



## SME SMALL AND MEDIUM-SIZED ENTERPRISES

# UNLOCKING THE POTENTIAL OF SMEs

## FOR EU-JAPAN INDUSTRIAL COOPERATION IN THE GREEN AND DIGITAL TRANSITION

In Europe, there are 25 million SMEs, employing around 100 million people, and accounting for more than half of Europe's GDP. In Japan, there are 3.8 million SMEs, accounting for 99.7% of the total number of companies. In both Europe and Japan, SMEs are essential in sustaining the economy, and global markets are a potential important source of growth for them.

SMEs are in the heart of trade policies. Together with large multinationals, they are de facto on the front line for utilising the EPA. The priority for us at the EU-Japan Centre for Industrial Cooperation is making the EPA, as well as the SPA and Connectivity Partnership work for businesses, ensuring that they reap the maximum benefits from these agreements.

This SME dimension is pivotal for the Centre given the growing importance they have in exporting in terms of standard metrics but also in respect to several key indicators such as export competitiveness, digital intensity of their exports, greenhouse gas emissions and jobs supported. For example, according to a recent report<sup>1</sup>, the number of EU exporting SMEs has grown steadily over time. More than 700,000 EU27 enterprises sold goods outside of the EU. Out of all these enterprises, around 615,000 were SMEs. They exported goods worth €476 billion, which represented 28% of the total value of extra-EU exports.

The growing number in the EU and in Japan of young, tech-savvy SMEs can help more established industrial firms to adapt their business models and develop new form of work, business cooperation and innovation for the digital age. These SMEs are not only bringing innovative products and processes. They also are a good lever for improving the structure of our industrial ecosystems<sup>2</sup> encompassing all players operating in a value chain e.g. from start-ups to the largest companies, from academia to research, service providers to suppliers.

Finally, may I highlight and warmly welcome Mr. Yasuo Tanabe, the new Japan-side Managing Director of the EU-Japan Centre. I am convinced that his vast experience and proactiveness will bring much added value to our joint Centre. I invite you to read his article on page 2. Happy and honoured to work with you, Mr. Tanabe!

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

[1] [https://trade.ec.europa.eu/doclib/docs/2020/june/tradoc\\_158778.pdf](https://trade.ec.europa.eu/doclib/docs/2020/june/tradoc_158778.pdf)

[2] [https://ec.europa.eu/info/sites/info/files/communication-eu-industrial-strategy-march-2020\\_en.pdf](https://ec.europa.eu/info/sites/info/files/communication-eu-industrial-strategy-march-2020_en.pdf)



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

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。

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## MESSAGE FROM THE **NEW MANAGING DIRECTOR OF THE JAPAN SIDE OF THE EU-JAPAN CENTRE**

It is my great honour to work as Managing Director of the Japan side of the EU-Japan Centre for Industrial Cooperation with my friend Dr Philippe de Taxis du Pöet, Managing Director for the EU side and other colleagues. I am particularly happy to work for the Centre which is familiar to me, as I was overseeing the Centre as Director of Europe of the Ministry of Economy, Trade & Industry (METI) in the late 1990s.

I recognise the importance of EU-Japan relationship now more than ever through my nearly 30-year career as a government official and 10-year career as a corporate executive at Hitachi, during which I was engaged with Japan's international relations.

One of the recent epoch-making events for the EU and Japan is the EU-Japan Economic Partnership Agreement (EPA) (<https://ec.europa.eu/trade/policy/in-focus/eu-japan-economic-partnership-agreement>) and its entry into force last year. It is the largest of its kind, covering about 40% of the world trade. I have strong personal feelings about this EPA. The discussion about the EU-Japan EPA originally started when then Prime Minister Abe talked to then President Barroso of the European Commission in Brussels in 2007. I was at the Ministry of Foreign Affairs (MOFA), accompanying PM Abe and thereafter I had preparatory consultations with my counterpart at that time, Mr. Mauro Petriccione of DG Trade, for three years. Then, after moving to Hitachi, I have lobbied both Japanese and EU governments for the EU-Japan EPA from the private business perspective. Therefore, I was pleased to see the EPA concluded and enforced as someone being professionally involved with it from its beginning to the conclusion. Now I am committed to encouraging businesses on both sides to actively utilise this EPA with a view of strengthening trade and investment between EU and Japan further.

We have a strong channel for business dialogue between EU and Japan, which is the EU-Japan Business Round Table (BRT) (<https://www.eu-japan-brt.eu>). I have also strong feelings about this as "continuity is the father of success." The BRT is a unified framework for dialogue to produce joint policy recommendations to the leaders of the EU and Japanese governments at the highest level. Until the 1990s, there used to be two different channels of business dialogue between EU and Japan.

Also, at the Japanese government level, METI and MOFA had a tendency to pursue their own channels separately. I felt that those channels should be unified in order not to dilute the power of influence thus I had coordinated with many stakeholders of industries and governments on both sides. I vividly recall my conversations with Sir Count Davignon, then prominent European business leader. That is the origin of the current EU-Japan Business Round Table. The mechanism of BRT which includes a direct handover to the President of the European Commission and the Prime Minister of Japan of joint policy recommendations is very effective. The BRT is currently chaired by Mr. Sakuyama, Chairman of Mitsubishi Electric, on the Japanese side. He is also Chairman of the Board of Governors of the EU-Japan Centre. I am fully committed to furthering this very influential framework of dialogue.

As referred to in the EU-Japan Strategic Partnership Agreement (SPA) (<https://www.mofa.go.jp/files/000381944.pdf>), both EU and Japan have many common challenges, which would require EU Japan collaborations. I would like to point out two issues which the Centre needs to prioritise.

One is energy and environment, in particular, climate issues. I had been in charge of energy policy over the years and was a member of the Governing Board of the International Energy Agency. With growing climate crisis all over the world every year, it is an urgent task to accelerate the efforts of de-carbonisation of energy supply and use. I believe that collaboration between EU and Japan would be effective for many areas including research and development, promotion of renewable energies, carbon capture, usage and storage, and hydrogen.

The other priority is digital economy. We need to urge policy responses and business practices to incorporate digital technologies into economy and society in a positive manner. I have an experience of promoting an idea of "Society 5.0" as Japan's goal both for government and businesses when I was supporting Mr. Hiroaki Nakanishi, Chairman of Hitachi and KEIDANREN. The idea is to utilise digital technologies for progress of human society as a whole, rather than simply for strengthening industrial competitiveness implied in the "4th Industrial Revolution", which has common ground with the Sustainable Development Goals. I believe that the EU's "Digital Single Market" has similar objectives. The issues around digital technologies are wide, including regulatory reforms, trade rules, tax rules and even ethics. I believe both EU and Japan should tackle these challenges collaboratively both at public and private levels.

The Centre is the main platform of EU-Japan partnership with accumulated experiences in activities such as exchanges and development of human capitals, promotion of business activities including small and medium sized enterprises, science and technology cooperation, and information dissemination and policy recommendations in its 33 years of history.

I look forward to working with many colleagues and stakeholders to make the Centre fully functioning in those areas mentioned above.

Yasuo Tanabe



## EU-JAPAN ECONOMIC COOPERATION FOR CLIMATE

### ALIGNING CLIMATE, TRADE AND INDUSTRY THROUGH EU-JAPAN COOPERATION

Europe has the ambition to become the first climate-neutral continent by 2050. The EU Green Deal, the green recovery plan, or the recently announced reinforcement of the 2030 target for CO<sub>2</sub> emission reduction are all part of this agenda. The private sector also plays a key role. A study published earlier this year showed that 49 of the 100 most sustainable companies in the world are from Europe – while only 6 are Japanese.

If other countries follow the European lead, the world will be able to keep warming below 1.5 degrees. As the 3rd economy worldwide and a leader in the Asia-Pacific region, Japan is a strategic partner for the EU in the fight against climate change.

Many exchanges contributing to the low-carbon transition are already active between businesses from Europe and Japan. Offshore wind energy for instance sees industry leaders from both sides join forces for projects in Japan, Europe and other regions. Examples include Japanese companies MHI, Kyuden Mirai or Taisei working respectively with Vestas (Denmark), RWE Renewables (Germany) or Ideol (France). Economic cooperation and trade exchange beneficial for climate also reaches sectors beyond energy.

On the Japanese consumer goods market, Ikea, L'Oréal or Unilever demonstrate how European brands are rapidly transforming their production and distribution models towards sustainability.

In order to support and strengthen this dynamic, the EU-Japan Centre for Industrial Cooperation launches this October a one year cycle of seminars, webinars and conferences, with the financial support of the European Union's Foreign Policy Instrument.

These events, gathering climate action leaders from Europe and Japan, will cover topics such as the acceleration of renewable energy, the role of local governments in low-carbon transition, the emergence of clean hydrogen, and more.

A website highlighting success stories of climate cooperation between European and Japanese stakeholders will accompany these events.

Interested businesses and local governments are invited to contact the EU-Japan Centre for Industrial Cooperation for further information.

➔ <https://www.eu-japan.eu/eu-japan-cooperation-alignment-between-climate-trade-industry>

## NEW EU-JAPAN TECHNOLOGY TRANSFER INITIATIVE TO START FROM OCTOBER 2020

The EU-Japan Technology Transfer Helpdesk (the "Helpdesk"), one of the services of the EU-Japan Centre for Industrial Cooperation which aims at supporting EU and Japanese companies, organisations, and individuals to search for partners as well as to help better understand and facilitate tech transfer transactions, is launching a new initiative by collaborating with SHIGA International Patent Office ("Shiga") starting October 2020.

