

## How to Support SME Internationalisation

According to the European Commission [\*], successful help with internationalisation depends primarily on building capabilities inside the SME, with individual support and access to training services playing a central role. The type of support from which European SMEs expect the most effect is generally related to:

- Assistance with identifying business partners
- Providing adequate information on market opportunities
- Providing adequate information on rules and regulations

The EU-Japan Centre provides a wide range of free business support services related to the needs of SMEs:

### Information on Japan

Get reliable, up-to-date and practical information on Japan and Japanese market sectors via our “EU Business in Japan” website, publications, “About Japan” webinar series, eLearning resources and much more.

### Helpdesk

Submit all your Japan-related queries to our dedicated staff. In addition, our specialised Tax and Public Procurement Helpdesk can provide a range of services which can help EU SMEs seize opportunities in the Japanese government procurement market.

### Business Plans and Feasibility Studies

Applying for this service, SMEs might get a unique opportunity to receive a personalised and highly detailed market entry plan to help them sell their product or service on the Japanese market.

[\*] European Commission Guidebook on “How to support SME Policy from structural Funds”  
[http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.7\\_international\\_en.pdf](http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.7_international_en.pdf)



The staff of the EU-Japan Centre wishes you a very **HAPPY NEW YEAR 2015!!!**

### Training

Our regular training missions to Japan and the EU for EU executives cover a variety of topics and comprise lectures, joint seminars, company & factory tours, attendance at targeted trade fairs, matchmaking and networking sessions, Japanese language and cultural instruction, and much more.

*SMEs can benefit from EC scholarships.*

### Prospection Mission

Organised alongside international trade fairs, the Biotech or Nanotech missions to Japan allow participants to benefit from support in identifying cooperation synergies and meeting key contacts.

*SMEs can benefit from EC scholarships.*

### Office Space & Meeting Facilities

Benefit from a “hot desk” in Tokyo complete with telephone and internet as well as access to conference and meeting facilities at our offices in Tokyo with this logistical support service for EU SMEs looking to enter or expand within the Japanese market.

### Search for Partners

Take advantage of the biggest worldwide network of supporting organisations to help your company identify partners in trade, knowledge and technology transfer-related activities as well as in innovation, science and technology cooperation in the framework of Horizon 2020.



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**EU-Japan Centre**  
 for Industrial Cooperation  
 日欧産業協カセンター



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

欧州連合日本政府代表部/欧州委員会より

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## Japan Tax & Public Procurement (JTPP) Helpdesk for EU SMEs

The EU-Japan Centre has launched a new service to support European SMEs in entering the Japanese public procurement market and to advise them with their tax issues when doing business in Japan. The Japan Tax & Public Procurement (JTPP) Helpdesk strives to lessen the hurdles that might impede European SME business activities by providing a range of free practical services, such as an ask-the-expert service, information inquiry service, public procurement quick scan service and assistance with obtaining supplier qualifications necessary to participate in tendering procedures. The Helpdesk also acts as a liaison between certified tax accountant offices, administrative lawyers and translators and other relevant experts. The JTPP Helpdesk is part of the Centre's [eubusinessinjapan.eu](http://www.eubusinessinjapan.eu) portal.



Public procurement: <http://www.eubusinessinjapan.eu/issues/entry-strategy/government-procurement>  
Tax: <http://www.eubusinessinjapan.eu/issues/financial-issues/taxes-accounting>

## Call for Expert Report Proposals on Japan



The EU-Japan Centre is currently accepting applications from experts on Japan to write reports covering a variety of Japanese business sectors for its information website "[www.eubusinessinjapan.eu](http://www.eubusinessinjapan.eu)". Specifically, the Centre is interested in proposals covering the following Japan-related topics:

### Sectorial

- Chemicals & Chemical Products
- Cosmetics/Semi-Drugs Market in Japan - Exporting cosmetics to the Japanese market
- Pet market in Japan / Animal healthcare products in Japan
- How to be successful in Japan's Machinery Industry
- Traceability systems in Japan in Food sector
- Smart grid initiatives in Japan
- Ambient Assisted Living market
- Intelligent Transport Systems in Japan
- Biotechnology applied to Healthcare
- Biotechnology applied to subsectors (proposed by the expert)
- Nanotechnology applied to subsectors (proposed by the expert)
- ICT Sector in Japan (with a focus on specific subsectors of interest to EU SMEs – to be proposed by the expert)

### Non-Sectorial

- Distribution channels for "Fast-Moving Consumer Goods"
- How to develop a robust (digital) marketing strategy in Japan
- Funding facilities in Japan for European companies
- Sogo Shosha
- Foreign Direct Investment in Japan

### Guidelines for Export

- How to export...to Japan (small guides on how to export goods, services or technologies to Japan: specific product, service or technology other than listed here to be proposed by experts.)
- Packaging for the Japanese market
- How to manage contract terms in Japan
- Payment options and challenges when exporting goods to Japan

### Cluster Mapping & Industry Landscape in Japan

- Biotech cluster mapping and Industry Landscape in Japan
- Cleantech cluster mapping and Industry Landscape in Japan

Selected experts will receive a nominal payment, online acknowledgement of their contribution to the Centre and an opportunity to present their work during a one-hour webinar to be scheduled in 2015. The reports are intended for open access publication, should contain the most up-to-date information available and must be in English.

Your proposal should be sent by email to: [jessica@eu-japan.eu](mailto:jessica@eu-japan.eu). We look forward to receiving your proposals!

## Forthcoming Seminars in Japan

### EU-Japan Cooperation in ICT and Horizon 2020 12 December 2014, Tokyo, Japan

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years and open to participation from all over the world, including Japan. Although Japan is not eligible for automatic funding, Japanese organizations will be able to benefit from collaboration with top class European research institutes and companies through participation.

Following the opening of new calls in the ICT field and other relevant areas, this seminar will provide practical information on how to participate in Horizon 2020. Examples of Japanese organisations participating in European framework projects will be provided, followed by practical insights from panelists with experience of participation in European funding programmes in order to strengthen the future research cooperation.

➔ <http://www.eu-japan.eu/eu-japan-cooperation-ict-and-horizon-2020>

### Geographical Indications: Sharing Values and Traditions 15 December 2014, Tokyo, Japan

Geographical Indications (GIs) are an effective tool for product differentiation, for creating competitive advantage and added value to products, as proven by the popularity of the system worldwide. In the EU alone thousands of GI names for agricultural, foodstuff, wines and spirits products are registered, backed up by a robust legal system, which covers the protection, monitoring and enforcement of the names.

Establishing a GI system alone does not give an automatic guarantee of a large scale success for the products concerned. Besides an effective legislation, long term commitment, strategic eye, proper marketing and promotion of the product are required. What are the options available for GI producers and how can the government support the producers in their quest to create GI success stories? The seminar sheds light on those questions through presentations by experts and case studies.

➔ <http://www.eu-japan.eu/geographical-indications-sharing-values-and-traditions>



## Call for Applications: Managerial Training Programme in Japan

The HRTP-Japan Industry Insight programme organised by the EU-Japan Centre for Industrial Cooperation helps European companies of all sizes to enter the Japanese market. Participants benefit from a tailor-made approach including economic and legal matters, role-playing exercises with Japanese business people to understand more about decision-making and negotiation.

The 51st edition will take place from:

- Dates: 11 May to 5 June 2015
- Application deadline: 12 February 2015

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

The programme is composed of:

- Orientation session
- Japanese language and culture courses
- Lectures
- Joint seminar with Japanese business people
- Field trips (Sogo Shosha and Regional trip)
- Individual company visits (optional)

The European Commission (DG Enterprises) grants participants from SMEs ("Small and Medium-sized Enterprises") a scholarship of up to EUR 3000.



