



## AUDACITY OF HOPE

The world has undergone major crises over the last two years: from the covid-19 pandemic crisis which translated into an unprecedented global economic crisis to a very strong economic rebound causing supply chains and logistical challenges; to Russia's unjustified aggression of Ukraine with as one of the results, a global energy and food crisis and surging inflation. Besides Russia, the geo-economic risks associated with China, including the increasing decoupling of technological development between the US and China, are further putting strains on global supply chains such as access to critical raw materials. Adding to this bleak picture the ever more tangible and measurable signs of climate change are reminding global leaders of the urgency of reducing carbon emissions.

The EU and Japan have been developing similar approaches to address or at least try to mitigate the negative impact of these crises. This notably entails on the one hand the objective to develop some domestic capacities for strategic goods and to build reinforced cooperation and alliances with key like-minded partners to secure free trade amongst partner countries. Our common aspiration to defend our interests and democratic values is more valid than ever. Our collective security is at stake, for our energy supply, access to food, health, supply of key products to ensure the green and digital transitions, but also our defense and cyber security.

The EU-Japan Centre is more than ever important to strengthen this bilateral relationship and support the policy objectives of increased EU-Japan collaboration on economic security by i) Supporting European and Japanese businesses strike partnership agreements, (ii) Extend our EU-Japan cooperation beyond the "classical" bilateral level by projecting it to third countries, e.g. Africa, ASEAN, Latin America, (iii) Maintaining our innovation leadership and securing critical technologies, and (iv) Building cooperation in the security and defense industrial and technology sector.

## PASSING THE BATON - LEADERSHIP IN TRANSITION



Since 1st of October the EU side of the EU-Japan Centre has a new Managing Director to continue working with our co-Managing Director and friend Tanabe-san. Manuel will continue with the team that Philippe had the honor to serve with over the last 4 years. We have worked together on the practical steps to ensure a smooth transition so that our team can continue to perform at maximum effectiveness and the right mix of continuity, stability with innovation, and evolution.

Let's fuel our hope in our future even when the road is long and difficult, even when we are confronted with difficulties and uncertainties – this audacity of hope that was showed by the founders of the EU-Japan Centre 35 years ago.



From left: Manuel Hubert, new Managing Director; Philippe de Taxis du Poët, former Managing Director; Yasuo Tanabe, Managing Director, Japan-side

## EU AMBASSADOR TO JAPAN VISITING THE CENTRE

On 28 September, the newly appointed EU Ambassador to Japan, Mr Jean-Eric Paquet\*, visited the EU-Japan Centre for Industrial Cooperation head office in Tokyo for a presentation of the Centre's activities to support the cooperation between European and Japanese businesses.

(From left: Philippe de Taxis du Poët, former Managing Director; Manuel Hubert, new Managing Director; H.E. Ambassador Jean-Eric Paquet; Yasuo Tanabe, Managing Director, Japan-side)

\*See also page 11



## PREPARING THE 2022 ANNUAL EU-JAPAN BUSINESS ROUND TABLE MEETING

The 24th annual meeting of the EU-Japan Business Round Table takes place in Tokyo on Tuesday, 15 November. Co-Chaired by Masaki Sakuyama (Senior Corporate Advisor, Mitsubishi Electric Corporation) and Philippe Wahl (Chairman and CEO, La Poste Groupe), the meeting will review developments over the last year and focus on three issues:

**“Green Alliance”** – building on the EU-Japan Green Alliance announced in 2021, the meeting is expected to look at ‘paths to carbon neutrality’, the ‘energy transition’, enhancing ‘biodiversity’, the ‘bioeconomy’ and other green issues linked to the EU-Japan EPA.

**“Digital Partnership”** – following on from the Japan-EU Digital Partnership announced earlier this year, the meeting is likely to consider ‘digital transformation’, the formal ‘Japan-EU Digital Partnership’, ‘enabling SME growth through digital transformation’ and other digital issues linked to the EU-Japan EPA.

**“Frontiers”** – other topics potentially including ‘resilient economies, societies, cities, and social infrastructure’, ‘regulatory cooperation & cooperation in third-country markets’, ‘education and equality’, ‘economic & geopolitical risk management’ and the ‘World Trade Organization, EU-Japan EPA and other trade issues’



Established in 1999, the BRT brings together business leaders from 82 companies and organisations from the EU and Japan. They meet annually to discuss issues of common interest; review factors affecting trade, investment and other forms of cooperation; provide an EU-Japan business perspective to topical and long-term public policy issues; and to make practical recommendations to the EU and Japanese Authorities to boost trade and investment between the EU and Japan or together in third markets.

A third of members represent SMEs or business federations, chambers of commerce or other organisations.

Senior representatives of the EU and Japanese Authorities are expected to take part in the meeting. The meeting is expected to adopt the BRT's 2022 Recommendations that will be submitted to the EU and Japanese Authorities in due course.

A full report on the outcome of the BRT annual meeting will be included in December's newsletter.

## EU-JAPAN REGIONAL & CLUSTER COOPERATION ANNUAL CONFERENCE & MATCHMAKING

13-14 DECEMBER 2022, ONLINE

The second “EU-Japan Regional & Cluster Cooperation Annual Conference & Matchmaking”, will be held virtually. The theme of our annual conference is “Future of EU-Japan Regional Cooperation”.



The conference will introduce current developments on EU-Japan regional cooperation policies and trends through various good practices and discussion panels. The speakers will come from EU regions and Japanese prefectures, as well as from cluster organizations from the two areas.

The event will have simultaneous interpretation: English and Japanese.

The second day of the conference, 14 December, will be dedicated to a B2B matchmaking event between clusters, regions, and prefectures.

The conference is organized by the EU-Japan Regional & Cluster Cooperation Helpdesk (CEEJA & CLAIR), the EU-Japan Centre for Industrial Cooperation, and with the support of the European Cluster Collaboration Platform (ECCP).

Participation is free, registration online available soon, deadline to register 12 December.

For any query please contact: [ejrc@eu-japan.eu](mailto:ejrc@eu-japan.eu)

➔ <https://www.ejrc-helpdesk.eu>

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## MINERVA RESEARCH SCHEME AT THE EU-JAPAN CENTRE

MINERVA is a 6-month in-house research scheme in Japan, designed to support its research and policy analysis of EU-Japan economic and industrial issues. Here are the experts of this year's Minerva and their research subjects.

### IMANISHI MAYU: CIRCULAR ECONOMY IN FASHION AND TEXTILE INDUSTRY



"After receiving a bachelor's degree in environmental engineering, I have worked at IBM for twelve years as a system engineer and strategy consultant. In 2006, I have also participated in the "Vulcanus in Europe" programme, working on environmental impact assessments in the United Kingdoms. Two years ago, I have decided to leave IBM and start my own environment-related business. With a keen interest in green economy & environment, my research project will target the topic "Circulating the Japanese Fashion & Textile Economy". My research would firstly examine the current situation in Japan through desk research and expert interviews. Secondly, it would provide an analysis of the characteristics of the

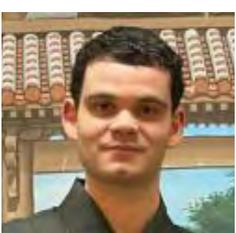
Japanese market in comparison with Europe. As a result, I will present where the Japanese Circular Economy in fashion and textile industry should be headed. Finally, I will suggest opportunities for European SMEs to develop their business in Japan, and how EU and Japanese SMEs can collaborate with each other."

### SVEN KEVIN VAN LANGEN: GLOBAL SUPPLY CHAINS



"I will be joining the MINERVA programme from October 2022. After working in various fields, from new digital technologies to environmental/sustainable development, I have especially been focused on the topic of sustainable finance over the past few years. This made me interested in the research topic: "Making Global Supply Chains More Resilient and Sustainable". In order to achieve a resilient global supply chain, I strongly believe that sustainability would significantly aid Japanese and European firms to cooperate, stay competitive, and help create a greener and more just world."

### FABIEN MIZART: AUTOMOTIVE INDUSTRY



"As a graduate school student and researcher in the field of environmental sciences and energy, I gained exposure to researching on the topics of environmental transition, mobility, green energies, and Japanese regulated markets. Having professional working experience with the biggest French bank BNP, automotive actors including Nissan, Toyota and Mitsubishi, and also three years at one of the largest international automotive manufacturers Faurecia, I am highly motivated to conduct the research on "The Automotive Industry in the Face of Environmental, Social and Economic Challenges." My main objective is to identify the scope of the EU-Japan potential cooperation to achieve a better technology regulation in the automotive industry."

Video and more information about our Minerva programme on: ➔ [https://www.eu-japan.eu/minerva\\_programme](https://www.eu-japan.eu/minerva_programme)

## TICAD 8 OFFICIAL SIDE EVENT ABOUT **AFRICA-JAPAN-EU TRILATERAL BUSINESS COOPERATION**

On 31 August 2022, the EU-Japan Centre organised an official side event of the 8th Tokyo International Conference on African Development (TICAD 8) on the topic of opportunities to develop Africa's economy and society through Africa-Japan-EU trilateral business cooperation.



The EU-Japan Centre partnered with the Asia External Representation Office of the African Development Bank and the company Quinie Corporation to organise this webinar. The webinar attracted more than 130 attendees from the EU, Japan and Africa, with various profiles from the public and private sectors. First, speakers from the Japanese company Sora Technology, the French company Orange, and the Polish company WaSH Innovation, presented their respective business cases of EU and Japanese companies working together in Africa and with African partners.