Shiga is one of the largest Japanese intellectual property firms covering a wide range of technical fields across various industries and well-versed in diverse IP practices of many countries. The Helpdesk and Shiga will work together on a new endeavour to facilitate partnerships among universities and startups/SMEs from the EU, and large corporates from Japan. The initiative aims at filling the gap between technology creators from the EU and technology developers based in Japan.

The programme will allow technology transfer managers, researchers, and entrepreneurs from the EU to pitch online in front of an audience of IP and R&D managers (based in Japan), to promote licensing and R&D collaboration opportunities between the EU and Japan. Technologies will be selected by the Helpdesk and Shiga and presented to the audience by geography, institution, or industry. Further details on how to participate in this initiative will be released in the following weeks on the websites below.



➔ <https://www.eu-jp-tthelpdesk.eu>

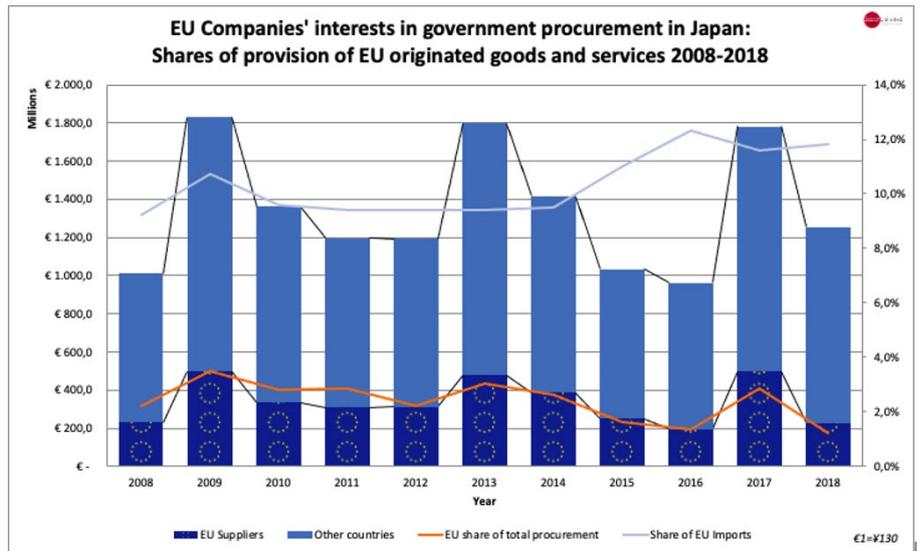
➔ <https://www.eu-japan.eu>

➔ <https://www.shigapatent.com>

# EUROPEAN COMPANY SHARES IN JAPAN'S GOVERNMENT PROCUREMENT MARKET DROP IN FINAL YEAR BEFORE CONCLUSION OF EPA – JAPANESE GOVERNMENT SURVEY

The latest edition of the Japanese government's publication on government procurement prepared by the Cabinet Office, shows that gains by European suppliers made in 2017 evaporated in 2018. The latest edition of "Japan's Government Procurement: Policy and Achievements Annual Report - Toward Government Procurement Open to the World", one of the few comprehensive reports on government procurement in Japan, shows that in terms of value, European suppliers were less successful in 2018.

In 2017, EU suppliers were awarded contracts worth close to €400 m, but this more than halved in 2018 to close to €140 m. Procurement of goods and services produced by EU suppliers (sold by distributors or agents) saw a decrease as well. The value dropped from close to €500 m down to approx. €280 m. On the other hand, growth in the number of contracts awarded to EU companies gives hope for some positive development in the future. Both the number of contracts awarded directly to EU-based suppliers (2017: 157; 2018: 180) and those for EU-produced goods and services saw a slight increase (2017: 346; 2018:366).

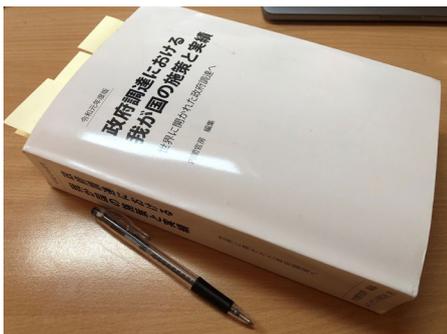


While not specific to EU suppliers, the figures presented in the report show Japanese central government organisations spent less on IT services, professional and scientific equipment, and IT hardware in 2018. It is likely that this will change in the coming years, as Japan's underinvestment in IT infrastructure has come to the fore by the challenges caused by COVID-19 and the current drive to improve IT infrastructure in Japanese educational institutions.

Going through the 1.100 odd pages report, which consists primarily of procurement records supplied by 139 central governmental organisations, the absence of foreign suppliers based outside of Japan is quite striking and suggests that a local presence in Japan still seems to be a prerequisite for enterprises to

secure a contract with the Japanese government. Instances where contracts are awarded to companies outside of Japan, concern mostly single tenders to procure unique products or services such as access to academic publications or financial services.

While the report has its limitations in terms of scope and coverage, as it only deals with a portion of the total of Japan government procurement, JTPP Helpdesk is eagerly awaiting next year's edition covering 2019 as it will be the first one to include government procurement under the EU-Japan EPA and provide an insight into the impact of the EPA on government procurement for EU businesses.



Interested in business opportunities for your company in the Japanese public procurement market? Get the latest tender information by subscribing to JTPP Helpdesk's free Weekly Tender Digest!

➔ <https://www.eu-japan.eu/government-procurement/news/weekly-tender-digest-mailing-list>

The Report (published April 2020) is currently only available in print at:

➔ [https://www.govbook.or.jp/book/detail.php?product\\_id=353071](https://www.govbook.or.jp/book/detail.php?product_id=353071)

## WILL NEW CABINET PROVIDE A “SUGA-RUSH” FOR JAPAN’S ONLINE PROCUREMENT INFRASTRUCTURE?

The newly elected PM Suga Yoshihide has made administrative reform a top priority for his new government, as a sluggish government response with regard to support measures for Japanese business to deal with the impact of the corona-virus, revealed severe shortcomings in the IT-infrastructure supporting day-to-day government activities. With the appointment of Digital minister and the appointment of one of the Abe-cabinet heavy-weights, Kono Taro as Administrative Reform Minister, the new government hopes to revive the momentum for administrative reform and digital transformation, ending practices where ministry official were forced to communicate by fax, as intra-government IT systems were unable to do so.

This new momentum might also be good news for companies active in the Japanese government procurement market, where working with large volumes of paper documents is still standard practice at many procurements and contracting offices. The corona pandemic has already led to a slight movement towards less face-to-face interaction in bidding procedures by Japanese government organisations, with more making tender details available online or via email. However, the lack of a proper IT infrastructure still leads some organisations to come up with creative interim solutions, such as asking prospective bidders to send self-addressed envelopes in order to send tender details by regular post. Therefore, the danger is that government entities will move back to their time honed practices, once the corona-impact has subsided. Still, in recent months, new projects and legal proceedings have started to enable submission of digitally signed documents and bidding documents, which could make participation by overseas suppliers less cumbersome.

The Centre’s Japan Tax and Public Procurement (JTTP) Helpdesk is currently conducting an investigation into the Japanese government entities added by the EPA to get a better insight into their practices with regard to paper-flows of procurement related information. Initial findings suggest that with many, there still seems to be the insistence that bidders must visit their offices to submit documents in person, often making participation by EU suppliers not present nearby difficult.

JTTP Helpdesk hopes that the PM Suga’s drive will also help alleviate the administrative burden for overseas suppliers to Japanese government organisations and that the new enthusiasm to invest in government IT-infrastructure will create new business opportunities for EU businesses that have supported the development of e-government in their countries as well.

JTTP Helpdesk’s Weekly Tender Digest service also includes contracts for the development of government IT and is free for companies headquartered in EU Member States and COSME\* affiliated countries. To sign up, please visit:

➔ <https://www.eu-japan.eu/government-procurement/news/weekly-tender-digest-mailing-list>

## “STEP IN JAPAN”: YOUR FREE OFFICE SPACE IN TOKYO AND MORE!

Are you an EU or COSME\* SME planning to go to Japan as soon as borders re-open? Then you may be interested in this opportunity: the EU-Japan Centre offers FREE logistical support and business assistance at our Tokyo office for up to one month.

Services on offer:

- office facilities in Tokyo on the Centre’s premises, including an internet connection and a telephone;
- full access to meeting and seminar facilities on the Centre’s premises;
- free access to sector-specific reports and webinars and a thorough intercultural crash-course;
- assistance in using the Enterprise Europe Network (EEN) service while in Japan;
- a helpdesk for all information inquiries about business in Japan.

Any SME wishing to benefit from this support, should contact: [StepInJapan@eu-japan.gr.jp](mailto:StepInJapan@eu-japan.gr.jp)

➔ <http://www.eu-japan.eu/logistical-support-step-japan>

➔ <https://ec.europa.eu/docsroom/documents/39579>



**STEP IN JAPAN**

FREE support for EU businesses (SMEs) entering into or expanding within Japan.

**Free Hot Desk in Tokyo:**  
(up to 30 days)

- Free Office, Internet & Telephone
- Free Full Access to the Centre’s Meeting and Seminar Facilities
- Free Helpdesk for Japan-related questions
- Free Assistance with the Enterprise Europe Network in Japan

## INTERACTIVE ONLINE WORLD CLASS MANUFACTURING TRAINING IN NOVEMBER 2020

Due to the current sanitary situation, the EU-Japan Centre for Industrial Cooperation will organise an interactive and real-time online version of its 2020 World Class Manufacturing Training programme. 20 European companies have been selected to attend this first virtual edition of this famous programme that started in 1992. The 46th WCM edition will take place from Monday 16 to Friday 20 November 2020.

