A global partnership between the EU & Japan: The future of economic partnership through an Economic Integration Agreement (EIA)

On 22 September 2011, the EU-Japan Centre for Industrial Cooperation organised a seminar in Brussels, entitled "A global partnership between the EU & Japan: The future of economic partnership through an Economic Integration Agreement (EIA)" to bring together senior representatives of the EU and Japanese Authorities, industrial organisations and private industry. The event was supported by the Japanese Ministry of Economy, Trade & Industry (METI), the European Commission, JETRO and by the JBCE and was attended by almost 100 people.

The first session focused on the EU-Japan economic partnership and the likely impact of an EIA (also known as an "FTA/EPA"). Mr. Michitaka NAKATOMI (Principal Trade Negotiator, METI) stressed that an Economic Integration Agreement (EIA) would enjoy strong political, industry and popular support and introduced the Japanese Government’s strong will to open negotiations for an EU-Japan Agreement at the earliest opportunity.

Mr. João AGUIAR MACHADO (Deputy Director-General, DG Trade, European Commission) emphasised that a reasonable timeframe should be taken to finally achieve an ambitious agreement and pointed out that it would be an important challenge for the global trade system.

The second session addressed business opportunities in Japan and began with Hidehiro YOKOO (President, Japan External Trade Organization) explaining JETRO's promotion of investment between Europe and Japan and outlining how JETRO is contributing to the realisation of an EIA. During the seminar, testimonials and study cases from European and Japanese Companies and industrial organisations highlighted some of the discussed points.

The first session speakers were: Mr. Marc VERMEIRE (Executive Officer, Sumitomo Chemical Co., Ltd. and Managing Director, Sumitomo Chemical Europe S.A./N.V.), Mr. Adrian VAN DEN HOVEN (Director, International Relations Department, BUSINESSEUROPE), Mr. Tetsuya YAMADA (Senior Coordinating Executive, Toyota Motor Europe N.V./S.A.) and Mr. Andrea BORAGNO (Chairman & CEO, Alcantara S.p.A.).

The second session speakers were: Mr. Jonathan PADDISON (Vice President, Sales & Systems Locomotive Hauled Trains, Knorr-Bremse Systems for Rail Vehicles GmbH), Mr. Jean-Michel GEFFROY (Managing Director, JCDecaux France), and Ms Alison MURRAY (Executive Director, European Business Council in Japan).

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CALL FOR APPLICATIONS

World Class Manufacturing Activity in Europe: 1-Day Visit to the Toyota Lean Management Centre, Deeside (UK)

On 13 December, Toyota Motor Manufacturing (UK) Ltd. and the EU-Japan Centre for Industrial Cooperation are organising a 1-day visit to the Toyota Lean Management Centre, Engine Division, Deeside Industrial Estate. This Toyota Production System (TPS) study opportunity is organised in the frame of one of the Toyota Motor Manufacturing UK charitable trust activities.

There are two Toyota manufacturing plants in the UK, currently employing approximately 3,100 members. The vehicle manufacturing plant is located at Burnaston in Derbyshire, the engine manufacturing plant is located at Dee-side in North Wales.

http://www.toyotauk.com/main/

EU-JAPAN CENTRE’s SEMINAR - Tokyo, 18 October

Business Management for Handling Radioactivity and Securing Supply Chain Safety: Current Situation in Japan and Perspectives from Europe

The Fukushima accident, with the subsequent contamination of the environment and its consequences, has quickly raised many concerns in Japan and abroad, in particular about food and industrial products. Since March 2011, some countries have totally banned imports from Japan or have put them under strict restrictions and control (by requesting for example radioactive contamination-free certificates), measures that have deeply affected farmers and industry.

On the industry’s side, worries have appeared about the impact on their business continuity, about the safety of employees and their working environment, as well as worries about customer and consumer confidence in Japan and on the global market. The population living in Japan is concerned about the safety of food and water, about the short and long term impact on health, and strongly wishes to understand the reality of the current and future situation.

In this seminar, Mr. Hiroshi MORIGUCHI, Director, Standard Evaluation Division, Food Safety Bureau, at the Ministry of Health, Welfare and Labour, will present the current developments in the Japanese radioactivity control measures in food sector, while Dr Jens-Uwe SCHMOLLACK, from TÜV Rheinland and Markus JANSSEN, from Baker & McKenzie, will provide the perspectives from Europe, point out the technical and legal risks of not handling radioactivity properly and transparently, as well as develop new ideas how enterprises could actively contribute to transparency and safety.


CALL FOR APPLICATIONS

Distribution & Business Practices in Japan

- What is the key to being successful in Japan?
- What is the best way to enter the Japanese market?

The 5-day course in Japan is focused on “Business Strategy for Customer Satisfaction in Japan: Creation of Added-Value in Retailing and Marketing”. The mix of topics covered is designed to meet the needs of European companies committed to either expanding into Japan/Asia, or considering entering the Japanese market.

Application deadline: 08/12/2011


NEW: PROCUREMENT NOTICES of Local Government Located in the Area Struck by the Great East Japan Earthquake

The new information service is now available on the Centre’s website which provides the procurement notices of local government in Iwate, Miyagi and Fukushima Prefecture which were struck by the Great East Japan Earthquake on the 11th March, 2011. Users can search by category. It is updated each weekday.


The Centre’s Future Seminars

In early 2012, the EU-Japan Centre will co-organise two seminars:
- One in Brussels on developing geothermal energy in the EU and Japan
- One in Alsace on EU-Japan innovation, focussing on green technology

Both events are still under preparation, more details will be included in the next newsletter and online.

