



## RETROSPECTIVE THINKING AND PLANNING FORWARD

The year 2022 marks the **35th anniversary** of the creation of the EU-Japan Centre for Industrial Cooperation in 1987 as a joint venture co-managed and co-funded by the European Commission (DG GROW) and Japan (METI). These 35 years together enabled us to gain a rich experience to deliver multiple positive outcomes in the EU-Japan strategic partnership, and operationalise our policy agreements, be it the EPA, SPA, Connectivity Partnership, Green Alliance, mobilising key stakeholders from both sides, businesses, researchers, clusters and regions, students, and think tanks to promote concrete cooperation between the EU and Japan.

The EU-Japan Centre is a political signal that both the EU and Japan stand together for sustainable cooperation, and team up to preserve the benefits of openness, pursue resilient economies and inclusive societies. But perhaps above all, an intangible but pivotal dimension to build EU-Japan industrial partnerships, mutual trust - as illustrated by the handover of the EU-Japan BRT recommendations to PM Kishida - has also developed over these years.

For building business partnerships, the EU-Japan Centre has enjoyed over the last 10 years being the Enterprise Europe Network (EEN) Member in Japan, the world's largest business support network. During this decade, thousands of business matchmaking events have been organised leading to expressions of interest and many business agreements. Statistics and success stories recently **published** show the diversity of industrial and technological sectors covered as well as the SMEs involved in many EU Member States. But probably the highest added value brought by the EU-Japan Centre to the EEN activities is that they are not standing alone. They actually provide and receive added value by being strongly connected to the other activities of the EU-Japan Centre such as our helpdesks on the EPA, public procurement, technology transfer, industrial cluster and the coordination with the Trade Promotion Organisation (TPOs) of the EU Member States, and the strong support from METI and JETRO in Japan. All together, they provide a coherent and synergetic 'package' integrating various tools, support and services.

Building on this retrospective thinking, we are planning our activities for 1 April 2022 onwards by taking into account the acceleration over the last years of the profound transformation of business and the economy, and notably three main business trends impacting EU-Japan industrial cooperation:

- EU-Japan business cooperation in and with Africa, ASEAN and Latin America. In addition to its domestic market, Japan is also increasingly considered by European businesses as a hub to access foreign markets by partnering with Japanese businesses; and vice versa.
- Joint actions with the EU Member States Trade Promotions Organisations in a 'Team Europe' approach. Together we are stronger.
- Digitalisation of business supports to help SMEs, providing opportunities to more SMEs for internationalising in less-costly, faster, greener, more global, and flexible ways. Hence the need to articulate the complementarity of the virtual with the physical dimension of business matchmaking.

**VIDEO message** from Mr. Philippe de Taxis du Poët, EU-side General Manager at the occasion of the 35th anniversary of the Centre.

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

### PM KISHIDA RECEIVES THE BRT'S 2021 RECOMMENDATIONS

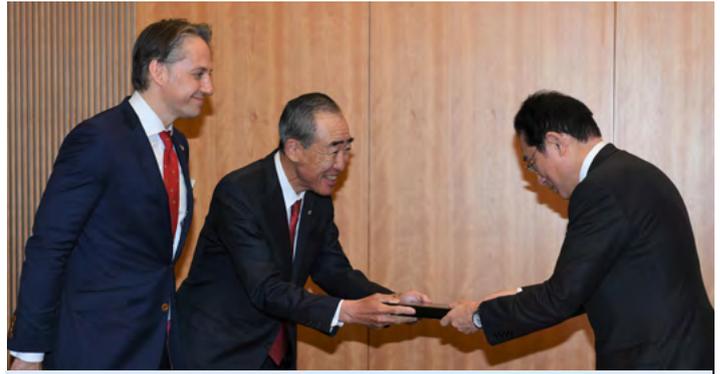


9 February, Tokyo – The two BRT co-Chairs, Masaki Sakuyama (Senior Advisor at Mitsubishi Electric Corporation, on the right) and Philippe Wahl (Chairman and CEO of Le Groupe La Poste) who was represented by Michael Mroczek (Chair of the European Business Council in Japan, on the left) have delivered the BRT's 2021 Recommendations to Fumio Kishida, Prime Minister of Japan.

[Full story on page 2](#)

## HANDOVER OF THE **BRT'S RECOMMENDATIONS TO PM KISHIDA**

On 9 February in Tokyo the EU-Japan Business Round Table's Joint Recommendations were presented to PM Kishida by the BRT co-chairs, Masaki Sakuyama (Senior Advisor, Mitsubishi Electric Corporation) and Philippe Wahl (Chairman & CEO, Le Groupe La Poste) who was represented by Michael Mroczek (Chair, European Business Council in Japan).



From left to right: Michael Mroczek representing BRT co-Chair Philippe Wahl observes BRT co-Chair Masaki Sakuyama submit the BRT's 2021 Recommendations to Prime Minister Kishida.

Adopted at the 2021 BRT annual meeting, the Recommendations noted the key aspects of digital transition, decarbonisation and trade and regulatory cooperation can make towards achieving a more digital and greener future. They underlined the importance of the free movement of businesspeople.

During the handover, at which Patricia Flor, EU Ambassador to Japan, and representatives from Japan's Ministry of Economy, Trade and Industry and Ministry of Foreign Affairs were present:

Mr. Sakuyama gave an overview of the main discussion points from the 2021 annual meeting and hoped that the Japanese and EU Authorities would continue to promote cooperation in a wide range of fields, working with the business community to advance policies. Mr. Mroczek stated his confidence that EU-Japan cooperation will lead to a more digital and greener future and noted that impediments to the free movement of businesspeople can impact on investments.

PM Kishida appreciated the BRT's strenuous support for the EPA and stated that the EU's 'Next Generation EU' and his government's 'New Capitalism' are seeking new models of capitalism and in line with each other. He stated his willingness to continue working closely with industry to further strengthen Japan-EU relations.

The BRT's co-Chairs had previously submitted the Recommendations to EU Internal Market Commissioner Thierry Breton who received them on behalf of the European Commission. <https://www.eu-japan-brt.eu/annual-meeting-2021>



From left to right: Ambassador Flor; Michael Mroczek representing BRT co-Chair Philippe Wahl; BRT co-Chair Masaki Sakuyama and Prime Minister Kishida..

## ESTONIAN E-GOVERNANCE AND CYBERSECURITY SME JOINS THE EU-SIDE OF 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.

Philippe Wahl, the BRT's EU-side Chairman (and Chairman and CEO of Le Groupe La Poste) is delighted to welcome Oliver Väärtnõu from Cybernetica to the BRT's EU-side to feed into the BRT's work on digital transformation issues and strengthening the representation of SMEs in the BRT.