*"HRTP has helped me to not just to build a business relationship with Japan, but also to understand Japan. It is like a business school providing you with knowledge that other people spend years acquiring through experience. Moreover, what I learned made a big difference in the overall management of Italtex. Our company was facing financial and organisational challenges. In Japan, I learned to focus on specific problems and solve them, step by step increasing my capabilities as a manager and overcoming our problems with the team. It was not always easy to convince the employees to use the new working methods, but in the last two years we have doubled our income and we are a healthy company, ready to take the next step in our internationalisation."*

Silviu Buimistr (RO), Manager S.C. Italtex S.R.L., HRTP 2013 participant

➔ <http://www.italtex.ro>

## Call for Applications: World Class Manufacturing Training Missions in Japan

**The WCM training mission in Japan targets EU managers working in manufacturing companies**

The 5-day mission in Japan provides with:

- In-depth analysis of Japanese manufacturing methodology
- Lectures, seminars and panel discussions, presented by experts from Japanese industry
- Company and factory floor (Gemba) visits
- Preparation and post-visit reviews



WCM July 2014 participants at Toyota Plant

No tuition fee for SMEs and the European Commission grants 600 EUR scholarships to participants from SMEs.

**WCM I (Spring Session):**

- Training dates: 30 June – 04 July 2015
- Application deadline: 27 March 2015

**WCM II (Autumn Session):**

- Training dates: 06 - 10 October 2015
- Application deadline: 02 June 2015

More details and application form are available on our website ➔ <http://www.eu-japan.eu/detail-business-programmes/WCM>

## Recruitment of Host Companies in Japan for the “Vulcanus in Japan” Programme 2015-16

“Vulcanus in Japan” is a 1-year internship programme for European engineers and science-major students, managed by the EU-Japan Centre. Every year, 45-50 skilled and highly motivated Vulcanus participants are selected to undertake industrial internships in Japan for 8 months, following an intensive 4 months of Japanese language courses and seminars. Typical internship projects include Mechanical/Electrical Engineering, ICT, Chemistry, Biotechnology and Life Sciences, Architecture, etc.

The 2015-2016 Vulcanus programme will start from September 2015 with an intensive Japanese language class, and industrial internship from January to August 2016.

Companies based in Japan interested in hosting Vulcanus interns may contact Noriko Yudahira 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

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

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

## “Vulcanus in Europe”: a word from a Host Company

*“The Vulcanus Programme is a fantastic experience for us every year. We have had great Japanese students working with us, and they have enjoyed it so much that one of them even helped to open a new Cosylab branch in Japan at the end of his programme. We are pleased to again host two very promising students for the 2014-2015 session.”*

David Pahor, Cosylab, Vulcanus in Europe Host Company.

➔ <http://www.cosylab.com>



## Call for Applications - MINERVA Fellowship

The 2nd 2014 round of the “Minerva” EU-Japan fellowship programme successfully commenced in October. The candidates to whom the in-house fellowship in Japan has been granted are Mr J. Camier from France, Mr L. Escoffier from Italy, Ms V. La Regina from Italy, Mr M. Lenkiewicz from Poland, Ms C. Pham from France and Mr E. Rannou from Germany. The research fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, as well as supporting the daily analytical activities of the Centre.

The EU-Japan Centre is now launching the 5th session of its “MINERVA” EU-Japan Fellowship: a 6 month in-house fellowship scheme in Japan, targeting EU and Japanese academics, trade / economic analysts and civil servants.

NOTE: The listed topics have a general orientation character on the basis of which the applicants are free to propose more narrow and original approaches. More specific proposals have a better chance of success.

The scheme is designed to support the Centre’s policy analysis of EU-Japan economic and industrial issues.

- Next slot: 1 April to 30 September 2015
- Deadline to apply: 15 January 2015
- Fellowship: €1700 / month
- Location: Tokyo, Japan

Application documents to be submitted: CV, Cover Letter, Research Topic/Research Plan (1-2 A4 pages). The application materials and possible enquiries should be sent to the following address: [minerva@eu-japan.gr.jp](mailto:minerva@eu-japan.gr.jp)

For the 2015 priority topics, please visit:

➔ <http://www.eu-japan.eu/minerva-topics-2015>

**MINERVA**  
EU-JAPAN FELLOWSHIP

*“Minerva has enabled me to lean about the IT sector in Japan and all the nuances of setting up a brand new company here. The opportunities provided by the program are unparalleled and the staff at the EU-Japan Centre is always eager to help.”*

Marcin Lenkiewicz, Visiting Fellow,  
IT SME Analyst

➔ <http://www.eu-japan.eu/other-activities/minerva-fellowship>



## 「Vulcanus・イン・ジャパン2015プログラム」受入れ企業様募集のお知らせ



Vulcanus・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2015年度プログラム(企業研修期間は2016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。

➔ <http://www.eu-japan.eu/ja/vulcanus-japan>

ご質問やご不明な点は、下記プログラム担当者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。Vulcanus・イン・ジャパンプログラム担当：湯田平宛  
E-mail: [VinJ@eu-japan.gr.jp](mailto:VinJ@eu-japan.gr.jp) Phone: +81-(0)3-6408-0281

# Lean - Driving Competitiveness Conference

22 May 2015, Dublin, Ireland



An Roinn Post, Fiontar agus Nuálaíochta  
Department of Jobs, Enterprise and Innovation



Across Europe, governments and industry are committed to raising industrial competitiveness and thereby contributing to a much-needed industrial transformation. Moreover, they recognise the very real contribution that embracing, adopting and adapting best practices will make to boosting competitiveness.

To promote exchanges of best practices, on 22 May 2015, the EU-Japan Centre and Enterprise Ireland will organise a LEAN – Driving Competitiveness conference in Dublin, showcasing best practice approaches from leading companies. The event is supported by the Department of Jobs, Enterprise and Innovation of Ireland.

Case studies will be given by companies who have hosted best practice visits in Europe, or who have won the Shingo (<http://www.shingoprize.org/recognition>) or EFQM (<http://www.efqm.org/what-we-do/efqm-award-2014>) prizes;

by companies from the food sector, engineering, pharmaceuticals and life sciences sectors; companies working in the building and construction industry; service and software companies (including in the medical sector) and other companies. The case-study line-up is being confirmed but already includes:

- Audi Brussels S.A./N.V.
- Bosch Thermotechnology
- DHL Supply Chain
- KOSTWEIN Maschinenbau GmbH
- Toyota Motor Manufacturing UK

As more companies are confirmed, their names will be posted on the event webpage. You can also register there to receive details, once they are available.

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

## Lean in Europe: Driving Competitiveness Visit to Danfoss Poland Sp. Z.o.o.



<http://eu-japan.eu/lean-europe-driving-competitiveness-visit-danfoss-poland-sp-zoo>

The fifth Lean in Europe visit took place on 24 October 2014 at Danfoss Poland Sp. Z.o.o. - Grodzisk Mazowiecki plant. Following a preparatory meeting the night before, 27 engineers from 17 different companies located in 10 EU Member States and operating in sectors such as automotive, food, electronics, machinery and energy took part in the visit.

The visit began with an introduction to Danfoss, to the Danfoss Production Program (DPP), to Danfoss Business System (DBS) and to Danfoss Poland. Detailed plant tours focused on continuous improvement, key performance indicators on shop-floor as part of performance culture, flexible manning system and quality kaizens methodology. The visit concluded with a Q&A / debriefing session and feedback from the participants to the host company.

## International Symposium on Future of Industries

On 27 November in Brussels, the EU-Japan Centre co-organised a symposium with the EHESS (Ecole des hautes études en sciences sociales, Paris) to discuss deindustrialisation and the future of industries. Over 100 participants and 15 speakers (from the EU, Japan, France, Germany and South Korea) attended the event.

Deindustrialisation has become a major concern for most of the OECD countries. In recent years, various initiatives have been taken at European level to promote industrial development. They include increasing the budget for innovation and reforms to raise the international competitiveness of European firms in the double context of an acceleration of the speed of technical change and increasing competition from emerging economies. Despite this strong commitment, in most European countries, the pace of deindustrialisation has not slowed down and is still a major concern.

At the same time in East Asia, China's rise as a manufacturing superpower led Japanese and Korean industries and governments to modify their strategies thereby promoting innovations closer to

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



Mr. Hideichi Okada, Senior Executive Vice President, NEC Corporation

customers' needs, to raise their position in global value chains by specialising in providing high-technology products and parts, and encouraging the integration of manufacturing and services.

