



## SME INTERNATIONALISATION AND DIGITALISATION

The covid-19 pandemic is a powerful trigger and accelerator of the digitalisation of business support services towards the internationalisation of SMEs, for example:

- The digitalisation of business matchmaking services enables increased outreach to many more SMEs as compared to physical matchmaking. It also opens the door to a new profile of SMEs which would have never participated in physical business missions outside the EU (covid-19 or not) by lack of time, money and staff. Hence, reaching out a hidden part of the SMEs world with big potential.
- Virtual business matchmaking has become a crucial asset for SMEs to survive these economic difficult times without dropping their internationalisation strategy. It enables them to continue building international partnership as it reduces the transaction costs and save resources.
- Digitalisation also enables SMEs to evaluate more quickly and more regularly new markets and business opportunities. They are then able to react more quickly to opportunities and threats with respect to changing market attractiveness. They can internationalise early, flexibly and fast, with fewer travel costs and less time.
- Although the negative impact of the coronavirus crisis on businesses is a serious problem, it has also triggered a surge of new start-ups being set up in Europe, Japan and the US. As mentioned in a recent FT article (<https://www.ft.com/content/3cbb0bcd-d7dc-47bb-97d8-e31fe80398fb>), 10,000 new businesses were registered in September 2020 in Japan, 14% more than in the same month last year. France registered 84,000 new businesses in October 2020, up 20% on the same month last year and the highest ever recorded.
- Given the major trend for EU-Japan business cooperation in third markets, digitalisation facilitates tri-lateral business matchmaking between the EU, Japan and third countries. They can more easily go beyond bilateral cooperation between the EU and Japan, and hence project EU-Japan business partnership to third countries, e.g., Asia or Africa.



Digitalisation and internationalisation go hand in hand to provide opportunities to many more SMEs, for internationalising in a cheaper, faster, greener, more global and flexible ways, and delivering higher productivity compared to the 'usual' physical practice. It is dramatically changing patterns of entrepreneurial opportunity pursuit, value creation, innovation in the economy, and internationalisation. The 4th 'industrial revolution' is upon us.

Does it mean that the above digitalisation assets for building international business partnership will make obsolete the regular physical journey? Probably not, as no matter how easy and effective it is to talk digitally, there is something else that face-to-face communication brings. Business is about building relationships and trust. It has an emotional dimension that a real-world event can – for the moment – enable more easily than a virtual one.

The key challenge is likely to be how best to articulate the assets of digitalisation with the ones of the physical way. Perhaps via a double step approach, with first a large digital business matchmaking, followed by a much smaller physical one for finetuning.

Dr. Philippe de Taxis du Poët  
Managing Director, EU-Japan Centre for Industrial Cooperation  
Minister Counsellor, Delegation of the EU to Japan

## LOGISTICS & E-SERVICES COMPANIES **JOIN THE EU-JAPAN BRT**

The EU-Japan Business Round Table (or “BRT”) brings together business leaders from the EU and Japan to foster communication, discuss issues of common concern, submit recommendations to the EU and Japanese Authorities to help develop trade, investment, industrial cooperation and other EU-Japan ties.



BRT EU-side Chairman Philippe Wahl and Jean-Paul Forceville (Le Groupe La Poste) at the BRT 2020 annual meeting. (Photographer: Eric Huynh, © Le Groupe La Poste)

Philippe Wahl, the BRT’s EU-side Chairman (and Chairman and CEO of Le Groupe La Poste) is delighted to welcome two new companies to the BRT’s EU-side. The new members will feed into the BRT’s work and discussions in the areas of logistics and e-services. ➔ <https://www.eu-japan-brt.eu/brt-members>



**CHARLES KAUFMANN,**  
CEO , DHL Global Forwarding  
North Asia & South Pacific (NASP),  
President/Representative Director,  
DHL Global Forwarding Japan K.K.

Deutsche Post DHL Group has been present in Japan for more than 50 years. DHL Global Forwarding – the leading provider of air, sea and road freight services in Europe and Asia – together with DHL Express and DHL Supply Chain employ 3,500 people in Japan making it an important location for the Group. Mr Kaufmann joined Deutsche Post DHL in 1973, becoming CEO for Japan in 2017 and CEO for the North Asia & South Pacific region in 2018. It is his 3rd assignment in Japan with more than 20 years of experience in the trade between Europe and Japan. DHL Global Forwarding has joined the BRT Working Party on Energy, Environment and Sustainable Development.



**FABIEN VERSAVAU,**  
President & CEO,  
Rakuten France

Created in Japan in 1997 and founder of the marketplace concept, Rakuten is a major international actor of innovation. The Rakuten Group has more than 80 businesses across the world from Fintech to advertising and digital content, 1.4 billion members and more than 25,000 employees in 30 countries. In Europe, Rakuten’s main activities are related to e-commerce (in particular, through the online marketplace operated by Rakuten France), VoD and online advertising. Mr Versavau joined Rakuten France in 2016 and has been its CEO since 2018. For him, *“the business dialogue between Japan and Europe is of great importance, especially in the current international economic context. We hope to make a valuable contribution to the work of the BRT.”* Rakuten France has joined the BRT’s Working Party on Digital Innovation & Mobility.



➔ <https://www.dhl.com/jp-en/home/our-divisions/global-forwarding.html>



➔ <https://global.fr.shopping.rakuten.com/rakuten-monde>

## **“THE EU & JAPAN – A NEW WAY FORWARD”**

### WEBINAR, PODCAST AND VIRTUAL TRADE FAIR

EU Industry Days is Europe's flagship annual event on industry. It serves as the main platform to discuss industrial challenges and co-develop opportunities and policy responses in an inclusive dialogue with a wide range of partners, also at international level.

Japan and the EU have concluded an Economic Partnership Agreement (EPA), which entered into force in February 2019. Together with a more general Strategic Partnership Agreement (SPA), provisionally applied since the same date, and the Partnership on Sustainable Connectivity and Quality Infrastructure signed in September 2019, it has become the cornerstone of an enhanced relationship between the EU and Japan. The EU and Japan have yet more to gain by working together to grow their economic relationship, and by aligning their mutual interests to find a new way forward in the face of disruptions and challenges across economic and geopolitical spectrum.



### **ONLINE EVENT ON THURSDAY 18 MARCH 2021**

Book now for the EU-Japan Centre online event on Thursday 18th March entitled, The EU and Japan: A New way Forward – Industrial transition towards green and digital economy. It will start at 09:00 / 17:00 (Brussels / Tokyo time) and will be a platform to discuss industrial challenges and co-develop opportunities notably towards three types of cooperation: (i) Regulatory cooperation and new standards, (ii) technological cooperation and industrial innovation, and (iii) EU-Japan Business cooperation in third markets, notably in Asia and Africa. The session will be recorded and available for viewing again.

For this EU-Japan online event, the EU and Japanese Authorities will be represented by EU Commissioner Breton and METI Minister Kajiyama who will deliver statements and by Ms Flor, EU Ambassador to Japan and Mr Masaki, Ambassador of Japan to the EU. The co-Chairmen of the EU-Japan Business Round Table, Mr Sakuyama – Chairman of Mitsubishi Electric Corporation and Mr Wahl – Chairman & CEO of Le Groupe La Poste will speak during the opening and closing sessions. The Industrial transition towards green economy panel session will feature speakers from Veolia Japan, Iwatani, Juwi Shizen Energy and the European Business Council in Japan. The panel discussion on the Industrial transition towards digital economy will feature presentations by DigitalEurope, Rakuten France, NEC and BusinessEurope.

➔ <https://www.eu-japan.eu/events/eu-and-japan-new-way-forward-industrial-transition-towards-green-and-digital-economy>

### **EU-JAPAN CENTRE VIRTUAL BOOTH AT EU INDUSTRY DAYS 2021**

To coincide with the EU Industry Days conference in February, the EU-Japan Centre had a virtual booth allowing it to meet with companies and other organisations interested in establishing or developing their links with Japan.

➔ <https://www.euindustrydays.eu/>

### **THE EUROPEAN GREEN DEAL: ARE WE READY? MAIN IP CHALLENGES FOR THE GREEN DEAL**

On Monday 1st March, the five IP Helpdesks (EU, China, India, Latin America, South-East Asia) and the EU-Japan Technology Transfer Helpdesk (a service of the EU-Japan Centre) co-organised a webinar – as an EU Industry Week 2021 virtual event – on the theme of the European Green Deal and considering the questions “Are we ready?” and “What are the main IP challenges for the Green Deal?”. Watch the discussion at:

➔ <https://www.youtube.com/channel/UCDj2M6x-IrpQzW5tLx1YA1g>

### **LOOKING “BEYOND THE EU” PODCAST**

Philippe de Taxis du Poët (the EU-Japan Centre's EU-side Managing Director) took part in a podcast episode looking at the challenges and opportunities SMEs going outside the EU borders can encounter. The podcast sheds light on specific instruments set up by the EU to help businesses use the opportunities offered by key Asian markets. The “EPISODE 8: Beyond the EU” podcast is available on all the main podcast platforms and also via the EU Industry Days website: <https://www.euindustrydays.eu/podcast>

➔ <https://www.eu-japan.eu/events/eu-and-japan-new-way-forward-industrial-transition-towards-green-and-digital-economy>



## JAPAN'S 2020 SPACE POLICY PLAN UPDATE AND OPPORTUNITIES FOR EU INDUSTRIES

In spite of COVID-19, the global Space industry experienced significant advances in 2020, likely to further develop into 2021.

In 2020 Japan's National Space Policy Secretariat revised its basic plan on space policy aiming to reinforce Space exploitation and increasing contribution to Japan's economy. The webinar outlined several areas of update in the 2020 revision act and introduced possible opportunities for EU-Japan industrial cooperation. The audience for this event was primarily composed of European companies and SMEs interested in the Japanese space sector. The webinar featured two presentations and a Q&A session. The first presentation was given by Dr. Shigeki Kuzuoka who has over 40 years of experience in the space business on earth observation, including business development, sales, market research, start-up coaching and technology consulting, and has worked with companies like Mitsubishi Electric Corporation and NEC. The second speaker was Aron Lentsch, founder and general manager of OrbSpace, a startup specialising in the design of space transportation and rocket propulsion systems with a base in Tsukuba, Japan.