Their success stories provided useful information about the complementarity and roles that EU, Japanese and African partners can play in win-win-win trilateral business cooperation. The second part of the event showcased the Finnish company Augumenta and the Japanese company JFE Engineering, which

have experience in Asian and African markets, and are looking for new partners and eventual trilateral business cooperation in Africa. Their presentation could open new opportunities for companies in the audience interested in their projects and solutions. Finally, the Japan Bank for International Cooperation (JBIC), the European Investment Bank (EIB) and the African Development Bank (AfDB) presented their respective financing solutions and eligibility criteria for EU, Japanese and African companies interested in conducting projects in Africa. The webinar aimed at providing the audience with information on financing solutions from these three banks that could help companies interested in EU-Japan-Africa trilateral business cooperation.

If you missed this webinar, you can access the recording here: <https://eu-japan.eu/media-player/video/EJ3A-Helpdesk-TICAD8-Webinar-20220831-English>

➔ <https://www.eu-japan.eu/events/webinar-africa-japan-eu-trilateral-business-cooperation>

This event was organised by the EU-Japan Business Cooperation with ASEAN, Africa and Latin America Helpdesk

➔ <https://www.eu-japan.eu/eu-japan-business-cooperation-asean-africa-and-latin-america>

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## EU-JAPAN INDUSTRIAL COOPERATION FOR **ECONOMIC SECURITY AND OPEN STRATEGIC AUTONOMY**

EU and Japan to reinforce cooperation to make their economies and supply chains more resilient.

Openness to trade and investment is a strength and source of growth and resilience for the EU and Japan. However, with the COVID-19 pandemic, disruptions in global supply chains - including semiconductor shortages, and recent geo-economic and geopolitical crises, it has been increasingly difficult to secure supply chains of critical materials, resources and energy, as well as maintaining innovation leadership in essential technologies and infrastructure. This has emphasized the needs for the EU and Japan to strengthen their economic resilience and limit the supply chains vulnerabilities through specific policies, in particular by boosting domestic capacities where needed and by partnering with like-minded partners. It is in this context that the EU-Japan Centre has organized a hybrid seminar for the first time in 3 years on 21 September 2022, addressing this essential topic, "EU-Japan Industrial Cooperation for Economic security and Open strategic Autonomy". The seminar included panelists from both public and private sectors, including Ms. Maive Rute (Deputy Director-General of DG GROW, European Commission), Mr. Tetsuro Fukunaga (Director General for Trade Policy from METI), Mr. Nikolaus Boltze (CEO of Thyssenkrupp Japan), Mr. Nobuhiro Endo (Executive Advisor of NEC) and Ms. Virginie Cavallie, (CEO of Air Liquide Japan).



During the seminar, panelists from the public authorities presented and discussed the recent policies developed by the EU and Japan to pursue economic security and open strategic autonomy. Business representatives explained the challenges faced by the supply chain crisis, as well as their expectations from policy makers to facilitate their bilateral business operations. Speakers emphasized their full support to EU and Japan's determination to strengthen cooperation in promoting economic security, and to strengthen the EU-Japan dialogue on economic resilience to address or mitigate the risk of excessive dependencies, share best practices to address risks to critical global supply chains and to secure critical infrastructure. The event gathered over 90 onsite participants and over 200 online participants.

## UPCOMING BUSINESS MISSION: “EU-JAPAN GREEN BUSINESS COOPERATION WITH VIETNAM”



The EU-Japan Centre for Industrial Cooperation is organising the business mission “EU-Japan Green Business Cooperation with Vietnam” to help EU companies expand their business with Japanese partners in Vietnam and with Vietnamese partners.

This physical business mission will take place from 27 to 30 November 2022 and will include a 3-day green tech exhibition at the Green Economy Forum & Exhibition (<https://eurochamvn.glueup.com/event/green-economy-forum-exhibition-gefe-2022-56987>) in Ho Chi Minh City, Vietnam. The event aims at showcasing EU companies developing green solutions and give them the opportunity to share their best practices and lessons learnt.



Selected EU participants will have their own individual space within the EU-Japan Centre’s booth at the Green Economy Forum & Exhibition. Participants will be able to use flyers, posters and eventually samples to promote their business and directly talk to potential partners among the visitors. Vietnam has set ambitious goals for its green transition in its COP26 commitments and its National Green Growth Strategy for 2021-2030. The Green Economy Forum & Exhibition will be the right place for EU green tech companies looking for opportunities to expand their business with Japanese partners in Vietnam.

If you have questions about this business mission, please contact us at [EJ3A@eu-japan.or.jp](mailto:EJ3A@eu-japan.or.jp)

➔ <https://www.eu-japan.eu/events/eu-japan-green-business-cooperation-vietnam>

The business mission and the pitching & matchmaking events with Vietnam are organised by the EU-Japan Business Cooperation with ASEAN, Africa and Latin America Helpdesk

➔ <https://www.eu-japan.eu/eu-japan-business-cooperation-asean-africa-and-latin-america>

## JOIN OUR **ONLINE EU-JAPAN GREEN TECH PITCHING & MATCHMAKING WITH VIETNAM**

25-27 OCTOBER 2022, ONLINE

The EU-Japan Centre for Industrial Cooperation has been running the matchmaking platform “EU-Japan Business Matchmaking with Vietnam” since March 2022.



The platform aims at facilitating the connection between EU and Japanese companies interested in working together in Vietnam and with Vietnamese partners. As a complement to our business mission at the Green Economy Forum & Exhibition in November, a special pitching and matchmaking event focusing on green technologies will be organised on the platform.

**Registrations are open!**

➔ <https://www.eu-japan.eu/events/eu-japan-green-business-cooperation-vietnam>

If you are an EU green tech company looking to expand your business with Japanese partners in Vietnam, save the date and join this special event. Participation is free of charge.

Examples of target business sectors:

- Renewable Energy
- Sustainable Agriculture
- Water treatment
- Waste management
- Sustainable buildings
- Other green technologies

**Online pitching - 25 October 2022**

If you are an EU green tech company interested in the pitching opportunity, apply here: <https://bit.ly/3QY141F>  
Deadline: 17 October 2022



**Online matchmaking: 26-27 October 2022**

Registrations are open for EU and Japanese companies until the last day of the event.

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

## CALL FOR APPLICANTS: **UPCOMING WORLD CLASS MANUFACTURING IN JAPAN – 51<sup>ST</sup> EDITION**



After 2 years of online renditions due to Covid, WCM is finally back to physical missions to Japan!

This 5-day mission gives senior European engineers and managers the perfect opportunity to visit some of the world's most advanced factories to see for themselves how leading Japanese companies use world-class manufacturing techniques to talk directly with senior Japanese production engineering managers, and to observe how manufacturing methods are implemented in the GEMBA.

For companies from EU Member States and SMP-COSME partnering countries, the WCM training mission is aimed exclusively at managers and executives responsible for corporate-level, plant-level or production line-level continuous improvement strategies, who have an engineering background. If you fit this description, make sure to apply!

➔ <https://www.eu-japan.eu/events/world-class-manufacturing-mission-ii>



- Mission dates: 13 March - 17 March 2023
- Application deadline: 8 December 2022

## **PAKMARKAS IN LITHUANIA** HOSTS THE FIRST LEAN IN EUROPE VISIT SINCE 2019

After a gap of almost 3 years, the EU-Japan Centre's Lean in Europe visits resumed on 29 and 30 September. The first visit was to PakMarkas in Lithuania, a manufacturer of labelling and flexible packaging, industrial packaging engineering and automation solutions.

16 participants from a range of industries across Europe took part in the visit led by Prof. Richard Keegan, the EU-Japan Centre's Lean Advisor and Adjunct Professor of Lean Operational Excellence at Trinity Business School in Dublin.

Lean in Europe is a 1½-day activity with a preparatory meeting and group networking dinner on the first night, and the actual site visit the following day. During the preparatory meeting, Richard got the participants to work together to observe and improve a simulation of a facemask production line.

PakMarkas is an SME, established 28 years ago. Product decorating solutions account for 70% of its activities – it prints 2,000,000 m<sup>2</sup> per month. Its lean activities began in 2016 and it currently has 7 tools – 5s, Kaizen, PDCA, SMED, Asaichi, Kanban and TPM. Virginijus Gumbaragis (General Manager), Deividas Akelis (Lean Manager) and Jolita Daunoriene (Director, Printing Department) hosted the visit to ParkMarkas.

The first part of the visit consisted of an introduction to the company and its lean activities and a first visit to the Gemba.



The second part of the visit saw PakMarkas set two practical problem-solving exercises: The participants made a second Gemba visit to observe a changeover process on a flexo-printing machine and the packaging process used for the finished product and then discussed and brainstormed potential improvements to optimise the processes and shared those ideas with PakMarkas.