Cybernetica is a knowledge-based IT company that has operated in the markets for the last 25 years. The company is known for the development of fundamentally new technologies and their deployment in complex environments, like in Estonia where it has developed the fundamental building blocks for the local e-governance ecosystem. Today, the core technology offering is centred around digital identity, secure data exchange, privacy preserving

technologies and cybersecurity assessment. Cybernetica's technologies are used in more than 35 countries around the world from Ukraine, Benin, Aruba to Greenland, USA and, of course, Japan. Cybernetica has long-term and well-established productive business relationships in Japan, for example, with Sumitomo Mitsui Trust Bank, Nicigas and Fujisoft. Cybernetica will be joining the BRT's Digital Innovation & Mobility Working Party.



Oliver Väärtnõu has been the CEO at Cybernetica since 2014, having previously held the position of Strategy Director at the Government Office of Estonia.



According to Mr Väärtnõu, **Cybernetica** is honoured and excited to be joining the initiative. "While we have good working relationships with our partners in Japan, it is a great opportunity to broaden the dialogue further with Japanese counterparts. We'll be bringing our large-scale digital transformation experience to the roundtable for other BRT members in the EU and Japan to discuss these technologies, but also learn how these technologies could be transformed to the Japanese context. We're looking forward to participating in any discussions where this experience can be beneficial," said Väärtnõu.



## CHALLENGES, AND OPPORTUNITIES IN THE SPACE SECTOR

EU-Japan Innovation Day 2021: Joint webinar organised by the EU-Japan Centre for Industrial Cooperation & EURAXESS Japan. On 16 December 2021, the EU-Japan Centre for Industrial Cooperation and EURAXESS Japan co-organised a joint webinar for the EU-Japan Innovation Day ([https://www.eu-japan.eu/events/challenges-and-](https://www.eu-japan.eu/events/challenges-and-opportunities-space-sector)

[opportunities-space-sector](https://www.eu-japan.eu/events/challenges-and-opportunities-space-sector)) which focused on challenges and opportunities in the space sector. The webinar consisted of two sessions and a panel discussion.

The first session featured six speakers (from Japan and Europe) presenting prominent commercial space projects and initiatives in the space sector.

First, Mr. Yasu Yamazaki of **Axelspace** discussed the contribution of microsattellites to the 17 Sustainable Development Goals by the United Nations, drawing examples of smart agriculture and the sustainability of the cities. Next, Synspective's role as an information infrastructure for worldwide social concerns, with a focus on SAR Data Images for cloud-based solutions, was discussed by Mr. Akifumi Sumiya from **Synspective**. Mr. Takahiro Nakamura of **ispace** then stressed the need for satellite maintenance for sustainable human life and the importance of the lunar industry for space exploration and ispace's future objectives. Mr. Raffaele Mauro of **Primo Space** Fund emphasised the increase in venture capital and space start-ups investments over the last five years and gave the audience an overview of what VCs do and how they work.

**D-orbit's** Ms. Patrizia Tammara Silva discussed space logistics and orbital transportation and highlighted her company's current partnerships with several prominent Japanese firms. Lastly, Mr. Rainer Horn of **SpaceTec Partners** presented the steps of the GNSS.asia project from its beginning in 2012 and the activities of the project carried out specifically in Japan.

The second session covered intellectual property aspects in the field of space where Mr. Masato Iida from **Shiga International Patent Office** was the first speaker, presenting insights on space and patents from a Japanese viewpoint and emphasising the necessity of cross-licensing activities. Following that, two presenters from **Plasseraud IP**, Mr. Atsuya Takeshita and Ms. Laurence Loumes discussed patents in this sector from a European viewpoint and the imminent changes coming with the unitary patent.

After the two sessions, Luca Escoffier, Manager of Space.Japan and GNSS.Asia Helpdesks at the EU-Japan Centre for Industrial Cooperation moderated a lively panel discussion that ended an event with around 200 attendees.

➔ <https://www.eu-japan.eu/events/challenges-and-opportunities-space-sector>

## EU-JAPAN GREEN TRANSITION MATCHMAKING PLATFORM

ENABLING NEW BUSINESSES BETWEEN JAPAN & EUROPE FOR A GREENER AND MORE SUSTAINABLE ECONOMY.



The EU-Japan Centre for Industrial Cooperation is organising a virtual B2B event to bring together companies as well as research organisations from Japan and Europe to build business partnerships that contribute to a low-carbon society.

Event Date: 14-18 March 2022 - Registration deadline: 17 March 2022

<https://eu-japan-green-transition-2022.b2match.io>

The event is organised with the support of 7 EU member states' Trade Promotion Organisations (TPOs) and in cooperation with JETRO's J-Bridge programme.

The B2B online Platform is based on the idea of open innovation. Registrants create profiles including their "Offers" and "Requests" / "Seeds" and "Needs", which will allow them to identify potential partners. Registered participants can browse each other's profile and search for potential partners by keywords and categories. It is possible to send messages or request meetings, which will take place in the form of video calls.

Participation is free of charge.

Target participants from mentioned organisations are operating in the sectors below:

- Renewable Energy
- Smart Energy Infrastructure
- Energy and Resource Efficiency
- Biomaterials
- Other Decarbonisation technologies

## LEAN CAFÉ – A COVID RESPONSE IDEA THAT HAS LEGS!



For 30 years, the EU-Japan Centre has helped EU managers develop their understanding of Operations Improvement concepts such as World Class Manufacturing, the Toyota Production System through sharing of ideas and experiences. In 2013, after many years organising WCM study Missions to Japan, the Centre initiated “Lean in Europe” factory visits to host companies in Europe willing to open their doors and share their stories of implementing lean to improve their performance by developing their people.

By the start of the pandemic there had been 26 Lean in Europe visits to companies such as Lego or Danfoss. Two planned visits in early 2020 were cancelled with the outbreak of Covid. But the Centre did not want to stop supporting the Community of enthusiasts that had developed and wanted to still add value through sharing. This desire led to the creation of the “Lean Café” – a virtual event where “host” companies share their story and are open to answering questions. The first event was hosted by our friends in the Toyota Lean Management Centre in Deeside, North Wales. To date we have delivered 11 Lean Café events.

