Genova, Fujisawa and Mitaka.

The ClouT project, coordinated by CEA and NTT East, is bringing together prestigious companies such as ST Microelectronics, Engineering Ingegneria Informatica SpA, Panasonic, NTT R&D, and academic institutes such as: CEA, University of Cantabria, Keio University and National Institute of Informatics, which have been strongly committed to bring this first EU-Japan initiative to a success.

The ClouT project has started its intercontinental field trial since mid-February 2016 in the 4 pilot cities simultaneously: Cities are feeding the ClouT platform with their respective city data collected from various heterogeneous data sources such as sensors, web sites, legacy devices and citizens.

As a result, the ClouT platform will provide smart city indicators for better citizens' quality of life such as the number of smiling citizens happy to live in their city, current use of public transport facilities including bikes sharing services and levels of pollution (air, noise).



Each city status is now displayed in real-time through both web and mobile dashboards, as well as in physical public spaces such as Fujisawa City Hall and Santander Tourism Office.

Citizens were welcomed to participate to the friendly competition between the 4 pilot cities until end of March 2016! Coupons were offered by local shops.

➔ <http://clout-project.eu>

BRUSSELS DAYS 2016

16-19 MAY 2016, TOKYO, JAPAN

Tokyo has been selected to host the 11th edition of the “Brussels Days”. From the 16 to 19 of May, a delegation of business leaders and executives operating within Brussels’ Creative Industries will visit the Japanese capital to strengthen the economic and commercial bonds and to forge new business ties between Tokyo and Brussels. Mr Rudi Vervoort, Minister-President of the Government of the Brussels-Capital Region and Ms Cécile Jodogne, Secretary of State in charge of Foreign Trade & Investment for the Brussels-Capital Region, will lead the delegation.

“Brussels Days 2016” is jointly organised by Brussels Invest & Export, Brussels International and Visit.Brussels, all three responsible for promoting the region internationally.

As this year marks both the 150th anniversary of diplomatic relations between Japan and Belgium and the reinstatement of direct flights between Tokyo and Brussels, the Japanese capital was an obvious choice for this year’s edition of the “Brussels Days”. The event, to take place throughout Tokyo, consists of four days of visits, B2B meetings, networking sessions, cultural activities, product presentations and political meetings.

Next to their economic activities and their contributions to Brussels’ employment policy, Brussels’ Creative Industries already generate a thriving climate for their cultural richness and diversity. High standards, impeccable discipline and a keen eye for detail within this sector make both Brussels and Tokyo internationally renowned

for fashion, design, architecture and other disciplines in the industry. With its flourishing creative industry, Tokyo is recognised as one of the world’s creative capitals. “Brussels Days 2016” aims to strengthen the ties between these two creative cities.

“Brussels Days 2016” will provide participating companies with networking opportunities at the highest level. If your company is active in the creative industries and you wish to further develop your business, join us in “Brussels Days 2016”.

- ➔ <http://www.invest-export.irisnet.be/en/japon-brussels-days-2016>
- ➔ <http://www.brusselsinternational.be/en>
- ➔ <http://visitbrussels.be>

150 YEARS FRIENDSHIP BETWEEN BELGIUM & JAPAN

Belgium and Japan established diplomatic relations in 1866, with the signature of their first Treaty of Amity, Commerce and Navigation. In 2016, the two countries celebrate 150 years of diplomatic relations and friendship. Both countries agreed they would take the opportunity presented by the 150th anniversary to underscore the many things that they have in common, to strengthen the ties of friendship, and to encourage cultural and other exchange.



▲ Opening ceremony in Japan, in presence of the Secretary-General of the Belgian Foreign Service, Dirk Achten, and the Japanese Deputy Minister for Foreign Affairs, Yoji Muto, here together with Ambassador Gunther Sleeuwagen. ©JT-YoshiakiMiura

Throughout 2016, cultural, academic and social events will commemorate 150 years of friendship between Japan and Belgium. Interested private companies can contribute and be associated to the anniversary by becoming a sponsor

See the link for more information on events planned in Japan.

- ➔ <http://www.belgiumjapan150.jp>

NEDO AND ENEA SIGNED A MOU

NEDO Executive Director, Munehiko Tsuchiya, and ENEA Commissioner, Federico Testa, signed on the 24 February at the ENEA Headquarters in Rome a Memorandum of Understanding (MoU) concerning a joint implementation of an international demonstration project of voltage source converter for high voltage direct current system in Italy.

The meeting was attended by His Excellency Kazuyoshi Umemoto, Ambassador of Japan to the Republic

of Italy and by Teresa Bellanova, Deputy Minister of the Italian Ministry of economic development.

The demonstration project was hosted at the ENEA Casaccia Research centre and aims to contribute to increasing energy efficiency and environmental sustainability by accelerating knowledge development and technology transfer, in a framework of full coherence with the EU SET Plan strategy.

Source ENEA



- <http://www.enea.it/en/news/energy-nedo-enea-meeting-signature-of-bilateral-memorandum-of-understanding>

PUTTING INDUSTRY 4.0 INTO PRACTICE

10TH GERMAN-JAPANESE ECONOMIC FORUM

27 APRIL 2016, HANNOVER, GERMANY

For high-tech manufacturing nations like Germany and Japan, "Industry 4.0" has become an issue of future-defining importance. It brings new challenges, opportunities and business potentials in nearly all industrial sectors.

The German-Japanese Economic Forum highlights "Industry 4.0" also this year. Under the patronage of the German Ministry of Economy, the forum will celebrate its 10th anniversary on 27th April 2016 at Hannover Messe in the Global Business & Markets forum in hall 3. The forum is organized by Deutsche Messe in cooperation with ECOS Consult and the German Commercial and Industrial Chamber in Japan.

State Secretary Uwe Beckmeyer of the German Ministry of Economy and Technology (BMW) will open the forum with a keynote.

Informative contributions on practical implementation of "Industry 4.0", data security and effects on the working environment are expected by Siemens, PricewaterhouseCoopers, SEW-EURODRIVE, Mitsubishi Electric, YASKAWA, Ernst&Young and others.

After the panel discussion at the end of the forum all participants have the possibility for personal talks at a reception.

Visitors can also apply for a guided tour organised by Deutsche Messe prior to the forum.