### SOME WORDS FROM WCM 2019 PARTICIPANTS

*"I found the WCM Mission to Japan excellent. It far exceeded what I was hoping for. All lectures were very interesting and to the point. It was great to be able to take the learnings from the lectures and then physically go to factories and see these lean tools used very successfully on a day-to-day basis. It shows that they do work, but you need a buy-in from everyone in the company. To put it all into context, it was great to learn about and experience the Japanese culture first-hand.*

*One of the main things I will be taking back to my company is lean leadership. How important it is to set an example. Go walk the floor. Go see the issues. How important feedback and suggestions from the operator is. "No Blame - No Shame".*

By **DONAL GALLIGAN**, Operations Manager,  
Takumi Precision Engineering ➔ [www.takumiprecision.com](http://www.takumiprecision.com).

*"The acquired knowledge will help me to continue implementation of various Lean tools in the organisation I work for. One of the most important learnings for me was about setting proper and motivating environment, in order to motivate people (e.g. pulling the rope instead of pushing it). Company visits were a very useful part of the mission as well. It is always great to see how different companies are coping with their challenges. Another great part of the mission was a chance to participate in the Standard Work /Kaizen Hands-on training."*

By **GIRTS PUTNINS**, Group Fleet Manager, Ramirent Baltic AS ➔ [www.ramirent.lv](http://www.ramirent.lv).



Participants during the WCM training programme 2019 in Nagoya

## RECRUITMENT OF HOST COMPANIES FOR "VULCANUS IN JAPAN" 2021-22 PROGRAMME

"Vulcanus in Japan" is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre. Every year, about 30 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following intensive 4 months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, ICT, GNSS, Chemistry, Biotechnology and Life Sciences, Architecture, etc. The 2021-2022 Vulcanus programme will start from September 2021 with intensive Japanese language classes, and industrial internship from January to August 2022.

Companies based in Japan interested in hosting Vulcanus interns may contact the Vulcanus in Japan team at the EU-Japan Centre in Tokyo:

E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp), Phone: +81-(0)3- 6408-0281.

Application deadline: 14 December 2020.

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

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>

## ルカヌス・イン・ジャパン2021-2022プログラム 受入れ企業様募集のお知らせ

ヴルカヌス・イン・ジャパンは、日欧産業協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における1年間の企業研修プログラムです。実施期間は毎年9月から翌年8月末、4ヶ月間の語学研修・セミナーと8ヶ月間の企業インターンシップから成り立っています。現在、当センターでは2021年度プログラム（企業研修期間は2022年1月～8月）への参加企業様を募集しております。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページよりご覧になれます。ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げます。

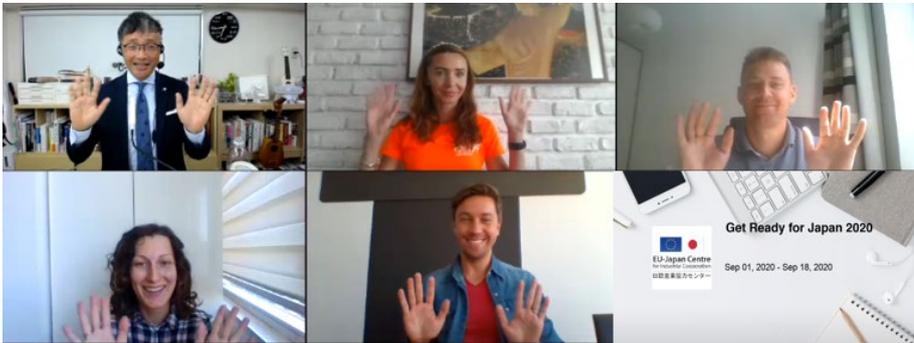
ヴルカヌス・イン・ジャパンプログラム担当  
メール: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp),  
電話番号: +81-(0)3-6408-0281  
申込み締切日: 2020年12月14日

➔ <http://www.eu-japan.eu/ja/events/host-european-trainee-japan>



## FIRST VIRTUAL EDITION “GET READY FOR JAPAN” MANAGERIAL TRAINING PROGRAMME!

Challenged by the COVID-19 pandemic, the EU-Japan Centre launched the first virtual edition of its “Get Ready for Japan” programme in September 2020.



Nine pre-selected European companies have accepted to turn their 2-week GRFJ Programme (that should normally have taken place last May in Japan) to a 3-week virtual and interactive training fully supported and managed by the EU-Japan Centre for Industrial Cooperation. Every day, participants were invited to join the GRFJ platform via their mobile phone or laptop, in order to attend a 4-hour live-stream session.

The 9 participants from Bulgaria, Germany, Italy, Hungary, Estonia, Lithuania and Slovakia have completed the programme held on 1-18 September 2020. During the programme, 9 lectures on Japanese culture, economy and marketing in Japan, 2 regional seminars, online visit to Marubeni Corporation, and a 2-day joint seminar were organised.

Throughout the regional seminars, the participants learned about the unique support systems for both domestic and foreign companies provided by Tokyo Ota City and Osaka, as well as updates on their new projects.

The 2-day joint seminar on cultural foundations of European and Japanese companies and cross-cultural business communication was lectured by Prof. Parissa Haghirian.

Additionally, this year, previous EU participants of our training programmes as well as Japanese companies' representatives using Enterprise Europe Network – Japan support (<https://www.een-japan.eu>) were invited to attend the seminar. Around 40 participants in total have participated in the seminar, and this led to fruitful networking sessions between participants. The programme also offered the opportunity for some participants to do business with Japanese companies throughout tailored individual company meetings (ICM) with the support of the Enterprise Europe Network team. 15 meetings were successfully conducted during the mission.

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



Gabor Ivanacz

I would really suggest professional companies to enter this program. The informations we hear and study about gives us a hand to accomplish our plans and start exporting our products to Japan. All our questions are always answered. I am happy I can keep the slides and I can refresh my memories any time. It is a very good program.

From **GABOR IVANACZ**, Managing Director, Venison Gusto LTD ➔ <http://www.venisongusto.com>



Ina Abadjieva

The program meets my expectations. I am learning a lot and I have successfully started 2 new business communications with the help of GRFJ team.

From **INA ABAJDIEVA**, Managing Partner, RIM GROUP CO ltd. ➔ <https://roseysmark.com>



Nia Yotova

It is meeting my expectations in terms of the relevance and the wide spectre of knowledge your seminars cover. I also very highly appreciate the ICMs that you staff is trying to set for us. Of course, I wish it was face to face, but given the pandemic circumstances, I think this is the best solution.

From **NIA YOTOVA**, Head of Business Development, ZenArt VR ➔ <http://www.zenartvr.com>

## SUCCESS STORY OF A SPANISH SME IN JAPAN - ACEITUNAS LOSADA



By ELENA RANDO LAHOZ, Export Manager, Aceitunas Losada S.L., [www.aceitunaslosada.com](http://www.aceitunaslosada.com) Participant in "Get Ready for Japan" 2019 training programme.

*"The Programme "Get Ready for Japan" was our opportunity to keep working after Foodex 2019, following up our contacts and getting a greater approach to the market. Our achieved goals during the programme were a better understanding of the Japanese culture and key rules whilst doing business, a deeper knowledge of the market, market access challenges, as well in a direct market research, and of course new commercial contacts. It was a valuable experience, and we would remark the importance of two weeks staying in Japan and sharing our time with the EU staff, Japanese managers, teachers and of course participants, that has given us a real and alive experiences that contribute to assimilate the lectures during the programme.*

*The preparation of the programme by staff and support during our stay has been excellent. Now my responsibility is to inform my company, to transmit and convince my colleagues about my findings during the programme. New lead times and business philosophy must be explained and integrated in our company on all the responsibility levels, as a new way to work. After the programme Aceitunas Losada started its export business with a Japanese company. Although our relation is still incipient, the feedback of our products is pretty good, the sales staff's opinions are quite positive in regards with quality, appropriate size for gift packs and Losada branding image. Our feedback about taste is fantastic, and our long shelf-life quite appreciated, so mostly positive reactions. The Covid context did not allow us a new approach through Foodex 2020, but we are confident about contacts made during the programme and we will keep working thinking to 2021."*



## REGIONAL ONLINE WORKSHOP ABOUT THE EU-JAPAN EPA & OPPORTUNITIES FOR AGROFOOD SECTOR IN CATALONIA

In its ongoing efforts to help European SMEs to access the Japanese market, the EU-Japan Centre is co-organising "Export Support" workshops (online and offline) in cooperation with the EU member organisations of Enterprise Europe Network (EEN) (<https://een.ec.europa.eu>). These workshops, currently hold online due to COVID-19, include insights on import and export procedures for local companies, opportunities offered by the EU-Japan Economic Partnership Agreement (EPA) and tips on Japanese business culture.

On 17 September, the EU-Japan Centre and their experts, Ms Chieko Nakabayashi and Mr Yvan Van Eesbeek, spoke to Catalan SMEs from the Agro-food sector about the access to the Japanese market. The event was organised by the EU-Japan Center together with General Council of Chamber of Commerce of Catalonia and ACCIO-Catalonia Trade & Investment; CATCIM partners of Enterprise Europe Network. More than 170 local businesses' representatives expressed an interest in the online seminar and as a result, gained a lot of new information, business contacts, and helpful facts about the Japanese agri-food market.

After introductory remarks by the organisers, the EU-Japan Centre's expert, Ms Nakabayashi, who previously worked for the Food and Agriculture organisation of the United Nations (FAO), gave an overview of opportunities and export procedures for agri-food EU companies. Furthermore, Mr Van Eesbeek consultant on EPA-related matters, spoke about Tariff Rate Quotas in the EU-Japan EPA context. Companies participating in the session, had the opportunity to ask experts about the actual tariffs of their product and the tariff liberation of the product through the years, an important issue when assessing the costs and opportunities of the markets.

