



Internationalisation

Happy 25th Anniversary
1987 - 2012

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A RELEVANT BENCHMARK FOR THE IMPLEMENTATION OF THE EC STRATEGY FOR SME INTERNATIONALISATION

The priorities and therefore the activities of the EU-Japan Centre for Industrial Cooperation have drastically developed and evolved since its creation 25 years ago.

Its work programme is consistently reviewed to meet the priorities of the European and Japanese authorities, which in turn are designed to answer the evolving needs of their respective industries and business environments. For summarised milestones since 1987 <http://documents.eu-japan.eu/milestones.pdf>

In line with the latest EC Communication "Small Business, Big World" and following the Centre's active involvement in the 2011 public consultation in Eu-

rope for a renewed support framework for SME internationalisation, in the 2012-2013 Work Programme SMEs became a broad and horizontal priority across all the Centre's activities.

In this context, in 2012, the Centre has reinforced its support for SME internationalisation with a full range of activities including:

- A collection of policy papers drafted by experts on the topic
- A comprehensive mapping of all organisations supporting the internationalisation of SMEs in the EU and in Japan
- A survey on SMEs' specific needs when exploring the Japanese market
- Two seminars dedicated to challenges

and opportunities relating to the internationalisation of SMEs

- A new Cluster Support Mission in Japan: a matchmaking mission, co-organised with Fondation Sophia Antipolis, that will allow a European delegation composed of representatives from cluster organisations & SME members to work towards establishing new partnerships and networks in the field of green materials and clean technologies.

If you would like further information about these new initiatives or are interested in attending the events or mission, feel free to contact the Centre: office@eu-japan.eu



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.

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Ageing Societies in Europe & Japan: Policy Responses and Research and Innovation Solutions for Active and Healthy Ageing

Tokyo, Japan, 9-10 October 2012

Both the European Union and Japan are experiencing demographic change, with increasing numbers of senior citizens. This situation raises urgent questions in a number of social and economic areas, but also represents an opportunity for new economic and technological developments.

This two-day event brought together high-level experts and policy makers from the EU and Japan to share insights, experiences and success stories on how to tackle this common challenge and improve strategies.

On the first day, the symposium discussed the social and economic challenges, as well as the related public policies.



The second day was focused on concrete responses provided by research and innovation, with leading EU and Japanese scientists and experts presenting cutting edge projects in health research and Information Society Technologies, as well as key policy initiatives for Active and Healthy Ageing.



http://www.eu-japan.eu/global/events/ageing_societies_seminar_09102012.html?year=2012

SME Internationalisation: Why Japan? Business opportunities for EU SMEs

Brussels, Belgium, 27 November 2012

SMEs play a crucial role in the EU economy – in 2008, the EU's c. 21 million SMEs accounted for 99.8% of all enterprises active in the EU27 non-financial business economy and for 2/3 of its jobs.

As EU-Japan ties become closer, this seminar will encourage participants to look to Japan for business opportunities.

As well as examining support available in Japan and EU-funded help, the event will also consider issues that SMEs may face when dealing with Japan and will also hear the case study of a European SME that has seen considerable success in Japan. This event is for organisations that work with SMEs to support their international activities.

http://www.eu-japan.eu/global/events/sme_internationalisation_27112012.html?year=2012

The Partnership for Future: Economic Partnership Agreement & business activities

Brussels, Belgium, 25 October 2012

EU-Japan partnership for the future – EPA and business activities

How has the EU-Japan trade relationship gone from trade conflict to a strategic partnership? As the European Parliament is expected to adopt a report on EU trade negotiations with Japan, and a month before EU Government leaders are expected to make a final decision as to whether or not to give the European Commission a negotiating mandate, this seminar in Brussels will outline the journey taken, consider what will happen next and will assess the views of industry.

Application deadline: 21 October 2012

http://www.eu-japan.eu/global/events/partnership_future_seminar_25102012.html?year=2012

Japan's Trade Strategy in the Asia-Pacific and Europe

Brussels, Belgium, 5 September 2012

Dr. Motoshige Itoh explained why there has been an explosion in free trade agreements (FTAs) involving East Asia, why FTA networks are expanding, considered whether they were weakening the WTO and what implications they would have on the future trade regime. He ended by analysing why Japan was interested in joining the Trans-Pacific Partnership (TPP) talks.

http://www.eu-japan.eu/global/events/japan_trade_strategy_seminar_05092012.html?year=2012

EU-Asia Satellite Navigation Industry Seminar

Brussels, Belgium, 26 September 2012



The EU-Asia Satellite Navigation Industry Seminar was organised by GNSS.asia and chaired by DG Enterprise and Industry. Entrepreneurs and industry representatives from Europe and GNSS.asia project leaders in China, India, Japan, Republic of Korea and Taiwan. EU Chambers of Commerce in the region presented their plans, GNSS.asia industry support services and activities.



<http://gnss.asia>

Energy Security & Sustainability Challenges: The EU, Japanese & Asian Responses

Brussels, Belgium, 14 September 2012

18 months after the Great East Japan Earthquake, Japan like the rest of the world is facing a set of challenges if it is to have a low-carbon future.

With Japan revising its energy strategy, the EU considering decarbonisation pathways and the EU and Japan deciding to reinvigorate their bilateral energy cooperation, this seminar brought together three experts to discuss the strategies of Japan, the EU and other countries to analyse the challenges and offer long-term answers.



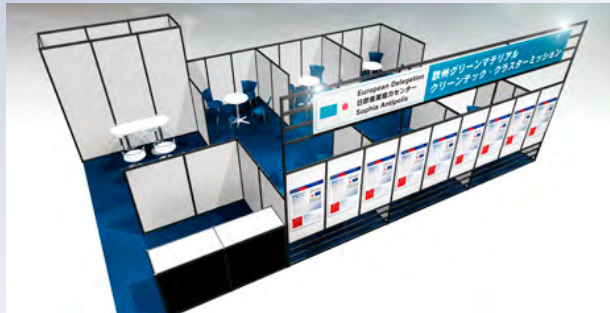
Key-note speech by Nobuo Tanaka, Institute of Energy Economics, Japan and ex-IEA.



http://www.eu-japan.eu/global/events/energy_security_seminar_14092012.html?year=2012

Cluster Support Mission to Japan

Tokyo, Japan, 12-15 November 2012



18 European delegates will participate in this mission composed of 9 clusters & their SMEs

As part of a new policy aimed at **promoting international cluster cooperation for SMEs**, DG Enterprise and Industry of the European Commission has launched in 2012 an initiative that contributes to organise specific match-making events to support cluster organisations and their SME members in their efforts to develop partnerships and business cooperation on global markets.

This action shall facilitate the internationalisation of European SMEs involved in these match-making events and allow them to access overseas markets and establish technology or business partnerships and therefore increase their innovation capacity and make them more competitive on the global scale. These events shall also contribute to prepare the ground for practical cluster cooperation across borders and make a more strategic use of transnational cluster cooperation on markets outside Europe in areas of strategic interest.

THE FIRST EVENT WILL BE ORGANISED IN JAPAN.

The mission, co-organised by Fondation Sophia Antipolis and the EU Japan Centre for Industrial Cooperation, will be held in Tokyo from November 12 to 15, 2012, notably during the Green Innovation expo 2012 that represents a real opportunity for the European Cluster Delegation to develop partnerships and to initiate cooperation agreements with Japanese entities in the field of clean technologies, covering in particular green materials segments.

This pilot project will most probably be repeated in 2013 according to EU Clusters' sector of interest. Please do not hesitate to send us your expression of interest for similar future activities:

(michelson@eu-japan.eu or celine.godart@eu-japan.eu)



<http://www.eu-japan.eu/global/business-training/cluster-support-mission.html>

CALL FOR APPLICATIONS

Human Resources Training Programme - Japan Industry Insight (H RTP)

4/5-week training programme in Japan for EU managers working for EU companies
Dates: 6 - 31 May or 7 June 2013 - Application deadline: 12 February 2013

The "H RTP - Japan Industry Insight" lasts four to five weeks and offers EU executives with a unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements. The H RTP programme was designed to improve on a constant basis the latest expectations about the business situation in Japan, as well as providing a professional Japan related expertise to EU businessmen.

