

Information on Japan for EU Companies

Financed by the European Commission

Information

INFORMATION ON JAPAN FOR EU COMPANIES

www.eubusinessinjapan.eu

EU Business in JAPAN

Information on Japan
for EU Companies

www.eubusinessinjapan.eu

THE WEBSITE

The new «www.eubusinessinjapan.eu» website was launched in January 2014 and provides PRACTICAL INFORMATION on Japan for EU businesses looking for clear guidelines to trade with or invest in Japan i.e. :



- sectoral information (market surveys)
- business issues (legal, corporate taxation, IPR etc.)
- cross-cultural issues (communication, business negotiation etc.)

It will be the REFERENCE WEBSITE for all EU companies wishing to develop business relations in Japan: « EU BUSINESS IN JAPAN ».

INFORMATION IN THE WEBSITE

In order to enable EU companies to find quickly the largest number of sources of information on “doing business with Japan”, the EU-Japan Centre has identified, filed and gathered in the website hundreds of open sourced webpages on Japan. In addition to this census, the EU-Japan Centre will release publications such as reports covering the above listed topics made by experts. Jointly with the website, the EU-Japan Centre will organise webinars and online training.

OTHER ACTIVITIES

WEBINARS SERIES

“About Japan” webinars are organised every month. The full list of upcoming webinars is available on:
<http://www.eubusinessinjapan.eu/events>

E-LEARNING MODULES

Videos are made available in order to provide practical information on “how to do business with Japanese”.

A POOL OF EXPERTS

INFORMATION & SUPPORT DESK

EU companies have the opportunity to contact experts identified by the Centre and listed in the online directory. It has to be noted that if the sets of information provided by the Center via the website, webinars, and e-learning modules will be offered for free to European companies, customized support provided by these experts will be issued against payment.

APPLY TO BE A MEMBER

INFORMATION FOR REGISTERED MEMBERS

The information on Japan will only be accessible for registered members (registration will be free of charge) and will exist in various forms, such as articles, publications (commissioned reports from experts), videos, webinars (see above), e-learning modules. **TO REGISTER:** <http://www.eubusinessinjapan.eu/user/register> or contact: jessica@eu-japan.eu



EU-Japan Centre
for Industrial Cooperation

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JTPP Helpdesk

Get an insight into your business opportunities in Japanese government procurement and assistance with your tax questions

WHAT JTPP HELPDESK CAN DO FOR YOU ?

With a potential of an estimated 550 billion euros, Japanese public procurement remains an untapped market for European SMEs, and when doing business in Japan inevitably tax-related issues and questions will arise.

The JTPP Helpdesk aims to support European SMEs in their commercial endeavours in Japan and provides a range of services in the areas of public procurement and tax issues. With this, JTPP Helpdesk strives to lessen the hurdles that might impede your business activities. The JTPP Helpdesk is part of the EUbusinessinJapan.eu portal managed by the EU-Japan Centre for Industrial Cooperation



SERVICES OFFERED BY JTPP HELPDESK

- ✓ information Inquiry Service, with first reply within 48 hours,
- ✓ ask-the-expert service, offering first-line advice on your more complex inquiries, and if necessary liaising with relevant experts;
- ✓ PP Supplier Qualification Application Support Service,
- ✓ practical guides and checklists,
- ✓ information clearing house on tax and public procurement,
- ✓ webinars provided by experts in the field,
- ✓ PP Market Quick Scan service,
- ✓ tender call monitoring services*,
- ✓ twitter news service.

(*) limiteds

SCOPE OF THE SERVICES

All the above-mentioned services are free of charge for European SMEs. In case you need assistance requiring certified expertise, the Helpdesk will assist you with finding the right counterparts, such as tax accountants, administrative offices and translators. Via other programmes offered by the Centre, the Helpdesk can also assist you with finding suitable local business partners.

WHERE TO FIND US?

You can find us on the www.EUbusinessinJapan.eu portal. Register and you can use all the JTPP Helpdesk services for free.