Contact [lean@eu-japan.eu](mailto:lean@eu-japan.eu) for details of future sessions. <https://www.eu-japan.eu/events/lean-cafe>

The programme for 2022 is under development with a large list of people suggesting their business for a Café session. The short, focused nature of the Lean Café, using technology to conquer the challenges of time and distance has proven successful. We have just passed the 500 mark for participants. The results and feedback from participants has led the Centre to plan a blended approach to the best practice sharing activity into the future mixing a return to the Lean in Europe site visits planned when conditions allow with continued support for the Lean Café concept, to further advance the sharing of good and best practice within Europe.

## CALL FOR APPLICATIONS: GET READY FOR JAPAN 2022

Last year, the Centre conducted the 4th edition of its online “Get Ready For Japan” programme (31 May – 11 June 2021): a successful 2-week intensive online training programme that offered to 14 companies from 10 EU member states the skills and knowledge on how to establish successful business collaborations with Japanese companies.

**Mission dates: 16-27 May 2022**

**Application deadline: Thursday, 24 March 2022**

Due to the current circumstances, this year the programme will also be held online. Future participants will have the opportunity to deepen their knowledge about Japan, join virtual company visits and individual business meetings with Japanese counterparts. During last year’s edition and with the support of the EEN Japan team, a total of 13 online business meetings with Japanese companies were successfully arranged for 8 EU participants.

If you are an EU executive from an EU SME and need a practical preparation to maximise your chance of building a successful partnership in Japan, this training programme is for you!

Programme webpage and application form: <https://www.eu-japan.eu/events/get-ready-for-japan-training-programme>

## CALL FOR APPLICATIONS: PROMOTION IN JAPAN OF EU FOOD & DRINKS PRODUCERS

3-day promotion alongside the International Food Ingredients & Additives Exhibition and Conference (ifia), the Japan’s largest Food Ingredients & Additives event which takes place at Tokyo Big Sight, Japan in May 2022.

The 3-day promotion includes the promotion of selected EU companies with their products at the EU-Japan Centre’s physical booth to maximise VIRTUAL participation’s visibility. Selected EU SMEs will be promoted as co-exhibitors at the EU-Japan Centre’s booth, where posters, flyers and eventually samples will be displayed by the EU-Japan Centre’s staff.

### EVENT OUTLINE:

International Food Ingredients & Additives Exhibition and Conference (ifia)

- URL: <https://www.ifiajapan.com/en>
- Dates: 18-20 May 2022
- Application deadline: Thursday, 31 March

Programme webpage and application form: <https://www.eu-japan.eu/events/food-drinks-virtual-mission-may-2022>

## TEN YEARS OF “HAPPY MARRIAGE” OF THE EU-JAPAN CENTRE WITH EEN

Within the frame of the EU-Japan Centre's activities in the Enterprise Europe Network (<https://een.ec.europa.eu>), we have published a 10-year anniversary booklet (2011-2021).

This booklet provides some statistical information about what has been accomplished in the last decade and highlights some success stories of Japanese and European SMEs. Please see the short video and the booklet on the following link:

➔ <https://www.eu-japan.eu/publications/een-japan-celebrating-10-years-working-together-booklet-and-video>

## CALL FOR EXPRESSIONS OF INTEREST TO CO-ORGANISE MARKET ACCESS WORKSHOPS FOR THE BENEFIT OF EU SMES

The EU-Japan Centre is calling for expressions of interest in co-organising Market Access workshops with local EU support organisations (members of Enterprise Europe Network or other EU non-profit entities, such as EU clusters) in 2022. Deadline for submissions: 22 March 2022

These sessions would address in a timely and structured manner everything EU companies would like to know when accessing the Japanese market (including export to Japan processes and procedures, marketing, distribution and sales, trade shows, business matching and other) as well as providing insights into virtual communication and business practices with Japanese counterparts. As the initiative was quite successful in the last couple of years, we are now adding a number of new sectors of possible interest and expertise, including:

- Food
- Textile
- Pharmaceuticals/medical devices
- ICT/IoT/digitalisation
- Cleantech/circular economy
- Cosmetics
- Furniture/interior accessories
- multiple aspects of the Japanese business culture

The workshop would take from 1-2 hours online and 3-4 hours at the premises of and in cooperation with local Enterprise Europe Network (EEN) partners or other EU entities. All costs regarding the experts' presentation fees as well as a possible travel (accommodation, flights) would be covered by the Centre.

➔ <https://www.eu-japan.eu/news/online-workshops-eu-call-expressions-interest-among-een-partners>

## THE CENTRE SUPPORTS EU-JAPAN-AFRICA TRILATERAL BUSINESS COOPERATION

Within the framework of the 7th EU-Africa Business Forum (14-18 February 2022), the EU-Japan Centre for Industrial Cooperation promoted EU-Japan-Africa trilateral cooperation through a virtual workshop, the launch of a new helpdesk, and an online B2B matchmaking event.

The 7th EU-Africa Business Forum was co-organised by the European Commission, the African Union Commission, and EU and African business organisations. The event aims at connecting European and African political and business leaders to discuss partnership and investment opportunities.

On 14 February, the EU-Japan Centre for Industrial Cooperation organised a virtual workshop on the topic of EU-Japan business cooperation in and with Africa.

About 200 participants attended the workshop which showcased the success story between the Finnish SME, Augumenta, The School of Veterinary Medicine of the University of Zambia and the Japanese International Cooperation Agency (JICA) in conducting remote technical trainings in the fields of healthcare and agriculture in Ghana and Zambia. <https://www.augumenta.com/how-smarteyes-enables-remote-learning/>. Other speakers presented an overview of Japanese and European activities and investment in Africa as well as possible synergies between European, Japanese and African companies, clusters and regions.

Following the workshop, the EU-Japan Centre announced the launch of a new helpdesk supporting EU-Japan business cooperation in and with Africa.

During the EU-Africa Business Forum, the Centre exhibited its activities via its virtual booth which attracted over 110 visitors, including companies and organisations interested in learning more about EU-Japan business cooperation in and with Africa.

On 18 February, the EU-Japan Centre organised a virtual B2B matchmaking event, aiming at supporting trilateral partnerships between EU, Japanese and African companies. <https://eu-japan-africa-2022.b2match.io/>

With about 40 participants from the EU, Japan and Africa, several meetings were conducted to discuss potential partnerships for joint projects in Africa.

Link to the video:

➔ <https://eabf.app.swapcard.com/event/eabf22/planning/UGxhbm5pbmddfODA3OTky>

## VULCANUS IN EUROPE

### BOOST YOUR R&D WITH A JAPANESE ENGINEERING STUDENT - AN IRISH SUCCESS STORY

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.



From left: Satoshi Yoshida, Products Development Engineer, alongside his supervisor and Product Manager, Sean Kheffache

Following a 4-month intensive language course, the trainees can communicate in the 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 the Japanese culture, which is extremely useful for conducting successful business with Japan.