JAPANESE LANGUAGE & CULTURE COURSES

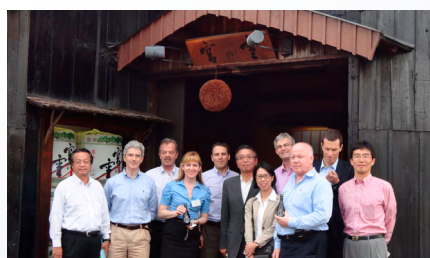
The course is designed to provide participants with basic Japanese communication skills (Business and daily life), comprising an introduction to the language structure and its complexity. A strong emphasis is placed on the importance of knowing how something is said, especially regarding aspects such as age, gender, hierarchical position and situation.

JOINT SEMINAR WITH JAPANESE BUSINESS PEOPLE

During the session H RTP-participants can discuss about their experiences with Japanese executives (in small groups). Some of the exercises include decision-making, team management and negotiation role-plays.

GROUP COMPANY VISITS

A wide range of companies is carefully selected, ranging from car manufacturers to traditional «Sake» breweries.



<http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html>

ABOUT H RTP



*Sarka Ticha, Managing Director,
Arkon Flow Systems S.R.O.
Czech Republic*

"H RTP was a really valuable experience. It really helped to understand more of the market, business culture, behaviour and the way of thinking. I think it would be useful to have some preparations before participating. I believe that this participation will be beneficial for me and for our company. It will help us to deal with our Japanese partners. I would recommend this programme to anybody who really wants to have or consider business with Japan."

CALL FOR APPLICATIONS

World Class Manufacturing (WCM) activity in Europe

1-day visit in Deside, UK to Toyota Lean Management Centre

Date: 10 December 2012 - Application deadline: 12 February 2013

This Toyota Production System (TPS) study opportunity is organised in the framework of one of the Toyota Motor Manufacturing UK charitable trust activities (<http://www.toyotauk.com>) and will be an opportunity to learn more about the company and its production principles.

Registration of interest is made by application only.

Application deadline: 1 November 2012.

Details on application form and related documents: Mrs. Céline Godart;

E-mail: c.godart@eu-japan.eu

Tel: +32 (0)2 282 00 40

http://www.eu-japan.eu/global/events/toyota_leanmngtcentre_10122012.html?year=2012

CALL FOR APPLICATIONS

World Class Manufacturing (WCM) Training Missions to Japan

1-week training programmes in Japan for EU managers working for EU manufacturing companies

WCM I: Training dates: 01-05 July 2013 - Application deadline: 21 March 2013

WCM II: Training dates: 15-19 October 2013 - Application deadline: 7 June 2013

THE 5-DAY TRAINING 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.



"World Class Manufacturing" training mission assists the participants to acquire a better understanding of TQC (Total Quality Control), TQM (Total Quality Management), TPM (Total Productive Maintenance), JIT (Just In Time), TIE (Total Industrial Engineering) practices and the current KAIZEN manufacturing methods (continuous improvement).

Target: EU managers working in manufacturing companies (Large and SMEs)



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

Details on application form and related documents:

Mrs. Céline Godart; c.godart@eu-japan.eu, tel: +32 (0)2 282 00 40



<http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html>

ABOUT WCM



Massimo Lanza – WCM Project Leader,
Nuova Roj Electrotex Srl
Italy

"What I consider most valuable among what I learned during the course is the general knowledge. Now I really understand that the middle management and the team leaders are strategic to succeed into WCM implementation and that rewarding schemes shall be defined to ease commitment.

I have learned that kaizen is mainly operational and based on the deep knowledge of the processes owned by the workers. Kaizen is not aimed only at increasing efficiency: safety, better work place, less burden on workers, quality improvement and error proof processes come first.

Kaizen approach must be extended out of the Gemba: quality circles and cross functional teams help developing awareness at the bottom level and spread kaizen philosophy to other functions in the company, inside and outside the operations.

My company is a SME that produces high mix and low volume products, and it's not easy to implement JIT and quality circles, but I'll try to increase the awareness of workers to get commitment to implement reward schemes.

"For more than 50 years, we know Japan as a demanding market in what regards Quality and Productivity. These attributes have a perfect match with our company core values.



Johan HYLAND
Production Manager
Mergon International Ltd
Ireland

I have read many books about Manufacturing in Japan and learned about the tools that they have under Lean but always wondered how they managed to achieve such excellent standards at all times. I thought that I understood the Lean tools but still struggled to bring it to my company in all areas and maintain it to ensure high manufacturing standards. By attending the WCM I had the opportunity to actually enter into the manufacturing facilities in Japan and listen to the managers there. I was also trained by Japanese workers who had many years experience with the Toyota Production System.

By the end of the course I finally began to really feel and see the never ending drive to complete improvements and how they consider their customer and the quality of the product every step along the way. The commitment to the worker, the customer and the company was so strong I started to fully understand the reason they are so detailed using their lean tools and how beneficial the lean tools are if one fully commits to keep working at Kaizen every day.

For me the course reignited my passion for manufacturing as I came home with the same "Lean tool box" that I left with but now I feel equipped with a true understanding of the term Kaizen, how to use it, why to use it, where to use it and if used with the passion the Japanese have I can ensure the future of my company through continually improving it.



Vulcanus in Japan at fifteen !

15 years on from its creation as a way of preparing the next generation of European engineers to be able to work with Japan, more than a hundred of its alumni are working in EU-Japan related activities. Experiences of many Alumni have been brought together in a new Vulcanus publication.

Through surveys and testimonials, the impact that the Vulcanus activity has had on their lives is clear: for many of our alumni, their Vulcanus experiences set the direction for their future careers, and their time spent in Japan has inspired them to continue working both in and with Japan across the world. With both the qualitative and quantitative data gathered, the Centre hopes to be able to continue to build co-operation and provide life-experiences, and to tailor the programme to help create even more open minded and international business leaders.

 http://documents.eu-japan.eu/vulcanus_japan/vij15.pdf

BizTips! Negotiations and Pricing

Price negotiations cannot be avoided in a business scenario. Communicating effectively with Japan is especially important, as they are quite "value-oriented". A good idea is to rename functions or applications of your products or services which differ significantly from those of the competition. The Japanese often tend to compare the most similar products and choose the cheapest alternative. In general, the selling price of the whole product is set lower than the sum of the individual components. It is also helpful to be aware that the Japanese are often very conscious of branding. As a result, the concept of value in your product needs to be thoroughly discussed.

Source: EU-Japan Centre - Distribution and Best Practices in Japan 2010 mission report.

Testimonial Vulcanus in Japan

From Mr. Andrea Tino, participant 2011-12

Host company: NTT CS Laboratory



It is not easy to understand (now) what happened to me in one year during Vulcanus in Japan, and only a few words cannot depict it. I also tried to keep a diary of my experiences, but I always ended up hardly finding the time to describe my feelings and my adventures. Vulcanus in Japan is not just one year in Japan, it is the chance of a lifetime to deeply experience Japanese Life, Culture and Work Style during 12 incredible months.

Vulcanus in Japan represented, to me, the possibility to understand how a big Japanese company like NTT is organised and how research on innovative technologies is performed. It is incredible because my expectations were all wrong, as what I got was something more incredible than I imagined. My team, my supervisor and my superiors let me see how different the research approaches can be between Japan and Italy. I improved so much and gained new skills as well, in just 8 months.

The programme is not easy and requires a lot from its participants. A new country, a new language, new people and new habits.



It is like starting anew, beginning again like kids trying to read signs on the road or trying to learn how to write words. But here's where the challenge starts, here is where successful Vulcanus in Japan participants can blossom. Because if, like me, you will see in not knowing the possibility to learn something new, if you will enjoy the toughness of learning a complete new writing system, if you will sense the warmth of those big stunned eyes that Japanese kids give you while on train (as if you really were an alien), if you will embrace differences as a way to discover equalities and you will try your best even in difficult situations; then you will really get the most from such a year. This is what Vulcanus in Japan means to me.



Graduation ceremony

 <http://www.eu-japan.eu/global/vulcanus.html>

SURVEY for EU SMEs

Are you an SME who works or wishes to work with/in Japan?

What better business support would you need?

