



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

Work Programme for Fiscal Year 2014

A. Responding to COSME priorities-Reinforced business support for SMEs

The 2014 priorities of the EU-Japan Centre for Industrial Cooperation are linked to the 21st EU-Japan Summit's call for a new stage in EU-Japan relations with reinforced trade and investment in each other's markets and strengthened cooperation on innovation and research, as well as to the COSME Programme's objectives of facilitating market access, improving business conditions and strengthening entrepreneurship through applied training.

Thematically, in 2014, the EU-Japan Centre will maintain and further expand its focus on the following areas: **SMEs' internationalisation and market access support** (horizontal priority across all activities); **New business and industrial cooperation opportunities in promising sectors** (clean energy, raw materials, construction products, smart cities, public procurement, e-commerce, etc.); **Promotion of industrial innovation and business-related R&D.**

In terms of priority activities, in 2014, the EU-Japan Centre primarily intends to consolidate and expand significantly its business support function, particularly for SMEs, by further enhancing the Enterprise Europe Network service; strengthening Cluster support; expanding the training, information and logistic support activities and by adding new type of services:

- On Enterprise Europe Network we intend to expand the number of local Japanese partners and particularly to increase the number of signed partnership agreements.
- On Cluster support, the number of missions will be increased.
- For the traditional training activities (WCM, HRTP) the target is to raise the number of participants and the quality of service, while for the new "LEAN in Europe" training scheme, following the initial pilot stage in 2013, the target is further consolidation and expansion in terms of activities and participants.
- On information support, besides the traditional Info Helpdesk, the "EU Business in Japan" web portal developed throughout 2013 will become fully operational and synergised with the Centre's activities.
- On logistical support for SMEs, following the 2013 pilot phase of promotion and infrastructure set-up, the "Step in Japan" soft landing scheme will increase the number of its beneficiaries.
- For enhanced business support, two new services for SMEs are envisaged: a "Tax and Public Procurement Helpdesk" and "Keys to Japan" (a business plan drafting support service).



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

- Better synergies will be sought with other EU supported programmes in Japan as well as with the services developed individually by the EU Member States.
- The business support activities will be further optimised through a process of coordination, synergy and benchmarking with other EU Business Support Centres and programmes recently established in the Asian region.
- Through a major promotional campaign for its services, the Centre will seek to boost its visibility and attract more beneficiaries.

On the policy advice and think-tank function, the Centre will continue to organise policy seminars on priority topics identified in the EU-Japan trade and industrial cooperation agenda. New topics will be also considered (e.g. “business opportunities ahead of the 2020 Tokyo Olympics” and Tourism), in relation with larger horizontal thematic areas such as investment, smart cities, public procurement. The policy analysis/think-tank activities and output will be further consolidated through an expansion of the “Minerva Fellowship” scheme, following the success of the one year pilot phase.

Bearing in mind the importance of innovation and R&D for sustainable growth, highlighted by the 21st EU-Japan Summit, and considering the launching of Horizon 2020, the Centre will further consolidate its third pillar of activities in synergy with the newly contracted JEUISTE/J-BILAT2 Project and its new function as the Japan Government-designated “National Contact Point for Horizon 2020”. Under this pillar, concrete “market uptake” of innovation and business partnership opportunities will be explored and new high-tech niche sectors for investment and technological cooperation will be highlighted. In this context, the Galileo-GNSS activities developed in the last two years will be continued and expanded.

In addition to the above mentioned priorities, the Centre will strive to improve its traditional “flagship” activities like the Vulcanus programme, with a considerable increase in the number of European participants, a better geographical balance and a more diversified selection of host companies. New individual “industry reporting” requirements will be added, for synergy with the policy analysis, business info support and industrial innovation activities of the Centre.

Naturally, the Centre will continue to provide support and act as Secretariat to the EU-Japan Business Round Table (BRT), for 2014 the priorities being the organisation of the 16th BRT Annual Meeting in Tokyo and the projection of a new vision on its future mission in the post FTA/EPA negotiations era.



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION
日欧産業協力センター

B. Work Programme for Fiscal Year 2014 by Activities

I. POLICY ANALYSIS AND RECOMMENDATIONS

1. Policy Seminars and Analysis

A total of 10-15 events are expected to be organised in 2014, with specific concrete deliverables (reports, published seminar materials), as well as relevant “intangible” results such as policy exchange and business networking.