If you would like to be sent details of one or both events once they are available, please e-mail at seminar@eu-japan.eu, stating which event(s) you are interested in.

http://www.eu-japan.eu/global/events.html
VULCANUS IN JAPAN

The “Vulcanus in Japan” programme is a one-year integrated industrial placement, financed by the EU-Japan Centre for Industrial Cooperation, offering Japanese language training and internships in industrial R&D laboratories, manufacturing companies and architectural offices, to EU science, engineering and architecture students. The internship starts in September and ends in August of the following year, in order to accommodate the students’ academic year in EU Member States. Selected students follow a series of introductory seminars on Japan, a 4-month intensive Japanese language course and an 8-month traineeship in a host company in Japan. http://www.eu-japan.eu/global/vulcanus.html

Overview of the 23rd WCM in Japan in June 2011

I learnt a lot about the implementation of the Kaizen strategy within a company and about the relation between management and employees. Being in WCM is the best practical advice. Understanding the business culture helps to understand how to approach companies. I am hoping to develop business in Japan.

Rabih-Gabriel Jaouhari, PR Eurochem Ltd, French.

The 23rd « World Class Manufacturing in Japan » (WCM) Mission was Organised by the EU-Japan Centre in Tokyo from 27 June to 1 July 2011. 13 participants from 9 member states, working in various sectors such as automotive, chemicals, construction, wood, electronics/electrical equipment industry, etc., took part in this course.

The course’s objective was to offer an insight of WCM methods in a very practical way. The participants visited three world class companies (Ricoh, Toyota Home, Mitsubishi Nagoya) and took part in the Toyota Production System (TPS) Practical Training. They were also offered two lectures: “Fusion of Total Productive Maintenance and Toyota Production System” and “Monozukuri, Japanese Production Way”.


Citizen of the World

Vulcanus in Japan - Former participant’s testimonial - Fabio Massimo Zennaro (Host Company: NTT)

Speaking of the benefits gained by the company I worked in, requires me to acquire the perspective of my employers, and the risk of overrating my own contribution is at hand; yet, I will try to give a description of my work as objectively as possible, underlining only the benefits they obtained from a professional point of view.

In my workplace I was part of a highly interdisciplinary and extremely innovative research group, working on different topics spanning from biology to neuroscience; the project I was assigned to, dealt with the development of brain-computer interfaces. It is hard to believe that a simple MSc student could offer great help in such a cutting-edge research; I do not want to claim for myself unfounded momentous contributions, but I think I can rightfully maintain that I brought to the group some interesting ideas. Indeed, inside my research group I was the only computer engineer specialized in data analysis and machine learning. Therefore, I not only wrote and developed tools that the group can still use to analyse their data, but I also proposed new ideas. I often considered the problems from the point of view of an engineer or a computer scientist, and looked for different ways to tackle and solve them. Maybe you could doubt that smart and talented researchers, as the ones in the company, were ever really interested in the work I was doing; in the beginning I had the same fear, but every time I presented my work in front of all the researchers of the group, their attention and the number of meaningful questions they asked, made me realize that they were really keen to understand my proposals. Moreover, beyond sharing ideas with the colleagues working on the same topic, it was extremely enriching to talk and discuss with people in the same research group but devoted to different projects.

So let me end with this final image: if the Erasmus experience, opening my mind, changed me from an Italian student to a European citizen, then the Vulcanus experience, broadening and widening my horizons, transformed me from a European student to a citizen of the World.

So let me end with this final image: if the Erasmus experience, opening my mind, changed me from an Italian student to a European citizen, then the Vulcanus experience, broadening and widening my horizons, transformed me from a European student to a citizen of the World.

http://www.eu-japan.eu/index/topic1.html
Enterprise Europe Network Reinforced in Asia, Extended to North Africa

Brussels, Belgium, 26 September 2011.

The European Commission is extending the outreach of the Enterprise Europe Network – the business and innovation support network for small and medium-sized enterprises (SMEs) – by opening new contact points in Japan and doubling its presence in China. The aim is to see more European SMEs profit from the fast growing markets in Asia, Latin America and Eastern Europe.

The Japanese Network operates through two centres in Tokyo, based in the EU-Japan Centre for Industrial Cooperation and the Ministry of Economy, Trade and Industry.

Some 13 branches have been added to the Network in China. It is now present in 14 cities, including Tianjin, Fuzhou and Chengdu, and is expected to expand further. Other new countries to have recently joined the Network include Ukraine, Moldova and Mexico.

The new focus on Africa is conceived to be of mutual benefit for SMEs in the EU and in Mediterranean neighbouring countries, where a favourable environment for SMEs and further economic development is essential for political stability.

Further EU support for SMEs to go international will be the subject of a communication which the European Commission will table before the end of 2011.

Mr. Joaquin Almunia, Vice-President of the European Commission, in charge of Competition, visited Japan from 13 to 15 July to co-chair the 28th EU-Japan High Level Meeting on Competition Policy with the Fair Trade Commission of Japan. The agenda focused on the relation between competition policy (e.g. merger review) and industrial policy, recent developments of competition policy and enforcement cases, and international cooperation in the framework of the ICN (International Competition Network) and OECD in the field of mergers.

As the first member of the European Commission to visit Japan since it was decided at the end of May EU-Japan Summit to start discussions with a view of defining the scope and level of ambition of (free trade) negotiations, VP Almunia met representatives of Japanese and European businesses. They discussed various competition policy related issues in sectors such as telecommunications, airlines, insurance and express mail services (related to the reform of the Japan Post).

VP Almunia also took time to convey the strong feelings of sympathy and solidarity of the European people with Japan. He had a long exchange with several prominent Members of the Diet, including Mr. Hatoyama, former Prime Minister, who briefed him on the state of play after March 11, the reconstruction process and the political agenda in which energy policy appears as a key issue.

Source: Delegation of the European Union in Japan

Joint EU-Japan Call under the now implemented S&T Agreement

The European Commission and the Japan Science and Technology Agency (JST) services launched a coordinated call for proposals to support research on the fundamental properties of novel superconducting materials.

This is one of the first cooperative activities initiated upon signing the Science & Technology Cooperation Agreement by both parties.

This initiative is expected to lead to more robust European – Japanese research cooperation in the important domain of energy-related materials research.

In order to assure such genuine EU-Japanese cooperation, these projects include strong integrated and coordinated research activities, including intensive exchange and training of researchers.