The EU-Japan Centre is conducting a survey among EU SMEs who may be encountering difficulties when working or wishing to work with or in Japan and we would greatly appreciate receiving your feedback by filling in this online questionnaire: <http://goo.gl/GBGyj> (all contact details will remain strictly confidential).

Your kind help will enable EU authorities to help business support services map closely to your exact needs and requirements, and allow you to be notified of new support as soon as it becomes available.

 <http://goo.gl/GBGyj>





Towards a Free Trade Agreement with Japan?

The European Parliament's Directorate-General for External Policies organised a workshop on the 19 September on a Free Trade Agreement with Japan. This workshop was chaired by Prof. Vital Moreira, Chairman of the European Parliament's Committee on International Trade.

Mr Jean-Luc Demarty, Director-General for Trade, at the European Commission gave the keynote address. Dr Jürgen Matthes, Senior Economist at the Cologne Institute for Economic Research gave a presentation entitled "Towards a Free Trade Agreement with Japan? A critical view from Europe". Prof. Yorizumi Watanabe from Keio University gave a presentation entitled "Strengthening and Institutionalising Japan – EU Economic Relations: Japan's Trade Policy in the Aftermath of the Disaster."

Source: European Parliament

<http://www.europarl.europa.eu/ep-live/en/committees/video?event=20120919-1000-COMMITTEE-INTA>

Commission Proposes to Open Negotiations for a Free Trade Deal with Japan

The European Commission decided on 18 July 2012 to ask the Member States for their agreement on opening negotiations for a Free Trade Agreement with Japan. Negotiating directives will be submitted to the Council, which will have to give the Commission a mandate to start negotiating. Japan is the EU's second biggest trading partner in Asia, after China, and together the EU and Japan account for more than a third of world GDP. A trade deal with Japan could boost the EU's GDP by almost one per cent and EU exports to Japan could increase by one third.

EU exports to Japan had made a substantial recovery. EU exports had reached a value of €49 billion, mainly in the sectors of machinery and transport equipment, chemical products and agricultural products.

In 2011 EU imports from Japan accounted for €67.5 billion. Imports from Japan are mainly in the sectors of machinery and transport equipment and chemical products. In 2010, EU imports and exports of commercial services from and to Japan were €12.7 and €17.2 billion.

Source: European Commission

There are enormous potential trade opportunities for European business in Japan. In 2011 the decline over the past five years in

<http://europa.eu/rapid/pressRelease-action.do?reference=IP/12/810>

EU-Japan interparliamentary meeting

The 33 EU-Japan interparliamentary meeting took place in the European Parliament in Brussels on 30 and 31 May 2012. The European Parliament Delegation was led by the Dutch Liberal, Mr Johannes van Baalen and the Japanese delegation was headed by Dr Yukio Hatoyama, the former Prime Minister. The discussion focussed on the current political and economic situation in the two countries and the prospects for an EU-Japan Free Trade Agreement / Economic Partnership Agreement.

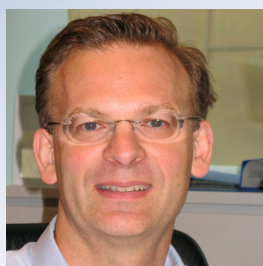


Mr Johannes van Baalen and Dr Yukio Hatoyama

Source: European parliament

http://www.europarl.europa.eu/meetdocs/2009_2014/documents/d-jp/pv/903/903980/903980en.pdf

New Appointed People at the Delegation of the European Union to Japan



First Counsellor Bruno Julien-Malvy



First Counsellor Uli Wienrich

On the 1 of September the EU Delegation to Japan welcomed two new colleagues to its Trade Section.

Originally from France's Basque country, First Counsellor Bruno Julien-Malvy studied law and political sciences in Paris before graduating from the College of Europe in Bruges and obtaining a Master in Law from the University of Georgetown in Washington DC. Joining the European Commission in 1996 Bruno worked on WTO dispute settlement issues in DG Trade and on anti-trust issues in the IT and copyright sector in DG Competition. Previously a Japan desk officer in DG Trade, Bruno regularly travelled to Tokyo to develop contacts with Japanese Ministries and business. He now covers i.a. trade and investment, public procurement, services, IPR, and agriculture.

First Counsellor Uli Wienrich hails from Karlsruhe, Germany. She received a PhD in

Economics from the European University Institute in Firenze, Italy. Joining the European Commission in 2003, Uli first worked in DG Competition before moving to DG Education and Culture to focus on vocational training. After developing an interest in Japan Uli decided to visit privately in 2010 for 3 weeks of intensive Japanese language training in Fukuoka. This really whetted her appetite for more and she is now very pleased with her position in the Delegation. When Uli is not looking after her files in environment, energy, competition and industrial policy she is busy exploring Japanese arts and culture.

With these two new, enthusiastic and experienced colleagues the EU Delegation's Trade Section, headed by Mr Nikolaos Zaimis, is well equipped to make significant further contributions to EU-Japan trade policy.

Source: Delegation of the European Union to Japan

EU Gateway Programme: Bringing European design to Japan



Interior design products are still not widely found in Japanese households, but the market is growing fast particularly in the refurbishing and remodelling housing segment. The growth trend is stimulated by an increasing tendency of Japanese consumers to entertain at home while at the same time the traditionally short lifespan of Japanese homes is expanding.

European companies have business opportunities particularly in the high-end market segment where affluent consumers are looking for uniquely designed objects. Japanese consumers have a preference for the contemporary, minimalistic look as is often found in Italian and Scandinavian designs.

However, a business culture and legal requirements which are very different from Europe might impede access to the Japanese market. The EU Gateway Programme therefore organises one-week Business Missions to Tokyo which support European interior design companies financially and strategically. For the 2012 Business Mission in October, 40 companies with promising products from across Europe have been selected. The companies will present their products to a targeted group of invited Japanese business representatives after a thorough introduction into the Japanese market and business culture. Furthermore, they will benefit from individual business meetings and a study tour organised by EU Gateway.

Companies interested in participating in the 2013 Business Mission (3-7 June 2013, Tokyo) can apply online until 23 November 2012.

TESTIMONIAL

Kymo, a young German company specialised in high-end rugs and carpets, has participated in EU Gateway Business Missions three times. They knew that their custom-made products have high potential in the quality-conscious Japanese market. Benefitting from EU Gateway, they were able to establish themselves in Japan.



Denis Türker, Managing Director at Kymo, explains: "Through the Business Mission, we found more customers and were able to build our distribution network. Sales in Japan now account for 5% of our export. Our Japanese customers consist of some of the most reputable, high-end furniture stores. Without the programme, we certainly would not have approached such a difficult market at such an early stage"

With their logistics and distribution network well set-up, Kymo is now concentrating on broadening its customer base and entering the contract market.



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

EU-Backed Loans for Small Businesses

The European Union supports financing for Small or Medium-sized Enterprises (SMEs) to help their business start up or develop.

The EU supports SMEs through the Competitiveness and Innovation Framework Programme 2007-2013 (CIP).

CIP funds are used to guarantee loans to SMEs provided by a range of financial institutions involved in SME lending.

More details on how to apply for each EU Member State available at the below websites:

<http://www.access2finance.eu>

http://europa.eu/youreurope/business/finance-support/access-to-finance/index_en.htm

14th Japan-EU Symposium on Employment and Social Issues

Ms Yoko Komiyama, Minister of Health, Labour and Welfare of Japan, and Mr László Andor, European Commissioner for Employment, Social Affairs and Inclusion, met in Tokyo on 18 July 2012, alongside the 14th Japan-EU Symposium on Employment and Social issues, focusing on "Improving employability and labour market participation among young people".

Minister Komiyama and Commissioner Andor exchanged views on the labour markets challenges that both sides face, reaffirming the value of continuing mutual learning among policy makers and social partners.

Source: European Commission

<http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/12/574>

Executive Training Programme Applications open for 2013 cycle

Following the successful selection of nearly 50 candidates for the 2012 cycle of the Executive Training Programme (ETP) which will start this November, applications are now open for the 2013 cycle of this prestigious business support and executive training programme.

Given the currently pursued ambitious EU trade strategy with Japan and Korea and existing growth opportunities, now is the time for European businesses to seriously consider the enormous export potential of these markets.