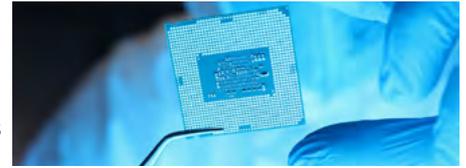
The EU-Japan Centre is arranging future visits to other companies elsewhere in the EU. If you would like to join or host a future lean visit, please contact [lean@eu-japan.eu](mailto:lean@eu-japan.eu) or see <https://www.eu-japan.eu/events/lean-visits-europe>

➔ <https://www.eu-japan.eu/events/lean-europe-visit-27-pakmarkas>

## LAST CALL FOR APPLICATIONS NANOTECH MISSION IN JAPAN



Nanotech mission to Japan for EU SMEs & Clusters operating in nanotech sectors



The Centre is currently inviting EU Clusters and SMEs to apply to the next Nanotech Cluster/SME mission to Japan at the end of January. The 4-day mission is composed of B2B meetings and networking events. In addition, each participant will have a free space to exhibit in the EU-Japan Centre's booth at the nano tech Expo that takes place in Tokyo in February (<http://www.nanotechexpo.jp/>). Prior to the mission an online pre-departure briefing will be organised to enable participants to better prepare for the mission. This mission is addressed to clusters and SMEs from EU Member States and SMP-COSME partnering countries active in sectors covered by the trade fair: Micro / Nano Materials; Micro / Nano Evaluation & Measurement; Micro / Nano Fabrication Technology.

**Mission dates: 31 January - 3 February 2023 / Application deadline: 28 October 2022**

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



## RECRUITMENT OF HOST COMPANIES IN JAPAN "VULCANUS IN JAPAN" PROGRAMME 2023-2024

"Vulcanus in Japan" is a 1-year industrial internship programme for European engineers and science-major students, managed by the EU-Japan Centre.

Every year, about 20 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following 4 intensive months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, Artificial Intelligence, ICT, Data science, GNSS, Chemistry, Biotechnology and Life Sciences, Space, etc. The 2023-2024 Vulcanus programme will start from September 2023 with an intensive Japanese language class, followed by the industrial internship from January to August 2024.

Companies based in Japan interested in hosting Vulcanus interns may contact the Vulcanus in Japan team at the EU-Japan Centre in Tokyo: E-mail: [VinJ@eu-japan.or.jp](mailto:VinJ@eu-japan.or.jp), Phone: +81-(0)3- 6408-0281 **Application Deadline: 16 December 2022.**

Additional programme details and application forms for host companies can be found at:

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

### ヴルカヌス・イン・ジャパン2023-2024プログラム受入れ企業様募集のお知らせ

ヴルカヌス・イン・ジャパンは、日欧産業協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における1年間の企業研修プログラムです。発足から現在に至るまで本プログラム参加企業への研修生の派遣を継続的に実施し、これまでおよそ800名もの日欧産業協力の架け橋となる人材を育成した実績がございます。実施期間は毎年9月から翌年8月末、4ヶ月間の語学研修・セミナーと8ヶ月間の企業インターンシップから成り立っています。現在、当センターでは2023年度プログラム(企業研修期間は2024年1月~8月)への参加企業様を募集しております。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げます。

ヴルカヌス・イン・ジャパンプログラム担当メール: [VinJ@eu-japan.or.jp](mailto:VinJ@eu-japan.or.jp), 電話番号: +81-(0)3-6408-0281

申込み締切日: 2022年12月16日

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

#### TESTIMONIALS FROM PAST HOST COMPANIES:

##### Advanet Inc. Tokyo Branch

"The programme gave us the opportunity to explore new solutions together."

##### Mitsubishi Materials Corporation

"The programme promoted diversity and inclusion to employees."

##### Mitsubishi Chemical Corporation

"The programme provided us with an opportunity to exchange personnel with enthusiastic and talented students from abroad."

##### Rakuten Mobile, Inc.

"Participation to the programme was a great way to reach potential human resources."

## ABOUT THE CENTRE'S GET READY FOR JAPAN – CULTURAL TRAINING FOR EU MANAGERS

Since 1987, more than 600 companies across Europe have benefited from the knowledge and concrete tools for better approaching the Japanese market provided by the Centre's training programmes.

The 2-week 'Get Ready for Japan' scheme offers EU managers the unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements.

You can find below a testimonial and an interview with two participants to the 2022 session, which was held in a digital format due to the pandemic. The Centre is pleased to announce that physical sessions in Japan will resume in 2023!

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



Wroclaw University  
of Economics and Business

Interview of **MAJA LESZCZYNSKA**,  
Project Manager AKTYWATOR, Wroclaw  
University, Department of Information  
Systems <http://ksi.pwr.edu.pl/en/>

### Why did you decide to take part in this programme?

My main priority was to learn about Japanese customers' environment. I wanted to prepare for my research as well as possible and get an overview of Japanese culture and particularly Japanese business culture.

### Did the online version of the programme meet your expectations?

It was my first contact with Japanese culture, and I felt safer getting to know it online. Now I am ready to visit Japan, but I think that this first contact was better via online meetings for me.

### What did you like the most during the course?

The programme exceeded my expectations primarily because of its holistic attitude towards presenting knowledge, and it fulfilled all my goals: different enterprises' case studies, macroeconomic point of view, regional point of view, and a perspective on the economy in case of COVID and the Ukraine crisis...

I got a lot of practical experience during this part of the programme, but the most interesting for me was the workshop on communication and negotiations with Japanese businessmen and businesswomen. It was the most engaging and practical activity in the programme. The interactions with Japanese colleagues were the most beneficial.

### Would you recommend this programme to other EU companies and why?

I would highly recommend this course to EU companies, because it helps to better prepare for cooperation with Japanese companies and gives great business opportunities.



**"This programme is full of interesting lectures, interactive workshops"**

Testimonial by **NICOLE VERMEER**, CEO, Sunday Brushes  
<https://www.sundaybrush.com/en>



"The invitation to participate in the 'Get ready for Japan' programme came exactly at the right moment. This two-week intense programme gave me lots of insight into doing business in Japan, as well as more understanding of the culture and rich history of Japan, even after having been to Japan several times. History, macroeconomics, business communication, and company visits were all part of the programme.

Every day I gathered takeaways which I will definitely use in my communications and relations with Japanese business partners.

This programme is full of interesting lectures, interactive workshops, and the other participants coming from all over Europe made the programme that much more insightful and useful for the future of doing business in Japan.

I would recommend this programme to everybody who wants to make the first step towards doing business in Japan, and even to those who are already doing business in Japan. I was honoured to be one of the participants of the 'Get ready for Japan' programme."

## WORKSHOPS ON **HOW TO ACCESS THE JAPANESE MARKET**

In its ongoing efforts to help European SMEs to access the Japanese market, the EU-Japan Centre has organized on a regular basis since 2015 various market access workshops to explain about the specificities of doing business in Japan.

Over 80 workshops were organized so far in collaboration with Enterprise Europe Network partners and other EU non-profit entities such as chambers of commerce, regional development agencies or clusters.

The scope of the workshops is to provide factual information on how to access the Japanese market, focusing on a particular sector and/or to provide insights into the Japanese business culture.

The industrial sectors that can be covered during the market access workshops include:

- Food
- Textile
- Biotech/medical devices
- ICT/IoT/digitalisation
- Clean-tech/circular economy
- Cosmetics
- Furniture

In 2022, the EU-Japan Centre has organized three online workshops on the food sector in Japan and Japanese business culture, working with CCI Occitania in France, Torino Chamber of Commerce in Italy, and Staropolska Chamber of Industry and Commerce in Poland. Combined these workshops attracted over a hundred participants.

The workshops are tailored to the strengths and needs of the EU region in question, for example focusing on different subsectors - thus providing valuable insights that cater to the audience in question.

Future workshops are expected to be on-site in Romania, Portugal and Belgium.

The EU-Japan Centre invites EEN partners interested in co-hosting online or on-site market access workshops to contact Ana Horvatin at [a.horvatin@eu-japan.eu](mailto:a.horvatin@eu-japan.eu)

➔ <https://www.eu-japan.eu/market-access-workshops>

## **WEBINARS & EXPERT REPORTS** ABOUT JAPAN

Lately, the EU-Japan Centre conducted a series of webinars, covering many sectors and topics, to support EU companies doing business with Japan.

Did you miss one? You can always access the previous webinars' recordings at the following link:

➔ <https://www.eubusinessinjapan.eu/library/past-events>



### **OCTOBER-DECEMBER UPCOMING WEBINARS:**

**Coffee, Tea & Soft Drinks Market in Japan** - 25 October 2022



<https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-198-coffee-tea-soft-drinks-market-japan>

**Home Fashion & Furniture Market in Japan** - 15 November 2022



<https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-200-japan-home-fashion-furniture-market>

**How to Draft a Distribution Agreement and Agency Agreement with Japanese Partners**  
29 November 2022



<https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-202-how-to-draft-agreements>

**Pet Products Market in Japan**  
8 November 2022



<https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-199-pet-products-market-japan>

**Fintech Market in Japan**  
22 November 2022



<https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-201-fintech-market-japan>

**Consumption Tax in Japan - 2022 Overview** - 1 December 2022



<https://www.eubusinessinjapan.eu/library/event/about-japan-webinar-series-203-consumption-tax-japan-2022-overview>



## RECORDED “SELLING TO JAPAN” SERIES OF WEBINARS

The EU-Japan Centre hosted a new webinar series exploring the different aspects of product, quality, reliability, and sustainability when selling to Japan, including interesting anecdotes and real-life examples from an expert with 30 years of professional experience in Japan.