EU-Japan Researchers’ Funding Guide

This booklet (Version May 2011) is intended to be used as a stand-alone document to introduce the various schemes that exist to support mobility, research collaboration, research exchange and relations between Europe and Japan, enabling researchers to scan the range of schemes and quickly be able to grasp the key essentials of each programme.

For the PDF download:
New Premises for the Delegation of the European Union to Japan

The Delegation of the European Union to Japan has completed its move to new premises in the Minami-Azabu district of Tokyo’s Minato Ward.

The new Europa House is the first EU Delegation building in the world to be built from scratch on land purchased by the EU. The building is designed with a view to give shape to the EU’s motto, ‘United in Diversity’, while also bringing some European flavour to Japan through its unique form (photo 1).

Particular emphasis has been placed on sustainability. On top of the solar roof panels, the building boasts a wide range of environmentally friendly technologies such as a radiant air conditioning system, sensor-controlled lighting, and a system for re-using rainwater. It also complies with the highest standards of earthquake safety.

The residence wing (right in photo 1) comprises the Ambassador’s official residence and 20 apartments for diplomatic staff. Its ground floor houses a large conference hall (photo 2) equipped with a simultaneous interpretation system. The reception hall and an information area are also located here. Meanwhile, the office wing comprises the Delegation’s offices and meeting rooms.

Top European Corporate R&D Investors Set to Increase Innovation Efforts by 5% a Year

Top R&D investing companies based in the EU expect their global research and development (R&D) investments to grow by 5% annually from 2011 to 2013.

This is more than double last year’s expectations, and represents a significant upturn from the 2.6% R&D cuts in investment implemented by these companies in 2009.

The companies surveyed also revealed that an average of 27% of their annual sales comes from innovative products introduced in the past three years, demonstrating again that innovation is the key to commercial success and to job creation.

Companies surveyed expect their R&D investment inside the EU to grow 3% a year over the next three years. Although this rate is lower than the growth expected for their R&D investment in other world regions, the companies still expect to locate 75% of their investments in the EU. They expect to make the largest percentage increases in R&D investment in China (25%), Japan (17%), other European countries (8%), India (8%) and the US and Canada (5%).

The full report is available at: http://iri.jrc.es/reports.htm

Your Europe, Your Opportunity Practical Guide to Doing Business in Europe

Multilingual practical information and online government services for companies looking for business in another country, provided jointly by the European Commission and national authorities.

EU Ambassador to Japan Hans-Dietmar Schweisgut and his staff look forward to continue working toward the further strengthening of EU-Japan relations from this new base.

Source: Delegation of the European Union in Japan

The ETP involves a 3-week intensive training course in the UK on the culture, history and civil society of Japan or Korea. This is followed by a 30-week business and language training in Japan or Korea and, finally, a 12-week internship in a Japanese or Korean company. The European Commission funds the whole training cycle and a scholarship of around €2,000 a month.

The next training cycle of the ETP begins in November 2012. The enrolment is still open; apply now via the ETP website: http://www.euotp.eu
First Innovation Convention 2011
Brussels, Belgium, 5-6 December

The European Commission is holding its first Innovation Convention following the adoption of the Innovation Union Flagship Initiative in October 2010. This major event will gather more than 1200 participants involved in the innovation chain, including high-level policy makers, leading CEOs, deans of universities and research centres, bankers, venture capitalists, top researchers and innovators.

The programme of the Innovation Convention will include master classes and round tables on innovation, an interactive panel debate with global innovation leaders, and the award ceremony for the Women Innovators Prize.


EU Delegation’s Press Visit to Brussels and Warsaw

The Delegation of the European Union to Japan organised a press visit during the week of 5 September for a group of 10 Japanese journalists, which took them to Brussels and Warsaw, capital of the EU Presidency.

The theme of the visit was the EU energy policy, and the journalists’ interests ranged from the EU’s efforts to utilise renewable energy sources, through achieving greater energy efficiency, to the ongoing nuclear stress tests.

Their programme in Brussels included presentations given by officials from the various EU Institutions, as well as think-tanks, NGOs, industry and the EU-Japan Centre for Industrial Cooperation.

They also had a meeting with European Energy Commissioner Guenther Oettinger.

In Warsaw, the journalists met with various government officials, as well as energy industry officials. They also had the opportunity to visit a cogeneration power plant in the city’s suburbs.

Participants reported that they found the visit and the various meetings with interlocutors useful in getting a clearer picture of the EU in general, as well as learning about the EU’s achievements and the challenges it faces on the energy front.

Source: Delegation of the European Union in Japan

Economist Visitors Programme to Support the Work of the Competitiveness Report (2011-2014)

The purpose of this call is to attract leading economists in academia, international organisations, governments and top research institutions to participate in the Economist Visitors Programme of DG Enterprise and Industry. Economist visitors are invited for a short-term visit to present and discuss research work and share their knowledge in the area of microeconomics and quantitative methods, namely in the areas of industrial policy and economic reforms.

The list of potential economist visitors will be valid for 3 years from the date of publication of this notice. Any interested candidate may submit an application at any time up to 3 months before the end of its period of validity. Deadline: 30/06/2014

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=5274&lang=en&tpa=0&displayType=fo&fosubtype=i&ref=newsbytheme.cfm%3Flang%3Den%26displayType%3Dfo%26fosubtype%3D%26tpa%3D0%26period%3Dlatest%26month%3D6%26page%3D1

Signature of a Memorandum of Cooperation

Signature of a Memorandum of Cooperation between Japan and the European Commission’s Directorate General for Mobility and Transport on SESAR.

On the occasion of the Japan-EU Transport Dialogue on 19 July, the European Commission’s Director General for Mobility and Transport, Mr. Ruete, and the Vice-Minister for International Affairs, Mr. Ohkuchi, signed a Memorandum of Cooperation (MoC) in the area of SESAR, Europe’s air traffic management modernisation programme.

This MoC will establish a framework of cooperation between Japan’s long-term vision of the future air transportation system CARATS, and the EU’s SESAR programme.

This agreement strengthens the mutual understanding between Japan and the EU in the development of their respective future air traffic management systems. Each region will share its roadmaps, among other activities.