The ETP supports European companies and their executives in developing their business plans and knowledge of the Japanese or Korean markets for just this purpose.

As the EU funds the entire training course and provides a scholarship for each participant of €26,400 a year for Japan and €24,000 for Korea, the ETP enables executives from EU companies to develop their business plan and build knowledge of Japanese / Korean business practices, culture and language, as well as their networks in order to



succeed in these Asian markets while bearing minimum costs. Sponsoring companies are encouraged to contribute to the living expenses of their ETP participants.

The deadline for applications is the 31 May 2013. The training cycle will run from November 2013 to November 2014. There are 45 places available for ETP Japan and 15 for ETP Korea.



<http://www.euetp.eu>

2012 Report on the Member States industrial competitiveness performance

The new industrial performance scoreboard looks at the Member States' industrial performance in five key areas: manufacturing productivity, export performance, innovation and sustainability, the business environment and infrastructure, and finance and investment.

Member States have made good progress in strengthening the sustainability of industry, improving support to small and medium-sized enterprises (SMEs), and reforming public administration. They show a continued shift to a more know-

ledge-based economy, with increased labour productivity and highly-skilled labour. Member States have engaged in reforms to improve business prospects and strengthen their competitiveness.

Source: European Commission

Full report available at:
http://ec.europa.eu/enterprise/newsroom/cf/itemdetail.cfm?item_id=6218&lang=en&title=2012-Report-on-the-Member-States-industrial-competitiveness-performance

European Commission Survey on international research mobility

The European Commission recently launched a large international study on the mobility patterns, career paths and working conditions of researchers.

<http://www.more-2.eu/>

The Commission would like to know about your views, needs and experiences with international mobility. Which countries have you worked in as a researcher? What factors have played a role in your decisions to move country? Have you previously worked in Europe and if so, how does this

compare to other parts of the world? Have you considered carrying out future research in Europe?

Your responses will help the European Commission to develop better policies that should improve the mobility opportunities, career prospects and working conditions of researchers.

Source: European Commission

<http://s.chkmkt.com/?e=21264&d=e&h=0B637FEC1B8E248&l=en>

Galileo will boost economy and make life of citizens easier

Europe needs Galileo to be independent in a sector that has become critical for its economy and for the well-being of its citizens. The positioning and the timing signals provided by satellite navigation systems are used in many areas of the economy, including power grid synchronization, electronic trading and mobile phone networks, effective road, sea and air traffic management, in-car navigation, search and rescue service. Thus, it is estimated that already 6-7% of Europe's GDP, or €800 billion, relies on satellite navigation applications.

The global annual market for global navigation satellite products and services is currently valued at 124 billion Euros and is expected to grow over the next decade, leading to an estimated market size of €244 billion in 2020.

Source: European Commission

Full press release available at:

http://europa.eu/rapid/press-release_MEMO-12-776_en.htm

EU Unitary Patent a Historic Breakthrough

The European Council, on 29 June 2012 concluded the negotiations on the EU's future unitary patent system.

The long-awaited decision paves the way for establishing less expensive, simpler and more efficient patent protection for businesses, especially for small and medium-sized enterprises, in the EU.

Source: European Council

<http://www.european-council.europa.eu/home-page/highlights/eu-unitary-patent-%E2%80%93-a-historical-breakthrough?lang=en>

Information Portal on European Customs

The European Customs Information portal brings together in one website a variety of relevant information, such as EU legislation and explanatory documents on the safety and security amendment of the Community Customs Code and links to databases, documents and procedures used by national customs administrations. It also explains through the use of interactive "model transactions" the main steps in standard import, export and transit customs procedures into/out of the EU.

Source: European Commission
<http://ec.europa.eu/ecip/>

GNSS in Asia Website



Facilitating EU-Asia cooperation on satellite navigation applications

The GNSS.asia project, financed under the EU 7th Framework Programme for Research and Technological Development, has the objective to develop and implement GNSS industrial cooperation activities between the European Union and China, India, Japan, Republic of Korea and Taiwan focusing on the downstream sector.

GNSS Asia website was officially launched in the summer.

<http://www.gnss.asia/>

Have you ever read the Intelligent Energy Europe magazine?



The Intelligent Energy Europe Magazine gives you a great insight into the IEE programme.

Issue n°1: Energy education: have you done your homework?

Issue n°2: Energy efficiency: the winning track

Issue n°3: Renewable energy: a new era

Issue n°4: Energy efficiency & renewables: making a future together

http://ec.europa.eu/energy/intelligent/promotional-tools/iee-magazine/index_en.htm



Garden Party 2012

The annual Garden Party took place on September 5th at the official residence of Ambassador Shiojiri.

The guests enjoyed top quality red wines from a winery in Bordeaux, which is owned by a famous Japanese wine maker, alongside the award winning sparkling wines and white wines made in Japan. Highly acclaimed Japanese sakes, which won gold medals at an international wine contest, were also served.

The guests thoroughly enjoyed the Japanese cuisine served; above all the sushi. Some of the sushi served was made with Japanese rice from the Fukushima area, which was kindly provided by Zenoh (National Federation of Agricultural Cooperative Associations). This rice, just like all other Japanese food, passed strict controls before exportation and was officially certified as such.

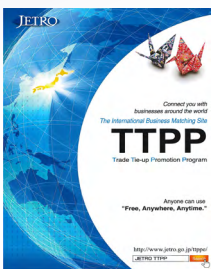
Overall, the party was a huge success with an unprecedented number of guests from various different backgrounds attending to kick start the post-summer season.

Source: Mission of Japan to the EU

<http://www.eu.emb-japan.go.jp>

TTPP Website Easier to Use!

TRADE TIE-UP PROMOTION PROGRAM



The international Business matching site: the TTPP website has been entirely redesigned by JETRO to make it easy to use.

Source: JETRO

<http://www.jetro.go.jp/tppoas/detail/index.html>

Visit to Haiku Post by Commissioner Georgieva

On 25th July, Ms. Kristalina Georgieva, Member of the European Commission in charge of International Cooperation, Humanitarian Aid and Crisis Response, visited Mr. Kojiro Shiojiri, Head of the Mission of Japan to the EU, and posted her Haiku poems at the Haiku Post.

On this occasion, Ms. Georgieva and Mr. Shiojiri talked about in particular her visit to Japan in March 2011, just after Great East Japan Earthquake, and her recent participation to the World Ministerial Conference on Disaster Reduction in Tohoku held on July 2012.

One of Ms. Georgieva's Haiku poems inspired by her visits to Japan is:



"When I came in Spring, The land was in great turmoil, Together we heal".

Source: Mission of Japan to the EU

<http://www.eu.emb-japan.go.jp>

2012 JETRO Global Trade and Investment Report Companies and people move forward towards globalisation

KEY POINTS COVERED:

1. High growth potential among emerging countries, in spite of the slowing world economy
2. World trade hits a record high but then rapidly decreases in 2012, while the trade structure of emerging countries changes
3. Global flows of FDI increase for the second consecutive year, but projected to slow down in 2012 due to poor M&A performance
4. Japan sees robust exports of highly functional consumer products and a surge in imports of LNG and disaster-related goods
5. Japanese outward FDI shows a clear preference for emerging economies
6. Importance of WTO's multilateral trade frameworks reaffirmed
7. Japanese SMEs engaged in exports have more room to consider using FTAs
8. SMEs are accelerating overseas business development
9. Leading medium-sized firms and SMEs of the service sector kick into high gear in launching overseas expansion centring on Asia
10. SMEs are increasingly making greater efforts to secure and foster global human resources to shoulder a role in expanding overseas

Source: JETRO

<http://www.jetro.go.jp/en/news/releases/20120808100-news>

15th Tokyo International Industry Exhibition 2012

Tokyo Metropolitan Government (TMG) will hold the Tokyo International Industry Exhibition 2012 (TIIE2012) one of the largest exhibitions for SMEs at Tokyo Big Sight from November 20 (Tue) to November 22(Thu).

TIIE every year will offer an "International Zone" to support and encourage overseas businesses. This year, eight companies in Europe have already registered to participate in this zone and business matching sessions will be offered during the exhibition period.

For details about this event, please visit the Tokyo Business Entry Point* website.