**Sessions 1 & 2: Business opportunities & Structure and process** (recorded at the same time)

<https://www.eubusinessinJapan.eu/library/event/selling-to-japan-webinar-series-2-structure-and-process>

**Session 3: Attention to details**

<https://www.eubusinessinJapan.eu/library/event/selling-to-japan-webinar-series-3-attention-to-details>

**Session 4: Reliability**

<https://www.eubusinessinJapan.eu/library/event/selling-to-japan-webinar-series-4-reliability>

**Session 5: Market entry and sustainability**

<https://www.eubusinessinJapan.eu/library/event/selling-to-japan-webinar-series-5-market-entry-and-sustainability>

**Session 6: Multiparty relationships**

<https://www.eubusinessinJapan.eu/library/event/selling-to-japan-webinar-series-6-multiparty-relationships>

## LATEST REPORTS RELEASED

New reports have been published by the Centre. They give insights on various markets in Japan, focus on how to export food and how to sell through e-Commerce, analyse how to draft agreements with Japanese partners and present a Cluster mapping and FDI incentives by prefectures.



**The Beer Market in Japan**

<https://www.eubusinessinJapan.eu/library/publication/report-beer-market-japan>

**How to Draft a Distribution Agreement and Agency Agreement with Japanese Partners**

<https://www.eubusinessinJapan.eu/library/publication/report-how-to-draft-distribution-agreement-and-agency-agreement-japanese>

**FDI Incentives by Prefecture 2022**

<https://www.eubusinessinJapan.eu/library/publication/report-fdi-incentives-prefecture-2022>

**How to Export to Japan Food Sector - Quick Guide 2022**

<https://www.eubusinessinJapan.eu/library/publication/report-how-to-export-to-japan-food-sector-quick-guide-2022>

**eCommerce in Japan - "How it works" Guidelines**

<https://www.eubusinessinJapan.eu/library/publication/report-ecommerce-japan-how-it-works-guidelines>

**Cluster Mapping in Japan 2022**

<https://www.eubusinessinJapan.eu/library/publication/report-cluster-mapping-japan-2022>

Over 200 reports are available for free on our website! ➔ <https://www.eubusinessinJapan.eu/library/publications>

## CASE STUDY - SOCKSSS

A Swedish SME manufacturing socks and its surprising experience with Japan



SOCKSSS (<https://www.socksss.com>) is a young Swedish company founded in 2019 by Sean Fry and Oscar Lund-Hansen. It is specialized in the fashion of socks. The mission of the company is to elevate socks to a full-fledged part of the outfit. To do so, SOCKSSS offers socks with an outstanding design, excellent quality, and sustainable materials.

Nowadays, the company sells its luxury socks in 240 stores all over the world including 12 stores in Japan. Whereas many larger companies failed in Japan, SOCKSSS already makes 5-7% of their turnover in Japan and their made-in-Japan style socks amount for 20% of their global turnover.

Discover the company's reception in Japan, encountered challenges and recommendations to other EU SMEs by reading our Case Study.

➔ <https://www.eubusinessinJapan.eu/library/publication/case-study-socksss>



## NOMINATION OF **EU AMBASSADOR-DESIGNATE TO JAPAN**

On 6 September 2022, Jean-Eric Paquet, the former Director-General for Research and Innovation and a former Deputy Secretary-General (2015-2018) at the European Commission, submitted a copy of his credentials to Mr Takeo Mori, Japan's Vice-Minister for Foreign Affairs, thereby allowing him to take up his duties as Ambassador-Designate of the European Union to Japan.

EU High Representative for Foreign Affairs and Security Policy Josep Borrell nominated Mr Paquet for the post on 8 June 2022.

Ambassador-Designate Paquet said: *"Earlier this year, I visited the country to explore how the EU and Japan can boost collaboration in research and innovation further by initiating exploratory negotiations on Japan's possible association to Horizon Europe. Today, I am settling into my new office as Ambassador-Designate in Japan. I look forward collaborating with one of the EU's closest and like-minded partners. This relationship between the EU and Japan is founded on long-standing collaboration, shared values and principles such as democracy, the rule of law, human rights, good governance, multilateralism, as well as free and fair trade."*



Source: Delegation of the European Union to Japan

➔ [https://www.eeas.europa.eu/delegations/japan/eu-ambassador-designate-japan-jean-eric-paquet-submits-copy-credentials\\_en](https://www.eeas.europa.eu/delegations/japan/eu-ambassador-designate-japan-jean-eric-paquet-submits-copy-credentials_en)

## **EUROPEAN INNOVATION SCOREBOARD** 2022

Did you know that Europe took over Japan in innovation performance?

And can you guess which EU countries are innovation leaders?

The Commission has published the 2022 edition of the European Innovation Scoreboard, which reveals that the EU's innovation performance has grown by about 10% since 2015. Compared to 2021, innovation performance in 2022 has improved for 19 Member States, and declined for eight. Compared to the EU average, global competitors such as Australia, Canada, Republic of Korea, and the United States continue having a performance advantage over the EU. Nevertheless, the EU has closed its performance gap with these nations and has surpassed Japan since 2021.

Since 2001, the European Innovation Scoreboard provides a comparative analysis of innovation performance in EU countries, other European countries and regional neighbours.

### EU countries 2022 performance:

- 1 Innovation leaders 
- 2 Strong innovators 
- 3 Moderate innovators 
- Emerging innovators 

It assesses relative strengths and weaknesses in national innovation performance and helps countries identify areas they need to address. The European Innovation Scoreboard demonstrates the commitment of the EU and its Member States to innovation, as well as to research that is based on excellence and that it is competitive, open and talent driven.

It also supports the development of policies to enhance innovation in Europe and inform policy makers in the rapidly evolving global context. Moreover, Research and Innovation has been an essential part of the coordinated EU response to the coronavirus crisis, supporting also Europe's sustainable and inclusive recovery.

➔ [https://research-and-innovation.ec.europa.eu/knowledge-publications-tools-and-data/publications/all-publications/european-innovation-scoreboard-2022\\_en](https://research-and-innovation.ec.europa.eu/knowledge-publications-tools-and-data/publications/all-publications/european-innovation-scoreboard-2022_en)

## THE JAPANESE GOVERNMENT LAUNCHED THE “JAPAN BIOECONOMY STRATEGY”

SDGs and Paris Agreement force to change the current society to a sustainable, circular and wellness society, as well as the bio-based society across the globe. Based on these circumstances, the Japanese government has developed the “Japan Bioeconomy Strategy” since 2019 to achieve the world’s most advanced bioeconomy society in Japan by 2030.



The strategy has three featuring points:

- to promote each market segment in the nine fields with bio-manufacturing, primary production and healthcare, to achieve 92T yen market size by 2030
- to create outstanding bio-communities by the end of FY2021 and attract human resources and investment and enable new products and services
- and to draw up guidelines for data linkage and usage by the end of FY2022, and establish R&D and market introduction platform.

Industry, academia, and local governments pursue together the strategy and are able to receive various supports from the related Japanese government ministries as needed. The strategy also points out that even if each company or university individually struggles with biological technologies, the real industrialization is unable to be accomplished, and that bio-communities with strong/unique sciences and technologies are absolutely essential in Japan for effective open innovation. Furthermore, international collaboration is essential to promote bioeconomy, and there is high potential for creating synergies among states sharing fundamental values. Currently, six bio-communities, two global bio-communities and four local bio-communities with unique sciences and technologies, were certified by the Japanese Government Cabinet Office. Companies based in the EU are also invited to get involved and contribute.



Nine market-segments

- 1) High functional biomaterials (lightweight properties, durability, safety)
- 2) Bioplastics (alternative general purpose plastics)
- 3) Sustainable primary industry system
- 4) Organic (Biological) treatment of wastes and effluent
- 5) Healthcare field (lifestyle improvement, functional foods, digital health)
- 6) Biologics (e.g. antibodies, regenerative medicines, cell therapy, gene therapy, gene editing)
- 7) Biological production system (production applying biological functions)
- 8) Analysis, measurement and experiment systems for biological products
- 9) Large timber architecture / Smart forestry

➔ [https://www8.cao.go.jp/cstp/english/sti\\_basic\\_plan.pdf](https://www8.cao.go.jp/cstp/english/sti_basic_plan.pdf)

## LINK-J CALLS FOR COMPANY PRESENTERS

The Advanced Therapy Showcase in Tokyo #3, scheduled virtually on 1 February 2023, JST, is the third edition of LINK-J’s annual international partnering event series. It consists of one-day company presentation and one-on-one business meeting facilitation throughout the week. Currently, its company presenter registration website is open for registration until 2 December 2022, JST, at:

<https://atst230201.peatix.com>

For more details, please visit LINK-J webpage at:

➔ <https://www.link-j.org/en/news/post-4640.html>



## RESULTS OF FY2021 E-COMMERCE MARKET SURVEY

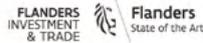
The Ministry of Economy, Trade and Industry (METI) conducted the FY2021 E-Commerce Market Survey to analyze the current state of the Japanese e-commerce (EC) market. It has now compiled the results into a report available online.

Source: Ministry of Economy, Trade and Industry

➔ [https://www.meti.go.jp/english/press/2022/0812\\_002.html](https://www.meti.go.jp/english/press/2022/0812_002.html)

## BELGIAN ECONOMIC MISSION TO VISIT JAPAN IN DECEMBER

At the beginning of December 2022, Her Royal Highness Princess Astrid of Belgium will preside over a major Belgian economic mission to Japan. The delegation will attend activities in Tokyo, Nagoya, Osaka and Kyoto.



