



IN THIS ISSUE

(among others)

- Japan Taxes & Public Procurement Helpdesk 2
- EU-Japan Centre's Forthcoming Seminars 3
- JEUISTE Gearing up 4
- LAST CALL - Nanotech Cluster & SME support Mission to Japan..... 6
- New Ambassador of Japan to the EU 8
- Partnership Support Targeting EU-based Japanese Companies.... 9
- Luxembourg Mission to Japan 12
- Japan Day in Poland 14
- UK-Japan 21st Century Group Meeting 15
- News from the EU Business in Japan Portal ...p. 16
- Japanese Delegations to Medica Brokerage Event 17
- EU-Japan Business Cooperation Opportunities 19

日欧産業協力センターでは、季刊英文ニュースレター「EU-Japan News」を通じて、さまざまな日・EU関係の情報を発信しています。

欧州連合日本政府代表部/欧州委員会より
• News from Japan 8
• News from the EU 7

• 日・EU関係イベント案内 12

日・EU中小企業間のパートナーシップ促進支援
エンタープライズ・ヨーロッパ・ネットワーク より
• ビジネスパートナー募集情報、他 19



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

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.



New Japanese General Manager at the EU-Japan Centre

In June 2014, Mr. Masanori Osumi joined the EU-Japan Centre for Industrial Cooperation as the new Japanese General Manager.

Mr. Osumi began his career in the Japanese Ministry of Economy, Trade & Industry (METI) in 1974 and served many senior posts there for over 25 years. He has also worked as the President of JETRO Jakarta and the Representative Director for Japan Quality Assurance Organization.

Business Opportunities in Japanese Public Procurement ?

The Japan Tax & Public Procurement Helpdesk (JTTP) can help you get started!

Negotiations between the EU Commission and the Japanese government to conclude an Economic Partnership Agreement (EPA) have been going on for a couple of years. Divergent views between the two sides on whether access to the Japanese public procurement market is limited, is one of the most contentious issues on the agenda. In the firm belief that with proper support successful business ventures in public procurement in Japan are possible, the EU-Japan Centre is setting up a new support service for EU SMEs: - the Japan Tax and Public Procurement Helpdesk (JTTP). The Helpdesk has a dual mission: - Supporting EU SMEs in their commercial endeavours in the Japanese public procurement market and providing first-line information on Japan tax issues.

Did you know?

- of the 78.000 companies who possessed qualifications to supply to national government entities, only 264 were foreign-based companies;
- more than a quarter of competitive calls have only one bidder (2007-2012);
- EU-companies presently active in the PP market, are mostly large multinational companies, active in state-of-the-art technology sectors such as medical and scientific equipment.

Public Procurement Market at Present

The EU has estimated that the potential PP market - all the goods and services the government purchases - in Japan amounts to an estimated € 550 billion in total. Procurement from foreign suppliers currently is mostly concentrated in national government organisations, such as ministries and directly affiliated organisations such as national universities. Foreign shares (in 2012) at the national level were the largest in sectors such as mineral products, medicinal and pharmaceutical products, aircraft, medical equipment and scientific and controlling instruments and apparatus. The majority of foreign suppliers are larger multinational enterprises.

Up until now, many smaller European companies have found it difficult to enter the PP market, due to the lack of market information, language barriers and the rather complex and diversified procedures. However, this has not prevented a small but growing number of European SMEs to venture into this market.

(Continues on page2)

A European SME Success Story

MB Scientific AB, based in Uppsala, Sweden is currently one of the few EU SMEs active in the Japanese PP market.

It is a small company developing and producing instruments for photoelectron spectroscopy experiments.

During the past 13 years MB Scientific has established a presence in the science community with its niche products and achieved over €1 mln in sales in 2013.

Managing Director Mitsuse Matsuki-Baltzer (pictured) about her experiences: *"We have been supplying our products to Japanese universities and research facilities since 2001. Supplying to Japanese government entities was quite difficult and time-consuming in the beginning. Even though I am originally from Japan it was still a challenge to sort out all the paperwork. Of course it helped that I am native to Japan, which made it easier to deal with the procedures, but still it took quite a bit of time. I think Japanese SMEs have similar feelings about the administrative burden. But after we won our first tenders, it gradually became easier to deal with the procedures."*

In Japan, all suppliers must obtain supplier qualifications in order to be allowed to take part in the bidding process. MB Scientific AB, was first classified as category D company, the category for smallest companies in the supplier qualification system. But as the business progressed over the years, it received a category C-classification for sales of products and a D-classification for production of goods, giving them more opportunities and credibility in the market. Still, keeping an eye on the market and frequent contact with prospective and current customers' demands sustained attention. Matsuki-Baltzer: *"We chose not to establish a representative office in Japan. Nowadays, the national government will send our supplier qualification documents to Sweden directly and much more information can be obtained online. Still, I have to go to Japan frequently to find out about the latest developments in our market, discuss issues with the users of our products, and promote our technology to prospective customers in the science community. In particular, in the scientific world it is important that the people in your specialism are familiar with the products that you offer."*

Supplying to Japanese government entities still is not without its challenges, even if you have the right paperwork.



Matsuki-Baltzer: *"We have learned to deal with it, but if the EU and Japan manage to establish an agreement, I hope it includes an agreement where European qualifications will be automatically accepted by Japan, thus decreasing the amount of paperwork."* Also, Matsuki-Baltzer points out that for SMEs it is challenging to succeed in a tendering system where the lowest price is usually the decisive factor. *"We have been quite successful so far and it is quite rewarding, but it is sometimes hard to compete with much larger companies, who can offer lower prices and compensate their losses with sales elsewhere. But we are already seeing changes in this respect as well, with more tenders where more comprehensive evaluation methods are used. Of course we hope that an EU-Japan EPA will accelerate this process and increase our opportunities in the market."*

Free Helpdesk Services

In order to allow you to focus on developing your business and to not lose much time on the paperwork and search for information relevant to your market, the JTPP Helpdesk is there to assist you in finding your way around.

From November 2014, we will provide you with first-line information and advice on the public procurement market and as a second pillar, information on tax issues for EU SMEs already doing business with Japan.

Besides practical information on public procurement and tax, the Helpdesk will also provide the following services:

- Online Inquiry Service (with first reply in 48 hours);
- Ask-the-Expert service for more complex questions, and where necessary liaising with a pool of experts;
- Support service to obtain supplier qualifications for public procurement;
- Public procurement market Quick Scan service;
- Practical guides and checklists;
- Frequent webinars provided by experts in the field;
- (Limited) tender monitoring services;
- Dissemination and highlighting of interesting tender opportunities on its website and Twitter-service.

All the services mentioned above are free for EU SMEs who have registered with the www.EUbusinessinJapan.eu portal.

Can't wait?

If you cannot wait until November and wish to know more about the services the JTPP Helpdesk provides now, get in touch!

<http://www.eubusinessinJapan.eu/form-tax-public-procurement>

Get in Touch & Informative Webinars

If you wish to know more about what JTPP has to offer, get in touch with us at jtpphelpdesk@eubusinessinJapan.eu.

EU SMEs representatives can sign up for the webinar outlining the JTPP services on 2 December 2014, through the EUbusinessinJapan.eu portal by using below link.

<http://www.eubusinessinJapan.eu/library/event/webinar-29-tax-public-procurement-in-japan>

Tax		Public Procurement	

International Symposium on the “Future of Industries”

27 November 2014, Brussels, Belgium

Deindustrialisation has become a major concern for most of the OECD countries. This symposium aims at bringing together industry, policy makers and academics to discuss the future of industry in four of the world's leading economies which are not often compared: Japan, France, Germany, and South Korea. The event is part of a 3-year study on the issues of industries coordinated by EHESS (Ecole des hautes études en sciences sociales). The study includes annual symposiums, first of which was held in Paris in March 2012 under the title, “Is deindustrialization inevitable? The future of Manufacturing in Japan, Korea, Germany, and France”. The second symposium took place in Tokyo in April 2013 on “Which Future for Manufacturing Industries in Japan, Korea, Germany and France?”

Session 1: Innovation and the Future of Industries

Is there still any specificity of manufacturing nowadays, in a context of increasing integration between manufacturing products and services? How can innovation help companies to differentiate from others? How is it reshaping the industrial structures of economies?

Session 2: Globalisation and the Future of Industries

What are the strategies necessary for multinational companies in the evolving international division of labour? In other words, is there a future for manufacturing design, development and production in countries such as Japan, Korea, Germany and France? What are the possibilities of collaboration between these four countries?

Session 3: Is there a future for industrial policies?

Which trade and industrial policies for governments in a context characterised by increasing fragmentation of production, environmental concerns, and energy constraints? Can governments help building competitive advantages? What should be their objectives and their means? What should be the nature of the interactions between the governments and the private companies?

Co-organised by: EU-Japan Centre for Industrial Cooperation and Fondation France-Japon d' EHESS (Ecole des hautes études en sciences sociales)



<http://www.eu-japan.eu/international-symposium-future-industries>

SAVE THE DATE! “LEAN” Driving Competitiveness Conference

22 May 2015, Dublin, Ireland

The EU recognises that raising industrial competitiveness is essential if Europe is to undergo an industrial transformation ensuring that the economic recovery strengthens, that innovation and new technologies are developed, that we embrace resource efficiency and address other technological, environmental and societal challenges.

A crucial part of industrial competitiveness is the adoption and use of best practices. Whilst originally LEAN activities focused on manufacturing areas, increasingly leading companies are using best practice approaches across all areas of their operations.

On 22 May 2015, the EU-Japan Centre and Enterprise Ireland will organise a LEAN – Driving Competitiveness conference in Dublin, showcasing best practice approaches from leading companies in a broad range of sectors. The event is being supported by the Department of Jobs, Enterprise and Innovation of Ireland.

Registration is not yet open, however to be sent details of the event and a link to the online registration form once they are available, feel free to contact Simon Craig Gray: simon@eujapan.eu.



<http://www.eu-japan.eu/lean-driving-competitiveness-conference>

Centre's Support Activities on YouTube!

A short video has been released to explain the services offered by the EU-Japan Centre to EU companies interested in developing their activities with Japan. Feel free to have a look: <http://www.youtube.com/watch?v=HoGmB7SZAQU&feature=youtu.be&a>

The 17th Japan-EU Conference

17 November 2014, Brussels, Belgium

This annual event provides a unique opportunity to discuss and formulate ideas to fortify the EU-Japan relationship by bringing together experts, academics and policymakers from Europe and Japan. The theme of the 17th conference in 2014 is “Japan and the EU – Avenue to strengthen the economic & strategic partnership”. It will include sessions on:

- (1) **emerging new regional orders in Asia Pacific and the role of EU;**
- (2) **briefing on the progress of the EU-Japan FTA/EPA and SPA;**
- (3) **investment dynamics and prospects.**

Co-organised by: European Institute for Asian Studies (EIAS), Waseda University, International Christian University (ICU), KU Leuven, Université Libre de Bruxelles (ULB), EU-Japan Centre for Industrial Cooperation



<http://www.eu-japan.eu/17th-japan-eu-conference>

Webinars on Kaizen

The series of KAIZEN webinars which we co-organised with the Kaizen Institute have been completed and were a great success. In four sessions, we covered 2 levels («Principles of Lean and KAIZEN» and «Lean Advanced») and our attendees learned the key success factors for implementing Lean within their companies.

By introducing KAIZEN, a company can focus on the requirements from customers and employees, and will greatly improve its financial situation. It is important to know how to properly implement the principles of Lean and KAIZEN. It is a management tool, a top-down approach, but its success depends on employee participation, a bottom-up approach.

During the initial 60-minute session, attendees have discovered how to identify waste; how to create a standard for improving quality and how to involve people in the continuous improvement process.

During the advanced 60-minute session, attendees have learnt how to manage the triangle of time, quality and costs; how to apply the principles of just-in-time production and how to use the Lean manufacturing concept (TPS). All the sessions have been followed by a Q&A session for developing personal cases. The Kaizen Institute's trainer has also been available to reply questions individually after the webinars.