* Tokyo Business Entry Point (TBEP): TMG's one-stop information and consultation portal for foreign-affiliated firms. TBEP will provide business matching service for the companies in Europe participating TIIE2012 too.

<http://www.tokyo-business.jp/eng/>
<http://www.sangyo-koryuten.jp/en/>

Japanese delegation visit partners, companies & Plastic Electronics Conference 2012 in Dresden

ROEL Yamagata University
Research Center for Organic Electronics

Fraunhofer
COMEDD

INOEL Yamagata University
Innovation Center for Organic Electronics

Organic electronics (organic LED, organic transistor, organic solar cell) receive considerable attention.

A Japanese delegation with 20 members (universities, industries and public institutes) related to organic electronics, led by Yamagata University, visited Dresden region known sometimes as 'Organic Electronics Saxony', between the 8 to the 9 October utilising Plastic Electronics Conference 2012.

Yamagata University, an international hub of organic electronics, built and started the Research Center for Organic Electronics (ROEL 5700m²) last year and is starting

an applied technology center, called the Innovation Center for Organic Electronics (INOEL 400m² under construction) next spring. On the other hand, the Fraunhofer COMEDD (Center for Organic Materials and Electronic Devices Dresden) recently became an independent institute in Dresden.

The Japanese delegation is visiting Dresden to exchange and update upon recent progress and trends towards flexible printing electronics from basic to applied research. A regional international exchange between Dresden and Yamagata now becomes a wider international exchange between Germany and Japan.

 <http://www.plastic-electronics.org>

Collaboration Between Galapagos/Biofocus & Ono Pharmaceutical Co., Ltd.

BioFocus
A Galapagos Company

The service division of Galapagos, BioFocus, has signed a new collaboration agreement with Ono Pharmaceutical Co., Ltd. (Osaka Japan).

In this agreement, they will focus on the discovering of novel drugs in the field of CNS disorders and BioFocus will use its drug discovery platform to deliver leads and clinical candidates for its client.

Executive Director, Discovery and Research of Ono commented: "We have the highest regard for the BioFocus' comprehensive drug discovery platform. This collaboration will strengthen Ono's drug discovery capability in the field of CNS disorders with significant unmet medical needs and we are expecting that innovative drugs will be created through this collaboration."

Source: FlandersBio

Kazuhito Kawabata, Ph.D., Member of the Board of Directors, Executive Officer and

 <http://www.flandersbio.be>

MODA ITALIA - *We lovemodainItaly* – Shoes from Italy Record of attendance

146 companies were present at the three days of exhibitions fashion last July in Tokyo organised by ICE - the Italian Trade Promotion Agency - at the Westin Hotel.

The dense presence of small and medium enterprises - including 23 companies from the Region of Emilia Romagna - is being pushed by the search for foreign markets to offset the depressed domestic demand.

The Japanese statistics confirm the favourable moment: led by a yen to record levels against the euro, imports of fashion in 2011

showed an increase of 20%, 25% for footwear while clothing with fur experienced a record leap of + 47%.

During the three days of exhibitions, 2,145 trade operators, representing 1,425 companies, visited the Italian fashion exhibition. At the exhibition "Shoes From Italy" were recorded 1,597 visitors, representing 1,043 companies.

Next event: 29-31 January 2013.

 <http://www.ice-tokyo.or.jp/index.php>

French Companies at Japan Home Building Show

Tokyo, Japan, 14-16 October 2012

The French Embassy in Tokyo (Ubifrance Trade promotion body) will hold buyers meetings on "ECO-DESIGN" on the occasion of the exhibition "Japan Home Building Show", the largest international exhibitions of residential construction materials, equipment in Japan.

The market is experiencing a growing demand for building materials for energy savings, a trend that has increased since Tohoku earthquake of March 2011. French companies will be on exhibition space for 3 days.

 <http://www.ubifrance.com/jp/>

UKTI North West Trade Mission to Japan

Tokyo, Japan, 19-30 January 2013

With GDP twice the size of the UK, and GDP per person 10 times that of China, Japan remains the high-tech powerhouse economy of Asia - with the 2nd highest spend worldwide on R&D, and an increasingly globalised outlook. UKTI North West is organising a trade mission in January 2013 to continue to develop business co-operation across a wide range of manufacturing, consumer goods, high tech and services sectors.

To receive a full application form or to obtain more information, please contact Miho Hatakeyama by email to events@uktinorthwest.co.uk

 http://www.ukti.gov.uk/pt_pt/export/event/373002.html?null

Japanese Delegations to Italy

Milan and Bologna, Italy, November 2012

ICE, the Italian Trade Commission, is involved in the organisation of five delegations of Japanese operators and journalists in Italy during the following trade fairs: MICAM ShoEvent <http://www.micamonline.com>, MIPEL The bagshow <http://www.mipel.com>, MILANO UNICA Textiles <http://www.milanounica.it/ENG/home.php>, MACEF Home Show <http://www.macef.it> and EIMA Agricultural and Gardening Machinery <http://www.eima.it/en/index.php>.

Organised in collaboration with the related Italian Associations, these five missions allow a total of 40 operators to view the leading international Italian trade exhibitions, the previews of the latest Italian products, the latest trends and their most advanced technology.

 <http://www.ice-tokyo.or.jp/index.php>

Financial Crisis: Euro(Pe) – Quo Vadis? Japan and Germany facing the challenges of globalization

Tokyo, Japan, 17 October 2012



There is no historical precedent for a monetary union without fiscal integration. The European Monetary Union (EMU) is therefore a bold experiment.

The sovereign debt crisis in Europe has clearly exposed the weaknesses of this European experiment and, unfortunately, there are no historical lessons from which to draw any conclusions.

TOPICS:

Will the Euro crumble or is the crisis an opportunity for Europe's future?
How does it affect the Japanese economy?

Speaker is Gerhard Wiesheu, Member of the Partners' Committee B. Metzler seel. Sohn & Co. Holding AG in Frankfurt/Main – responsible for institutional asset management and in charge of Japan related business. He has been Chairman of the Japanese-German Business Association (DJW) since September 2011.

<http://www.djw.de/veranstaltungen/djw-veranstaltunguebersicht/djw-veranstaltungsarchiv/details/article/djw-kai-with-gerhard-wiesheu-djw-chairman-tokyo-17102012.html>

Frankfurt DJW-Kai - German-Japanese Business Dinner

Frankfurt, Germany, 9 November 2012

The Japanese-German Business Association (DJW) invites you to share ideas, contacts and information on business related topics while enjoying a business dinner at "DJW Kai" in Frankfurt. Koichi Katakawa, Managing Director of NOMURA BANK (Deutschland) GmbH and Chairman of the Japanese Corporate Association in Frankfurt, which counts 150 member companies, will hold a short speech about the industrial environment in Europe from the Japanese perspective. The speech will be in English, but questions can be posed in Japanese or German as well.

<http://www.djw.de/veranstaltungen/djw-veranstaltunguebersicht/djw-veranstaltungsarchiv/details/article/djw-kai-business-dinner-with-koichi-katakawa-president-of-frankfurt-hojinkai-frankfurt-0911.html>

15th Japan-EU Conference Japan-EU Cooperation in a Changing World: Approaches to Rules and Standards

Brussels, Belgium, 26 November 2012



The annual Japan-EU Conferences aim to analyse the interaction between Japan and the EU as strategic partners in the wider context of regional dynamics.

The conference provides one of the only platforms for policy makers, academics and representatives of business and civil society to exchange views on the current state of affairs of the Japan-EU relationship and formulate ideas and specific suggestions for future policy development.

In addition, the conference aims at contributing to policymaking and network-building between actors specialized in the Japan-EU relationship.

The theme selected for the 15th Japan-EU Conference is "Japan-EU Cooperation in a Changing World: Approaches to Rules and Standards". This conference will tackle specific subjects that are regarded as possible avenues for intensified Japan-EU cooperation: legal issues, economic relations, security cooperation and multilateralism.

This event offers a unique opportunity for debate on both the latest research as well as current policy trends. It brings together academics, experts and policymakers from various parts of the world and proves to be a highly valuable forum to formulate ideas and specific suggestions to fortify the Japan-EU relationship.

 http://japaneuconference.wix.com/15th_edition

The 24th Italy-Japan Business Group

Catania, Italy, 24 October 2012



The 24th General Assembly of the Italy-Japan Business Group (IJBG) is to be held on 24 October 2012 in Catania.