Costs: companies pay €825/month or the national minimum wage – whichever is higher.

The next call for host companies will be launched in spring.

The current session of the internship programme is coming to an end, and this is how Ireland's leading Automated Voice and Business SMS software provider, Phonovation (<https://www.phonovation.com>), reflects on their experience with Vulcanus in Europe:

*"Phonovation has greatly benefited from the Vulcanus programme. Satoshi added value to the organisation from the moment he joined. His expertise in Machine Learning was invaluable to a key innovative project the company was researching and developing - we progressed in three months what we thought would take six thanks to Satoshi. With regular presentations to the entire company, Satoshi has spread his knowledge about Machine Learning and has educated many of us on a sophisticated topic.*

*Added to his Engineering experience and knowledge, getting fresh and unique perspectives from talented individuals is always welcome. It has also been an absolute pleasure to work alongside Satoshi."*

Should you wish to receive further information, please do not hesitate to contact the EU-Japan Centre's Vulcanus Team at [vulcanus@eu-japan.eu](mailto:vulcanus@eu-japan.eu) or visit our website:

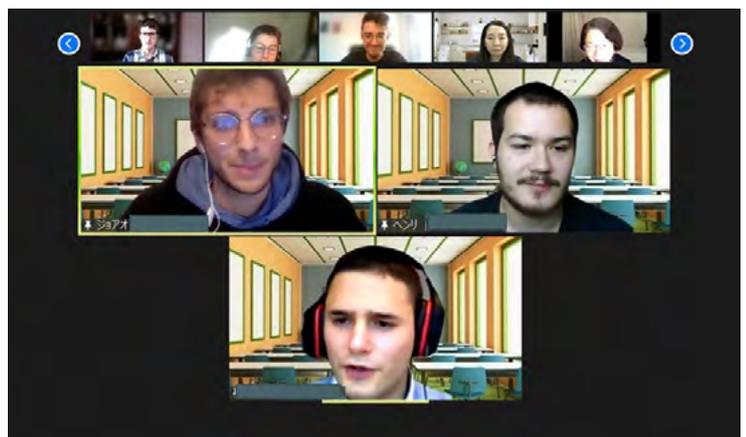
➔ <http://www.eu-japan.eu/events/vulcanus-europe>

## VULCANUS IN JAPAN

Japanese borders have been tightly closed due to the coronavirus pandemic for almost two years. Even under difficult circumstances, 21 participants with big dreams of going to Japan courageously joined the Vulcanus in Japan for 2021-2022, and the programme started in September 2021 online.

From September, all the participants remotely joined the four-month intensive Japanese language course. Despite the time difference, the participants diligently studied every day from very early in the morning, and their Japanese improved very quickly. Their progress was truly remarkable and impressed the audience at the online final presentation on 9 December.

11 participants started their remote internships with their host companies in Japan. The rest of the participants continue learning Japanese and are going to conduct research on the Japanese market for European companies. All the participants are ready to go to Japan as soon as the border reopens.



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

## “MINERVA” EU-JAPAN **MARKET & POLICY INTELLIGENCE**

Minerva is an in-house research scheme in Japan which lasts 6 months and targets EU and Japanese academics, trade / economic analysts and civil servants.

The participants are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as to support the analytical activities of the Centre.

A research on local and regional decarbonisation initiatives in Japan is now available on the following link:

<https://www.eu-japan.eu/sites/default/files/publications/docs/Emma%20Saraff%20report.pdf>

A research on digital transformation of Japanese firms and the opportunities for EU SMEs in Japan has just been completed and is now available online:

<https://www.eu-japan.eu/publications/digital-transformation-japan-assessing-opportunities-eu-smes-minerva-fellowship>

More info? Contact: [minerva@eu-japan.gr.jp](mailto:minerva@eu-japan.gr.jp) or visit: [https://www.eu-japan.eu/minerva\\_programme](https://www.eu-japan.eu/minerva_programme)

### TESTIMONIAL



*The Minerva fellowship gave me the opportunity to conduct research on the trending topic of digital transformation in Japan. Through the program, I had the chance to connect with various stakeholders from industries, as well as with the European trade network to discuss domestic market trends. The establishment of the Digital Agency by the Japanese government and the impact of the COVID-19 pandemic have accelerated the transition of the public and the private sectors, opening a window of opportunities for European companies offering solutions in the digital domain.*

**LENA BROECKAERT** – Minerva researcher - 2021-2022



## **CROSS-CULTURAL** SERIES

Since the last edition in 2020, the EU-Japan Centre is relaunching its cross-cultural series, building on the current pandemic crisis, and including a brand-new episode on how to virtually communicate with your Japanese partners.

Do you want to accelerate the transparency, quality, and smoothness of virtual communication with Japanese partners?

Register to follow the webinars live and ask your questions to our experts!

### **TECHNIQUES FOR COMMUNICATING EFFECTIVELY WITH JAPANESE PARTNERS**

10 May 2022– 10:30 - 11:30 AM CET

<https://www.eubusinessinjapan.eu/library/event/cross-cultural-webinar-series-1-communication>

### **HOW TO INFLUENCE DECISION-MAKING PROCESSES IN JAPANESE ORGANISATIONS**

17 May 2022 – 10:30 - 11:30 AM CET

<https://www.eubusinessinjapan.eu/library/event/cross-cultural-webinar-series-2-influencing-decision-making>

### **TRUST, NETWORKING AND RELATIONSHIP BUILDING**

24 May 2022 – 10:30 - 11:30 AM CET

<https://www.eubusinessinjapan.eu/library/event/cross-cultural-webinar-series-3-networking>

### **ALIGNING STRATEGY WITH JAPANESE COUNTERPARTS**

31 May 2022 – 10:30 - 11:30 AM CET

<https://www.eubusinessinjapan.eu/library/event/cross-cultural-webinar-series-4-aligning-strategy>

### **TECHNIQUES FOR EFFECTIVE VIRTUAL COMMUNICATION WITH JAPANESE PARTNERS**

14 June 2022 – 10:30 - 11:30 AM CET

<https://www.eubusinessinjapan.eu/library/event/cross-cultural-webinar-series-5-virtual-communication>

## UPCOMING WEBINARS “ABOUT JAPAN”

Register Register for our upcoming webinars which cover many sectors and topics and seek to help EU companies in their efforts to do business in Japan.