This will enhance the working-level cooperation for the implementation of interoperable and seamless air traffic management systems worldwide.

About SESAR:
http://ec.europa.eu/transport/air/sesar/SESAR_en.htm

Industrial Technologies Newsletter - September 2011

This first issue brings you the latest news on research activities and events in the “Industrial Technologies Programme”.

To receive future issues, which will be released on a quarterly basis:

http://ec.europa.eu/research/index.cfm?pg=mailing

http://ec.europa.eu/transport/air/SESAR_en.htm
New Japanese Cabinet Appointed

Japan’s new Prime Minister Yoshihiko Noda unveiled his cabinet on 2 September 2011. It will be charged with rebuilding the country and boosting growth. Among the appointments are Jun Azumi as finance minister and Koichiro Gemba as foreign minister.

Goshi Hosono has been reappointed environment minister, and so he will continue to head the resolution of the nuclear power accident in the Fukushima Prefecture.

Yukio Edano was appointed trade minister on 12 September.

The full list of appointments can be found here:

http://www.kantei.go.jp/foreign/noda/meibo/index_e.html

Source: Prime Minister’s Office

Charity Football Match: Supporting Japan

A thrilling football match between «Sweden FC Bruxelles», a football team playing in Brussels, and the Japanese team was held on Saturday 18 June 2011. The purpose of the match was to generate support and funds for people who have been affected by the March earthquake and tsunami.

This charity event «SUPPORTING JAPAN» was organised by Sweden FC Bruxelles and the Permanent Representation of Sweden to the EU. Contributions were collected from the match spectators, the other teams and the sponsor. All contributions raised will be sent to the Japanese Red Cross Society.

We would like to express our utmost gratitude to Sweden FC Bruxelles and the Permanent Representation of Sweden to the EU, the spectators, the other teams and the sponsor.

Source: The Mission of Japan to the European Union

Remarks by H.E. Ambassador Shiojiri on Japan’s Gratitude for the International Support after the March Disaster

Distinguished Guests,
Ladies and Gentlemen,

Thank you very much for your presence this evening.

Since the disaster in Japan in March, our people have been struggling extremely hard to overcome the aftermath. I sincerely express our gratitude to our friends in Europe, and around the world, for your strong support.

These 6 months following the disaster have been extremely tough for the Japanese people, but during these months we have rediscovered values such as ‘solidarity’, ‘thinking of others’ and the ‘never give up spirit’ which had been forgotten in recent times. This rediscovery is a beam of hope for us.

There is still a long way to go but we will never give up. We will keep moving forward and create a more resilient and more beautiful Japan. That is what we can do for the people who lost their precious lives and that will be our reply to your support.

I would like to conclude my speech by reading a piece of haiku (or short Japanese poem) of which President Van Rompuy is a master.

After Dark Night
Beam of Hope -
Shines For Everyone

Source: The Mission of Japan to the European Union
Success Story: Belgian-Japanese Fusion

Van Hongo was born as a small Belgian atelier to provide its Japanese designer, Ms Izumi Hongo, with the opportunity to fuse Japanese creativity with Belgian content.

After a first participation as one of ‘Les Belges’ at the Paris Showroom in 2010, Van Hongo regularly joined the Paris Showroom and the «Japan Fashion Week» to present the latest collections of its Japanese designer.

In 2010 Van Hongo was also one of the three finalists at the Shinmai Creator’s Contest, a Japanese competition that awards young potential talents. The collaboration with ISETAN, one of the most famous department stores in Japan, started immediately after the Shinmai Creator’s Contest, giving Van Hongo the chance to have its collection showed and sold in ISETAN’s stores. The success of its collection and the potential of the Japanese fashion market encouraged Van Hongo to go further and to think about establishing a Limited Liability Company (LLC) in Japan.

To this end, Van Hongo sought advice from JETRO about the legal and practical matters related to the establishment of an LLC. Van Hongo LLC is expected to be operational by March 2012, when the 2012-2013 Autumn-Winter collection will be presented in its new showroom in Tokyo.

In less than two years, Van Hongo transformed the small atelier in Antwerp into a successful business both in Belgium and Japan. The fusion of the Belgian style and the Japanese creativity produced a particular trend, which turned to be successful on both the Belgian and the Japanese market.

Source: Valentina Taddeo - JETRO Brussels

http://www.vanhongo.com/index.html

Tokyo International Industry Exhibition 2011

Tokyo, Japan, 26-28 October 2011

The Tokyo Metropolitan Government and its Tokyo Business Entry Point cordially invite you to visit the biggest event they hold once a year at Tokyo Bigsight: the Tokyo International Industry Exhibition 2011, scheduled to be held from 26 to 28 October.

http://www.sangyo-koryuten.jp

The Tokyo Business Entry Point (TBEP) is the so-called Tokyo Metropolitan Government’s One-Stop Information Portal for foreign affiliated firms.

TBEP will support those who want to start business in Tokyo by providing all useful information concerning business, as well as daily life necessities.


PPH MOTTAINAI Pilot Programme

New patent prosecution highway pilot programme (PPH) with relaxed requirements launched.

The Japan Patent Office (JPO) and the patent offices of seven countries (U.S., U.K., Canada, Australia, Finland, Russia and Spain) launched the “PPH MOTTAINAI” pilot programme on 15 July 2011.

The PPH MOTTAINAI imposes simpler requirements on filing requests to allow for an accelerated examination of patent applications under the Patent Prosecution Highway, in order to expand eligibility for the PPH.

The JPO will apply the PPH MOTTAINAI pilot programme to its PPH partners that are either in the implementation phase or the pilot phase. Under the pilot programme, an applicant can file a request for the PPH with regard to applications that have been assumed as patentable by any of the participating patent offices, regardless of which office the application was first filed with. The pilot period is one year and is subject to extension as needed.

MOTTAINAI is a Japanese term meaning “a sense of regret concerning waste when the intrinsic value of an object or resource is not properly utilized”.