➔ <http://www.eu-jp-tthelpdesk.eu/news/webinar-japans-2020-space-policy-plan-update-and-opportunities-for-eu-industries>

## VULCANUS IN EUROPE: BOOST YOUR R&D TEAM THROUGH HOSTING A JAPANESE STUDENT IN ENGINEERING

Every year, the EU-Japan Centre offers companies and research centres the possibility to host Japanese trainees for an 8-month internship in the EU (from August to March).

The trainees come from leading Japanese universities and are students in biotechnology, pharmaceutical, chemistry, digital technologies or other technical disciplines... Following a 4-month intensive language course, the trainees will be able to communicate in the EU language requested by the company. By welcoming a trainee, the main benefits for the Host Company are a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan.



The programme is inexpensive: companies pay €825/month or the national minimum wage – whichever is higher, (+ costs related to taxes/social security/visa/ work & residence permit, whenever applicable and required by the national law.)

The next call will be launched in spring.

Should you wish to receive more information, please do not hesitate to contact us: [vulcanus@eu-japan.eu](mailto:vulcanus@eu-japan.eu)

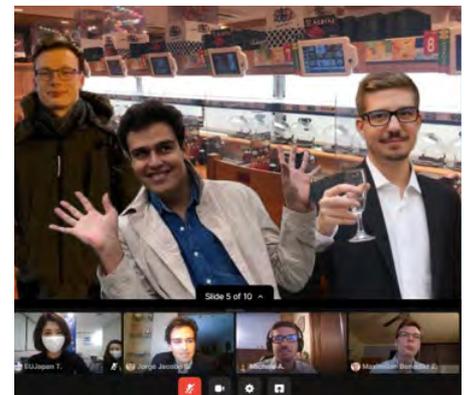
➔ <http://www.eu-japan.eu/events/vulcanus-europe>

## VULCANUS IN JAPAN: 2020-21 SESSION

Even in the unprecedented situation with the coronavirus pandemic, the Vulcanus in Japan programme for 2020-21 is ongoing.

21 participants never gave up on their hopes to go to Japan. They decided to remain in the programme and have been motivating themselves by greatly adapting to the new normal. They enthusiastically started the Japanese language course remotely from September 2020, in spite of the big time difference between Japan and Europe. Because of their diligent efforts, the online Japanese presentations on 10 December 2020 resulted in a huge success. Their amazing progress wowed the audience including the guests from their host companies in Japan. Not all the participants have yet been able to go to Japan due to the current entry ban, however, they are impatiently waiting to fly to Japan right after the entry restrictions are lifted while continuing to attend the online language course to improve their Japanese further.

➔ <https://www.eu-japan.eu/events/vulcanus-japan>





## THE FIRST ONLINE WCM TRAINING COURSE

The first online WCM Training course was held on 16-20 November 2020.

Prior to the online mission, the Centre has selected 17 European participants from 14 different countries. The EU delegation had the opportunity to learn more about the Toyota Production System (TPS), Total plant maintenance (TPM), Toyota Motor Corporation supplier system and Kaizen process. During this 5-day online training, 4 plants' visits were

organised, including 2 suppliers for Toyota Motor Corporation-Chiyoda Industries and Mifune Corporation, Shin Niho Kogyo-DENSO supplier and Avex Inc. The latter presented the company's detailed strategies towards tackling Covid-19. In addition to those live visits, one online dojo workshop as well as 4 discussion sessions led by prof. Richard Keegan were organised. On the last day of mission, participants gave a presentation (in groups of 5) about their learnings and how they will address their individual challenges in the future. ➔ <https://www.eu-japan.eu/events/world-class-manufacturing>



### TESTIMONIAL

By **IGNAZ GRIMM**, Rational AG, participated to the virtual WCM training in November 2020

➔ [https://www.rational-online.com/fr\\_fr/home/index.php](https://www.rational-online.com/fr_fr/home/index.php)

*"The first virtual WCM training was quite well organised and structured. There was a clear agenda and the sessions have not been overloaded. Some technical problems occurred, but this was not a big issue. The Toyota Engineering Corporation (TEC) team and all other presenters gave us a warm welcome and were very eager to answer all questions.*

*For the next virtual mission, I think it would be very helpful to have some more time for the dojo training as well as for the Q&A sessions. I would like to thank all EU-Japan Centre's staff and Dr. Richard Keegan. You did a great job in planning, organising as well as letting us feel as if we were in Japan (or at least a bit nearer). The sessions, in which we could talk directly to Richard at the end of every lesson, were very helpful to retain the new learned methods.*

*It is great to receive the knowledge, which Richard reached in his live time, to understand it and use it in practise. This rating could be applied to the whole week. In my point of view, I would rate the whole week like this. Thank you so much for this valuable week, Arigato!"*

## WHILE THE YEAR IS PLAYING OUT DIFFERENTLY DUE TO COVID-19 CRISIS, THE 46<sup>TH</sup> EDITION OF THE SUCCESSFUL WORLD CLASS MANUFACTURING TRAINING WAS ORGANISED ONLINE FROM 16 TO 20 NOVEMBER 2020.



Interview of Dr. Richard Keegan, Adjunct Associate professor Trinity College Dublin, Coach and Co-organiser of the WCM training.

**You have been working with the Centre for more than 20 years now. How would you describe the WCM mission in your own words?**

Over the past twenty years we have seen many variations and developments of the WCM, as we applied Kaizen to the process itself. This year was no exception. Faced with Covid-19, we had to be agile and adapt and develop a response that would provide participants with access to the Japanese thinking. We were obviously restricted in what we could help them experience, but we worked to try to give them as much insight as possible to help them understand the concepts and theories shared by the experts for Toyota Engineering Corporation and Murase sensei from JIPM.

**How was your experience during this 5-day online mission as a coach and individual?**

Once we made the decision to engage virtually with Japan and the participants, it was essential to accept what we could do as opposed to what we could not do... by that I mean, it was important to "translate" your mindset to living in the virtual, to try to listen and look attentively to the presenters and the participants. To try to forget the distance and the lack of personal engagement and to try and maximise the sharing of experience. The best part to me was twofold:

1. Listening to and engaging with the Japanese Sensei experts, and hearing their perspectives on the core and the current developments of Toyota Production System, Toyota Way and

the JIPM TPM evolution and interaction with TPS and;

2. Listening to and trying to support the participants, as they worked to understand what they were being told. It is always such an honour to engage with serious people who are trying to develop themselves and their companies. My advice and wishes for the next WCM Mission are always the same, whether it is a "real" or a "virtual" Mission - how can we continue to develop the learning and sharing experience, how can we continue to develop the bonds between Europe and Japan, these are always my wishes and they are even more so this year. On a practical level, I would focus even more on building the virtual team before entering into the work of the Mission with our Japanese experts.

## A DISCUSSION: “LEAN IS BEING MADE TOO CONFUSING FOR ITS OWN GOOD!”



**KEVIN ROBINSON,**  
Managing  
Director of Opex  
Performance  
Solutions Ltd)

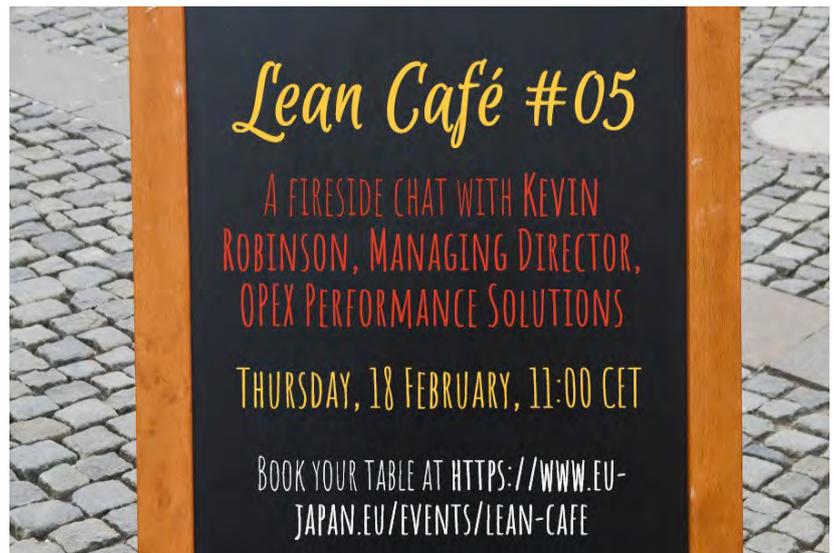
18 February 2021 – In a change of format, the EU-Japan Centre's Lean Café featured a discussion between Kevin Robinson, Managing Director of Opex Performance Solutions Ltd and Prof. Richard Keegan, the EU-Japan Centre's Lean Advisor and Adjunct Professor of Lean Operational Excellence, Trinity Business School. The topic of the discussion was, “Lean is being made too confusing for its own good!”.

During the wide-ranging discussion, Kevin reflected on his three decades of hands-on leadership experience in manufacturing operations with Toyota Motor Manufacturing UK and shared insights acquired during his professional career. Kevin explained that Lean today is a “sea of confusion” with everyone focused on lean tools. Whilst they are all great tools and can deliver fine things, they can't bring about sustainable change. For that real teamwork is essential, with everyone working together to solve problems. At Toyota, challenges are fine because everyone knows not to take the challenges personally – they are between functions, not people.

Kevin is convinced that to get the best results it is important to realise that no one comes to work to do a bad job and that every day is a learning opportunity for everyone in the organisation, including the leaders.

The leaders' role is to support, coach and be great role models. For this to work, leaders need to be on the shopfloor – Kevin estimated that 70% of a Toyota leader's time is spent on the shopfloor, with office work being done at the end of production.

If a leader sees that a team member has a problem, (s)he has to decide whether (s)he can afford to let the thing fail. If so, by the leader letting the thing fail, the team member can learn from it. If not, the leader provides coaching to let the team member find the answer for themselves. In the vast majority of cases, Kevin felt that mistakes were not caused by people choosing not to follow management's expectations but because the management had either not trained the person in the expectation or had failed to confirm that the person had the ability to follow that expectation.