If you are interested in participating in future Kaizen webinars, feel free to contact Céline Godart: c.godart@eu-japan.eu

Japan-EU Partnership in Innovation, Science and Technology (JEUPISTE) is Gearing up

The JEUPISTE project (FP7 Grant Agreement No. 609585; launched in September 2013) aims at promoting EU-Japan cooperation in Science, Technology and Innovation (STI) through supports to policy dialogues, deployment of bilateral information services, organisation of networking events focusing on specific technologies and/or societal challenges, operation of help desk services and contribution to the development of human resources for collaborative projects.

The JEUPISTE project has been reinforcing its activities over the past few months.

In addition to many invited lectures and extensive help desk services in Japan, the project team has organised the following two thematic dissemination seminars in Japan:

- "Horizon 2020 dissemination seminar" (Kobe, 29 May 2014 on nano-technologies and material sciences)
- "Energy and Environment: Europe-Japan Strategic Cooperation through Horizon 2020" (Fukuoka, 16 June 2014).

THEMATIC PRESENTATION

Thematic presentation of Horizon 2020, related policies and activities both in Europe and Japan have been presented, followed by the successful cases of Europe-Japan cooperation and discussion towards further cooperation.



Training course on Japanese S&T programs in Athens, 3 June 2014



TRAINING COURSE

A training course on Japanese programmes for European stakeholders was organised in connection with the 5th INCO Conference "Addressing Future Challenges" (Athens, 3 June 2014).

Potential ways to access Japanese programmes offered by the Japan Science and Technology Agency (JST) and the Japan Society for the Promotion of Science (JSPS) including use of them as funds for the Japanese partners were presented.

One of the analytical activities of the JEUPISTE project is bibliometric analysis of EU-Japan cooperation. A dedicated workshop was held with experts in the field and the results are being compiled in a report to be published in autumn 2014. "Dimensions of EU-Japan collaboration - Workshop for the interpretation of the JEUPISTE international co-publication analysis" (Tokyo, 12 June 2014)



<http://www.jeupiste.eu>



Panel discussion during the dissemination seminar in Fukuoka, 16 June 2014

JEUPISTE Forthcoming Events

In autumn 2014, a new series of events, innovation workshops for active partnership building, will be introduced to the line of project activities. A broad theme of "Smart Communities in a broader term" was chosen for the events which will be occasions to share ideas and experiences with high-level representatives from relevant European and Japanese organisations and to brainstorm for possible solutions which could turn into concrete joint actions.

The first of these workshops (<http://jeupiste.eu/events/jeupiste-IWS-No1>) focusing on the upstream side of the innovation value

chain took place on the 13th of October in Brussels, Belgium while a second appointment is set for the 13th of November in Turin, Italy organised by INSME (project partner <http://www.insme.org>) and the EU-Japan Centre for Industrial Cooperation (project coordinator through the International Institute for Studies and Training).

The event will explore synergies among sectors such as exploitation of research results, technology transfer vs SMEs, how to use crowd funding in SMEs, global markets and customer driven innovation and virtual acceleration. The workshop No.2 will be

held in connection with the Smart Mobility World organised by the Enterprise Europe Network with a particular focus on enhancing partnerships for future H2020 projects in the field of Smart, Green and Integrated Transport.

The workshop is free of charge with advance registration. To register for and to learn more about the Turin workshop please contact eu-japan@insme.it.

For the details of the past and forthcoming events, please visit the project website:



<http://www.jeupiste.eu>

Horizon 2020 NCP in Japan and Network Building with Research Administrators



University Research Administrators (URAs) have been appointed in major Japanese universities by active support of the Japanese Government, MEXT, since 2011 in order to create the necessary environment for vitalisation of research activities and to strengthen the capacity of research management. The 4th URA Symposium was jointly held with the 6th Research Administrators' (RAs) Seminar in Hokkaido University* on 17 and 18 September. About 480 URAs and RAs from about 80 universities and research institutes all over Japan attended and active discussions and interactions took place showing their enthusiasm to foster this new category of professional staff and its career path in universities and research organisations.

The EU-Japan Centre for Industrial Cooperation as the National Contact Point (NCP) for Horizon 2020 in Japan organised a session during the symposium in order to establish a network linking the NCP and URAs/RAs for effective promotion of the Horizon 2020 programmes.

There were 25 attendees who showed strong interest for future possible participations in Horizon 2020. Active and useful feedback was obtained from the Q&A session and questionnaire sheet handed in.



**Hokkaido University with the beautiful and largest university campus in Japan located less than 500 m away from the main station of Sapporo City. The construction of Sapporo City started in 1875, and Hokkaido University was founded the following year, taking an important role in the pioneering history of Hokkaido Island.*

First Meeting of European Interest Group for STI Cooperation with Korea and Japan

The first European Interest Group Meetings for STI cooperation with the Republic of Korea and Japan took place on 17th June 2014 in Brussels and were organised by the respective BILAT projects KONNECT (Korea) and JEUIPSTE (Japan). Ten European Funding Organizations, the National Research Foundation of Korea (NRF) as well as the Japan Science and Technology Agency (JST) took part in this joint meeting. The meeting was also attended by the chair of SFIC, Mr. Dan Andrée and by representatives of the European Commission.



FP6 and FP7 INCO-projects, such as BILATs or ERA-Nets, have had a high impact on the coherence and coordination of European collaboration and joint funding activities with various Asian partner countries. Several years of experience in multilateral calls through ERA-Nets have not only shown the high relevance of the schemes but also the need for continuation.

The European Interest Group Meetings are organised to provide an opportunity for European Member States to coordinate and synchronise efforts aiming at the development of sustainable, multi-lateral research collaboration with Asian/Oceanian countries without EC funding.



Each meeting will be organised as a forum for STI stakeholders from both European MS/AS and Asian partner countries. The aim of this first meeting was to start a discussion process on how to continue with collaborative funding initiatives without the backbone of the horizontal ERA-Nets and connecting more agencies with Japan and Korea. The participating funding agencies discussed the importance of coordinated cooperation activities between Member States towards Korea and Japan, for example joint funding schemes. KONNECT and JEUIPSTE were mandated by the participants to work out a framework for future European Interest Group Meetings.

More information on the European Interest Group Meeting Japan: Dr. Sabine Puch, PT-DLR, Bonn, Germany, Sabine.Puch@dlr.de +49-228-3821-1423

"STEP IN JAPAN" A Hot Desk in Tokyo!

LOGISTICAL SUPPORT

For EU SMEs planning to go to Japan, the EU-Japan Centre offers FREE logistical support and business assistance from its Tokyo office, for up to one month.

Details of the support measures offered:

- office facilities in Tokyo on the Centre's premises which includes an internet connection and telephone
- full access to meeting and seminar facilities on the Centre's premises;
- a help desk for all information inquiries about business in Japan;
- assistance in using the Enterprise Europe Network service while in Japan.

Any SME wishing to benefit from this support should contact:

StepInJapan@eu-japan.gr.jp



<http://www.eu-japan.eu/other-activities/step-in-japan>

<http://www.kooperation-international.de/detail/info/european-interest-group-meetings-for-korea-and-japan.html>

LAST CALL! Nanotech Clusters and SMEs Support Mission to Japan

The Clusters & SMEs support missions last 5 days and are composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcasing and networking events to maximise opportunities for the EU participants. In addition, the missions will provide EU clusters with the opportunity to benchmark with Japanese clusters during a dedicated session. The first 2015 mission is targeting the Nanotechnology sectors and will be organised on the fringes of the "nano tech 2015 - International Nanotechnology Exhibition and Conference" (<http://www.nanotechexpo.jp>).

ABOUT THE MISSION

"The 2012 Clusters & SMEs Support Mission was a good occasion to reinforce the relationship we had with the Nagano Techno Foundation, and finally close an agreement. Moreover, before participating in the Green Innovation Expo 2012, we received an introduction to the Japanese culture and Japanese relationships, how to start a business in Japan, etc. These lectures, organised at the EU-Japan Centre's head office, gave me a lot of insight and prepared me well to meet Japanese contacts."



Enzo Sisti (IT),
Manager,
Veneto Nanotech,
<http://www.venetonanotech.it>

Cleantech Cluster Mission 2012

The EU-Japan Centre is currently inviting applications for the Nanotech Cluster and SMEs Support Mission.

Mission date: 26-30 January 2015
Application Deadline: 30 October 2014



<http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission>

CALL FOR APPLICATIONS Human Resources Training Programme - Japan Industry Insight

The 4-week Human Resources Training Programme - Japan Industry Insight (HRTP) offers EU executives the unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements. Continuously improved to meet the latest expectations about business in Japan, the HRTP provides EU businessmen with a professional Japan-related expertise.

ABOUT THE PROGRAMME

"I had studied about Asian management techniques before, but the HRTP courses and in particular the direct dialogue with Japanese managers provided me with new insights. There is no doubt that my experience from HRTP and the Japanese management know-how have helped improve my company's internal culture and relationship with clients, with positive results for our turnover."



Andrej Jankuliak (SK),
Director,
Anja, spol. s r.o.,
<http://www.anja.sk>

HRTP 2013

The EU-Japan Centre is currently inviting applications for the HRTP Programme.

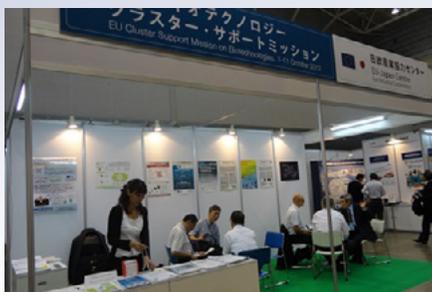
Mission date: 11 May to 05-12 June 2015
Application Deadline: 12 February 2015



<http://www.eu-japan.eu/detail-business-programmes/HRTP>

CALL FOR TESTIMONIALS

Are you a former participant of the HRTP programme willing to share the own experience? Please contact Ms Céline Godart c.godart@eu-japan.eu



Cluster and SMEs Mission booth in 2013



HRTP 2014 joint seminar

CASE STUDY Debailleul (BE)

DEVELOP MARKETING STRATEGY FOR JAPAN

Debailleul (<http://www.debailleul.com>) is a Belgian chocolaterie and patisserie producing handmade chocolates, patisseries, viennoiseries and ice cream sold in high-end department stores, delicatessen stores, luxury hotels and restaurants worldwide.

Debailleul started exporting to Japan simply because the opportunity presented itself when a Japanese company contacted them and soon Japan became the company's largest single export market.

DEBAILLEUL
LE TOUT EN SAVEUR

This case study report presents the difficulties and challenges that Debailleul faced when reaching to the Japanese market, how they overcame them and what the next steps will be in their strategy for Japan. The report also provides Debailleul's recommendations for other EU companies that are targeting Japan. Debailleul participated in the EU Japan Centre's course on "Distribution and Business Practices" in 2007.

The complete article is available at:



<http://www.eubusinessinjapan.eu/library/publication/case-study-food-beverage-debailleul>

EU and Japan Conclude Dialogue on Space Issues

The European Union and Japan held their first policy dialogue on space in Tokyo on 7 October, 2014. The meeting allowed for an exchange of views on developments in space policy and space security. They covered research and space exploration, cooperation on satellite navigation, earth observation and maritime domain awareness, amongst other issues. The two sides also discussed space diplomacy, including multilateral initiatives to ensure the peaceful use of outer space.

Source: Delegation of the EU to Japan



<http://www.euinjapan.jp/en/media/news/news2014/20141007/103003/>

EU and Japan Conclude Dialogue on Cyber Issues

The European Union and Japan held their first dialogue on cyber security in Tokyo on 6 October, 2014. The meeting focused on how to address the growing challenges to maintaining a safe, open and secure cyberspace; and how to protect human rights online. The two sides considered the norms, rules and principles to be applied in cyberspace. They also discussed cooperation on tackling cybercrime.