Did you miss a session? Or you cannot join a live webinar? You can always access the previous webinars' recordings on the following link: <https://www.eubusinessinjapan.eu/past-events>

### HOW TO BUILD TRUSTING AND LONG-LASTING RELATIONS WITH JAPANESE PARTNERS

8 March 2022 - 10:00 - 11:00 AM CET

How can you overcome cultural differences and build trusting partnerships? Learn from the MIRAI Japanese-Swedish university collaboration.

➔ <https://www.eu-japan.eu/events/about-japan-webinar-series-188-how-build-trusting-and-long-lasting-relations>

### MEDICAL DEVICE MARKET IN JAPAN

15 March 2022– 10:30 - 11:30 AM CET

What opportunities does the Japanese Medical Device (excluding e-health) market offer to EU SMEs?

➔ <https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-189-medical-device-market-japan>

### WELL-BEING AS ULTIMATE GOAL OF SMART CITIES – EU-JAPAN COLLABORATION

22 March 2022– 10:00 - 11:00 AM CET

What is the ultimate goal of smart city? Key to bridge civic engagement and digital technology.

➔ <https://www.eu-japan.eu/events/about-japan-webinar-series-190-smart-cities-eu-japan-collaboration>

### MARKETING CHALLENGES WHEN TARGETING THE JAPANESE MARKET

29 March 2022 – 10:30 - 11:30 AM CET

How to grow your consumer products business in Japan? In this webinar, learn five key steps to successful marketing in Japan.

➔ <https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-191-marketing-challenges-when-targeting-japanese-market>

## LATEST REPORTS

The EU-Japan Centre recently published fully up-to-date reports on Marketing challenges when exporting to Japan, and on the Cosmetics and Quasi Drugs sector in Japan. Do not forget to check out their webinars!

### MARKETING CHALLENGES WHEN TARGETING THE JAPANESE MARKET

➔ <https://www.eubusinessinjapan.eu/library/publication/report-marketing-challenges-when-targeting-japanese-market>



### DIGITAL APPS MARKET IN JAPAN

12 April 2022 – 10:30 - 11:30 AM CET

What opportunities does the Digital Apps Market in Japan offer to EU SMEs?

➔ <https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-192-digital-apps-market-japan>

### CLEAN TECHNOLOGY MAPPING IN JAPAN

26 April 2022 – 10:30 - 11:30 AM CET

What are the contours and key technologies in the clean technology industry, and what opportunities does the Japanese market offer to EU SMEs?

➔ <https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-193-clean-technology-mapping-japan>

### ACCESS2MARKETS SEMINAR

28 April 2022 – 10:30 - 11:30 AM CET

This webinar will offer an explanation of the Access2Markets tool and will include a live demonstration of the tool's features.

➔ <https://www.eu-japan.eu/eu-japan-epa-webinars-registration>

### IOT MARKET IN JAPAN

3 May 2022 – 10:30 - 11:30 AM CET

What opportunities does the IoT Market in Japan offer to EU SMEs?

➔ <https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-194-iot-market-japan>



### THE JAPANESE COSMETICS AND QUASI DRUGS MARKET

➔ <https://www.eubusinessinjapan.eu/library/publication/report-japanese-cosmetics-and-quasi-drugs-market>



## CELEBRATING THE 20<sup>TH</sup> ANNIVERSARY OF THE EU-JAPAN NEWS

Dear readers, it is a pleasure for us to celebrate with all of you the 20th anniversary of the EU-Japan Centre's quarterly newsletter (2003-2022).

Born in September 2003 as a 4-page pdf, our newsletter evolved over the years reaching an average of 25 pages with each issue. With a dissemination all over the EU and Japan, and even further, our newsletter's scope is not only to inform about the EU-Japan Centre's activities but also about other EU and Japanese entities' ongoing cooperation, as a tool to strengthen relations between the EU and Japan. Over the past 20 years, we were pleased to receive and publish articles from over 700 external contributors and organisations confirming the ever-growing interest for the EU-Japan cooperation.

We hope you enjoy reading our newsletter as much as we are pleased to share it with you All!

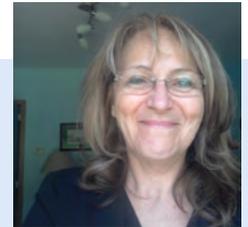
### A FEW HIGHLIGHTS:

- A total of 77 issues published
- A total of 1442 pages created
- Approx. 14,000 subscribers
- December 2017's issue with a record of 51 pages
- Renamed "EU-Japan News" in 2009
- Launch of the digital version in 2020
- No cups of coffee were harmed in the making of these newsletters

Finally, the EU-Japan Centre's staff would like to express its gratitude to Ms Jessica Michelson who for 20 years now was the mind behind this newsletter. Without our dear colleague Jessica, the EU-Japan Centre's quarterly newsletter would not be what it is today in terms of content, dissemination, and its volume. We wish her all the best in this new stage of life, assuring her that the newsletter will keep on flourishing for at least another 20 years. **Merci Jess!**



September 2003, the very first cover of the EU-Japan Centre's newsletter, at that time named "EU-Japan Brief"



## EU CONTINUES STRONG SUPPORT TO PROMOTE SUSTAINABLE AGRI-FOOD PRODUCTS IN 2022



For 2022, a total of €185.9 million was allocated to the promotion of EU agri-food products in and outside the EU. Similarly to 2021, next year's promotion policy work programme focuses on products and agricultural practices that support the European Green Deal objectives, such as EU organic products, fruit and vegetables, sustainable agriculture and animal welfare.

Agriculture Commissioner Janusz Wojciechowski said: *"The promotion of European agri-food products quality and safety, in the EU and worldwide, is an important dimension of the Commission's support to farmers and producers. Our promotion policy plays a key role in the transition towards sustainable food systems. Our aim is to increase awareness of organic farming and more sustainable agricultural practices, coupled with the promotion of fresh fruits and vegetables, essential for healthy eating and balanced diets. Demand for these products needs to grow if we want more producers to join the green transition."*

The promotion policy will co-fund campaigns in line with the European Green Deal ambitions, supporting objectives from the Farm to Fork strategy, Europe's beating cancer plan, the EU organic action plan and the Communication on the European citizens' initiative 'End the cage age'. Campaigns should inform EU and global consumers about organic farming, EU sustainable agriculture and the contribution of the agri-food sector towards climate action and the environment. Inside the EU, campaigns will also promote healthy eating and balanced diets by increasing the consumption of fresh fruit and vegetables.