Please mark the date in your calendar:

Hannover Messe, Hannover, Germany
Wednesday, 27th April 2016
10:30-12:30 / 11:00 - 13:00: Guided Tours
13:30-17:45: G-J Economic Forum
18:00: Reception

➔ <http://www.ecos-consult.com/gjef2016>

INDUSTRIE 4.0 - STATUS REPORT FROM GERMANY AND POTENTIAL FOR COLLABORATION WITH JAPAN

On the 5 November 2015 the State of Bavaria - Japan Office and the Münchner Kreis held a joint German-Japanese seminar on Industrie 4.0 as the IoT-Initiative of the German government. Key representatives from industry, research and government from both Japan and Germany shared their insights and viewpoints on the 4th industrial revolution. Over 100 participants made the event a significant success.

Professor Michael Dowling of Regensburg University and Chairman of the Münchner Kreis, introduced the details of Industrie 4.0, the current status in Germany and concrete examples where Industrie 4.0 is already being applied. Following presentations from the German Embassy, Siemens Japan, Mitsubishi Electric and KMC, members of the Tokyo University METI joined the panel discussion. The Editor of Nikkei Shinbun, Waichi Sekiguchi and Prof. Dowling co-moderated the free and open exchange of opinions.



Concluding the seminar, participants could enjoy themselves at a reception with German buffet and beer. The toast was given by Prof. Picot of Munich University as former chairman of the Münchner Kreis. He questioned the possibility of changes in society regarding Industrie 4.0 looking at employment systems.

Once a year the State of Bavaria Japan Office holds a seminar on hot topics concerning the Bavarian economy, informing potential business partners of chances and possibilities for their companies in Bavaria.



<http://www.invest-in-bavaria.com/en/blog/post/industry-40-in-tokyo-expert-seminar-of-the-bavarian-representative-office-japan-and-the-muenchn-2.html>

WINES OF GERMANY OPENS NEW BRANCH IN JAPAN

From 2016, Wines of Germany will have a new representative office in Japan. Sopexa, an independent agency with long-standing wine experience, has won the international tender. Wines of Germany's representative office will be headed by Yumiko Kosugi-Matsumura, a recognised expert of the Japanese wine market. She will be supported by Loic Brunot. With modern, dry wines the new branch aims to establish a fresh image of Germany as a wine-producing country in the Japanese market.

With an export volume of 28,000 hectolitres of German wines representing a value of twelve million euros, Japan currently ranks eighth among Germany's leading wine export markets and is the second largest Asian market after China.

After a difficult decade, the Japanese wine market has recovered and also holds growth potential for wines produced in Germany. In addition, wine is getting ever more popular with Japanese consumers, as the increase in per-capita consumption shows, which has reached a new peak with 2.9 litres annually.

Wines of Germany will take advantage of this trend next year with several events, such as a Riesling Week in specialist shops and the catering trade or presentations involving German wine producers.

Apart from that, it will strengthen its online and social media communication and intensify its cooperation with media representatives and the trade. The official opening of Wines of Germany's representative office in Tokyo started in January.

The contact details are as follows:
WINES OF GERMANY - ドイツワイン
3-12-8 3F, Ebisu, Shibuya-ku,
Tokyo 150-0013, Japan
TEL: +81 (0)3-5789-2566 -
FAX: +81 (0)3-5789-2561

email: info@winesofgermany.jp
➔ <http://www.winesofgermany.jp>

IVAM PRESENTS INNOVATIVE GERMAN NANOTECHNOLOGY IN JAPAN

At the end of January, nano tech, the world's largest trade fair for nanotechnology, took place in Tokyo. More than 48,000 international trade visitors caught up on nanotechnological products, applications and processes from all around the world at the international exhibition center.

At the German pavilion, organised by IVAM Microtechnology Network, exhibitors from Germany presented their innovations. Functional nano coatings, plasma coating systems and 3D nanoscale patterning were presented as well as innovative laser technology, high-precision pulsation-free pumps and new types of nanomaterials e.g. for transparent electronics. Furthermore, numerous nanotechnology clusters and networks like the Bavarian Cluster Nanotechnology, the network NanoCarbon and the network nanoInk presented themselves at the German pavilion.

"The German exhibitors are very satisfied with the trade fair and the quality of initial business contacts", says Dr. Thomas R. Dietrich, CEO of IVAM.

"Besides research topics, a number of specific industrial cooperations have been discussed. Many companies were able to intensify existing contacts and also make new ones. The companies are very confident that in the medium run these contacts will lead to new economic success."

Nano tech stands out due to its huge internationality. More than one third of the exhibitors do not come from Japan. The trade visitors are not only people from Japan, especially guests from the neighboring countries of Korea and China come to visit the exhibition.

"Also because of this internationality nano tech is an important exhibition for German nanotechnology companies", emphasises Dr. Dietrich.

For the exhibitors IVAM organised business meetings with Japanese companies prior to the fair trade in order to make the most of the opportunity for establishing new contacts. In the course of the forum a session with the topic "Nanotechnology - Innovations made in Germany" took place where the exhibitors had the opportunity to present new developments in German nanotechnology.

Because of the positive outcome of the fair IVAM plans to organise the German pavilion at nano tech 2017. Information concerning this will be available soon from IVAM Microtechnology Network.

➔ http://ivam.de/news/PM_nanotech16_3?lang=en

JAPANESE COMPANIES DEVELOP AN INNOVATIVE PHOTO-VOLTAIC SYSTEM FOR GREEK FERRIES

The plan involves the pilot implementation and operation of a photovoltaic unit on board the Blues Star Delos ship of Attica Group.

This innovative plan whose development by Eco Marine Power (EMP) and Kei System in Japan was initiated in 2014 is the first to be executed aboard a ship and actually opens the path for the further development of renewable energy sources in shipping.



The program is supervised by the technical team of Blue Star Ferries, while Eco Marine Power provides project management services, equipment and strategic partnerships, as well as technical consultancy services.

The results from the pilot application of the program are very promising and the company has already decided to further upgrade the system, while also examining the prospect of its expansion aboard other ships of the Attica Group. The Group aims at utilising the benefits of this particular technology, such as zero pollution, noiseless operation and low maintenance cost.

It is estimated that the energy provided will be able to cover part of the ship's needs, resulting in reduced use of its electricity generators and, in turn, in lower fuel consumption and air pollutant emissions.



Attica Group, a member of the Marfin Investment Group, is active in the sector of passenger shipping with the Superfast Ferries and the Blue Star Ferries in the Adriatic Sea, and the Hellenic Sea Lines (Cyclades, Dodecanese, Northeastern Aegean Islands and Crete). The Attica Group fleet is comprised of 13 modern and technologically advanced ships, offering high quality transportation services for passengers, cars and trucks.

