



## 30<sup>TH</sup> EU-JAPAN SUMMIT: **LAUNCHING THE COMPETITIVENESS ALLIANCE AND THE EU-JAPAN CENTRE'S ENHANCED ROLE**

On 23 July 2025, the 30th EU-Japan Summit took place in Tokyo, marking another significant milestone in the close partnership between Japan and the European Union.

Among the key announcements from an industrial cooperation perspective, the Leaders agreed to launch a Japan-EU Defense Industry Dialogue and to deepen cooperation in the defense sector. They also announced the establishment of the Japan-EU Competitiveness Alliance to enhance collaboration on trade and economic security, monitor and strengthen supply chain resilience, reduce strategic dependencies, and promote investment opportunities.

To ensure that this new Alliance reflects the views of the business community, the joint statement reiterates the important role of the EU-Japan Business Roundtable (BRT) in conveying industry perspectives. The EU-Japan Centre, which serves as the BRT secretariat, will continue supporting the BRT to ensure it can effectively contribute to the Japan-EU Competitiveness Alliance.

The Summit statement also explicitly refers to the "strengthened" EU-Japan Centre for Industrial Cooperation as a key supporter in implementing activities under the Competitiveness Alliance. We are honoured by the trust and opportunity the Leaders have given us to contribute to this important initiative. As you will discover from the wealth of information and activities in this newsletter edition, cooperation between economic actors in Japan and the EU is highly dynamic—whether through activities supported by the EU-Japan Centre or by our European and Japanese partner organizations.

Please **reach out** if you need support to establish or expand your business in Japan and take advantage of our complimentary services.

Enjoy the reading!

By **MANUEL HUBERT**, Managing Director, EU side, of the EU-Japan Centre for Industrial Cooperation.



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

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## THE EU-JAPAN BRT SUBMITS ITS 2025 RECOMMENDATIONS, REACTS TO THE EU-JAPAN SUMMIT'S OUTCOME

(More about the Summit on page 9)

On 23 July, Nobuhiro Endo (Japan-side BRT Chair and Executive Advisor, NEC Corporation) and Jeremy Grossas (Country Speaker – Japan, Merck Group) representing Belén Garijo (EU-side BRT Chair) submitted the BRT's 2025 Recommendations to Shigeru Ishiba PM of Japan.



During their meeting, PM Ishiba emphasised the importance of deepening cooperation between Japan and the EU which share common values and principles and expressed his respect for the BRT's activities aimed at strengthening economic relations between Japan and the EU. He said that he would take the BRT's recommendations into consideration and encouraged the BRT to further contribute to deepening cooperation on common challenges facing Japan and the EU.

The 30th EU-Japan Summit took place on the same afternoon with PM Ishiba, António Costa and Ursula von der Leyen issuing a 'Joint Statement' with annexes on 'Deliverables and Priorities' and the 'Japan-EU Competitiveness Alliance' including two references to the BRT.

On 30 July, the BRT's co-Chairs, Belén Garijo and Nobuhiro Endo issued a statement warmly welcoming the Summit's *"strong focus on bolstering a rules-based free and fair trade environment, championing robust Multilateralism, advancing industrial policy, and augmenting economic security and resilience"*. They felt that *"these aims, together with ongoing efforts to diversify supply chains, develop emerging technologies, and promote climate-conscious industrial practices, underscore the strategic importance of our partnership in a fast-evolving and uncertain environment"*. They commended, the Summit's ambition to strengthen collaboration across these areas, outlined the benefits of uniting private-sector expertise with governmental frameworks, welcomed the announcement of an EU-Japan Defence Industry Dialogue and endorsed the new 'EU-Japan Competitiveness Alliance,' seeing it as a powerful forum to unify existing efforts under a cohesive approach. They pledged the BRT's readiness to *"foster constructive dialogue on trade facilitation, industrial policy, and investment collaborations .... [and to] strive to translate the Summit's commitments into tangible progress, delivering broad-based benefits to our economies, societies, and the global marketplace."*

➡ <https://www.eu-japan.eu/brt>



## BRAINSTORMING SESSION TO SET THE BRT'S PRIORITIES INTO 2026

The 27th annual meeting of the EU-Japan Business Round Table (BRT) will take place in Brussels in April 2026. On 1 September, by way of preparation, Merck and NEC with the support of the BRT Secretariat at the EU-Japan Centre organised a brainstorming and networking event at the Merck Group Offices in Tokyo.

There were four parts to the event: opening and closing statements, four rounds of silent brainstorming to capture ideas, a feedback session and a networking reception. Representatives of more than 50 companies and organisations affiliated with both sides of the BRT submitted their ideas – either on-site or in advance – helping identify potential themes, priority sectors, ways to make the BRT's recommendations more impactful and other changes that the BRT might wish to consider making. The brainstorming rounds were led by representatives of NEC, Dassault Systèmes, the European Business Council in Japan and Merck Biopharma Japan. The feedback session facilitated exchanges on several issues as well as providing a summary of the more common suggestions received.

The BRT Secretariat would like to thank Merck for hosting the meeting, the speakers, and everybody who submitted ideas in advance or on the day and Merck and NEC for hosting the networking reception. The BRT's co-Chair companies will take these ideas into consideration when planning the agenda and making other arrangements for April's annual meeting.

➡ <https://www.eu-japan.eu/brt>





## INVESTMENT IN UKRAINE – OPPORTUNITIES FOR JAPANESE AND EU BUSINESSES

On 25 September 2025, the EU-Japan Centre and the Ukrainian Chamber of Commerce in Japan successfully organised a forum highlighting business opportunities in Ukraine and the potential for EU-Japan joint projects in Ukraine.



On 25 September 2025, the EU-Japan Centre and the Ukrainian Chamber of Commerce in Japan (UCCJ) successfully organised a hybrid forum highlighting business opportunities in Ukraine and the potential for EU-Japan joint projects in Ukraine.