In the few cases, where this was not the case, there were conditions present that prevented the team member from following the expectation.

Building consensus is therefore the key to resolving conflict. Consensus doesn't mean you will necessarily get your way, but you will have a decision that everyone can accept. Everyone should give their point of view and understand everyone else's position. The plant leader's role is to say that after listening to everyone's view this is what we'll do. Kevin cautioned against addressing only 'fire-fighting' at daily meetings. Fire-fighting discussions are important but should be separate from problem-solving / process improvement meetings. 60 people followed the discussion and submitted questions for Richard to put to Kevin. You can watch the full session via the link at the bottom of this article.

The next Lean Café will take place on Thursday, 25 March and will address lean services. John Maxwell, Head of Continuous Improvement at Ireland's National Treasury Management Agency will be the guest presenter.

Book your place at: <https://www.eu-japan.eu/events/lean-cafe>

To receive details of the next Lean Café, please email [lean@eu-japan.eu](mailto:lean@eu-japan.eu)

➔ <https://www.eu-japan.eu/topics-covered-during-previous-lean-cafe-sessions>

## CALL FOR APPLICATIONS - GET READY FOR JAPAN

31 MAY - 11 JUNE 2021 - APPLICATION DEADLINE: 15 APRIL 2021

The EU-Japan Centre launched the 4th edition of its 2-week programme "Get Ready for Japan" drawn from the 4-week long Human Resources Training Programme.

The Get Ready for Japan programme provides EU businessmen with a professional Japan-related expertise. It is focused on business management and consists of a combination of lectures, case studies, role plays and company visits. Due to the current health situation, the programme will continue to be held online. Preferred profile: "ideally" suited for executives of EU SMEs who need a quick and practical preparation to maximise their chance of building as successful partnerships.

➔ <https://www.eu-japan.eu/events/get-ready-for-japan-training-programme>



### FORMER PARTICIPANTS' TESTIMONIALS



By **PETR BARES**, Managing Director, Asia Marketing at Iguassu Software Systems a.s. specialised in Satellite navigation performance monitoring and simulations.

➔ <http://www.iguassu.eu>

**How did your story with the EU-Japan Centre for Industrial Cooperation start?**

*In 2008, I took part in "Human Resource Training Programme" in Japan (HRTP 44).*

**Based on your experience, do you still trust the EU-Japan Centre's services?**

*Absolutely. The Centre is professional, knowledgeable, helpful, proactive and reliable in the long-term.*

*Simply excellent in all respects! HRTP (which I attended twice!) gave me a broad insight into varied aspects of Japanese culture and business. Being introduced to meetings by the Centre meant being received at much higher level than otherwise possible. I believe these were the main reasons why I was subsequently able to develop very personal working relationship, and times long-term friendships, with professionals at top levels of company management and even in ministries. I continued to stay in touch with the Centre and got individual, tailored support in winning the first customer - a government research institute. The help and advice of the Centre were truly invaluable.*

**What kind of significant progress Iguassu Software Systems already made in Japan?**

*We were able to sell a software license for satellite navigation monitoring to the Electronic Navigation Research Institute (ENRI) and now we are negotiating further custom development - ongoing support from the EU-Japan Centre is invaluable. We continue to be delighted to be able to work with the Centre.*

**What advice would you give to companies willing to enter the Japanese market (e.g., what do you wish you knew when Iguassu Software Systems entered the Japanese market)?**

*Participate in the current equivalent of HRTP - Get Ready for Japan (<https://www.eu-japan.eu/events/get-ready-for-japan-training-programme>) and try to learn about Japanese culture and people. Learn a few words of Japanese. Do not be put off by the many challenges that a foreigner is faced with in Japan. Almost every time an encountered problem changes into a very positive experience.*

*Making progress is often painfully slow by European expectations. Rather than relying on interpreters, arrange to go with your clients to an izakaya. You will be surprised how the conversation in English suddenly starts to flow after a small beer. The person that looked very formal and a bit distant in the morning, will start developing into a cheerful friend that you will keep meeting on next business trips.*

**What do I wish I knew?** *Everything that I learned in HRTP 44!*



By **SZYMON ZDROJEWSKI**, CEO, SPE Global Solutions, participant to Get Ready for Japan 2019 participant

➔ <http://spe-global.com>

*"I found this training as one of the best I have ever participated in, taking into consideration organisation, substantive value and networking opportunities. Individual company meetings were very fruitful. Initially 3 companies showed their interest in cooperation. If everything goes well, I will certainly increase business with Japan and use the knowledge from the training.*

*Despite that I have approximately 11 years of professional experience with Japan, I found out a lot of useful details which could potentially influence on business relations with Japanese partners. Most of them related to business etiquette. I realised that I was making many mistakes in terms of body language and for instance, while exchanging business cards. From the other point of view, I learnt that there are other good and more competitive places for doing business than Tokyo. Trip to Miyagi prefecture was really beneficial. I could find out that the local government authorities put a lot of attention to attract new companies from different regions in order to start new businesses. They also care about companies operating there currently. My practical advice is to use time and networking opportunities as much as possible."*

## APPLY FOR THE **SME/CLUSTER MISSION BIOTECH**

13-15 OCTOBER 2021 - APPLICATION DEADLINE: 27 MAY 2021

In autumn 2021, the EU-Japan Centre for Industrial cooperation will again organise a Mission to Japan in the fields of pharma, biotechnologies and life sciences.

The Mission will consist of an orientation webinar, participation in a partnering event co-organised with a local Japanese Cluster and a joint fair participation in BioJapan with integrated Partnering from 13-15 October 2021. This Mission is an excellent opportunity to get into contact with Japanese pharma and life science companies, which are looking for R&D partners.

Representatives of European Clusters and SMEs from the following fields are invited to send their application: drug and drug discovery, cell therapies, regenerative medicine, diagnostic agents

drug discovery support, digital medicine, digital therapeutics, healthcare/preventive medicine

If the current travel restrictions due to COVID-19 continue, the Mission will be carried out online. However, a physical mission is not yet excluded and a proposal will be submitted to successful applicants in June, should the situation allow for it.

For details about eligibility cost and scenarios depending on the COVID-19 situation, please see the website below:

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



By **MARC JOPEK**, CEO, axiom insights GmbH,  
participant to the Biotech & Pharma Virtual Partnering Conference 2020

**Why did you decide to register to this event?**

*We are a new start-up currently looking for new potential customers. The Japanese market is a very important market for us, so*

*Biotech & Pharma Virtual Partnering Event 2020 was a very interesting event for our company.*

**How did you find the platform and your meetings online?**

*It was a very handy platform with a good search option to identify relevant customers and meeting partners. The internal messaging system (to fix meetings) was very good as well.*

**What is your company's next step towards Japan?**

*We are now in contact with pharmaceutical companies in Japan to fix our first research-related contract.*

**Which advice would you like to give to EU companies willing to meet potential Japanese business partners online?**

*Just join Biotech & Pharma Virtual Partnering Event 2021!*

➔ <http://www.axiom-insights.com>

## ONLINE WORKSHOPS IN THE EU 2021 / CALL FOR EXPRESSIONS OF INTEREST (AMONG EEN PARTNERS)

In the last couple of years, the EU-Japan Centre has been successfully co-organising half-day cross-cultural and export support workshops at various locations throughout the EU, with the support and guidance of local member organisations of Enterprise Europe Network (EEN) <https://een.ec.europa.eu>



Last year, in the context of a global pandemic, health concerns and travel restrictions, the EU-Japan Centre shifted to online workshops to be able to continue to help European companies access the Japanese market and provide more relevant and up-to-date information and support.

Since June 2020, the Centre has co-organised over 10 online workshops with several EEN partners, including, representatives from Sviluppumbria (Italy), Zenit (Germany), ACCIO and Consell General de Cambres de Catalunya (Spain), Vilnius Chamber of Commerce, Industry and Crafts and Kaunas Chamber of Commerce, Industry and Crafts (Lithuania), Enterprise Europe Network Brussels and AWEX (Belgium), Bulgarian Industrial Association (Bulgaria), CCI Occitanie (France), Free Entrepreneurship Organisation (Poland) and others.

The EU-Japan Centre is now calling for new expressions of interest for export support or cross-cultural online workshops in 2021 for EU companies, clients of local member organisations of Enterprise Europe Network.

These workshops, per EEN partners' request, will cover export procedures either in food or textile sector, EPA-related benefits or provide in-depth insights on Japanese business culture and virtual communication.

In 2021, the Centre would like to co-organise approx. 10-15 online workshops in close collaboration and support of Enterprise Europe Network (EEN) partners. For these workshops, the Centre's staff would be supported by several experts and would inquire EEN partners to ensure at least 20 registered EU companies wishing to participate in the potential online sessions. The EU-Japan Centre would cover all expenses related to the experts' fees, webinar platform, and would handle registrations and management of the online workshop on the day.

If EEN partners would be interested in co-organising these online workshops, or have any further inquiries, please contact Ms Eivilte Kandraviciute at [eiva@eu-japan.eu](mailto:eiva@eu-japan.eu). We look forward to hearing from you!

## NEXT EPA WEBINARS

These webinars are a part of the EU-Japan EPA Helpdesk support activities. Each webinar will address a different topic or sector and will look at the changes the EU-Japan Economic Partnership Agreement will make and the opportunities it will create.

### **EPA Helpdesk Webinar 32: Processed Agricultural Products 16 March 21 - 10:30 - 11:30 AM CET**

The EPA offers important market access opportunities for EU PAPs exporters to Japan. Duties have been eliminated at the entry into force of the Agreement for some important products, while for other PAPs, duties will be eliminated over periods between 6 to 11 years. Sizeable tariff quotas are provided for other PAPs.  
<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-32-processed-agricultural-products>

### **EPA Helpdesk Webinar 33: Tariff Rate Quotas 30 March 21 - 10:30 - 11:30 AM CET**

The EPA is offering tariff concessions within 25 agri-food related Tariff Rate Quotas (TRQs). Knowledge about the functioning of these TRQs increases related export potential.  
<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-33-tariff-rate-quotas>

### **EPA Helpdesk Webinar 34: Fruits and Vegetables 13 April 21 - 10:30 - 11:30 AM CET**

Import trade concessions are contained in the EPA for EU exporters of fresh and processed fruits and vegetables to Japan. As a result, EU fruit and vegetables will have since the entry into force of the Agreement an important competitive advantage on the Japanese markets.  
<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-34-fruits-and-vegetables>



### **EPA Helpdesk Webinar 35: Textiles 27 April 21 - 10:30 - 11:30 AM CET**

How can EU exporters of textile products benefit from EPA concessions in exporting their products to Japan? The webinar is targeted to EU companies seeking to export textile products to Japan by taking advantage of the trade preferences offered by the EPA.