Source: Embassy of Greece in Japan - Economic and Commercial Section

➔ <http://www.ecomarinepower.com/en/aquarius-wind-a-solar-power>

➔ <http://worldmaritimeneeds.com/archives/133042/blue-star-ferries-test-solar-power-system>

➔ <http://www.ecomarinepower.com/en/company-news-archive/113-eco-marine-power-completes-aquarius-mas-solar-evaluation-trials-on-blue-star-delos>

CEREMONY OF OPENING THE **DIRECT CONNECTION BETWEEN WARSAW - TOKYO/NARITA**

The first plane from Warsaw Chopin Airport landed in Tokyo on the 14th of January. LOT's Dreamliner was welcomed by celebration for passengers at the airport. The launched Narita-Warsaw service is the first-ever and sole link between Japan and Poland and it provides a greater convenience for both Japanese and European passengers.



"We have been waiting many years for this day to come. More comfortable and faster connection between Warsaw and Tokyo will contribute to the intensification of tourism but also to the growth of economic cooperation and investments between our countries. With LOT we can achieve a LOT more" said Ambassador of the Republic of Poland to Japan Cyril Kozaczewski.

Operated by LOT Polish Airlines, the flight from Tokyo to Warsaw is performed by means of the most advanced plane in the world, Boeing 787 Dreamliner and it takes only 10 hours. The winners in this will be mainly tourists and businessmen but also the students from Poland and Japan willing to participate in the program "Work and Travel" which came into force in 2015.

After the ribbon-cutting ceremony which took place in the morning, there was a gala reception at the Hotel Palace in Tokyo. Both events gathered more than 250 guests.

"We expect the new direct flight can further expand trade and investment between Poland and Japan. Since opening an office in Warsaw in 1975, JETRO has promoted economic exchange between the two countries. Last year, JETRO signed an action plan with the Polish Information and Foreign Investment Agency (PAIIZ) to further accelerate business exchange between Poland and Japan. In line with the Growth Strategy of the government of Japan, JETRO is increasingly undertaking efforts to attract foreign direct investment in Japan.

In this context, JETRO's Invest Japan Business Support Center (IBSC) supported LOT Polish Airlines' business development in Japan in relations to the direct flight.

JETRO welcomes more Polish companies to enter the Japanese market" said Shigeki Maeda, Vice President of JETRO.

On board the LOT Dreamliner's first flight to Tokyo there were the representatives of Polish administration, business and media. The head of Polish delegation, Undersecretary of State at the Ministry of Development Mr. Radosław Domagalski-Łabędzki stated that the Polish government will support Polish and Japanese businessmen willing to cooperate or invest in both countries. Already more than 300 Japanese companies are investing in Poland.

➔ http://www.tokio.msz.gov.pl/en/news/press_release___lot_s_first_dreamliner_just_touched_down_at_tokyo_narita_airport

QUALITY LITHUANIAN LINEN AND FURNITURE TO JAPANESE HOUSEHOLDS

Lithuanian products have a very special, even intimate, relationship with Japanese customers and consumers. From linen tablecloths and other interior design elements to furniture or lasers - Lithuanian products enjoy recognition and respect in Japan.

Combination of innovative mindset, high quality and natural materials granted Japanese trust towards products manufactured in a far-away country of amber, deep forests and ambitious people. 10 Lithuanian companies will showcase their home design solutions at Interior Lifestyle Tokyo 2016 Exhibition on the 1-3 of June while 6 more furniture companies are going to present their products at IFFT/Interior Lifestyle Living 2016 on the 7-9 of November. Participation in these exhibitions is extremely important for Lithuanian companies - Japan is positioned as one of priority markets for Lithuanian exporters.

Export of Lithuanian goods to Japan has expanded by 35 % last year and includes mainly lasers, furniture and textile. As a result of continuous participation in leading Interior Lifestyle exhibitions, some Lithuanian shops, selling LT-origin products, have been opened in Japan. One is even named "Little Lithuania"!

Lithuanian businesses highly appreciate Japanese recognition and trust therefore they are ready to develop existing valuable relationship and build new bridges, beneficial for both countries.

Should you wish to learn more about Lithuania and meet their most prominent companies, please visit the National Lithuanian Stands at Interior Lifestyle Exhibitions in Japan this year.



➔ <http://www.enterpriselithuania.com/en/news/news/quality-lithuanian-linen-and-furniture-to-japanese-households/268>

“BONJOUR FRANCE”, A NEW IMAGE OF FRANCE !

COME AND CELEBRATE THE FRENCH “ART DE VIVRE” ! 13 - 22 APRIL 2016

For the second year, “Bonjour France” and its partners will celebrate the strong ties between France and Japan by launching an exceptional week of happenings “à la française” in Tokyo. During 10 days, from the 13th to the 22nd of April 2016, “Bonjour France” will reveal the best of France to the Japanese audience, through a series of events around arts and culture, gastronomy, shopping and lifestyle.

“Bonjour France” gives a fresh look on France, presenting the latest innovations and exclusive new products in Japan. The legendary department store, Isetan Shinjuku, world reference for fashion and luxury, will welcome more than 100 French brands during its French week. There will also be many exceptional events like a wine tasting and food pairing event, a private viewing of a French exhibition and many more.

Source: CCI FRANCE JAPON ➔ <http://www.bonjourfrance.jp/fr/>



ESTONIAN E-RESIDENCY - JAPAN SUCCESS STORY



Estonia is a small European country, known for its innovative governance and digital solutions. In December 2014, Estonian government launched e-residency program, allowing non-residents to access Estonian smart and efficient e-services, e.g. incorporating company and access to bank accounts. Estonia also tried to attract more Japanese people to apply for e-residency to boost FDI but had difficulties due to insufficient application, language barrier and cultural differences.

In September 2015, the Estonian government organised hackathon for e-residency1- IT-competition, aimed to create innovative solutions for e-residents. Tsutomu Komori the first Japanese national to gain e-residency in Estonia in January 2015 participated in this event. He had an idea how to overcome the difficulties Estonian government faced to recruit new Japanese e-residents

This event was a good chance for him to introduce his ideas to a lot of new people and to meet the right people to do business with and even got the chance to be awarded for his ideas by the event organisers.

His idea was to launch a support service aiming at helping Japanese people to use this digital solution offered by the Estonian government. At first, with just a few local contacts, it was challenging to find good local specialists to cooperate with him neither easy to introduce the idea of e-residency to Japanese people because for a start-up it is still hard to get credit in Japan, where people tend to respect more large companies and government initiatives.