Many of the attendees confirmed that the seminar has brought new insights, especially, regarding tariff information as well as confirmation that it requires patience to establish strong and trustworthy business relationships with Japan. In addition, a common space was created where Catalan companies with the same interests could meet and share knowledge and experience about Japan. During the session, SMEs had the access to a private chat and could discuss possible cooperation opportunities in the future. Thanks to the experts and the EU-Japan Center, Catalan SMEs are now more confident in their approach and trials to expand into the Japanese market.

Source: ACCIO-Catalonia Trade & Investment

➔ <https://www.eu-japan.eu/events/export-support-webinar-food-sector-barcelona-spain>

➔ <https://www.eu-japan.eu/export-support-workshops>

## NEW ONLINE TRAINING SERIES ON EXPORT TO JAPAN: WHAT YOU SHOULD KNOW



### EXPORT TO JAPAN WHAT YOU SHOULD KNOW

Under the EU-Japan Economic Partnership Agreement (EPA), the EU exports to Japan are outperforming the growth of the past years. There are various EU products and services which enjoy trade benefits from the Agreement. Yet, access to the Japanese market is still perceived as difficult by EU exporters because of culture, language, trade and other barriers.

This is the reason why the EU-Japan Centre organises, in cooperation with Professor Chieko NAKABAYASHI, online training series to present in a practical manner all what EU companies should know when exporting to Japan.

Each session lasts 30 minutes and covers a topic related to business rules, regulations, standards, various conformance assessments and practices, and is concluded with a Q&A.

The sessions are complimentary to a report published by the EU-Japan Centre; and aim to extend benefits from EU-Japan free trade as widely as possible to EU exporters in all sizes alike.

STARTED IN SEPTEMBER, THE ONLINE TRAININGS COVER THE FOLLOWING TOPICS:

1. Before, During and After Custom Clearance at Japan Customs  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-5-technical-regulations-motor-vehicles>
2. Quarantines for Animal and Plant Protection, and Sanitary and Phytosanitary Clearances (SPS)
3. Requirements for Labelling on EU Food Products and Household Goods
4. Japan Industrial Standard (JIS), Preferential Rules of Origin (RoO), and Intellectual Property Right (IPR) – Geographical Indicators (GIs) and other IPRs
5. Technical Regulations – Motor Vehicles – 21 Oct. 2020  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-5-technical-regulations-motor-vehicles>
6. Technical Regulations – Medical Devices – 28 Oct. 2020  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-6-technical-regulations-medical-devices>
7. Technical Regulations – Pharmaceuticals – 4 Nov. 2020  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-7-technical-regulations---pharmaceuticals>
8. Technical Regulations - Textiles Labelling – 18 Nov. 2020  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-8-technical-regulations---textiles-labelling>
9. Technical Regulations - "Quasi Drugs" – 20 Jan. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-9-technical-regulations---quasi-drugs>
10. Technical Regulations – Beer – 27 Jan. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-10-technical-regulations---beer>
11. EU Advantages – Agriculture and Food Products: Pork & Dairy – 3 Feb. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-11-eu-advantages---agriculture-and-food-products-pork-dairy>
12. EU Advantages – Textiles – 10 Feb. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-12-eu-advantages---textiles>
13. EU Advantages – Footwear & Leather – 17 Feb. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-13-eu-advantages---footwear-leather>
14. Setting up a Business in Japan – Representative Office, Branch Office, Subsidiary Companies – 24 Feb. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-14-setting-up-a-business-in-japan---representative-office-branch-office-subsiary-companies>
15. Markets, Distribution System and Sales Channels for B2B and B2C – 3 Mar. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-15-markets-distribution-system-and-sales-channels-for-b2b-and-b2c>
16. Trade Shows and Due Diligence - Finding Business Partners – 10 Mar. 2021  
<https://www.eubusinessinjapan.eu/library/event/export-to-japan-16-trade-shows-and-due-diligence---finding-business-partners>

For more information: ➡ <https://www.eu-japan.eu/export-japan-what-you-should-know-online-training-series>

## RELATED GUIDE

In addition, and complimentary to the online training series, the EU-Japan Centre has released a guide: “2020 Guide Exporting to Japan: What You Should Know”

Since its entry into force in February 2019, the EU-Japan Economic Partnership Agreement (EPA) has resulted in a significant increase of trade in goods and services between the EU and Japan. The Agreement gradually removes most customs duties. It also addresses several long-standing non-tariff barriers and simplifies procedures for trade. There are various EU products and services which potentially enjoy more trade benefits from the Agreement, but yet many EU exporters, particularly small and medium-sized enterprises (SMEs) perceive that it is difficult to export to Japan because of unfamiliar trade and business practices. This Guide presents in practical terms (for key sectors) the most important things that EU companies should know when exporting to Japan so that the benefits of free trade can become more widely available to EU exporters in the second year of the Agreement.

➡ <https://www.eubusinessinjapan.eu/library/publication/report-2020-guide-exporting-to-japan-what-you-should-know>

## NEXT EPA WEBINAR & NEW EPA FACTSHEETS

### NEXT EPA WEBINAR

This webinar is part of a series of webinars by the EU-Japan EPA Helpdesk. Each webinar will address a different topic or sector and will look at the changes the EU-Japan Economic Partnership Agreement will make and the opportunities it will create.

- **EPA Helpdesk Webinar 27: Rules of Origin**

17 November 20 - 10:30 - 11:30 CET

Even if you already export to some FTA-countries, you will need specific information if you intend to have trade with Japan as the EU-Japan EPA is very different from the other trade agreements concluded by the EU.

<https://www.eu-japan.eu/events/epa-helpdesk-webinar-27-rules-of-origin>

### PAST EPA WEBINARS RECORDINGS

- **EPA Helpdesk Webinar 24: Services & Insurance**

<https://www.eu-japan.eu/events/epa-helpdesk-webinar-24-services-insurances>

- **EPA Helpdesk Webinar 25: Rules of Origin**

<https://www.eu-japan.eu/events/epa-helpdesk-webinar-25-rules-of-origin>

- **EPA Helpdesk Webinar 26: Telecom**

<https://www.eu-japan.eu/events/epa-helpdesk-webinar-26-telecom>

More information on the EPA Helpdesk: ➔ <https://www.eu-japan.eu/epa-helpdesk>

### NEW EPA FACTSHEETS

These factsheets, which are written by external experts, provide insights to exporters on specific chapters mentioned in the EU-Japan Agreement for an Economic Partnership.

- **EPA & Insurances**

These factsheets take a close look at Japan's Insurance market and provides comprehensive information on the regulatory landscape by subsectors.

1. **Life** <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-insurances-life>
2. **Non-Life** <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-insurances-non-life>
3. **Reinsurance** <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-insurances-reinsurance>
4. **Postal** <https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-insurances-postal>

- **EPA & Telecommunications**

Sub-section 4 of Chapter 8 of the EU-Japan EPA sets out the principles for regulatory framework for provision of telecommunication services.

<https://www.eubusinessinjapan.eu/library/publication/factsheet-epa-telecommunication>



## “ABOUT JAPAN” WEBINARS AND REPORTS

### NEXT WEBINARS

- **Webinar 159: Artificial Intelligence in the Educational Sector**

20 October 2020, 10:30 - 11:30 AM CET

This webinar is targeted at EU companies seeking to participate in Japan's AI transformation.

<https://www.eubusinessinjapan.eu/library/event/webinar-159-ai-in-the-educational-sector>

- **Webinar 160: COVID-19 and E-Commerce: Market Trends, Challenges, and Opportunities in Japan (A View from Rakuten)**

27 October 2020, 09:30- 10:30 AM CET

This webinar is targeted at EU companies wishing to explore or develop their e-commerce market entry or expansion in Japan.

<https://www.eubusinessinjapan.eu/library/event/webinar-160-covid-19-and-e-commerce-market-trends-challenges-and-opportunities-in-japan-a-view-from-rakuten>

### RECORDINGS OF PAST WEBINARS

- **Webinar 157: Electronics Sector in Japan**

<https://www.eubusinessinjapan.eu/library/event/webinar-157-electronics-sector-in-japan>

- **Webinar 158: Opportunities for EU Companies in Japan Organic Food and Beverage Market**

<https://www.eubusinessinjapan.eu/library/event/webinar-158-opportunities-for-eu-companies-in-japan-organic-food-and-beverage-market>

More events available on:

➔ <https://www.eubusinessinjapan.eu/events>

### LATEST REPORTS RELEASED

New reports have been published by the Centre. They focus on the Japanese meat market and the electronics sector, give insights on possible financing opportunities for EU SMEs internationalisation in Japan, provide a guide for exporting to Japan in 2020, and much more.

- **The Japanese Meat Market**

<https://www.eubusinessinjapan.eu/library/publication/report-the-japanese-meat-market>

- **Financing Opportunities for EU SMEs' Internationalisation in Japan**

<https://www.eubusinessinjapan.eu/library/publication/report-financing-opportunities-for-eu-smes-internationalisation-in-japan>

- **Japanese Electronics Sector**

<https://www.eubusinessinjapan.eu/library/publication/report-japanese-electronic-sector>

- **Japan Organic Food and Beverage Market**

<https://www.eubusinessinjapan.eu/library/publication/report-opportunities-for-eu-companies-in-japan%E2%80%99s-organic-food-beverage-market>

More reports available on:

➔ <https://www.eubusinessinjapan.eu/library/publications>



CENTRE'S SURVEY

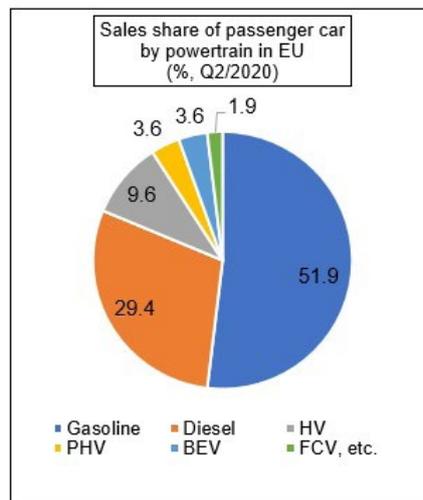
THE EU CHANGES JAPAN'S ELECTRIC VEHICLE MARKET?

