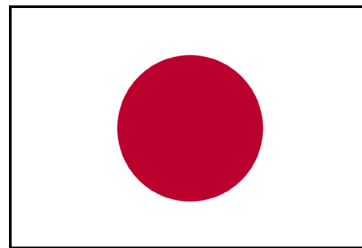


European alliance for international business development
« on advanced materials and connectivity for defense and security markets »



March 2023, 14-17th

MISSION TO JAPAN

4 DAYS TO ENTER THE MARKET

- I- INFORMATION ON THE MARKET
- II- ORGANISATION OF THE MISSION
- III- TARGETS & INVOLVED ORGANISATIONS
- IV- TO PARTICIPATE

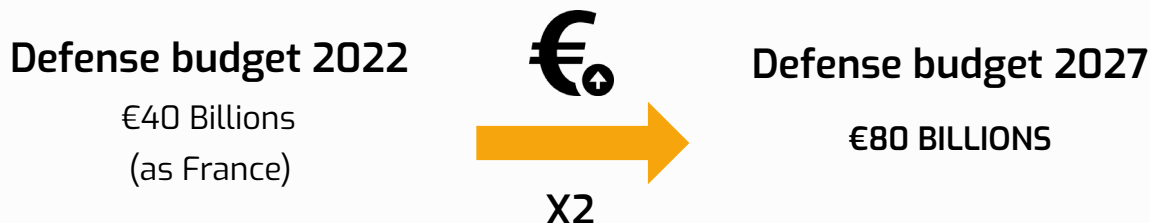
Consortium

I- SECURITY AND DEFENSE MARKET

« The security and defense market in Japan is focusing on the civil security. However, the raising military powers in the region is also one of the reasons for the Japanese defense ministry to increase the defense budget and redefine priorities. »

A GROWING MARKET

Based on a competition for the technological supremacy in the region



NEW NATIONAL STRATEGY

Raise rapidly by integrating all innovation and industry driven cutting edge



wants to reinforce Japan defense industry, but cannot be self-sufficient
ATLA = Japanese Defense public agency

strong need to increase their international cooperation, and use more the European market which is identified as a secure market

HOW TO TRADE WITH JAPAN



Understand the Japanese culture

- Ignoring the importance of culture in the process of internationalisation is like starting a war without an army

Understand the defense market

- Understand Japanese strategy and needs through the «National Defense Strategy», «Japanese defense build-up program», ...

Local partners

- A local partner will be always needed in the military sector and beyond (trading companies, distributors, etc.)
- This local partner will help for entering the market, developing the network, guide companies in the market distributors, etc.)
- The market is organised through conglomerates of companies which apply to the Public Procurement Offers



II- ORGANISATION OF THE MISSION

« The main objective of the mission is to enable participating companies to access relevant Japanese companies to build strong and durable partnerships. »



PREPARATION

- Communication documents will be created and spread by the cluster partners of the mission regarding your company and the delegation