However, everything changed after his participation in the event where he shared his ideas and received a special



▲ Participants to hackathon for e-residency

award from the organisers. As soon as he got support and advice from local specialists, it became easier for Tsutomu Komori to convince Japanese people to become e-residents. This was the real start of its own business (<http://www.esparqnow.com>) related to the support he is providing. According to Tsutomu Komori, this event may also be beneficial to the Estonian government as it has brought new FDI opportunities.

Estonia has an active start up scene with many new and innovative ideas. EstBAN, the Estonian Business Angel Network, (<http://www.estban.ee>) invests into the more promising start-ups at a very early stage. It organises monthly pitching events where start-ups from any country can participate after passing a screening process. Local incubators such as Tehnopol, the Tallinn Science Park foundation (<http://www.tehnopol.ee>), support

EstBAN in organising these events. These events help start-ups network with potential investors and gain knowledge about new markets. Since Japan is one of the largest markets in the world, both EstBAN and the start-ups are extremely interested to enter into the market. Understanding the Japanese local market and having the right connections due to language barrier and cultural differences is quite challenging. So in order to increase international networking, EstBAN invites foreigners to become members. Tsutomu Komori was the first Japanese national angel investor invited in May 2015.

During the pitching event organised in May 2015, Tsutomu Komori helped EstBAN and the start-ups to gain better market insight and connections in the Japanese market.

➔ <http://garage48.org/blog/the-winner-of-garage48-e-residency-will-fasten-our-visa-application-process>

EXAMPLE OF LONG LASTING RELATIONS BETWEEN SPAIN AND JAPAN

Since a long time ago the Technology Park of Andalucía (PTA) has been working with international markets to foster the development of technological communication and cooperation networks amongst the different entities that comprise it, thereby permitting the transfer of technological knowledge and the promotion of business collaboration in an ever-more international sphere.

The Technology Park of Andalucía has an international focus that has increased in recent years. However, the PTA does not solely seek its own internationalization, but also carries out various actions directed towards companies located in the park, helping them to gain access to global markets.

The relation with Japan date back to the origin of the park itself, with the arrival of Fujitsu to Málaga in 1977, since some of the first companies to be located in the park were created by ex-workers of this Japanese company which has been the grounds for the actual industrial sector in Málaga. The company and Japanese directors of the factory insisted on the creation and participation in other companies from which emerge new companies like Ingenia (<http://www.ingenia.es/en>) and AT4 Wireless (<https://www.at4wireless.com>).



PARQUE TECNOLÓGICO DE ANDALUCÍA S.A.

As a proof of this relation, several Japanese companies have established offices within the technopolis such as Ricoh (<http://www.ricoh.es>) which inaugurated headquarter in the park in 2002, or TDK (<http://en.tdk.eu>) located in the park since 2011. In the same way, Spanish companies like AT4 Wireless or TEMEL (<http://www.temel.net>), authorised distributor of KYOCERA, are working on the Japanese market in the sectors of New Technologies and Information Technology.

Ricoh is currently celebrating its 80th anniversary. This is a milestone for a firm that, committed to innovation since its origins, has been present in Málaga's Andalucía Technology Park (PTA) since 2002.

From these headquarters its employees drive the transformation of business processes in all the industries and sectors that make up the Spanish economic fabric. Indeed, the objective of the PTA is actually to intensify the relations with Japan, on the base of a triple helix collaboration with companies, education entities and institutional organisms, focusing on mutual feeding, and for this reasons PTA invites strategic partners to contact them to develop a common strategy of growth.

➔ <http://www.pta.es>

HAMAMATSU AND BERLIN INTENSIFY THEIR PARTNERSHIP



▲ Hamamatsu representatives Yoshihiro Takiguchi and Kazuaki Toyosawa ©Messe Berlin GmbH

As a follow up of a first meeting between the Photonics Clusters of Berlin and Hamamatsu in April 2015, a Japanese delegation visited Germany in the end of November. The Hamamatsu region is well known as one of Japan's centres of the photonics industry.

Lead by Professor Yoshihiro Takiguchi, Vice President of the Graduate School for the Creation of New Photonics Industries in Hamamatsu, the group of eleven participants visited selected companies in Berlin and Brandenburg. JETRO, Hamamatsu Agency for Innovation as well as OpTecBB and Berlin Partner for Business and Technology supported that mission. One of the main interests of the delegation was to learn how a cluster works and how SME's get into a R&D-relationship.

Final highlight was the participation at the preview of the international congress and exhibition "micro photonics" in Berlin (<http://www.micro-photonics.de/en/MicroPhotonics>) Organised in the form of a two-day congress event with accompanying exhibition, it took place at the Berlin Exhibition Grounds.

The preview was a combination of specialised lectures, workshops, company presentations and networking. The main idea of the event was to introduce scientific and technological innovations to potential partners from the industry. This program was focused on the discussion of new technologies and provided insight into the application of micro-solutions in bio photonics and will be continued in 11-13 October 2016.

Source: Berlin Partner

POLISH-JAPANESE INVESTMENT SEMINAR IN TOKYO

In January, a business delegation headed by Polish deputy minister of development Radosław Domagalski visited Japan. The mission was arranged by Polish Information and Investment Agency (PAIiIZ), on the occasion of the inaugural flight of LOT Polish Airlines to Tokyo. The main highlight of the visit was the Polish-Japanese Investment Seminar held on 15 January in Tokyo.



“Japan returns to the group of the major investors in Poland” - stressed PAIiIZ president Sławomir Majman, moderator of the meeting. The seminar brought together Polish and about 120 representatives of Japanese companies.



According to Mr Majman, in Poland, next to big companies investing in the automotive or electronics sectors, there is a growing number of small and medium enterprises from Japan. “Cooperation with Japanese partners gives us a chance to increase innovations that power up Polish economy. Development of innovations is Poland’s priority.”- said deputy minister of development Radosław Domagalski.

After the official speeches, representatives of PAIiIZ and JETRO discussed investment opportunities in Poland for Japanese companies. Then, the panel discussion on investing in Polish Special Economic Zones was held with the participation of members of the boards of Legnica, Łódź, Pomerania and Wałbrzych SEZs. The meeting was completed with B2B talks widely attended by Polish and Japanese entrepreneurs.

The Polish-Japanese Investment Seminar was arranged by PAIiIZ, the Polish Embassy in Tokyo as well as Trade and Investment Promotion Section of the Polish Embassy in Tokyo, with the support of JETRO and Polish Special Economic Zones: Legnica, Łódź, Pomerania and Wałbrzych.