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-35-textiles>



### **EPA Helpdesk Webinar 36: Leather and Footwear Products 11 May 21 - 10:30 - 11:30 AM CET**

Import trade concessions are contained in the EPA for EU exporters of leather and footwear products to Japan. As a result, these EU products have since the entry into force of the Agreement an important competitive advantage on the Japanese markets.

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-36-leather-and-footwear-products>



### **EPA Helpdesk Webinar 37: Forestry Products 28 May 21 - 10:30 - 11:30 AM CET**

How can EU exporters of forestry products benefit from EPA concessions in exporting their products to Japan? The webinar is targeted to EU companies seeking to export forestry products to Japan by taking advantage of the trade preferences offered by the EPA.

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-37-forestry-products>



## PAST EPA WEBINARS RECORDINGS

### **EPA Helpdesk Webinar 28: Geographical Indications**

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-28-geographical-indications>

### **EPA Helpdesk Webinar 29: Wines and Spirits & Beers**

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-29-wines-and-spirits-beers>

### **EPA Helpdesk Webinar 30: Dairy Products**

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-30-dairy-products>

### **EPA Helpdesk Webinar 31: Meat Products**

<https://www.eubusinessinjapan.eu/library/event/epa-helpdesk-webinar-31-meat-products>

More information on the EPA Helpdesk:  
<https://www.eu-japan.eu/epa-helpdesk>

## UPCOMING “ABOUT JAPAN” WEBINARS AND REPORTS



These webinars and reports are part of the EU Business in Japan website support activities. Each of them will address a different topic or sector providing EU companies with information on opportunities in accessing the Japanese market.

### Webinar 167: Olive Oil Market in Japan 23 March 2021, 10:30 - 11:30 AM CET

The webinar is targeted to EU small- and mid-sized olive oil producers, bottling companies and exporters seeking to enter the Japanese olive oil market, or further strengthen current positions in Japan.

<https://www.eubusinessinjapan.eu/library/event/webinar-167-the-olive-oil-market-in-japan>



### Webinar 168: EU-Japan.AI project (H2020) 25 March 2021, 10:30 - 11:30 AM CET

The webinar is targeted to enterprises, universities, solution providers, experts and professionals dealing with AI for manufacturing from EU and Japan seeking to engage in an open and informed dialogue about cooperation towards more efficient, productive and improved performance of modern manufacturing systems.

<https://www.eubusinessinjapan.eu/library/event/webinar-168-eu-japanai-project-h2020>

### Webinar 169: Working in Japan as an Expatriate, part 1 (Achieving assignment success) 20 April 2021, 10:30 - 11:30 AM CET

This first webinar is targeted to decision-makers in EU-based SMEs considering new or additional investments in expatriate assignments in Japan.

<https://www.eubusinessinjapan.eu/library/event/webinar-169-working-in-japan-as-an-expatriate-part-1-achieving-assignment-success>

### Webinar 170: Working in Japan as an Expatriate, part 2 (Step-by-step guide and checklist for future expatriates) 4 May 2021, 10:30 - 11:30 AM CET

This second webinar is targeted to HR managers and staff to be sent to Japan as expatriate.

<https://www.eubusinessinjapan.eu/library/event/webinar-170-working-in-japan-as-an-expatriate-part-2-step-by-step-guide-and-checklist-for-future-expatriates>

## PAST WEBINARS RECORDINGS

### Webinar 161: Consumption tax in Japan - 2020 overview

<https://www.eubusinessinjapan.eu/library/event/webinar-161-consumption-tax-in-japan---2020-overview>

### Webinar 163: Japanese Consumers' Behaviour (by age and gender)

<https://www.eubusinessinjapan.eu/library/event/webinar-163-japanese-consumers-behavior-by-age-and-gender>

### Webinar 164: Japanese convenience stores and drugstores – Opportunities for European snack and beverage products under Corona

<https://www.eubusinessinjapan.eu/library/event/webinar-164-japanese-convenience-stores-and-drugstores-opportunities-for-european-snack-and-beverage-products-under-corona>

### Webinar 165: Smart Farming Technology in Japan and Opportunities for EU Companies

<https://www.eubusinessinjapan.eu/library/event/webinar-165-smart-farming-technology-in-japan-and-opportunities-for-eu-companies>

### Webinar 166: The Market for Biogas Plants in Japan and Opportunities for EU Companies

<https://www.eubusinessinjapan.eu/library/event/webinar-166-the-market-for-biogas-plants-in-japan-and-opportunities-for-eu-companies>

More events available on:  
<https://www.eubusinessinjapan.eu/events>

## LATEST REPORTS RELEASED

### Japanese Consumers' Behaviour (by age and gender)

<https://www.eubusinessinjapan.eu/library/publication/report-japanese-consumers-behavior-by-age-and-gender>



### Japanese Convenience Stores and Drugstores: Opportunities for European Snack and Beverage Products under Corona

<https://www.eubusinessinjapan.eu/library/publication/report-japanese-convenience-stores-and-drugstores-opportunities-for-european-snack-and-beverage-products-under-corona>



### Smart Farming Technology in Japan and Opportunities for EU Companies

<https://www.eubusinessinjapan.eu/library/publication/report-smart-farming-technology-in-japan-and-opportunities-for-eu-companies>



### The Market for Biogas Plants in Japan and Opportunities for EU Companies

<https://www.eubusinessinjapan.eu/library/publication/report-the-market-for-biogas-plants-in-japan-and-opportunities-for-eu-companies>



More reports available on:  
<https://www.eubusinessinjapan.eu/library/publications>

## THE EU AND JAPAN TRADE DEAL CELEBRATES SECOND ANNIVERSARY BY FURTHER STRENGTHENING TIES

The 1st of February marks the second anniversary of the EU-Japan Economic Partnership Agreement (EPA). The Joint Committee established under the Agreement, co-chaired by Executive Vice-President Valdis Dombrovskis and Japanese Minister of Foreign Affairs Toshimitsu Motegi, celebrates this anniversary by agreeing important improvements to the Agreement. Each side will see 28 additional Geographical Indications (GIs) protected and wine and vehicle trade between the two sides will become even easier than before.

The list of protected Geographical Indications (GIs) from EU countries and Japan now includes an additional 28 GIs for each side. This is a major development as it is the quickest expansion of a list of GIs under a Free Trade Agreement (FTA). This list will further expand by 55 GIs for both parties. Some GIs from EU countries include Cassis de Dijon, Kalamata olive oil and Cariñena wine. Exporting vehicles to the other side will become easier. The two sides agreed to extend the list of safety requirements that will not require double approvals. For example, if the EU issues a certification that an EU-made car exported to Japan complies with certain safety requirements, Japan will no longer check compliance with those requirements, and the other way around.

This includes important new and green technologies, such as hybrid and hydrogen-fuelled vehicles.

Japan has recently brought its wine standards closer to the EU ones in line with the Agreement and has authorised in its territory several EU oenological practices. As a result, more EU wine will be able to reach the Japanese market.

The procedures for claiming and obtaining tariff preferences has been greatly simplified. This has made it easier for EU companies to export to Japan. Simplifying procedures is particularly important for small businesses who often do not have resources to explore and make use of complicated rules.

Source: European Commission ➔ [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_313](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_313)

### EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT (EPA): BUSINESS SURVEY YEAR 2 (FEB 2020 - JAN 2021)

The purpose of this Survey is for the EU to collect feedback on the impact of the EPA on EU businesses as well as to gather information on existing market access challenges that EU companies face when entering the Japanese market. The EU will use the results of this survey to improve the business climate for EU companies operating in Japan.

SURVEY DEADLINE: 30 April 2021 ➔ [https://ec.europa.eu/eusurvey/runner/EPA\\_Survey\\_2020\\_2021\\_Year2](https://ec.europa.eu/eusurvey/runner/EPA_Survey_2020_2021_Year2)

### CLIMATE CHANGE, GLOBAL RESPONSE TO COVID-19 DISCUSSED AT 7<sup>TH</sup> EU-JAPAN DEVELOPMENT DIALOGUE

The seventh European Union (EU) - Japan Development Dialogue was held online on 5 February 2021, hosted by Japan.

The dialogue covered a wide range of global and regional issues, including the response to the COVID-19 pandemic, climate change, biodiversity loss, connectivity, and international cooperation in Africa and ASEAN. The participants also identified other areas for possible future cooperation.

The main participants from the European Commission were the Directors-General Koen Doens (International Partnerships) and Raffaele Mauro Petriccione (Climate Action), while the Directors-General Atsushi Ueno (International Cooperation) and Keiichi Ono (Global Issues) represented the Japanese Ministry of Foreign Affairs.

The next dialogue should be organised in Brussels in 2022.

A factsheet ([http://eeas.europa.eu/sites/eeas/files/eu-japan\\_factsheeten41.pdf](http://eeas.europa.eu/sites/eeas/files/eu-japan_factsheeten41.pdf)) on EU-Japan development cooperation illustrates examples of synergies in cooperation delivering connectivity globally.

Source: European Commission

➔ [https://eeas.europa.eu/delegations/japan/92741/climate-change-global-response-covid-19-discussed-7th-eu-japan-development-dialogue\\_en](https://eeas.europa.eu/delegations/japan/92741/climate-change-global-response-covid-19-discussed-7th-eu-japan-development-dialogue_en)

### EU-JAPAN: ANNUAL JOINT COMMITTEE MEETING REVIEWS GROWING STRATEGIC PARTNERSHIP

Senior officials from the EU and Japan convened the third meeting of the EU-Japan Committee on 26 February 2021, which coordinates the implementation of the Strategic Partnership Agreement. The meeting was held online.