White Paper on International Economy and Trade 2011

Summary: Overcoming the earthquake disaster, and restoring and strengthening global economic networks

From the Policy Planning and Research Office, Trade Policy Bureau, Ministry of Economy, Trade and Industry:


METI Urges Japan to Raise Competitiveness in Renewable Energy

Global markets associated with new energy industries are set to nearly triple in 10 years, reaching a level more than half of automobile-related sectors, a Japanese government study shows.

The government believes that exporting Japanese products and know-how in such areas will help underpin the domestic economy and create jobs. In new energy industries, exports will account for 30.5% of domestic output, higher than the 27.9% in auto-related sectors, the study says.

This high level of reliance on overseas markets makes it imperative for Japan to strengthen its international competitiveness. The METI panel recommends changes to strengthen six key fields: solar power, wind power, solar thermal power, storage batteries, fuel cells, and eco-friendly residential and commercial buildings.

Source: The Nikkei - 17 September 2011

http://e.nikkei.com/e/fr/tnks/Nni-20110917D1609A13.htm?ep=6

http://www.e.nikkei.com/e/fr/tnks/Nni-20110917D1609A13.htm?ep=6
Joint Call NEDO-OSEO

The New Energy and Industrial Technology Development Organization (NEDO, Japan) and OSEO, the French public enterprise providing assistance and financial support to French SMEs and VSEs in the most decisive phases of their life cycle - start-up, innovation, development, business transfer/buyout, are going to offer coordinated funding for research, development and demonstration in environmental/medical fields.

The purpose of this call is to identify projects for technology partnerships; R&D initiated by companies of both countries could benefit from funding from both sides. Industries and technologies involved are: materials and electronic technologies and nanotechnologies, biotechnology and medical technology, and environmental technologies production systems.

The call on the French side is already open from 1 September until 15 December 2011. The call on the Japanese side will be open in October.

Consult the following websites and contacts for details:

FOR JAPAN:

International Affairs Department (Japan) - Kazumi UEDA
international@ml.nedo.go.jp
Representative Office in Europe (France) Setsuko WAKABAYASHI Christophe DE BOUT
+33 1 44 50 1821 - info@nedoeurope.org

http://www.nedo.go.jp/koubo/AT091_100024.html

FOR FRANCE:

Isabelle LEOB +33 1 4179 8970 - isabelle.lebo@oseo.fr
Jean-Jacques YARMOFF +33 1 4179 9601 - jj.yarmoff@oseo.fr

http://www.oseo.fr/a_la_une/actualites/aap_franco_japonais_oseo_nedo

Competitiveness Cluster Forum

Sophia Antipolis (FR) 17-18 November 2011


This 7th edition will be organised with parallel sessions on different topics such as financing, internationalisation, and the development of innovative tools.

http://www.sophia-antipolis.org/poles-2competitivite/manifestations/7forum-poles%282011%29/an/index.html

Highlighting JAPAN magazine

The online magazine Highlighting JAPAN is published once a month by the Japanese Government to help readers better understand Japan today.


East Asia Energy Workshop

London, UK, 18 October 2011

Seven leading academics from East Asia will explore a range of energy-related issues as the outcome of a major research project in which they are engaged, funded by the Japanese Ministry of Education and Science. This is an outstanding opportunity for academics working in this area and others with energy interests to engage with energy realities in an increasingly important part of the world.

The central topics of the workshop will be nuclear policy in Japan and wider low-carbon policies of East Asia. Each country's experience, present situation, problems and perspectives will be reported and discussed by scholars and researchers from different countries in the region, who are all working in Japan.

The workshop aims to suggest solutions that could lead to better environmental policy-making for sustainable low-carbon economies, and is intended to provide an expert forum for the sharing of experience and opinions with relevant academics and other experts in the UK.

For more information about the speakers and content of the workshops, download the PDF:

https://www.ucl.ac.uk/energy/events/East_Asia_Energy_Workshop

http://www.eventbrite.com/event/2125293811/eorg
Maximise Your Company’s Success in Japan with JMEC!

The Japan Market Expansion Competition (JMEC) is a professional business plan competition that helps European companies, including large corporations and SMEs (project clients), to maximise their business success in Japan while strengthening the business skills of mid-career professionals (participants).

Actively supported by most European Chambers in Japan and by many seasoned entrepreneurs, JMEC has been a vital part of the business community in Tokyo since 1993.

The application deadline for project clients is Friday, 18 November 2011.

CASE STUDY

Irish company Instant UpRight is a global provider of access solutions for the aviation, power generation and industrial markets.

The global economic crisis has had a serious impact on the firm’s business in Europe but Asia continued to contribute strongly to earnings. The company therefore sought to explore opportunities for expanding their market in Asia and in 2009 they commissioned JMEC to develop a business plan for developing sales of their industrial products on the Japanese market.

Not only did the JMEC team assigned to Instant UpRight win the first place in the JMEC 16 competition (programme year 2009-2010), but six months after receiving their business plan, the Irish firm hired one of the JMEC team members - Mari Yamakawa - to implement the plan. Ms Yamakawa is making an impact by providing a clearer focus on sales efforts and she also works closely with Enterprise Ireland – a JMEC supporter- which helps the firm to provide a strong presence when engaging with large Japanese corporations. Some real results are expected within the next year.

http://www.instantupright.com

Japanese-German Micro/Nano Business Forum

Tokyo, Japan, 14 July 2011

The Forum intended to deepen the international exchange of applications of micro and nanotechnologies and to create business opportunities between the Japanese and the German market and worldwide.

Industry representatives and scientists presented their current applications of the cross-sectional micro systems technology. MEMS are used in nearly all areas: from medical technology through automotive applications to machinery industry and automation processes. Forum speakers and audience exchanged experiences and discussed future prospective for less energy consumption and material savings.

http://www.ivam.eu

Japan Symposium 2011

The Japanese financial market and its perspectives for German investors were the topic at the «Japan Symposium 2011» in Frankfurt on September 12.

High ranking experts exchanged opinions on the effects of the disastrous earthquake in early March on the Japanese economy. The symposium was opened with a keynote speech by the German Ambassador to Japan, Dr Volker Stanzel.