According to the European Automobile Manufacturers Association (ACEA), the number of registered Electric Vehicle (EV) in the EU passenger car market of the second quarter of 2020 increased by 53.3% year-on-year to 129,344 units, and the share in the entire passenger car market expanded significantly from 2.4% to 7.2%.

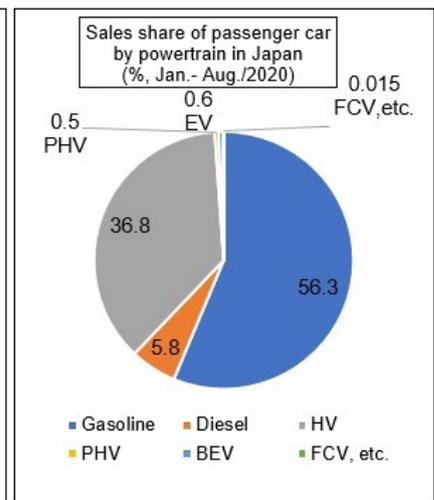
ACEA estimates that new car sales will decrease by about 25% in 2020, but with regards to EV, the further growth can be expected, mainly because the subsidies for EV purchases, such as in Germany and France as an economic recovery measure from COVID-19, boost sales and the new EV models will be released by VW Germany, Renault France, Tesla the US, etc. in the EU market.

What is interesting is that the concept of EV is gradually changing not only in the EU, but also in the world. EV are classified into HV, PHV, BEV and FCV (see each definition above mentioned), but there was a tendency that HV, which are the mainstream in Japan, are not recognised as EV, because they are basically gasoline-powered vehicles. However, when CAFE (Corporate Average Fuel Efficiency) regulations began to be introduced around the world, HV began to attract attention and major manufacturers began to adopt them, because which can easily reduce CO2 with less cost than BEV. Moreover, the mild HV is at the center, in which the electric motor operates only at the time of starting and braking, avoiding the full HV with a complicated software design. However, HV can contribute to CO2 reductions more than ICE, and it is not bad to increase this in terms of environmental consideration.

On the other hand, looking at the Japanese market, Japan Automobile Dealers Association (JADA) announced that passenger car sales in Japan from January to August decreased by 20% year-on-year, which is still far from the market recovery, and there is no significant change in the sales ratio of EV. As you can see in the graphs below, the sales ratio of HV in Japan is 36.8%, which is high compared to the EU's 9.6%, and in a sense, it can be said that the electrification rate is the highest in the world. However, the share of BEV is only 0.6% of the total and less than the EU's 3.6%.



Data source: ACEA



Data source: JADA

In Japan, BEV is not widespread because of concerns about cruising range, long charging time, high vehicle prices and other issues. Additionally, there is no big motivation for consumers to buy BEV because of their strong satisfaction with HV. On the other hand, vehicle manufacture side is aiming to switch to FCV without going through BEV. Currently, only two models of FCV passenger cars are sold in Japan, but expectations are high for hydrogen energy vehicles with zero emission that do not require charging. Of course, it will take time for this to spread, so there is a view that Japan has to shift to BEV as a transition period to FCV.

By the way, the share of imported cars in the Japanese passenger car market is about 15% (300,000 units), and most of them are from the EU. But in the total import, the ratio of EV as a total of HV, PHV and BHV (January to August), is only 8% (Note: US Tesla does not announce the import record). However, considering the rapid spread of EV especially BEV in the EU, the expansion of EV imports from the EU to Japan is expected in the future. It is highly possible that the EU will significantly change the Japanese BEV market.

(Reference: Definition of powertrain)

- HV: Hybrid Vehicle (Electric Motor + Gasoline or Diesel Engine)
- PHV: Plug-in Hybrid Vehicle (Electric Motor by External Charging Battery + Gasoline Engine)
- BEV (EV): Battery Electric Vehicle (Electric Motor by External Charging Battery)
- FCV: Fuel Cell Vehicle (Electric Motor by Fuel Cell)
- ICE: Internal Combustion Engine such as Gasoline & Diesel Engine

## NEW EU-JAPAN BASA - **BILATERAL AIR AGREEMENT**

The European Commission and Japan signed on the 22 June an agreement on civil aviation safety, which will further boost the EU's already strong cooperation with Japan and reinforce the competitiveness of the EU's aviation industry.

One and a half years after the EU and Japan's Economic Partnership Agreement entered into force and the implementation of the Strategic Partnership Agreement started, today's signature shows the mutual trust and commitment to deepen our strategic partnership. Common rules will facilitate cooperation of European and Japanese companies and decrease the administrative burden for authorities, creating better opportunities for investment and strengthening economic prosperity and growth. This bilateral civil aviation safety agreement (BASA) will support EU manufacturers of aeronautical products to increase their trade and market share in the Japanese market. It will therefore play an important role in the recovery of the sector from the current crisis.

Both the European Union and Japan will now proceed with their respective internal procedures to conclude the agreement. Pending its entry into force, the agreement will be provisionally applied from signature.



Source: European Commission

➔ [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_20\\_1127](https://ec.europa.eu/commission/presscorner/detail/en/ip_20_1127)

## EU-JAPAN WEBINAR SERIES ON COVID-19

Support Facility for the Implementation of the EU-Japan Strategic Partnership Agreement (SPA)

Webinars Past webinars Contact Us EN



From June to October, the Delegation of the European Union to Japan organised a series of webinars on COVID-19; a total of 9 webinars were held to inform and exchange views about the EU and Japan responses to COVID-19 as well as to provide ideas for enhancing EU-Japan cooperation in this new context. The webinars have been recorded and are available for viewing on the website below:

➔ <https://www.eujapanspa.jp/past-webinars>  
➔ <https://www.eujapanspa.jp/>

## ITER CEREMONY MARKS START OF THE ASSEMBLY PHASE

A ceremony to celebrate the official beginning of ITER's assembly has been held on the 28 July, co-hosted by the President of the Republic of France, Emmanuel Macron and ITER's Director-General, Bernard Bigot.

In addition to a number of recorded messages from senior political figures from the participating countries, EU Commissioner for Energy Kadri Simson gave a speech by video to the attendees gathered in person at the ITER site in Cadarache (France) and via livestream.

Given the ongoing restrictions related to the coronavirus crisis, the ITER Organisation chose to mark the occasion with a hybrid celebration, with representatives from all of the ITER Members attending either in-person or virtually.

The event first consisted of a tour of the ITER worksite, livestreamed for all attendees, followed by the formal ceremony. President Macron and the Director-General



Bigot made introductory speeches and talked about the upcoming assembly phase before conducting a global tour, with remarks from Ministerial-level representatives from the EU, the US, Japan, China, Russia, Korea, India, and Germany.

Source: European Commission

➔ [https://ec.europa.eu/info/news/iter-ceremony-marks-start-assembly-phase-2020-jul-28\\_en](https://ec.europa.eu/info/news/iter-ceremony-marks-start-assembly-phase-2020-jul-28_en)



## TRANSITION TO 100% RENEWABLE ENERGY AT THE NEW YOKOHAMA CITY HALL BUILDING

The City of Yokohama drew up the “Yokohama City Strategy on the Use of Renewable Energy” in May 2020 in order to outline in detail its vision for a “Zero Carbon Yokohama” in 2050.

Amidst these circumstances, the City intends to halve energy consumption in the city and replace energy sources with renewable energy to achieve its goals for a “Zero Carbon Yokohama.” Through an IUC project funded by the EU, Yokohama has utilized insight gained from the City of Frankfurt am Main to develop a model which is one of the major accomplishments of the IUC project. To this end, Yokohama City Hall has led by example in proposing that all energy consumption within City-owned facilities be replaced with renewable energy by 2050, with government offices and ward offices fully converting to renewable energy as part of the first step toward achieving this goal.

In FY2020, the new Yokohama City Hall building exhibits the highest level of energy saving performance, and promotes the local production and consumption of renewable energy through the total use of renewable energy by relying on renewable energy produced by incineration plants in Yokohama, and energy generated by solar panels on homes in Yokohama following the end of the national government’s Feed-in Tariff (FIT) scheme.

➡ <https://www.city.yokohama.lg.jp/lang/overseas/climatechange/news/cityhallre100.html>

## JETRO’S VIDEOS SERIE: “WITH AND BEYOND COVID-19: BUSINESS OPPORTUNITIES IN JAPAN”

In Japan amid the pandemic, while there have been concerns of COVID-19’s impact on the economy, there have also been a surge of new businesses and services due to the growing demand for remote work systems, telehealth, and online education.

With the aim of showcasing the current situation and changes of the Japanese society, and the potential of the Japanese market with and after COVID-19, JETRO has launched a promotion video series called “With and Beyond COVID-19: Business Opportunities in Japan.”