The EU and Japan reviewed the implementation of the agreement and identified the next steps for further strengthening their relationship. The Joint Committee meeting demonstrated the breadth of the Strategic Partnership, which has already significantly deepened cooperation between the EU and Japan, as well as the high potential for its further development.

Source: European Commission

➔ [https://eeas.europa.eu/headquarters/headquarters-homepage/93897/eu-japan-annual-joint-committee-meeting-reviews-growing-strategic-partnership\\_en](https://eeas.europa.eu/headquarters/headquarters-homepage/93897/eu-japan-annual-joint-committee-meeting-reviews-growing-strategic-partnership_en)

# THE EUROPEAN EXTERNAL ACTION SERVICE TURNS 10

## A DECADE OF EU DIPLOMACY

The launch of the EEAS on 1 January 2011 was a major step in the European integration process and in developing a common foreign policy.



In the decade that has followed, the EEAS – with all Delegations, missions and operations – has become an appreciated and acclaimed partner to all our interlocutors around the globe. We are the face of the EU in the world, working towards peace and security in a true team spirit. The past years have seen major and unprecedented shifts in international politics and the EEAS more than ever needs to prove its added value as a diplomatic service. We, like all other players, have to adapt to a world “order” that looks increasingly out of balance. Against this backdrop, the 10th Anniversary also offers an opportunity to look back at lessons learned – lessons that will provide guidance for the 10 years ahead.



More information on:

➔ [https://eeas.europa.eu/headquarters/headquarters-homepage/91301/european-external-action-service-10th-anniversary\\_en](https://eeas.europa.eu/headquarters/headquarters-homepage/91301/european-external-action-service-10th-anniversary_en)

## PIMAP+, THE EUROPEAN STRATEGIC CLUSTER PARTNERSHIP DEDICATED TO SMES INTERNATIONALISATION IN JAPAN HAS BEEN LAUNCHED

Gathering six European clusters, ALPHA-RLH (coordinator, France), Produtech (Portugal), AFIL (Italy), Moravian Aerospace Cluster (Czech Republic), Triple Steelix (Sweden) and Business Joensuu (Finland), the European project PIMAP+ aims to strengthen cross-sectoral cooperation in the fields of photonics, advanced manufacturing, metalworking and aerospace industry.



The project focus on accelerating access to international markets for European SMEs in four markets: the US, Canada, China and Japan. The six clusters have had solid relations with Japanese counterparts for years and intend to strengthen them through this initiative. PIMAP+ partners are also very active to engage with additional international partners in order to support SMEs internationalisation.

In this perspective, ALPHA-RLH and Moravian Aerospace Cluster have met with Nagasaki Aero Industry Cluster during the Online Manufacturing World Japan exhibition on 3rd February 2021.

This first meeting lay the foundation for future collaboration activities and concrete business opportunities.

Considering this first good experience, PIMAP+ partners plan to organise a local delegation of European SMEs to attend the next edition of Manufacturing World Japan in 2022.

In addition, the clusters will offer the opportunities to perform B2B and matchmaking activities, visit of companies, meetings with the local ecosystem, key stakeholders and research institutions.

➔ <https://www.pimapplus.eu>

Look also details of this European Commission funded project on the Cluster Collaboration Platform:

➔ <https://clustercollaboration.eu/eu-cluster-partnerships/escp4i/pimap-plus>

## MORE DOORS OPENED UP IN JAPAN WITH EU GATEWAY | BUSINESS AVENUES

Japan and the EU are long-standing economic partners. To mirror this bond, the EU Gateway | Business Avenues programme has targeted Japan for nearly 30 years. Since the launch in 1990, approximately 100 missions supported more than 3400 European companies to develop new business in Japan.

Between 2017 and 2020, the Programme rolled out a new batch of market scoping missions to the Land of the Rising Sun. 407 companies from 25 EU Member States joined one or more of the 11 EU-funded market scoping missions organised in key sectors.

Once again, the Programme supported participants before, during and after the missions to ensure that logistics and differing cultures did not stay in the way of business. Through the matchmaking process, European companies built a profile of ideal clients and partners and hand-picked the right ones for them.

Business exhibitions, strategically placed within the context of larger yet targeted fairs, attracted more than 7200 visitors to the EU pavilions.



Over 3400 business meetings with Japanese companies were pre-arranged by the Programme before the missions. A total of 4514 meetings, also including those organised during the exhibition days or taking place spontaneously on the spot, was deemed useful by the participating European companies.

Looking back on the results achieved, the numbers speak for themselves. Within 6 to 12 months from the first 8 EU-funded mission, 82% of the companies already started or expected to start new business collaborations in Japan, and the Programme helped create nearly 800 new jobs in Europe.

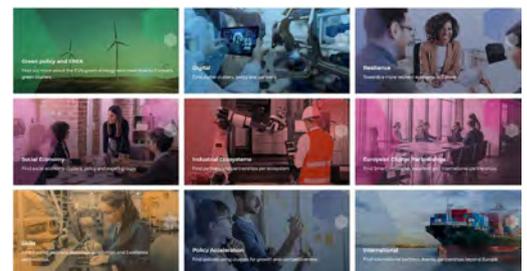
Being backed by the EU helped our companies to leverage more influence in interactions with local business players like private companies, governmental bodies, contractors, and manufacturers. In the words of many participating companies: "Thanks to the EU Gateway | Business Avenues programme, more doors opened up in Japan".

➔ <https://eu-gateway.eu/japan-0>

## NEW ECCP WEBSITE

The European Cluster Collaboration Platform launched its new website. ECCP mission is to be the European online hub for cluster stakeholders (cluster organisations, policymakers and other related stakeholders from the cluster ecosystem) and the reference one-stop-shop for stakeholders in third countries aiming to set up partnerships with European counterparts.

➔ <https://clustercollaboration.eu>



## NEW ORGANIC FOOD LEGISLATION IN THE EU



New organic legislation is expected to enter into force on 1 January 2022, further to the Commission's proposal to postpone its implementation for a year. The rules will reflect the changing nature of this rapidly growing sector. The new regulation is designed to ensure fair competition for farmers whilst preventing fraud and maintaining consumer trust through the following:

- production rules will be simplified through the phasing out of a number of exceptions and opt outs;
- the control system will be strengthened thanks to tighter precautionary measures and robust checks along the entire supply chain;
- producers in third countries will have to comply with the same set of rules as those producing in the EU;
- organic rules will cover a wider list of products (e.g. salt, cork, beeswax, maté, vine leaves, palm hearts) and will have additional production rules (e.g. deer, rabbits and poultry);
- certification will be easier for small farmers thanks to a new system of group certification;
- there will be a more uniform approach to reducing the risk of accidental contamination from pesticides;
- exemptions for production in demarcated beds in greenhouses will be phased out.

Source: European Commission ➔ [https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/future-organics\\_en](https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/future-organics_en)

## SUMMARY OF THE 2<sup>ND</sup> MEETING OF THE JAPAN-EU EPA JOINT COMMITTEE

The second meeting of the Japan-EU EPA (Economic Partnership Agreement) Joint Committee was held by video conference on 1 February 2021 co-chaired by Foreign Minister Toshimitsu Motegi from Japan side and Mr. Valdis Dombrovskis, Executive Vice-President of the European Commission for an Economy that Works for People and European Commissioner for Trade from the EU side.

The decisions made and discussion between the two Parties focused on the following areas and points of interests:

- Adoption of Amendments of ANNEXES 14-A and 14-B (addition of 28 new names to be protected as GIs (Geographical Indications) under the Japan-EU EPA for Japan and the EU respectively.)
- Adoption of Amendments of APPENDICES 2-C-1 and 2-C-2 (the status of application of UN regulations on motor vehicles and parts after entry into force of the Japan-EU EPA)
- Reviewing implementation of the EPA since its entry into force.
- Both Parties coincided to engage in exploratory talks to reassess the need for inclusion of provisions on the free flow of data to the EPA.
- Global issues such as response to the COVID-19 pandemic, green, digital and the WTO reform.
- Further cooperation between Japan and EU on the issues, including how to minimise the impact of the withdrawal of the UK from the EU and lifting of import measures on Japanese food products that have been introduced following the Great East Japan Earthquake.

On this occasion, co-chairs also discussed the recently introduced EU mechanism for transparency and authorisation for exports of COVID-19 vaccines and confirmed to continue close cooperation

Source: Mission of Japan to the European Union

➔ [https://www.eu.emb-japan.go.jp/itpr\\_en/11\\_000001\\_00078.html](https://www.eu.emb-japan.go.jp/itpr_en/11_000001_00078.html)

## JAPAN-EU DEVELOPMENT COOPERATION FACTSHEET

On the occasion of the seventh Japan-EU High-level Policy Dialogue on Development Cooperation, a factsheet was released. This factsheet illustrates Japan-EU synergies and complementarity between their respective cooperation on sustainable connectivity and quality infrastructure. (<https://www.mofa.go.jp/files/100146628.pdf>)

Source: Mission of Japan to the European Union

➔ [https://www.mofa.go.jp/ic/dapc/page25e\\_000361.html](https://www.mofa.go.jp/ic/dapc/page25e_000361.html)

## FULL RENEWAL OF "INVEST JAPAN" WEBSITE

Strengthening information dissemination to support investment by foreign companies in Japan during Covid-19 crisis



The Japan External Trade Organization (JETRO) fully renewed its "Invest Japan" website on 28 January 2021, with the aim of strengthening its ability to provide and disseminate information amid the limitations, due to the pandemic, on support activities for foreign and foreign-affiliated companies considering expanding into Japan.

Source: Japan External Trade Organization (JETRO)

➔ <https://www.jetro.go.jp/en/invest>

**SPONSORED BY JETRO**  
**Japan Pavilion**

VirtualExpo in partnership with JETRO (Japan External Trade Organization) presents the Japanese Pavilion. Browse high-quality products from top Japanese manufacturers sponsored by JETRO on our marketplaces outlined below.

JETRO supports the creation of innovation through direct investment in Japan and support for the expansion of startups abroad.

