

Welcome!



The EU-Japan Centre presents

Support Activities for EU companies internationalization toward Japan (funded by the European Commission)



EU-Japan Centre
for Industrial Cooperation
一般財団法人日欧産業協力センター



www.eu-japan.eu



The Centre

Authorities

- European Commission – DG Growth
- Japanese Ministry of Economy, Trade & Industry (METI)

Head Office in Tokyo (since 1987) & EU office in Brussels

- +/- 30 staff (in Tokyo and Brussels)

Mission

- Promote Industrial Cooperation between the EU and Japan

Activities

- Services to Business
- Policy Analysis and Advices
- Promotion of Industrial Innovation and R&D





When targeting Japan... A SME journey...

To succeed in Japan,
EU companies will successively need to:

- Gather information
- Know the target market / sector
- Understand the specificities of Japan (business culture...)
- Find key contacts
- Identify potential opportunities



SUPPORT SERVICES

For EU Companies & Organisations



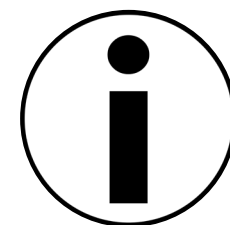
SUPPORT & GUIDANCE

- Intelligence
- Partnering
- Training Programmes in Japan & in the EU (Business culture and manufacturing methodologies)
- Sectorial Matchmaking missions to Japan (ICT / Biotech / Nanotech)
- Cross-cultural Workshops

SUPPORT SERVICES

For EU Companies & Organisations

INFORMATION & HELPDESKS



Information on Japan

- Website (www.eubusinessinjapan.eu)
- Webinars
- Expert Reports
- EPA and general topics Helpdesks

Information on Centre's support services (www.eu-japan.eu)



SUPPORT SERVICES

For EU Companies & Organisations

Over 100 sector focus reports and webinars already available



- Alcoholic Beverage Market in Japan
- The Japanese Agrifood Market
- Blockchain in Japan
- The Japanese Startup Ecosystem
- Japanese Healthcare Industry
- Autonomous Driving System in Japan
- Nanotech - Wearable Technologies
- ICT market in Japan
- Wine market in Japan
- and 100 more...

www.eubusinessinjapan.eu



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www.eu-japan.eu

SUPPORT SERVICES

For EU Companies & Organisations

Reports and videos to understand Japanese business culture:



www.eubusinessinJapan.eu

- Do's and Don'ts in the Japanese Business Environment
- Decision-making Process in Japan
- Communicating with the Japanese
- Challenges of the Japanese Market
- Customer Service in Japan
- Managing Quality Claims in Japan
- The Realities of Business in Japan
- Smart guide for your first meeting with Japanese
- Business Negotiations in Japan
- Negotiations and closing the deal
- and many more...



EU-Japan EPA HELPDESK

The helpdesk aims to help you understand how to take advantage of the EPA agreement.

- Publications (factsheets & guidelines)
- Webinars (covering EPA chapters)
- Infodesk (answering EPA related queries)



EU-JAPAN CENTRE for Industrial Cooperation

About

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EPA helpdesk publications



Factsheet: EPA & Dairy Products



About the FactsheetThe aim of this Factsheet is to explain to EU dairy exporters the market access opportunities offered by the Agreement for an Economic Partnership (EPA) as well as, in a brief overview, the relevant Rules of Origin, Japan's procedure for the application of a TRQ share and import...

Factsheet: EPA & Meat Products



About the FactsheetThe aim of this Factsheet is to explain to EU meat exporters the market access opportunities offered by the EU-Japan Economic Partnership Agreement as well as, in a brief overview, the relevant Rules of Origin and import procedures in Japan. This factsheet focuses first on...

Factsheet: EPA and Spirits & Beer Products



About the FactsheetThe aim of this Factsheet is to explain to EU beer and spirits exporters the market access opportunities offered by the EU-Japan Economic Partnership Agreement and in a brief overview, the relevant Rules of Origin and import procedures in Japan. This factsheet takes a close...