Source: Delegation of the EU to Japan



<http://www.euinjapan.jp/en/media/news/news2014/20141006/181222/>

EU-Japan FTA Negotiations: the One Year Review

The EU-Japan FTA negotiations started on 15 April 2013. A special "review clause" contained in the negotiating directives required the European Commission to assess the progress achieved during the first year of the negotiations with a view to determining the prospects for their continuation. In line with that, in May 2014 the Commission prepared a detailed report, focusing in particular on the implementation by Japan of its commitments regarding the elimination of a number of non-tariff measures and the opening of the railways procurement market to European suppliers.

The report also assessed the progress achieved in other important areas such as tariffs, services, investment, etc. The Commission's assessment recognised the efforts and the engagement shown by Japan in the first year of the negotiations and concluded that Japan has delivered on its first year commitments.

Many of these concerned non-tariff measures in the car sector and a number of food additives. As for railways procurement, a special implementing package was negotiated to make tenders more transparent and non-discriminatory. However, a lot remains to be done and many other non-tariff measures need to be dismantled before an agreement can be concluded. This will be the objective of the second phase of the negotiations whose final aim is an ambitious and meaningful FTA.

On 25 June 2014 the review process was positively completed. A new round of negotiations took place in the beginning of July 2014. The next (seventh) round is scheduled for the end of October in Brussels.

Source: European Commission



<http://trade.ec.europa.eu/doclib/press/index.cfm?id=1124>

New Head of the EU Delegation to Japan

On September 2014, Mr Viorel Isticioaia Budura, has been appointed as Head of the EU Delegation to Japan. He is currently Managing Director for Asia and the Pacific in the EEAS, and previously served as Romanian Ambassador to China. He is an experienced diplomat with a clear focus on Asia throughout his career, including in Tokyo.

Source: Delegation of the EU to Japan



<http://www.euinjapan.jp/en/media/news/news2014/20140908/171713/>

EU Gateway - Building Companies in Japan

Cultural differences, regulatory provisions, a multi-layered distribution system creating high costs particularly for small and medium sized companies – the Japanese construction market is a tough nut to crack for European businesses. Given its size, it is at the same time very attractive. This is why EU Gateway, a business support initiative funded by the European Union, has identified construction and building as one of its focus areas and has organised regular business missions in this sector since 1994.

In fact, one business mission per year has taken place over the past six years. Around 200 companies from all over Europe have participated and explored the Japanese construction and building market on site. The feedback from EU Gateway participants is encouraging – close to 90% are highly satisfied with the missions, more than 60% engage in business partnerships and around 50% register revenue growth within one year.

The latest business mission in the construction and building sector took place from 7 to 11 July 2014. The EU Gateway package of individual coaching, financial and logistical support ensured that the 41 participating companies were able to make the most of their stay in Tokyo.

The one-week programme was fully packed with briefings on market trends and business culture, study tours, networking opportunities and last but not least two days of business exhibition. These allowed participants to showcase their products to a hand-picked audience of local business representatives. The insights which the European companies obtained will enable them to assess their market potential and to take steps to expand their business.

Maincor, a family-owned company in the piping sector who came to Japan twice with the programme, is positive: "Thanks to EU Gateway,



we learned a lot about the Japanese market and we had very fruitful meetings with important companies from our sector. We can now further build on these and will hopefully find the right partner to start selling our products."

Companies interested in more details on the Japanese construction and building sector are invited to consult the EU Gateway market study.



<http://www.eu-gateway.eu/market-studies-0>

Message from the New Ambassador of Japan to the EU

It is my great honour to be appointed as the Ambassador Extraordinary and Plenipotentiary of Japan to the European Union, and to have arrived in Brussels. I am looking forward to working with you towards further strengthening the relationship between Japan and the European Union.

Japan and the European Union, as two global leaders and true to the name of strategic partners in sharing the common values of democracy, the rule of law, and human rights, have a vast mutual interest in acting together for the safeguarding and development of the global order of peace, security and prosperity. The vision for the Japan-EU relationship should be ambitious and should have a global aspect to reflect, not just our standing in the world, but the evident potential in our partnership.

To realize this vision, Japan and the EU have set out to conclude the Japan-EU Strategic Partnership Agreement and the Economic Partnership Agreement. We are now deep in negotiations to conclude these two agreements.

We are also exploring ways to expedite our agreements, and Prime Minister Abe, who visited Brussels twice before the summer of 2014, has stressed the necessity of an early conclusion of these agreements. This endeavor that we have undertaken will be a big challenge for both Japan and the EU.

I, for my part, am determined to do my utmost to move our mutual cooperation forward, not only by concluding our agreements, but by ensuring that Japan and the EU elevate our relationship so that we can act together and succeed together. Indeed it is encouraging to observe that the horizon of our cooperation is expanding; notably by forging a common front on the Ukrainian crisis, the Iranian nuclear issue, and seeking joint collaboration between the EU's CSDP missions and Japan's ODA projects abroad, are just a few of the areas in which cooperation between Japan and the EU can have a real impact.



H.E. Keiichi Katakami,
Ambassador of Japan to the European Union

I sincerely hope to see Japan and the EU reach a new level in our relations, characterised by enhanced economic and political cooperation. I hope that you will join me in working towards this goal.

Source: Mission of Japan to the European Union

The Fifth Japan-EU English Haiku Contest

Announcement of the winning Haiku

The Ministry of Foreign Affairs of Japan and the EU hosted the Fifth Japan-EU English Haiku Contest under the theme "Wonderful Encounter".

The total number of entries was 613; 296 entries from Japan and 317 entries from the EU member states respectively.

After careful examination, Ms. Mayu Sunamura and Mr. Robert Lommen have been chosen to be awarded Grand Prizes on the Japanese and EU sides respectively. As the prizes, the Ministry of Foreign Affairs of Japan will invite Mr. Robert Lommen and the Delegation of the European Union to Japan will invite Ms. Mayu Sunamura to Matsuyama City, which is considered to be the birthplace of modern Haiku in Japan.

Five Honorable Mentions have also been selected in each side. Those who won honorable mentions will be offered commemorative gifts from Matsuyama City or the Delegation of the European Union to Japan.

Source: Mission of Japan to the European Union

 http://www.mofa.go.jp/press/release/press3e_000019.html

Japan and the EU Complete the Sixth Round of Negotiations on the Economic Partnership Agreement

The sixth round of negotiations on the Japan-EU Economic Partnership Agreement (EPA) was held in Tokyo from July 7 to 11.

At the meeting, fruitful discussions were conducted on areas such as trade in goods, trade in services, investment, intellectual property rights, non-tariff measures, government procurement and others.

Prior to this meeting, both sides exchanged offers on market access of trade in services and investment. The next round is scheduled to take place in the week of October 20, 2014.

Source: Mission of Japan to the European Union

 http://www.mofa.go.jp/press/release/press4e_000352.html

The Third Japan-EU Development Policy Dialogue Takes Place in Brussels

The third Development Policy Dialogue took place on July 2nd, during which the two sides discussed Japan-EU development cooperation, in relation to development challenges; including the post 2015 development agenda, gender and women's empowerment, as well as policy coordination in development cooperation in Africa.

Meanwhile, the Japanese side explained the role of Official Development Assistance (ODA), in terms of "Proactive contribution to Peace" and received the understanding of the EU side. Also, an update on the revision of Japan's ODA charter was explained during the meeting.

Japan and the EU confirmed that both sides will work together for the preparation of post 2015 development agenda. Moreover, the EU side expressed its support for Japan's commitment for the success of the Third World Conference on Disaster Risk Reduction that will be held in Sendai, Japan in March 2015. Japan and the EU shared the view that the two sides will continue to cooperate closely on policy coordination in women's empowerment and in development cooperation in Africa.

Source: Mission of Japan to the European Union

 http://www.mofa.go.jp/press/release/press4e_000342.html

Partnership Support Targeting EU-based Japanese Companies

Managed by the EU-Japan Centre for Industrial Cooperation with the Support of JETRO Brussels

When Japanese companies are investing in an EU member state, the EU member state national and regional authorities often put forward the financial incentives, the infrastructure, cheap human resources and developed business environment (i.e. sectorial clusters). However, these authorities do not always highlight the relevance of long-term support in order to provide investors with valuable "After Sales" services that could be available on an EU level.

With this project, EU-based Japanese companies will have the opportunity to find answers to their local needs in identifying and meeting potential partners and suppliers that would come not only from the region where the Japanese companies are based but also from all over the EU without any prior commitments or costs.

The objective is to support EU-based Japanese companies in their search for relevant suppliers and partners in all the EU member states in order to:

- Assist them in sustaining their activities (business or R&D and innovation) in Europe

by helping them to solve some of their operational problems linked to the identification of suitable suppliers or linked to the acquisition of relevant technologies.

- Provide them with the opportunity to find potential relevant partners or suppliers not only in the region where they are based but also all over the EU thanks to the support of the Enterprise Europe Network.
- Give EU SMEs coming from all over the EU, the opportunity to showcase their technologies, services or products to EU-based Japanese companies.

For further details (in both English and Japanese) about the support project and its related application form please refer to the following links:

Project Details:

<http://www5.jetro.go.jp/newsletter/brussels/2014/doc/projectdetails.pdf>

Application Form:

<http://www5.jetro.go.jp/newsletter/brussels/2014/doc/applicationform.docx>

Source: Japan External Trade Organization



<http://www.jetro.go.jp/belgium/topics/20140520672-topics>

Three Years After

Current State of the Marine Products Processing Industry – Key to the Recovery of the Tohoku Coastal Region and Recovery and Rebirth Initiatives

From Dr. Eng. Yasuo Suzuki, Professor, Regional Liaison Center, Miyagi University, Program Officer, JST Center for Revitalization Promotion (Sendai Office), Coordinator/Leader, Tokeiren Business Center.

Three years have already passed since the Great East Japan Earthquake, and particularly in the marine products processing industry, which has epitomised the damage suffered, assiduous efforts are being made toward recovery. However, it is clear that simply restoring the old will only mean once again submitting tamely to an era of decline. For the disaster-stricken Tohoku coastal region to be reborn as a model region for future industry, recovery needs to be accompanied by something new—the essence of challenge.

Source: Institute for International Studies & Training (IIST), e-Magazine No.0235, 30 September 2014



<http://www.iist.or.jp/en-m/2014/0235-0943>

Kyoto University Opens European Center in Heidelberg

The Kyoto University European Center, Heidelberg Office was opened on Heidelberg University's historic Old Campus in Germany. The primary functions of the office are to support the university's research and education activities in Europe, promote the internationalisation of faculty and students, and enhance the university's international public relations, industry-government-academia collaboration, and international networks. The office will also serve as a contact point for the Japanese members of the German-Japanese HeKKSaGOn University Consortium*. The office was planned and established based on Kyoto University's international strategy, "The 2x by 2020 Initiative," which was formulated in June 2013.

A ceremony was held to celebrate the opening of the new office, inviting over thirty guests from within and outside of the university, including delegates from the Japanese and German governments, HeKKSaGOn university members, and delegates from German companies and other relevant organisations. The opening speech was delivered by Dr. Michiaki Mishima, executive vice-president for international affairs and hospital administration, which was followed by speeches by distinguished guests Ms. Kumiko Bando, deputy minister of the Ministry of Education, Culture, Sports, Science and Technology (MEXT), and by Prof. Dr. Dieter W. Heermann, vice rector for international relations of Heidelberg University, followed by a ribbon-cutting ceremony and a speech and toast by Prof. Kiyoshi Yoshikawa, Kyoto University's executive vice-president for research.



*The HeKKSaGOn University Consortium is a university consortium comprising six leading universities from Japan and Germany: Heidelberg University, Kyoto University, Karlsruhe Institute of Technology, Tohoku University, Göttingen University, and Osaka University. The consortium was established in 2010 with the aim of enhancing relationships between Japanese and German universities, including researcher and student exchange, research collaboration, and summer school programmes.