After the Seminar, president Majman, deputy minister Domagalski and Polish business delegation were invited by deputy president of JETRO Shigeki Maeda to visit the organisation. They also paid a visit to two institutions supporting companies entering Japan: Invest Japan Business Support Center (IBSC) and Tokyo One-Stop Business Establishment Center.



http://www.paiz.gov.pl/20160116/investment_seminar_in_japan

EMBASSY EXCHANGE PROGRAMME

Close working relationships between European embassies is a prerequisite for effectiveness and efficiency of the work of Embassy staff. Whether Embassies are working together towards a deep and wide-ranging free trade agreement with Japan or coordinating policies in the areas of security, environment and climate protection, trade or prevention of cybercrime. Knowing colleagues and counterparts at the European Delegation and at EU member state diplomatic missions is critical for efficient and effective cooperation and coordination. Hence, Ms. Yuki Saito, Deputy Economic Officer of the British Embassy in Tokyo took the opportunity and spent a day with the economic section of the German Embassy.

Her mission was to find out how it is structured, which policy priorities it has set especially in the areas of economics, trade, industry, agriculture and science and technology. Ms. Saito and her German counterpart Mr. Ansgar Sickert also held discussions with the European Business Council (EBC) to exchange views on how EU Member States and the EBC can support and strengthen the position of European companies in Japan.



The EBC is the key advocacy group of European industry and business interests in Japan. Officer exchanges offer a great opportunity for network diplomacy. Human relationships always top purely formal structures. More such exchanges between Embassies and binational Chambers of Commerce and other bilateral institutions would be beneficial for a deeper understanding of the various concerns as well as for a more effective presentation of European positions.

➔ <http://www.japan.diplo.de>

➔ <https://www.gov.uk/government/world/organisations/british-embassy-tokyo>

DANISH MARINE DELEGATION TO TOKYO

In these times of frustration in global trade, shipping and shipbuilding, we see Japan growing its share of global shipbuilding once again. Danish quality shipowners have historically ordered ships in Japan and Denmark is a loyal participant at Japan's largest maritime event SeaJapan in Tokyo every second year. This year, the representation of Denmark has also grown and the Denmark National Pavilion is larger than ever on SeaJapan 2016 (<http://www.seajapan.ne.jp>). *"This happens on a back drop of an industry under pressure. However, we experience a huge interest for Japan quality shipping and shipbuilding from Danish suppliers of energy efficient solutions and quality products,"* says Mark Lerche, Danish Marine Group, who represents the maritime delegation from Denmark at Sea Japan this April in Tokyo. *"During the last 5-8 years, we have experienced a process of internationalisation from the Japanese shipping and shipbuilding industry and an openness towards Danish partners to develop the maritime industry in Japan".*

Cooperation across borders makes good sense in the maritime industry, which by nature is not limited to national borders. A close cooperation between Denmark and Japan within maritime business has a natural foundation based on the fact that both countries are dominant maritime nations. Japan as the largest shipowner and world's 3rd largest shipbuilding country and Denmark with top players in the basis segments of international shipping.

"Shipping has a role to play within global responsibility when it as an industry carries 90% of traded goods," tells Mark Lerche. *"As serious shipping and maritime technology nations, it is therefore natural to continue the good relation between Denmark and Japan and develop the global maritime industry together through dialogue and talks. We look forward to do this again at SeaJapan 2016 in Tokyo this April."*



<http://www.dk-export.dk/nyt-og-presse/nyheder/japan-stort-potentiale-i-marineindustrien>

DESHIMA NETHERLANDS AWARDS 2015 FOR OMORI AND OMRON

During the annual DUJAT December Dinner on Friday 11 December 2015, the Deshima Netherlands Awards 2015 were presented. The Award in the category "new investment" was given to Omori Europe and in the category "well-established" was won by Omron Europe.



ABOUT THE WINNING COMPANIES

Omori Europe is a company that supplies and implements processing and packaging machinery, equipment and systems for manufacturers of food, pharmaceuticals, animal feed and non-food products. This June, Omori established itself in the Netherlands when it bought shares in its long-time Dutch partner Selo in Oldenzaal, a great example of how a partnership can result in an acquisition. The factory in Oldenzaal will serve as its basis for new investments.

Omron Europe has been active in the Netherlands since 1974 and it has two main operating companies: one related to healthcare in Hoofddorp, and the other related to industrial automation and electronic components in Den Bosch. Omron is one of the main players globally in both areas. Its European Headquarters in Hoofddorp and the factory and distribution center in Den Bosch cover all main European countries, the former Soviet Union, the Middle East and Africa.

5TH EDITION OF DESHIMA NETHERLANDS AWARDS

In 2007, as a token of appreciation to the Japanese business community in the Netherlands, DUJAT and the Netherlands Foreign Investment Agency (NFIA) introduced the bi-annual Deshima Netherlands Awards for two outstanding Japanese companies in the Netherlands.

One award is presented to a well-established Japanese company, and the other to a Japanese company that has recently invested in the Netherlands. The winning companies are chosen based on their economic impact in the Netherlands, their innovative character, the efforts with regards to sustainability and social engagement as well as their interaction with the Dutch business community.



<http://investinholland.com/deshima-netherlands-awards-2015-for-omori-and-omron>

PRESS CORNER

Market for high-end everyday items seen growing in Japan
<http://www.japantimes.co.jp/news/2016/03/15/business/market-high-end-everyday-items-seen-growing-japan>

European development bank opens new office in Tokyo
<http://www.japantimes.co.jp/news/2016/03/15/business/european-development-bank-opens-new-office-tokyo>

Abe administration OKs plan to achieve 26% greenhouse gas emission cut by 2030
<http://www.japantimes.co.jp/news/2016/03/15/national/abe-administration-oks-plan-to-achieve-26-percent-greenhouse-gas-emission-cut-by-2030>



TEIJIN PHARMA LTD SPONSORS THE CEBR SME MEDICAL DEVICE DIRECTORY AND HOTLIST

The directory, launched in 2015, creates a dynamic critical mass of novel technologies from Europe's SMEs, enabling partners and investors across the world to find the right companies for development. CEBR also launched a "hotlist" process, where cluster managers can nominate the medical device SME from within their community that has made the greatest progress since directory launch in June 2016. On the 18 March the hotlist was published, and will be followed by an open webinar on 11 April at 1100 CET, where hotlist SMEs will present their company, technology and progress.

<http://www.lifescience-cluster-innovations.space/european-medical-device-sme-directory/hot-list>

BUILDING MEDICAL DEVICE COLLABORATIONS

Teijin Pharma is the only company in Japan to operate both a home healthcare business and a pharmaceutical business. Teijin is looking for new medical devices for home-use. It makes a search for start-ups and venture companies in Europe, US and Israel for joint collaboration and development of early-stage products that have the potential to be sold in Japan. It also seeks late-stage products to sell exclusively in Japan. Its focused fields are respiratory including sleep disorders, orthopedic, cardiovascular and neuroscience including rehabilitation after stroke.