Given that these East Asian initiatives are not well-known in Europe, this symposium provided a unique forum for business, industry, policy-makers and academics to discuss the future of industries in Europe, in Japan and in Korea by sharing their respective experiences. This event concluded a 3-year study on the issues of industries coordinated by the EHESS (Ecole des hautes études en sciences sociales, Paris).

## The 17<sup>th</sup> Japan-EU Conference

The 17th Japan-EU Conference took place in Brussels on 17 November 2014. Entitled, “Japan and the EU – Avenue to strengthen the economic & strategic partnership”, the event opened with keynote addresses from the new Ambassador of Japan to the EU and from the new Chairman of the European Parliament’s Delegation for Relations with Japan. Other sessions of the event addressed “The Emerging New Regional Order in Asia and the Pacific and the Role of the EU”; progress of the EU-Japan FTA/EPA and SPA negotiations and “EU-Japan Population, Trade and Investment Dynamics”.



This annual event seeks to discuss and formulate ideas to fortify the EU-Japan relationship and brings together experts, academics and policymakers from Europe and Japan.

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

## EXPO Milano 2015: a Reflection on the Food we Consume in a Changing World

Feeding the Planet, Energy for Life will advocate the access to safe, sufficient, and balanced diets for all as a basic human right.

The 2015 universal exhibition will deal with the wide range of issues associated with human nutrition, both in terms of the quality of food we consume and the supply of food for everyone:

- Science for Food Safety, Security and Quality
- Innovation in the Agro Food Supply Chain
- Technology for Agriculture and Biodiversity
- Dietary Education
- Solidarity and Cooperation on Food
- Food for Better Lifestyles
- Food in the World’s Cultures and Ethnic Groups

Source: Bureau International des Expositions

## 2015年ミラノ国際博覧会：世界の食料を考える

ミラノ博は、「地球に食料を、生命にエネルギーを」をテーマに、2015年5月よりイタリア・ミラノで開催されます。「世界中の人々に、十分に安全で、健康的、適切、持続的な食料を保証する」という問題意識のもと7つのサブテーマが掲げられています。

- 食料の安全、保全、品質のための科学技術
- 農業と生物多様性のための科学技術
- 業食物サプライチェーンの革新
- 食育
- より良い生活様式のための食
- 食と文化
- 食の協力と開発

➡ <http://www.bie-paris.org>

## The EU-Japan Centre at the EXPO 2015

The Expo will offer the opportunity to promote EU-JAPAN RELATIONS: two Japan-related Days will be organised, one “EU-Japan Day” at the EU Pavilion as an initiative by the European Commission (DG Growth), the other by the EXPO itself in coordination with the Japanese government. Dates and information about these two Japan-related events will be made available at a later stage on official websites and in our coming newsletters.

We would be interested to hear from you if you happen to know of any regional or national event (seminar, visit, workshop, brokerage event etc.) involving Japan that is to take place in the context of or alongside the EXPO 2015, in addition to these two JAPAN DAYS. Please e-mail: [m.rosada@eu-japan.eu](mailto:m.rosada@eu-japan.eu)

## 2015年ミラノ国際博覧会における日欧産業協力センター

ミラノ博では、欧州連合 (EU) パビリオンにおける「EU-ジャパン・デー」の開催など、日・EU関係の促進に役立つ取組みも計画されています。日欧産業協力センターでは、ミラノ博(およびその関連)における、都道府県、地方自治体、商工団体等による日本・日欧関連の行事(セミナー、視察訪問、商談会、ワークショップ、等)について幅広く情報を収集し、定期的にニュースレター等でご紹介する予定です。皆様からの情報提供も受付けておりますので、ぜひご協力をお願い申し上げます。問合せ先: 日欧産業協力センター欧州事務所(担当: マリゲリータ・ロサーダ、Email: [m.rosada@eu-japan.eu](mailto:m.rosada@eu-japan.eu))

## The Centre at the EU Commercial Counsellors Meetings



The EU-Japan Centre is regularly present at the EU Commercial Counsellors Meeting on the premises of the Delegation of the EU to Japan in Tokyo.

The EU-Japan Centre collaborates closely with the Delegation of the EU to Japan (joint activities, joint use of facilities, etc.) and is regularly present at the EU Commercial Counsellors Meetings which are held on the premises of the Delegation of the EU to Japan (see photo). The Centre also regularly attends the EU Science & Technology Counsellors Meetings (also organised by the Delegation) and is in close contact with all key stakeholders in the fields of trade, scientific and technology collaboration between the EU and Japan.



## Doing Business in Japan Report

With this general introduction, The EU Gateway Programme provides a compact and comprehensive analysis of the “What and How” of doing business in Japan. This study presents six vital pillars combining analytic and practical information that can be utilised as a master guide in every step of the business development process. The carefully selected information and topics will provide valuable insights as you venture into Japan.

Other sectoral reports covering Healthcare & Medical Technologies, Environment & Energy-related Technologies, Construction & Building Technologies, Interior Design and Fashion Design are also available at below link.

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

Source: EU Gateway Programme



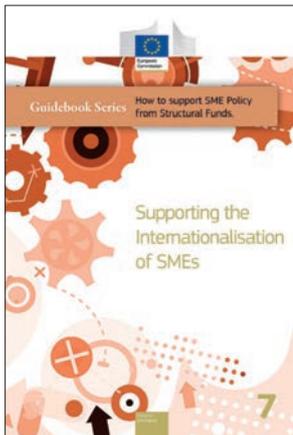
[http://www.eu-gateway.eu/userfiles/file/Market%20Studies/2014/Doing%20Business%20in%20Japan%202014\(1\).pdf](http://www.eu-gateway.eu/userfiles/file/Market%20Studies/2014/Doing%20Business%20in%20Japan%202014(1).pdf)

## Guide on EU Funding for the Tourism Sector

Released in October, the “Guide on EU funding for the tourism sector (2014-2020)” gathers information on the various sources of EU funding of interest to the European tourism industry and its different actors, from both the private and public sector.

Source: European Commission

➔ <http://ec.europa.eu/DocsRoom/documents/7203/attachments/1/translations/en/renditions/native>



## Guidebook Supporting the Internationalisation of SMEs

The European Commission has released a guidebook for policy makers, stakeholders and managing authorities, especially at regional level, who want to help small and medium-sized enterprises seize international market opportunities, both in the EU and further afield, supported by EU Structural Funds.

This booklet is the latest in a 7-issue series released under the title “How to support SME Policy from Structural Funds” all of which are available at below link.

Source: European Commission



[http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.7\\_international\\_en.pdf](http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/documents/no.7_international_en.pdf)



<http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies>

## Tenth Asia - Europe Meeting

The Tenth Asia - Europe Meeting (ASEM10) was held in Milan, Italy, on 16-17 October 2014. The meeting was attended by the heads of state and government, or their high-level representatives, of fifty-one Asian and European countries, the President of the European Council, the President of the European Commission and the Secretary-General of ASEAN. It was hosted by the Prime Minister of Italy, Matteo Renzi, and chaired by the President of the European Council, Herman Van Rompuy.

Source: Council of the European Union



[http://www.consilium.europa.eu/uedocs/cms\\_Data/docs/press-data/en/ec/145154.pdf](http://www.consilium.europa.eu/uedocs/cms_Data/docs/press-data/en/ec/145154.pdf)

## EU & Japan Researchers Join Forces to Deliver the 1 Gigabit Olympics

The European Commission and Japan announced last October four research projects to develop new technologies for high-speed networks in high-density user areas. Joint investments amount to €12 million and more than 40 partners are involved. Researchers will notably deliver more than 1 Gigabit bandwidth for each member of the crowd at the Tokyo Olympic Stadium, right in time for the 2020 Olympics.