- Industrial Policy:

A number of seminars and expert meetings will be organised on priority topics of the EU-Japan Industrial Policy Dialogue agenda (e.g. SMEs, growth and competitiveness strategies, re-industrialisation, standards, industrial innovation, raw materials, CSR, environment and climate change and on sector-specific issues such as automotive, aeronautics, food industry, ICT, KETs etc.).

- Trade and Investment:

As in the past, several events will be organised in cooperation with the EU Delegation in Japan and the Japanese Authorities, particularly in relation to the on-going FTA/EPA negotiations. A comparative perspective with other regional trade liberalisation negotiations processes (TTP, TTIP etc.), will be sought. As before, whenever possible, in synergy with the BRT, the Centre will facilitate “policy briefings” and dialogues between experts from the European Commission, the representatives of European business community in Japan and the Japanese administrative and business entities in areas such as trade and market access issues in the context of the FTA/EPA negotiations.

Special Project: “Destination Europe”

Specifically on the investment agenda, following an initiative of the Delegation of the European Union in Japan, in FY 2013, the Centre developed draft promotional material presenting Europe as an attractive investment destination for Japanese FDI. In line with the Lisbon Treaty, the project is promoting the “Single Market” FDI attractiveness, with a cross-country sectoral perspective, thus being meant to complement the investment promotion activities individually undertaken by the Member States. In FY 2014, the material will be finalised (with additional input and endorsement from the Member States), translated into Japanese, published and actively disseminated. A related policy seminar will be also considered.

- Energy, Environment, Climate change:

Having in mind the strategic importance of Energy, Sustainability and Climate Change in both the EU and Japan’s growth agendas, the shared international responsibilities and the complex Post-Fukushima policy climate with mutual implications, the Centre will continue to organise seminars and



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

conferences on topics such as Clean Energy industries and business opportunities, energy efficiency, clean technologies and international cooperation on Climate Change (e.g seminar on COPs 20 and 21).

The agenda of policy seminars will evolve throughout the year in conjunction with the inputs and initiatives coming from the European Commission, EU Delegation in Japan and the Japanese Authorities. New exploratory topics will be also considered, such as the “2020 Tokyo Olympics - Business Opportunities” or the Tourism Industry.

Special Project: “Sustainable Building and Construction Sector in Japan - Opportunities for European companies”

The project is intended to support and complement the policy exchange in the framework of EU-Japan Industrial Policy Dialogue-“Climate Change and Environment Working Group” with a business driven perspective focusing on Japan market access, business development, technological and regulatory cooperation on the construction sector in general and the insulation materials in particular.

The project is expected to produce three main deliverables:

- A comprehensive Study/Report on regulatory provisions and standards for construction components in the EU and Japan, including market access barriers, areas for possible alignment or mutual recognition (notably in the FTA context) and market opportunities.
- A list of private European and Japanese experts on the field that could constitute an ad-hoc expert working group to provide input and recommendations to the policy level
- A Workshop/Roundtable to present the results of the study, to gather a number of the identified experts and to lunch the ad-hoc expert working group.

2. Policy Analysis - “MINERVA” Fellowship

The new in-house fellowship scheme started in 2013 will be expanded in 2014, given the success and high demand shown during the pilot phase. Thus the number of fellows will be increased from 2 to 6.

The fellowship is meant to enhance the analytical output of the Centre and to provide a constant stream of fresh ideas and initiatives. The fellowship is targeted towards EU and Japanese academics, trade/economic analysts and civil servants, with an active interest in Japan and EU-Japan cooperation from multiple perspectives (trade/market access, economy, industrial policy, business, R&D, etc.).

The monthly grant of €1,700-1,800 covers a period of 6 months, twice a year (April-September and October-March). Should the fellow be based in the EU, a contribution of up to €1,000 is provided to



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

cover his/her travel expenses.

The fellows' main tasks are to support the daily analytical activities of the Centre (organisation of seminars and reports, regular surveys and briefings on Japan industrial and economic policy) and to undertake research work on a selected priority topic of the Centre, resulting in a consistent policy Report (20-30 pages) to be owned and published by the Centre.