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Logistical Support in Japan for EU SMEs

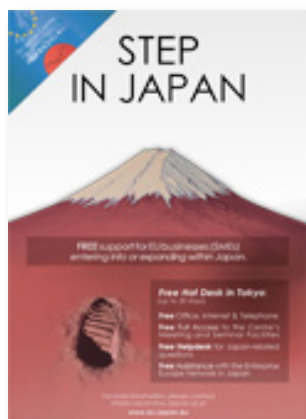
Financed by the European Commission

Step in Japan

**You are an EU SME and need some logistical support in Japan?
Take advantage of a free "HOT DESK" in Tokyo (up to 30 days)**

WHAT IS STEP IN JAPAN ?

The EU-Japan Centre manages "Step in Japan", a new highly anticipated support initiative for SMEs. The service, which is offered free of charge, acts as a landing pad for EU-based SMEs planning on entering into or expanding within Japan. The initiative encompasses a full range of essential support measures for businesses.



**Free support for EU businesses (SMEs)
entering into or expanding within Japan.**

SUPPORT AVAILABLE

Your company will benefit from the following support:

- ✓ free office space in Japan on the Centre's premises that includes an internet connection and telephone (*) for up to 1 month (a maximum of 2 beneficiaries per time slot);
- ✓ full access to meeting and seminar facilities within the Centre's premises;
- ✓ a help desk for all information inquiries on business in Japan;
- ✓ assistance with using the Enterprise Europe Network service while in Japan.

(*) unlimited local calls

MORE INFORMATION

<http://www.eu-japan-eu/other-activities/step-in-japan>



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The Network in Japan



Business Support on Your Doorstep



The network in your country

The Enterprise Europe Network is present in more than 45 countries, with around 3000 experienced staff in 600 local partner organisations providing expert advice and services to EU businesses.

Contact:

Jessica Michelson

EU-JAPAN CENTRE

jessica@eu-japan.eu

Tel.: +32 2 282 0043

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

Welcome to Enterprise Europe Network

**You are a Japanese or European SME.
You want to connect, innovate and grow.
Take advantage of the biggest Network!**

Enterprise Europe Network is an international network of close to 600 partners committed to providing excellent customer service to clients across 48 countries. Recruited for their professionalism and knowledge, 3 000 local experts are ready to do their utmost to help you succeed.

The partner organisations members of Enterprise Europe network offer support to small and medium-sized companies in the fields of **international business cooperation, innovation, knowledge and technology transfer, financial sources and participation in EU-funded programmes.**

YOUR PARTNER FOR JAPAN

Since January 2011, the EU-Japan Centre for Industrial Cooperation is member of Enterprise Europe Network.

Enterprise Europe Network - Japan is coordinated by the EU-Japan Centre for Industrial Cooperation with the support of the Japanese Ministry of Economy, Trade and Industry (METI).

ENTERPRISE EUROPE NETWORK SERVICES

- Partner search (trade, technology and R&D)
- Business reviews; market analysis
- Technology transfer
- Advice on laws & standards
- Intellectual property & patents

<http://een.ec.europa.eu/>

Neither the European Commission nor any person acting on behalf of the European Commission is responsible for the use which might be made of the information contained herein. The views in this publication are those of the author and do not necessarily reflect the policies of the European Commission.



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Match-Making Mission to Japan for EU Clusters & SMEs

Financed by the European Commission

Bio Cluster Mission to Japan

EU Initiative Promoting International Cluster Cooperation for SMEs

ABOUT THE MISSION

The mission lasts 5 days and is composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcase and networking events to maximize opportunities for the EU participants. In addition, the mission will provide EU clusters the opportunity to benchmark with the Japanese ones during a dedicated cluster session.

The mission is targeting the biotechnology sectors and will be organised on the fringes of the "BioJapan 2015" Expo that will take place in in Yokohama in October 2015 (<http://www.ics-expo.jp/biojapan/>)

OBJECTIVES

This mission will facilitate the first contact that could be the door leading to new business opportunities.