Jean-Eric Paquet, Ambassador of the European Union to Japan, Volodymyr Garkavyi, First Secretary, Embassy of Ukraine in Japan, and Tetsuo Shibata, Director, JETRO Kyiv Office, opened the event, reaffirming the importance of trilateral cooperation between the EU, Japan and Ukraine.

Elena Višnar Malinová, Deputy Director, Ukraine Service, Head of Unit, Reconstruction and Accession, European Commission, presented EU policies and incentives supporting investment in Ukraine. Her presentation also highlighted Ukraine's adoption of EU standards and its accelerated integration into the Single Market as an EU candidate. Oleksandr Melnychenko, Executive Director, UkraineInvest, and Yaroslav Romanchuk, Attorney-at-law & Managing Partner, EUCONLAW Group & Chairman of the organising committee, Foreign Investment Congress, presented various incentives as well as business support and development tools for foreign investors in Ukraine.

Tetiana Honcharenko, Deputy, Sumy Regional Council, presented the economic and industrial potential of the



Sumy region and provided guidance for investing during wartime.

Oleksandr Turchenyak, Deputy Head, Cherkasy Regional Administration, introduced three industrial parks in the Cherkasy region and incentives such as tax exemptions and duty-free equipment imports.

Artem Moroz, Head of Investment, Brave1, represented the Ukrainian defence innovation cluster and presented opportunities in the fields of defence technology and dual-use innovation.

Takashi Kikuchi, Secretary General, UCCJ & CEO, Shants Co., Ltd., presented UCCJ as

a bridge connecting Japan and Ukraine in business and recovery, and as an official partner for cooperation with Brave1.

Kohei Fujimaki, CMO, Shants Co., Ltd., introduced his company's experience in facilitating business cooperation between Japanese and Ukrainian companies.

Finally, the closing remarks were given by Kateryna Yavorska, President, UCCJ, and Manuel Hubert, EU-side Managing Director, EU-Japan Centre for Industrial Cooperation, who highlighted the importance of EU-Japan business cooperation in Ukraine.

## WELCOME TO THE NEW 'VULCANUS IN JAPAN' COHORT!

This August, 23 students in engineering and other scientific fields arrived in Japan to begin their 8-month Vulcanus in Japan internship programme.



Coming from eight EU member states, as well as Serbia and Turkey, this talented group started their journey at the renowned Naganuma Japanese Language School, where they undertook two months of intensive Japanese language training. In early October, they joined leading host companies across Japan for their internships, which will continue until March 2026. Eager to challenge themselves, explore new ideas, and immerse in Japanese culture, these students will also gain unique professional experience in their respective fields. We wish them the very best of luck as they embark on this exciting adventure.



Upcoming calls for participation:

November–December 2025: Recruitment of host companies

➡ <https://www.eu-japan.eu/ja/training-young-scientists-engineers-vinj>

November 2025: Applications open for students

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



### HOST COMPANIES WANTED FOR THE NEXT VULCANUS IN JAPAN SESSION

## ヴァルカヌス・イン・ジャパン2026–2027 プログラム受入れ企業様募集のお知らせ

ヴァルカヌス・イン・ジャパンは、日欧産業協力センターが主催する、EU加盟国籍の理工系大学生・大学院生を対象とした日本における8か月の企業研修プログラムです。発足から現在に至るまで本プログラム参加企業への研修生の派遣を継続的に実施し、これまでおよそ800名もの日欧産業協力の架け橋となる人材を育成してきました。実施期間は毎年8月から翌年3月末、2ヶ月間の語学研修・セミナーと6ヶ月間の企業インターンシップから成り立っています。当センターでは2026年度プログラム（企業研修期間は2026年10月～2027年3月）への参加企業様を11月1日（土）から12月12日（金）まで募集いたします。欧州からの優秀な学生の受入れにご興味・ご関心のある企業の皆様は、ぜひこの機会にプログラムへの参加をご検討ください。プログラムの詳細および募集要項は以下ホームページより11月に掲載いたします。ご質問やご不明な点は、下記プログラム担当チームまでお問い合わせください。ご応募をお待ち申し上げます。ヴァルカヌス・イン・ジャパンプログラム担当

メール: [VinJ@eu-japan.or.jp](mailto:VinJ@eu-japan.or.jp)

電話番号: +81-(0)3-6408-0281

募集期間: 2025年11月1日–12月12日

Recruitment of host companies in Japan for the “Vulcanus in Japan” programme 2026–2027

“Vulcanus in Japan” is an 8-month industrial internship programme for European engineering and science students, managed by the EU-Japan Centre. Each year, around 25 highly skilled and motivated participants are selected to undertake internships in Japan: two months of intensive Japanese language courses and seminars, followed by six months of hands-on training at a host company.

Internship projects typically cover fields such as Mechanical and Electrical Engineering, Artificial Intelligence, ICT, Data Science, GNSS, Chemistry, Biotechnology and Life Sciences, Space, and more.

The 2026–2027 Vulcanus programme will begin in August 2026 with an intensive Japanese language training, followed by industrial internships from October 2026 to March 2027. Companies based in Japan interested in hosting Vulcanus interns may contact the Vulcanus in Japan team at the EU-Japan Centre in Tokyo: E-mail: [VinJ@eu-japan.or.jp](mailto:VinJ@eu-japan.or.jp) Phone: +81-(0)3- 6408-0281

Recruitment period: 1 November – 12 December 2025

Additional programme details and application forms for host companies can be found online.

➡ <https://www.eu-japan.eu/ja/vulcanus-in-japan>



## EU DECARBONISATION SOLUTIONS SHOWCASED AT THE JAPAN ENERGY SUMMIT & EXHIBITION

The EU-Japan Centre had a successful week at the Japan Energy Summit & Exhibition 2025 from 18 to 20 June at Tokyo Big Sight.