Source: European Commission

➔ [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_6839](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_6839)

Furthermore, to increase coherence with Europe's Beating cancer plan, the campaigns' visual promotion material will have to refer to the Food Based Dietary Guidelines of the targeted EU country. Another focus of the campaigns will be to highlight the high safety and quality standards, as well as the diversity and traditional aspects of EU agri-food products. This includes the promotion of EU quality schemes such as geographical indications in the EU. Finally, regarding campaigns outside the EU, priorities are set on markets with high-growth potential, such as Japan, South Korea, Canada and Mexico. The selected campaigns are expected to enhance the competitiveness and consumption of EU agri-food products, raise their profile and increase their market share in these targeted countries.

The calls for proposals for the upcoming 2022 campaigns will be published in early 2022. A wide range of bodies, such as trade organisations, producer organisations and agri-food groups responsible for promotion activities are eligible to apply for funding and submit their proposals. Projects will be assessed against the climate and environmental objectives of the CAP, the European Green Deal and the Farm to Fork strategy, in particular with regard to sustainability of production and consumption.

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## READ-OUT OF THE CALL BETWEEN PRESIDENT URSULA VON DER LEYEN AND PRIME MINISTER OF JAPAN FUMIO KISHIDA

On 15 February, The European Commission's President Ursula von der Leyen spoke to Kishida Fumio, Prime Minister of Japan.

Among many topics, the leaders also discussed the next steps in the implementation of the EU Global Gateway initiative to strengthen rules based and sustainable global connectivity, including through possible joint flagship projects.

The two leaders agreed to strengthen and promote Japan-EU cooperation in a wide range of areas, looking ahead to the next Japan-EU Summit meeting. Source: European Commission

➔ [https://ec.europa.eu/commission/presscorner/detail/en/READ\\_22\\_1063](https://ec.europa.eu/commission/presscorner/detail/en/READ_22_1063)

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## DIGITAL JAPANESE-LANGUAGE MAGAZINE "EU MAG"

The Delegation of the European Union to Japan's bi-monthly online Japanese-language magazine, EU MAG, covers a wide range of EU topics, from regulations and policies to culture and people in a colourful, engaging format.

Recent articles include "A European promotes lesser-known excellent traditional Japanese products to the world". All past articles of EU MAG are archived.

Readers can read articles on various EU-related topics and EU-Japan relations by using the search function at the upper right of the magazine's website.

europe magazine  
**EU MAG**  
駐日欧州連合代表部の公式ウェブマガジン

➔ <https://eumag.jp/>

## DIGITAL HEALTH & AGEING. A REGIONAL WORKSHOP DEDICATED TO THE R&I LANDSCAPE IN JAPAN



**SAVE THE DATE: IDIH WEEK 2022 - 21-24 MARCH 2022**

The project IDIH – International Digital Health Cooperation for Preventive, Integrated, Independent and Inclusive Living (<https://idih-global.eu>) brings together prominent organisations from EU and five Strategic Partner Countries, i.e. Canada, China, Japan, South Korea and the USA with the aim to promote and increase international collaboration to advance digital health to support active and healthy ageing through innovation. Thanks to the IDIH project partner from Japan, Sawarabi Group (<https://group.sawarabi.or.jp>), IDIH has been successfully involving Japanese stakeholders in the project, and has also gathered 4 experts in the field of AHA from Japan in the Digital Health Transformation Forum of the project: Dr Takao Tashiro, The Open University of Japan; Ms Kanoko Oishi, Mediva; Dr Hirohisa Hirukawa, NovusCare; and Dr Satoko Hotta, Keio University.

As part of its activities, IDIH will be holding a 4-day online international event, IDIH Week 2022, dedicated to researchers, innovators, care providers and users' associations dealing with Digital Health for Active and Healthy Ageing (AHA). Three sessions will be dedicated

to Information, Networking & Matchmaking, and Co-creation among all the key-stakeholders of digital solutions for AHA in Europe, as well as in Japan, China, Canada, South Korea, and USA. A key-novelty of this 2022 edition will be two Regional Workshops dedicated to the R&I landscape around Digital Health & Ageing, respectively in Japan and USA.



### JAPAN REGIONAL WORKSHOP (23 MARCH, 9.00 - 11.00 AM CET)

A panel-discussion (in Japanese with English subtitles) will be held with the participation of the Ministry of Internal Affairs and Communication and some key-players in the R&I landscape in Japan, such as Tokyo University and Chiba University. A session will be dedicated to Q&A with the audience.

Learn more about the IDIH Week 2022 and register now through the IDIH Matchmaking Platform!

➡ <https://health-innovation-community-platform.b2match.io/page-1821>

To know more about other IDIH upcoming events and findings <https://idih-global.eu/outcomes>, stay up to date on the IDIH project website or through:

- Twitter <https://twitter.com/IDIHglobal>
- LinkedIn <https://www.linkedin.com/company/idih-global>

Latest:

The IDIH Stakeholders' Event "Digital Health for Active and Healthy Ageing. Addressing the needs of users" has been held on 3 February 2022. As a keynote speaker, Prof. Lorenz Granath, Specially Appointed Assistant Professor, Tohoku University,

Smart Aging Research Center (Japan), participated on behalf of the e-Vita (<https://www.e-vita.coach>) project. Materials will be soon available here:

<https://idih-global.eu/2022/01/19/idih-stakeholders-event-digital-health-for-active-and-healthy-ageing-addressing-the-needs-of-users-3-february-2022>

Upcoming:

IDIH will be releasing a podcast featuring Japan in spring 2022!

<https://open.spotify.com/show/4UzsfmT8UNxsrVnCh5NtIM>

➡ <https://idih-global.eu/2022/02/08/save-the-date-idih-week-2022-21-24-march>

## SAKURA SCIENCE EXCHANGE PROGRAM

Sakura Science Exchange Program invites aspiring youth for a short period of time and promotes the exchange in the field of science and technology. Individual application cannot be accepted. Overseas and Japanese organisations jointly plan the program, and the Japanese organisation sends applications to JST within the designated period. More details on:

➡ <https://ssp.jst.go.jp/EN/form/index.html>

	Start Acceptance	Application Deadline	Result Notification	Program Implication
2nd Period	1 March 2022	16 May 2022	Early of July	From mid-August 2022 to 15 March 2023
3rd Period	17 May 2022	31 August 2022	Middle of October	From end of November 2022 to 15 March 2023
4th Period	1 September 2022	4 November 2022	Middle of December	From end of January 2023 to 15 March 2023

## CDP BUSINESS MATCHING PLATFORM AIMS AT FOSTERING PARTNERSHIPS BETWEEN ITALIAN AND FOREIGN COMPANIES

CDP Business Matching is the new digital platform that will foster the development of commercial relations and economic ties between Japanese and Italian companies, in particular SMEs, promoted by Cassa Depositi e Prestiti (CDP), the main Financial Institution in Italy owned by the Ministry of Economy and Finance, in collaboration with the Italian Ministry of Foreign Affairs and International Cooperation.