- ✓ Gain knowledge about market structure, sector analysis, Japanese business culture and policy etc;
- ✓ Identify relevant key contacts (decision makers, R&D centres, potential business partners etc);
- ✓ Establish relationships with potential partners (trade and technology);
- ✓ Benefit from face-to-face meetings leading to possible business opportunities;

TARGETED PROFILE

For EU clusters and their SMEs' members working in the targeted sector.

This mission is addressed to clusters and network organisations which will select one SME that they consider the most mature to participate in the mission and that presents the highest potential for cooperation in the context of this event.

WHO PAYS WHAT ?

The EU-Japan Centre will cover:

- ✓ tuition-related costs (speaking fees, rental room fee, etc...);
- ✓ transfers during group company visits;
- ✓ trade fair registration, EU delegation booth rental & arrangements;
- ✓ access to the partnering system

In addition, participants from SMEs can receive a **grant of € 600,-** from the European Commission.

Participants must cover their travel costs to/from Japan, transfer from/to the airports, accommodation and personal expenses.

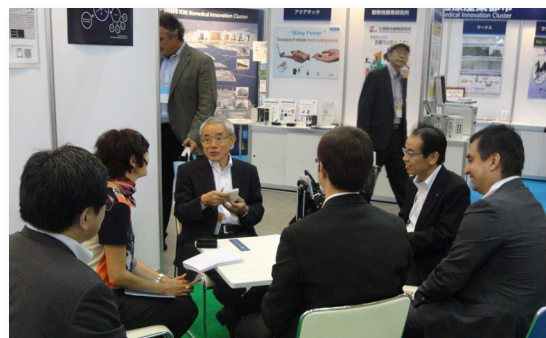
Participants will be asked to transfer a refundable deposit of €1000 to guarantee the place on the course.

MORE INFORMATION

<http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-and-SME-Mission>

Programme Dates*	Application Deadline
12 - 16 October 2015 (dates to be confirmed)	9 June 2015

* Course dates & Content are subject to modification without prior notification



NO TUITION
FEE
FOR SMEs



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Match-Making Mission to Japan for EU Clusters & SMEs

Financed by the European Commission

Nanotech Cluster Mission to Japan

SMEs' Internationalisation through EU-Japan Cluster Cooperation

ABOUT THE MISSION

The mission lasts 5 days and is composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcase and networking events to maximize opportunities for the EU participants. In addition, the mission will provide EU clusters the opportunity to benchmark with the Japanese ones during a dedicated cluster session. The mission is targeting the nanotechnology sectors and will be organised on the fringes of the "Nanotechnology Exhibition and Conference" that will take place in Tokyo Big Sight, Japan in January 2015 (<http://www.nanotechexpo.jp/>)



OBJECTIVES

This mission will facilitate the first contact that could be the door leading to new business opportunities.

- ✓ Gain knowledge about market structure, sector analysis, Japanese business culture and policy etc;
- ✓ Identify relevant key contacts (decision makers, R&D centres, potential business partners etc);
- ✓ Establish relationships with potential partners (trade and technology);
- ✓ Benefit from face-to-face meetings leading to possible business opportunities;

TARGETED PROFILE

For EU clusters and their SMEs' members working in the targeted sector.

This mission is addressed to clusters and network organisations which will select one SME that they consider the most mature to participate in the mission and that presents the highest potential for cooperation in the context of this event.

WHO PAYS WHAT ?

The EU-Japan Centre will cover:

- ✓ tuition-related costs (speaking fees, rental room fee, etc...);
- ✓ transfers during group company visits;
- ✓ trade fair registration, EU delegation booth rental & arrangements;
- ✓ access to the partnering system

In addition, participants from SMEs can receive a **grant of € 600,-** from the European Commission. Participants must cover their travel costs to/from Japan, transfer from/to the airports, accommodation and personal expenses. Participants will be asked to transfer a refundable deposit of €1000 to guarantee the place on the course.



MORE INFORMATION

<http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission>

Programme Dates*	Application Deadline
25 - 29 January 2016	November 2015

*Course dates & Content are subject to modification without prior notification

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Training Programme in Japan for EU Companies

Financed by the European Commission

H RTP - Japan Industry Insight

Get a better understanding of the Japanese management practices

WHAT IS H RTP ?