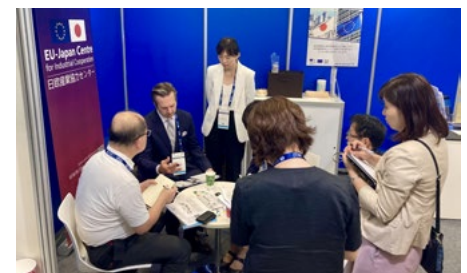


The event brought together leading Japanese and international players committed to advancing the green energy transition in Asia. Over three days, the EU-Japan Centre proudly showcased innovative decarbonisation solutions from three innovative EU companies represented by their offices in Japan: **ACT Group**, **Baseload Power Japan**, **METRON**. The EU-Japan Centre's booth became a lively hub for exploring EU-Japan business cooperation in energy efficiency, geothermal power and optimisation & decarbonisation solutions to achieve net-zero targets.

The participants were thrilled to see such a strong interest from Japanese companies eager to partner with European firms across Asia.

One of the key highlights was the seminar and pitching session "EU-Japan business cooperation – Decarbonisation opportunities in Japan and in foreign markets" hosted by the EU-Japan Centre on 18 June. The three EU companies presented their solutions to a full audience of Japanese and international firms.

➡ <https://www.japanenergyevent.com/>



By **MASATOSHI SATO**, Country Manager at **ACT Group** in Japan

*"Many Japanese companies are facing challenges in decarbonisation solutions, and we recognise that there is a high level of expectation for the services we provide. The business introduction during the pitching session effectively highlighted our company to participants, which in turn had a positive impact on the booth activities. Additionally, by having multiple European companies exhibit together, we were able to establish an image of introducing cutting-edge businesses from European companies."*

By **CLAIRE LAI**, Regional Marketing Director at **Baseload Power Japan**

*"We were honoured to participate in the EU-Japan Centre's booth at the Japan Energy Summit & Exhibition. As a European SME, this platform and strong support from the Centre gave us more efficient and engaging opportunities to engage with domestic and international energy-field stakeholders, benefiting true business relations and potential collaboration. We truly thank to the Centre's support and look forward to joining future activities."*



By **KEVIN LESAULNIER**, General Manager & Head of Sales North Asia at **METRON** in Japan

*"The event was very well organised (as always) by the EU-Japan Centre for Industrial Cooperation. I think the booth with EU companies in the same space sent a strong message. The pitching event was also a big success with full attendance."*

## ANOTHER SUCCESSFUL EDITION OF GET READY FOR JAPAN

The 9th edition of the Get Ready for Japan (GRFJ) programme brought together a motivated group of EU SME leaders for an intensive two-part training aimed at deepening their understanding of Japan's unique business and cultural environment.



Designed specifically for EU SME executives, the programme provided direct insights into Japan's business landscape by combining cultural awareness with practical market knowledge. Tailored to current business needs, the programme combined online lectures (19–23 May) with on-site sessions in Tokyo (9–13 June) and included Individual Company Meetings with Japanese firms. 11 participants from 11 SMEs across 9 EU member states completed both components.

The online component included 8 lectures covering Japanese culture, society, economy, business practices, market trends, and intercultural communication. The Tokyo on-site programme featured corporate visits, a full-day seminar on cross-cultural business negotiation, and a guided market tour. All participants responded positively to the programme.



### TESTIMONIALS

*"We concluded the programme with a strong sense of achievement and satisfaction. The cultural and business insights we gained have exceeded our expectations and equipped us with tools to approach Japanese clients in a more informed, respectful, and customized manner. The experience has contributed meaningfully to our professional growth and will shape the way we communicate and collaborate with Japanese partners going forward."*

By **GLORIA IGLESIAS MONZON**, Founder, **Micetrips Madrid S.L.**

*"The programme fully met my expectations. I established potential business leads and gained insights to refine our product presentation and communication. The training and lectures helped me feel more confident. I consider the programme a key step toward building partnerships in Japan. The programme structure was very well-balanced."*

By **RIIKKA TERVONEN**, Owner, **Akselin Herkkupaja Oy**

The 10th edition of Get Ready for Japan will take place in October and November 2025.

➔ <https://www.eu-japan.eu/get-ready-for-japan>

## APPLICATIONS FOR THE NEXT WORLD CLASS MANUFACTURING MISSION IN JAPAN ARE COMING IN!

Discover the core principles of Lean Thinking, Total Quality Management (TQM), and Total Productive Maintenance (TPM) on an exclusive tour of Japan's top factories. This opportunity is perfect for EU decision-makers with an engineering background. If selected as one of our 25 participants, you will have the chance to engage with industry experts, observe best practices in action, and network with peers in your field. Apply today!

**Date: 16-20 February 2026**

**Application deadline: 13 November 2025**

➔ <https://www.eu-japan.eu/events/world-class-manufacturing-mission>



*"Attending the EU-Japan Centre's WCM Mission was a transformative experience that provided deep insights into lean manufacturing and operational excellence. Witnessing world-class factories in Japan highlighted the importance of standardisation, waste elimination, and continuous improvement. One key takeaway was the strategic integration of automation with human expertise to enhance both efficiency and quality. At Bdintex, we plan to implement structured Kaizen activities and refine our production timing processes to improve workflow and reduce inefficiencies. The hands-on approach of the program provided practical tools that we can immediately apply in our factory. I highly recommend this experience to future participants."*

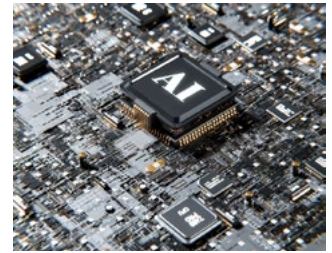
By **MIHAIL MILCHEV**, Technical Director at **Bdintex EOOD**  
Bulgaria - Participant in WCM 2025



## JOIN US FOR THE **MINERVA POLICY WEBINAR ON JAPAN'S (ADVANCED) AI SYSTEMS**

23 OCTOBER 2025, ONLINE, 10:30 CET / 17:30 JST

This inaugural Minerva policy webinar will examine Japan's (advanced) AI systems focussing on its policies, support, and on collaboration opportunities with the EU.