Factsheet: EPA & Wine



About the FactsheetThe aim of this factsheet is to explain to EU wine exporters the market access opportunities offered by the EU-Japan Economic Partnership Agreement (EPA) as well as the recognition of oenological practices (OPs), and in a brief overview, the relevant Rules of Origin and...

www.eu-japan.eu/epa-helpdesk



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DAIRY PRODUCTS

PRELIMINARY REMARKS

- The aim of these Factsheets and Guidelines (hereafter 'Report') is to explain to EU dairy exporters the market access opportunities offered by the Agreement for an Economic Partnership (EPA) as well as, in a brief overview, the relevant Rules of Origin, Japan's procedure for the application of a TRQ share and import procedures in Japan. More information on these issues and on specific market entry requirements, including Customs procedures and SPS measures are covered in the relevant Factsheet and Guidelines, or can be found in the 'Food and Beverage Handbook: Japan' ⁽¹⁾.
- As regards product specification, only the Harmonised System (HS) code system at six-digit level, or the Japanese nomenclature at nine-digit level have been used. For detailed description of the Japanese nomenclature, reference is made to the Japanese Schedule in the Agreement.
- In the Japanese Schedule, a fiscal year means the period between 1 April of one year and 31 March of the next year. As the Agreement enters into force on 1 February 2019, the first year will be the period between 1 February 2019 and 31 March 2019. The first-year quantities of the tariff quotas have therefore been calculated on a 'pro rata' basis.
- All quantities are expressed in metric tonnes (t), unless stated otherwise.
- The complete text of the EPA, and annexes, incorporating the Schedule of Japan, can be found on the following website of the European Commission: <http://trade.ec.europa.eu/doclib/press/index.cfm?id=1684>. Japan's tariff Schedule is in Annex 2-A-4; "Notes for the Schedule of Japan" can be found in Annex 2-A-3. These Notes explain inter alia the various types of concessions, including details on TRQs, safeguard measures, etc.



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Under the
supervision of



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EPA helpdesk publications

Our EPA Helpdesk released 2 handbooks to help EU companies understand the EPA.

- **EPA Handbook – a guide to help EU SMEs import Japanese products** (May 2021)
- **EPA Handbook – a guide to help EU SMEs export to Japan** (March 2022)



www.eu-japan.eu/epa-helpdesk





SUPPORT SERVICES

For EU SMEs



Business Support on Your Doorstep

PARTNERING

Enterprise Europe Network (Japan representative)

- Promotion of EU company profiles
- B2B Meetings & Networking Events in Japan
- Meeting facilitation
- Cross cultural workshops in the EU

→ European Commission funded Network to support EU SME's internationalization worldwide.

www.een-japan.eu



EU-JAPAN CENTRE for Industrial Cooperation

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SUPPORT SERVICES

PARTNERING

Enterprise Europe Network

Promotion of EU company profiles

- Translated
- Website publication
- Targeted emails
- During events (trade fairs, seminar...)
- Via local Japanese partners (CCI, associations...)

リトアニア発リネン、アクセサリーなどの生活雑貨用品メーカーがディストリビューターを探しています



Country of origin :
リトアニア

Date :
24/06/2020

EEEN profile reference :
BOLT20200604001

Partnership type sought :
商業代理店
流通サービス

Sector/Main field of activity :
クラフト＆デザイン
その他

Type of Partnership :
Business

リトアニア企業は2018年より、良質なテキスタイルや木材でハンドメイドアクセサリーやリネン製品を製造しており、現在以下の様なラインナップでグッズを提供しています。

1. 寝ネクタイ・リネンまたは木製(彫刻可)
2. リネン製ネクタイ・レギュラー/スリム
3. カフス・木製(彫刻可)またはリネン
4. リネン生地生活雑貨

同社は、商業代理店または流通サービス契約の下で自社製品の流通を希望する海外ビジネスパートナーを探しています。また、製造契約の下でプライベートレーベル製品の生産受託も可能です。

For EU SMEs

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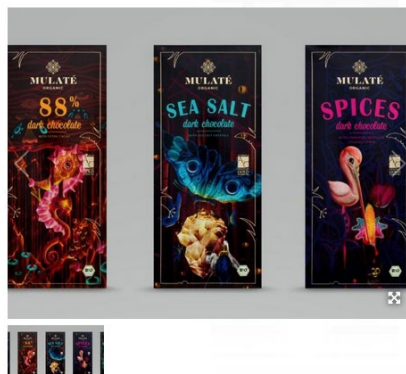
Contacts

SUPPORT SERVICES

PARTNERING

Organic food manufacturers

Promoting EU Organic Food products among
Japanese importers and buyers.