The IJBG is an organisation created by the Italian and Japanese communities with the support of the respective Ministries of the two countries, in order to promote industrial collaboration and bilateral investments between Italy and Japan.

The General Assembly is held annually either in Japan or in Italy and this year, in Catania, it is expected to take place various discussions on important issues such as economic partnership, energies, aging societies, and sustainable industries.

 <http://www.ijbg.jp/>

"EXPERT VIEWS"

Handling Cultural Differences in International Synergies

By Pascale Sztum, Member of the Society for Intercultural Education Training and Research (SIETAR Europa).


Since the dawn of man, people have been engaged in all sorts of exchanges beyond their places, their cities and their countries. Trade, diplomatic relations, cultural and technical co-operations, migrations and missionary work have exposed people to living, to working and interacting with others featuring different customs and ways of doing things.

Experience gained over centuries has progressively shaped the knowledge and competences needed to succeed these international exchanges. Nowadays academic tracks prepare these interested in

working in the international arena. These courses feature technical knowledge and linguistic skills. Sometime rules of protocol are part of the education.

Today, large firms extensively involved in internationalisations have realised how insufficient this preparation is to guarantee the effectiveness of international synergies. The high rate of failure of their foreign venture pushed them to investigate why they could not make a deal or effectively implement international contracts. Cultural differences- often hidden or misinterpreted- come as a major cause of failure.

The complete text is accessible at:

 http://documents.eu-japan.eu/Handling_Cultural_Differences_in_International_Synergies.pdf

German Innovation Award "Gottfried Wagener Prize 2012" Award Ceremony



On 19 June 2012, five winners of the Gottfried Wagener Prize received their accolades at the award ceremony at the Residence of the German Ambassador in Tokyo.

The 1st Prize was granted to Dr. Taiga Yamaya from the National Institute of Radiological Sciences for proposing a joint positron emission tomography (PET) imaging and radiotherapy system utilising his new open-type PET geometry, "OpenPET". In addition to the prize money, all winners were granted a research fellowship by the DAAD and the DFG for a short-term stay in Germany.

The Gottfried Wagener Prize was launched in 2008 by technology-focused German companies to foster industry-academia cooperation between two countries and encourage young Japanese researchers. 83 submissions from 34 universities and research institutes throughout Japan have been submitted for the Gottfried Wagener Prize 2012.

The next call for applications started on 1 October.



<http://www.german-innovation-award.jp/?EN>

French Tech Tour 2012

Tokyo, Japan, 10-14 December 2012

After the success of the 5th edition in Silicon Valley and the first edition in Japan in 2011, French companies will meet Japanese decisions makers on issues they consider as priorities: Digital Content, Applications for the Cloud Computing Solutions to secure and enhance the applications on the Internet, Applications for smartphones. Workshops which complete a view of business in Japan, individual appointments with Japanese partner and a networking event are scheduled.



<http://www.ubifrance.com/jp/>

Doing Science in Dire Straits: the Role of Internationalisation to Boost R&D

This paper gives a view on the future research plans and funding opportunities between Europe, Japan, and Italy, as a member State of the Union, but also as a country with a strong tradition of bilateral collaborations with Japan.

The policies chosen to support research and technological innovation are discussed in the light of the global economic crisis and the natural events of the earthquake and tsunami that struck Japan in 2011.

The policy decisions taken in Japan and Italy, as well as the future research programme of the EU, show evidence that investing in research is broadly considered a priority. Yet, there are many uncertainties to the future implementation of research programmes in a period of economic crisis and strategic uncertainties for dramatically important issues, such as, e.g., the energy sources, that may eventually result in a conservative approach, rather than in investing in long-term initiatives as research.

The paper concludes with some considerations on the importance of the internationalisation, to manage the way out of the crisis and achieve research and technological development.

<http://www.enea.it/it/produzione-scientifica/energia-ambiente-e-innovazione-1/anno-2012/n.-3-maggio-giugno-2012/doing-science-in-dire-straits-the-role-of-internationalization-to-boost-r-d>

Belgian Trade Mission to Japan



Prince Philippe (on the right)

A Belgian delegation of 229 business people accompanied the royal couple Prince Philippe and Princess Mathilde on a trade mission to Tokyo and Osaka, last June. Hundreds of business meetings and several seminars, amongst others on "Cleantech" and on "Investing in Belgium" lead to numerous contracts and agreements.

The presence of the royals opened many doors to meet top Japanese companies and business associations.

Belgian Beer Weekends in Japan : Kampai!

During the trade mission, the second edition of the Belgian Beer Weekend in Osaka was held (13-17 June). 16,000 visitors enjoyed the official opening with Prince Philippe, with 81 different kinds of Belgian beer and live concerts by Belgian artists Daan, Arsenal and Lady Linn.

In April 2012, the "BBW" went for the first time to Nagoya and in September the 2012 season was closed by the third "BBW" in Tokyo's Roppongi Hills Arena. With 77 different Belgian beers on the menu, as well as typical Belgian food, the event welcomed 30,000 beer enthusiasts.

To make the Belgian experience complete, Belgian artists Arsenal, Roland & Pieter Jan De Smet and Marka performed live and brought the best of Belgian music to Tokyo!

Source: Brussels Invest&Export

A New Asia? Politics, Society and Culture in the 21st Century

London, UK, 28-29 June 2012

Over a half of humanity lives in Asia, but Europeans seem uninformed about a region that exerts growing political, economic and cultural influence in the world.

Against this background, a conference in London on 28-29 June supported by the Great Britain Sasakawa Foundation, examined the idea of 'A New Asia? Politics, Society and Culture in the 21st Century'.

The conference emphasised Asia's importance to research and teaching at the University of East Anglia (UEA). It was organised by Professor Hussein Kassim of the School of Politics, Social and International Studies (PSI), Mami Mizutori, Sainsbury Institute for the Study of Japanese Arts and Cultures (SISJAC), and Dr Simon Kaner, Centre for Japanese Studies (CJS).

The conference was organised into a variety of panels that examined regional security, social change, and culture. A keynote panel chaired by the Rt Hon Charles Clarke, Visiting Professor at UEA, brought together Dr Kerry Brown, Chatham House, Dr Fraser Cameron, EU-Asia Centre, and Sir Graham Fry, former British Ambassador to Japan, to discuss Asia's influence on Europe, and how Europe affects Asia.



From left to right: Dr Fraser Cameron, Prof Charles Clarke, Dr Kerry Brown and Sir Graham Fry

Professor Clarke described a zero-polar world created by the collapse of the Soviet Union. The panellists discussed the rule of law, soft power, the spread of knowledge-based economies, and the impact of globalisation.

Criticism of outmoded approaches to regionalism and Europe's role in contemporary Asia were running themes.

The event underlined UEA's multidisciplinary approach to fresh thinking about the power-shift from Japan to China or Asia-Pacific.

 <http://www.uea.ac.uk/psi/events/a-new-asia-conference-summary>



Vice-President of Bulgarian Chamber of Commerce Receives Honorary Degree by the Minister of Foreign Affairs of Japan

The Vice-President of the BCCI and the Bulgarian-Japanese Economic Council Georgi Stoev was awarded an honorary degree by the Minister of Foreign Affairs of Japan in his capacity as President of the Association for technical training in Japan for foreigners (AOTS) in Bulgaria.

AOTS was established in 1959 with support from the Ministry of International Trade and Industry (now the Ministry of Economy, Trade and Industry) as the first technical cooperation organisation on a private basis in Japan. Its main purpose is to promote international economic cooperation and enhance mutual economic development and friendly relations between developing countries and Japan.

Since its establishment the total number of AOTS trainees in Japan is more than 162,000 from 170 countries around the world; the total number of trainees of the Association abroad exceeds 189,000 in 2010.

More than 400 Bulgarians have participated in educational programmes as fellows of the Association.

One of the activities of the Association in Bulgaria was the creation in 2008 of the prize "Bosei" - Japan Quality Award. This prize is given to SMEs which are applying Total Quality Management and Quality Control system for improving constantly their manufacturing and competitiveness.

