



Cluster Support Activities funded by the European Commission



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 (18 in Tokyo, 12 in Brussels)*

Mission

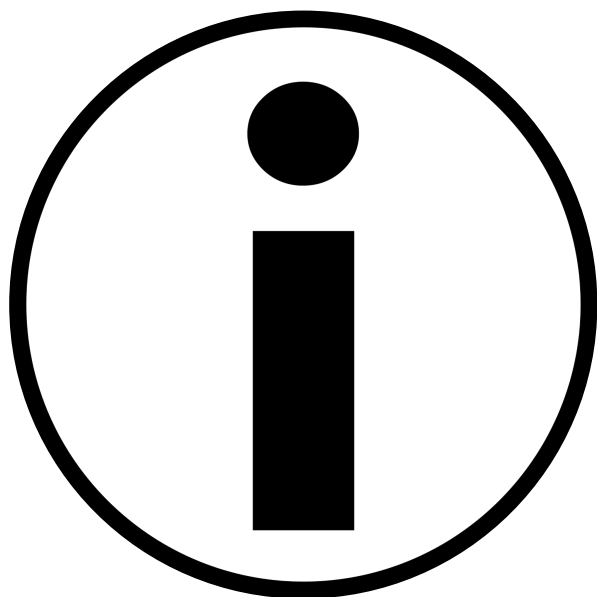
- *Promote Industrial Cooperation between the EU and Japan*

Activities

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

SUPPORT SERVICES

For EU Companies & Organisations



INFORMATION ON JAPAN

- Info & Help Desk
- Website (www.eubusinessinjapan.eu)
- Webinars
- Expert Reports

SUPPORT SERVICES

For EU Companies & Organisations



SUPPORT & GUIDANCE

- Managerial Training Programmes
- Cluster/SME missions to Japan
- Office facilities in Tokyo for EU SMEs
- Cross-cultural Workshops
- E-Learning (videos)

SUPPORT SERVICES

For EU Companies & Organisations



Business Support on Your Doorstep

PARTNERING SUPPORT

Enterprise Europe Network

- Promotion of Japanese & EU company profiles
- **Key contacts identification support**
- BtoB Meetings & Networking Events in Japan
- **Incoming Mission Projects** (promotion/organisation)
- www.een-japan.eu

SUPPORT SERVICES

For EU Companies & Organisations



INNOVATION - R&D PROMOTION

- Promotion of H2020 in Japan
- Clusters Support (sectorial mapping)
- EU-Japan Technology Transfer Helpdesk (New !)

OTHER SUPPORT

www.eu-japan.eu/other-support



- A **“Hot Desk”** in Tokyo – Logistical support
- Sponsoring **Market Entry Plan Draft** for EU SMEs (JMEC)
- New! EU-Japan **Technology Transfer Helpdesk**
- Public procurement - Calls **Dissemination & Guidance**
- Tax in Japan – **Helpdesk** <https://twitter.com/JTPPHelpdesk>
- Become a member of www.eubusinessinjapan.eu and get access to **practical information on Japan** !

FOR EU CLUSTER MANAGERS AND EXECUTIVES FROM SMEs

Cluster and SMEs support mission(5-day mission to Japan alongside a trade fair)

3 MISSIONS

- Biotech
(Healthcare)
- Nanotech
- ICT
(Embedded
Technology)

Thematic lectures



Company visits



Joint Session w/ JP



Booth on the Fair



EU Delegation



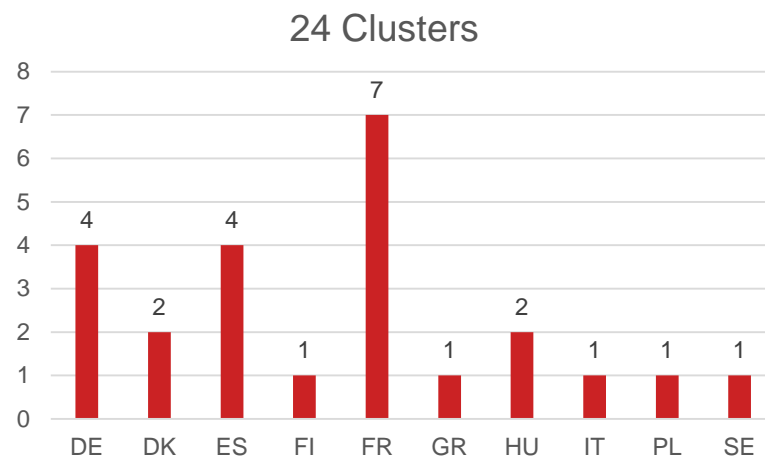
B2B meetings



CLUSTERS IN CENTRE'S MISSIONS

Since 2012

- 7 missions organised
- Cleantech, Biotech (red), Nanotech, ICT
- 110 Participants (incl. 24 clusters' participants)
- From 10 different EU Member States
DE, DK, ES, FI, FR, GR, HU, IT, PL, SE