For 2014, the following topics are suggested:

Special Topics:

- Comprehensive SWOT Analysis on EU-Japan Economic and Trade Relations
- Tokyo Olympics 2020-Preliminary Business Opportunity Analysis for European companies (including public procurement aspects)

a. Current situation and perspectives on EU-Japan trade and industrial relations:

- Japan market access issues (in the context of the FTA/EPA negotiations) –analysis on specific sectors
- Japanese Public Procurement issues

b. Post-Fukushima business and industrial cooperation opportunities in Japan (disaster management services, clean energy, construction, etc.)

c. EU SMEs' internationalisation to Japan:

- Obstacles and Opportunities for EU SMEs in Japan (including case studies/sectors)
- Mapping of EU SMEs active in Japan

d. Sectoral aspects:

- Japanese Biotech cluster and industry landscape – analysis of business opportunities
- Japanese Nanotech cluster and industry landscape – analysis of business opportunities
- Japanese Space industry landscape – industrial cooperation and analysis of the business potential

The listed topics have a general orientation character on the base of which the applicants are free to propose more narrow and original approaches. The more specific proposals have better chance of being selected.

The selection of applications is made by the Centre's two General Managers based on the submitted CV, motivation, and work/research plan of the applicants. The final selection stage includes a face-to-face or Skype interview.



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

3. EU-Japan Business Round Table (BRT)

The Centre will organise the 16th annual BRT meeting in Tokyo on 8-9 April 2014 and will prepare the 2015 Annual Meeting that is to take place in Europe. To these ends, the Centre will provide continuous support to the BRT co-chairmen and the working parties. The Centre's activities will also include supporting the co-chair companies in recruiting new members and engaging in discussion with Members and the Authorities on the future mission of the BRT.

II. BUSINESS SUPPORT SERVICES

1. Training programmes

- Organise the 50th **Human Resources Training Programme (HRTP)** in 2014 – a 5-week training programme to train EU SME executives on ‘how to succeed’ in Japan. As in previous years, participating non-SMEs will pay a fee to cover partly the cost of the programme. Through having an additional €500 on top of their grant, SME participants will be incentivised to make use of the Enterprise Europe Network service – for which the Centre is the Japan network partner – to identify partnering opportunities for market entry in Japan market, search for Japan market data and use the information helpdesk.
- Organise 2 **topical missions on Challenge towards World Class Manufacturing** to help improve EU manufacturers’ competitiveness: participating non-SMEs will pay a fee to partly cover the cost of the programme. SME participants will be encouraged to use the Enterprise Europe Network service to identify best practices in Japanese manufacturing and innovation and search for trends in Japan manufacturing excellence.
- For EU exporters, investors, and Cluster Managers: organise 2 **Cluster Support Missions** in Japan targeted at European Cluster SMEs and managers. Support the mission by providing introductory seminars and visits to Japanese clusters as well as pre-arranged individual business (i.e. Cluster-to-Cluster and Business-to-Business) meetings in Japan. Encourage SME and Cluster mission participants to use the European Cluster Collaboration Platform and Enterprise Europe Network service to identify Japanese clusters and engage in cluster-to-cluster partnership opportunities. Tie-up with a Japanese trade fair organiser to have the European Cluster mission take advantage of the B-to-B meeting service organised by the trade fair. Candidate target sectors in 2014 are Biotechnology and Nanotechnology. In preparation of the Nanotech mission, some extra activities will be undertaken, including an analysis of the Japanese nanotech industry and market and a mapping of Japanese nanotech clusters.
- For engineering and scientific students: organise **Vulcanus** in-company traineeships and seek to increase the recruitment of SMEs as host companies. The number of European participants will be doubled from the current 25 to 50. In view of creating a synergy between the Vulcanus internship and the policy analysis and the industrial innovation and R&D activities of the



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

Centre, the specific tasks of Vulcanus students will be adjusted to create a new requirement to produce an Industrial “Annex” to their internship report.

- **LEAN in Europe – Driving Competitiveness** (practical implementation of Japanese inspired management and production systems). This new activity for European production managers (especially SMEs), derived from the traditional training programmes organised in Japan, addresses the practical adaptation of Japanese management and production systems to Europe, aiming to enhance the entrepreneurship skills and, generally, the competitiveness of local companies, in line with COSME objectives. Thus, following the first pilot activities initiated in 2013, leading EU-based factories which have adopted “LEAN” and other Japanese inspired production methods and management styles, will open their doors to managers from local companies (particularly SMEs) interested in understanding and implementing these practices. For FY 2014, up to 6 company visits will be organised, to include best practice lectures.
- Building on the Centre’s ‘World Class Manufacturing’ and ‘LEAN in Europe’ missions, the Centre will additionally co-organise a **LEAN workshop** in Dublin, in conjunction with Enterprise Ireland, to showcase best practice and encourage benchmarking and cooperation in best practice. This event will either take place at the end of FY 2014 or the start of FY 2015, but its preparations will take place in FY 2014.