Below you will find a link to the temporary website. The official site will be launched soon.
<https://sites.google.com/a/kura.kyoto-u.ac.jp/kyoto-university-heidelberg-office-temporary-page>

Kobe City Held a Business Seminar in Lyon

5 September 2014, Lyon, France

The city of Kobe organised a promotional seminar to invite French companies to do business in Kobe. It was the first time that Kobe city held an investment seminar abroad. Mr. Kizo Hisamoto, Mayor of Kobe, introduced the advantages of living and working in Kobe and the variety of ways in which Kobe city can support foreign companies.



Around 50 companies/institutions took part in the seminar, and Kobe city's government was very happy with the success of this seminar. Kobe city would like to express their appreciation for their partners: Chambre de Commerce et d'Industrie Francaise du Japon, Chambre de Commerce et d'Industrie Lyon, and JETRO. In 2015, Kobe city is planning another seminar, much like this one, in Europe. Some examples of Kobe city's advantages introduced in the seminar can be found below.

Kobe Biomedical Innovation Cluster

The Kobe Medical Industry Development Project is the nexus of an accelerating effort to form an international network of medical-related industries, one of the 21st century's key growth sectors.

Research institutions and universities have already joined over 270 companies at Port Island in the city, where they are pursuing innovation in biomedical fields.

The project, linking industry, academia and the government through partnerships, is not only a municipal enterprise geared to local development, but a national project.

A great place to live

After the opening of the Port of Kobe in 1868, the area attracted many non-Japanese residents. Since then, the lifestyles and cultures of various countries have been integrated into neighbourhoods, so creating an environment in which non-Japanese find it easy to live comfortably. Besides having easy access to a number of religious facilities, the area has international schools, pleasant living conditions and a natural environment, while offering a choice of ethnic cuisines and traditional Kobe beef.

Support for foreign firms and affiliates

The city of Kobe has various incentives for businesses wishing to invest as well as a system of preferential treatment for both foreign and domestic firms who are prepared to make large investments within the next three years.

Some examples:

- fixed assets tax-rate cut of up to 90% for 0-10 years.
- increase of rent subsidy for office space. From the original ¥2mn per year, the subsidy is now up to ¥11mn per year. Businesses thus can receive a generous subsidy of up to ¥33mn for three years.



http://www.kobe-investment.jp/foreign_en/?lang=en

Invitation to the Seminar on the Promotion of Foreign Investment in Hyogo-Kobe

31 October 2014, Tokyo, Japan

In Kobe, JETRO is currently inviting foreign and foreign-affiliated companies to their new regional economy. By combining the high-tech and management know-how of foreign companies with the variety of resources in their area, they are actively seeking companies to participate in new trends in regional economic development and increasing employment opportunities. In this seminar, JETRO will introduce the advantages of working and living in Hyogo-Kobe area and the variety of ways in which they can support foreign companies' business. JETRO will also feature informative presentations by companies with experience in the Hyogo-Kobe area.

Source: Japan External Trade Organization

<http://www.jetro.go.jp/en/invest/news-room/other/2014/20141003015.html>

Subsidy Program for Projects Promoting Foreign Direct Investment, Site Location and Regional Development in Japan

The subsidy programme is intended to sustain and strengthen high-value-added business sites in Japan and to achieve sustainable growth of the Japanese economy by supporting the establishment of new high-value-added sites in Japan by global companies operating internationally, such as Regional Headquarters or R&D Sites, which have been proven to have a significant impact on the Japanese economy, and by strategically and proactively inviting and building high-value-added business functions that match the strength of the Japanese economy.

In 2014, 4 out of 6 beneficiaries of this programme were EU companies: K.K. Air Liquide Laboratories (FR), Caterpillar Japan Ltd. (US), Cityzen Sciences (FR), INERGY Automotive Systems K.K. (FR), Mitsubishi Fuso Truck and Bus Corporation (Daimler Group) (DE), Stryker Japan K.K. (US).

Invitations of applicants to this programme and to similar other ones are regularly published in the following link: http://www.meti.go.jp/english/policy/external_economy/investment/index.html by the Ministry of Economy, Trade and Industry.

Source: Ministry of Economy, Trade and Industry

http://www.meti.go.jp/english/press/2014/0626_04.html

Takumi, or the Man Power at the Base of Aichi, Japan's Top Industrial Prefecture

Located in the centre of Japan, Aichi Prefecture is one of the top world-class manufacturing clusters, featuring great expertise, especially in the automotive, aerospace, and machine tools sectors, and making it Japan's number one industrial prefecture. Behind this is our most important asset: man power. Aichi is dedicated to developing the people who will be the base of Aichi's bright future, by supporting both the education of the next generation and the training of the manufacturing talents of tomorrow.

The National Skills Competition has been held annually since 1963 with the aim of having young technicians from all over Japan assessing their skills and competing in about 40 categories. After winning preliminary contests, young elite workers from Aichi take part every year in this great competition which gathers more than 1000 participants.

As for the 2013 edition, Aichi team team succeeded in bringing back 11 gold, 26 silver, and 20 bronze medals, and as much as 29 "fighting spirit prizes". The fact that the young workers from Aichi were awarded the title of "best team" nine years in a row in the past shows how much Aichi Prefecture prefecture is not only a manufacturing cluster, but also a human resource development cluster.

Incidentally (or not), this year's competition will be organised in November in the prefecture (as shown by the logo). The happy winners will then join the Japanese team and compete in the international "World Skills Competition".

Let us not dwell on the fair results which have been obtained so far by the Japanese team, but we cannot resist unveiling the harvest of medals won by the young workers

from Aichi at last year's edition in Leipzig: 3 gold, 2 silver, and 2 bronze medals. Hopefully, the 2015 competition in Sao Paulo will be as successful for Aichi representatives as last year's.

Since ancient times, in Japan, skilled craftsmen have been called takumi, which is a respectful expression which translates as "master" or "expert workman". Quite naturally, Aichi, as a manufacturing cluster, wishes to foster even further the training of its future takumi.

Please feel free to contact Aichi Prefecture Office should you have any questions about the aforementioned information.



<http://www.jetro.go.jp/france/jetro/bureaux/>



Next Stage for "Cool Japan": Enriching Modern Culture

From Arata Sugimoto, Chief Editor, Cultural News Section, Kyodo News.

There have been signs of evolution in "Cool Japan", the international communication of Japan's pop culture. Phase 2 is emerging, whereby not only finished products but also the knowhow to produce creative works is being communicated, encouraging the development of unique local culture.

One movie screening in Japan this summer which attracted strong public interest was a Hollywood reboot of Godzilla. The first version of Godzilla back in 1954 was recognised internationally as a Japanese special-effects movie, and spawned many sequels in Japan. Even Hollywood created its own version in 1998, and this year's contribution featured a terrifying Godzilla captured by the latest 3D technology. As soon as it opened in Japan in July, Hollywood's new Godzilla took out the top spot in weekly viewer rankings, and remained in the top 10 for some time after.

Source: Institute for International Studies & Training (IIST), e-Magazine No.0235, 30 September 2014



<http://www.iist.or.jp/en-m/2014/0235-0941>

1st Annual Meeting of the Innovation for Cool Earth Forum

7 October 2014, Tokyo, Japan

Climate change requires significant reduction in global greenhouse gas emission. Improvement of existing technologies is not sufficient and innovation is indispensable. Climate change is also a global issue and it is essential for governments, business and academia around the world to tackle this challenge together.

The Innovation for Cool Earth Forum (ICEF) is aimed at addressing climate change through innovation and ICEF investigates via discussion in the forum what innovative measures should be developed, how the innovation should be promoted, and how cooperation should be enhanced among the stakeholders.

ICEF is held every year since innovations require time and continuous efforts, and ICEF has established a steering committee which makes the decisions regarding the agenda and program to reflect the wide range of views of the international community.

The forum saw the participation of leading researchers, businesspersons and policy makers from around the globe. In addition, ICEF provides a web-based platform to promote discussion among participants throughout the year. Organisers hope that many people who are responsible for future of this planet actively join and deepen the discussions.



<http://www.icef-forum.org>

Japanese Newspapers Press Review

Three Japan-born men win Nobel Prize in physics for blue LEDs.

<http://www.japantimes.co.jp/news/2014/10/07/national/three-japanese-win-nobel-prize-physics>

Source: The Japan Times

Hitachi to provide new trains for Abellio franchise in Scotland.

<http://ajw.asahi.com/article/business/AJ201410100041>

Source: The Asahi Shimbun



Govts, businesses join hands to boost regional economies.

<http://the-japan-news.com/news/article/0001620147>

Source: The Japan News

Sumitomo buys shares in two Belgian wind farm projects.

<http://ajw.asahi.com/article/business/AJ201410010064>

Source: The Asahi Shimbun



EU-Japan Cluster Matchmaking Event at Bio Europe 2014

3 November 2014, Frankfurt, Germany

The EU-Japan Cluster Matchmaking Event – financially supported by the European Commission (<http://www.clustercollaboration.eu>) – is taking place at Bio Europe in Frankfurt (Germany) on 3 November 2014.

It provides the perfect opportunity to gain an overview of the strengths of the Japanese life sciences landscapes and clusters in the health care sector. Speakers from four leading Japanese life science clusters and from the Japan Bioindustry Association (JBA) will present the vast array of opportunities that the Japanese pharma and health market offers to European companies.

If you work for a European life science cluster or if you are a manager of a company that targets the Japanese market, do not miss the opportunity to establish valuable contacts at this event. It creates the basis for cluster cooperation, R&D projects, licensing opportunities, attracting joint partnerships, developing small scale, high value manufacturing projects, developing commercial activities and establishing your presence in the Japanese market by using soft landing facilities. Participation is free, no registration is required. For more information, please contact the coordinator of the event: BioM Biotech Cluster Development (<http://www.bio-m.org>) Dr. Stephanie Wehnelt, wehnelt@bio-m.org.

<http://bioclusters.eu/>



A Dynamic Luxembourg Mission to Japan

8-10 October 2014, Tokyo, Japan

The Chamber of Commerce of the Grand Duchy of Luxembourg, in close cooperation with the Luxembourg Ministry of the Economy, the Luxembourg Trade and Investment Office in Tokyo and Luxembourg for Business, organised a trade mission to Japan from the 8th to the 10th of October 2014, headed by HRH the Crown Prince of Luxembourg and led by HE Mr. Etienne Schneider, Deputy Prime Minister and Minister of the Economy. The multi-sectoral business delegation included around 40 companies active mainly in ICT, Automotive, Film industry, Industry and services. The mission included a matchmaking event with Japanese companies, during which the participants presented their companies and expertise to potential partners.

The delegation visited the Fujitsu Showroom, to experience its vision of society in the future and its cutting-edge technologies to make the vision a reality, attended a workshop on film production in Luxembourg focusing on animation, and various seminars presenting the way of doing business in Japan, on how to interact with Japanese costumers and testimonials from Luxembourgish and Belgian companies that succeeded in Japan. Participants also attended individual company visits and sectoral meetings according to their profile.



H.R.H. the Crown Prince of Luxembourg, and Shinzo Abe, Japan Prime Minister

A seminar introducing Luxembourg's business environment was held in the presence of HRH Crown Prince Guillaume of Luxembourg. The seminar was co-organised by the Belgium-Luxembourg Market Council in Japan (BLMC), Japan External Trade Organization (JETRO), KEIDANREN, the Japan Foreign Trade Council (JFTC), Tokyo Chamber of Commerce and Japan Chamber of Commerce.

More details and pictures in the below links (in French).

<http://www.cc.lu/actualites/detail/mission-accomplie-pour-les-entrepreneurs-luxembourgeois-en-visite-a-seoul-et-a-tokyo/>
<http://www.gouvernement.lu/4074444/08-japon>

A presentation of the participants is available online.

<http://een-japan.eu/ja/content/luxembourg-mission-japan>

Asa no Kai Breakfast Meeting

In order to promote the contact between potential German and Japanese business partners the Japanese-German Business Association (DJW) organises various events such as breakfast meetings and Japanese-German career seminars in various locations.