Three episodes have been released so far:

1. Work Style Changes in Japan ➡ <https://www.jetro.go.jp/en/invest/newsroom/2020/20c486006bc221.html>
2. Accelerating Digitalization of Medical Care in Japan ➡ <https://www.jetro.go.jp/en/invest/newsroom/2020/1f5e27c567ba350b.html>
3. Innovation Ecosystem Leading the Way in Japan ➡ <https://www.jetro.go.jp/en/invest/newsroom/2020/3e0f1d8bb0382c3.html>

Source: Japan External Trade Organization

## SPOTTED PUBLICATION

The monthly magazine “Highlighting Japan” is published by the Japanese Government to help readers better understand Japan today.

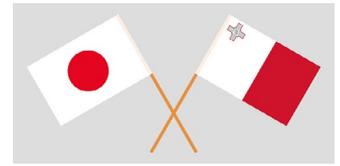
Latest issues’ topics: July - ‘Icons of Tokyo’: What makes Tokyo what it is? Architecture, entertainment, fashion, food...; August - MOTTAINAI: Creating a Sound Material-Cycle Society; September: Fabulous fabrics.

Source: Cabinet Office, Government of Japan

➡ <http://www.gov-online.go.jp/eng/publicity/book/hlj/index.html>

## MALTA OPENS DIPLOMATIC MISSION IN TOKYO AND APPOINTS RESIDENT AMBASSADOR TO JAPAN

In September 2020 Malta opened its Diplomatic Mission in Tokyo following the arrival of His Excellency André Spiteri, Malta's first resident Ambassador to Japan. Having a presence in the third largest economy of the world is of vital importance for Malta, not only from a trade perspective, but also from a political, cultural and people-to-people aspect as well. Japan is one of Malta's largest trading partners and export destinations.



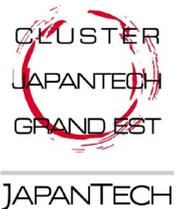
This is the culmination of strong bilateral relations between Malta and Japan, particularly following the visit of Prime Minister Abe to Malta in 2017 and the visit of Prime Minister Muscat to Japan in 2018 with a sizeable trade mission led by Trade Malta. This was followed by various political and economic exchanges, particularly the establishment of a Maltese-Japanese Parliamentary Friendship Group and the visit of the President of the Republic of Malta, H.E Dr. George W. Vella to Japan in 2019 for the Enthronement Ceremony of the Emperor of Japan.

The opening of the Maltese Embassy in Tokyo marks the completion of all EU Member States' presence in Japan. The Embassy will not only promote trade links between Malta and Japan, but will also work closely with the EU Delegation and other Member States in Japan to further create more visibility and awareness of the EU in Japan. The Embassy will also assist Japanese businesses to acquire more information about doing business in Malta and to further create commercial links with the smallest EU Member State.

➔ [https://foreignandeu.gov.mt/en/Embassies/ME\\_Tokyo/Pages/ME\\_Tokyo.aspx](https://foreignandeu.gov.mt/en/Embassies/ME_Tokyo/Pages/ME_Tokyo.aspx)

## CREATION OF THE "CLUSTER JAPANTECH GRAND EST" IN FRANCE

On August 28th, CEEJA (European Center for Japanese Studies in Alsace) launched "Cluster JapanTech Grand Est". This is a new cluster focused on Japanese innovation and supported by the Grand Est Region.



"Cluster JapanTech Grand Est" regroups around 40 Japanese companies, including SME's and startups. On Friday 4 September, the cluster signed a protocol agreement with JETRO Paris (Japan External Trade Organization) in Châlons-en-Champagne. This is the first agreement signed by JETRO in France with a regional dimension.

This agreement signed jointly by Susumu Kataoka, Managing Director of JETRO Paris, and Olivier Becht, French Member of Parliament and President of the "Cluster JapanTech Grand Est", will enable better cooperation with Japan on a regional level.

Following the signature of this first protocol agreement, JETRO Paris and the "Cluster JapanTech Grand Est" signed a first "Memorandum of Understanding" with the start-up Biodata Bank, represented by its European manager, David-Antoine Malinas. This startup develops new means of protection against heatstroke with a simple smart band. Through an innovative sensor and algorithm, they precisely measure the variation of core body temperature, scale it on a heat accumulation index and efficiently protect you from heat-related diseases.

Source: CEEJA



## VITAGORA OPENS AN OFFICE IN JAPAN WITH KBCC



Vitagora, the French agri-food and innovation cluster, has been collaborating with the Japanese Kyushu Bio Cluster (KBCC) for more than 10 years, implementing tangible and long-term actions between the two networks: visiting companies and research centers, discovering the expertise of both networks, signing partnership agreements between their members.

In 2020, Vitagora confirms more than ever its confidence and ambition in its partnership with KBCC by opening an office in Kumamoto Prefecture building, closed to KBCC headquarters. A Franco-Japanese employee, Hanaé Lemaître, has been recruited by Vitagora to reinforce the links between Vitagora and KBCC's teams, to identify new growth opportunities in Europe for the KBCC members, and to promote the KBCC members' products and technologies to Vitagora network – and vice-versa.

*"Our collaboration with KBCC aims at developing scientific and industrial cooperation. Opening an office in Kumamoto embodies a further step towards the long-lasting collaboration between our two networks", concludes Christophe Breuillet, director of Vitagora.*

➔ <https://www.vitagora.com/en>



## FINLAND BUILDS A WOODEN AND SUSTAINABLE PAVILION IN THE CENTRAL TOKYO TO ENHANCE EXPORT

Finland opens a newly built wooden building in central Tokyo, in the grounds of the Finnish Embassy in Japan in the beginning of October. Key themes of the pavilion are sustainability, nature and technology.



The unique pavilion is called Metsä Pavilion ("metsä" meaning "forest" in Finnish) and it will become a platform for companies to collaborate with their Japanese counterparts and to enhance export with Japan. It will serve as a hybrid event platform for Finnish and foreign companies until the end of year 2021.

Metsä Pavilion project is a joint co-operation with public and private sectors, and it is the biggest Finnish export campaign to East-Asia in history.

Companies representing food and beverage industry, health industry, digital solutions, energy, circular economy, tourism and design host events in pavilion, all of which are growing sectors of export from Finland to Japan.

During Tokyo Olympic and Paralympic Games, now postponed to summer 2021, the Finnish pavilion turns into "Home of Finland", Official National Partner House of the Olympic teams. Despite challenges created by the pandemic, the building was constructed on schedule during the spring 2020. The pavilion is a great example of the new and more sustainable wood building techniques. The building elements by Finnish main partner Metsä Wood were pre-assembled at the plant in Finland and, thanks to this, assembly on site was rapid. The frame of the building was erected in less than 3 weeks! Thanks to light building materials, construction is possible on top of existing buildings, as is the case in Tokyo, where the pavilion is built on top of Embassy of Finland's garages.

In current times, when most physical meetings are restricted, Finland gets creative and offers newest technologies including 5G by Nokia and hybrid events to connect between countries and industries. Welcome to visit Metsä Pavilion in Tokyo!

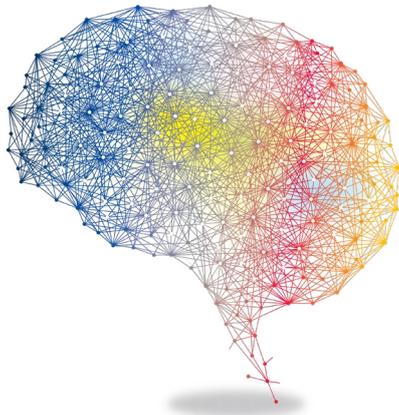
➔ <https://www.businessfinland.fi/en/tokyo2020>



Photographer Markus KokkoMancuso

## HUMAN-CENTRIC AI : 2<sup>ND</sup> FRENCH-GERMAN-JAPANESE SYMPOSIUM – ONLINE EVENT

The second edition of the France-Japan-Germany trilateral symposium on artificial intelligence will be held online from November 16th to 20th, 2020. This symposium is organised by the Embassy of France to Japan and the German Centre for Research and Innovation (DWIH Tokyo), in cooperation with the "AI Japan R&D Network".



It aims to be a discussion forum open to all players in the AI ecosystem of the three countries: policy makers, industrials and start-ups, associations, higher education institutions and research laboratories.

During the first edition of this symposium, organised in November 2018 in Tokyo, each of the three countries shared and discussed their respective national strategies in this domain. The need to intensify research and innovation collaborations between the three countries was embodied in a joint declaration announced at the end of the symposium. Subsequently, the research funding agencies of the three countries launched a joint call for joint projects. This second edition aims to consolidate this promising momentum, to deepen the understanding of the concept of "Human-centric AI" and to place this trilateral cooperation in a global context.

Due to the current sanitary situation, this second edition will take place online. Detailed information about the event's program and registrations are to be found on the event's website. Registrations are open until 25 October.

➔ <https://www.ai-symposium-france-germany-japan.com/>

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## HEALTHTURKU CLUSTER: STRENGTHENING COLLABORATION WITH THE JAPANESE HEALTH SECTOR

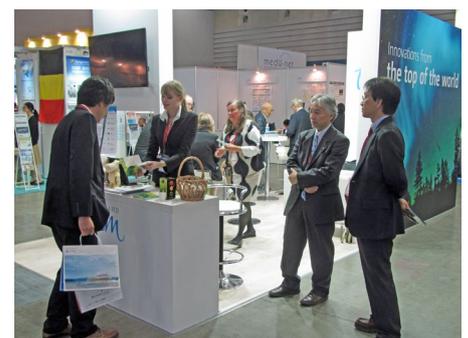
Located in Southwest Finland, HealthTurku is a healthcare-sector cluster built around strong research expertise and business activities. It is the most important and successful health cluster in Finland, whose cornerstones are diagnostics and drug development. The cluster has also strong expertise especially in the fields of health care technology, functional foods, and materials technology.