The 4-week **Human Resources Training Programme - Japan Industry Insight** is designed to help participants become thoroughly informed about the conditions of Japanese business. It is focused on business management and is structured around the following modules: Japanese language course, lectures, joint sessions with Japanese business people, field trips and, during an optional 5th week, individual company visits.

TARGET PROFILE

For small, medium and large companies, H RTP is targeted at managers who :

- ✓ have a major role in defining and implementing their companies' policies vis-à-vis Japan; or
- ✓ are to be transferred to Japan; or
- ✓ come from companies intending to supply Japanese companies at home or abroad; or
- ✓ wish to learn about management practices and technological developments in Japan.



WHO IS ELIGIBLE ?

The candidate:

- ✓ must be a citizen of an EU Member State;
- ✓ must work for an organisation that is an EU juridical person;
- ✓ must be supported by his/her employer;
- ✓ must be able to participate in the entire programme;
- ✓ must have a reasonable command of English;
- ✓ should have a proven experience in industry;
- ✓ should be a manager/executive from industrial companies.

WHO PAYS WHAT ?

For SMEs, the EU-Japan Centre covers all costs directly related to the programme (i.e. lectures and seminars, group study trips, including travel outside Tokyo). In addition, participants from SMEs can receive a grant of € 2500,- (plus € 500 for Enterprise Europe Network SME's commitment) from the European Commission. Participants' companies will be expected to pay for travel costs to and from Japan as well as living expenses in Japan, including accommodation. Large-sized companies will have to pay a tuition fee; for details please contact the Centre.

NO TUITION FEE FOR SMEs

MORE INFORMATION

<http://www.eu-japan.eu/detail-business-programmes/H RTP>

Programme Dates*	Application Deadline
9 May - 4 or 11 June 2016	February 2016

* Course dates & Content are subject to modification without prior notification

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Training Programme in Japan for EU Companies

Financed by the European Commission

World Class Manufacturing

Become a World Class Manufacturer

Learn the Japanese way of improving cost efficiency / manufacturing capabilities

WHAT IS WCM ?

The high-level 5/8-day mission provides European managers with an ideal opportunity to visit some of the world's most advanced factories, to talk directly with senior Japanese production engineering managers, and to observe how manufacturing methods are implemented. Participants discover the Japanese approach towards World Class Manufacturing and learn how Japanese firms achieve superior production standards. The WCM course, which is mainly tailor-made according to the participants' needs, is composed of lectures, seminars, panel discussions and manufacturing plant visits.

In a nutshell, this course brings EU companies closer to WCM performance.



TARGETED PROFILE

For manufacturing companies, the WCM training mission is aimed exclusively at managers and executives responsible for corporate strategy in manufacturing management with knowledge of WCM and an engineering background, such as :

- ✓ Division director or industrial director;
- ✓ Manager and executive Operation & Logistics;
- ✓ Plant manager, director of Quality & Excellence;

WHO IS ELIGIBLE?

The candidate :

- ✓ must be a citizen of an EU Member State;
- ✓ must work for an organisation that is an EU juridical person;
- ✓ must be supported by his/her employer;
- ✓ must be able to participate in the entire programme;
- ✓ must have a reasonable command of English;
- ✓ should be involved in changing production engineering methods / strategy and/or production control;
- ✓ should have a previous experience in operations management and/or
- ✓ should have a good knowledge and practice of production methods of excellence.

WHO PAYS WHAT ?

For SMEs, the EU-Japan Centre covers all costs directly related to the programme (i.e. lectures and seminars, group study trips, including travel outside Tokyo). In addition, participants from SMEs can receive a grant of € 600,- from the European Commission. Participants' companies will be expected to pay for travel costs to and from Japan as well as living expenses in Japan, including accommodation. Large-sized companies will have to pay a tuition fee; for details please contact the Centre.