Qualified economic and finance experts analysed the political and economical situation of Japan. A lively panel discussion focused on the safety of Japanese securities.

Regarding the development of the Japanese stock market, the experts were slightly optimistic since Japan’s economy has recovered surprisingly fast from the triple disaster in March.

German Ambassador to Japan, Dr Volker Stanzel during the opening speech


Joint Business Seminar between Frankfurt and Yokohama

Frankfurt, Germany, 4 November 2011

To tighten economic relations with the Frankfurt area, the City of Yokohama, in cooperation with the City of Frankfurt, Frankfurt Economic Development Corporation, JETRO, and other entities, will hold a company-soliciting seminar on November 4 in Frankfurt am Main.

German companies interested in business in Japan including biotech, electronics, energy, automotive and lasers, are invited by the Representative Office.

Source: City of Yokohama – Frankfurt Representative Office newsletter

Taking Business Across Borders

The Enterprise Europe Network offers support and advice to European small businesses, helping them to make the most of business opportunities beyond national and EU borders. Made up of close to 600 partner organisations in 50 countries, the EU-funded Network gives European SMEs the opportunity to connect to potential business and technology partners and establish themselves in international markets.

The Network opened two branches in Tokyo this year, based in the EU-Japan Centre for Industrial Cooperation and the Ministry of Economy, Trade and Industry. They help Japanese and European SMEs to connect through customised support, training sessions and company visits.

“We are glad to welcome our new Japanese partners to the Network. This partnership will benefit companies in both regions,” says Patrick Lambert, Director of the Executive Agency for Competitiveness and Innovation, which manages the Enterprise Europe Network programme on behalf of the European Commission.

In one example of the Network’s support, three French healthcare firms have already pursued new opportunities in Japan. After successfully applying for the EU Gateway Programme that funds business missions to Asia, they made valuable contacts and could present their products to Japanese companies. They are now developing new products for the Japanese market.

New Network contact points in Japan and other Asian and African countries were highlighted during the Network’s fourth Annual Conference, held in Warsaw, Poland in September. The three-day event brought together 900 business and innovation experts to exchange ideas and good practice.

Patrick Lambert
Director
Executive Agency for Competitiveness and Innovation (EACI)

Enterprise Europe Network - Partner for Japan

The EU-Japan Centre is a member of the Enterprise Europe Network and is fully dedicated to providing support to EU and Japanese SMEs looking to internationalise their activities.

When SMEs expand their business to another country, they need competent and trustworthy partners. The Enterprise Europe Network can help them find them. The wide range of support services provided by the Network includes managing one of the world’s largest databases of partnering opportunities containing thousand of business and technology cooperation offers and requests and which is updated every week with hundreds of new company profiles. Most of the services are provided free of charges.

If you are interested in receiving email alerts of new business or technology offers and requests or in promoting your company profile in the database, please contact us. Henceforth, selected company profiles and matchmaking events will be published in this newsletter.

EU-Japan Business Opportunities

For Potential Partners in the EU

SEARCH FOR LOCAL DISTRIBUTOR:
Japanese biotech company manufacturing and trading IPS cell-related products and services is seeking in the EU for local distributors for their products as well as application developers using the company’s products to outsource its activities as well as service providers, providing facilities such as rental labs or storages with freezing capabilities.

Activity:
Research and experimental development of biotechnology

Profile ref. 20110912023

For Potential Partners in Japan

SEARCH FOR TRADE INTERMEDIARY
The Brussels-based SME seeks trade intermediaries to hold national exclusivity over the distribution of a patented coin-pack. The banks are the target group of this innovative coin-pack solution, which already benefits from international references. Ideally, the partner should already know the banking sector of his country. The pack can be molded for every size of coins and as such be adapted to any currency.

Activity: Agents involved in the sale of a variety of goods; wholesale of other machinery and equipment; accounting, bookkeeping and auditing activities; tax consultancy

Profile ref. 20110620033

More opportunities for EU & Japanese SMEs on: http://www.een-japan.eu
New Materials & Materials Technologies
Sector: Industrial manufacture, Construction & Materials technology, Heavy metals industry
21 Nov 2011 – Bratislava, Slovakia
Boost your business with innovative materials and material technologies - Gain new opportunities and competitive advantages through co-operations in R&D. Attending this B2R&D and B2B event organised within INNOVMAT project will give you easy access to scientists and enterprises in the field of materials and material technologies.
http://www.b2match.eu/newmaterials/pages/contact

5th Slovak Matchmaking Fair
Sector: Multi sectors
22 Nov 2011 – Zilina, Slovakia
This international matchmaking event is organized under the auspices of the Ministry of Economy of the Slovak Republic and Enterprise Europe Network, which offers a unique opportunity to meet under one roof the representatives of companies from Slovakia and other countries active in various industry sectors in order to find new suppliers through bilateral negotiations and new business partners. Program will include also the accompanying events - panel discussions with specialized topics and presentation blocks, designed to introduce the partner country and the partner region.
http://www.b2match.eu/matchmaking2011

Eco-Match 2011 at POLEKO fairs
Sector: Environment, Energy
23 Nov 2011 – Poznan, Poland
Enterprise Europe Network B2Europe West Poland is organising a brokerage event - “Eco-Match 2011” at POLEKO fairs. The event will take place in Poznan on 23 November 2011 within the International Trade Fair of Environmental Protection which will be held from 22 to 25 November 2011.