Co-Founders of Bosei Quality Award are the Institute for Postgraduate Studies at the University of National and World Economy in Sofia, the Bulgarian Chamber of Commerce and Industry, the Association of Bulgarian trainees in Japan- AOTS, JICA Alumni Association and Tokai University Alumni Society.

The name of the award Bosei means: striving for the stars.

 <http://www.aots.or.jp/eng/indexeng2.html>

BLCCJ Belux Business Talks

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is re-launching its "Belux Business Talks".

With this initiative the BLCCJ is aiming to enhance exchange of information and knowledge between members of the Belux business community in Japan. For this event the BLCCJ invites a speaker over for lunch for a short explanation about a topic of general interest, followed by Q&A with the participants.



The first edition of the re-launched initiative took place on Thursday, 13 September 2012, in Azabu-juban. As a guest speaker they invited Mr. Steve Burson, President of the H&R Group, to talk about the new residence card system that is now in place for foreigners residing in Japan. 14 members attended the lunch meeting, engaging in a lively Q&A with Mr. Burson and representatives from the Belgian Embassy. The BLCCJ hopes to organise this kind of gathering at least 3 or 4 times a year.

 <http://www.blccj.or.jp>

Italian Promotion at the Japanese GDO

The major Japanese Department Stores (Takashimaya, Daimaru, Isetan, Mitsukoshi, Hanshin, Seibu, etc) have scheduled, in the months of September, October and November 2012, a series of Italian fairs made with the cooperation of ICE Tokyo. The objective of this promotion is to increase sales of Italian foods but also to promote their better understanding by consumers.

More information on
<http://www.ice-tokyo.or.jp/index.php>

Interpets 2012

The French Embassy in Tokyo (Ubifrance Tade promotion body) organised a Pavilion during Interpets Fair from 23 to 26 August in Tokyo. This initiative launched 3 years ago was once again successful.



The pavilion, located in the entrance hall, exhibited a wide range of high value products in terms of design and innovation. The initiative will be back in 2013, with a focus on animal health.

More information on
<http://www.ubifrance.com/jp/Posts-5733->

Polish Festival at Roppongi Hills 2012

A special event organised by the Trade and Investment Promotion Section of the Embassy of the Republic of Poland, in Tokyo, in cooperation with the Polish National Tourist Office in Tokyo, was held at Roppongi Hills in Tokyo on 21-23 September 2012. The festival was widely attended and during the 3-day-long event, visitors could enjoy Polish culture with concerts and screening of Polish advanced technology animations, movies and music video clips. Polish products were offered by Japanese importers of Polish food, craft, accessories and other excellent items "made in Poland".

More information on
<http://tokyo.trade.gov.pl/ja>

Japan's Market is Open to the World

Review of the situation surrounding the EU-Japan Economic Partnership Agreement, JETRO compiled data materials released or provided by the involved parties. Source: JETRO

More information on
<http://www.jetro.go.jp/belgium/topics/20120614771-topics/Opento-theWorld.pdf>

Sophia University opens an office at the University of Luxembourg

On 17 September 2012, Sophia University, the University of Luxembourg's main partner institution in Japan, has opened an office on Campus Limpertsberg.

Sophia University has been selected by the Japanese government as one of the top universities in Japan, and has therefore been included in a group called Global 30, consisting of the best universities in the country. As a Global 30 university, Sophia is supposed to establish an office in Europe and has chosen to do so in Luxembourg.

Source: University of Luxembourg

More information on
http://www.en.uni.lu/international/latest_news/sophia_university_opens_an_office_at_the_university_of_luxembourg

Nobel Prize in Medicine to Japanese and UK researchers

The Nobel Prize in Physiology or Medicine 2012 was awarded jointly to Sir John B. Gur-



don and Shinya Yamanaka "for the discovery that mature cells can be reprogrammed to become pluripotent".



Shinya Yamanaka is a Japanese physician and adult stem cell researcher. Sir John Bertrand Gurdon is a British developmental biologist.

Sources: Nobel Prize and Wikipedia

More information on
http://www.nobelprize.org/nobel_prizes/medicine/laureates/2012/

Luxury: Towards Standardisation of Values of Japanese Consumer?

Paris, France, 24 October 2012

The luxury market in Japan is about 20% of the global luxury market. Such dominance is explained by the specific attitudes and behaviors of the Japanese consumer.

Nevertheless, in the recent years, profound changes in the values of the consumer have been observed. How the earthquake in Fukushima changed the deal? With 20 years of experience in Japan, Mr. Philippe Jardin, director of Fauchon Japon will try to give an answer to the question.

More information on
<http://www.sjf.fr>

European Pellet Conference

Wels, Austria, 27 – 28 February 2013

The European Pellet Conference is organised in the framework of the annual "World Sustainable Energy Days" conference by the O.Ö. Energiesparverband, the energy agency of Upper Austria.

With more than 600 participants every year, the European pellet Conferences held in Wels have become the largest annual pellet event in the world. Upper Austria is an ideal location for such a conference: more than 25 % of all biomass boilers sold in the EU are manufactured by Upper Austria's boiler industry.

Since more than 20 years, experts and decision makers from all over the world flock to Upper Austria to attend the "World Sustainable Energy Days", in the last years, the conference attracted more than 10,000 participants from over 100 countries.

More information on
<http://www.wsed.at/call>

Italian bags at Promopel

An Italian delegation of manufacturers of bags and leather accessories of high-level, many of which already historically present into the Japanese market, presented their collections for Spring / Summer 2013 in two stages: in Tokyo, from 1 to 3 October at the Hilton Hotel and October 4 to 5, at the Hilton Hotel in Osaka.

More information on
<http://www.ice-tokyo.or.jp/index>


NEWS from ENTERPRISE EUROPE NETWORK

EU-Japan Partnership Opportunities


Presentation of business requests from Japanese and European companies



For Potential Partners in the EU

 REQUEST FOR EXPORTERS IN ITALY:
Sector: Trade, Vegetables & fruits

A Japanese fresh fruits and vegetables distributor is seeking trade partners (exporters) in Italy. They offer their distribution services and logistic support for importing new agricultural products to supplement their product line-up in Japan.
Profile ID: 20120831014

 REQUEST FOR POTENTIAL PARTNERS IN THE EU:
Sector: Medical devices; Motors

A Japanese motor product manufacturing company is seeking European medical device manufacturer partners interested to its subcontracting services for the manufacturing of motors to be integrated as parts of their medical devices.
Profile ID: 20120821015

 REQUEST FOR DISTRIBUTORS IN THE EU:
Sector: Medical devices


A Japanese company manufacturing human phantom models for medical use is seeking a distributor in the EU with a strong network in the medical industry.
Profile ID: 20120626003

 REQUEST FOR POTENTIAL PARTNERS IN THE EU:
Sector: PR and localisation

A Japanese company specialised in PR and localisation is seeking partners from Europe that wish to reach out to the Japanese market. This company can provide Promotion, Public Relations and Localisation services in Japan.
Profile 20120619013


 REQUEST FOR MANUFACTURER IN THE EU:
Sector: Food processing machinery

A Japanese food processing machinery manufacturer specialized in cooking mixers for pastries, confectionary is seeking for a manufacturing partner with connections and channels in the confectionary and chocolate industries in Europe.
Profile ID: 20120719040

 REQUEST FOR MANUFACTURER IN THE EU:
Sector: Home audio equipments

A Japanese consumer electric appliance distributor is seeking UK or German audio equipment manufacturers. The company is looking for unique and innovative audio peripheral products to expand their product line-up.
Profile ID: 20120910002


For Potential Partners in Japan

 REQUEST FOR MANUFACTURING PARTNERS IN JAPAN:
Sector: Manufacturing - Baby accessory products

A UK company has designed a baby teething ring and is looking for a manufacturing partner to develop beyond prototype stage and manufacture a finished product that meets industry quality standards.
Profile ID: 12 GB 403U 3P7R

 REQUEST FOR DISTRIBUTORS IN JAPAN:
Sector: Umbrella


A French leading manufacturer of high-end umbrellas is looking to establish strong commercial partnership with Japanese distributors.
Profile ID: 20120306002