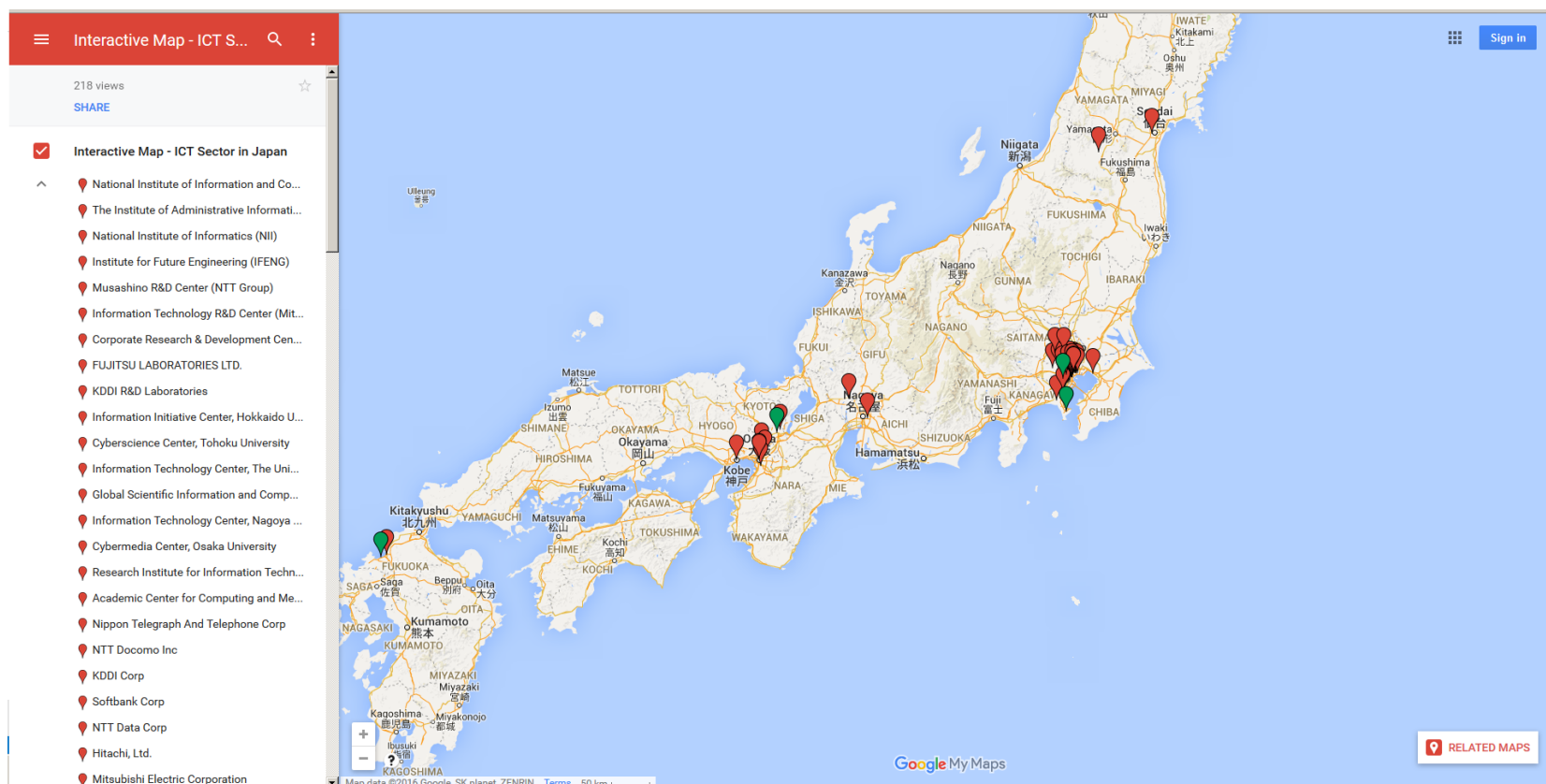


CLUSTER MAPPING & INDUSTRY LANDSCAPE

- ICT
- Biotechnology (healthcare)
- Clean-technology
- Healthcare & Welfare
- Automobile & Transport (to be delivered)
- Electronics (in project)

- Video Games, Digital Contents, Animation
- Photonics

CLUSTER MAPPING & INDUSTRY LANDSCAPE



CHALLENGES

- Reduction of Japan-side initiatives
- Japan-side preference - bilateral exchanges (MS><Japan)
- EU-side preference in terms of missions to Japan
 - Single country/region mission (regional financial support)
- Lack of financial resources
- Not in yearly work programme
- Not keen to work with other support organisations

Save the Dates! Next Webinars

- Technology Transfer Helpdesk Webinar: Matching the EU – Japan Space Technological Needs 15/03/2016
- Japan as a hub for the Asian market for European Companies 12/04/2016
- Toy Industry in Japan 14/04/2016
- Japan Tax and Public Procurement Helpdesk 19/04/2016
- E-learning/Online Language-Learning Market in Japan 21/04/2016
- Technology Transfer Helpdesk Webinar: Topic to be released soon 26/04/2016
- Technology Transfer Helpdesk Webinar: Topic to be released soon 03/05/2016
- Healthcare and Welfare Industry Landscape in Japan 10/05/2016
- Automobile and Transport Industry Landscape in Japan 17/05/2016
- Distribution Channels for “Fast-Moving Consumer Goods” 24/05/2016
- Alternative Vehicle Technologies in Japan 31/05/2016
- Technology Transfer Helpdesk Webinar: Topic to be released soon 07/06/2016
- Cultural approach to dealing with Japanese business in Japan: differences between SMEs and Large Companies 14/06/2016
- Japan’s Performing/Visual Arts Sector: Market Overview, Perceptions and Practical Market Entry 21/06/2016

CONTACTS

EU-Japan Centre
Enterprise Europe Network Japan
EU Business in Japan
Business Round Table
Jeupiste (S&T&Innovation)
Technology Transfer Helpdesk

www.eu-japan.eu
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The Centre on Twitter
Also on facebook and LinkedIn

<http://twitter.com/EUJAPANCENTRE>

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