2. Information services and helpdesk

Information Service Helpdesk:

- Expand the traditional inquiry helpdesk and partnership search services to support business, in particular for SMEs and innovative firms, in synergy with the newly initiated business and logistic support services. The Centre’s quarterly newsletter, *EU-Japan NEWS* will be continued and expanded in terms of topical coverage and audience.

Enterprise Europe Network Japan:

After achieving a breakthrough in 2013 with a tripling in the number of Japanese inquiries and business partnership requests compared with the previous year, following an intense dissemination and regional networking campaign, in 2014 the Centre will aim to increase further the number of requests by focusing on the following:

- expanding its partnership dissemination network by signing MoUs with additional local partners and relay points, such as Japanese Prefectures, inward investment promotion organisations and specialised IP service providers;
- organising additional EEN promotion seminars on a monthly basis, either on a standalone format or in cooperation with local EEN partners;



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

- synergizing EEN activities and services with other Centre's activities such as Business Training Programmes and Industrial Innovation and RTD (e.g offering EEN info and support to participants in the training programmes, cluster missions, workshops etc).

In quantitative terms, the following results are expected in FY 2014:

- at least 40 EEN profiles from Japanese companies, thanks to the increased promotion activities and the cooperation with the Japan Organization for Small & Medium Enterprises and Regional Innovation
- around 250 answered requests from EEN clients and partners
- About 4 EEN Partnership Agreements (comparing with 2 in FY 2013) following an increase in the number of profiles submitted in the database. This target is in accordance with what has been proposed to EUSME in the bi-annual contract agreement signed in 2012.

Cluster Support helpdesk:

The cluster support helpdesk will continue to offer information, advice and contact points in Japan to European Cluster representatives on an on-going basis. The cluster support service will further offer input and assistance to feed the European Cluster Collaboration Platform with updated information on Japanese clusters including sectoral cluster mappings, relevant news, events, and possible cooperation success cases. It will provide useful input in helping to arrange Cluster-to-Cluster and B-to-B meetings for the cluster support mission to be organised in Japan for the benefit of European Cluster managers and SMEs. Concretely, two **Cluster Support Missions** in Japan will be organised in FY 2014. The SMEs and Cluster mission participants will be guided to use the European Cluster Collaboration Platform and Enterprise Europe Network service to identify Japanese clusters and engage in cluster-to-cluster partnership opportunities. Candidate target sectors in FY 2014 are Biotechnology and Nanotechnology. In preparation of the Nanotech mission, some extra activities will be undertaken, including an analysis of the Japanese nanotech industry and market and a mapping of Japanese nanotech clusters.

Public Procurement¹:

The online database and automatic English translation service of Japanese local/municipal public procurement information will be continued with Japanese Government support and in close cooperation with the Japanese local authorities. Following a technical improvement of the service, better synergies will be sought with the other activities/services of the Centre.

¹ The Public Procurement Web Portal and automatic translation service is a project financed 100% by the Japanese Government (METI)



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

Info Web portal - “EU Business in Japan”²:

In accordance with DG ENTR’s priority to develop a global platform to provide EU businesses with relevant information about business with third countries, the EU-Japan Centre will further develop and operationalise the “*EU Business in Japan*” (EUBIJ) comprehensive web portal. The information available on the portal is offered in 3 ways: a knowledge centre; a directory of relevant organisations; and an “Ask the expert” section which includes a list of partner experts and a “Forum” for free exchanges of information.

The specific deliverables for 2014 are the following:

- 115 Pages containing practical information on how to do business in Japan and covering topics such as cross-cutting and cross-cultural issues, and sectors;
- 30 additional expert publications,
- 9 pages with videos on cross-cultural issues
- 22 webinars “About Japan”
- Launching a bimonthly newsletter to provide information on the newly-released pages and reports as well as on announcements of webinars.

Considering that the EUBIJ is currently financed through a separate Action Grant that will end in December 2014, besides securing its full functionality and contractual deliverables, the Centre will strive to assure the integration and synergies of this project with the Centre’s other activities, in order to secure a long-term post-grant sustainability of the project. Thus, the EUBIJ has been already developed in close connection with the two websites currently maintained by the EU-Japan Centre (the main EU-Japan Centre website and Enterprise Europe Network Japan).