The life science industry is going through a technological transition in which interdisciplinary approach plays a big role. In the future, new innovations are expected in areas where individualised medical science, elderly care, digital services, genetics, and preventive health care meet.

"Japan is one of HealthTurku's strategic collaboration partners," tells Tero Piispanen, senior executive of HealthTurku cluster at Turku Science Park Ltd., Finland. "We regularly participate in events like BioJapan and Biotech & Pharma Partnering Conference in Osaka, or partnering events in Japan organised by Business Finland, where we meet local Japanese companies and research institutes from the healthcare sector. So far we enabled about 10 companies and research groups from Turku to reach the Japanese health market and we would like to strengthen the collaboration even more."

HealthTurku is currently participating in a newly launched EU funded GEN.ERA project which offers support to companies operating in the areas of genomics. One of project's objective is to help participating companies reach Japanese markets by finding new customers or collaboration partners.

"Mainly we are promoting Turku-based health companies on the Japanese market, but we are also offering personalised free of charge invest-in services for Japanese companies who want to start their business in Finland or the EU," adds Teppo Laaksonen, network manager for HealthTurku. For those companies HealthTurku offers networking and partnering opportunities and a cutting-edge ecosystem, which serves even the most demanding needs. For partnering possibilities contact HealthTurku representatives.



➔ <https://turkubusinessregion.com/en/spearhead-fields/healthturku>

## CREATING HOSPITAL SHIPS OF THE FUTURE - THE FINNISH VIEW

The Covid-19 pandemic has shown the world that health services are not ready to meet health threats of this magnitude. Health services need resilience and agility more than ever. To meet the challenges emerging from the rapidly changing healthcare landscape, Japan is on the verge of building the country's first hospital ship. This initiative has also been noted in Finland, a country with strong ship-building traditions.

In order to bring resilient and agile health services where they are needed the most, the Southwestern Finland created a concept for the next generation hospital ships. These ships, unlike the floating monolith structures of the past, are smaller and modular. They can be brought to areas where the sea level constantly changes, and even to areas where the levels are constantly low. Thanks to their modular design, the next generation hospital ship is not just a hospital.

Should a need rise, it can be equipped with a completely different setup, changing the hospital part into a maternity clinic, or even into a school.

While still on a drawing board, the companies operating on the Southwestern Finland are confident that they can bring the vision to life. Companies operating in the region include big shipbuilding companies, such as Meyer Turku Ltd., Rauma Marine Constructions, ship design companies, such as Deltamarin Ltd., and numerous smaller companies that excel in building the required modules.



Aspects related to the healthcare services delivery are also in strong hands as the local University hospital leads the cluster of healthcare professionals who look into issues such as resourcing and effective patient flows in different setup scenarios. The companies of the Southwest Finland and the hospital district are constantly looking for an opportunity to deliver what they have envisioned – and what the end-users need. For collaboration possibilities contact representatives of HealthTurku cluster.

➔ <https://turkubusinessregion.com/en/spearhead-fields/healthturku>

## ONLINE B2B MATCHMAKING WITH SLOVAK COMPANIES



The Slovak Investment and Trade Development Agency (SARIO), governmental promotion agency of the Slovak Republic, is offering to Japanese companies the opportunity to identify potential business partners from Slovakia.

The service Online B2B Matchmaking allows any Japanese company interested in finding business partners or suppliers from Slovakia to get in direct online communication with companies in desired sector free of charge.

For more information please contact SARIO at [trade@sario.sk](mailto:trade@sario.sk) ➔ <https://www.sario.sk/en>

**SARIO**  
SLOVAK INVESTMENT AND  
TRADE DEVELOPMENT AGENCY



## M-SEC, AN EU-JAPAN COLLABORATIVE PROJECT

M-Sec, an EU-Japan collaborative project, is organising a series of Webinars to promote the project's results and collect feedback on future research developments

The M-Sec project (<https://www.msecproject.eu>) is a collaborative project between the EU and Japan, jointly funded by the European Union's Horizon 2020 Research and Innovation Programme and by the Commissioned Research of National Institute of Information and Communications Technology (NICT) of Japan.

The main goal of the M-Sec project is to develop a multi-layer secure IoT framework that is compatible with the transfer and processing of personal data between the EU and Japan, upon which it is possible to build smart city applications. Two smart cities are involved in M-Sec - Santander and Fujisawa - and to test and validate the research conducted in the scope of the

project, 5 use cases (<https://www.msecproject.eu/use-cases>) are now being piloted by EU-Japanese teams.

With the aim of further promoting the research conducted in the scope of the project and, at the same time, collect feedback from end-users of the M-Sec framework, the project will organise a series of webinars on GDPR & APPI's regulatory challenges in modern smart cities and on several components of the M-Sec framework, such as its IoT, cloud, middleware, and application security level layers.

These webinars will be run between mid-September and mid-December 2020.

More information: ➔ <https://www.msecproject.eu/event>

## BASF DIGITAL FARMING TO LAUNCH **AI-BASED DIGITAL CROP OPTIMISATION PLATFORM** WITH ZEN-NOH IN JAPAN

In the agricultural industry in Japan, the merger of farmland has been ongoing, while each field remains small and dispersed. Therefore, a farmer needs to manage several fields dispersed in a larger area, which is one of the factors that impact the efficiency of agricultural production.

BASF Digital Farming GmbH, a wholly owned subsidiary of BASF, has agreed with Zen-noh to start a new collaboration for xarvio® FIELD MANAGER, an AI-based digital crop optimisation platform, to be launched in Japan in April 2021. xarvio FIELD MANAGER offers field- and field-zone-specific real-time information and recommendations, which will support farmers to make better-informed field management decisions. Farmers will see a simulation of growth stages of crops and risk of diseases and weeds that are derived from robust data backbones such as weather data and satellite data and get notifications about “recommended tasks”.



The AI-based digital platform will be available on PCs, tablets, and smartphones.

*“With the collaboration of BASF Digital Farming and Zen-noh the xarvio FIELD MANAGER will help farmers determine what kind of work and when is needed for each field across the farm, enabling farmers to plan and work more efficiently,”* said Andree-Georg Girg, Managing Director and Head of Global Commercialization at BASF Digital Farming.

➔ <https://agriculture.basf.com/global/en/media/press-releases/2020/basf-digital-farming-to-launch-ai-based-digital-crop-optimizatio.html>

## **BEHEALTH - ONLINE INTERNATIONAL EVENT IN HEALTHCARE**

**27-29 OCTOBER 2020**



The 3rd edition of BeHEALTH - Online International Event in Healthcare will bring together companies, organisations, universities and public entities, being the perfect environment for international partnerships, resulting in increased health related economic competitiveness.

Why participate?

- To find out about the latest opportunities and funding-related to health and bioeconomy fields. Whist being there, your idea can be transformed in a real product.
- Meet successful entrepreneurs and intrapreneurs in the health sector.
- To establish business connections and networking with key healthcare companies from the international environment.
- To benefit from bilateral individual meetings pre-arranged, according to your project's specific
- To participate in the International Startups in Healthcare competition.

Registration Deadline: 16 October 2020

➔ <https://international-brokerage-event-in-healthcare.b2match.io>

## SICILY2JAPAN

VIRTUAL B2B MEETINGS BETWEEN SICILIAN FOOD PRODUCERS AND JAPANESE BUYERS



For many years now, the EU-Japan Centre and Sicindustria collaborate as Enterprise Europe Network (EEN) partners and both are members of the EEN Agrofood Sector Group.



Sicily is one of the main EU regions for the agrifood sector, with SMEs producing high-quality products with high safety standards, some of which are unique and prize-winners. In addition, this region is one of the key producers in Europe of organic products.

Some Sicilian companies have already strong business ties with Japan, regularly participate in fairs and missions to Japan achieving quite good results, especially in the food & beverage and fashion sectors.

On the other hand, many other companies still need support to learn how to do business with Japan.

For this reason, the EU-Japan Centre and Sicindustria hosted several events in Sicily to help SMEs get ready for this very competitive market.

### EU-JAPAN EPA OPPORTUNITIES

An additional important element was the entering into force of the EU-Japan Economic Partnership Agreement (EPA) in 2019, and the potential benefits for the agrifood companies interested in exporting to Japan.

Just before the Covid-19 lockdown, Sicindustria hosted a delegation of Japanese producers from Wakayama prefecture and organised a workshop and company visits, in collaboration with the EU-Japan Centre.

Mission to FoodEx Japan was also foreseen involving EU EEN partners' SME clients. However, due to the obstacles set by Covid-19, a virtual matchmaking event - "Sicily2Japan" - was launched instead by the 2 organisations, embracing the new digital trends.

### COVID-19 CHALLENGES

The EU-Japan Centre identified over 250 Japanese companies, importing Italian food & beverage, and invited them to join the virtual matching event.

Even though, E-Commerce as well as the retail market have been doing relatively well, yet most of the Japanese companies seemed to be reluctant to initiate new businesses, and did not proactively increase their products' portfolio in the last couple of months. Consequentially, the main challenge for the Centre's staff was to convince the Japanese about the potential opportunities that this event could bring in the future.

In the meantime, Sicindustria set up the web meeting platform, launched a wide communication campaign to inform Sicilian SMEs about the virtual matching event, and assisted companies in their registration process, ensuring that each of them would have a high quality and attractive profile to promote to the Japanese buyers.

### GREAT TURNOUT OF ITALIAN PARTICIPANTS

93 Sicilian SMEs registered to the virtual mission "Sicily2Japan", representing the wide range of very high-quality products, from more traditional to innovative ones.