- AERONAUTICS**: AeroExpo presents a selection of high-quality products from the top Japanese manufacturers in the aeronautic field, sponsored by JETRO, Japan External Trade Organization.
- AGRICULTURE & LIVESTOCK**: AgriExpo presents a selection of high-quality products from the top Japanese manufacturers in the agricultural field, sponsored by JETRO, Japan External Trade Organization.
- ARCHITECTURE & DESIGN**: ArchiExpo presents a selection of high-quality products from the top Japanese manufacturers in architecture and design, sponsored by JETRO, Japan External Trade Organization.
- INDUSTRY**: DirectIndustry presents a selection of high-quality products from the top Japanese manufacturers in the industry, sponsored by JETRO, Japan External Trade Organization.
- MEDICAL EQUIPMENT & TECHNOLOGY**: MedTechExpo presents a selection of high-quality products from the top Japanese manufacturers in the medical field, sponsored by JETRO, Japan External Trade Organization.
- BOATING & MARITIME**: NautiExpo presents a selection of high-quality products from the top Japanese manufacturers in the boating and maritime field, sponsored by JETRO, Japan External Trade Organization.

## JETRO HAS CONCLUDED A PARTNERSHIP WITH VIRTUALEXPO



Japan External Trade Organization

In order to support the development of sales channels for Japanese products in Europe and around the world, JETRO (Japan External Trade Organization) has opened a Japan Pavilion on VirtualExpo marketplaces.

VirtualExpo, whose headquarter is located in Marseilles (France), is Europe's largest BtoB online platform, with approximately 9.5 million visitors per month accessing outstanding products from around the world.

Thanks to the support of JETRO, 76 Japanese companies are exhibiting at the Japan Pavilion in six areas: industry, architecture and design, maritime and boating sector, medical devices, agricultural machinery and aeronautics.

The COVID-19 pandemic is causing massive disruptions to economies, businesses, and markets across the world. To help the Japanese economy to tackle this crisis, JETRO has accelerated its digitalization to enhance its support to the Japanese companies. The collaboration with VirtualExpo has taking shape as part of this context and gives Japanese companies the opportunity to develop and intensify their business with potential buyers in the European market and the whole world.

➔ <http://www.virtual-expo.com/japan-pavilion>

## BIOJAPAN OFFERED NEW HYBRID STYLE PARTNERING EVENT AND WELCOMED OVER 1,300 REPRESENTATIVES

Even the uncertainties of the COVID-19, BioJapan introduced NEW Hybrid style partnering event on 14-16 October 2020 and closed successfully. The event welcomed about 800 companies, over 1,350 representatives from 23 countries and 9,000+ virtual and face to face meetings took places.

Along with this new partnering opportunities, they introduced new exhibition, healthTECH JAPAN to expand the possibilities to meet wider range of key decision makers including Digital Health, Digital Medicines, Digital Therapeutics (DTx), Digital Bio and other health care industry players.

This year's event will take place on 13(Wed.)-15(Fri.) October 2021 together with Regenerative Medicine Japan / healthTECH JAPAN in Hybrid style, which will provide the perfect opportunity to meet with a diverse range of participants to forge new alliances, facilitating interaction between Japanese and global organisations.

Asia's Premier Partnering Event Returns in 2021!

**BioJapan 2021**  
YOKOHAMA

**Regenerative Medicine Japan 2021**

**healthTECH JAPAN 2021**

**Oct. 13-15, 2021**

Venue: Pacifico Yokohama / Virtual Partnering participation  
Date: 13(Wed.)-15(Fri.) October 2021  
Partnering Registration: End of July

Contact the Secretariat for further information: [biojapan@jtbcom.co.jp](mailto:biojapan@jtbcom.co.jp)  
Explore more details about this event:  
➔ <https://www.ics-expo.jp/biojapan/en>

## EU-JAPAN AI FOR MANUFACTURING

### H2020 FUNDED PROJECT WEBINAR PRESENTATION

25 MARCH 2021, ONLINE EVENT

**Artificial Intelligence technology is already having a great impact in many areas, especially the manufacturing sector.**

The integration of AI with advanced manufacturing technologies and systems makes it possible to exploit the full potential in the manufacturing industry by achieving a higher level of adaptability, efficiency and robustness. At the same time, such systems will be human centric and promote the inclusion and cooperation with humans during planning and execution which can help to improve the quality of products and processes. Both the EU and Japan have recognised new development trends and their importance. In order to widely deploy these technologies, special attention is given to international cooperation and exchange of knowledge between EU and Japan for AI-driven innovation in manufacturing.

The EU-Japan.AI project is responding to this need by implementing a platform-based approach to connect all the relevant stakeholders from EU and Japan working on AI applications for manufacturing. This platform, beside other tools, will include an open-information hub, encouraging the exchange of information on the respective research programmes and technological results.

➔ <https://project.eu-japan.ai>



Advancing Collaboration and Exchange of Knowledge Between the EU and Japan for AI-Driven Innovation in Manufacturing

This will be supported by distribution of topic relevant materials, information on upcoming events, matchmaking opportunities and twinning activities to establish a vibrant and connected network at the heart of the platform, where a community of practice approach will facilitate the cooperation of all the participants. This will help to establish how research and innovation projects should address AI for manufacturing, the needs and requirements for AI from the point of manufacturers' view as well as to address current needs and future requirements. Overall, the project aims to establish, stimulate and support a long-term cooperation between the participants, by connecting them via the project's platform and by using modern, online-driven awareness approaches.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957339 and the planned duration is 16 months (01/2021 – 04/2022).

All Japanese beneficiaries have also received exceptional EU contribution funding foreseen in the Work programme for ICT-38, as they are essential for carrying out the EU-Japan based collaborative action.

## M-SEC EU AND JAPANESE CITIZENS AND STAKEHOLDERS' CONSULTATION

**Take their online survey and help them to better understand the IoT ecosystem**

M-Sec (<https://www.msecproject.eu>) is a Research and Innovation EU-Japan collaborative project. Its main goal is to develop an innovative solution that ensures a more secure (and less vulnerable) data transfer between stakeholders (such as citizens, researchers, companies, local municipalities) when using IoT devices and applications in hyper-connected smart cities.

In the scope of this research, the project is now conducting an online survey to all EU and Japanese citizens and stakeholders, considered as potential users of the M-Sec solution, to collect feedback on their IoT devices and applications experience and on their knowledge of EU and Japan's data protection regulations.

Filling in this survey will not take more than 1 minute. Help the project managers to further understand the IoT ecosystem in which M-Sec is expected to operate.

The survey tries to further understand citizens and stakeholders IoT experience in terms of the IoT devices that people, and companies commonly use daily or are considering start using in a near future. Moreover, as individuals, we currently use more than one IoT device. Therefore, the M-Sec project would also like to better understand if individuals have any concerns, and what those might be, regarding the security and privacy of their personal information when using those devices.

Finally, this online consultation also tries to better understand individuals' awareness of the current data protection policies that exist in their EU or Japanese region.

When filling in the survey, citizens and stakeholders can provide their email address if they want to receive more information about the M-Sec project. If this is not the case, the survey is completely anonymous and the results from the data collected will be presented by the project in an aggregated way, thus complying with GDPR and APPI rules.

Take the survey:

➔ <https://forms.gle/r3zJQngkvWK8XebE7>



## DIGITAL BUSINESS MEETINGS: **AUTOMOTIVE FRENCH BOOSTER JAPAN - SOUTH KOREA**

Seven NextMove members were able to participate in a Business France digital mission to Japan and South Korea at the end of 2020 and therefore meet at a distance with major players in the automotive industry in these two markets.

Coaching sessions for each participant were organised before the video conferences, in order to enhance candidates' materials and sales pitch during these meetings and provide information on business culture in the Japanese automotive and mobility market. Participants used this opportunity to:

- Promote their solutions in promising sectors: electric, autonomous, connected, hydrogen-powered cars, etc...;
- Meet decision-makers of the key players in mobility in Japan and present their technologies and services;
- Identify potential technical or commercial partners;
- Deepen their knowledge of Japanese automotive industry with experts from major carmakers, manufacturers, trading houses and digital industry players.

The prospecting phase in Japanese was carried out by Business France agents present locally, who presented participants' offer to three Japanese key accounts and organised video conferences as and when these companies were interested. Each prospect was followed up by Business France to ensure the continuation of exchanges following the meetings.

➔ <https://nextmove.fr/evenements/mission-digitale-japon-coree-du-sud>

## **ARIA NORMANDIE, RAVI AND MOV'EO MERGE AND BECOME NEXTMOVE** AND NOW FEDERATES THE ENTIRE VALUE CHAIN OF THE AUTOMOBILE & MOBILITY SECTOR

**NextMove: constantly thinking about the "next move" in order to innovate, develop and produce tomorrow's mobility solutions in France.**

This new organisation, taking up the ambitions and objectives targeted by the competitiveness cluster, has the mission of grouping together the entire value chain of the Automobile & Mobility sector, from the idea to the market in order to invent, experiment and industrialise tomorrow's mobility on French soil. By bringing together the members of Mov'eo, RAVI and ARIA Normandie under a single identity, all the players in the value chain are now represented: industrialists, service providers, local authorities, entrepreneurs, researchers, academics and institutions. The cluster thus grows from 380 to 600 members under the NextMove entity, with the aim of reaching 800 members by 2022. This union will also enable a further increase in collaborative work between

its members in order to activate all the factors of innovation and competitiveness of the French sector on the territory as well as internationally.

The health and economic crisis of Covid-19 has shown more than ever how important it is for France to regain its economic and industrial sovereignty. It is in this dynamic and the need to recreate industrial Made in France that NextMove takes on its full meaning: a space where the players in the sector weave new links and innovate to develop together the products, services, processes and technologies of tomorrow's mobility.

The objective of NextMove is to ensure and perpetuate the production of the entire value chain of the automotive and new mobility sector in France.