Launched in November 2021, the Platform is an innovative multilingual instrument that aims to strengthen bilateral economic and trade relations allowing companies from the two countries to meet, to create new partnerships and to be matched with other businesses identified as potential partners using an algorithm that considers user business objectives and intentions.

In particular, the goal is to support companies in their export and internationalisation plans, particularly in more distant and complex markets, overcoming restrictions imposed by the pandemic.

After registering for free, the company is invited to indicate its needs and the counterpart profile it wishes to meet. Periodically, the company will receive notifications on possible combinations and relative affinity based on its profile.



It will also be possible to view information on the other company and choose whether to accept the contact proposed by the algorithm. Online meetings can then be arranged in a dedicated virtual room within the Platform with the assistance, if requested, of an interpreter. The Business Matching Platform also offers registered companies the opportunity to participate in digital events and webinars and stay updated with business news, success stories and interviews with experts.

The digital launching event for Japanese companies was held on the 25th of February, organised by the Embassy of Italy to Japan and CDP, in partnership with Italian Trade Agency (ITA), the Italian Chamber of Commerce in Japan (ICCJ), the Japan External Trade Organization (JETRO), SACE and SIMEST. Click here to watch the full event.

➔ <https://businessmatching.cdp.it/en/dashboard/events/business-matching-japan?id=25> (English)

➔ <https://businessmatching.cdp.it/jp/dashboard/events/business-matching-japan?id=25> (Japanese)

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## EUROPEAN TRAVEL COMMISSION BRINGS EUROPEAN CHRISTMAS TRADITIONS TO JAPAN

To celebrate its re-launch, the Japan Chapter of the European Travel Commission organised its first joint event, highlighting Christmas traditions, gastronomy and customs of each of its Member Countries, showcasing Europe's cultural diversity.

By focusing on a Christmas topic, the Chapter intended to convey a message of peace and hope for a future reunion. In light of the ongoing pandemic, the event was hosted virtually on 11 and 12 December. In just 10 days, the initiative managed to gather over 1400 registrations. Quizzes were organised throughout the event with local gifts donated by the destinations present.

The event was organised in partnership with the Japan Association of Travel Agents (JATA) and with the support of Miki Tourist. Ms. Kasumi Abe said: "The program was very entertaining and educational at the same time, stimulating curious minds." Participating countries included the Czech Republic, Finland, France, Germany, Italy, Poland, Portugal, Spain and Switzerland.



The event is available for replay through the following links:

• 11 December: <https://youtu.be/C-jrRfwWong>

• 12 December: <https://youtu.be/lxliQMy87WY>

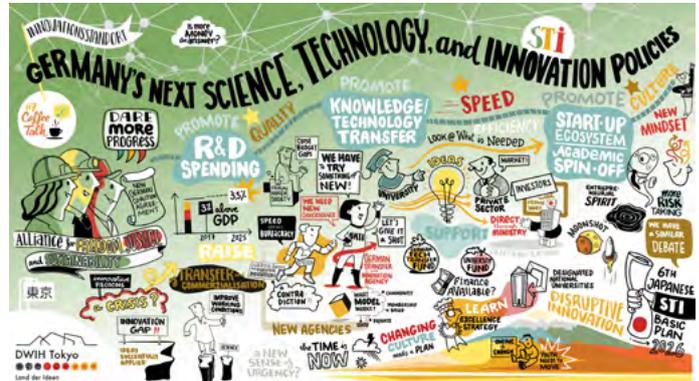
➔ <https://etc-corporate.org>

## DWIH COFFEETALK ON GERMANY'S NEXT SCIENCE, TECHNOLOGY & INNOVATION POLICIES

The new German government has presented ambitious goals in their coalition agreement to promote science, technology, and innovation (STI).

In the DWIH Coffee Talk, German journalist Jan-Martin Wiarda (Freelance Journalist), Japanese journalist Kiyoshi Ando (Senior Staff Writer & Editorial Writer, NIKKEI), and moderator Axel Karpenstein (DAAD) provided an overview over the proposed plans, assessed their general potential and their relevance for Japan, and discussed common interests between Germany and Japan as well as starting points for joint political actions and initiatives. Special focus was put on the new German Agency for Transfer and Innovation (DATI) and Japanese counterparts. The podcast and a "graphical summary" of the talk are available on the DWIH Tokyo website.

➔ <https://www.dwih-tokyo.org/en/event/coffeetalk7>



## PARTICIPATE IN THE ALPHA-RLH WEBINAR "EXPLORING THE JAPANESE MARKET AND ITS BUSINESS OPPORTUNITIES"

SAVE THE DATE: 31 MARCH 2022

The European project PIMAP+ managed by a consortium of 6 European clusters around the themes of photonics, advanced manufacturing, metalworking and aerospace aims at reinforcing the capacities of internationalisation of European SMEs. Within this framework, one of the members Alpha-RLH, specialised in photonics and microwave, will host a webinar on 31 March 2022 focused on "Exploring the Japanese market and its business opportunities".

By attending this event, participants will have the opportunity to meet with the Alpha-RLH cluster, the EU-Japan Centre and the Professor Chieko Nakabayashi from United International Business Schools with whom participants will be able to discuss the topics of accessing the Japanese market, its business culture and the opportunities available in the advanced manufacturing technology sector.

➔ <https://alpharlh.virtualrooms.actandmatch.com/exploring-the-japan-market-and-its-business-opportunities/register>

## EU-JAPAN.AI PROJECT RESEARCH FUNDER ONLINE NETWORKING MEETING TAKING PLACE ON 21 APRIL 2022

The Horizon 2020 EU-Japan.AI Project will be running an online networking meeting for research funding agencies in Europe and Japan on Thursday 21 April 2022.

The goal of the project is to improve the cooperation between European countries and Japan relating to the development and deployment of AI for Manufacturing. As part of a wide-ranging set of stakeholder engagement events, the project will be bringing together representatives of funding agencies supporting both basic and applied research to present their current portfolios of research, their current funding priorities, and their mechanisms for encouraging and supporting international research collaborations. Representatives from the Japanese applied research funders NEDO and JST as well as from European agencies such as Austria's applied research agency FFG and Slovenia's basic research agency ARRS are already signed up to speak. Invitations to other agencies are in progress.