The size and international experience of the participating companies was quite diverse: from "boutique" companies, which sell limited quantities of top-quality products, to larger and very successful companies, already well developed in many foreign markets.

The EU-Japan Centre managed to convince 17 Japanese buyers to register.

Thanks to the combined efforts between the 2 organisers, 61 meetings were organised, allowing 40 Italian producers to initiate contacts with potential Japanese partners. In addition to this, some companies preferred to communicate by email only (without using the online matching tool).

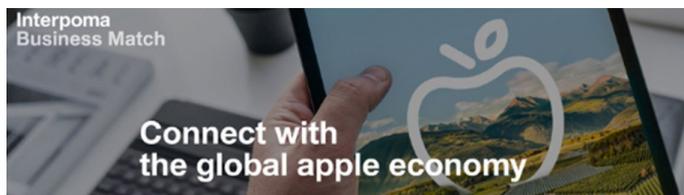
Some Japanese buyers requested meetings outside the matching platform even after the official end of the event, as a result, bringing even more matching opportunities.

Continues from page 19

The Sicily2Japan platform will remain visible for more than a year, and the EU-Japan Centre will keep on promoting the catalogue of Sicilian profiles amongst the Japanese buyers, in order to increase the chances of new matches in the future. On the other hand, Sicindustria will support all new potential negotiations, and will be ready to select new producers, in case of any specific requests from Japanese buyers through the EU-Japan Centre.

The list of participants is available on:

[https://sicily2japan.b2match.io/participants?COUNTRY=106&sort=organisation\\_name&types=COUNTRY&view=organisation](https://sicily2japan.b2match.io/participants?COUNTRY=106&sort=organisation_name&types=COUNTRY&view=organisation)



## DIGITAL DAYS FOR THE APPLE ECONOMY

19-20 NOVEMBER 2020

Interpoma is the only trade show in the world dedicated exclusively to apples. Interpoma Business Match is an exclusive online match-making event during which participants will be able to connect with potential buyers, suppliers, and future business partners.

During short online meetings between supply and demand, which are approximately 20 minutes long, all participants will be able to network with the global industry. A unique opportunity to sell products and services, get to know new people and discover the latest trends in the apple sector.

This is truly a new and exciting format, with a very clear advantage. Even in this year of global emergency, visitors from all over the world will be able to enrich their know-how and strike new business friendships without moving from their desk.

"Interpoma Business Match" is organised alongside "Interpoma Connects 2020" (<https://www.fierabolzano.it/en/interpoma>) and in collaboration with the Chamber of Commerce of Bolzano and Enterprise Europe Network (the worldwide largest network of support organisations).

Registration deadline: 18 November 2020

<https://interpoma-business-match-2020.b2match.io>

## OPPORTUNITY TO HAVE FIRST MEETINGS



Most of the Sicilian companies who managed to have meetings appreciated the event and mentioned that they were able to make valuable contacts for future projects.

Even some of the Sicilian companies, which were not booked by any buyer, admitted that Sicily2Japan was a good chance to present their products and create new relations.

The B2B platform was well perceived by the Sicilian companies, as it was a good alternative to physical events and a great opportunity to have first meetings with potential partners without spending time and money on a mission to Japan.

One of the participants, Gandolfo Filippone, a producer of organic herbs, stated: "Thank you once again EEN for the opportunities and support you give us on our way to export".

Licia Guccione, producer of organic almonds said: "I liked the way we were assisted before, during and after the event. The guide on how to participate in online B2B events was very useful".

Japanese representatives who participated in the matching event expressed positive feedback, and some of them are still in contact with manufactures for further opportunities.

Finally, most of them expressed their interest to join similar matching events in the future.



## VIRTUAL WINDENERGYMATCH 2020

1-4 DECEMBER 2020

The international brokerage event WindEnergyMatch 2020 offers companies and research institutions along the entire value chain of wind industry an additional uncomplicated platform to make valuable contacts and find out new aspects of international cooperation possibilities.

In 2020 the Enterprise Europe Network together with Hamburg Messe again will support all players of the branch in establishing new business contacts. The virtual fair and the brokerage event focus on the following areas:

- On- and Offshore
- Manufacturers of wind turbines
- Components / suppliers
- New materials / composites / raw materials / supplies / material processing
- Installation
- Planning and project development
- Utility / grid operation / energy storage
- Finance and insurance
- Services

Registration deadline: 4 December 2020

<https://windenergymatch-2020.b2match.io>

## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU



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



**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Footwear, fashion**  
 Japanese manufacturer of the only fully Japan-made flip-flops is looking for EU partners  
 Profile ID: **BOJP20200708001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Footwear, healthcare**  
 Japanese company seeks EU partners for its GPS-compatible footwear  
 Profile ID: **BOJP20200714001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**  
 Japanese manufacturer of scale remover for cooling towers is looking for EU partners  
 Profile ID: **BOJP20200825001**

**SERVICES OFFERED**  
**Sector: Aerospace, automotive, healthcare**  
 Japanese ultra-precision parts manufacturer is offering its manufacturing services  
 Profile ID: **BOJP20200831001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Industrial equipment**  
 A Japanese manufacturer of cost-efficient residual and surface stress testing instruments is looking for EU partners  
 Profile ID: **BOJP20190612001**

**LICENSING OFFER**  
**Sector: Industrial equipment**  
 Japan developed anti-loosening bolt technology offered under licensing agreement  
 Profile ID: **TOJP20190703001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Healthcare**  
 Japanese manufacturer of magnesium made canes and quad canes looking for EU partners  
 Profile ID: **BOJP20190814001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: Food**  
 A Japanese company is looking for EU partners for its certified organic tea  
 Profile ID: **BOJP20190605001**

**REQUEST FOR DISTRIBUTOR OR AGENT**  
**Sector: dical equipment**  
 Japanese producer of educational toys for all ages made with highly safe materials is looking for EU partners  
 Profile ID: **BOJP20190903001**

**REQUEST FOR SUPPLIER**  
**Sector: Industrial equipment**  
 A Japanese sales agent specialized in complex tools is seeking a cutting tool manufacturer in the EU  
 Profile ID: **BRJP20200825001**

**SERVICES OFFERED**  
**Sector: Semiconductor**  
 A Japanese SME is providing design verification services for the semiconductor industry in the EU  
 Profile ID: **BOJP20200804001**

**SERVICES OFFERED**  
**Sector: Trade, logistic**  
 Japanese company offering importer and exporter of record services to EU companies working with Japan  
 Profile ID: **BOJP20190308001**



DATE/LOCATION	DETAILS	CONTACTS
20 October 2020	<b>WEBINAR</b> About Japan Webinar 159: AI in the Educational Sector	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/webinar-159-ai-in-the-educational-sector">https://www.eubusinessinjapan.eu/library/event/webinar-159-ai-in-the-educational-sector</a>
21 October 2020	<b>ONLINE TRAINING</b> Export to Japan 5: Technical regulations - Motor Vehicles	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-5-technical-regulations---motor-vehicles">https://www.eubusinessinjapan.eu/library/event/export-to-japan-5-technical-regulations---motor-vehicles</a>
23 October 2020 Tokyo, Japan	<b>SEMINAR</b> Conversation with Chanel Japan CEO Guillermo Gutierrez	CCI France Japon <a href="https://www.cci.fr/evenements/calendrier/e/event/conversation-with-chanel-japan-ceo-guillermo-gutierrez.html">https://www.cci.fr/evenements/calendrier/e/event/conversation-with-chanel-japan-ceo-guillermo-gutierrez.html</a>
27 October 2020	<b>WEBINAR</b> About Japan Webinar 160: COVID-19 and E-Commerce: Market Trends, Challenges, and Opportunities in Japan (A View from Rakuten)	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/webinar-160-covid-19-and-e-commerce-market-trends-challenges-and-opportunities-in-japan-a-view-from-rakuten">https://www.eubusinessinjapan.eu/library/event/webinar-160-covid-19-and-e-commerce-market-trends-challenges-and-opportunities-in-japan-a-view-from-rakuten</a>
28 October 2020	<b>ONLINE TRAINING</b> Export to Japan 6: Technical Regulations - Medical Devices	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-6-technical-regulations---medical-devices">https://www.eubusinessinjapan.eu/library/event/export-to-japan-6-technical-regulations---medical-devices</a>
29 October 2020	<b>WEBINAR</b> Lean Café #03: Lean Launch - Implementing Lean in a disruptive environment	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/lean-cafe">https://www.eu-japan.eu/events/lean-cafe</a>
4 November 2020	<b>ONLINE TRAINING</b> Export to Japan 7: Technical Regulations - Pharmaceuticals	EU-Japan Centre for Industrial Cooperation <a href="https://www.eubusinessinjapan.eu/library/event/export-to-japan-7-technical-regulations---pharmaceuticals">https://www.eubusinessinjapan.eu/library/event/export-to-japan-7-technical-regulations---pharmaceuticals</a>
16-20 November 2020	<b>ONLINE TRAINING</b> World Class Manufacturing - session II	EU-Japan Centre for Industrial Cooperation <a href="https://www.eu-japan.eu/events/world-class-manufacturing-november-mission">https://www.eu-japan.eu/events/world-class-manufacturing-november-mission</a>
21-22 November 2020 Tokyo, Japan	<b>EXHIBITION</b> Italia, amore mio! INSIEME	Italian Chamber of Commerce in Japan <a href="https://iccj.or.jp/103661/">https://iccj.or.jp/103661/</a>



**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.

## 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 :  
[michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)

### 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](mailto:office@eu-japan.eu)

[www.eu-japan.eu](http://www.eu-japan.eu)

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