The speakers will be the authors of the Minerva Policy Report on Advanced AI Systems published by the EU-Japan Centre earlier this year and available via the event webpage. The EU-Japan Centre commissions Minerva reports on policy intelligence issues aimed at helping EU industry and authorities understand recent trends and developments in Japan in different market segments. This webinar is aimed at EU companies and researchers interested in understanding current Japanese AI policy, practices, and potential opportunities for collaboration. It will consist of three parts and end with a Q&A session:

### **Setting the Scene – Government policy, Advanced AI Systems and Scenarios for the Future**

How Japan is building 'alignment-driven AI' rather than 'acceleration-driven AI' and how EU-Japan collaboration could redefine AI beyond the U.S.- China binary. It will introduce Japan's programmes for advanced AI (Moonshot, SIP, PRISM) and EU-Japan collaboration opportunities.

### **Government & Institutional Landscape of AI in Japan**

How 'Society 5.0' could be the world's first real testbed for human-centred AI and how AI is beyond technical – it is cultural.

It will explain the role that Japan's AI strategy councils, ministries, industry giants and SMEs play in AI deployment & talent acquisition.

### **AI in Society – Public Services, Challenges, and Human Dimensions**

How education is Japan's quiet AI revolution; public trust is the currency of AI adoption; Japan is stress-testing AI on the toughest societal problems first: aging, inequality, and climate. It will outline how Japan uses AI in public services, public perceptions, and key challenges around ageing, healthcare, sustainability, finance, and education.

➔ <https://www.eu-japan.eu/events/minerva-policy-webinar-01-japans-advanced-artificial-intelligence-systems-policies-support-and-collaboration-opportunities-eu>

## **LATEST BUSINESS REPORTS AND FORTHCOMING WEBINARS** FROM EUBIJ

The EU Business in Japan (EUBIJ) pages provide practical information for European Union businesses and organisations in need of clear guidelines to trade with or invest in Japan or cooperate with Japanese partners. Over 500 pdf reports and webinars are available.



### **Onshore and Offshore Wind Market in Japan**

The purpose of this report is to evaluate the status of the onshore and offshore wind market in Japan.

### **Bio-fuels for the automotive sector in Japan**

This report provides a comprehensive overview of Japan's bio-fuels market for the automotive sector within the context of the country's broader decarbonization targets and evolving energy policies.

### **FORTHCOMING WEBINARS**

07 October 2025- 'About Japan' webinar series 255:

#### **Biofuels for the automotive sector in Japan**

21 October 2025 - 'About Japan' webinar series 256:

#### **Sauna Market in Japan**

28 October 2025- 'About Japan' webinar series 257:

#### **Finding public procurement tenders – How to use the Weekly Tender Digest as a tool**

18 November 2025- 'About Japan' webinar series 258:

#### **Doing business with Japanese government organizations - First-hand experience of European SMEs**

25 November 2025- 'About Japan' webinar series 259:

#### **Pharmaceutical Industry in Japan**

9 December 2025 - 'About Japan' webinar series 260:

#### **Influencing Without Pushing - How to Get Results with Japanese**

Please register to the webinars through the following link:

➔ <https://www.eu-japan.eu/eubusinessinjapan/events>

- If you already have an active EUBIJ account on our website, please log in before registering to one or more webinars.

- If you are not yet a member, you will first have to create an account for free at:

<https://www.eu-japan.eu/eubusinessinjapan/register>

Once your account request is validated by our staff, please log in before registering to the webinar(s) of your interest.

Please note that only EU entities can benefit from the EU Business in Japan support.

## JAPANESE TECHNOLOGY & INNOVATION MONITORING WATCH - SEPTEMBER RELEASE



Robotics



Materials



Chemicals



Aerospace



Transport



Digital



Green Technologies



Environmental and Renewable



Life Science



Machinery

In this quarterly series, we present a concise overview of key developments taking place in Japan in the last three to four months surrounding various technological sectors, including digital technology, robotics, green technologies, and aerospace. By monitoring these developments, EU businesses can gain insights into potential opportunities for collaboration or investment while adapting their strategies to align with evolving market trends. The reports are released within the frame of the EU Business in Japan support.

➔ <https://www.eu-japan.eu/eubusinessinjapan/tags/monitoring-watch>

## CZECH HIGH-TECH HOLOGRAPHIC MICROSCOPE TO BOOST JAPANESE BIOTECH AND PHARMA INDUSTRIES

How the EU-Japan Centre supported a Czech company in accessing the Japanese market.



Telight is a Czech SME developing advanced optical instruments for life sciences. Its products enable label-free, high-resolution imaging of living cells with minimal phototoxicity, which are used for research in cancer, cell biology, and regenerative medicine.

The Brno-based company combines scientific expertise with a focus on innovation, earning recognition as one of the most innovative Czech companies in 2024 and winning the prestigious Werner von Siemens Award.

### WHY JAPAN

Japan is a global leader in biomedical research, with world-class institutions and a strong demand for high-end imaging solutions. Telight identified the country as a strategic market and started looking for local partners. Finally, the company signed a partnership with Physio Mckina Co. Ltd, a distributor of cutting-edge technology in the fields of biotechnology and pharmaceuticals.

The Japanese market is competitive and dominated by established global players. Telight sets itself apart through its quantitative phase imaging and super-resolution technologies, which allow live-cell imaging without labels and with greater precision. The company also offers strong post-sales support and training, ensuring researchers can fully integrate the systems into their workflows.