*"The next few years will be pivotal in positioning ourselves in key technologies, services and markets. Our territory, whose heart is the Seine Valley, the French "Mobility Valley", can only survive by having a complete capacity for innovation, development, experimentation and industrialisation of mobility solutions.*

*This capacity can only be acquired collectively, and it is by bringing together all the players in the sector and the value chain that we will meet these challenges and consolidate this ecosystem that creates more value and jobs in France." - Rémi Bastien, NextMove Chairman*

➔ <https://www.youtube.com/watch?v=ShCEG3xCHx8>

➔ <https://nextmove.fr>

## ENABLING NEW OPPORTUNITIES FOR THE GLOBAL INSPECTION & MAINTENANCE ROBOTICS INDUSTRY [ASIA-PACIFIC EDITION]

The webinar was organised by SPRINT Robotics, an organisation that is helping accelerate the rapid development of Inspection & Maintenance Robotics around the world, on 22 January 2021.

The webinar gave industry professionals the chance to engage with the existing local Inspection & Maintenance Robotics ecosystem and explored how to collaboratively further develop this community by highlighting use cases from Japan and overseas. The webinar opened with a presentation by the SPRINT Robotics's Chairman and the Japanese local counterpart, and featured prominent technical speakers from companies and institutions active in robotic activities in Japan and abroad. The program included the presentations of use cases from BASF, Saudi Aramco and ENEOS Japan and showcased also presentations by Mitsubishi Heavy Industries, and the World Robotic Summit.



Dr. Philippe de Taxis du Poët, EU-side Managing Director of the EU-Japan Centre for Industrial Cooperation ("Centre"), had the opportunity to introduce the main roles and functions of the Centre in favor of small and medium-sized enterprises ("SMEs"). He emphasised how the Centre helps connecting companies as well as markets as a whole. In his presentation, he mentioned how crucial is the importance of matchmaking, carried out by the Centre, for SMEs when trying to access the market in a faster and easier way. Additionally, he referred that the Centre also plays a vital role in the monitoring of the implementation of EU-Japan Economic Partnership Agreement ("EPA"), in this regard, Dr. Taxis du Poët mentioned the available digital materials and webinars for companies to help them understand the EPA.

Dr. Taxis du Poët concluded his presentation by introducing three of the Helpdesks of the Centre; the EPA Helpdesk, the EU-Japan Technology Transfer Helpdesk, and the Regional Cooperation Helpdesk, highlighting their services and main features.

➔ <https://www.sprintrobotics.org/sprint-robotics-webinar-japanese-edition-presentations>

## NOVESTA IS NOW THE MOST POPULAR SLOVAK PRODUCT IN JAPAN

The company Novesta a.s. (<https://www.gonovesta.com/about>) itself is a successor of a long tradition of a shoe production dating back to 1939. During several decades, the factory produced footwear for military or work, such as rubber boots and running shoes. The company also supplied products and semi-products for major brands as an OEM supplier.

Novesta's story in Japan started in September 2013 when Yusuke Koishi from the company Kleinstein (a Japanese design consulting company), which is now in charge of Novesta's in-Japan distribution and creative strategy, addressed Novesta team. At that time, Koishi was a staff member of the Comme des Garçon - a global fashion brand based in Japan. Comme des Garçon asked Novesta to produce shoes on an OEM basis and the collaboration began. For Novesta it was the first cooperation with a globally famous brand. Three years later - in 2016 - Kleinstein started to support the creative direction of Novesta.

The models produced in a business cooperation rolled out worldwide and the brand gradually began to attract attention in the market. Today, there are more than 70 stores that offer the brand in Japan (including the Isetan Shinjuku department store) and over 250 globally. Novesta and its partner Kleinstein consider that Novesta brand has a strong potential due to its uniqueness and a vertically integrated production system from rubber to shoes with vulcanisation facility. The key to Novesta's success is a focusing on a combination of quality and aesthetics.



The cooperation between Novesta and Kleinstein also contributed to a better knowing of Slovak culture in Japan. For example, Novesta conveys the Slovak aesthetics and culture through collaborations with Slovak artists - such as Martin Kollar - a famous contemporary photographer based in Bratislava.

Source: Embassy of the Slovak Republic in Japan

## OVER 450 JAPANESE PARTICIPANTS REGISTERED FOR DUTCH DIGITAL ECONOMY MISSION

The Netherlands organised a virtual economic mission on Digital Economy to Japan from 3-5 February with the support of partners such as Keidanren and JETRO.

Enterprise Europe Network partners – the EU-Japan Centre for Industrial Cooperation and the Dutch Enterprise Agency (RVO) - worked together to provide support for companies and organisations participating through the virtual b2match platform. A total of 455 Japanese and 80 Dutch participants tuned into webinars by industry experts and pitches from Dutch mission companies about various topics related to smart agriculture, services, and industry. Following the webinars participants got the opportunity to organise virtual 1-on-1 meetings. The EU-Japan Centre provided Japanese participants with technical support related to the virtual platform, such as Japanese instructions on how to register, join the webinars, and partake in the 1-on-1 meetings.



➔ <https://virtual-mission-japan.b2match.io/>

## MODA ITALIA & SHOES FROM ITALY AND ITALIAN PAVILION AT FOODEX JAPAN 2021

Made in Italy food and fashion products have always been appreciated from Japanese people and Japan represents a strategic market for Italian companies. Even in the current exceptional situation in which Italian companies cannot physically enter the country, the Trade Promotion Section of the Embassy of Italy has organised two important events to support almost 300 Italian companies to present their production in Japan, thanks to the cooperation with Japanese importers and agents which represented the Italian manufacturers.

The Winter edition of Moda Italia & Shoes from Italy took place on 8-10 February at Belle Salle Shibuya Garden in Tokyo. The 160 participating companies presented the 2021/2022 Fall Winter collections of textile, shoes, leather and apparel for women, men, and children. Inside the exhibition centre, alongside the halls, a green installation had been created by a well-known Japanese artist that aimed to offer an opportunity for relaxation and reflection as well as positive inspiration. The exhibitors also participated in the live "Photo Shooting", open to visitors, where some Japanese stylists proposed coordinated looks with clothes and articles of the Italian companies, according to the Japanese taste. The installation offered visitors a realistic idea of Italian style current trends.

Foodex Japan is the main trade fair in the Food & Beverage sector that takes place in Japan. At the 2021 edition, held on 9-12 March, the Italian Pavilion occupied approximately 1.100 square meters with more than 100 exhibitors, the largest among foreign pavilions, with two main areas: a first one, with booths of individual companies represented by their importers and agents, and a second one, a Showroom Area in which exhibited companies that wish to enter the Japanese market.

In addition to the two areas, also in this edition has been organised a "Punto Formaggi", a space dedicated exclusively to the exhibition of cheese supplied by 7 producers/consortia. Information panels with Italian recipes explained how to use cheeses, a not well-known aspect to the Japanese public.



Italian Pavilion at Foodex Japan:

- ➔ <http://www.ice-tokyo.or.jp/foodexjapan2021>
- ➔ [https://www.jma-buyers.com/fx\\_webguide\\_en/company.php?no=1184](https://www.jma-buyers.com/fx_webguide_en/company.php?no=1184)

Moda Italia & Shoes from Italy:

- ➔ <http://www.ice-tokyo.or.jp/5767>
- ➔ <https://modaitaliashoesfromitaly.eventidigitali.ice.it/it/>

## TECHBIZKON IV- HELD AS A HYBRID EVENT

On 2 December 2020, TechBIZKON IV, a startup/investor pitching and conference event jointly organised by Advantage Austria Tokyo, Business Finland and the German Chamber of Commerce and Industry in Japan (AHK Japan) took place at Venture Café Tokyo and via livestream under the title: "Connected Industries - Time to Scale up".



TechBIZKON IV is a joint initiative by the 3 organisations mentioned above, which all run individual startup programmes targeting Japan but have teamed up to create TechBIZKON IV as a common flagship event for 2020. The 2020 event was the 4th annual installment and the first one to be held in a hybrid format.

From left to right: Luca Escoffier, Technology Transfer Helpdesk, EU-Japan Centre for Industrial Cooperation; Dominik Wraneschitz from Advantage Austria; Tak Umezawa from CIC Tokyo.

On the screen: Claus Karthe, Southeast Asia Program CEO, German Accelerator; Glenn Gassen, Director for Innovation, Growth and Invest In services, Enter Espoo Oy

The event consisted of high-level panel discussions and a startup pitching with voting competition featuring twelve startups three each from Austria, Finland, Germany and Japan. Some of the speakers were in Tokyo while others attended via live video conferencing. The audience at Venture Café Tokyo as well as the online audience was asked to vote for the pitching startups.

Prestigious prizes went to the winners:

- Prewave <https://www.prewave.com>
- Hacus <https://hacus.com>
- XELA Robotics <https://xelarobotics.com>
- Blue Danube Robotics <https://www.bluedanuberobotics.com>

The event was supported by Venture Café Tokyo, CIC, DWIH Tokyo and the EU-Japan Centre for Industrial Cooperation who

moderated the panel discussions and set up and helped customise an online platform (<https://techbizkon-iv-connected-industries.b2match.io/>) to host the live-stream, online voting and enable matchmaking between participants. A recording of the stream can still be viewed on <https://youtu.be/f2jHaahYJY>

## CALL FOR APPLICATIONS: 2022 FFJ FELLOWSHIPS

The Fondation France-Japon de l'EHESS is presently calling for applications for three thematic fellowships sponsored by its partners:

- Air Liquide Fellowship: "Envisioning the Future of Human-Machine Relations: Collaborative Research between Japan and France" [http://ffj.ehess.fr/chaire\\_air\\_liquide2.html](http://ffj.ehess.fr/chaire_air_liquide2.html)
- Banque de France Fellowship: "Macroeconomics and Economic Policy: Which Lessons from the Japanese Experience?" [http://ffj.ehess.fr/chaire\\_bdf.html](http://ffj.ehess.fr/chaire_bdf.html)
- Michelin Foundation Fellowship: "Urban Mobilities in the 21st Century" [http://ffj.ehess.fr/chaire\\_fondation\\_michelin.html](http://ffj.ehess.fr/chaire_fondation_michelin.html)

The deadline for applications is 31 March 2021.

Applications are to be submitted by email to [fellowships\\_ffj@ehess.fr](mailto:fellowships_ffj@ehess.fr)

The fellowship may last between 5 and 10 months, between 1 January 2022 and 31 March 2023, depending on the fellow's availability.