 REQUEST FOR DISTRIBUTORS IN JAPAN:
Sector: Technical testing and analysis


A UK company developed an advanced non contact video monitoring system for measuring strain and displacement in materials and structures. They are looking for distributors in Japan.
Profile ID: 20120809034

 REQUEST FOR DISTRIBUTORS IN JAPAN:
Sector: Telecommunication, Roaming services


An Estonian telecommunication alternative GSM roaming provider company is looking for distributors for one of their products - an international roaming SIM card.
Profile ID: 20120703046

 REQUEST FOR DISTRIBUTORS IN JAPAN:
Sector: Repair and maintenance of ships and boats

An Italian company operating in maintenance of pleasure-boat is looking for agents, distributors.
Profile ID: 20120727009

 REQUEST FOR DISTRIBUTORS IN JAPAN:
Sector: Textiles, Interior design

A Finnish company designing and manufacturing clothing and interior decoration is looking for trade intermediaries.
Profile ID: 20120820014

 REQUEST FOR DISTRIBUTORS IN JAPAN:
Sector: Medical devices

A Swedish design company seeks distributors in regards to their new and innovative earplugs.
Profile ID: 20111207041



EU-Japan Business Opportunities

FOR POTENTIAL PARTNERS IN THE EU



Japanese Cluster Attending Compamed/Medica Fair in Germany

Sector: Medical

Dusseldorf, Germany, 14-17 November 2012

High technology cluster in the Nagano Region of Japan is looking for cooperation with EU companies. They are planning to send a mission tour to COMPAMED/MEDICA Fair starting from 14 to 17 November in Dusseldorf, Germany.

With the support of the Nagano Techno Foundation (<http://www.tech.or.jp/english>), 6 Nagano companies will exhibit their innovative medical product/solution in the booth.

They are seeking partnerships with EU companies.

For more details please visit the following link:

<http://www.een-japan.eu/news-media/opportunities-eu-companies-japanese-cluster-attending-compamedmedica-fair-germany>

HCJ Fair 2013 - Hospitality Industry Targeted Tradeshow

Sector: Equipments for Commercial Kitchens & Food Services, Tableware, Furniture Interiors-Exteriors, Food Hygiene Equipment, Catering, Hotel & Restaurant

Tokyo, Japan, 19-22 Feb 2013

The EU-Japan Centre is pleased to inform you about the hospitality industry tradeshow HCJ Fair 2013.

The exhibitors will have the opportunity for B2B meetings with buyers from high-end hotels, spas, and restaurants in Japan. Representative of large-scale hotels planning to open and hotel chains are planning their visit to the tradeshow.

EU SMEs participating to the fair through EEN Japan will benefit of a special discount package.

For more details please visit the following links:

<http://www.jma.or.jp/hcj/eng/index.html>

<http://www.een-japan.eu/events/hcj-fair-2013-japan-b2b-opportunities-eu-smes>



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

Network Events

MATCHMAKING OPPORTUNITIES FOR EU AND JAPANESE SMES

International b2fair Matchmaking Event at MIDEST

Sector: Industrial subcontracting

Paris, France, 6-9 November 2012

The international business cooperation platform "b2fair – Business to Fairs" at the 42nd edition of MIDEST 2012 will be organised by Reed Expositions France and the Chamber of Commerce of the Grand Duchy of Luxembourg with the aim to facilitate and further strengthen the development of bilateral trade amongst the subcontracting community in Europe and beyond.

<http://www.b2faironline.com/midest2012>

Healthcare Brokerage Event MEDICA 2012

Sector: Medicine, health

Düsseldorf, Germany, 15-16 November 2012

On the occasion of MEDICA 2012, the global No. 1 meeting place for the medical sector, ZENIT GmbH together with the Healthcare Sector Group of the Enterprise Europe Network will organise the international Brokerage Event. The aim is to assist enterprises, universities and research institutions in finding partners in Europe for product development, manufacturing and licensing agreements, joint ventures or other types of partnership.

<http://www.b2match.eu/medica2012>

Green Innovation Expo

Sector: Eco-manufacture, Green material & Water management

Tokyo, Japan, 14-16 November 2012

The GREEN INNOVATION EXPO is focusing on growth industries covering three themes: the field of materials, in which Japan has high technological capabilities; the field of environmental and energy measures for the manufacturing industry, which is dealing with issues surrounding electric power; and the field of water, in which great demand is expected centering around the developing countries.

In these fields, the GREEN INNOVATION EXPO will help enterprises to win the global competition by introducing advanced technologies and promoting information exchanges.

<http://www.jma.or.jp/green/en/index.html>

Brokerage event "LEaN2012 – Logistics, Energy and Networking"

Sector: Sustainable Logistics, ICT solutions and new technology for logistics, Green Shipping, Green Port

Genova, Italy, 29-30 November 2012

Organised by Unioncamere Liguria – Alps Liguria and hosted within the 4th Port&Shipping Tech2012, LEaN2012 will offer the opportunity to promote technology and expertise to a range of Italian and international organisations and develop partnerships leading to technological, commercial and research collaboration.

<http://www.b2match.eu/lean2012>

Brokerage Event Pollutec Lyon 2012 "GREEN DAYS"

Sector: Environmental

Lyon, France, 26-30 November 2012

The Chamber of Commerce and Industry of Rhône-Alpes, Enterprise Europe Network CIP-RAA, will organise a brokerage event within Pollutec fair. Pollutec Lyon France is the Europe's most important international exhibition of environmental equipments, technologies and services.

Other activities like company visits and inter-cluster meetings will be also proposed.

<http://www.greendays-pollutec2012.b2b-match.com>

CeBIT Future Match 2013

Sector: ICT

Hannover, Germany, 5-9 March 2013

Organised by Leibniz Universität Hannover Future Match 2013 at the CeBIT, the world's largest computer expo, in Hannover, is the 15th edition of one of the largest and most successful international brokerage events in the Enterprise Europe Network. Companies, universities and research institutes in the ICT sector are invited to use this unique opportunity to establish new cross-border contacts for future cooperation.

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

<http://www.enterprise-europe-network.ec.europa.eu/public/calendar/home.cfm?type=future>



DATE/LOCATION	DETAILS	CONTACTS
17 October 2012 Brussels, Belgium	EUROPEAN COMMISSION CAMPAIGN The European SME Week 2012	European Commission http://ec.europa.eu/enterprise/initiatives/sme-week/index_en.htm
17 October 2012 Dublin, Ireland	SEMINAR Japan: Lasting Business Opportunities	Asia Trade Forum, Irish Exporters Association http://www.asiatradeforum.org/section/Japan-LastingBusinessOpportunities
18 October 2012 Tokyo, Japan	FORUM Sustainable Development, Frontier of Business, and its Application to Tohoku	German Institute for Japanese Studies http://www.dijtokyo.org/events/sustainable_development_frontier_of_business_and_its_application_to_tohoku
21-25 October 2012 Villepinte, France	FAIR Japan Booth at Salon International de l'Agroalimentaire (SIAL)	JETRO http://www.jetro.go.jp/france/topics/20120824285-topics
12 - 15 November 2012 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME EU Cluster Support Mission at GREEN INNOVATION EXPO	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/cluster-support-mission.html
20 November 2012 Sendai, Japan	SYMPOSIUM 8th Fraunhofer Symposium in Sendai	Fraunhofer Representative Office Japan http://www.fraunhofer.jp/en/eventsandnews/events/2012/8th-fraunhofer-symposium-in-sendai.html
10 December 2012 Deeside, UK	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission: WCM activity in Europe 1-day visit to Toyota Lean Management Centre Application deadline: 1 November 2012	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
21-22 December 2012 Strasbourg, France	FORUM France - Japan: Joint Accademic Forum	JSPS, IRCAD, University of Strasbourg http://www.ircad.fr/jspss/
13 May - 07 June 2013 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME 4-5-week Training Programme in Japan Human Resources Training Programme - Japan Industry Insight Application deadline: 12 February 2013	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/human-resources-training-programme.html
29 May 2013 Dublin, Ireland	WORKSHOP Driving Competitiveness - WCM workshop	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/seminars.html
30 May 2013 Gent, Belgium	CONFERENCE Knowledge for Growth Application deadline: 12 February 2013	FlandersBio http://www.knowledgeforgrowth.be

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



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