Source: European Commission

➔ [http://europa.eu/rapid/press-release\\_IP-14-1175\\_en.htm](http://europa.eu/rapid/press-release_IP-14-1175_en.htm)

## EU-Japan Industrial Dialogue on Railways

The European Commission, together with the Japanese Ministry for Land, Infrastructure, Transport and Tourism, held the second meeting of the EU-Japan Industrial Dialogue on Railways. The Dialogue brings together representatives of the public and private sector of the respective parties. The objective is to promote mutually beneficial cooperation and information exchange between the participants. This should facilitate bilateral trade in the railway sector, including procurement and purchases by private operators. The topics on the agenda of the second meeting

included: discussion on the measures undertaken by the Japanese procuring entities and private companies to ensure greater transparency in their procurement, exchange of best practices on the market access and presentations of technical regulations and safety standards in the EU and Japan.

Source: European Commission



[http://ec.europa.eu/internal\\_market/publicprocurement/modernising\\_rules/international\\_access/index\\_en.htm](http://ec.europa.eu/internal_market/publicprocurement/modernising_rules/international_access/index_en.htm)

## Japan-EU Summit Meeting During the G20 Summit

Prime Minister Shinzo Abe held a Summit Meeting with H.E. Jean-Claude Juncker, President of the European Commission, in a conference room of the G20 Summit in Brisbane, Australia.

Prime Minister Abe congratulated President Juncker on his appointment, and stated his wish to cooperate in order to further develop Japan-EU relations under the new leadership.

Prime Minister Abe said that he wished to demonstrate leadership together with President Juncker and accelerate negotiations, aiming to reach agreement in principle on the Japan-EU Economic Partnership Agreement (EPA) during 2015 and continue to work toward concluding the Japan-EU Strategic Partnership Agreement (SPA) as rapidly as possible.

Both leaders also exchanged opinions on topics such as the situations in Asia, Ukraine and the Ebola virus disease. Finally, both leaders shared the view that they will cooperate to further develop Japan-EU relations.

Source: Mission of Japan to the European Union



## Ambassador Katakami Delivers the Keynote Address at the 17th Japan-EU Conference

Ambassador Katakami was joined by Mr. Petr Ježek, Chair, of the European Parliament Delegation for Relations with Japan, in delivering the keynote addresses at the 17th Japan-EU Conference.

The Ambassador began his speech by stating that “Japan and the EU have, over many decades, shared common values such as democracy, human rights, and the rule of law. In recent years, we have witnessed that this relationship has grown remarkably and become much closer”.

On the current negotiations on a Japan-EU EPA, Ambassador Katakami outlined that the most recent (7th) round of negotiation, “fostered the momentum

*to accelerate the overall negotiations and create a high level agreement, as we strive toward a conclusion in principle, of the negotiation by the end of 2015”.*

Ambassador Katakami was also keen to stress the political and security cooperation that Japan and the EU share, “there is a great untapped potential for both of Japan and the EU to work and achieve together. The situation in Ukraine, cooperation on Africa, including the Ebola crisis, humanitarian assistance to Syria, Iran’s nuclear issue, North Korea and Maritime Security in Asia - are just some of the many challenges which require closer Japan-EU cooperation”.

He also pointed to the current examples of where Japan and the EU are working together, notably that “Japan is working in cooperation with the EU mission in Mali and Niger. As recent as 16 October, Japanese Self Defense Force and the EU NAVFOR have conducted a counter-piracy exercise to strengthen cooperation in the Gulf of Aden”.

The Ambassador closed his remarks by saying that Japan and the EU should look “to establish a durable and multi-dimensional Japan-EU relationship in order to achieve global peace and prosperity.”

Source: Mission of Japan to the European Union

# Japan and the EU gear up for 8th Round of EPA Negotiations

**The next round of negotiations on a Japan-EU Economic Partnership Agreement (EPA) is scheduled to take place in Tokyo in the week of December 8th**

The most recent seventh round of negotiations was held in Brussels, Belgium, from October 20 to 24.

The meeting was attended by, on the Japanese side, Ambassador Yasumasa Nagamine, Deputy Minister for Foreign Affairs (Chief Negotiator) and representatives from other relevant ministries and on the EU side, Mr. Mauro Petriccione, Deputy Director-General, Directorate-General for Trade, European Commission (Chief Negotiator) and other representatives.

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

Source: Mission of Japan to the European Union

## Ambassador Katakami Addresses the Japan Monitoring Group of INTA at the European Parliament

Ambassador Katakami appeared before the Japan Monitoring Group to outline the current state of play on the Japan EU EPA. In a wide ranging address the Ambassador set out that *“one of the most important issues Japan and the EU face is to establish a framework for an ever closer economic partnership through the EPA”*. Ambassador Katakami was also keen to point out the significance of the EPA considering that *“worldwide rule making activities have not been progressing at desired speed, the Japan-EU EPA/FTA is significant not only for enhancing trade and investment between two parties, but also for leading such rule-making activities”*.

In looking toward concluding the EPA, the Ambassador stated that *“Japan aims to reach agreement in principle on the EPA/FTA during 2015”*, and that *“it is important to provide tangible fruit to the businesses and the societies of both Japan and the EU, as early as possible, and as rich in content as possible”*.

Ambassador Katakami outlined in detail the steps that Japan is taking to ensure that the EPA is rich in content and that any concerns are addressed. On this point the Ambassador stated that *“the Japanese government has taken the requests seriously to facilitate business submitted by the EU and has always made their utmost efforts to address the requests accordingly”*.

Ambassador Katakami closed his remarks by expressing his appreciation to the European Parliament for its continued interest and work on the Japan-EU EPA.

Source: Mission of Japan to the European Union



## J-GoodTech Website

J-GoodTech posts information on Japanese SMEs with outstanding niche-top or unique products and technologies on its website in order to help bring those companies into contact with major domestic manufacturers and overseas businesses.

Source: Organization for Small & Medium Enterprises and Regional Innovation, JAPAN

➡ <https://jgoodtech.smrj.go.jp/>

## Lyon Welcomes Yokohama: Celebration of 55 Years of Sister City Relations with Cultural Events and Business Seminar

20-21 November 2014, Lyon, France

This year marks the 55th anniversary of sister cities relations between Lyon and Yokohama. On this joyous occasion, a number of events were held in Lyon, strengthening the relationship and deepening the exchange in the fields of economy and education.

### Celebrating 55 years of sister cities relationship

Lyon's Mayor Mr. Gerard Collomb welcomed a large delegation from Yokohama, which included the Chairperson of Yokohama City Council Mr. Hirofumi Sato and Deputy Mayor Mr. Makoto Kashiwazaki, as well as citizens, business representatives, and professors from Yokohama City University and several vocational schools, for a celebratory luncheon at Lyon City Hall.



Professors from "Yokohama f College", a vocational school for hairdressers, make-up artists and fashion stylists, presented a kimono fashion show, where students from Lyon University's Department of Japanese language modelled precious furisode kimonos. Yokohama and Lyon have a common history as centres of the silk industry in the late 19th and early 20th centuries, and the show illustrated the connection between both cities through traditional and modern fashion culture. Another cultural group from Yokohama, Kishine Hayashi, put on a lively performance with traditional Japanese flutes and drums. Kishine Hayashi performed not only at the luncheon, but also did a public performance at the Lyon Museum of Fine Arts.

During their visit the high-level guests from Yokohama were invited by Lyon to taste the Beaujolais Nouveau wine, and to learn more about the modern French silk industry at the Silk Market held in the Chamber of Commerce and Industry of Lyon.

### Close cooperation with ERAI

In the field of economic exchange, ERAI, the international business development agency of the Rhône-Alpes region, of which Lyon is the capital, and Yokohama signed an agreement to enhance their economic relationship.



Both cities and their surrounding regions are home to thriving businesses in the automotive, renewable energy and IT sectors, as well as to large life science clusters.