NO TUITION
FEE
FOR SMEs

MORE INFORMATION

<http://www.eu-japan.eu/detail-business-programmes/WCM>

Programme Dates*	Application Deadline
29 June - 3 July 2015	26 March 2015
16 - 20 November 2015	14 September 2015

* Course dates & Content are subject tithout prior notification

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Policy Analysis

OBJECTIVES

At the interface between industry's needs and the priorities of the Japanese and European Authorities, the EU-Japan Centre organises debates, informs about the latest industrial and economic policies, presents feedback to policy makers and compares experiences and latest developments with a view to sharing best practices and identifying areas for future dialogue and cooperation. The Centre's seminars and workshops both in Europe and Japan cover the following issues:

ENERGY - ENVIRONMENT - CLIMATE CHANGE

Main topics include: energy policy, green industry, climate action and strategies in the EU and Japan.

For example seminars on :

- "Power Sector Transition in the EU and Japan"
- "Energy Policy after Fukushima"
- "Energy Security and Sustainability Challenges"
- "Doha Climate Gateway: Assessment and Opportunities from the EU and Japanese Perspectives"



Seminar on Doha Climate Gateway



Seminar on EU-Japan Partnership for the Future

TRADE & INVESTMENT

For example seminars on :

- "EU-Japan Partnership for the Future"
- "Fiscal Sustainability and Growth in Japan and the EU"

INDUSTRIAL POLICY

Main topics include: sector specific policies (e.g. automotive, food), SME policy, innovation policy, etc.

For example seminars on :

- "New Challenges in Food Safety Review in the EU and Japan"
- "Strategies for Promoting the Internationalisation of Small & Medium Enterprises (SMEs) in the EU and Japan"
- "Towards the International Harmonisation of Technical Regulations for Motor Vehicles"



Seminar on SME Internationalisation

For more information on the forthcoming events: <http://www.eu-japan.eu/events>



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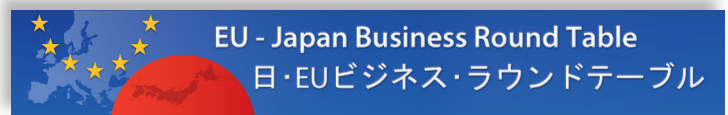
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EU-Japan Business Round Table

The EU-Japan Business Round Table (BRT) was established in its current form in 1999 to foster communication between the Japanese and European industries. Its members are senior executives from some 50 leading European and Japanese companies. Its main objectives are to submit recommendations to the Japanese and European Authorities so as to help develop trade and investment between the EU and Japan, and to encourage industrial cooperation in fields of common interest such as innovation, climate change, or industrial standards. This business forum is currently co-chaired by Mr. Fabrice Brégier, President & CEO of Airbus S.A.S and Mr. Kazuo Tsukuda, Senior Executive Advisor, Mitsubishi Heavy Industries, Ltd.

The EU-Japan BRT 16th Annual Meeting took place in Tokyo in April 2014. The meeting agenda included updates on the negotiations for an EU-Japan Free Trade Agreement (FTA) / Economic Partnership Agreement (EPA), discussions on the New Industrial Revolution in relations to sustainability and important business themes for the EU and Japan in the post FTA/EPA era, and discussions with the Japanese and EU Authorities. The recommendations adopted at the meeting was submitted to European Council President Herman Van Rompuy, European Commission President José Manuel Barroso, and Japanese PM Shinzo Abe.

The 17th annual meeting will take place in Brussels on 28 April 2015.



WORKING PARTIES:

- ✓ Trade Relations, Investment and Regulatory Cooperation
- ✓ Life Sciences & Biotechnology, Healthcare & Well-Being
- ✓ Innovation; Information & Communication Technologies
- ✓ Financial Services; Accounting & Taxation
- ✓ Energy, Environment and Sustainable Development



16th annual meeting of the EU-Japan Business Round Table (BRT), held in Tokyo on 8 and 9 April 2014.

Details of the BRT's current members and documents from previous meetings can be found on the BRT website at:

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

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Traineeship in the EU for students from Japan

Financed by the Japanese Ministry for Economy, Trade & Industry

Vulcanus in Europe

Imagine your company hosting a Japanese trainee,
highly-educated and carefully selected to meet your requirements

WHAT IS VULCANUS IN EUROPE ?