An estimated 400 people are expected to join the mission, including Belgian officials from the federal and regional governments as well as a large business and academic delegation. This would make it the largest Belgian trade mission to Japan to date, underscoring the interest in renewing and further intensifying the trade and investment relations between both countries. The mission will focus on various economic sectors: Life sciences, automotive industry, semiconductors & ICT, fintech, eco construction, market access, cleantech & renewable energy. Several business, academic and official agreements will be signed in the course of the mission. The mission will kick off with 2 days of seminars and visits in Tokyo, before moving to Osaka after a stopover in Nagoya. The programme will finish on Friday December 9 in Kyoto. Besides the official programme, a B2B programme will take place to help Belgian businesses scout the Japanese market and find a local partner.

➔ <https://www.belgianeconomicmission.be>

## PIMAP+ DELEGATION IN JAPAN IN JUNE

The PIMAP+ consortium has been set up to support 6 leading European clusters, their SMEs and regional ecosystem actors to strengthen cross-sectoral cooperation in the fields of photonics, advanced manufacturing, metalworking and aerospace industry.



Together, they accelerate innovation and provide a springboard for cluster SMEs to internationalise and support regional actions through the leverage of photonic technologies and cross sectoral collaboration in key industrial value chains. With the support of ALPHA-RLH delegate based in Tokyo, the PIMAP+ consortium has organized a learning expedition from June 20 to June 23 in Tokyo, visiting the Manufacturing World Japan exhibition with interpreters, the Science Square Tsukuba at the AIST (National Institute of Advanced

Industrial Science and Technology) and the Tsukuba Space Center at JAXA (photo). JAXA's Tsukuba Space Center is a consolidated operations facility with world-class equipment and testing facilities for the development and operation of satellites, using the Japanese Experiment Module "Kibo" of the International Space Station, providing astronaut training, and promoting manned space activities. To end with, we have discovered the Panasonic Center Tokyo which is a Corporate Global Communications Hub for Panasonic.

With a vision to realize 'A Better Life, A Better World' for each individual customer, the Center serves as a vehicle for communications, receiving opinions and requests directly from customers while presenting actual initiatives and solutions. That was for all the EU partners an inspiring visit and learning expedition that was concluded by a networking cocktail hosted by the French Chamber of Commerce in Japan.

➔ <https://www.pimapplus.eu>

## INVESTBULGARIA AGENCY SIGNED A COOPERATION AGREEMENT WITH THE JAPAN INSTITUTE FOR OVERSEAS INVESTMENT

During its visit to Tokyo in September, the team of InvestBulgaria Agency (IBA) held meetings with “Marubeni Corporation” – a Japanese company with interests in the field of automotive, energy and food industry, “Kyodo-PR Corporation” – the largest PR agency in Japan, the Japan-Bulgaria Economic Committee and the Japan Institute for Overseas Investments.



During the meetings, the conditions and opportunities for investing, starting and developing a business in Bulgaria were presented. In addition, the possibilities for dissemination of information related to investment projects in Bulgaria were also discussed.

During the meeting between IBA and the Japan Institute for Overseas Investments, a cooperation agreement was signed in the presence of H.E. Marieta Arabadzhieva,

Ambassador of the Republic of Bulgaria to Japan and Krasimir Ivanov, commercial attaché in Tokyo.

The agreement was signed by Mr. Bogdan Bogdanov, Executive Director of IBA and Mr. Toshiyuki Kosugi, President of the Japan Institute for Overseas Investments. This agreement will become an important mechanism for stimulating and supporting business in the Republic of Bulgaria and Japan and will be the

basis for upgrading trade relations, as well as lead to an increase in bilateral investments.

The purpose of this Memorandum is to create a practical framework for the development of closer business organization, to determine the ways of cooperation with a view to expanding investment and trade relations between the institutions and capacity building through mutual cooperation.

## IBA PRESENTED BULGARIA AS A SUCCESSFUL INVESTMENT DESTINATION AT THE 17<sup>TH</sup> ANNUAL JAPAN INVESTMENT FORUM IN TOKYO

On 7 September 2022 in the city of Tokyo, representatives of the InvestBulgaria Agency (IBA), took part in the 17th Annual Japanese Investment Forum.

The Investment Forum is a private event of the most influential pension funds, insurance companies, banks and investment advisers in Japan. The sessions were focused on the various investment opportunities, business climate and different access to new investment strategies. The IBA team took part in the panel “Exploring New Investment Horizons in Eastern Europe”. During this participation, Mr. Bogdanov presented the conditions and opportunities for investing, starting and developing a business in Bulgaria.



The session ended with discussion on different issues related to gas supplies and the tax system in Bulgaria.

IBA’s participation in the forum aimed to present the conditions and opportunities for investing, starting and developing a business in the Republic of Bulgaria and

is in connection with the implementation of the project “Promoting of Bulgaria as a successful investment destination” under the Operational Program “Innovations and Competitiveness” 2014-2020.

Source: InvestBulgaria Agency

## ITALIAN COMPANIES WILL ATTEND ON SITE BIO JAPAN AND JAPAN HOME & BUILDING SHOW 2022

Thanks to the recent New Border Measure adopted by the Japanese Government, foreign businessmen started to come back to Japan.



The Trade Promotion Section of the Embassy of Italy has planned in October the organization of the Italian Pavilion at Bio Japan and Japan Home & Building Show, with the representatives of the Italian companies attending the tradeshows in person for the first time since the pandemic.

The Italian participation at Bio Japan (12-14/10/2022) has been organized with a hybrid formula: 4 companies physically took part at the event and 8 chose to join digitally.

The project aimed to promote technological innovation, internationalization and improved competitiveness of Italian biotechnology SMEs, technological and scientific parks, and

research institutes, as well as to favour in the Japanese market the development of industrial collaboration and scientific-technological partnership between Italian and Japanese companies and research institutes.

At the Japan Home & Building Show (26-28/10/2022) the Italian Pavilion, hosting 14 companies physically attending the trade-show, is intended to present the production of quality Italian stone sector. The aim is to present the excellence and quality of design and innovation of Italian stone production in the Japanese market, contributing to the increase of meetings between Italian and Japanese operators.

➡ <https://www.ice-tokyo.or.jp/events-category3> (Japan Home & Building Show)

➡ <https://biojapan2022.jcdbizmatch.jp/Lookup/en/Member/u0> (Bio Japan)

## NEWS FROM EU-JAPAN BUSINESS ROUND TABLE'S MEMBER



### EXPANSION OF BASF MAJORITY-OWNED JOINT VENTURE WITH TODA

In July, BASF and TODA KOGYO CORP. (TODA) announced an expansion of the production capacity of BASF TODA Battery Materials LLC's Onoda site in Japan. BTBM is a BASF majority-owned joint venture with TODA formed in 2015. Construction will start in Q4 2022, with commercial production planned for the second half of 2024. By 2025, BTBM's annual capacity for high nickel cathode active materials (CAM) will be 60,000 tons. "BTBM today is a leader for high nickel CAM materials of superior quality and plays an important role in BASF's global production network for battery materials," said Dr. Peter Schuhmacher, President, Catalysts division at BASF. "This investment at the Onoda site, already one of the world's largest calcination facilities for CAM, will support our customers' ambitious growth

plans in Japan and worldwide. We will introduce an innovative and proprietary new production process allowing highest throughput rate combined with consistent highest quality."

Shigeru Takaragi, President of TODA KOGYO CORP., added, "With the further expansion of the Onoda site, we are supporting the Japanese government's goal of strengthening the local supply chain. Together with BASF, we are combining and mobilizing resources to take full advantage of our synergies to respond to the fast-growing demand for lithium-ion batteries."

The new expansion project has been selected by Japan's Ministry of Economy, Trade and Industry as a "Program for Promoting Investment in Japan to Strengthen Supply Chains" and has been granted subsidies.

Established in 1999, the EU-Japan Business Round Table (BRT) brings together business leaders from the EU and Japan to foster communication; review factors affecting trade, investment and other forms of cooperation; and give a business perspective to issues of public policy. BASF has been a member of the BRT since its creation and feeds into the BRT's work on life sciences, digital innovation and sustainable development. The EU-Japan Centre acts as Secretariat to the BRT.

(See also page 2)

➡ <https://www.basf.com/global/en/media/news-releases/2022/07/p-22-294.html>

## LITHUANIA-JAPAN FOOD BUSINESS FORUM

26 OCTOBER 2022, TOKYO, JAPAN

The Lithuania-Japan Food Business Forum will focus on future prospects for high quality food in the context of global (trade) challenges as well as challenges and opportunities in the post-COVID-19 world. What might be the silver lining in the crisis and how might the food business use this to build a more prosperous food industry?



The Forum highlights the significant cross-cutting issues such as economic impact of the war in Ukraine, post-pandemic future, opportunities and issues in trading with Japan, current and future market trends, price changes and what are the prospects from that in terms of trading with Japan.