TECH INDUSTRY 2011
Sector: Multi sectors of engineering
24-25 Nov 2011 – Riga, Latvia
TECH INDUSTRY 2011 is the International Trade Fair for Industrial Materials, Tools and Technologies; Mechanical Engineering and Metalworking; Automation, Electronics and Electrical Engineering; Technical Science and Innovations. This year there is an opportunity to participate in a Brokerage Event organised by Enterprise Europe Network Latvia. The Brokerage Event will enable its participants to make fruitful contacts with potential business and research partners from all over Europe, especially Baltic countries.
http://www.bt1.lv

Innov’embre: Partnering event Research-Business
Sector: Innovation technology, Chemistry, Mechanics, Environment, ICT
24 Nov 2011 – Lille, France
The aim of Innov’embre is to foster innovation through cooperation between research entities (private, public labs, technical centres…) and enterprises / industries at both regional & transnational levels. That day includes B2B meeting between exhibitors (research) and visitors (companies), a conference and several workshops (European programs, IPR, funding, education, entrepreneurship, innovation management).
http://www.innovembre.fr

POLLUTEC Horizons Paris - Green Business Meetings
Sector: Energy, Environment
30 Nov – 01 Dec – Paris, France
On behalf of Paris’ PIC’ consortium, the Chambers of Commerce and Industry of Paris and Versailles invite international companies to participate in technological and business meetings focused on environment, energy and cleantech during the 2011 Pollutec Horizons exhibition. Pollutec Horizons will attract in Paris the key decision makers of Environment and Green Business. This matchmaking event is the unique opportunity to meet them and to create the first qualified contact for a successful technological or commercial cooperation.
http://pollutec2011.b2b-match.com

Pro’Energy on Energaià: Technological & Business Meetings on Renewable Energies
Sector: Energy, Environment
7-9 Dec 2011 – Montpelier, France
Within the framework of the Enterprise Europe Network and the ENERGAià International renewable Energies Exhibition, the CRCI Languedoc-Roussillon, member of Med2Europe (the Enterprise Europe Network Consortium for French Mediterranean Area) is organizing the Pro’Energy Technological Business Meetings, a Brokerage Event focusing on Renewable energies, Eco-building and Energy efficiency.
http://www.pro-energy.eu/
**Media: Japan Feature**

*How Japan is Backing International Openness*

Commerce International, the monthly magazine covering news from Chambers of Commerce and Industry around the world, published a special feature on Japan and Free Trade Agreement issues. In English and French.

At a time when the free-trade agreement between Japan and the European Union is still under negotiation, Commerce International examines the complex relations between Japan and its partners.


**UK Fashion Sector Market Visit to Tokyo, Japan**

7 - 11 November 2011

Join UKTI on this market visit to meet buyers, agents and press, make new business contacts and learn more about opportunities on the Japanese market.

In order to fully exploit Japan’s business potential, it is vital to visit the country to better understand the people and the culture, and to check reactions to your designs and quality. For those with existing business in Japan, a visit at this time, with the support of UKTI’s fashion experts in London and Japan, will show your commitment to the market, which Japanese contacts will appreciate and remember.


**OWIB - Offshore Wind International Business-to-Business Event 2011**

Esbjerg, Denmark, 9 November 2011

OWIB is an international matchmaking/speed dating event focusing of the offshore wind industry. OWIB is the world’s largest offshore wind b2b event. OWIB takes place for the fifth time and again a record number of participants are expected to take part. Last year 125 companies participated in OWIB and 640 meetings took place. OWIB takes place in Esbjerg, the city with the world’s largest offshore wind harbour.

OWIB brings together businesses from all levels in the supply chain. Developers, turbine manufactures, engineering companies, construction, installation and service companies etc.

More than 100 companies have already registered for OWIB, including major players like Siemens, Vestas, Dong Energy, Vattenfall, Envision, Statoil, edp renewables, Semco Maritime and A2sea.

More information on [http://www.owib.dk](http://www.owib.dk)

**Seminar The IFRS* norms and its application in France**

The Invest in France Agency Tokyo Office and its partner the Caderas Martin will be holding seminars on “The IFRS* norms and its application in France” at the Kansei Economic Federation in Osaka on 24 October and at the French Embassy in Tokyo on 25 October 2011.

The seminar will be held in French and Japanese with simultaneous translation. Access to the seminar is free but the number of seats is limited. Registration is thus required.

*International Financial Reporting Standards


**Olive Oil Day**

Tokyo, Japan, 28 November 2011

A unique chance to be introduced to the Japanese market by professionals.

Knowing how expensive a single trade mission can be, the Italian Chamber of Commerce in Japan (ICCJ) is arranging an olive oil exhibition and seminar held by well-trained staff, presenting the guest companies (together with their production systems and products) to importers, customers, traders and restaurants’ owners during the four sections to be expected: a panel discussion, a product display, an exhibition and an olive oil cocktail party.

Olive Oil Day is one of the events of “Italy in Japan 2011”, the most important review in the world of products made in Italy.

More information on [http://www.iccj.or.jp](http://www.iccj.or.jp)

**Japan electronics companies battle Europe crisis**

Japanese electronics firms are suffering from the downturn in European consumption and the euro’s slump to a 10-year low against the yen, senior executives from Sony Corp, Panasonic Corp and Fujitsu Ltd said on Tuesday 04 October.

Sony is keen to increase the proportion of parts paid for in Euro, to help ease the impact on profits from a gain in the yen against the common European currency, the company’s deputy president said at the CEATEC electronics show.

Source: Reuters

The Japan Renewable Energy Foundation

With the goal of moving Japan away from its dependence on nuclear energy and towards more environmental friendly and safer renewable sources, Softbank’s CEO Masayoshi Son and former Director General of the Swedish Energy Agency Tomas Kåberger launched the Japan Renewable Energy Foundation (JREF) on the 12 September.

The Swedish Ambassador Lars Vargö and the Head of Science & Technology Office Professor Anders Karlsson attended the inauguration of JREF.

‘Another step towards forming an even better relationship between our two countries has been made, and we hope that both Sweden and Japan can learn from this mutual experience’, said the ambassador Lars Vargö.


Hokkaido-Finland Days at Hokkaido University Sustainability Weeks

The Finnish Institute in Japan Hokkaido office will organize 4 international symposia as Hokkaido-Finland Days at Hokkaido University Sustainability Weeks 2011 from the 28 October to the 3 November 2011.