<http://www.lifescience-cluster-innovations.space/european-medical-device-sme-directory/>

PHD CANDIDATE SOUGH

The European Institute of Japanese Studies (EIJS) at Stockholm School of Economics is now recruiting a Ph.D. candidate for the Doctoral Program in Asian Economy and Business. This is a program in close cooperation with the business community.

The Ph.D. candidates will be accepted into the regular SSE Ph.D. Program in Business Administration, Economics or Finance. In addition to fulfilling the regular SSE entrance criteria (please see under each specialisation on home page <http://www.hhs.se/Education/PhD/Pages/AEB.aspx>), the candidate should also be fluent in Japanese.

The candidate will be part of an "Asian group" clustered together in close vicinity to EIJS and Stockholm China Economic Research Centre (SCERI) and in this way constitute part of the "Asian academic hub" at the School. Besides the regular SSE PhD curriculum, there will be a number of Asia-related seminars and other activities in which the candidates are expected to take part. The Program is for four years and given in English.

What is special about this program is that we will be working very closely with the business community; various companies are "sponsors" of the Ph.D. candidates. Currently, we are looking for candidates working on Japan.

The deadline for applications has passed. But we are still trying to get in contact with potential candidates and might offer a position as a research assistant for a strong candidate in Stockholm, in spring 2016. For more information please contact the director Marie Soderberg Marie. Soderberg@hhs.se

PUBLICATION

How natural disasters can affect environmental concerns, risk aversion, and even politics: evidence from Fukushima and three European countries.

A recent joint study of the German Institute for Economic Research (DIW) and the German Institute for Japanese Studies (DIJ) published in the October 2015 Issue of the Journal of Population Economics, analyzed the effects of the Fukushima disaster of the 11 March 2011 on subjective well-being, risk aversion, and politics in Germany, Switzerland and the UK. The authors find no empirical evidence that general subjective well-being in the German, Swiss, or British population decreased as a result of the disaster. The authors do find, however, that the disaster significantly increased environmental concerns among Germans.

One underlying mechanism likely operated through the perceived risk of a similar meltdown of domestic reactors. Through the drastic turn around in German energy policy – shutting down the oldest reactors, and phasing-out of the remaining ones – the negative concerns induced by the disaster were more than alleviated. Furthermore, in Germany, political support for the Greens increased significantly after the disaster, whereas in Switzerland and the UK, this increase was limited to people living close to reactors.

<http://link.springer.com/article/10.1007/s00148-015-0558-8>

KNOWLEDGE FOR GROWTH CONFERENCE

26 MAY 2016, GHENT, BELGIUM

On Thursday 26 May 2016 the 12th edition of FlandersBio's annual life sciences conference Knowledge for Growth will take place in Ghent-Belgium. More than 1100 high-level life sciences actors from over 450 companies and organizations will be attending the conference, representing life sciences players from industry, academia and government.



The convention features:

- A programme with four plenary talks by visionary speakers, 30+ keynote lectures from leading life sciences companies and academics, a pharma track, hands-on workshops and a Research to Business session.
- access to a networking tool that will allow you to pre-plan your participation to the conference and identify & schedule meetings with potential partners.
- a conference exhibition where over 90 companies will present their activities.
- a poster area with over 70 research posters.

<http://www.knowledgeforgrowth.be>

THE EU-JAPAN CENTRE SIGNED A MoU WITH MESSE DÜSSELDORF JAPAN

On 17 February 2016, the EU-Japan Centre for Industrial Cooperation signed a Memorandum of Understanding (MoU) with Messe Düsseldorf Japan to organize an EEN brokerage event at the tradeshow, A+A @ RISCOON TOKYO.

On the next issue of our EU-Japan Newsletter, more details will be published about the EEN brokerage event at the A+A @ RISCOON TOKYO. If you are interested in meeting Japanese potential partners at the brokerage event at the A+A @ RISCOON TOKYO, please contact Mrs. Yukiko Tanizawa: info-jp@een-japan.eu + 81 (0)3-6408-0281

A+A @ RISCOON TOKYO,
19 - 21 OCTOBER 2016

Bringing in the expertise of A+A, Messe Düsseldorf Japan organises an A+A-Group stand at RISCOON 2016 (Security & Safety Trade Expo) in Tokyo.

With 366 exhibitors and 20,355 visitors in 2015, RISCOON represents the largest trade fair for security and safety in Japan. In cooperation with Messe Düsseldorf the aim is to further expand and promote the increasingly important area of occupational safety and health at RISCOON.

Group stand participants will be offered complementary trade fair preparation support, e.g. via webinars.

With the support of the EU-Japan Centre for Industrial Cooperation, potential business partners can be identified and addressed before the fair begins. During the trade fair, participants can be matched with distributors and other interested Japanese companies.

Please visit <https://aplusa.messe-dus.co.jp/riscon> for additional information or contact Mr. Ansgar Jung: mdj@messe-dus.co.jp
Tel: +81 (0) 3-5210-9951



A+A DÜSSELDORF,
17 - 20 OCTOBER 2017

A+A, trade fair for safety, security and health at work, bundles the international specialist knowledge of the industry in four days in Düsseldorf.

About 1,890 exhibitors present their products and innovations to the trade fair audience. Numerous LIVE events such as Workplace Design, Fashion Show or Occupational Fire Protection and Disaster Management provide additional informational platforms for more than 65,000 trade fair visitors.

The A+A Congress, which takes place in parallel to it being the largest discussion forum in Europe on security and health at work (5,000 delegates), is the meeting point of the professional scene.

Within society, the topic of safety and health at work has taken centre stage. Managers rely more than ever on one of the most important keys to success: employees. Their talent, their knowledge and sustaining their ability to work protect and promote the company's growth potential.

Please visit <http://www.aplus-online.com> for additional information about A+A or contact Ms. Anja Theiss-Wirth: TheissA@messe-duesseldorf.de
Tel: +49 (0) 211/4560-592

ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES

BUSINESS RENDEZ-VOUS

25 MAY 2016, OSTRAVA, CZECH REPUBLIC

Sectors: multisectoral

Registration deadline: 1 May 2016

The Chamber of Commerce of Moravian-Silesian Region is organising a brokerage event in May. The networking event will target a wide range of companies and researchers interested in sharing new project ideas and finding collaboration in the following sectors: engineering, metallurgy, ICT, electronics, Mining and construction. Up to 21 meetings in one day.