オーガニックチョコレート MULATE ORGANIC リトアニア

Chocolates

MULATE ORGANICのチョコレートはそれぞれ、大変特徴的な味わい、一度口にすれば、素敵な味の世界への冒険にあたると思います。

MULATE ORGANICのチョコレートは、味は厳密な設計により作り立てであり、それを実現するための素材も厳選して行っています。製造して消費者に届くまでには長い時間がかかり、一度食べたら忘れられなくなるような、また食べたくなるような味わいを持っています。

現在、MULATE ORGANICブランドでは、6種類のチョコレートバーを提供しています。

88%：クラシックへのオマージュです。ピュアなダークチョコレートに、南米産のカカオ豆の強い風味を加えています。

SPICES：セイロンシナモン、バニラ、カイエンペッパーをミックスした、味覚を刺激するチョコレートバーです。SPICESは、チョコレートが口の中で溶けるときに味と香りが変化するという、ちょっとした技術的なトリックを利用したチョコレートです。

SEA SALT：甘さと塩味のハーモニーが特徴で、チョコレートの甘さを高級品のバランスのとれた塩味が引き締めています。

PEARL：ダークミルクチョコレートにピーナッツを練りこみました。ピーナッツは濃厚でリッチな味わい、チョコレートとの相性が最も良いピーナッツを選定、使用しています。

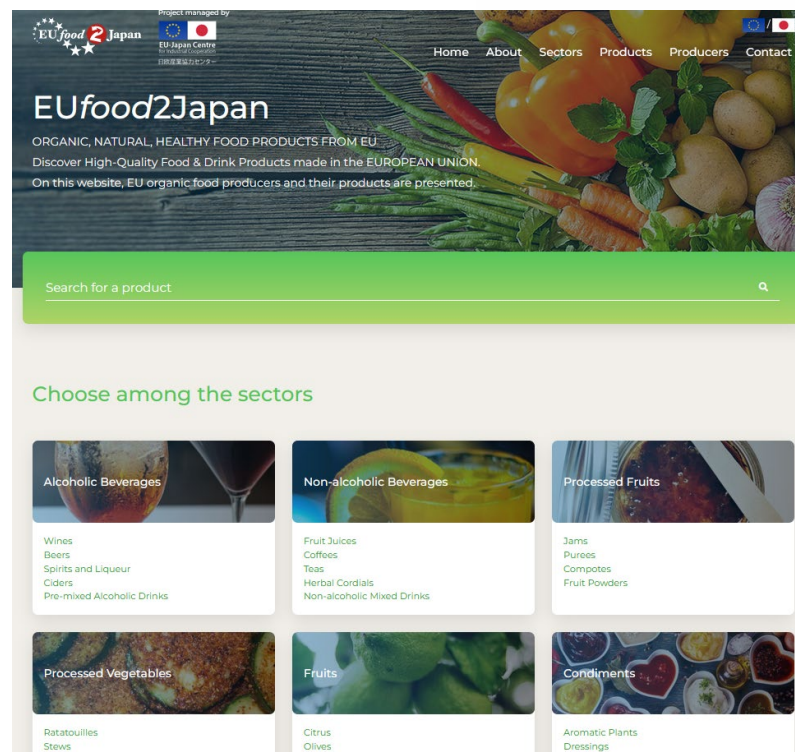
TANIN：ゴマ・ゴマペーストを使ったダークミルクチョコレートバーで、甘みと塩味を行ったり来たりと感じる不思議なチョコレート。また東ヨーロッパのはじめ広い地域の伝統的菓子、ハルヴァのような複雑な後味です。