### CHALLENGES IN ACCESSING THE MARKET

The biggest obstacle was finding the right distributors to partner with. Japan's business culture is different from the one in Europe, and success depends on trust, reliability, and local presence. In addition, the company's imaging systems require end-users to adopt new research methods. Without a partner who understood the market and could communicate the value of the technology, it would have been difficult to export its products.

### THE EU-JAPAN CENTRE'S SUPPORT

In 2024, Telight took part in the **Biotech Business Mission to Japan**, organised by the EU-Japan Centre. This mission allowed the company to participate as an exhibitor at BioJapan Expo in Yokohama. The Centre played a key role in identifying and inviting relevant contacts. The mission also included a 1-day networking event in Osaka, where the Czech company met with a distributor who would later become its business partner in Japan.

According to the company, this introduction was a turning point that made their market entry possible. The opportunity to meet a potential partner was one of the main benefits of participating in the mission.

### ADVICE TO EUROPEAN SMEs

The advice is clear: be patient, show commitment, and build trust. Having a strong local partner, offering reliable technical support, and being ready to invest time in understanding the business culture are all crucial for success.

Text based on an interview with **PETER ZEHETMAYER**, Chief Commercial Officer at **Telight**. Participant in the 2024 Biotech Business Mission.

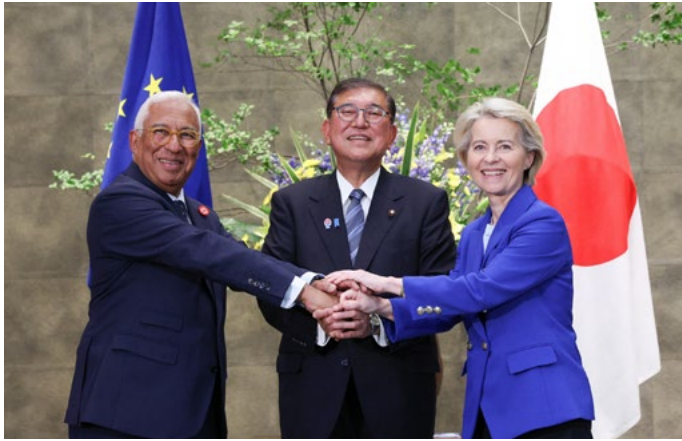
More success stories available here:

➔ <https://www.eu-japan.eu/eubusinessinjapan/procedures/import-export/case-studies-and-success-stories>



## 30<sup>TH</sup> EU-JAPAN SUMMIT

The President of the European Council, António Costa, and the President of the European Commission, Ursula von der Leyen, representing the EU, met Japanese Prime Minister Shigeru Ishiba for the 30th EU-Japan summit, which took place in Tokyo on the 23 July 2025.



The EU and Japan share values and principles such as the rule of law, fundamental rights, democracy, human rights and open, free and fair trade.

The leaders undertook to further strengthen their partnership in all aspects and to:

- deliver progress on security and prosperity on a global scale
- address complex geopolitical challenges with like-minded partners
- uphold the rules-based international order with the UN Charter at its core

They adopted a **joint statement** and launched a new competitiveness alliance to further enhance joint competitiveness in a strategic manner.

Source: European Council ➡ <https://www.consilium.europa.eu/en/meetings/international-summit/2025/07/23/>

## EUROPEAN COMMISSION SURVEY ON THE EU-JAPAN EPA

The European Commission is circulating an Open Public Consultation and Business Survey on the EU-Japan Economic Partnership Agreement (EPA). This consultation gives a broad range of EU and Japanese stakeholders (SMEs, businesses...) an opportunity to give their views, ensuring the Commission draws on a comprehensive perspective in a transparent and participatory way. The survey is open until 30 November 2025. Source: European Commission

➡ [https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/14025-EU-Japan-trade-agreement-evaluation/public-consultation\\_en](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/14025-EU-Japan-trade-agreement-evaluation/public-consultation_en)

## THE EU AND JAPAN LAUNCH COMPETITIVENESS ALLIANCE AT BILATERAL SUMMIT IN TOKYO

During the 30th EU-Japan summit, the European Union and Japan announced the launch of a Competitiveness Alliance to boost cooperation on trade, economic security, and innovation and the twin transitions.

Japan is a close strategic partner for the EU, and in times of fast world change, this partnership becomes more crucial than ever. Together, the EU and Japan gather more than 650 million people and over a fifth of the world's GDP, giving them important clout to shape together the global rules on trade and tech based to their common values. The Competitiveness Alliance announced by the leaders will open a new phase of cooperation and will rest on three pillars.

Concerning trade, it will build on the Economic Partnership Agreement which has already boosted bilateral trade by 20%. The EU and Japan will work to fully implement the agreement, promote bilateral investment, and simplify rules for businesses.

The Alliance will also focus on common economic security, especially by reinforcing supply chains for raw materials and increasing cooperation in cybersecurity and protection of critical infrastructure. Finally, the Competitiveness Alliance will work on innovation and on the green and digital transitions. As President von der Leyen said during a press conference: *"Under our Green Alliance, we are launching new cooperation on the circular economy, emission trading systems and clean technologies. On digital, we are establishing, among others, a Working Group on Submarine Cable Connectivity including in the Arctic. This is a concrete move toward more secure and trusted data flows between our economies."*

Furthermore, the EU and Japan aim to complete negotiations on the latter's association to Horizon Europe this year and the EU will step up cooperation with countries of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, of which Japan is a founding member, to promote open and rules-based trade in the world. [...] President von der Leyen summarised the common endeavour saying: *"On the one hand geoeconomics, with growing trade tensions and uncertainty, fragile supply chains, the challenge of overcapacity and unlevel playing fields. And on the other hand, geopolitics, with rising threats to our shared stability and interests. From the battlefields of Ukraine to the waters of the Indo-Pacific. Today was about providing common answers and acting together."*

Source: European Commission ➡ [https://ec.europa.eu/commission/presscorner/detail/en/ac\\_25\\_1908](https://ec.europa.eu/commission/presscorner/detail/en/ac_25_1908)

## SUSTAINABLE CITIES AT THE CORE OF MALMÖ-TOKYO COOPERATION

In recent years, Malmö has developed close ties with Japan, particularly with Tokyo, Kobe and Fukuoka. The collaborations range from research exchanges and startup visits to shared efforts in sustainable city development.