The Vulcanus in Europe programme offers EU industrial companies the unique opportunity to **host a Japanese student** as a trainee for 8 months (**August - March**). The trainee is selected on the basis of the company's needs/requirements and chosen from among Japan's best students, either in the third or fourth year of their undergraduate studies, or following a postgraduate course in one of the following disciplines: engineering (mechanical, electrical, electronic, civil, nuclear, etc.) / architecture / biology, chemistry, biotechnology, physics / metal materials, ceramics / computer science, telecommunications.

Prior to the **8-month traineeship**, the EU-Japan Centre for Industrial Cooperation :

- ✓ arranges and funds a 15-week intensive language course giving the trainee a working knowledge of the language spoken in the host company, and
- ✓ organises and funds a seminar in Brussels, immediately after the trainee's arrival in Europe, so that the trainee will already be generally familiar with European culture, industry and the EU.

PROGRAMME'S OBJECTIVES

By hosting Japanese students from high-tech, scientific and technical fields, the company :

- ✓ gains an insight into Japanese business culture;
- ✓ benefits from a valuable addition to its workforce;
- ✓ is assisted in the development of its business with Japan; and
- ✓ establishes close links with future high-profile staff in Japanese industry, who will already be familiar with Europe's business culture.

WHO IS ELIGIBLE ?

All EU companies in industrial sectors or architecture practices within the EU are eligible to apply for the Vulcanus in Europe programme, whether or not established business contacts with Japan already exist.

WHO PAYS WHAT ?

The EU-Japan Centre funds the student's 15-week language course and the 1-week seminar in Europe. The host company's costs for the complete training period of 8 months are :

- ✓ a total amount of € 6600 *
- ✓ national taxes & costs linked with wages, visas, work permits, if applicable.



APPLICATIONS DEADLINE : 30 September 2015

** To be paid either directly to the student or via the EU-Japan Centre, depending on applicable national laws.
In both cases the beneficiary shall receive this amount net of all national taxes.*



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Traineeship in Japan for students from the EU

Financed by the European Commission

Vulcanus in Japan

Imagine your company hosting a European trainee,
highly-educated and carefully selected to meet your requirements

WHAT IS VULCANUS IN JAPAN ?

The programme consists of industrial placements for EU students. The whole programme takes place in Japan. It starts in September and ends in August of the following year in order to accommodate the academic year, in EU Member States.

The students follow:

- ✓ a one-week seminar on Japan ;
- ✓ a four-month intensive Japanese language course ;
- ✓ an eight-month traineeship (January - August) in a Japanese company.



PROGRAMME OBJECTIVES

The objectives of the programme are to get acquainted with the range of advanced technologies employed by a leading Japanese host company, to learn Japanese and to understand and appreciate Japanese culture with a view to an enriching one-year experience abroad, to provide an opportunity for students to interact with Japanese business and people.

WHO IS ELIGIBLE ?

Applicants must:

- ✓ be EU nationals;
- ✓ be engineering or science students*;
- ✓ be registered at the time of application at an EU University on an undergraduate or postgraduate course;
- ✓ be able to take a year out.

* Computer science, science engineering, mechanical engineering, chemical, electronics, biotechnology, electrical engineering, physics, telecommunications, nuclear engineering, civil engineering, metal materials, ceramics, production system, architecture, etc.

SELECTION CRITERIA

Applicants are selected on the basis of their academic record and the opinion of their tutors, their knowledge of written and spoken English, their motivation, their attitude to EU-Japan relations and their ability to adapt to a different culture.

WHO PAYS WHAT ?

This programme is financed by the EU-Japan Centre for Industrial Cooperation and the Japanese host company. The European students are awarded a grant of 1.900.000 Yen to cover the cost of travel to and from Japan and living expenses in Japan. There is no charge for the language course and seminar, and accommodation is provided free of charge during the language course and the company traineeship.

APPLICATION DEADLINE : 20 January 2016



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