➤ <https://b2bharmo.com/RV2016>

B2FAIR MATCHING EVENT

25-28 APRIL 2016, HANNOVER, GERMANY

Sectors: multisectoral

Registration deadline: 24 April 2016

The EEN partner the Luxembourg Chamber of Commerce is organising a B2fair matching event during the Hannover Messe trade fair (www.hannovermesse.de/home). The 12th edition of the international brokerage event will take place from 25th to 29th of April 2016. Almost 21,500 business meetings amongst 2,800 companies have been organised in the framework of this brokerage event since 2005.

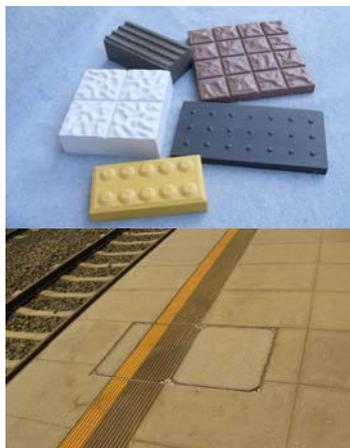
➤ <http://www.een-matchmaking.com/hannovermesse2016>

EXHIBITION OF NOVEL TECHNOLOGIES FROM THE CZECH REPUBLIC IN TOKYO

The Czech Pavilion at the Nanotech 2016 Tokyo Big Sight exhibition grounds has offered a substantial number of excellent technologies developed by SMEs and Czech research centres.

The stand of the Technology Centre ASCR presented a range of products of their clients. One of these products from the company COMING plus - a container for radioactive waste has been described in the last issue of this newsletter. Another interesting technology from the same company solves a problem with guiding stripes for blind and purblind people.

COMING plus produces polymer concrete moulded slabs intended for permanent formation of guiding stripes for the orientation of the blind in open areas without boundaries with a special tactile relief.



The system is developed with co-operation of the Association of blind and weak-eyed in Prague and has substantial advantages in high compressive strength and full-coloured surface that prevents decreased functionality of the orientation board caused by abrasion.



Absolute abrasive resistance has a substantial influence also on maintenance (coloured stripes are long-term visible for purblind, easy to mount and wash). The company is looking for clients who buy and use these platform elements in Japan and offers a technical co-operation with planning and assembly.

As EEN partner, TC ASCR also supported a local company that participated to a sectoral mission to Japan organised by EEN Japan (<http://www.eu-japan.eu/events/hrtp-human-resources-training-programme-japan-industry-insight>). The company was able to exhibit at the trade fair with participation to B2B meetings and attend a 2 days orientation providing information about opportunities of the nanotech sector in Japan.

➔ <http://www.enterprise-europe-network.cz/en/news/exhibition-of-novel-technologies-from-the-czech-republic-in?c=blue>

ENTERPRISE EUROPE NETWORK B2B EVENTS

GAMESMATCH@GAMESCOM 2016
17-19 AUGUST 2016, COLOGNE, GERMANY
Sectors: videogames
Registration deadline: 10 August 2016

Gamescom (<http://www.gamescom-cologne.com/gamescom/index-9.php>) is the world's largest trade exhibition and event highlight in the game sector! Games companies will present their latest products and releases but they will also be looking for future projects and cooperation partners.

For the fourth time the Enterprise Europe Network will offer professionals a unique and efficient way to speed up their business meetings at gamesmatch brokerage event.

➔ <http://www.b2match.eu/gamesmatch2016>

CONTACT-CONTRACT
3-4 OCTOBER 2016, BRNO, CZECH REPUBLIC
Sectors: multisectoral
Registration deadline: 25 September 2016

Organised by Brno Regional Chamber of Commerce, the brokerage event will take place in cooperation with the International Engineering Fair - MSV (<http://www.bvv.cz/en>).

INDUSTRIAL TECHNOLOGIES 2016 MATCHMAKING
23 JUNE 2016, MANCHESTER, UK
Sectors: multisectoral
Registration deadline: 19 June 2016

Enterprise Europe Network organises at Industrial Technologies 2016 (<http://www.industrialtechnologies2016.eu>) the largest networking conference in the field of new production technologies, materials, nanotechnology, biotechnology and digitalisation in Europe, a matchmaking event.

Industrial Technologies is a biennial event since 2010. It attracts a multidisciplinary audience of 1250 and attendance from industry, research organisations, policy makers and investors from over 40 countries.

➔ <https://www.b2match.eu/industrialtechnologies2016>

It will be a unique opportunity to increase participants' competitiveness and identify new markets and business partners.



➔ <http://kk2016.converve.com/index.php?lang=en>

EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES

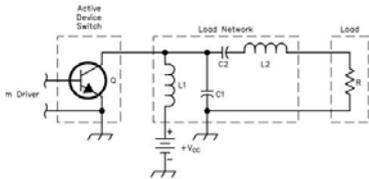


JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU

TECHNOLOGY TRANSFER REQUEST Sector: electronics

A Japanese electronics manufacturer is seeking a technology for the miniaturisation of power supply systems

Profile ID: TRJP20160118001



REQUEST FOR AGENT Sector: optical instruments

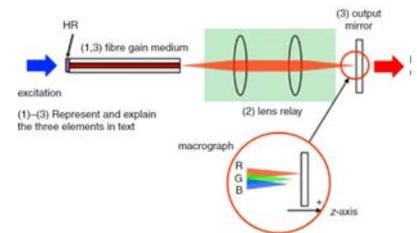
A Japanese company is offering its innovative cameras for aerial surveillance

Profile ID: BOJP20160219001

TECHNOLOGY TRANSFER OFFER Sector: laser

Ultra-compact tunable fibre laser technology from Japan for licensing in the EU

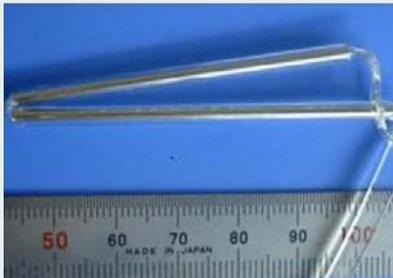
Profile ID: TOJP20160203001



TECHNOLOGY TRANSFER OFFER Sector: medical

A Japanese university offering gut clasper to medical equipment manufacturers

Profile ID: TOJP20141209001



REQUEST FOR AGENT Sector: leisure, sports

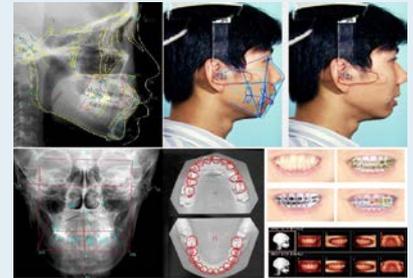
A Japanese trading company is offering Japan-made new type of cycling trainer