28 October: Opening Session for Sustainable Collaboration
31 October: Northern Environmental Research Symposium
1 November: Symposium on Tourism and Landscape in the North
2 November: Symposium on Indigenous People and Education

More information on http://www.sustain.hokudai.ac.jp/sw/

Germany – Japan – Russia: Potentials for the Future

Tokyo, Japan, 07 October 2011

Russia is a direct neighbour of Japan and the EU. Improved relations with Russia are in the interest of both Germany and Japan. Nonetheless, relations with Russia are not easy.

In order to discuss the potentials and challenges of these relations, the Japanese-German Center Berlin, the Konrad Adenauer Foundation and the Institute for International Policy Studies, supported by the Nippon Foundation, invited politicians and experts and organised this symposium on «Germany – Japan – Russia: Potentials for the Future.»

More information on http://www.jdzb.de/index.php?option=com_events&task=eventDetails&catid=1&cid=207&Itemid=30&lang=en

Japanese Week at Ruhr-Universität Bochum

Bochum, Germany, 21-25 November 2011

In 2011, Germany and Japan are celebrating the sesquicentennial of their diplomatic relations with a series of events.

The Ruhr-Universität Bochum will offer a “Japanese Week” in November 2011, a programme advanced by the Hochschulrektorenkonferenz.

Students, scientists and external visitors who are interested in Japan will have the possibility to experience the cultural exchange between Germany and Japan, e.g. by participating in workshops like Origami and Haiku. Scientific cooperation will be presented through lectures of Japanese professors and an information day on exchange programmes with Japan.

More information on http://www.international.rub.de/japan

Panasonic Opens its First European Residential Fuel Cell R&D Centre in Germany

Panasonic has launched the Panasonic Fuel Cell Development Office Europe in Langen, Germany on 1 July 2011. The facility, situated in Panasonic’s European R&D Centre in Germany, will focus on developing residential fuel cells for the European market, in close collaboration with leading European utility companies.


Japan Firms Say to Help Make Airbus Engine

Japan’s IHI Corp, Mitsubishi Heavy Industries and Kawasaki Heavy Industries said on Wednesday 28 September they would help develop an engine for the A320neo aircraft from Airbus.

Source: Reuters

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<th>DATE/LOCATION</th>
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| 19 October 2011 Cambridge, United Kingdom | SYMPOSIUM After The Tsunami - Doing Business With Japan | Cambridgeshire Chambers of Commerce members  
http://www.cambridgeshirechamber.co.uk/newsevent.php?newseventid=245 |
| 28 Sept - 26 Oct Paris - Lyon, France | FORUM Todai Forum 2011 - The frontiers of Knowledge | Todai University  
http://forum.dir.u-tokyo.ac.jp/?lang=en |
| 24 October 2011 Osaka, Japan  
25 October 2011 Tokyo, Japan       | SEMINAR The IFRS norms and its application in France | Invest in France Agency Tokyo Office  
Caderas Martin  
| 26-27 October 2011 Nagano, Japan  | CONFERENCE NEXT 2011: New Exploratory Technologies Conference «Green Innovation & Energy Saving Philosophy from Finland and Asia» | University of Turku  
| 26-28 October 2011 Tokyo, Japan    | EXHIBITION Tokyo International Industry Exhibition 2011 | Tokyo Business Entry Point  
| 27 October 2011 Amsterdam, The Netherlands | SYMPOSIUM The Netherlands Japan Update Symposium «Re-thinking Energy» | DUJAT  
http://www.dujat.nl/event/seminar |
| 4 November 2011 Frankfurt, Germany | SEMINAR Joint Business seminar between Frankfurt and Yokohama | City of Yokohama – Frankfurt Representative Office  
| 8 November 2011 Sendai, Japan      | SYMPOSIUM 7th Fraunhofer Symposium in Sendai | Fraunhofer Representative Office Japan  
| 9 November 2011 Sendai, Japan      | SYMPOSIUM Fraunhofer Symposium «Green Technology Made in Germany - Efficient Use of Energy and Resources» | Fraunhofer Representative Office Japan  
| 10 November 2011 Tokyo, Japan      | WORKSHOP Care robotics workshop | Fraunhofer Representative Office Japan  
| 10-11 November 2011 Tokyo, Japan   | WORKSHOP Italy-Japan Workshop 2011 «New Critical Challenges in Robotics» | Global Robot Academia of Waseda University and the Italian Embassy in Tokyo  
http://www.rt-gcoe.waseda.ac.jp/ITW2011/ |
http://www sophia antipolis org/ poles2competitivite/manIFESTATIONS/7forum-poles%282011%29/an/index.html |
| 21 November 2011 Tokyo, Japan      | WORKSHOP Best Practice Sharing Workshop «EU-Japan cooperation in Health, Biotechnology research and development» | J-BILAT / British Embassy  
http://www.j bilat.eu/ |
| 21-25 November 2011 Bochum, Germany | JAPAN WEEK Japanese Week at Ruhr-Universität Bochum | Ruhr-Universität Bochum  
http://www.international.rub.de/japan |
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<td>Italian Chamber of Commerce in Japan <a href="http://www.iccj.or.jp">http://www.iccj.or.jp</a></td>
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<tr>
<td>30 November 2011 Brussels, Belgium</td>
<td>WORKSHOP Final EURASIAPAC Workshop Cooperation on ICT research between Europe and Asia-Pacific</td>
<td>EURASIAPAC <a href="http://eurasiapac-fp7.eu/2011/05/30/agenda-registration-final-eurasiapac-workshop/">http://eurasiapac-fp7.eu/2011/05/30/agenda-registration-final-eurasiapac-workshop/</a></td>
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<tr>
<td>13 December 2011 Deeside, United Kingdom</td>
<td>EUROPEAN COMMISSION-FUNDED PROGRAMME WCM activity in Europe: 1-day visit to Toyota Lean Management Centre</td>
<td>Toyota Motor Manufacturing (UK) LTD and the EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training/wcm-europe-toyota.html">http://www.eu-japan.eu/global/business-training/wcm-europe-toyota.html</a></td>
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Any EU-Japan-related news?

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

EU-Japan Centre for Industrial Cooperation
日欧産業協力センター

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