CARABIS：ヘンププロテインを配合した砂糖不使用のダークチョコレートバー。甘いおやつがほしいけれど、ダイエットというときに、最適なチョコレートです。

MANGO：オーガニックのダークミルクチョコレートにマンゴ、タニ、カイエンペッパーを加えたものです。

Organic Vegetarian food No preservatives Gluten-free Caffeine free

For EU SMEs



www.eufood2japan.eu



TRAINING MISSION IN JAPAN

“Get Ready for Japan” *(since 1987)*

Focus: “How to do business in Japan”

Includes: lectures, negotiation simulations, company visits, regional economy trips, tailored B2B meetings, and more.

(2022 will be a virtual session)



NEXT SESSION:

- 15-27 May 2023
- Application Deadline: 09 March 3

Thematic lectures on Japan



Group Company Visits



Joint Session with JP managers



www.eu-japan.eu/events/get-ready-for-japan-training-programme



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MATCHMAKING MISSION IN JAPAN

Cluster and SMEs sectorial mission *(4-day mission to Japan alongside a trade fair)*

3 MISSIONS:

- Biotech (PASSED - Oct 2022)
- ICT (Deadline closed – Nov 2022)
- Nanotech (Jan/Feb 2023)
 - Deadline closed

Matchmaking event



Booth at the fair



EU Delegation



B2B meetings





TRAINING MISSION IN JAPAN

World Class Manufacturing (1-week Topical Missions in Japan - twice a year)



Features:

- ✓ Hands-on lectures at Japanese manufacturing companies (e.g. Toyota, Ricoh)
- ✓ Lecture by WCM experts
- ✓ Group dynamics and mutual learning

NEXT SESSION:

13-17 March 2023 (physical)

Deadline to apply: 8 December





BENCHMARKING VISITS IN THE EU

LEAN visits in the EU (1 day in-depth visits to European plants to discuss best practice and facilitate the sharing of ideas and networking)



Some past visited companies:

✓ Lego, BMW, Schaeffler , Rosderra , GKN, Applus+ IDIADA , Danfoss Amorim and many more...

LAST SESSION in Lithuania on Sep 30

PakMarkas - a Lithuanian manufacturer producing labelling and flexible packaging, industrial packaging engineering and automation solutions





FOR EU ENGINEERING / R&D COMPANIES

Vulcanus in the EU

a scheme for EU companies willing to host a Japanese intern

Who?: Japanese students in third or fourth year of their undergraduate studies or following a postgraduate course

Fields: engineering (mechanical, electrical, electronics, civil, nuclear, etc.), ICT, telecommunications, chemistry, biotechnology, physics / metal materials

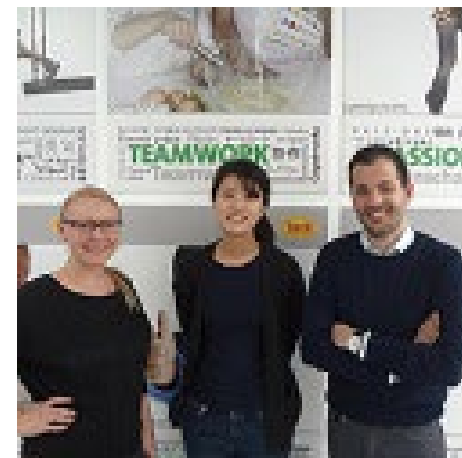
How long?: 8 months

NEXT SESSION:

August 2023 – March 2024, applications closed

Next application for host-companies: September 2023

<https://www.eu-japan.eu/events/vulcanus-europe>



Useful links & contacts

Do you want to be kept informed?

www.eu-japan.eu/be-informed

EU-Japan Centre's activities
Partnering Support
Information about Japan
Business Round Table
Technology Transfer Helpdesk

www.eu-japan.eu
www.een-japan.eu
www.eubusinessinjapan.eu
www.eu-japan-brt.eu
www.eu-jp-tthelpdesk.eu

The Centre on Twitter
Also on LinkedIn

<http://twitter.com/EUJAPANCENTRE>

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www.eu-japan.eu