3. Logistic support for SMEs - “ Step in Japan ”

“**Step in Japan**” is an initiative launched in 2013 as a free “soft landing” type of service aimed at supporting EU-based SMEs’ entry and expansion in Japan. Following the first pilot activities that consisted of information dissemination, defining the application format, type of services and setting-up the infrastructure, the service is to become fully operational in 2014 by offering the following support measures:

- a “hot desk” in Tokyo within the Centre’s premises (including internet connections and telephone) for up to 1 month (maximum 4 beneficiaries within the same time slot);
- access to Meeting and Seminar facilities within the Centre’s premises;
- information inquiry helpdesk on Japan; assistance for using the Enterprise Europe Network

² “EU Business in Japan” (project official title “EU-Japan Business Bridge”) is financed through a separate Grant (EC Action Grant Nr SI2.637306) starting from 1st January 2013, for a period of 24 months.



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

service while in Japan.

The application process is based on a standard application form downloadable from the Centre's web site. In case of multiple applications for the same time slot, preference is to be given to those SMEs coming from EU Member States that do not have their own Chamber of Commerce in Tokyo or whose Chamber of Commerce does not offer similar type of services. A further selection criterion is the quality of the application (motivation/business plan).

4. Tax and Public Procurement Helpdesk for European SMEs

This new service intends to support the market access of European companies (particularly SMEs) to Japan, through the provision of free information and services in synergy with other business support services already offered (business information helpdesk, training, logistics support). These support measures will take the form of first-line information and advice on tax and public procurement (PP) and related issues, plus related training, materials and online resources.

This service will provide practical, objective and factual information aimed at helping European SMEs to understand the tax and public procurement aspects in Japan and to facilitate business and investment opportunities. *The new service is not intended to be of a legal-advisory nature.*

The service will include:

Information Inquiry: Individual SMEs and SME intermediaries can submit tax and PP enquiries directly to the Helpdesk online, via phone, email or in person, with a first reply within 48 business hours.

“Ask the Expert” Service and Expert Database: a database of tax and PP experts will be established to include a list of 3-5 “partners” who could provide first line expert advice on the basis of an agreement signed with the Centre (following the model of, or in conjunction with, the “EU-Japan Business Bridge”).

Newsletter (quarterly)

- Publish summaries of Tax and PP policy developments in Japan;
- Produce summaries of relevant procurement calls, with application procedures and deadlines;
- Publish invitations to relevant seminars, webinars and other training-related events;
- Promote the service's website and dissemination of relevant contact information;

News Section (online): with the latest policy information, cases, a selection of potentially interesting PP offers (to be extracted from the PP Online portal);

Training on Tax and PP issues, tailored to the needs of SMEs:

- To include general tax and PP issues as well as practical business/investment challenges specific to Japan.



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

- A related training curricula/courses will be developed and included in the regular short term training programmes managed by the Centre (HRTP, WCM and Cluster Missions).
- Ad hoc 1-day specific courses on tax and public procurement.
- A series of (5) webinars on Tax and Public Procurement – consistent with the format presented in the “EU-Japan Business Bridge” services and function
- An e-learning module
- A Case Study catalogue

Deliverables will be produced together with the input and advice of experts. Training deliverables can be outsourced whenever outside expertise is deemed necessary and cannot be found in the Centre.

Materials and Analysis:

- Analytical Material on Japan Tax and PP policy, international comparisons, case studies etc. (to be subcontracted)
- Business-focused guides (by topic and by industry) and training materials (to be subcontracted)

Implementation aspects:

During the 1st year pilot phase, core data will be established, including a set of essential information and guides, the news section, several analytical materials, 1-2 specific seminars on the topic, the expert database and the expert-partnership agreements.

5. “Keys to Japan” – Business Plan Drafting Support Service for European SMEs

The core objective of this new service is to support European SMEs with business plans/feasibility studies for market entry in Japan.