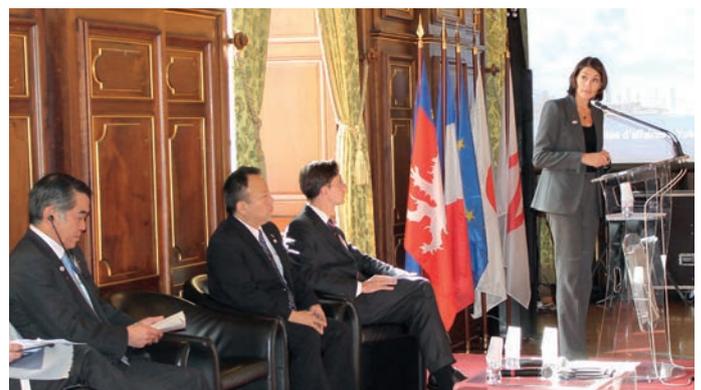
### Business seminar to promote Yokohama to French companies

A business seminar organised by Yokohama was held at Lyon City Hall on November 21, supported by the city of Lyon, JETRO, and the Japanese consular office in Lyon. Ms. Karine Dognin-Sauze, vice president of Grand Lyon, Mr. André Claude Canova of CCI Lyon, the Japanese consul Mr. Ryuichiro Kobayashi and Mr. Hirofumi Sato, Chairperson of Yokohama City Council, welcomed the guests.

Mr. Akio Ikemori, Director General of JETRO Paris, spoke about opportunities for foreign direct investment in Japan and the state of the Japanese market. Deputy Mayor of Yokohama Mr. Makoto Kashiwazaki presented Yokohama's advantages as a business location. A strong support system for companies from the Rhône-Alpes region through the service of ERAI Japon, represented by Director General Mr. Pierre-Louis Philippe. ERAI Japon offers furnished office space and other support, and will relocate from Tokyo to bigger premises in Yokohama next year. Mr. Lionel Vincent, managing partner at an internationally active French law firm and board member of the French Chamber of Commerce and Industry in Japan, gave an overview of the Japanese legal system and pointed out the legal security and reliability the Japanese business environment.

About 70 participants attended the seminar. The presentations were followed by a networking cocktail, where participants enjoyed lively discussions with the presenters and with company representatives from Tressa Yokohama, Anest Iwata Corp. and Nissin Corp.

➔ <http://www.yokohama-city.de>



## European and Japanese Standardisation Organisations Agree to Strengthen their Cooperation

Leaders from the European and Japanese standardisation organisations have signed a new joint Cooperation Agreement, providing a revised framework for closer collaboration on various aspects of standardisation, which will facilitate trade in goods and services between Europe and Japan.

The three organisations – CEN (European Committee for Standardization), CENELEC (European Committee for Electrotechnical Standardization) and JISC (Japanese Industrial Standards Committee) – have committed themselves to increasing their cooperation on issues of joint interest, in order to enable greater technical alignment of both markets. By strengthening their dialogue and promoting the harmonisation of standards at international level, they will help to facilitate trade in goods and services between Europe and Japan, thereby contributing to sustainable growth.

This new Cooperation Agreement was signed on 13 November at a ceremony in Tokyo, where the International Electrotechnical Commission (IEC) was holding its 78th General Meeting. Previously, separate cooperation agreements had existed between the partners. However, CEN, CENELEC and JISC decided to align these agreements in order to streamline the technical cooperation between Europe and Japan, and also to focus their cooperation on a number of specific strategic areas.

The new agreement provides CEN, CENELEC and JISC with a common framework for facilitating the sharing of information, the transfer of technical knowledge and the exchange of best practices in several key areas such as emerging technologies, research and innovation, and engagement with small and medium-sized enterprises (SMEs). Moreover, the Cooperation Agreement will be supported by a detailed roadmap for its implementation, starting in the first quarter of 2015.

By developing and deepening their cooperation in the field of standardisation, and reaffirming their commitment to seeking global solutions in the framework of the international standardisation organisations (ISO and IEC), the three partners will contribute to overcoming technical barriers to trade and thus facilitating trade between Japan and Europe. The cooperation between CEN, CENELEC and JISC would also support the successful implementation of an ambitious and mutually beneficial trade agreement between the EU and Japan, which is currently under negotiation.

Speaking at the signing ceremony in Tokyo, Dr Tamotsu Nomakuchi, President of JISC, highlighted the importance of ongoing cooperation in the fields of Smart Grids, Railways and Accessible Design – through joint Working Groups with the active participation of high-level experts from both sides. «I believe these Working Groups



Mr Tore Trondvold (President of CENELEC) and Dr Tamotsu Nomakuchi (President of JISC) in Tokyo on 13 November 2014 © JISC

will be further activated under the new agreement, and I hope that we can continue and further enhance our good relationship between Europe and Japan» he said.

Speaking on behalf of CEN and CENELEC, the President of CENELEC, Mr Tore Trondvold, stated that the exchange of technical information and sharing of standards would enable the partners to «extend the benefits that standards bring to our societies, and contribute to the growth of our economies and the well-being of our people».

For more information:

- JISC.....<http://www.jisc.go.jp/eng>
- CEN-CENELEC.....<http://www.cenelec.eu>
- CEN ..... <http://www.cen.eu>
- CENELEC ..... <http://www.cencenelec.eu>

## Technology Park of Andalucía is Seeking to Develop Cooperation with Japan

The Technology Park of Andalucía (PTA), in Spain, an international reference point in the world of science and technology parks, as well as in innovation, is seeking to establish a close and long term relationship with Japanese entities in order to facilitate the development of smooth cooperation and to boost and encourage business, industrial, technological and institutional relations.

The concept of the park is based on the Triple Helix of university-industry-government relationships to enhance the potential for innovation and economic development in the knowledge society with the participation as promoters of the Andalusian Regional Government, Malaga City Hall, the financial institution Unicaja and the University of Málaga. Furthermore, the Technology Park of Andalucía works

closely with entities such as local, regional, national and international governments, universities, chambers of commerce, embassies, etc. to facilitate the development of networks of communication and technological cooperation among the various entities that encompass it, to promote the transfer of technological know-how and the capacity-building of business collaboration in a more international setting.

The main cutting-edge technologies developed by Andalusian companies consist of technological innovation in the ICT and railway sectors, technologies for smart cities and renewable energies among others.

A clear success story is the establishment of an active cooperation with South Korea, and especially with the University of Incheon and its technology park, to boost

business cooperation between both Technopolis and promote advances in research and technological development, especially in new technologies in ICT and renewable energy. To show two obvious results, in November 2013, the University of Malaga, in collaboration with the PTA, hosted the VIII Tribune Spain-South Korea, with a strong economic emphasis, focused on sustainable development, innovation, technology, culture and tourism. The University of Málaga and its International Campus of Excellence, in collaboration with the Korea Foundation organised in October the annual edition of the Week of Korea, with a wide range of cultural activities. Indeed, the PTA is looking forward to developing the same kind of cooperation with potential partners in Japan.

- <http://www.pta.es>

## Shrinking the Distance - Taking the Links Between Japan and Slovenia a Step Further



Japanese delegation visits Yaskawa Motoman plant in Ribnica, a successful combination of Japanese capital and Slovenian know-how (archive SPIRIT Slovenija, public agency)

This October, representatives of 14 Japanese companies toured high-value-added sites in Slovenia. JETRO Vienna and SPIRIT Slovenija have joined forces to promote all forms of trade and investment cooperation and to improve the competitiveness of companies by facilitating exchanges of practical experience and know-how, as well as the dissemination of best practice also through face-to-face contacts so as to open access to tested technology and to save on cost and time by the smart use of resources.

On that occasion, SPIRIT Slovenija presented a cross-section of Slovenia's economy and its cutting edge industries to senior Japanese business executives from both manufacturing companies and banks. For most of them it was their first time in Slovenia, so they were interested in the country's business and investment climate, its ties to other EU Member States and its historic trade and investment links with South-eastern Europe. To learn more about Slovenia's ICT sector and its automotive industry, the delegation visited Akrapovič exhaust systems maker, Revoz, a subsidiary of Renault, and Yaskawa, a subsidiary of Yaskawa Electric – high-tech champions of business excellence.