The core objective of the FFJ Fellowship programme is to give the fellows an opportunity to broaden their research activities through a long-term stay in Paris, taking advantage of a vast network in social sciences and humanities in France and Europe, as well as a new collaboration with the research and development teams of the FFJ's partners. The fellows will be hosted in an office space shared with other visiting researchers and located on the new Campus Condorcet, Europe's largest campus for social sciences and humanities.

This exceptional international and interdisciplinary environment offers many opportunities for collaboration and access to scientific events. For the past 10 years, FFJ has been developing ambitious partnership-based research with companies and foundations, making it possible for the fellows to have access to a network of experts beyond academia and expand their scientific work with alternate methods and approaches. Further particulars and details of the fellowship may be asked directly by email.

➡ <http://ffj.ehess.fr/chaire.html>



## ITALIAN GRADUATES AND YOUNG ENTREPRENEURS ARE THE PROTAGONISTS OF **JIYO PROJECT**

Mondo Internazionale is an Italian Cultural Association that since 2017 has supported young talents in fostering their social impact and professional development nationally and internationally.



With more than 150 associates globally, Mondo Internazionale invests in innovative social development and sustainable cross-cultural cooperation, while carrying out research in several fields and developing projects such as the one of Japan Italy Youth Opportunities.

JIYO, developed by the Business Development & Innovation Section of the Hub Division, aims at fostering the relationships between young Italian graduates and entrepreneurs and their Japanese counterparts, involving Universities, Institutions and companies in both countries. The goal of the project is to allow young talents to play a key role in supporting the long-term bilateral relations between Japan and Italy, whilst

contributing to strengthening the economic and cultural synergies between the two countries.

JIYO is structured in three parts:

- Webinar and Workshops: meetings on innovative commercial, economic and cultural synergies between Italy and Japan with a specific focus on the 3F (Food, Fashion and Furniture).

JIYO was pleased to host at the latest of these events the EU-Japan Centre for Industrial Cooperation, who explored and analysed the EU-Japan Economic Partnership Agreement (EPA).

- Inaugural Field Trip: 12-days itinerary in Japan for graduates and young entrepreneurs. The field trip aims at fostering collaborations among Universities,

Institutions, local and multinational enterprises, creating an international network of young professionals and students. Participants will take an active part in B2B meetings, institutional events, universities' campus visits, whilst embracing a full immersion in the Japanese business culture.

- Annual Events: rotating set of innovative activities held annually aimed at promoting and developing the relations between Italy and Japan. Mondo Internazionale desires to support the Institutions of the two Countries, thus contributing to the cross-cultural exchange between the young participants and enhancing their personal and professional growth.

For more information please contact: [externalrelations@mondointernazionale.com](mailto:externalrelations@mondointernazionale.com)

➔ <https://mondointernazionale.org/en/focus-hub/jiyo>

## INNOVATIVE PIEDMONTESE LIFE SCIENCES COMPANIES SHOWCASE THEMSELVES TO JAPAN

bioPmed, the Innovation Cluster on Life Sciences and Healthcare of the Piedmont Region, managed by Bioindustry Park Silvano Fumero has prepared a catalogue of the most innovative products and services developed within the Cluster.



These are, for the most part, solutions from small or medium-sized companies, young, highly specialised and representing some of our best examples of high technology applied to Health. These innovative companies and organisations are interested in scientific and industrial collaborations and partnerships with global players, and Japan is one of the countries that from a technological perspective is most interesting to them. Japanese organisations interested in viewing the catalogue can access it at this address: <http://bit.ly/2KZZUKq>

bioPmed is the Innovation Cluster dedicated to Life Sciences and Health intended and supported by the Piedmont Region (Italy).

The initiative aims to promote interaction between Research, Industry and Healthcare, stimulate innovation, promote technology transfer and the development of cutting-edge skills and accompany the internationalisation processes of companies in the sector. Its about 100 current members and the related community of over 350 companies represent the entire value chain of the sector: academic institutions, research centres, start-ups and small and medium-sized enterprises, large multinationals, foundations, local healthcare providers, hospitals, training and specialised service providers.

Since its establishment in 2009, the bioPmed Cluster has been managed and supported by Bioindustry Park Silvano Fumero and operates nationally and internationally.

➔ <https://www.biopmed.eu>

## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**

A Japanese manufacturer is offering its high resistant pipe fittings  
Profile ID: **BOJP20201201001**



**REQUEST FOR TECHNOLOGY**

**Sector: Industrial equipment, food**  
Japanese company looking for food-loss prevention technologies, and to co-develop a bottle cap with measuring capabilities.  
Profile ID: **TRJP20210204001**

**REQUEST FOR DISTRIBUTOR**  
**Sector: Nanotechnology**

Japanese company specialized in high precision photolithography is looking for partners in the EU  
Profile ID: **BOJP20210115001**



**TECHNOLOGY TRANSFER OFFERED**  
**Sector: Medical device**

Japanese patented technology for fundamental mechanism of peristaltic pumps  
Profile ID: **TOJP20200210001**

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

A Japanese manufacturer of modern silk made fashion products proud of its traditional craftsmanship seeks partners  
Profile ID: **BOJP20200123001**



**REQUEST FOR DISTRIBUTOR**  
**Sector: Clothing**

A Japanese manufacturer of wearable protective equipment is looking to bring their packable boots to the EU  
Profile ID: **BOJP20191129001**

**REQUEST FOR DISTRIBUTORS**  
**Sector: Toys**

Japanese producer of wooden toys for babies and children is looking for distribution partners  
Profile ID: **BOJP20200221003**



**LICENSING & MANUFACTURING OFFER**  
**Sector: Construction**

Japanese plastic drainage parts manufacturer for kitchen sinks and bathrooms is seeking EU partners  
Profile ID: **BOJP20200221002**



**REQUEST FOR DISTRIBUTOR**  
**Sector: etalworking**

A Japacompanies, under a technology transfer or licensing cooperation agreement  
Profile ID: **TOJP20150122001**

## ENTERPRISE EUROPE NETWORK EVENTS

**B2B OPPORTUNITIES FOR EU AND JAPANESE SMES**

➔ <http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

### TECHNOLOGY & BUSINESS COOPERATION DAYS 2021

12-16 April 2021, Virtual event

**Sector: multisectorial**

**Registration deadline: 4 April 2021**

NBank <http://www.nbank.de> (Enterprise Europe Network partner) is organising a virtual edition of the annual Technology & Business Cooperation Days B2B event. The event will provide participants opportunities and competitive advantages through R&D and technological as well as business co-operations. This year focus: Industry 4.0 and Smart Factory solutions; resource and energy efficient manufacturing technologies; Sustainable Energy & Mobility; Measurement Tools

➔ <https://technology-business-cooperation-days-2021.b2match.io/home>



DATE/LOCATION	DETAILS	CONTACTS
23 March 2021	<b>WEBINAR</b> About Japan webinar 167: Olive Oil Market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/webinar-167-the-olive-oil-market-in-japan">https://www.eubusinessinjapan.eu/library/event/webinar-167-the-olive-oil-market-in-japan</a>
25 March 2021	<b>WEBINAR</b> About Japan webinar 168: EU-Japan.AI project (H2020)	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/webinar-168-eu-japanai-project-h2020">https://www.eubusinessinjapan.eu/library/event/webinar-168-eu-japanai-project-h2020</a>
27 March 2021	<b>WEBINAR</b> The furniture sector: synergies between Italy and Japan	Mondo Internazionale <a href="https://zoom.us/webinar/register/WN_MMKYtdwQdayBfRwGhMpTA">https://zoom.us/webinar/register/WN_MMKYtdwQdayBfRwGhMpTA</a>
30 March 2021	<b>WEBINAR</b> EPA Helpdesk Webinar 33: Tariff Rate Quotas	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eu-japan-epa-webinars-registration">https://www.eu-japan.eu/eu-japan-epa-webinars-registration</a>
13 April 2021	<b>WEBINAR</b> EPA Helpdesk Webinar 34: Fruits and Vegetables	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eu-japan-epa-webinars-registration">https://www.eu-japan.eu/eu-japan-epa-webinars-registration</a>
20 April 2021	<b>WEBINAR</b> About Japan Webinar 169: Working in Japan as an Expatriate, part 1 (Achieving assignment success)	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/webinar-169-working-in-japan-as-an-expatriate-part-1-achieving-assignment-success">https://www.eubusinessinjapan.eu/library/event/webinar-169-working-in-japan-as-an-expatriate-part-1-achieving-assignment-success</a>
26 April 2021	<b>SYMPOSIUM</b> DJW Symposium 2021 Online: "Yesterday's future, tomorrow's trends – perspectives for the Japanese-German economic relations" part I	DJW <a href="https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/die-zukunft-von-gestern-die-trends-von-morgen-perspektiven-fuer-die-deutsch-japanischen-wirtschaftsbeziehungen">https://www.djw.de/de/veranstaltungen/djw-veranstaltungen/die-zukunft-von-gestern-die-trends-von-morgen-perspektiven-fuer-die-deutsch-japanischen-wirtschaftsbeziehungen</a>
27 April 2021	<b>WEBINAR</b> EPA Helpdesk Webinar 35: Textiles	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eu-japan-epa-webinars-registration">https://www.eu-japan.eu/eu-japan-epa-webinars-registration</a>
4 May 2021	<b>WEBINAR</b> About Japan Webinar 170: Working in Japan as an Expatriate, part 2 (Step-by-step guide and checklist for future expatriates)	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/webinar-170-working-in-japan-as-an-expatriate-part-2-step-by-step-guide-and-checklist-for-future-expatriates">https://www.eubusinessinjapan.eu/library/event/webinar-170-working-in-japan-as-an-expatriate-part-2-step-by-step-guide-and-checklist-for-future-expatriates</a>
11 May 2021	<b>WEBINAR</b> EPA Helpdesk Webinar 36: Leather and Footwear Products	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/eu-japan-epa-webinars-registration">https://www.eu-japan.eu/eu-japan-epa-webinars-registration</a>



**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 :  
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