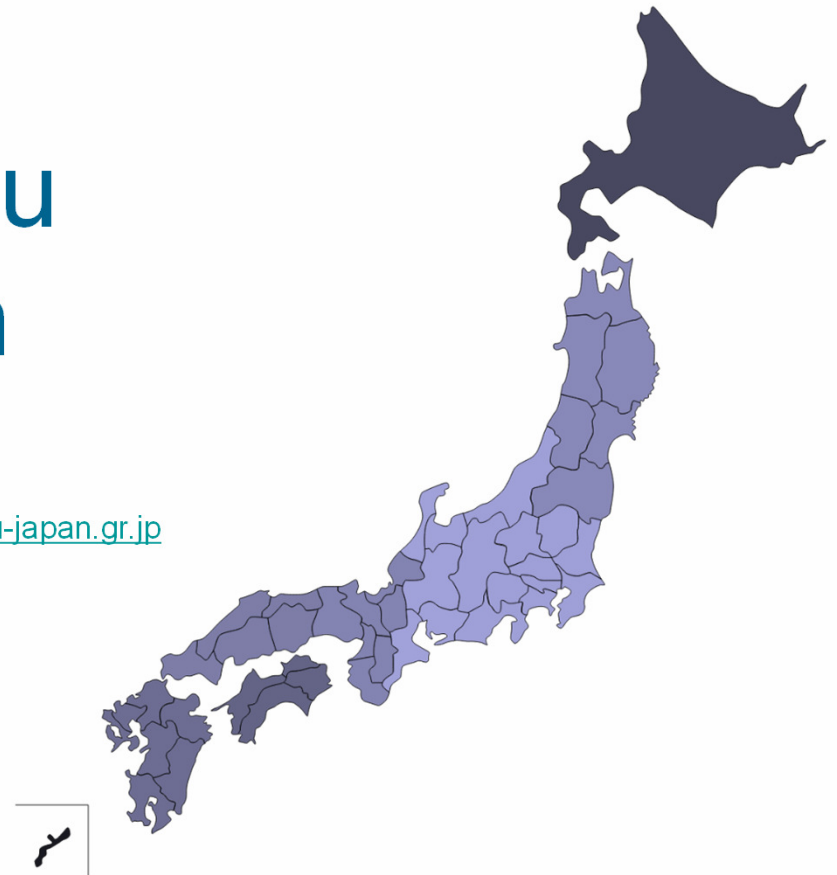


# EU-Japan Centre for Industrial Cooperation

## How we can help you open doors in Japan

Fabrizio Mura, Tokyo Big Sight, 29 January 2020 [fabrizio.mura@eu-japan.gr.jp](mailto:fabrizio.mura@eu-japan.gr.jp)



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



# About the EU-Japan Centre for Industrial Cooperation

## Organization

A public, not-for-profit organization structured as a joint venture between the **European Commission** (Directorate General for Internal Market, Industry, Entrepreneurship and SMEs) and the **Japanese Government** (Ministry of Economy, Trade and Industry).

## Mission

Promote industrial, trade, R&D, innovation and investment cooperation between the EU and Japan.

Improve EU and Japanese companies' and SMEs competitiveness and cooperation by facilitating the exchange of experience and know-how between EU and Japanese businesses, R&D organizations and stakeholders.



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# About the EU-Japan Centre for Industrial Cooperation

## **Policy Analysis**

Seminars in Japan and Europe

- Energy, environment, climate variation
- Trade and Investment
- Industrial Policy (including SME'S and innovation policy)

EU-Japan Business Round Table (BRT)



## **Service for Business**

Training programme

- Get Ready for Japan
- World Class Manufacturing (WCM)
- Engineering internships: Vulcanus

Information Service, EEN Japan, and EPA helpdesk

## **Promotion of Cooperation in Industrial Innovation**

- Horizon 2020
- GNSS.Asia (EU-Asia cooperation in satellite navigation applications)
- Technology Transfer Helpdesk

# Addressing SMEs needs in relation to Japan

## Typical needs of EU firms interested in making inroads in Japan

- (1) Access to information about markets, industry and regulations
- (2) Access to benchmarking specific Japanese methods and know-how
- (3) Access to training, business support services and facilities
- (4) Access to local business opportunities
- (5) Support to search for cooperation partners / customers in Japan
- (6) Support for access to local finance and funding
- (7) Support for access to Japan Foreign Direct Investment incentives
- (8) Access to patent/licensing and technology transfer practices