For more information contact:

- SPIRIT Slovenia [invest@spiritslovenija.si](mailto:invest@spiritslovenija.si) - <http://www.investslovenija.org>
- JETRO [wien\\_info@jetro.go.jp](mailto:wien_info@jetro.go.jp) - <http://www.jetro.go.jp/austria>

**JETRO** Japan External Trade Organization

**SPIRIT SLOVENIJA** | I FEEL SLOVENIA

PUBLIC AGENCY OF THE  
REPUBLIC OF SLOVENIA

The feedback gathered shows that the Japanese representatives were impressed by the high technology level and innovative solutions of the Slovenian companies that operate in knowledge-intensive sectors. Some of the delegation members already do business with Slovenia, but the representatives of six Japanese companies have expressed interest in the Slovenian companies as potential future business partners, particularly when it comes to getting a foothold in regional markets.

The opportunity to speak directly both to the officials of the Slovenian state institutions and managers with hands-on industry experience has been valuable and it should facilitate the first steps toward successful business cooperation between the companies of the two countries. It will assist companies in both countries in developing pathways to a closer partnership and in taking advantage of the new opportunities presented by FDI projects and trade.

According to Mr. Hirofumi Ono, General Director of JETRO in Wien, Slovenia has strong advantages in many industries of interest to Japanese companies and future similar events will be of mutual benefit.

## Spain's Fine Food & Wine Fair in Tokyo VINALITUR

27-28 May 2015, Tokyo, Japan



Each year since 2007, the Madrid based Spanish-Japanese Chamber of Commerce has organised in Tokyo its "Spain's Fine Food & Wine Fair VINALITUR". It is a two-day event for professional visitors only: food & beverage importers, distributors, wholesalers, retailers, chefs and restaurants, as well as specialised media reporters are welcome. Some wine producers from La Rioja, Ribera del Duero, Penedes and La Mancha have already confirmed their participation in this cosy fair. Some olive oil and canned food producers or exporters are expected to participate too.

Exhibitors do not have to travel to Tokyo, thus saving time and money, since Spanish-Japanese Chamber personnel will be at the fair attending and supplying whatever is needed to every exhibiting firm: information, samples, printed materials... as well as recording the inquiries of keen visitors for each exhibitor.

Vinalitur 2015 will be held at the Instituto Cervantes of Tokyo.

For more information about the conditions for participating in Vinalitur please contact [camara@camarajaponesa.es](mailto:camara@camarajaponesa.es)

- <http://www.camarajaponesa.es>

## Japan Analysis

The Asia Centre's latest "Japan Analysis" issue has been released.

- <http://www.centreasia.eu/publications/japan-analysis> (FR version)

## Quality Products for the Japanese Market

On the 26th of November JECC (the Japanese - Estonian Chamber of Commerce MTÜ) and City of Tartu, the second largest city of the Republic of Estonia, co-hosted a seminar.

The primary purpose of this information seminar was to equip a wide range of businesses based in the south of Estonia with useful knowledge about the trading opportunities with Japan.

JECC promotes Estonia as a brand of high quality locally sourced and manufactured products to the Japanese market and this seminar was our major milestone in establishing our presence outside the capital city. The presentation covered Japanese consumer behaviour prior to

and following the increase in the sales tax, Japan's changing demography, and which businesses, academic communities and research institutions can find niche markets in Japan.

In response to JECC's appeal, the Embassy of Japan in Tallinn had agreed to send a representative as one of the guest presenters, as well as some of the Estonian businesses which have already been successfully trading with their Japanese partners and that agreed to share their knowledge and experiences. These businesses export products which have truly Estonian characteristics such as: log homes and timber products, locally farmed alpaca wool products, naturally sourced cosmetics with ingredients from the local forests and so on.

The presentation also covered tourism related businesses and the growing IT related industries as JECC is also committed to providing a bridge between Japanese and Estonian businesses by providing information on the trend and typology of the end-users which are translated by JECC since such information is usually available only in Japanese.

The event was followed by a networking hour, with catering by a local sushi restaurant, during which the presenters as well as the guests freely socialised.



➔ <http://ettevotlus.tartu.ee/koolitused/37BED16CF360AFB3C2257D860050086F>



## A Medical Sector Delegation from North Rhine-Westphalia to Japan

The Enterprise Europe Network partner Zenit GmbH learned that JETRO was inviting interesting companies to participate in the "Medical Creation" fair in Koriyama (Fukushima Prefecture) and informed potentially interested companies and clusters within its region. The result was that three companies from North Rhine-Westphalia (all three from the same city: Bochum) have been selected for this very good opportunity to learn about Japan, its health sector and the medical device market. The visit took place from 27 October to 02 November. The companies ITP GmbH and SNAP GmbH participated as visitors. The company AirMed Plus GmbH has also participated as an exhibitor.

*«This is not only an excellent chance to show, which kind of innovations of medicine devices comes from North Rhine-Westphalia, than rather a possibility to strengthen the trade relations between Germany and Japan.»*, so CEO Birger Nispel, head of AirMed PLUS GmbH who is very happy about the attendance of this visit of the "Medical Creation" fair.

Source: Zenit GmbH

➔ <http://www.zenit.de>



Invited group to Fukushima prefecture, from the left: Mr. Uwe Seidel (CEO SNAP GmbH), Mr. Dr. Heinz Werner Henke (CEO ITP GmbH), Vice Governor Fumio Murata, Mr. Birger Nispel (CEO AirMed PLUS GmbH), Mr. Shigeoka (Chief Director, Jetro Fukushima), Mr. Georg Löer (President NRW Japan K.K.)

## Workshop on Nanotechnology for Water Treatment 20-21 January, 2015 Barcelona, Spain

Water treatment and purification is a main challenge for the current and upcoming generations. Membrane processes, nano-sized materials and the combination from both offer a wide range of possibilities and ways for water treatment by means of filtration and catalytic processes.

The nano4water cluster is a focal point for EU research in nano-enabled water treatment. The nano4water workshop series aims on bringing together activities and results of the areas named above allowing finding synergies to boost development status and ways into application.



The 5th workshop themed "Recent Advances in Nanotechnology for Water Treatment" will be organized by LeitAT Technological Center.



<http://leitat.org/nano4water/>



*Participants of the workshop in front of the Brandenburg Gate*

## 9<sup>th</sup> Japanese European Workshop “Cellulose and Functional Polysaccharides”

**14-16 October 2014, Berlin, Germany**

The 9th Japanese-European Workshop “Cellulose and functional polysaccharides” was organised by the Fraunhofer Institute of Applied Polymer Research IAP Potsdam-Golm at the location of the Fraunhofer Forum in Berlin. This Japanese-European event follows a series of initially Japanese-German workshops starting in 1995 in Breisach (Germany) and later by Japanese-German-Austrian events (in Sapporo, Vienna, Kyoto, Berlin, Hamburg and Tokyo) which brought together leading experts in the field of cellulose and functional polysaccharides. The recent workshop was supported by the German funding organisation for renewable resources FNR (Fachagentur Nachwachsende Rohstoffe e.V.) and the European EPNOE network.

The scientific programme opened with the welcome address of the hosting organiser Prof. Hans-Peter Fink (Head of Fraunhofer IAP) followed by statements of Prof. Akira Isogai (University of Tokyo and president of the Cellulose Society of Japan) and Dr. Patrick Navard (CEMEF-MINES and coordinator of the European Polysaccharide Network of Excellence).

About 45 participants, including 14 outstanding scientists from Japanese Universities and distinguished European attendees from Austria, Finland, France, Germany, Poland, Slovenia, Sweden and the United Kingdom, followed a high level program of scientific presentations in the areas of basic polysaccharide science, polysaccharide derivatives, polysaccharide based products and polysaccharide based nano-composites. The programme particularly reflects the importance of cellulose and other polysaccharides as renewable resources for European and Japanese economies. The 24 scientific presentations and 6 posters summarised the progress in cellulose and polysaccharide research since the last workshop in 2012 in Tokyo.