One of the most notable initiatives is Malmö's membership in the **Global City Network for Sustainability (G-Nets)**, launched by the Tokyo Metropolitan Government to connect cities worldwide in tackling climate challenges.

As part of this cooperation, Malmö and Tokyo have initiated a bilateral project focusing on applying Japanese innovation to Malmö's sustainability goals. In late summer 2025, five Tokyo-based startups visited Malmö to pitch solutions in sectors such as food systems and mobility. The project, called King Salmon, illustrates how Japanese "impact companies" can test their ideas abroad before returning home with valuable insights. Also, Kobe and Fukuoka have become important partners in Malmö's Japan cooperation. Delegations of Japanese companies have been welcomed to Malmö, with the city serving as a gateway to European markets.



At the same time, Malmö-based businesses gain access to key contacts and opportunities in Japan, one of the world's largest economies and Sweden's biggest export market in Asia.

The cooperation was further strengthened in 2024 with the launch of the first **Swedish - Japanese business and innovation hub** in Malmö. Together with the association **Japan Bridge Scandinavia**, which unites municipalities, universities, and businesses, the hub aims to build long-term bridges between southern Sweden and Japan.

The expected effects are clear: stronger international visibility for Malmö, more Japanese investment and innovation in the region, and expanded opportunities for Malmö companies seeking entry into the Japanese market. With sustainability and innovation at the forefront, the partnership reflects a shared commitment to shaping resilient cities for the future.

Source: City of Malmö ➡ <https://malmo.se/Welcome-to-Malmo/Business-in-Malmo.html>

## GREEN SLOVENIA INITIATIVES IN JAPAN

In light of strengthening cooperation between Slovenia and Japan, the Public Agency for Investment, Entrepreneurship and Internationalization – SPIRIT Slovenia, in cooperation with the Ministry of the Economy, Tourism and Sport, the Slovenia - Japan Business Council (SJBC), and with the support of the Embassy of Slovenia in Japan, Slovenian Chamber of Commerce and Industry, JETRO and JOI organized two business and investment conferences on 24 and 25 September in Tokyo and Osaka, Japan.



The events took place in the presence of H.E. Mr. Jurij Rifelj, Ambassador of Slovenia to Japan and the Minister of the Economy, Tourism and Sport of the Republic of Slovenia, Mr. Matjaž Han.

The first event, a conference titled "**Business Investment Conference: Slovenia-Japan. Hydrogen, advanced technologies and mobility for a common future**" spotlighted Slovenia's expertise in advanced technologies, hydrogen, and sustainable mobility, offering a unique platform to explore business and investment opportunities in Slovenia -and enhance the Slovenian - Japanese cooperation.



Slovenia's active role in global hydrogen innovation is reflected in the creation of a strong national consortium of 18 companies, organizations, and municipalities - key to building a domestic hydrogen ecosystem. This initiative also strengthens cooperation with Japan, a global leader in hydrogen technology. Through successful collaboration with the Japanese agency NEDO on the project of smart grids and smart communities, a successful experience has been achieved, and the consortium has been the path to concrete pilot projects in the field of hydrogen.

The second event, was titled "**Business Forum: Green Slovenia. Tourism, sports and sustainable food**". Source: SPIRIT Slovenia



## ANDALUSIA AND KYOTO JOIN FORCES TO DRIVE TECHNOLOGICAL INNOVATION IN INDUSTRY

The Regional Government of Andalusia, through Málaga TechPark, has signed a collaboration agreement with Kyoto Research Park (KRP), a leading technology and industrial center in Japan, aimed at fostering ongoing cooperation in innovation and technological development. The agreement seeks to promote knowledge transfer, talent training, and business exchange, reinforcing Andalusia as a hub for international collaboration between Asia and Europe.

Carolina España, Minister of Economy, Finance and European Funds and President of Málaga TechPark, described the agreement as a strategic move to position Andalusia as an international benchmark in technology and innovation. *"This memorandum of understanding with Kyoto Research Park marks a milestone for the Andalusian innovation ecosystem,"* she said, highlighting KRP's global recognition for excellence in R&D, leadership in robotics, semiconductors, and bioinformatics, and its successful university-industry collaboration model. *"It is a model we share and aim to continue promoting through Málaga TechPark, one of the main technology hubs in Southern Europe, committed to knowledge-based development and innovation."*

Málaga TechPark hosts over 715 companies, employs more than 28,000 highly qualified professionals, and generates a cumulative turnover exceeding €42.65 billion.



Notable companies include Oracle, IBM, and Ericsson, and it serves as the global headquarters of the International Association of Science Parks (IASP). Soon, it will also host IMEC's first semiconductor center outside Belgium, further strengthening Andalusia's cutting-edge microelectronics capabilities.

The agreement will enable joint projects in strategic sectors, including electric mobility, clean energy, biotechnology, advanced materials, urban sustainability, and digitalization.

It also includes mechanisms for the exchange of talent, startups, knowledge, and best practices, connecting universities and technology park management teams.

The signing event, attended by Andalusia's President Juanma Moreno, KRP's President Mitsuo Asano, and Executive Director Takayuki Nagai, highlighted the Government's commitment to strengthening ties with Asia while promoting Andalusia as a center for innovation, investment, and sustainable growth.