Profile ID: BOJP20160215001

REQUEST FOR LICENSEE Sector: medical

A Japanese software company is offering medical analysis software for the orthodontics sector

Profile ID: BOJP20160303001



TECHNOLOGY TRANSFER OFFER Sector: metalworking

A Japanese company is offering its metal injection moulding technology

Profile ID: TOJP20150122001



REQUEST FOR DISTRIBUTORS Sector: fire protection equipment

Hello Kitty fire extinguisher offered to France, Germany and the UK

Profile ID: BOJP20150107001



REQUEST FOR ARTISTS Sector: painting

A Japanese paint manufacturer is looking for artists who can facilitate/conduct promotional events

Profile ID: BRJP20160201001



MANUFACTURING SERVICES OFFER Sector: metalworking

A Japanese metal injection moulding company is seeking a reciprocal production partner

Profile ID: BOJP20141219001

REQUEST FOR DISTRIBUTORS Sector: industrial equipment

A Japanese manufacturer is offering its dry vacuum pump

Profile ID: BOJP20151204001

REQUEST FOR PR SERVICES Sector: painting

A Japanese paint manufacturer is looking for a marketing public relations representative

Profile ID: BRJP20160203001

EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES

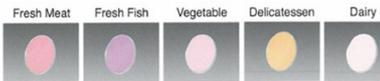


JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU

REQUEST FOR DISTRIBUTORS Sector: lightning

A Japanese Light-Emitting-Diode lighting manufacturer is offering its products to food and retail stores
Profile ID: BOJP20160302001

Customizable Colour Filters



Multi-colour Filters



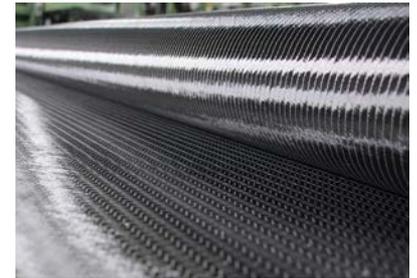
REQUEST FOR DISTRIBUTORS Sector: machinery

A Japanese riveting machine manufacturer is offering its servomechanism and pneumatic machines
Profile ID: BOJP20140901001

REQUEST FOR AGENTS

Sector: composite materials

A Japanese company is offering their non-crimp fabrics and unidirectional carbon fibres
Profile ID: TOJP20160229001



EU COMPANIES LOOKING FOR PARTNERS IN JAPAN

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

REQUEST FOR DISTRIBUTORS

Sector: education

A UK company is offering its English language early learning product
Profile ID: BOUK20151124001

Sector: food

An Italian company specialised in the commercialisation of traditional food products
Profile ID: BOIT20160111001

Sector: food

Danish SME offering upmarket craft foods targeting the health and luxury food segment
Profile ID: BODK20150220001

Sector: food

A Swedish micro-brewery is offering its craft beer
Profile ID: BOSE20151105001

Sector: stationeries

German company is offering chair mats for floor protection
Profile ID: BODE20141218002

Sector : cleantech

German company specialising in natural water purification and disinfection products
ID code: BODE20160122001

Sector : healthcare

UK company specialised in supplying allergy and disease state human plasma/serum
ID code: BOUK20160106001

Sector : construction

An Italian company is providing innovative solutions in the wood construction sector
ID code: BOIT20160203001

JOINT VENTURE OFFER

Sector: ICT

Romanian company looking for partners in order to develop new software for the energy sector
Profile ID: BORO20160219001

TECHNOLOGY TRANSFER OFFERS

Sector: nanotech

French company offers its nanocontact printing technology
Profile ID: TOFR20151216001

Sector: nanotech

French SME offers microencapsulation technology
Profile ID: TOFR20160211001

Sector: nanotech

German company offering nano and macro porous membranes and templates from alumina and silicon
Profile ID: TODE20160113004

Sector: metalworking

A Spanish research centre is offering manufacturing technologies to produce aluminium components
Profile ID: TOES20160119001

LICENSING OFFERS

Sector: ICT

French company offering license agreements in order to create value from energy data
Profile ID: BOFR20150818001

Sector: nanotech

Bulgarian SME offers its technology for nanocomposite coatings and 3D biohybrid printing
Profile ID: TOBG20151027001

REQUEST FOR AGENTS

Sector: construction

Finnish company in the wood industry is offering their birch products
Profile ID: BOFI20160104001

Sector: industrial equipment

German manufacturer of turbine-wheel shot blasting machines is offering its products
Profile ID: BODE20160126001



DATE/LOCATION	DETAILS	CONTACTS
27 April 2016 Hannover, Germany	FORUM German-Japanese Economic Forum	DJW http://www.djw.de/veranstaltungen/veranstaltungen-details/article/10-deutsch-japanisches-wirtschaftsforum-im-rahmen-der-hannover-messe.html
9 May - 3 June 2016 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: H RTP 52 Human Resources Training Programme - Japan Industry Insight	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/hrtp-human-resources-training-programme-japan-industry-insight
8-9 June 2016 Saint-Avold, France	SYMPOSIUM International Symposium on Structural Composites	Moselle Développement http://www.sfip-plastic.org/inscription/
27 June - 1 July 2016 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/world-class-manufacturing
17-18 June 2016 Berlin, Germany	SYMPOSIUM Celebration of the 30th Anniversary of DJW	DJW http://www.djw.de/veranstaltungen/djw-veranstaltunguebersicht/djw-veranstaltungsarchiv/details/article/djw-symposium-frankfurt-1718062016-djw20166.html
12-16 September 2016 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session II Application deadline: 12 May 2016	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/world-class-manufacturing
10-14 October 2016 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Biotech Cluster & SMEs Mission Application deadline: 9 June 2016	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/biotech-cluster-sme-mission
26 October 2016 Tokyo, Japan	MEETINGS Selling to AEON Mall for French companies	Business France http://export.businessfrance.fr/japon/001PRG-23310+vendre-a-aeon-mall-le-leader-du-developpement-de-centres-commerciaux-au-japon-.html
14-18 November 2016 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: ICT Cluster & SMEs Mission Application deadline: 30 June 2016	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/ict-cluster-sme-mission
13-17 February 2017 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Nanotech Cluster & SMEs Mission Application deadline: 27 October 2016	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/events/nanotech-cluster-sme-mission



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 quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

ANY EU-JAPAN-RELATED NEWS?

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

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