And more:

Support for access to industrial / academic networks

Access to industrial policies (current stage and future plans)

EEN  
Contact point

EU Business in  
Japan Website

Centre's  
Training Programs

Step in  
Japan

Centre's  
Missions

Horizon 2020  
Contact point



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# Enterprise Europe Network (EEN)

## ■ Supporting international partnerships

- Searching for partners online: <http://www.een-japan.eu/content/network-database>
  - Database with thousands of partnership requests and offers
- Sector groups to foster technology partnerships in selected areas
  - Business Partnerships
  - Research Partnerships
- Matchmaking events
  - in Europe and Japan



## ■ Information Service – Inquiry Helpdesk

- Provision of information sources on Market, regulations and innovation
- EU Japan Centre Brussels Office



# Promoting your company profile in Japan

## EEN Partnership opportunity Database

- Over 7,000 profiles from 67 countries
- **Your profile summary translated into Japanese** on the Centre's Website and sent out via the Centre's email database.

Search by keyword, e.g. plastic, food

**SHOW RESULTS**

**RESET**

Filter

**I'm looking for a partner ...**

- To buy from (business offer) **5939**
- With tech/expertise that I need (technology offer) **1649**
- To sell to (business request) **678**
- That needs my tech/expertise (technology request) **276**
- To collaborate with/co-develop with (research and development) **85**

Be informed about new events matching your search criteria: [register for personalised email alerts](#)

Sort by : [Deadline](#)

8627 opportunities found

French cluster offering services agreement collaboration to Japanese digital and creative industry organisations and their members interested in the French and European market opportunities

A French digital cluster offers to collaborate with Japanese organisations - clusters, incubators or R&D institutions - helping them and their me... [See more](#)

FRANCE | 2 years ago | expires in 0 sec

Italian company specialized in quality food and niche products is looking for distributors or agents

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

Contact via local EEN partner and the Centre's Brussels Office



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# Company Missions

## Cluster/SME support Missions in: Biotech, ICT, Nanotech, (Food)

- 12 European companies/clusters
- B2B Matchmaking
- fair participation
- Flight and accommodation covered by participants
- 120 Euro grant per mission day for EU SMEs



<https://www.eu-japan.eu/business-missions-japan>



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# “Step in Japan”

## “Soft Landing” Scheme for EU SMEs

logistical support for EU SMEs exploring the Japanese market

- desk space, meeting and seminar facilities for up to 1 month
- Business support



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



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# Training Programmes

## Get ready for Japan

- 2 week programme for 14 EU managers
- Training through a combination of lectures, case studies, role plays and company visits.
- Insight into the Japanese business environment
- Better understanding of Japanese partners/competitors
- Flight and accommodation covered by participants
- SMEs receive a grant of € 1200.



Next edition:  
May 2020

Application deadline:  
To be determined

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



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# EU Business in Japan Website



- A wealth of different resources about Business in Japan
- Market Reports
- Legal information
- Expert search
- Webinar recordings
- Free Membership
- Newsletter




## Information on Japan for EU Companies



When seeking to do business abroad, it is essential to first get to know the country that you are targeting. Awareness about Japan's politics, economics and social environment is a considerable asset. To help you improve your knowledge about Japan, and in accordance with the project of the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH) to develop a global platform providing EU businesses with relevant information about business with third countries, the EU-Japan Centre has created this online information portal for European companies seeking to break into the Japanese market. It aims to bring together and make...

Keep in touch



-  About / Contact us
-  Stay Informed
-  Ask a Question

- You want to...**
- Export
  - Import
  - Invest
  - Innovate



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# EU Business in Japan Website Example



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Free Membership

Connected with

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Home » Sectors » Information Technology

## Information Technology

### More in this section

Aerospace & Aeronautics

Agroindustry

Automotive

Biotechnology

Chemicals

Construction

Creative Industries

Education

Electronics

Energy

The Japanese IT industry is a key driver of global economic growth. Although Japan has lost its once-dominant position in the global IT industry and is facing increasing competition from foreign firms, Japanese companies still have a significant global presence and respected reputation. Efforts are being made by Japanese IT giants and by the government to make the necessary reforms to Japan's IT sector in order to restore it to its former glory. Find out more about Japan's IT industry below.