Source: Málaga TechPark

➔ <https://www.pta.es/en/noticias/andalusia-and-kyoto-join-forces-to-drive-technological-innovation-in-industry>

## RWTH AND INSTITUTE OF SCIENCE TOKYO FORGE STRATEGIC PARTNERSHIP

RWTH and Institute of Science Tokyo have shared close ties since 2007. Their long-standing collaboration is grounded in common strengths in natural sciences and engineering, as well as a range of shared research priorities. Both institutions position themselves as interdisciplinary, research-intensive universities with strong connections to industry.

This solid foundation provided the backdrop for a recent visit by a Science Tokyo delegation led by President Naoto Ohtake and Professor Nobuhiro Hayashi, Vice President for International Strategy and Engagement and faculty member at the School of Life Science and Technology.

During the visit, the delegation also explored opportunities to deepen existing collaborations and initiate new projects, with a particular focus on RWTH's interdisciplinary research at the intersection of medicine and engineering. These discussions aim to foster connections between more researchers at both institutions and lay the groundwork for future joint initiatives. Last year, an RWTH delegation made a reciprocal visit to Science Tokyo.

Source: RWTH Aachen Universit



➔ <https://www.rwth-aachen.de/cms/root/wir/aktuell/pressemitteilungen/juni-2025/~bnui/rwth-schliesst-strategische-partnerschaft/?lid=1>

## EASA AND JCAB LAUNCH NEW PHASE OF EU-JAPAN AVIATION PARTNERSHIP PROJECT



Following the success of the first EU-Japan Aviation Partnership Project (APP), conducted between June 2023 and December 2024, a new phase will run from July 2025 to June 2029 through a new EU-Japan APP.

This initiative will further strengthen the ties between Europe and Japan, notably at the level of relations between the European Union Aviation Safety Agency (EASA) and the Japan Civil Aviation Bureau (JCAB).

The project will continue to provide a platform for joint activities, workshops, and exchanges to share knowledge, expertise, and best practices. Its aim remains to enhance the resilience, innovation, and high safety standards of both the European and Japanese aviation sectors.

The launch of this new phase was marked by recent meetings between EASA and JCAB and the signature of a Letter of Intent (LoI), reaffirming both sides' commitment to strengthen cooperation.

These exchanges confirmed that the project will address emerging topics such as Advanced Air Mobility (AAM), Digitalisation and Artificial Intelligence applied to aviation. At the same time, co-operation will continue in more traditional domains, including Flight Standards, Safety Management, and Human Factors.

Another important strand of the new project will explore how to jointly address the growing shortage of aviation professionals, particularly in the context of an ageing workforce.

Finally, both authorities will continue to encourage industry stakeholders from Europe and Japan to actively contribute ideas for future activities, ensuring the partnership remains responsive to the evolving needs of the aviation community.

Source: EASA

➡ <https://www.easa.europa.eu/en/domains/international-cooperation/technical-cooperation-projects/eu-japan-aviation-partnership-0>

## EUROPEAN TRAVEL COMMISSION CONCLUDES JAPAN MISSION WITH HIGH-LEVEL EVENT AT EXPO 2025 OSAKA

The European Travel Commission (ETC) successfully concluded a week of activities in Japan from 24 to 29 September 2025, strengthening Europe's visibility in one of Asia's most strategic markets and reinforcing tourism cooperation between Japan and the EU.



The mission culminated on 29 September with a high-level event and networking reception at the EU and Belgian Pavilions at EXPO 2025 Osaka. The event gathered senior representatives from the Japan Tourism Agency (JTA), the EU Delegation to Japan, and industry leaders, and was marked by the presence of European Commissioner Apostolos Tzitzikostas, underscoring the strategic importance of tourism in the EU-Japan partnership. Earlier in the week, ETC organised two key promotional initiatives in Nagoya. On 24 September, the Japan-Europe Marketplace — organised with the

support of JTB Corp. and the Japan Association of Travel Agents (JATA) — connected 25 European destinations and businesses with 75 Japanese travel agents and tour operators, facilitating new business partnerships.

From 25 to 28 September, ETC coordinated a 153-sqm Europe Pavilion at Tourism Expo Japan at Aichi Sky Expo, bringing together 22 European co-exhibitors including national tourism organisations, regional DMOs, and cultural attractions. Visitors explored Europe's diverse travel offerings and engaged directly with European partners.

The strong trade participation, combined with the high-level presence in Osaka, sent a clear signal: Europe is committed to deepening its ties with Japan through sustainable tourism and long-term business partnerships.

About the ETC

The European Travel Commission is a non-profit organisation representing the national tourism organisations of Europe. ETC's mission is to strengthen the sustainable growth of tourism in Europe, in close cooperation with the European Union and industry stakeholders.

Source: European Travel Commission ➡ <https://etc-corporate.org>



## MEDTECH & PHARMACEUTICALS MADE IN POLAND AT JAPAN HEALTH OSAKA 2025



This time the destination was not Tokyo, but Osaka. Due to Expo 2025 Osaka, the last week of June was held under the theme of "Health and Well-being".

During this week, Japan Health 2025, a MedTech-oriented trade fair, was organized as the main business event. This coincided with the economic program established by Polish Investment and Trade Agency (PAIH) for the sake of Expo 2025 Osaka, which assumes the promotion of Polish medical & pharmaceutical sectors. Thus, on 25-27 June, the Tokyo Office of PAIH organized a national stand where the main focus was put on promoting pro-health technologies made in Poland.



The list of exhibitors included:

- Biovico: a biotechnology and pharmaceutical company focused on researching and developing innovative and rigorously tested products;
- EGZOTech: a company dedicated to designing and manufacturing advanced rehabilitation robots used in neurology, orthopedics, oncology, long-term rehabilitation and bedside treatment, cardiology, urogynecology;
- TZF Polfa: a company established in 1823 that is committed to providing generic pharmaceutical solutions, using their rich history to drive innovation and meet the dynamic needs of the healthcare industry;

- WPD Pharmaceuticals: a biotech company developing innovative oncology therapies for high-mortality cancers.