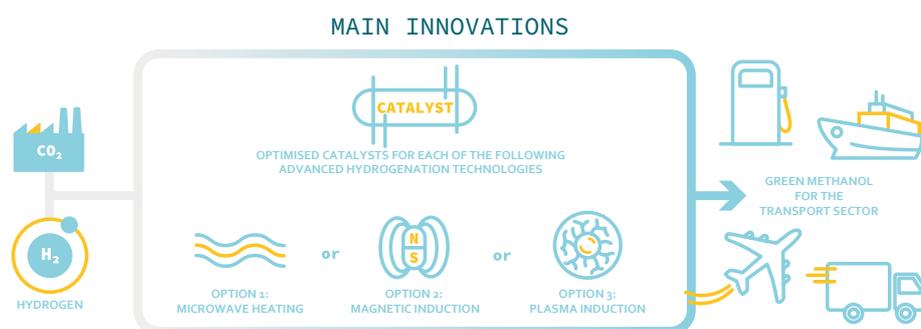
During the panel discussion, success stories of Lithuanian-Japanese cooperation and insights will be shared. The panel discussion will be followed by a B2B matchmaking session where 18 Lithuanian food and beverages companies will present their products. A catalogue of the participating companies and their products is available in Japanese:

<https://export.litfood.lt/wp-content/uploads/2022/08/JP-Trade-Mission.pdf>

For more details, please contact Mrs. Kristina Mineikienė, Agricultural attaché to Japan. Email: [Kristina.Mineikiene@urm.lt](mailto:Kristina.Mineikiene@urm.lt)

## EUROPEAN AND JAPANESE RESEARCHERS OPTIMISE RENEWABLE METHANOL (GREEN) PRODUCTION TO REDUCE TRANSPORT CARBON EMISSIONS

*“Renewable methanol (green) has an impressive potential to help decarbonising the transport sector. It can cut CO2 emissions by up to 95%, reduce NOx emissions by up to 80%, and completely eliminate SOx and particulate matter emissions. It is a promising technology that can play an important role in making Europe the first climate-neutral continent”* explained Adolfo Benedito Borrás, LAURELIN Technical Coordinator and Head of the Materials Research Department at AIMPLAS.



But hydrogenation of CO2 into renewable methanol (green) has strong limitations related to the process, the energy consumption and production costs. CO2 is generally unreactive, and hydrogenation is impossible without the use of a catalyst, a substance added to accelerate the chemical reaction of H2 with CO2. LAURELIN's team therefore is developing new catalyst systems perfectly adapted to advanced reactor technologies to reduce energy consumption of the methanol synthesis from CO2, and therefore its cost.

The team is working on three promising (reactor) technologies: microwave, non-thermal plasma induction and magnetic induction. They are finalising the construction of the three corresponding reactors for CO2 conversion to renewable methanol (green).

Involving universities, research organisations and SMEs from Belgium, Germany, Japan, Netherlands, Spain and the United Kingdom, LAURELIN is a 48-month project funded by the European Union's Horizon 2020 programme and the Japan Science and Technology Agency (JST).

The LAURELIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n. 101022507. It reflects only the author's view. The Agency is not responsible for any use that may be made of the information it contains. This research is supported by the Japan Science and Technology Agency (JST) under the SICORP programme (grant no. JPMJSC2101).

Learn more about the LAURELIN project by watching the project video:

<https://youtu.be/L6f4-K6F7V8>

➔ <https://laurelin.eu>

# 12<sup>TH</sup> ANNUAL KOBE UNIVERSITY-VUB SYMPOSIUM TO FOCUS ON EU-JAPAN RESEARCH ON OCEANS

18 OCTOBER 2022, BRUSSELS, BELGIUM

Ocean research is a highly topical issue, of crucial importance for both the EU and Japan.

It is also an area where the EU and Japan are playing a leading role in the unprecedented mobilization of the international scientific community, in particular in the context of the UN Decade of Ocean Sciences, the UN Ocean Conferences, the G7 Ocean Deal, to ensure 'Healthy, Sustainable Seas and Oceans'. Most importantly, ocean research is one of the key priorities of Horizon Europe, including through the Mission Restore our Ocean and Waters by 2030 and the Horizon Europe Cluster 6 work programmes, as well as in Japan's Moonshot and other research programmes. Within this frame, Kobe University and the VUB are organizing their 12th Annual Kobe University-VUB Symposium focusing on EU-Japan Research on Oceans.

The event will include:

- An opening policy session with Signe Ratso, Acting Director-General for Research and Innovation, European Commission; Japanese Ambassador to the EU Yasushi Masaki; Kobe University President Masato Fujisawa; and VUB Rector Jan Danckaert.
- Three parallel scientific sessions addressing key aspects of ocean research in Japan and Europe from the interrelated perspectives of economics and governance, science and technology, and SSH
- Three workshops and brokerage events on the same themes, involving experts and PhD students, with the objective of developing joint projects between EU and Japanese researchers.
- Two high-level keynotes by Pascal Lamy, Chairman of the Board, Mission Starfish 2030 – Restore our Seas and Waters; Coordinator, Jacques Delors Think Tanks; former WTO Director-General, former EU Trade Commissioner; and Michael Pitiot, award-winning filmmaker, author and director of Planète Ocean.
- Opportunities to meet and interact with speakers and participants over a Japanese-themed lunch, and at the closing reception and saké tasting.

In addition to senior European Commission and Japanese government officials, and the two keynoters, speakers will include representatives of Japanese Universities (Kobe and Ochanomizu), and key experts from universities and research organisations, industry, think tanks and the media from Belgium, Estonia, France, Germany, Italy, Norway, Sweden and the United Kingdom.

To register to the event please visit:

[https://www.office.kobe-u.ac.jp/ipiep/events/20221018\\_en.html](https://www.office.kobe-u.ac.jp/ipiep/events/20221018_en.html)

➔ [https://www.office.kobe-u.ac.jp/ipiep/kubec/index\\_en.html](https://www.office.kobe-u.ac.jp/ipiep/kubec/index_en.html)

Some of the key issues addressed:

- What is the 'Blue Economy'?
- How to ensure sustainable global green shipping?
- How to protect the critical trade and energy infrastructures of underseas cables?
- Can Japan and the EU help deliver a rule-based governance of the seas?
- What is, exactly, the 'Ocean Digital Twin'?
- Why is the Mission Restore our Ocean and Waters by 2030 so important?
- Which are the latest breakthroughs in marine robotics?
- How can ocean research help deliver green hydrogen energy?
- Limiting plastics in our oceans: a job for scientists or for societies?
- How best to build resilience and empower coastal communities?
- Which role for scientists in the political debate on oceans?
- How can media help build ocean awareness and ocean literacy?
- Which solutions can EU-Japan research cooperation deliver to help save our seas and oceans?



The 12th Kobe University Brussels European Centre Symposium  
Organised jointly with Vrije Universiteit Brussel  
with the support of the University of Kent

## Blue Economy, Green Horizons: EU-Japan Research for Healthy, Sustainable Seas and Oceans

18 October 2022, 9:15-17:30  
VUB Conference Centre, U-Residence, Brussels

Parallel Sessions and Workshops

- 'Blue Economy': Global Trade Flows, Environmental Issues and Governance of the Seas
- Oceans of the Future: Advances in Marine and Maritime Sciences–New Technologies for New Horizons
- Seas, Science and Societies: Building Awareness, Engaging Communities



For Full Programme,  
Information and registration  
Kobe University Brussels European Centre  
<http://tiny.cc/jt3suz>  
[intl-kobe\\_u\\_bxl@office.kobe-u.ac.jp](mailto:intl-kobe_u_bxl@office.kobe-u.ac.jp)



## PANEL DISCUSSION - DIVERSITY IN SCIENCE: HOW TO PROMOTE INCLUSION & EMPOWERMENT IN JAPAN

19 OCTOBER 2022, TOKYO, JAPAN

Innovation thrives on diversity. Which questions we ask in science and how we address them is heavily influenced by our personal and social background. Engaging people from different backgrounds – such as gender, nationality or age – is important to broaden the scope of questions and generate new insights.

Japan faces great challenges when it comes to diversity: In the Gender Gap Report Japan ranks last among the G7, a scientific career has become unattractive for many young researchers, and during the pandemic the number of international students dropped to a minimum due to closed borders. However, as the government is carefully beginning to re-open borders and discusses new financial support for PhD students, times could be changing. What can universities do to promote inclusion and empowerment and to create



an environment where diversity and innovation truly thrive? This question will be addressed in a panel discussion featuring a keynote speech by Prof. Dr. Kaori Hayashi (Executive Vice President at The University of Tokyo).

The event takes place during the photo exhibition “Fascination of Science” at the German Culture Center /OAG Haus. It is organized by the DWIH Tokyo (German Centre for Research and Innovation Tokyo) and OAG (German East Asiatic Society).

The discussion will be held in English with Japanese interpretation and streamed live on the DWIH Tokyo Youtube Channel. Admission is free of charge, registration is required.

➔ <https://www.dwih-tokyo.org/en/event/diversity-in-science>

## WASEDA UNIVERSITY BRUSSELS OFFICE 4<sup>TH</sup> INTERNATIONAL CONFERENCE ON NEW TECHNOLOGIES AND REGULATION IN JAPAN AND EUROPE

Three crucial challenges currently shaping the wide-ranging EU-Japan Science and Technology Relations, notably its ongoing EU-Japan ICT dialogue, were selected for this 4th International conference: (1) the interplay between Artificial Intelligence (AI) and Intellectual Property (IP); (2) the role of transparency and legal safeguards in ensuring the trust in governmental data collection practices; and (3) the cybersecurity implications of emerging technologies.

The first sessions - a scientific panel, a practitioners roundtable, and a keynote - was dedicated to the legal, regulatory, and commercial implications of the growing field of Artificial Intelligence on Intellectual Property which are both central to some of the more heated contemporary legal discussions and academic debates. The interactions between AI and IP raises number of regulatory and technical challenges some of which the Conference addressed from an interdisciplinary and an interregional perspective. The second and third sessions explored some of the security implications of emerging technologies and data collection practices.