For winter 2014, the following seminars and events are scheduled for Munich, Bonn and Düsseldorf:

- 21.10.2014 (Tuesday), Asa no Kai (Munich): "German-Japanese Joint Business Activity: One possibility to benefit from Globalization"
- Speaker: Dr. Stefan Sacré, CEO, EagleBurgmann GmbH
- Venue: Mandarin Oriental, Munich
<http://www.djw.de/veranstaltungen/veranstaltungen-details/article/djw-asa-no-kai-djw-german-japanese-joint-business-activity-one-possibility-to-b.html>

- 20.11.2014 (Thursday), Japan-Karrieren (Bonn)
- Venue: Rheinische Friedrich-Wilhelms-Universität Bonn
- 24.11.2014 (Monday), Asa no Kai (Düsseldorf): "Challenges for Japan and Germany - Intelligent Networks and Smart Grid"
- Speaker: Prof. Dr. h.c. Ralf Wilde, Ph.D., Member of the Board, TÜV Rheinland Berlin Brandenburg Pfalz e.V.
- Venue: Breidenbacher Hof, Düsseldorf

<http://www.djw.de>

High Level Japanese Participants Delivered Key Notes at Life Sciences Baltics 2014 Forum

10-12 September 2014, Vilnius, Lithuania

The organisers of the LSB 2014 forum are especially pleased that through participation at international exhibitions and the efforts of the Lithuanian Embassy in Japan, they have succeeded in establishing cooperation with representatives of Japanese bio-industry.

At this year's Life Sciences Baltics 2014 Forum, Yoshihide Esaki, head of the Bio-industry Division of the Japanese Ministry of Economy, Trade and Industry, and Professor Makoto Asashima, executive director of the Japan Society for the Promotion of Science delivered key notes speeches. According to Egidijus Meilūnas, the Lithuanian Ambassador in Japan, both government and business consider development of the life sciences sector a priority in this country of advanced technology and innovation.

"The fact that a delegation from high-level Japanese research and governmental institutions will be participating in the Life Sciences Baltics 2014 conference is proof that Lithuania's achievements in the field of life sciences are well-known and valued on a global scale. The conference which is held in Vilnius for the second time has become an arena for discussions and sharing experience among top-level scientists and business representatives." stated Mr. Meilūnas.



Life Sciences Baltics is the largest international forum for biotechnology, pharmaceutical and medical equipment and devices in the Baltic States, where life sciences experts from around the world meet. Highlights of the forum included a conference with Nobel laureate Professor Kary B. Mullis, an international exhibition, business-to-business (B2B) meetings, visits to Lithuanian companies and universities, sessions for start-ups and students, and the MAP Kinases II conference.

The forum, which was held for the second time, is organised by Enterprise Lithuania; Prime Minister Algirdas Butkevičius is the official patron of the event.

<http://www.lsb2014.com>

Call for Japanese eHealth Experts

第9回e-Health Summer University (2015年7月・フランス)
日本のe-ヘルス・遠隔医療専門家を募集



The 9th edition of the eHealth Summer University, an international event dedicated in ehealth and telemedicine, will take place in South West of France from the 1st till the 3rd of July 2015. The event gathers more than 600 attendees, key players and decision-makers from the healthcare/social and technological innovation sectors, to discuss usage, technology and research in the area of Information and Communication Technology (ICT) at the service of healthcare and patient self-reliance.

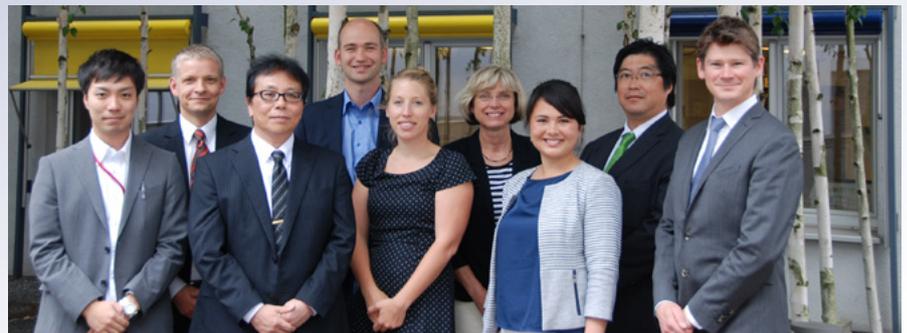
Each year international experts participate to share their expertise and their country's perspectives on health systems and the ehealth market.



During the 3-day event a series of exchanges and networking events will be organised, including thematic workshops, round tables and conferences, e-health awards (<http://www.universite-esante.com/en/ehealth-awards-2014>), the international brokerage event "eHealth connection" (<http://www.b2match.eu/ehealth-connection>), demonstrations and flash presentations of ehealth projects and solutions and TV spotlights.

For the 9th edition, organisers of the event, would like to invite ehealth Japanese experts to take part in the event and to share their expertise. A special call for Japanese experts has been launched. Experts' travel expenses will be reimbursed by the organisers. For further information, please contact: mathilde.mathon@castres-mazamet.com

<http://www.universite-esante.com/en>



Life Science Delegation from Kobe Visits Companies and Research Institutions in Hamburg and Schleswig-Holstein

On the 24-25 July 2014 a high-ranking delegation from Kobe travelled with representatives of HWF Hamburg Business Development Corporation and life science experts to Hamburg and Schleswig-Holstein to find out about options for strategic cooperation.

Among the guests from Kobe was the head of the Foundation for Biomedical Research and Innovation (FBRI) and the local director of the Japan External Trade (JETRO). They were welcomed by Dr. Hinrich Habeck, CEO of the cluster organisation Life Science Nord Management GmbH: *"We value Kobe as a very strong place for biotechnology and medical technologies. Cooperation in these industries with a highly innovative country like Japan would be of great value for Hamburg and Schleswig-Holstein."*

The delegation programme led the visitors to the Japanese life science companies Olympus Surgical Technologies Europe and Sysmex Inostics GmbH in Hamburg;

both companies are considered role models for EU-Japanese cooperation in the life sciences. Further visits in Hamburg included the Fraunhofer IME ScreeningPort, and in Lübeck the BioMedTec Campus.

The aim of the talks between FBRI, JETRO, Life Science Nord Management and the Hamburg Business Development Corporation was to find out, if and how a strategic cooperation between the two cluster regions could be implemented in future.

As an outcome of the journey JETRO is currently checking funding possibilities for future collaboration from the Regional Industry Tie-up program. RIT promotes two-way industrial exchange and collaboration between regions in Japan and other countries, with the aim of facilitating business tie-ups to create new industries and stimulate business in participating regions.

<http://www.hamburg-economy.de/press/4349210/2407-news/>

Japan Day 2014

3 July 2014, Warsaw, Poland

On the initiative of Minister of Economy and Deputy Prime Minister Janusz Piechociński, on 3 July 2014 the event entitled "The Japan Day" was held at the Ministry of Economy. The event was conducted with the support of the Embassy of Japan, JETRO Warsaw Office and the Polish Agency for Enterprise Development (PARP). The main purpose of the event was to showcase the Polish-Japanese experience in economic cooperation as well as to discuss investment opportunities and prospects for the future.



Mr. Satoshi Miyamoto, President of JETRO

Source: JETRO Warsaw



The Japan Day was attended by representatives of many Japanese and Polish institutions: Deputy Prime Minister and Minister of Economy Mr. Janusz Piechociński, Ambassador of Japan, Mr. Makoto Yamanaka, president of JETRO, Mr. Satoshi Miyamoto, President of PAIIZ, Mr. Sławomir Majman, Director of PAIIZ, Mrs. Iwona Chojnowska-Haponik, Deputy Foreign Affairs Minister, Mrs. Katarzyna Kacperczyk, Director of JETRO London Office, Mr. Jun Arima, President of Shokokai, Mr. Yoshito Okada, President of Techno-Invest Park Wałbrzych Special Economic Zone, Mrs. Barbara Kaśnikowska, Professor Jan Bossak from Polish-Japanese Economic Committee, Director of National Centre for Research and Development Mr. Leszek Grabarczyk.

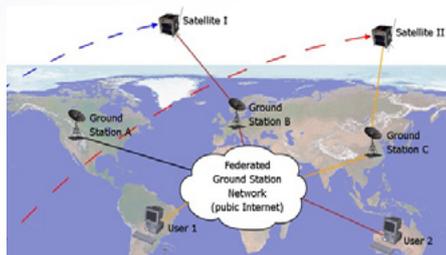
There were also many representatives from the business sector attending the event: Director Jan Błaszczak (Nano-Carbon), Director Izabella Gazda (POLMOS Warsaw),

Director Paweł Gołębiowski (Mitsubishi Corporation), President Toru Takeuchi (Toyota Manufacturing Poland), President Osamu Ishikawa (NGK Ceramics Poland), and Director Dave Deane (Fujitsu Poland GDC).

The Japan Day brought together over 200 participants who had the opportunity to listen not only to various presentations (such as the presentation of the JETRO London office director Mr. Jun Arima entitled "What is happening in Japan: new opportunities and growth"), but also to participate in two panel discussions during which the main prospects and obstacles to investment in bilateral trade relations were outlined. In his speech, the Director Arima indicated that the new economic policy of the country, Abenomics, has had clear effects. He emphasised also the fact that new opportunities arising in the Japanese investment sector, may bring major benefits to the Polish companies.

UNISEC-Europe Founded

The successful Japanese UNISEC activities inspired several European Universities to cooperate on project-based space education and resulted in the foundation of UNISEC Europe in the spring of 2014. The objective is to motivate, by space exploration related tasks, students of different ages and to promote at universities hands-on activities to realize systems complementary to today's more theoretically oriented classes. Exemplary cooperation examples between Japan and Europe concern ground station networks, joint CubeSat missions, and educational workshops / conferences. By combining ground station networks in Japan and Europe, the related contact time for satellite data transfer can this way be doubled. By coordinating launch opportunities at European and Japanese launchers (by example H2, Vega) more opportunities to launch satellites might become available.



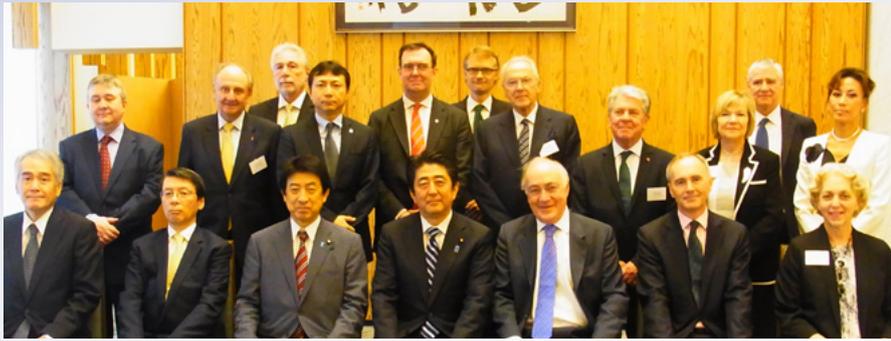
Joint standards in student satellite design are a key issue for the exchange of materials between worldwide partners. The success of the CubeSat definition on geometric dimensions and mass underlines this by enabling joint use of adaptors for different launchers. UNISEC Europe places emphasis on the definition of electrical interface standards for CubeSats. The vision is to support exchanges of satellite hardware at the level of subsystems boards. Thus, subsystems from different suppliers could be flexibly integrated for different functionalities in a specific mission. UNISEC Europe wants to invite worldwide partners interested in this topic to join their working group in order to generate and promote a standard accepted by a broad international community for the benefit of future international cooperative satellite projects!