The spectrum ranged from high level basic research to attractive product ideas which have been discussed intensely during the workshop. The scientific program ended with an excursion to the Fraunhofer Institute for Applied Polymer Research IAP in Potsdam-Golm as one of the leading German Institutes dealing with polysaccharides and applied biopolymer research. After this visit of Fraunhofer IAP the former president of the Cellulose Society of Japan, Prof. Yoshiyuki Nishio from Kyoto University thanked Prof. Fink for his long-lasting engagement as one of the pioneers of the Japanese-German and Japanese-European workshops in the field of polysaccharides, and acknowledged as well the local organisers.

The attendees used additional networking possibilities during social events, like the conference dinner on the Berlin TV-tower and a guided bus tour through the city of Berlin. Altogether, this was a very successful meeting with the next one already scheduled for 2016 in Nice, France.

➔ <http://www.iap.fraunhofer.de>

## 9<sup>th</sup> World Convention of HIDA/AOTS Alumni Societies

**29-30 October 2014 Tokyo, Japan**

The Bulgarian delegation, headed by Georgi Stoev, Vice President of BJEC/BCCI and Chairman of the Bulgarian AOTS Alumni, who presided over the Board of Directors of the World Network Fund for the scholarships of AOTS held on 28 October. The 9th convention was attended by more than 200 delegates from 39 countries and two delegates from Bulgaria have been awarded for their active role in HIDA/AOTS Alumni Societies' activities and for their contribution to the development of Bulgarian – Japanese relations.

The Bulgarian delegation participated in the Success Story Contest, held on the 3 October, and the presenter Mrs. Tanya Boyadjieva was nominated for her topic “Human relations- the multiple effect of the training in AOTS for Bulgarian entrepreneurs”. She ranked fourth after the representatives from Brazil, Shri Lanka and India. The awards was presented by Mrs. Akie Abe, wife of the Prime Minister Shinzo Abe.

➔ <http://www.bcci.bg/news/8637>

## EU Business in Japan - Preparing 2015 Programme



We would like to confirm that our webinar on “Dental Devices and Materials in Japan” which was originally planned for the 18th of November has been rescheduled for the 13th of January 2015 (If you were registered for the original webinar then there is no need to re-register).

In addition, a new series of “About Japan” webinars covering a variety of topics of interest for EU SMEs is being planned for early 2015. We will shortly be announcing more details about these upcoming webinars.

To keep you informed and for free membership registration please see: ➔ <http://www.eubusinessinjapan.eu/user/register>

## Reports Release



### The Japanese Solar PV Market and Industry - Business Opportunities for EU Companies

The report aims to clarify the recent evolution in the Japanese renewable energy/PV market, with relevance for potential European investors. It provides a detailed analysis of the policy framework facilitating the current growth in solar PV in Japan and it points out market entry opportunities. The report concludes with a number of recommendations for European companies and policy makers.

➔ <http://www.eu-japan.eu/sites/eu-japan.eu/files/PVInJapan.pdf>

### Why is it important for Japan to conclude the Free Trade Agreement with the European Union? The point of view of a Japanese person living in Europe.

Research Master Thesis submitted by Mr. Satoshi Suzuki with a view to receiving the title of Master in Management, academic year 2013-2014, Louvain School of Management. Under the supervision of Professor Jean-Christophe Defraigne.

➔ [http://www.eu-japan.eu/sites/eu-japan.eu/files/fta\\_eia\\_satoshi\\_suzuki\\_thesis.pdf](http://www.eu-japan.eu/sites/eu-japan.eu/files/fta_eia_satoshi_suzuki_thesis.pdf)

## Doing Business in Japan - The Companies Act of Japan

The Companies Act has been in effect since May 1, 2006 onwards. Enforcing the Companies Act did not mean simply revising the previously existing Commercial Code, but rather abolishing whole parts of the Commercial Code regarding companies and the Law of Yuugen-Kaisyu (hereafter YK - a limited company) etc. Therefore, the contents of the Companies Act cover broad areas of doing businesses in Japan.



By Michio Matsuzaki,  
Administrative Lawyer,  
Matsuzaki General Counsel  
Office, <http://www8.ocn.ne.jp/~risk21/english.htm>,  
Saitama, Japan

More information related to setting up and operating a company in Japan under the Companies Act is available at: ➔ <http://www.eubusinessinjapan.eu/library/publication/article-the-companies-act-of-japan>

## Direct Sales Entry Strategies in Japan

### Does my company really need an office?

Standalone market entries are done by companies ready to take capital risk and to gain over time the knowledge associated with the new markets, accepting the risk of not depending on others (local partners) to gain experience. One of the factors in deciding the type of entry strategy to go for is the cost or investment size, the most extensive and expensive strategy being, of course, to set up a full-size operation in Japan (with branches in various cities, warehouses, factories and R&D centres).

### Major Benefits:

- Get closer to the customers (a key account might ask for a presence in Japan or for same time-zone responses to questions or requests)
- Increases Sales (Japanese customers prefer to deal locally in Japanese and with local staff)
- Higher profit margins (having your own sales organisation in place reduces dependency on intermediate distribution channels)
- Monitor competition and market trends (acquired thanks to customer feedback)

### Major Costs:

- Start-up costs (legal and administrative costs depending on the legal structure chosen)
- Operating costs (office space, accounting and law firms, professional services ...)



By Philippe Huysveld,  
Managing Director & Head of  
Consulting,  
GBMC - Global Business &  
Management Consulting,  
[www.gbmc.biz](http://www.gbmc.biz), France.

The complete article also covering the following points: Better Incentives for Investments, Summary of major Methods of Incorporation, and Recommendations for Incorporation in Japan is available at:

➔ <http://www.eubusinessinjapan.eu/library/publication/article-direct-sales-entry-strategies-in-japan>

## EU-Japan Business Cooperation Opportunities



 <p><b>MANUFACTURING SERVICES OFFERED TO THE EU</b> Sector: <b>Metalworking</b> Japanese specialist in micro-fabrication, micro-hole perforation and small diameter-hole machining method, offering its services Profile ID: <a href="#">TOJP20141015001</a></p>	 <p><b>REQUEST FOR SUPPLIERS IN THE EU</b> Sector: <b>Metal</b> Japanese trading company seeking EU supplier of laminated and coated copper and aluminium bus bars Profile ID: <a href="#">BRJP20141010001</a></p>
 <p><b>SERVICES OFFERED TO JAPAN</b> Sector: <b>Services, translation</b> Spanish company offering scalable multilingual solutions for businesses Profile ID: <a href="#">BOES20140604002</a></p>	 <p><b>REQUEST FOR DISTRIBUTORS IN JAPAN</b> Sector: <b>Aerospace</b> Greek company seeking distributor for test &amp; validation equipment for satellite/spacecraft on-board data networks Profile ID: <a href="#">TBC</a></p>
 <p><b>REQUEST FOR DISTRIBUTORS IN THE EU</b> Sector: <b>Medical</b> A Japanese manufacturer offers its foldable medical carts Profile ID: <a href="#">BOJP20141027001</a></p>	 <p><b>REQUEST FOR DISTRIBUTORS IN THE EU</b> Sector: <b>Medical equipment</b> A Japanese manufacturer offers its ferromagnetic detector Profile ID: <a href="#">BOJP20141020001</a></p>
 <p><b>REQUEST FOR AGENTS IN JAPAN</b> Sector: <b>Cosmetic, pharmaceutical</b> Greek SME is looking for partner for its stable olive oil based methodology Profile ID: <a href="#">TOGR20141031001</a></p>	 <p><b>REQUEST FOR DISTRIBUTORS IN JAPAN</b> Sector: <b>Medical devices</b> German manufacturer for finger splints is looking for distributors Profile ID: <a href="#">BODE20141002001</a></p>
 <p><b>MANUFACTURING SERVICES OFFERED TO THE EU</b> Sector: <b>Medical devices</b> Japanese manufacturer of medical heating pads offering its services to EU companies Profile ID: <a href="#">BOJP20141117001</a></p>	 <p><b>REQUEST FOR DISTRIBUTORS IN THE EU</b> Sector: <b>Medical software</b> Japanese orthopaedic software company seeking distributor or agent in the EU Profile ID: <a href="#">BOJP20141107001</a></p>
 <p><b>REQUEST FOR PARTNERS IN JAPAN</b> Sector: <b>Biotech</b> Spanish company offering optimisation, fermentation development, production and processing of microbial products Profile ID: <a href="#">BOES20141103002</a></p>	 <p><b>SERVICES OFFERED TO THE EU</b> Sector: <b>Aeronautics</b> Japanese trading company offering services to EU companies looking for aeronautical parts from Japanese manufacturers Profile ID: <a href="#">BOJP20141128001</a></p>

## Enterprise Europe Network Events

Matchmaking opportunities for EU and Japanese SMEs

### MetSol Business Days 2015

20-22 May 2015, Berlin, Germany

Berlin Partner and the EU-Japan Centre are pleased to invite Japanese companies to the 'MetSol Business Days 2015', a B2B-matchmaking event organised in conjunction with Metropolitan Solutions (<http://www.metropolitansolutions.de>) the world's largest combined congress and trade fair for smart cities.

