



Official Participant

## **EU-Japan days: joint cooperation to enhance investments and business opportunities** **10 -11 July 2015**

### **10 July 2015 – morning**

*Venue: Palazzo delle Stelline, Sala Leonardo (ground floor), corso Magenta 61*

08.45 **Registration** and welcome coffee

09.30 **Welcome and introduction**

**Chair and introduction:** Francesco Laera, Press Officer, European Commission Representation in Milan

- Giancarlo Caratti di Lanzacco, Deputy Commissioner of the EU Expo Pavillon
- Claudio Rotti, President of the Associazione Italiana Commercio Estero (AICE)

10.00 **Keynote speeches**

- Daniel Calleja Crespo, Director General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission – European Commission
- Norihiko Ishiguro, Vice-Minister for International Affairs, Japanese Ministry of Economy, Trade and Industry (METI)

10.20 **EU-Japan Business opportunities**

**Chair and introduction:** Carlo Pettinelli, Director “Consumer, Environmental and Health technologies”- DG GROW, European Commission

#### **State of play of the EU-Japan FTA negotiations**

- Timo Hammaren, Head of the Trade section – EU Delegation- Tokyo

#### **EU and Japanese Food Markets: Success Stories**

- Hans Pauwels, Managing Director, Debailleul Products SA
- Naoyuki Kiyomatsu, Corporate Officer, Kikkoman/ General Director, Kikkoman Trading Europe GmbH

#### **Biotechnology-related Food and Agricultural Products in Japan: an expert view**

- Rob Van Nylen, Representative Director – Akoni KK and JCS bvba  
(*topic: Regional food products*)
- Rolf D.Schmid, Director, BIO 4 Business  
(*topic: Biotechnology-related food and agricultural products in Japan*)

## What the EU -Japan Centre and JETRO can offer EU and Japanese companies

- Silviu Jora, General Manager, EU-Japan Centre
- Jun ARIMA, Director General, JETRO London

### 12.00 Conclusions

- Soichi Yoshimura, Executive Vice-President of JETRO
- Carlo Pettinelli, Director “Consumer, Environmental and Health technologies”- DG GROW, European Commission

### 12.30 Networking lunch buffet

## 10 July 2015 – afternoon

*Venue: Palazzo delle Stelline, Sala Porta (1<sup>st</sup> floor), corso Magenta 61*

### 13.30 Registration and welcome coffee

13.50 Opening to the B2B by Susy Longoni (Innovhub – Milan Chamber of Commerce / EEN)

### 14.00 Business to business meetings

19.00 Transfer from Palazzo delle Stelline to the cocktail (only one-way)

### 19:30 Cocktail offered by Lombardy Region

*Venue: Palazzo Lombardia, 39<sup>th</sup> floor – piazza Città di Lombardia 1*

## 11 July 2015

Morning Visit at Expo 2015 Site (reserved to a limited number of participants)



### Under the patronage