➔ <https://project.eu-japan.ai/eu-japan-ai-project-research-funder-online-networking-meeting>



Agencies in other EU countries can sign up for the meeting by emailing [meetings@eu-japan.ai](mailto:meetings@eu-japan.ai) for details. The meeting is intended to provide initial understanding of the goals and mechanisms of collaborative funding in other countries with respect to AI for Manufacturing, with a view to enhancing future cooperative research ranging from individual researchers being invited to join projects, up to joint calls for collaborative research proposals.



## JAPANESE-GERMAN START-UP HAS DEVELOPED AN INNOVATIVE KANJI APP



One of the hardest challenges of learning Japanese is the acquisition of the characters known as Japanese kanji. The official list of common kanji released by the Japanese Ministry of Education comprises over 2000 kanji, which are regularly used in daily Japanese. For Japanese learners, this can seem overwhelming.

Even ambitious and motivated learners experience difficulties and sometimes frustration when trying to remember over 2000 complex kanji in their long-term memory. When confronted with so many different characters, learners can easily lose track of which kanji should be repeated at what time, since the optimal repetition timing for a kanji depends on a combination of different factors.

This is where Kanji Native offers a solution. The free-of-charge app makes use of an intelligent spaced repetition algorithm which takes the user's forgetting curve for each kanji separately into account. As a result, users can store the kanji with more ease in their long-term memory while eliminating unnecessary repetitions.

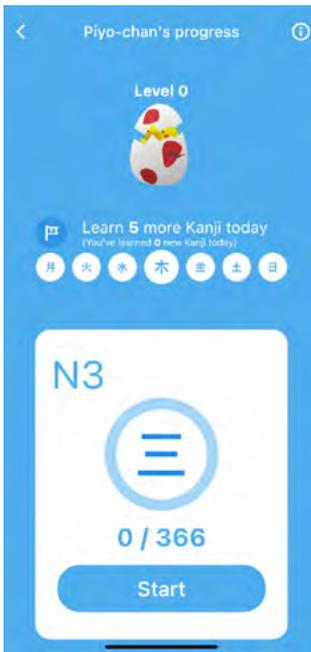
Founder Yuko Fukuda explains: Kanji Native's mission is to provide qualitative materials in conjunction with an effective and efficient learning method for the long-term acquisition of kanji in context.

The start-up, being supported by ZENIT, a German partner in the Enterprise Europe Network, is welcoming partnerships with educational institutions and European companies with a strong interest in Japan to further develop the app and build a community.

Inspired by an educational programme of The Japan Foundation for Japanese teachers in Europe, the app's founder endeavoured to develop a solution for the major challenges encountered especially by Europeans when learning Japanese: Owing to the great differences between Japanese and European languages, the typical choice of words, usage frequency and context are often unintuitive and hard to grasp. These observations motivated the rationale behind Kanji Native's data-driven approach, which identifies and teaches only relevant vocabularies along with easy-to-understand example sentences in a meaningful context.

Interested companies and educational institutions can get in touch with Adina Golombek-Tauyatswala at ZENIT, [ag@zenit.de](mailto:ag@zenit.de)

➔ <https://kanji-native.github.io>



### REQUEST FOR DISTRIBUTOR OR AGENT

#### Sector: industrial equipment

Japanese pipe fitting manufacturer looking for EU partners, particularly in Germany

Profile ID: [BOJP20201201001](#)



### PARTNERING OPPORTUNITIES



➔ <https://een-japan.eu/opportunities>

## MBM TOURISM PRAGUE 2022

17-18 March 2022, online and Prague, Czech Republic

The International tourism trade fair HOLIDAY WORLD 2022 is the most important tourism and travelling event not just in Czechia, but also in the whole Central European region. The third edition of the Matchmaking business meetings organised by Enterprise Europe Network partners will take place in the form of on-site and on-line meetings. The participation is free of charge. Japanese companies from tourism are welcome.

➔ <https://mbm-tourism-prague-2022.b2match.io>

## B2B TECHNOLOGY & BUSINESS COOPERATION DAYS 2022

30 May -2 June 2022, Hannover, Germany

Enterprise Europe Network Niedersachsen is organising the Technology & Business Cooperation Days B2B event. The event will be held with a hybrid format allowing both on site and online participants.

Target sectors: Industry 4.0 and Smart Factory solutions; Resource and energy efficient manufacturing technologies; Sustainable Energy & Mobility; Measurement Tools

➔ <https://technology-business-cooperation-days-2022.b2match.io>



DATE/LOCATION	DETAILS	CONTACTS
14-18 March 2022	<b>B2B MATCHMAKING EVENT</b> EU-Japan Green Transition Matchmaking Platform Registration deadline: 17 March 2022	EU-Japan Centre for Industrial Cooperation <a href="https://eu-japan-green-transition-2022.b2match.io">https://eu-japan-green-transition-2022.b2match.io</a>
15 March 2022	<b>WEBINAR</b> About Japan webinar 189: Medical Device Market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-189-medical-device-market-japan">https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-189-medical-device-market-japan</a>
22 March 2022	<b>WEBINAR</b> About Japan webinar 190: Well-Being as Ultimate Goal of Smart Cities – EU-Japan Collaboration	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-190-smart-cities-eu-japan">https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-190-smart-cities-eu-japan</a>
29 March 2022	<b>WEBINAR</b> About Japan webinar 191: Marketing Challenges when targeting the Japanese market	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-191-marketing-challenges-when-targeting-japanese-market">https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-191-marketing-challenges-when-targeting-japanese-market</a>
12 April 2022	<b>WEBINAR</b> About Japan webinar 192: Digital Apps Market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-192-digital-apps-market-japan">https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-192-digital-apps-market-japan</a>
26 April 2022	<b>WEBINAR</b> About Japan webinar 193: Clean Technology mapping in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-193-clean-technology-mapping-japan">https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-193-clean-technology-mapping-japan</a>
28 April 2022	<b>WEBINAR</b> EPA Helpdesk webinar 47: Access2Markets Seminar	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/epa-helpdesk-webinar-series-47-access2markets-seminar">https://www.eu-japan.eu/events/epa-helpdesk-webinar-series-47-access2markets-seminar</a>
3 May 2022	<b>WEBINAR</b> About Japan webinar 194: IoT Market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-194-iot-market-japan">https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-194-iot-market-japan</a>
16-27 May 2022	<b>ONLINE TRAINING MISSION</b> Get Ready for Japan Registration deadline: 24 March 2022	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/get-ready-for-japan-training-programme">https://www.eu-japan.eu/events/get-ready-for-japan-training-programme</a>



**EU-Japan Centre**  
for Industrial Cooperation  
一財団法人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 : [newsletter@eu-japan.eu](mailto:newsletter@eu-japan.eu)

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