At first, the Conference delved into the challenges associated with governmental data collection in the aftermath of the COVID crises based on the idea that this

trend reflects broader societal changes and is linked to the digitalization of social interactions. The panel discussed widely how trust in governments can vary across different national contexts, as well as whether increased transparency and legal safeguards help foster greater trust. The third and final scientific panel of the conference focused on how emerging technologies, including the internet of things, artificial intelligence, quantum computing or blockchain, impacted cybersecurity. These emerging technologies are opportunities, but also new challenges and threats. The members of the panel sought to unpack the societal implications of these rapidly developing technologies on the one hand, and the possibilities of regulating the risks and threats created by their misuse on the other.



➔ <https://www.waseda.jp/inst/brussels-office/news-en/2022/06/22/646>

## WEBINAR “ACCESS TO JAPAN CHEMICALS MARKET” ORGANIZED BY FEIQUE AND ICEX

The webinar was organized on 6 July 2022 by ICEX and FEIQUE within the framework of the Chemical Sector Internationalization Scheme 2022.

The webinar addressed to Spanish chemicals companies and focused on the following issues: description of the Japan chemicals market, overview of the Japan-Spain chemicals trade and insight into the chemicals related legislation in Japan. Key speakers were the Economic and Commercial Counsellor of the Embassy of Spain and the Director of the Japan Chemicals Exporter and Importer Association (JCEIA). 52 attendees from 41 Spanish companies registered. The webinar is aimed to enhance the performance of current Spanish exporting chemicals companies and raise interest among new possible exporters.

➔ <https://www.icex.es/icex/es/navegacion-principal/todos-nuestros-servicios/visitar-mercados/agenda/SEM2022897656.html>

### SPOTTED PUBLICATION: **FUTURE PROTEIN NL IN JAPANESE**

The East Netherlands Development Agency (Oost NL) recently published a Japanese version of its Future Protein NL magazine. The 'Future Protein NL' magazine aims to inspire and inform about what is going on the Netherlands in the field of alternative proteins.

➔ <https://investinholland.com/wp-content/uploads/2022/09/Future-Protein-NL-in-Japanese.pdf>



## EU-JAPANESE VIRTUAL COACH IN DEVELOPMENT FOR AND WITH OLDER PEOPLE

Population ageing is one of the most pressing societal issues of the 21st century. Life expectancy has increased rapidly over the last century due to improved living standards, better healthcare, medical progress and increased awareness of health issues.



Despite a drop in life expectancy caused by COVID-19, life expectancy at birth is still at 83,2 years for women and 77,5 years for men in the European Union (Eurostat) and 87,57 years for women and 81,47 years for men (Japanese Ministry of Health, Labor and Welfare).

In this context, new conceptual solutions for prevention and health promotion are needed by using intelligent technology to support older adults in healthy and active ageing.

The e-VITA virtual coach provides a solution built on socio-technological excellence of "Made in Europe" and the excellence of technology "Made in Japan", by combining the most advanced partners and expertise from both areas, and by following the concepts from Society 5.0 (Japan) and Digital Europe (EU). The e-VITA virtual coach will provide personalized recommendations and interventions to older people, for sustainable well-being in a smart living environment at home, through different technologies.

In a first step, research centers, IT companies and universities in Europe and Japan developed the interactions with the users, specifically the so-called Natural Language Processing (NLP). The challenge was to make technologies directly interact with older adults through the voice, listening and answering to requests. Then and for the first time in research, technologies of the e-VITA coaching system such as Gatebox, OuraRing, NeU and chatbots were tested for 2 to 7 weeks by 36 older adults in Japan, Germany, France and Italy in their private homes.

The older people show that:

- They would like to receive information and recommendations in different ways (audio and visual).
- Robots seem to be the preferred technology for interaction.
- Older people would like to choose the voice, the physical aspect, and the avatar.
- The system must be able to answer the participants' questions accurately and converse continuously.
- Older people would like to turn on/off the coach so that it does not intervene in their daily and social life.
- Different devices should be integrated e.g. that a reminder is provided by a robot but also by the smartphone.

What's next?

Based on the feedback from older people, the e-VITA coaching system will be adapted to be more of a conversational companion that can be switched on and off. The adapted e-VITA virtual coaching system will then be tested in 2023 with 180 people.

The project has received funding from the European Union Horizon 2020 Programme under grant agreement no. 101016453. The Japanese consortium received funding from the Japanese Ministry of Internal Affairs and Communication (MIC), Grant no. JPJ000595.

➔ <https://www.e-vita.coach>

## 3<sup>RD</sup> JAPANESE-GERMAN-FRENCH AI SYMPOSIUM AT MIRAikan IN TOKYO

27-28 OCTOBER 2022, TOKYO, JAPAN

At the 3rd trilateral symposium on Artificial Intelligence (AI), stakeholders from academia, industry and policy-making will discuss measures to tackle planetary challenges that humankind is facing in the Anthropocene and share their visions for realizing a sustainable society.

Following the 1st and 2nd trilateral symposia in 2018 and 2020, which welcomed more than 150 distinguished speakers and 1,300 participants, the 3rd symposium in Tokyo will feature 12 plenary and parallel sessions on various current AI topics, with more than 70 renowned AI speakers from Japan, Germany and France.

Participation is free of charge. Early Registration (onsite and online) is recommended, as the number of seats is limited.

➔ <https://www.trilateral-ai-symposium.com>



## DIGITAL INNOVATION HUBS ADVANCING DIGITISATION IN INDUSTRY

Digital Innovation Hubs (DIH) are non-profit organisations with expertise in suitable digital technologies that support commercial (and public sector) organisations in identifying opportunities for digitisation of their operations.

DIHs provide: “test-before invest” consultancy including staff awareness testing and training, digital transformation conceptualisation and integration pathway development; digital skills training for staff before and during digital transformation; identification of investment opportunities (from government grants to digitisation investment specialists); innovation networking, bringing researchers and innovators offering solutions to partner with organisations needing those solutions.

As part of the Society 5.0 vision of Japan’s government, the speed and scale of adoption of advanced manufacturing technologies by SMEs in Japan is a key policy objective. The European Union and many of its Member States share similar objectives. Through its research and innovation funding over more than a decade, the EU’s Factories of the Future and related themes have created the idea of a Digital Innovation Hub (DIH).

EU-Japan cooperation in research and innovation is accelerating and Japan is now negotiating to join the Horizon Europe programme, allowing the inclusion of

Japanese research institutions and innovative companies in projects. Here, one of the pillar objectives of the EU-Japan. AI project is to boost the cooperation between EU and Japan and together with AI-REGIO project has co-organised the seminar covering the following main topics:

- The DIH concept: a successful European methodology to digitalize the region
- The AI-REGIO Project
- The METHODIH Methodology
- DIHs in practice: Case studies

The goal of the seminar, held on 15 September, was to explain the DIH concept to relevant policymakers, as well as research and innovation actors in Japan who are well-placed to create equivalent organisations in Japan. In addition to aiding the adoption of digital innovation in Japanese industry, the adoption of a DIH approach offers opportunities to cooperate in this area with partners in the EU.

➔ <https://project.eu-japan.ai/>  
➔ <https://www.airegio-project.eu/>





## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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



### REQUEST FOR DISTRIBUTOR OR AGENT

**Sector: toys**

A Japanese company offer environmentally friendly wooden 3D puzzles  
Profile ID: [BOJP20220909006](#)



### REQUEST FOR AGENT

**Sector: industrial equipment**

Japanese manufacturer offers it miniaturised potentiometers, joysticks and slip rings  
Profile ID: [BOJP20220909001](#)

### REQUEST FOR DISTRIBUTOR OR AGENT

**Sector: Industrial equipment**

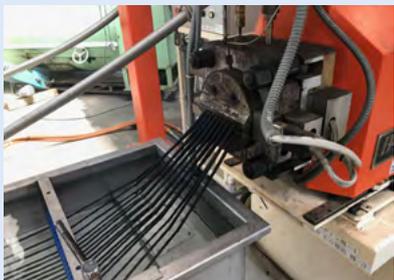
A Japanese pipe fitting manufacturer is seeking EU partners for its products  
Profile ID: [BOJP20220909004](#)



### REQUEST FOR DISTRIBUTOR

**Sector: recycling**

A Japanese company offers processing equipment for discarded cross-linked polyethylene recycling  
Profile ID: [BOJP20220914004](#)



### TECHNOLOGY TRANSFER OFFERED

**Sector: medical equipment**

Japanese patented technology for fundamental mechanism of peristaltic pumps  
Profile ID: [TOJP20220909008](#)

### MANUFACTURING SERVICES OFFERED

**Sector: aerospace**

A Japanese company is seeking a supplier partner of Application Specific Integrated Circuit for satellites  
Profile ID: [BOJP20220909010](#)

### MANUFACTURING SERVICES OFFERED

**Sector: healthcare, medical equipment**

Japanese manufacturer of magnesium made canes and wheelchair frames  
Profile ID: [BOJP20220920002](#)



## ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMEs

➔ [https://een.ec.europa.eu/events?f%5B0%5D=field\\_eventstartdate%3Anext\\_year](https://een.ec.europa.eu/events?f%5B0%5D=field_eventstartdate%3Anext_year)



### EGT

24-28 October 2022, online

Sectors: energy, environment, green

Registration deadline: 28 October 2022

The Polish EEN partner University of Warsaw is organizing the first International B2B EGT 2022 Energy, Environmental technology, Green transformation event. The event will be held online with a mix of B2B sessions and workshops.