The European UNISEC global members with significant experience in space projects: University Wuerzburg (Germany), Università degli Studi di Roma La Sapienza (Italy), Universidad de Vigo (Spain), Univerza v Ljubljani (Slovenia), Université de Liege (Belgium), Lulea Tekniska Universitet (Sweden), Istanbul Technical University (Turkey), Technische Universität Graz (Austria) and Zentrum fuer Telematik (Germany) already applied to



the EU's Horizon 2020 SPACE with the joint proposal "Hands-On!" to support practical space related experiments. The proposal received the mark "very good", they simply lacked funding. Nevertheless this good result motivates us to re-apply at the next opportunity and to provide a financial basis for future joint regional space outreach activities. Apart from creating special courses, tele-education units, competitions, news and social media coverage, UNISEC-Europe also aims to make this a sustainable program by aligning with the proven global UNISEC project. UNISEC-Europe is now actively seeking eminent partners, who share its vision of space research, to join it in preparing future international proposals in this field. Contact: Prof. Dr. Klaus Schilling schi@informatik.uni-wuerzburg.de

 <http://www.unisec-global.org/>



UK-Japan 21st Century Group

The 31st annual conference of the UK-Japan 21st Century Group took place in Tokyo and Hakone from 15-18 May 2014. Among other topics, conference sessions addressed the global impact of regional issues in East Asia, the regaining of trust in the nuclear industry, the role of women in politics and corporate life and opportunities to further UK-Japan educational exchanges.

The UK-Japan 21st Century Group was established in 1984 as the UK-Japan 2000 Group at the joint recommendation of the British and Japanese Prime Ministers, Margaret Thatcher and Yasuhiro Nakasone. It is the most senior bilateral body acting in the sphere of UK-Japan relations and maintains close ties with both governments and with related organisations.



The primary purpose of the Group is to promote dialogue and cooperation between the two countries. Members include parliamentarians, business leaders and representatives from the media, think tanks and academia. Its Co-Chairmen are Lord (Michael) Howard of Lympe and Mr Yasuhisa Shiozaki, a member of Japan's House of Representatives. At the Group's annual conference, delegates discuss any issue that might affect our bilateral ties and make suggestions on how to enhance them. The Chairmen's summary and recommendations from the conference are then sent to both Prime Ministers and to government departments for consideration and action. The UK-Japan 21st Century Group greatly benefits from the support of its corporate sponsors, AMEC, BAE Systems, Barclays, Crown Agents, GlaxoSmithKline, Rio Tinto and Rolls Royce, and from an annual contribution by the Foreign and Commonwealth Office.

<http://www.jcie.or.jp/thinknet/forums/uk-japan/31.html>

FUJIFILM Starts with Membrane Production in the Netherlands

On 17 September 2014 FUJIFILM Manufacturing Europe B.V. in Tilburg, the Netherlands, held the official start of the new production line for membranes. Shigehiro Nakajima, President and COO of FUJIFILM Holdings Corporation opened the new production line together with Japanese Ambassador Tsuji, King's Commissioner Van de Donk and President of FUJIFILM Manufacturing Europe B.V., Peter Struik. This opening symbolises a new step in the 32-year history of the company in Tilburg.



Shigehiro Nakajima, President and COO of FUJIFILM Holdings Corporation signing the first membrane product of the new product line

The ceremony's theme focused on innovation and the value from innovation, guiding visitors through the transition of Fujifilm, from just photographic products to the development of new technology platforms. Over the past few years, Fujifilm has developed a new technology platform, whereby different types of membranes can be produced for water and gas separation. Purification of gasses or water fits well in the sustainable business operations at Fujifilm. The company works continuously on preservation of products and processes. For example the five wind turbines on site and the afterburner for waste gasses in the offset plate factory.

FUJIFILM Manufacturing Europe B.V. in Tilburg is one of the largest production establishments of Fujifilm outside of Japan. The company was established in 1982 and approximately 900 employees work on a 63-hectare site. In addition to membranes, Fujifilm Tilburg also produces photo paper and offset plates and has its own Research Laboratory.

Source: FUJIFILM Manufacturing Europe B.V. press release

Polish Festival at Roppongi Hills 2014

26-28 September 2014, Tokyo, Japan

A special event established in 2011 and organised by the Trade and Investment Promotion Section of the Embassy of the Republic of Poland in Tokyo was held at Oyane Plaza in Roppongi Hills, the famous entertainment district in Tokyo. This event was also supported by the Embassy of the Republic of Poland in Tokyo, the Polish National Tourist Office in Tokyo, the Polish Institute in Tokyo and the Polish Chamber of Commerce and Industry in Japan.

Visitors could not only taste Polish genuine cuisine but also enjoy authentic Polish culture, including folk dancing performances, chorus as well as piano and guitar Chopin recitals (classical and jazz), art exhibitions, talk shows and quizzes with prizes.

A variety of Polish products offered by their Japanese importers was available on 14



stands selling food, craft, accessories and many other excellent items "made in Poland".

The team of Trade and Investment Promotion Section of the Embassy of the Republic of Poland in Tokyo extends its sincere gratitude to all fans of Poland who shared their time with the organisers there and is looking forward to meeting them again in 2015!

For any queries, contact: tokyo@trade.gov.pl
phone: +81 (0)3 5437 5050

https://tokyo.trade.gov.pl/ja/kalendarium/detail/article,7090,Zhuan_2014.html

<http://www.fujifilm.eu/news/article/news/fujifilm-starts-with-membrane-production>

Would You Like to Know More About Japan? Do not forget to register to www.EUbusinessinJapan.eu



In 2014, the EU-Japan Centre's launched its new information portal www.eubusinessinJapan.eu for EU companies wishing to do business in Japan. Since its launch, the Centre has published a wide variety of webpages, expert reports and e-learning resources, as well as organising webinars covering important Japan-related issues and sectors to assist EU companies in seizing opportunities in the Japanese market.

WEBPAGES AND REPORTS ABOUT JAPAN

Over the course of the next 3 months, the Centre will continue to add practical information on Japan on this platform. The planned content releases for the period October-December, will cover topics such as construction, electronics, machinery, metal, healthcare & medical, textiles, materials, environment.

CASE STUDIES

The Centre will soon be unveiling a series of case studies focussing on companies which have participated in the Centre's various training programmes and missions to Japan. In these reports you will discover to what extent these companies have managed to internationalise themselves towards Japan.

WEBINARS

A list of webinars planned for October, November and December:

- 07 October: Semiconductor Products and Supplies to Japan.
- 21 October: Recycling and Waste Management.
- 04 November: Technical Textile Industry in Japan.
- 18 November: Dental Devices & Materials in Japan.
- 25 November: Nanotechnology in Japan.
- 02 December: Tax and Public Procurement in Japan.

As always, webinars will be recorded and freely accessible for all registrants who were not able to catch the live versions.

Feel free to register on:



<http://www.eubusinessinJapan.eu/user/register>

NEW REPORT - The Wine Market in Japan

This publication is aimed at wine producers in Central and Eastern Europe who wish to sell their wine in Japan. As in other parts of Asia, wine consumption is increasing in Japan - from 2011-2012 it grew 12%. The Japanese currently mainly consume wines from Western Europe and from the New World. Given its currently extremely small market share, the potential for growth of wines from Central and Eastern Europe is considerable. This report will analyse the challenges and opportunities its wine producers will face.

<http://www.eu-japan.eu/sites/eu-japan.eu/files/JapanWineMarketReport-2014.pdf>

Zoom on B2B Business

By Philippe Huysveld, Managing Director & Head of Consulting, GBMC, France

Japanese Trading Companies and Japanese Banks gather a lot of information about Industry trends (domestic and overseas), about their clients, about their suppliers and about their business partners, among others. In a similar way, it is therefore important for foreign companies to gather information about B2B business in Japan, as well as to find out as much as possible about their professional Japanese clients.

Needless to say, using B2B Directory sites is the very first action to take. These sites are popular in Japan too, although Japanese companies tend to rely on off-line business networks to find partners. In addition, the reconstruction process in Tohoku region, as well as the governmental policy of industrial clusters nationwide also constitute potential sources of business opportunities. "Always deliver more than expected" (Larry Page)

The complete article is available at:



<http://eubusinessinJapan.eu/library/publication/article-guide-lines-for-b2b-marketing-in-japan>

Why is Reporting so Important in Japanese Companies?

By Olivier Van Beneden Japan Consulting Office, Brussels, Belgium

Information sharing and reporting is often a cause of friction in Japanese companies. Here is one extreme example that shows just how serious the implications can be.

A Japanese company in the Netherlands appointed their first European CEO (previous CEOs were Japanese). This person, let's call him John, had only worked for American and European companies previously. Soon after his appointment, the amount of information shared with Japan started to decrease. The HQ in Japan and Japanese expatriates working with John had to constantly ask him for information.

They felt that they did not know exactly what was John working on and did not understand why he was not more open. Meanwhile, John was growing more and more frustrated about what he felt was micromanagement. He said: "As long as my numbers are good, and they are, why don't you just let me do my work! I know the European market well and we have been improving our market share since I joined." The relationship between John and the Japanese HQ deteriorated and the company eventually let him go.

This example illustrates the differences in reporting and information sharing expected in Japan and in Europe. For Europeans who are used to working independently, being asked to report regularly or having the feeling that someone is watching what we are doing, can, sometimes, be perceived as micromanagement. The higher we are in the hierarchy, the more autonomy we expect.

If the new CEO had been Japanese instead of European, he would naturally have kept reporting regularly and automatically to HQ. There is a word in Japanese language which explains this very well: Horenso.

Literally it means spinach but in business it is the contraction of three words:

- Hokoku: to report,
- Renraku: to communicate,
- Soudan: to ask advice.

In the rest of the article you will be discovering more about cultural backgrounds such as: **Group vs. Individualism, Bottom-up vs. Top-down hierarchy, Process vs. Results** and will be provided with some useful advices for Japanese and Europeans.

The complete article is available at:



http://japanconsultingoffice.com/en_blog?lang=en



Since 2011, the EU-Japan Centre is member of the Enterprise Europe Network representing Japan. In this chapter you will get information on partnering-related activities and opportunities.

Healthcare Brokerage Event at MEDICA

12-14 November 2014, Dusseldorf, Germany

On the occasion of MEDICA 2014 (<http://www.medica-tradefair.com>), the global No. 1 meeting place for the medical sector, the Healthcare Sector Group of the Enterprise Europe Network 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, distribution and licensing agreements, joint ventures and other types of partnerships.

This international Healthcare Brokerage Event has a tradition going back about 15 years now. Last year, the brokerage event had more than 240 participants from about 30 countries with more than 800 meetings taking place. Each participant has to register and provide a technology profile describing either a technology offer or a technology request. This will be published in the online catalogue of the Brokerage Event. The catalogue will be updated continuously as profiles will be submitted and forms the basis for selecting partners for meetings and making appointments at the event. About one week prior to the event, each participant will receive an individual meeting schedule.



<http://www.b2match.eu/medica2014>

Kobe Biomedical Innovation Cluster Exhibits at MEDICA 2014

12-15 November 2014, Dusseldorf, Germany



Kobe Biomedical Innovation Cluster (KBIC) (<https://www.kobe-lsc.jp/en>) will exhibit at MEDICA 2014 (<http://www.medica-tradefair.com>) with 7 of its medical-related member companies and JETRO Kobe (Japan External Trade Organization, Kobe Office). The mission from Kobe is organised by Kobe City Industrial Promotion Foundation (<http://www.kobe-ipc.or.jp>). KBIC and its members will participate in the brokerage event organised by Enterprise Europe Network (<http://www.b2match.eu/medica2014>) during the fair; this will be an opportunity for EU companies in-

terested in the Japanese market to meet with potential Japanese partners. KBIC, which is one of the biggest biomedical / life science clusters in Japan, is strategically focusing on the following three fields: innovative drug, regenerative medicine and medical device development.

KBIC is located in Sannomiya the central district of Kobe City that has flourished as an international hub port and opened to people from all over the world. National research institutes such as Riken, universities, colleges, hospitals as well as R&D bases of many

KBIC's members are located in this area: the number of the bases of related companies amounting to more than 280. Some global companies, for instance: Boehringer Ingelheim, Johnson & Johnson, Sanofi, St.Jude and Covidien also have R&D research institutes and training centres there.