This new service is expected to have the following general impact:

- Open new doors in Japan – develop and expand the spectrum of business opportunities in Japan for EU SMEs;
- Help EU SMES identify a winning market entry approach and offer practical tools and route to strategy implementation

Keys To Japan (KTJ) will assist EU SMEs with the definition and production of detailed, real-world and high quality market entry strategies in Japan. To do so, the KTJ service will leverage the expertise of services such as the Japan Market Entry Competition (<http://www.jmec.gr.jp>) or the European Satellite Navigation Competition (<http://www.galileo-masters.eu>) and co-sponsor the draft of generic and detailed market entry/expansion plans for a selected number of EU SMEs with the potential for a long-term commitment and interest to approaching the Japanese market

The following actions are envisaged:



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

- Supporting the draft and publication of a set of sector-specific, generic market entry strategies/business plans which will be available to a larger number of beneficiaries – for example through the “EU Business In Japan” web portal - and which will provide useful guidelines/templates for a larger group of companies in the same industry, needing to draft a business plan.
- Supporting the elaboration of detailed individual market entry strategies/business plans for up to 2 European SMEs, competitively selected on the basis of their potential, commitment and motivation towards entering the Japanese Market.

6. Consultation, experience exchange and benchmarking with other EU Business Support Centres in Asia

Considering its 27 years of experience, the Centre intends to play a pivotal role in the development of EU business support programmes and projects in the Asian region. To this end, the Centre will initiate a process of experience exchange with the European Chambers of Commerce and the newly established EU Business Support Centres in the region, particularly with the EU SMEs Support Centre in Beijing. Under this new activity, the following activities are envisaged: organising in Tokyo the first Roundtable of EU Business Support organisations in Asia; organising bilateral experience exchange meetings; drafting joint strategies/positions; joint reports/publications; promoting each other's activities and services etc.

7. Promotion Campaign to increase the level of awareness and visibility of the new business support activities

As a follow-up of the FY 2013 campaign, an additional marketing campaign will be launched in the course of 2014 (2nd semester) in order to maintain the promotion of the new SME support activities. A new full-time position will be created to ensure the systematic follow-up of former managerial training participants in order to produce promotion material based on the participant's testimonials, success stories, interviews, as well as to run studies to assess the impact of the training programmes within the course of 3 years. The Centre will take advantage of the EEN brokerage events to promote its activities and will send staff to at least 6 events in FY 2014.

To foster the promotion in the media of its managerial training programmes in Japan, the Centre will consider inviting one journalist (from a relevant publication in terms of topical coverage and audience) per programme (5 missions in Japan in FY 2014), depending on the preliminary acceptance by the Japanese companies included in the programme. Furthermore, for the promotion in the media of the new SME support activities, the Centre will organise one-to-one lunch meetings with Brussels-based journalists.



EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION 日欧産業協力センター

III. INDUSTRIAL INNOVATION AND BUSINESS R&D COOPERATION

Under the third pillar of the Centre's activities the following objectives are to be pursued in FY 2014:

- Further reinforce the helpdesk support for EU and Japanese high tech/R&D oriented companies and clusters to help them internationalise/find cooperation partners and participate in EU-funded programmes (Horizon 2020), in cooperation with the National Contact Point systems (NCP) being developed based on the nomination by the Japanese Government.
- Reinforce cooperation with the EEN services also offered by the Centre, ensuring a one-stop-shop service for SMEs.
- Leverage know-how gathered through the design of modules for EU project management courses and implementation of a pilot course, to more systematic courses in cooperation with the JEUISTE project and NCP activities. Organise courses in both Japan and Europe.
- Support the identification of STI contact points both in Japan and Europe and establish quality control mechanisms for the services offered.
- Through activities in cooperation with the JEUISTE project, contribute to the EU-Japan STI policy dialogues and building capacities for cooperation in innovation, research and development³.

GNSS.Japan: promotion of EU-Japan cooperation in Satellite Navigation Systems downstream applications and receivers⁴

- Organise 2 workshops with the aims of 1) presenting the latest market-oriented developments of GALILEO / EGNOS from the EU in Japan; 2) opening a discussion forum in order to engage Japanese GNSS stakeholders on cooperation opportunities with the EU; and 3) introducing the EU-Japan Centre's training, partnership facilitation and information helpdesk services, which can contribute to industrial partnering with Japan
- Organise the 2014 edition of the European Satellite Navigation Competition in Japan, or consider leveraging the "Keys To Japan" service to facilitate market entry for a promising European GNSS firm in Japan.
- Maintain an information Inquiry helpdesk on GALILEO for Japanese firms interested in using eGNSS in the future.

³ JEUISTE is a project financed through a separate FP7 (Grant Agreement No. 609585) started in September 2013 for a period of 36 months.

⁴ GnsAsia is a project financed through a separate FP7 Grant (Grant Agreement No. 287216) started in January 2012 for a period of 30 months.