The goal of the brokerage event is to create a strong network of research and development institutions, business and industry partners, European and national institutions, non-government organizations in close relation for a massive scaling-up and speeding-up of energy solutions, environmental technologies, green transformation.

➔ <https://egt2022.b2match.io>



## VIRTUAL BROKERAGE EVENT @ INNOVATION VILLAGE

3-17 November 2022, online  
Sectors: Green, Digital and Resilient Economy  
Registration deadline: 2 November 2022

ENEA, Italian partner of EEN, organises, in the framework of Innovation Village 2022 (<https://innovationvillage.it/eng>), the Virtual Brokerage Event @ Innovation Village 2022. The focus of the event will be on sustainable and smart technologies, and solutions for achieving a “twin” green and digital transition to a zero carbon, zero waste economy.

➔ <https://innovation-village-2022.b2match.io>

## PROJECTS4GREENENERGY: CONNECTED

8-9 November 2022, online  
Sectors: energy, environment, green  
Registration deadline: 9 November 2022

The Saxon Energy Agency (SAENA GmbH) & the Enterprise Europe Network are organizing an online event with a focus on companies, research institutions, universities and clusters that are active in the fields of energy and greentech. Participation in the B2B event, breakout sessions and streaming are free of charge. There is only a filled registration profile needed.



➔ <https://projects4greenenergy.b2match.io>

## SMART CITY'S CHALLENGE

15-24 November 2022, Barcelona, Spain + online  
Sector: smart technology  
Registration deadline: 1 November 2022

Within the frame of Smart City Expo World Congress (<https://www.smartcityexpo.com>) EEN partner ACCIÓ is organizing a hybrid B2B event for companies and organizations operating in the smart sectors: energy & environment; mobility; infrastructures & buildings... During the fair the B2B will be organized onsite. The digital B2B session will be held the following week on the 22-24 November.



➔ <https://smartcity2022.b2match.io/home>

## MEDICA

14-17 November 2022, Dusseldorf, Germany + online  
Sectors: healthcare, medical  
Registration deadline: 30 November 2022

On the occasion of MEDICA 2022 (<https://www.medica-tradefair.com>), the global No. 1 meeting place for the medical sector, EEN partner ZENIT GmbH will organise an international Brokerage Event. The aim is to assist enterprises, universities and research institutions in finding partners in Europe for product development, manufacturing and licensing agreements, joint ventures or other types of partnership. This year event will be hybrid with six days dedicated to online meetings.



➔ <https://medica-healthcare-brokerage-event-2022.b2match.io>

## PRECISION FAIR MATCHMAKING

15-18 November 2022, Brabant Hallen, Netherlands + online  
Sector: precision technology  
Registration deadline: 17 November 2022

Within the frame of the The Precision Fair (<https://precisie-beurs.nl/home-en>), the local EEN partner BOM is organizing a hybrid B2B event for companies and organizations operating in the following precision technology related sectors: precision mechanics; machines and tools for extremely accurate material handling; materials; photonics; nanotech; surface treatment...



➔ <https://precision-fair-2022.b2match.io>



## NOFF & ELS MATCHMAKING

16-17 November 2022, Malmö, Sweden  
Sectors: organic food, beauty and natural health industry  
Registration deadline: 11 November 2022

Within the framework of two concurrent exhibitions Nordic Organic Food Fair and Eco Living Scandinavia in Malmö, Sweden. EEN partner ALMI is organizing a B2B matchmaking event to facilitate buyer-producer meetings. The combined shows are the leading trade shows in the Nordic region for organic food, drinks, natural health, beauty and sustainable living.

➔ <https://noff-and-els-matchmaking-2022.b2match.io/home> ➔ <https://smm2022.b2match.io>



## SMART MANUFACTURING MATCHMAKING

17-18 November 2022, online  
Sector: smart manufacturing and industry 4.0  
Registration deadline: 17 November 2022

The Italian EEN partner SPIN is organizing an online brokerage for companies and organization dealing with Smart Manufacturing and Industry 4.0 services and technologies. The event is an opportunity to stay up to date on the latest corresponding advanced technologies, the demand for innovation from institutions and cities, new applications from SMEs and technical challenges faced by large companies.



## INTERPOMA BUSINESS MATCH

17-18 November 2022, online  
Sector: apple industry  
Registration deadline: 18 November 2022

On the occasion of the Interpoma trade show 2022 (<https://www.fierabolzano.it/en/interpoma>), the EEN Service Bozen/Bolzano organizes the virtual brokerage event Interpoma Business Match 2022. South Tyrol, with its 18,000 hectares of cultivable land, is the largest closed apple-growing area in Europe and is one of the technically most important apple-growing countries in the world. The matchmaking event will bring together companies (buyers as well as suppliers) from many European and international countries.

➔ <https://interpoma-business-match-2022.b2match.io>

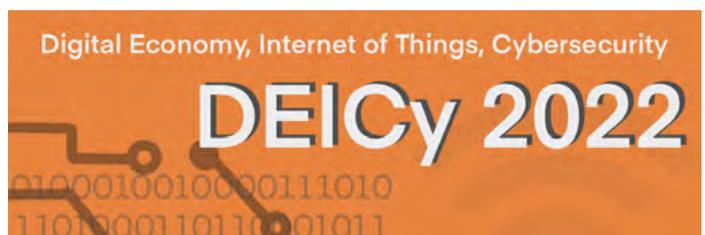


## INTERNATIONAL MATCHMAKING EVENT FORMNEXT

17-21 November 2022, Frankfurt, Germany + online  
Sectors: additive manufacturing; 3D printing  
Registration deadline: 20 November 2022

Within the frame of the Formnext (<https://formnext.mesago.com/events/en.html>) fair held in Germany, EEN partners Brabant Development Agency and Hessen Trade & Invest GmbH are organizing an hybrid B2B matching event for enterprises operating in the Additive Manufacturing and industrial 3D Printing sectors.

➔ <https://formnext-2022.b2match.io>



## DEICY

21-25 November 2022, online  
Sectors: digital, IT  
Registration deadline: 25 November 2022

The Polish EEN partner University of Warsaw is organizing a virtual B2B event with workshop sessions within the frame of DEICy 2022 Digital Economy, Internet of Things, Cybersecurity. The goal of this international brokerage event is to create a strong network for better knowledge and understanding of the digital transformation in areas such as: digital economy & society, artificial intelligence, machine learning, data science...

➔ <https://deicy2022.b2match.io>



DATE/LOCATION	DETAILS	CONTACTS
All year long	<b>B2B MATCHMAKING EVENT</b> EU-Japan Green Transition Matchmaking Platform 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>
All year long	<b>B2B MATCHMAKING EVENT</b> EU-Japan Business Matchmaking with Vietnam 2022	EU-Japan Centre for Industrial Cooperation <a href="https://eu-japan-vietnam-2022.b2match.io">https://eu-japan-vietnam-2022.b2match.io</a>
18 October 2022 Brussels, Belgium	<b>SYMPOSIUM</b> 12th Annual Kobe University-VUB Symposium: EU-Japan Research on Oceans	Kobe University Brussels European Centre; VUB <a href="https://www.office.kobe-u.ac.jp/ipiep/events/20221018_en.html">https://www.office.kobe-u.ac.jp/ipiep/events/20221018_en.html</a>
25 October 2022	<b>WEBINAR</b> About Japan webinar series 198: Coffee, Tea & Soft Drinks Market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/events">https://www.eubusinessinjapan.eu/events</a>
8 November 2022	<b>WEBINAR</b> About Japan webinar series series 199: Pet Products market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/events">https://www.eubusinessinjapan.eu/events</a>
15 November 2022	<b>WEBINAR</b> About Japan webinar series 200: Japan's Home Fashion & Furniture Market	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/events">https://www.eubusinessinjapan.eu/events</a>
22 November 2022	<b>WEBINAR</b> About Japan webinar series 201: Fintech market in Japan	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/events">https://www.eubusinessinjapan.eu/events</a>
24-25 November 2022	<b>CONFERENCE</b> EJEA International Conference 2022 (online)	European Japan Experts Association <a href="https://ejea.eu/">https://ejea.eu/</a>
29 November 2022	<b>WEBINAR</b> About Japan webinar series 202: How to Draft a Distribution Agreement and Agency Agreement with Japanese Partners	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/events">https://www.eubusinessinjapan.eu/events</a>
29 Nov - 2 Dec Tokyo, Japan	<b>MATCHMAKING MISSION</b> Digital Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/digital-cluster-sme-mission">https://www.eu-japan.eu/events/digital-cluster-sme-mission</a>
1 December 2022	<b>WEBINAR</b> About Japan webinar series 203: Consumption tax in Japan - 2022 overview	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/events">https://www.eubusinessinjapan.eu/events</a>
13-17 March 2023 Tokyo, Japan	<b>TRAINING MISSION</b> World Class Manufacturing - March session Application deadline: 8 December 2022	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/world-class-manufacturing-mission-II">https://www.eu-japan.eu/events/world-class-manufacturing-mission-II</a>
15-17 March 2023 Tokyo, Japan	<b>MATCHMAKING MISSION</b> Green transition Cluster & SMEs Mission Application deadline: 24 November 2022	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/green-clustersme-mission">https://www.eu-japan.eu/events/green-clustersme-mission</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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