KBIC and its key partnering organisations such as the Foundation for Biomedical Research and Innovation (FBRI), Kobe City and SME Support (Organization for Small & Medium Enterprises and Regional Innovation) can provide the following supports to EU partners:

- Continuous follow-up to business partnering with other KBIC's member companies and local firms;
- Introduction to a wide range of specialists in technical, regulatory & tax fields;
- Experienced coordinators and advisors to satisfy any requirements.

KBIC AND ITS DELEGATION IS LOOKING FORWARD TO MEETING EU VISITORS AT THEIR BOOTH IN HALL16/B51

Aquatech Co., Ltd	Provides micro peristaltic pumps and microfluidic controlling system	http://www.ringpump-aquatech.co.jp
Advantest Corporation	Provides laboratories microscopes	https://www.advantest.com/global/global.htm
Global Engineering Co., Ltd	Provides bioelectric-controlled prosthesis	http://www.global-eng.co.jp
Cosmos Corporation	A third party certification body accredited by the Ministry of Health, Labour and Welfare	http://www.safetyweb.co.jp
JMC Corporation	Training kit for cardiovascular catheter (Manufactures custom-made organ models based on DICOM data by 3D printers)	http://www.jmc-rp.co.jp
HI-LEX Corporation, Inc.	Provides: micro Catheter, PTCA guidewire, biopsy channel, ePTFE vascular graft, left ventricular assist devices	http://www.hi-lex.co.jp/e/index.html
MU Ltd.	Develops independent medical mini robot for examination of digestive tract	http://www.mu-frontier.com/en-index.html

Only Ota Quality at MEDICA/COMPAMED 2014

12-15 November 2014, Dusseldorf, Germany



Ota City is one of the world's leading advanced technology cities and is located in the southern part of Metropolitan Tokyo, offering easy access to ground, air and marine transportation.

4000 SMEs

Ota City has roughly 4,000 small and medium-sized enterprises in its area, and each of them has a quite outstanding advanced technology.

The technical capability of these enterprises comes from their spirit of creativeness, no matter what the size of the enterprise is; and the spirit consists both of traditional and modern science and technology. Working with them closely and supporting them from various angles, Ota City promotes their technology in EU and international markets to meet with rising demands in the broad area of technology.

The participation to the MEDICA/COMPAMED 2014 fair (<http://www.medica-tradefair.com>) is seen as a good opportunity to present their activities in the EU and the Japanese companies taking part to this mission aim to find long-term EU partners to introduce their outstanding technical capability.

Ota City supports the following companies during MEDICA/COMPAMED 2014 at HALL 08B Booth J24

- K.D.K. Co., Ltd.
<http://www4.ocn.ne.jp/~kdk/index.htm>
- Komatsu Spring Industrial Co., Ltd.
<http://www.komatsubane.com/english/index.html>
- M1-Seiko Co., Ltd.
http://www.m1-seiko.co.jp/index_e.html
- Ohta Precision (M) SDN BHD
<http://ohtaseiko.com/english/index.html>
- Tokyo Wire Works, Ltd.
<http://www.twire.co.jp/english/index-en.html>

Source: Ota City Industrial Promotion Organization



Ibaraki Prefecture's "Hidden Gems" at COMPAMED 2014

12-14 November 2014, Dusseldorf, Germany

Hitachi Regional Industrial Technical Support Center (HITS) of Hitachi City (<http://www.hits.or.jp/en/index.html>), and Hitachinaka Techno Center of Hitachinaka City (<http://www.htc.co.jp>), along with 8 small and medium-sized enterprises from Ibaraki Prefecture in Japan, will participate in the world's largest trade fair for medical technology: COMPAMED 2014. (<http://www.compamed-tradefair.com>)

The exhibitors group is mainly composed of members of "Hitachi Risshijuku" (young business leaders' group), and of various small and medium sized manufacturers operating in sectors like: press working, can welding, spring manufacturing, cutting, punch pressing and injection moulding. Their precision machining plays an important role in the Japanese manufacturing industry as these companies provide the indispensable parts and product manufacturing equipment to the large Japanese manufacturers that are active internationally.

These companies are well-known as leaders in niche areas, but are not generally known by end users, especially those who are abroad. In other words they are "hidden gems" of Japan. The companies exhibiting at this year's COMPAMED fair include: a company that secured a top-ranked share in the engine controlling apparatus sector, a company that has achieved high technical ability in manufacturing the world smallest-sized springs, and various companies that are certified by the Japanese government as high-level technological development manufacturers.

These companies strive to keep providing highly qualified precision processing technology in the EU and global markets to become gems in the world. EU partners are welcome to meet them during the matchmaking event (<http://www.b2match.eu/medica2014>) organised by the Enterprise Europe Network's local representative, as well as visiting them at their common exhibitors booth: Hall 8a / J33.



Exhibiting Companies & Brokerage Event Participants at HALL 08A Booth J33

- Ohnuki Manufacturing Industry Co., Ltd.
<http://www.ohnuki.co.jp/en/index.html>
<http://www.ohnuki.co.jp>
- M.TECH Co., Ltd.
<http://www.m-tech61.com>
- Daiichi Fab Tech Co., Ltd.
<http://www.d-f-t.jp>
- Nogamigiken Co., Ltd.
http://www.nogami-gk.co.jp/en_gaiyou.htm
<http://www.nogami-gk.co.jp>
- Satte Spring Co., Ltd.
<http://satte-spring.com>
- Bethel Co., Ltd.
<http://www.bethel.co.jp/eng/index.html>
<http://www.bethel-plastics.jp>
- Penguin System Co., Ltd.
<http://www.penguins.co.jp>
- Sanwa-seiki Corporation
http://sanwaseiki-die.co.jp/sanwa_en.html
<http://sanwaseiki-die.co.jp>



EU-Japan Business Cooperation Opportunities



REQUEST FOR AGENTS IN JAPAN
Sector: **Ceramic artefacts**
Italian SME specialising in the creation and restoration of ceramic artefacts is looking for agents
Profile ID: [BOIT20140520001](#)



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Pharmaceutical**
French company is looking for a pharmaceutical distributor for its urea cycle disorders product
Profile ID: [TBC](#)



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Automobile, home appliances, construction**
Japanese manufacturer of polyethylene foam is looking for distributors
Profile ID: [BOJP20140610001](#)



REQUEST FOR LICENSEE IN THE EU
Sector: **Packaging**
Japanese manufacturer of plastic packaging is seeking licensee for plastic film manufacturing patents
Profile ID: [BOJP20140716001](#)



REQUEST FOR PARTNERS IN JAPAN
Sector: **Security**
UK company developed a sound analytics framework and is looking for licensing partner
Profile ID: [TOUK20140527001](#)



REQUEST FOR AGENTS IN JAPAN
Sector: **Aquaculture**
Maltese aquaculture consultancy and technology provider seeks agents
Profile ID: [BOMT20140308001](#)



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Industrial equipment**
Japanese planetary centrifugal mixer manufacturer seeking distribution partners
Profile ID: [BOJP20140709001](#)



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Medical devices**
Japanese motor products manufacturer is seeking distributors in the medical devices industry
Profile ID: [BOJP20140730001](#)



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Hygiene device**
Finnish company offering hygiene solutions is looking for distributors
Profile ID: [BOFI20140704002](#)



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Cosmetics**
Italian bio-cosmetics producer is looking for distributors and retailers
Profile ID: [BOIT20140731002](#)



REQUEST FOR PARTNERS IN THE EU
Sector: **Medical, healthcare**
Japanese biomarker manufactures antibodies and human collagen of silk derivate
Profile ID: [BOJP20140909001](#)



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Machinery**
Japanese riveting machine manufacturer looking for a distributor
Profile ID: [BOJP20140901001](#)



REQUEST FOR PARTNERS IN JAPAN
Sector: **Chemical**
UK chemical company offers manufacturing, outsourced synthesis and specialist R&D services
Profile ID: [BOUK20140317001](#)



REQUEST FOR PARTNERS IN JAPAN
Sector: **Eco-Building**
Belgian SME developed a decentralised heat recovery ventilation system and is looking for partners
Profile ID: [TOBE20131007002](#)



REQUEST FOR PARTNERS IN THE EU
Sector: **Manufacturing**
Japanese pioneer of titanium products and total manufacturing is offering its services
Profile ID: [BOJP20130830001](#)



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Welfare apparatus**
Japanese manufacturer of welfare apparatus is seeking distributors/representatives
Profile ID: [BOJP20140908001](#)



REQUEST FOR DISTRIBUTORS & PARTNERS IN THE EU
Sector: **Life sciences**
UK retinoid derivatives developer is looking for partners
Profile ID: [BOUK20140911001](#) & [TOUK20140911001](#)



REQUEST FOR INTERMEDIARIES IN JAPAN
Sector: **Food**
Italian salt producer is looking for trade intermediaries
Profile ID: [BOIT20140730002](#)



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Medical**
Japanese company is seeking a distributor for their mammography diagnostic software
Profile ID: [BOJP20130628001](#)



REQUEST FOR SUPPLIERS IN THE EU
Sector: **Mobile devices**
Japanese distributor is seeking EU suppliers of security products for mobile devices
Profile ID: [BRJP20130809001](#)

Enterprise Europe Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

Brokerage Event at Biofach

Sector: Organic food and beverages
12-13 February 2015, Nuremberg, Germany

BIOFACH 2015 is the leading annual event in organic food, and this for more than 25 years! Since the Netherlands is 'Country of the Year' in 2015, EEN NL will organize, in cooperation with the Dutch embassy in Berlin, a Brokerage Event for visitors and exhibitors at the Holland Pavillion.

Registration deadline: 05 February 2015
<http://www.biofach.de/en/>

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

CeBIT Future Match 2015

Sector: ICT
16-20 March 2015, Hannover, Germany

Future Match 2015 at CeBIT, the world's largest computer expo, in Hannover, is one of the largest and most successful international brokerage events in the EEN. Future Match has enabled exhibitors and visitors at the fair to find partners for cooperation: product development, research & development, joint ventures...