The event offers innovators an excellent chance to establish contact with an international audience in the areas of urban mobility, energy supply, water supply/quality, building installations and urban safety/security.

Metropolitan Solutions will take place during the bi-yearly Asia-Pacific Weeks (<http://apwberlin.de/en>), which offers a platform for numerous events on economy, science, culture and society and a forum for dialogue between actors from Europe and Asia.

Organised by the local Enterprise Europe Network partner, MetSol is the unique matchmaking event for this fair, and is expected to attract a large number of local municipalities, looking for innovative solutions for smart cities within the focus areas, and companies and research institutions offering their services and products.

Japanese companies wishing to participate in the fair and/or brokerage event can contact the EU-Japan Centre to express their interest.



<http://een-japan.eu/ja/content/metropolitan-solutions>

# EU-Japan Business Cooperation Opportunities

**REQUEST FOR DISTRIBUTORS IN JAPAN**Sector: **Semiconductors**

Greek company developing silicon IP Cores and ASIC designs for still image or video is looking for partners  
Profile ID: [TBC](#)

**REQUEST FOR FRANCHISEES IN JAPAN**Sector: **Food**

Italian frozen food maker is looking for franchisees  
Profile ID: [BOIT20131128002](#)

**REQUEST FOR SERVICES IN THE EU**Sector: **Consulting**

Japanese medical device manufacturer looking for marketing research coordinator  
Profile ID: [BRJP20141105001](#)

**REQUEST FOR SERVICES IN THE EU**Sector: **Consulting**

Japanese research institute seeking consulting company with information network in the EU automotive industry  
Profile ID: [BRJP20141117001](#)

**REQUEST FOR PARTNERS IN JAPAN**Sector: **Recycling**

Italian research institute to set up pilot plant for hydrometallurgical processes for recovering waste materials from printed circuit boards  
Profile ID: [TOIT20131127001](#)

**REQUEST FOR PARTNERS IN JAPAN**Sector: **Biotechnology**

French biotechnology SME developed drug candidates and is looking for co-development and/or licensing  
Profile ID: [TOFR20140930002](#)

**REQUEST FOR DISTRIBUTORS IN THE EU**Sector: **ICT, virtual technology**

Japanese information service provider offers e-commerce web solution of online virtual shop  
Profile ID: [BOJP20131009001](#)

**REQUEST FOR PARTNERS IN THE EU**Sector: **Specialised design**

Japanese company offering technology for autonomous decentralised bearing  
Profile ID: [TOJP20141031001](#)

## Enterprise Europe Network Events

Matchmaking opportunities for EU and Japanese SMEs

### Mobile World Congress

2-5 March 2015, Barcelona, Spain

Over the course of four days, 2-5 March 2015, Mobile World Capital Barcelona (<http://www.mobileworldcongress.com>) will host the world's greatest mobile event: Mobile World Congress. The 2015 GSMA Mobile World Congress will gather together industry leaders, visionaries and innovators to explore the trends that will shape the mobile sector in the years ahead.

Japanese companies from the mobile industry are invited by our EEN partner ACCÍO (Catalan Competitiveness Agency) to participate in this congress and the brokerage event that will be organised alongside the congress. In 2014, this brokerage event was a great success, with 453 attendees from 30 countries attending 1,486 meetings.

➔ <http://een-japan.eu/ja/content/mobile-world-congress-spain>

### Seafood Expo Global 2015

21-22 April 2015, Brussels, Belgium

Seafood Expo Global / Seafood Processing Global (<http://www.seafoodexpo.com/global>) is the largest seafood trade event in the world. The event attracts more than 25,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment and services.

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

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

### BUD-GRYF & ENERGIA Matchmaking 2015

Sector: **construction and energy**  
27 March 2015, Szczecin, Poland

The Enterprise Europe Network operated by West Pomerania Economic Development Association is inviting you to participate in 7th Matchmaking Event organised within construction and energy fair, which is the biggest event in West Pomerania Region. The event focuses on construction & energy sectors. Registration deadline: 10 March 2015

➔ <http://www.b2match.eu/budgryf2015>

### HANNOVER MESSE 2015: Technology Cooperation Days

Sector: **multisectoral**  
14-16 April 2015, Hannover, Germany

This year's edition of the brokerage event focusses on Smart Factories & Industrial Manufacturing: Technologies – Processes – Applications. The brokerage event offers SMEs and research organisations the opportunity to find and meet partners for commercial agreements and for research & technology cooperations. Registration deadline: 30 March 2015

➔ <http://www.technologycooperationdays.com>



DATE/LOCATION	DETAILS	CONTACTS
9 December 2014 Tokyo, Japan	WORKSHOP German-Japanese Workshop on Security Issues V	Japanese-German Center Berlin (JDZB) <a href="http://www.jdzb.de/en/events/single-view/?tx_ttnews%5Btt_news%5D=1042&amp;-cHash=d649db9c01d4b860234df-24c954b394e">http://www.jdzb.de/en/events/single-view/?tx_ttnews%5Btt_news%5D=1042&amp;-cHash=d649db9c01d4b860234df-24c954b394e</a>
12 December 2014 Tokyo, Japan	SEMINAR EU-Japan Cooperation in ICT and Horizon 2020	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/eu-japan-cooperation-ict-and-horizon-2020">http://www.eu-japan.eu/eu-japan-cooperation-ict-and-horizon-2020</a>
15 December 2014 Tokyo, Japan	SEMINAR Geographical Indications: Sharing Values and Traditions	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/geographical-indications-sharing-values-and-traditions">http://www.eu-japan.eu/geographical-indications-sharing-values-and-traditions</a>
16 January 2015 Tokyo, Japan	CONFERENCE Japan-EU Economic Partnership Agreement Ongoing Negotiations and Results	Maison Franco-Japonaise <a href="http://www.mfjtokyo.or.jp/ja/events/details/530.html">http://www.mfjtokyo.or.jp/ja/events/details/530.html</a>
13 January 2015 Tokyo, Japan	WEBINAR Dental Devices and Materials in Japan	EU-Japan Centre for Industrial Cooperation <a href="http://eubusinessinJapan.eu/webinar-27-dental-devices-materials-japan">http://eubusinessinJapan.eu/webinar-27-dental-devices-materials-japan</a>
26-30 January 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Cluster/SME Support Mission to Japan - Nanotech Sector Application deadline: 15 December 2014	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission">http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission</a>
10 May - 5 June 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: Human Resources Training Programme Japan Industry Insight. Application deadline: 12 February 2015	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/H RTP">http://www.eu-japan.eu/detail-business-programmes/H RTP</a>
22 May - 5 June 2015 Dublin Ireland, Japan	CONFERENCE Lean - Driving Competitiveness Conference	EU-Japan Centre for Industrial Cooperation, Enterprise Ireland, DJEI <a href="http://www.eu-japan.eu/lean-driving-competitiveness-conference">http://www.eu-japan.eu/lean-driving-competitiveness-conference</a>
29 June - 3 July 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session II Application deadline: 19 March 2015	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/detail-business-programmes/WCM">http://www.eu-japan.eu/detail-business-programmes/WCM</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 and/or on our website:

[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)

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

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