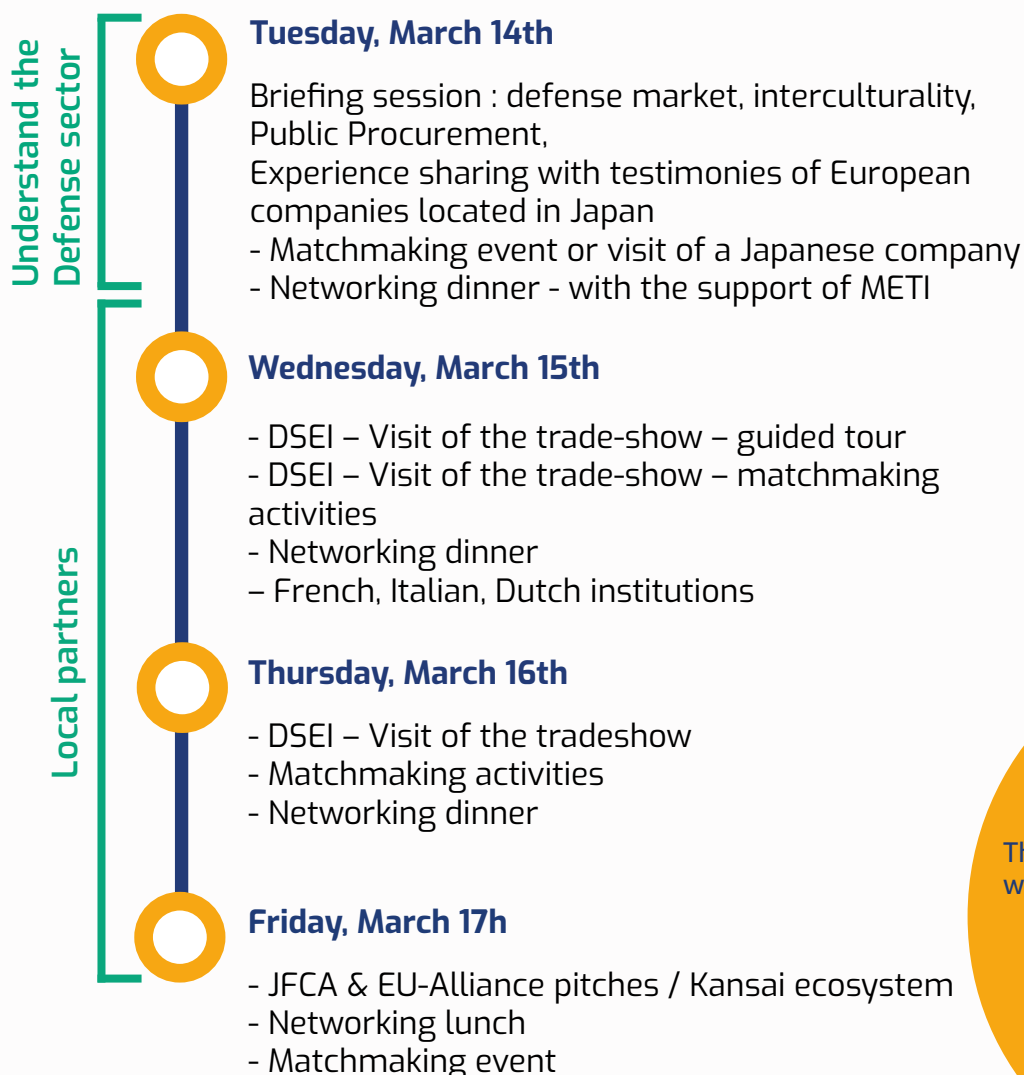
Understand the Japanese culture and defense market

- Replay of the webinar of presentation of the mission (lin).
- Workshops dedicated to the mission will be organized with partners, before the mission. For example: webinar on interculturality with **EU-Japan Center** (February 15th).

Local partners: identify potential local partners

- You will be asked to identify and inform us about your target companies, in DSEI exhibitors list, Kansai start-up ecosystem...
- Fill the [POD Business Offer](#) proposed by EU-Japan Center, which will be translated in Japanese and used to generate leads

DRAFT PROGRAM



The EU-Alliance partnership will guide you during all the mission

III- TARGETS & INVOLVED ORGANIZATIONS

PRIVATE COMPANIES



JAPANESE ORGANIZATIONS



CROSS EU-JAPAN ORGANIZATIONS



IV- TO PARTICIPATE

PROCESS & INFORMATION

1- Before each mission, we organize a webinar to present the mission. Experts and members of the consortium will give you an overview of the target market and present the mission program. [Replay of the webinar, presentation of the webinar](#)

2- A call for SMEs selection has been launched and will remain open until **January 20th 2023** ([official link](#)).

3- EU-Alliance partnership selects the SMEs that will be eligible for participation and funding, according to the criteria announced on the call for SMEs selection

4- We inform the selected companies on January 20th, 2023 and then further meetings to

Please note:

- This program is supported by the European Commission, the organizational costs are there-fore covered and an envelope (€1000) will be sent to the selected SMEs to cover a part of the transportation costs

- Your fees will be: external and internal transport, hotels, food & drinks. If you are selected you will receive €1000 from the Europe to support those expenses

- Companies that aren't SMEs are able to participate without financial support

TO HELP YOUR CHOICE

Feedback from a company that participated in the US mission (October 10-14, 2022)

« *Overall, I would say that this format makes it easy to explore opportunities of a country with a reduced investment (time + money with a subsidy) in a privileged and reassuring setting (presence of other European companies that are not competitors, which facilitates off-site discussions in addition to sharing feedback from the field when there is some).* »

Sysnav

TO APPLY

Call for SMEs selection

Template to send your application (PPT format)

[Mandatory form \(2min\)](#)

Any questions ? Please contact: rafton@techtera.org