Registration deadline: 10 March 2015
<http://www.b2match.eu/futurematch>



EU-Japan Business Cooperation Opportunities



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Golf, silverware**
Scottish company producing silverware for the golf market is looking for distributors.
Profile ID: BOUK20140617005



REQUEST FOR PARTNERS IN JAPAN
Sector: **Audiovisual, media**
Luxembourg company specialised in the filmmaking scene is looking for partners
Profile ID: BOLU20140811001



REQUEST FOR PARTNERS IN THE EU
Sector: **Health products**
Japanese manufacturer of foot-support product seeking distributors
Profile ID: BOJP20140812001



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Manufacturing**
Japanese micron-precision metal stamping company is offering its services
Profile ID: BOJP20130821001



REQUEST FOR PARTNERS IN JAPAN
Sector: **Automotive**
French SME developed a shock absorber for cars with a hydraulic bump stop is looking for partners.
Profile ID: TOFR20140526001



REQUEST FOR SUPPLIERS IN JAPAN
Sector: **Audiovisual, media**
Luxembourg producer of audiovisual programs aimed for young audiences is looking for partners
Profile ID: BOLU20140813004



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Tools**
Japanese manufacturer of bubble nozzles is seeking for a distributor
Profile ID: BOJP20130628003



REQUEST FOR DISTRIBUTORS IN THE EU
Sector: **Kitchenware, tableware**
Japanese wholesaler of Japanese traditional crafts is seeking a distributor
Profile ID: BOJP20130625001



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Audiovisual, media**
Luxembourg company, specialised in the production, distribution & sales of films is looking for distributors
Profile ID: BOLU20140813007



REQUEST FOR PARTNERS IN JAPAN
Sector: **Audiovisual, media**
Oscar winning Luxembourg company specialised in 3D animation programmes is looking for partners
Profile ID: BOLU20140813002



REQUEST FOR SUPPLIERS IN THE EU
Sector: **Audio equipment**
Japanese consumer electric appliance distributor is seeking high-end audio instruments
Profile ID: BOJP20130830001



REQUEST FOR PARTNERS IN JAPAN
Sector: **Medical services**
Luxembourg company provides international patient transportation with air ambulance aircraft services
Profile ID: BOLU20140813003



REQUEST FOR PARTNER IN JAPAN
Sector: **Biotech**
A Spanish biotech company offers an outstanding marine origin library
Profile ID: TOES20140828001



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Tobacco**
Luxembourg company specialised in tobacco and its derivatives is looking for a distributor
Profile ID: BRLU20140820001



REQUEST FOR PARTNERS IN JAPAN
Sector: **Audiovisual, media**
Luxembourg developer and producer of animation movies and TV shows is looking for partners
Profile ID: BOLU20140813006



REQUEST FOR PARTNERS IN JAPAN
Sector: **IT**
Luxembourg developer of gesture recognition technology is looking for partners
Profile ID: BOLU20140813005



REQUEST FOR PARTNERS IN JAPAN
Sector: **Telecommunication**
Luxembourg telecom operator offering datacenter, connectivity and managed services is looking for partners
Profile ID: BOLU20140813001



REQUEST FOR DISTRIBUTORS IN JAPAN
Sector: **Packaging**
French manufacturer of eco-friendly florist supplies looking for distributors
Profile ID: BOFR20140819003



REQUEST FOR PARTNERS IN JAPAN
Sector: **Biomedical**
Dutch SME that developed novel in-vitro human micro-tissue models is looking for partners
Profile ID: TONL20140922002



REQUEST FOR PARTNERS IN JAPAN
Sector: **Pharmaceutics**
A UK research organisation offers global synthetic and medicinal chemistry contract services
Profile ID: BOUK20140919001



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

Business Partnering at Seafood Expo Global 2015

21-22 April 2015, Brussels, Belgium

Seafood Expo Global / Seafood Processing Global is the largest seafood trade event in the world. The event attracts more than 25,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment and services. Attendees travel from over 145 countries to do business at the exposition. No other event in the world provides seafood professionals with direct access to qualified buyers and suppliers

from all over the globe representing all aspects of the seafood industry.

Hosted by Scottish Development International and managed by Enterprise Europe Network Scotland, the partnering event will give participants the opportunity to meet potential customers, suppliers or partners face-to-face to explore business opportunities through targeted meetings.

The EEN Partnering Event (<http://www.b2match.eu/seg2015>) is the perfect opportunity for businesses to expand market reach, source or further commercialise innovative process or technical solutions, find development partners or to underpin competitiveness in seafood related markets.



<http://een-japan.eu/ja/content/seafood-expo-global-2015>

TOSM & Smart Mobility Meetings

TOSM & Smart Mobility Meetings

12-13 November 2014, Torino, Italy

The 6th edition of Smart Mobility World will be focused on solutions for green vehicles (on road and rail) electric and hybrid pwt, range extended engines, fuel cells, energy efficiency solutions, autonomous driving, new materials, CO2 reduction, ergonomics, telematics and infotainment, smart city logistic. The event will be held with ITS – IT solutions for the Intelligent Transport System devoted to smart mobility, security and logistics, smart payments, data transmission related to traffic users, network security, car to car communication and fleet management, infomobility, geolocalisation etc.

Besides the opportunity to select the most interesting suppliers/partners, the purchasing and R&D managers can provide technical details about the services they wish to improve, the products sought, the problems they need to solve and the organising team will act to involve suitable suppliers/partners matching with their requirements.

More information on

<http://www.smartmobilityworld.net>

Belgian Companies at COSME Tokyo 2014

20-22 October 2014, Tokyo, Japan

Wallonia Export-Investment Agency (<http://www.wallonia.be/en>) participated for the first time in "COSME TOKYO 2014" International Cosmetic Trade Fair (<http://www.cosmetokyo.jp/en/>), and 3 Belgian cosmetic companies exhibited their excellent Belgian products, hoping for a lot of exchanges with Japanese distributors from various channels."

The exhibitors were Alanine Laboratory (<http://www.alanine.be/fr/>) and Libinvest (<http://www.libinvest.com>) from Wallonia, and Soprodal (<http://www.soprodal.com>) from Flanders.

More information on

<http://cosme2014.tems-system.com/exhiSearch/CT/eng/Details?id=9f7Jt-mZ7UBA%3D&type=8>

KCCIC's 95th Anniversary

Klaipeda Chamber of Commerce, Industry, and Crafts (KCCIC) is offering to help foreign companies to get in contact in order to establish and build trustful and successful business relationships with Lithuanian companies operating in Klaipeda and Taurage regions.



KCCIC is a non-governmental and a non-profit seeking organisation and is one of the five chambers of commerce in Lithuania. This year the organisation is celebrating its 95th anniversary. KCCIC consolidates more than 230 members among which are the biggest companies of the region and representatives of small and medium-sized businesses. The Chamber also represents the interests of entrepreneurs and business development objectives in the Klaipeda and Taurage counties. Promoting the export and development of small and medium-sized business, the Chamber takes part in various international projects and programs.

KCCIC has considerable experience working with regional and national organisations, public authorities, other national/regional business service providers, is actively embedded in the regional SME/innovation support environment providing services such as: information and practical advice on market opportunities, European legislation and policies relevant to a company or sector; Helping SMEs to find suitable business partners using its business and technology cooperation database, providing information on tender opportunities and international networking; Developing the research and innovation capacities of SMEs by helping to create synergies with other research actors, foster technological cooperation and holding brokerage events; Involving SMEs and business actors in the policy-making process, by transmitting feedback to the Commission and monitoring the implementation of EU policies in the field of competitiveness and innovation.

More information on

<http://www.kcci.lt/en>



The Promising Programme of Food Valley Expo

23 October 2014, Arnhem, The Netherlands

For innovators in agrifood the Food Valley Expo is the place to be. Business, research institutes and others active in the Dutch agro-food sector present the latest trends and developments in agro-food. Inspirational key note speakers give you a glimpse into the future. In several networking sessions you can come into contact with like-minded visitors. The organisation is now in full motion.

This annual event takes place at Congress Centre Papendal in Arnhem, the Netherlands, on the 23 October 2014. An integral part of the exhibition is the presentation of the Food Valley Award for the most innovative agrifood product, technology or concept.

More information on

<http://www.foodvalleyexpo.nl>

Seminar

Japan & Germany: Business Opportunities & Future Trends

31 October 2014, Dusseldorf, Germany

Industry 4.0 - the convergence of modern IT systems with physical industrial processes - has evolved into a complex theme that is driving paradigm change in manufacturing.

German based trade fairs are the platforms of choice for companies wanting to present future-defining themes, trends and innovations within the wider context of their worldwide peers. They are also the preferred forums for forging technology partnerships and managing customers relationships.

Registration deadline 23 October.

For more information contact:
andrea.busch@messe.de

Workshop on Earthquakes

6-8 October 2014, Rhodes, Greece

Mega Earthquakes and Tsunami in Subduction Zones: Forecasting Possibilities and Implications for Risk Assessment

At this international workshop earthquake and tsunami experts presented new research on the origins and the disastrous consequences of mega earthquakes and tsunami in subduction zones around the world. It also examined how new methods of predicting such mega events and the associated risk assessment can be established. Another subject area was communicating risks within communities. The island of Rhodes has been plagued by repeated earthquakes, and it is the tsunami test site for the European research project "Transfer" and a testing area for the current European research program on disaster readiness "Neartowarn".

More information on

<http://www.gein.noa.gr/metsz/index.html>

Job Offer

ROHM Semiconductor GmbH in Willich, Germany is looking for a European Design Centre and Quality Assurance Assistant. Start: 1st of December, 2014, limited for 1 year (parental leave substitution).

The position will be within the European Design Centre where the assistant will be responsible for facilitating the main activities of the department.

More information on

http://www.eu-japan.eu/sites/eu-japan.eu/files/job_offer_rohm_qa_assistant_sep2014.pdf

Spotted Publication

Japan's Energy Policy in a Post-3/11 World: Juggling Safety, Sustainability and Economics

IFRI has released a new report covering Japan's new energy policy, with an emphasis on how it has been affected by the 2011 Great East Japan Earthquake. This report examines the key problems currently facing Japan's electricity system, and proposes a list of wide-reaching reforms for Japan's energy sector, such as reduced reliance on nuclear energy via diversification of energy sources.

More information on

http://www.ifri.org/?page=detail-contribution&id=8243&id_provenance=88&provenance_context_id=2

Launch of Nikon Imaging Center

Last June in Italy, the Nikon Imaging Center was launched at the Istituto Italiano di Tecnologia (IIT).

The new centre for microscopy will be tasked with the development of a new generation of optical instruments with biomedical applications in the next 3 years. NIC@IIT stems from the collaboration between IIT and Nikon Instruments – world leader in the distribution of scientific equipment for diagnostics, research and measurement.

Source: IIT

More information on

<http://www.iit.it/en/news/news/2014-news/2465-launch-of-nikon-imaging-centeriit-the-new-top-center-for-optical-microscopy.html>

Spotted Magazine

"Shop & Travel in Belgium - Japanese edition" is a magazine designed to help tourists and expats get around, shop and discover Belgium and its regions. Designed as a magazine, "Shop & Travel in Belgium" also introduces the latest trends in fashion, jewels, watches and cosmetics. Look through Brussels' Shopping Guide to know where to get what. From Brussels to Liège, from Antwerp to Namur, the editors hope that readers enjoy each page of the magazine. Are you a foodie? Then don't miss the pages on Belgian chocolate and beers!



More information on

<http://www.shopandtravelinbelgium.com/japanese-edition>



DATE/LOCATION	DETAILS	CONTACTS
3 November 2014 Tokyo, Japan	TRADE MISSION Central Nervous System Trade Mission to Japan	UK Trade & Investment Japan http://www.exporttojapan.co.uk/event/cns-trade-mission-to-japan
10 November 2014 Tokyo, Japan	CONTEST EURAXESS Science Slam Japan 2014	EURAXESS http://ec.europa.eu/euraxess/index.cfm/links/events/japan/science_slam_bo
14 November 2014 Tokyo, Japan	AWARDS 2014 British Business Awards	British Chamber of Commerce in Japan https://www.bccjapan.com/events/2014/11/2014-british-business-awards
17 November 2014 Tokyo, Japan	SEMINAR Invest Tokyo Seminar 2014 - The charms of Tokyo market for the foreign companies and various supports & incentives -	Business Development Center Tokyo http://www.bdc-tokyo.org/en/news/pdf/seminar20141117.pdf
17-21 November 2014 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session II	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/WCM
26-30 January 2015 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Sectoral Mission: Nanotech Cluster & SMEs Mission Application deadline: 30 October 2014	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-Mission-2015
10 May - 5 June 2015 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: H RTP 51 Human Resources Training Programme - Japan Industry Insight Application deadline: 12 February 2015	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/H RTP
22 May 2015 Dublin, Ireland	CONFERENCE LEAN – Driving Competitiveness Conference	EU-Japan Centre for Industrial Cooperation, Enterprise Ireland, DJEI http://www.eu-japan.eu/lean-driving-competitiveness-conference

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

HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station bldg 4F
1-27-6 Shirokane, Minato-ku
Tokyo 108-0072, Japan
T +81 3 6408 0281
F +81 3 6408 0283

OFFICE IN THE EU

Rue Marie de Bourgogne 52
B-1000 Brussels, Belgium
T +32 2 282 00 40
F +32 2 282 00 45
office@eu-japan.eu

<http://www.eu-japan.eu>

The European Office of the EU-Japan Centre alone is responsible for the information contained in its communications or publications. Neither the European Commission nor the Government of Japan is responsible for any use that may be made of the information contained therein. Editor: J. Michelson