### About Information Technology



The Japanese IT industry includes a wide range of different sectors, such as computer hardware, software, electronics, semiconductors, Internet, telecoms equipment, e-commerce and computer services. Information technology is widely recognised as a great resource for...

### Digital Technology



Digital technology has a long history in Japan. A recent study indicated that 99.5% of Japanese people aged 15 to

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# EU Business in Japan Website Example



## EU Business in JAPAN

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- Why Japan?
- Issues
- Sectors
- Culture
- Library
- Support
- News
- Events

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Home » Sectors » Information Technology

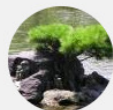
## Biotechnology

### More in this section

- Aerospace & Aeronautics
- Agroindustry
- Automotive
- Biotechnology**
- Chemicals
- Construction
- Creative Industries
- Education
- Electronics
- Energy
- Environment

Japan has one of the most developed biotechnology sectors in the world, as evidenced by the high number of patents filed. Although the number of bio venture start-ups peaked in 2006, several foreign firms are now trying to enter the market. Moreover, the government is supporting the sector's development and has passed several laws to assist it; it is being viewed as a national strategy. Find out more about Japan's biotechnology sector below.

### About Biotechnology



Japan has one of the most developed biotechnology sectors in the world, as evidenced by the high number of patents filed. The number of bio venture start-ups peaked in 2013 and several foreign firms are now trying to enter the market. Moreover, the government is...

### Bioinformatics



As Asia's largest bioinformatics database is based in Japan, this is an important and competitive sector for the country. In particular, the application of bioinformatics to the pharmaceutical industry is the subject of significant R&D in Japan.

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Ask a Question

### You want to...

- Export
- Import
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- Innovate

### Latest news & events



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# Technology Transfer Helpdesk

## On-line support

### Services

- Technology database where research centers, universities and other institutions can upload their latest technologies.
- Technology push and pull between research centers and companies.
- Information about intellectual property rights.
- Dedicated to both Japanese and EU research institutions, universities and companies (in particular SMEs).
- Regular webinars and podcasts in a wide range of topics, catering to the different research areas represented.
- On-line library providing relevant content for the implementation of open innovation.

### The website

- Easy search by keyword, TRL, tech area
- Database with more than 100M patent documents

YOU SEARCHED FOR TECHNOLOGIES CONTAINING THE  
KEYWORD(S) " FIBER "

type your keywords

**Helpdesk's database**  
Found 13 technologies matching your query

**Latest technologies**  
Last 100 patented or patent pending technologies matching your query

**show the results**  
EEN and J-Store  
Found 24 technologies matching your query

**Patent documents**  
There are 1555778 patent documents matching your query

network  
European Commission  
Business Support on Your Doorstep

# Technology Transfer Helpdesk

## Offline support & activities

### Services

- Seminars on topics relevant to the helpdesk such as intersection between IPRs and IoT, 3D printing, AI, blockchain, and much more. .
- Request for proposals that allow companies to take advantage of the technology exchange. This is available for both EU and Japanese companies.
- In person support as well as an easy-to-reach team providing help to partner institutions and individuals, but not limited to them.



# Japan Tax & Public Procurement Helpdesk

**Public Procurement - a potential of an estimated 550 billion euros-**  
<https://www.eu-japan.eu/japan-tax-public-procurement-helpdesk>

Online helpdesk-service (first reply within 48 hours)

"Ask the Expert" service and liaising with a pool experts  
on taxation and public procurement

Practical guides on supplier qualification and Industrial Standards (JIS)

[PP Market Quick Scan Service](#)

(Limited) Tender monitoring service

[Twitter service](#) with selected tender notices and related news

A Tax Q&A database with frequently asked questions regarding the  
[Japanese tax system](#) and [Government Procurement](#)

Frequent webinars by experts in the field

- Register for EU Business in Japan Website
- Create an EEN Profile for promotion
- Apply for the Centre's Missions to Japan B2B Matching events or Trainings
- Request the Centre's support on Tax & Public Procurement & Technology Transfer
- Use the Step in Japan Service if in Japan
- Ask us if you have questions!

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

<http://www.eubusinessinjapan.eu/>

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