The trade fair was an excellent opportunity to showcase MedTech technologies made in Poland. The exhibitors had a chance to conduct B2B meetings with Japanese counterparts, deepen their knowledge of the Japanese market, and get to know the expectations of Japanese clients. Also, a pitch session organized by the Tokyo Office of PAIH allowed the exhibitors to share their innovations in front of the Japanese audience.

Source: Polish Investment and Trade Agency (PAIH) - Tokyo Office ➡ <https://www.paih.gov.pl/en/>

## SUCCESSFUL AGRICULTURAL MISSION TO JAPAN LED BY KROTOSZYN TOWN

An agricultural mission to Japan, by the leadership of Krotoszyn's town self-government, took place on 15-21 June.

The main member of the delegation was the **Polish Federation of Cattle Breeders and Dairy Producers**, represented by its Deputy Directors: Mr. Michał Klimaszewski and Mr. Marcin Grześkowiak. The action was supported by two dairy farmers from Krotoszyn's area, Mr. Zenon Kaik and Mr. Jacek Kalak, who is also member of the supervisory board of the Regional Dairy Cooperative "Lazur" in Nowe Skalmierzyce town.

The Polish delegation travelled to the cities of **Okinoshima** and **Osaka** where some special visits and business meetings were held. Thanks to the kindness of the agricultural institutions and breeders from Okinoshima, the delegation was able to visit:

- the **Japan Agriculture Shimane** (JA Shimane) association in Okinoshima;
- the Dandan farm, which breeds Japanese kuroge wagyu cattle;
- a municipal barn in Goka County, associated with the breeding of ushi-tsugi sumo fighting bulls;
- the rice field of a local breeder Mr. Jun'ichi Murakami (also a head of Moshimai Farmer's Council).



In Osaka, discussions were held with the **Kankeiren** (Kansai Economic Federation) and **Zensho Holdings**, about the possibility of exchanging best practices presented by the Polish Federation of Cattle Breeders and Dairy Farmers in supporting the productivity of dairy farmers, as well as expansion plans for Polish dairy products in Japan.

The delegation went on visiting a start-up company specializing in hydroponic plant cultivation, before having the opportunity to participate in a meeting with a deputy commissioner at the **Polish Pavilion** of the World Expo 2025 Osaka, who expressed a very positive opinion of the mission's organization and its willingness to help promote Polish dairy product brands in Japan.

Source: Krotoszyn Town Hall ➡ <https://krotoszyn.pl/>

## BAVARIA – JAPAN CONNECT HYBRID EVENT: INNOVATION & COOPERATION IN ADVANCED ELECTRONICS

10 NOVEMBER 2025, ONLINE, MUNICH, GERMANY

On 10 November 2025, Bavarian and Japanese companies and research institutions will meet at the hybrid event “Bavaria – Japan CONNECT: Strengthening Innovation, Supply Chains and Talent Together” at Würth Elektronik eiSos’ Hightech Innovation Center in Munich and online via TEAMS from Japan.

The event fosters sustainable business relations and innovation partnerships between high-tech companies from Bavaria and Japan in semiconductors and advanced electronics.

Organised by the Bavarian Chips Alliance, Cluster Automotive, and Cluster Power Electronics, the event is supported by the Enterprise Europe Network at Bayern Innovativ, the Japanese Consulate General in Munich, JETRO, SME Support Japan (SMRJ), the EU-Japan Centre for Industrial Cooperation, the Bavarian Representation Office in Japan and the Cluster-Offensive of the Bavarian Ministry of Economic Affairs.

Japanese companies benefit from cost-free hybrid participation, enabling direct engagement with Bavarian firms without the need to travel. The event provides access to Bavarian partners, insights into Bavaria’s innovation ecosystem, and real-time cooperation opportunities in: **semiconductor innovation, AI integration, power modules, wide-band-gap technologies, automotive intelligence.**

Three thematic workshops feature lead presentations by key experts, followed by interactive sessions designed to foster discussion, identify common ground, and initiate cooperation in the areas: **innovation and development, resilience of supply chains, talent training.**

The Enterprise Europe Network plays a key role in facilitating bilateral cooperation. With contact points in Japan and Bavaria, and in collaboration with the EU-Japan Centre, it supports SMEs in establishing sustainable partnerships beyond the event. Participation is free for Japanese companies joining remotely from Japan and for academic and research institutions. Registration [online here](#).

Source: Bayern Innovativ mbh



➡ <https://www.bayern-innovativ.de/en/events-dates/digitization/detail/bavaria-japan-connect-strengthening-innovation-supply-chains-and-talent-together/>

## MIYAGI DELEGATION ATTENDING SEMICON EUROPA 2025 IN GERMANY

Miyagi is located in the centre of the Tohoku (Northeast) region of Japan, just 90 minutes from Tokyo. The region serves as a hub for advanced research institutions and companies.

In November a local delegation made of a university and two companies: the **Micro System Integration Center (μSIC) at Tohoku University**, **Tohoku-MicroTec**, and **Ball Wave** will attend SEMICON Europa (18-21 November 2025) in Munich, Germany.

Tohoku University located in Sendai, the capital of Miyagi, has been ranked No.1 university in Japan as a leading integrated research institution by the Times Higher Education magazine for five years. In 2024, it became the first university

to receive the Japanese government’s “University for International Research Excellence” accreditation, accelerating its international activities.

The university is also leading a hub structure called Technology Co-creation for Semiconductor of Tohoku University where researchers and engineers from industry, academia and government in various fields of semiconductors co-create to realize the future vision of society. Miyagi is also home of NanoTerasu, Japan’s first 3GeV synchrotron radiation



facility established in the area in 2024. Focusing on the semiconductor industry, Miyagi also offers a strong industrial infrastructure with 30 industrial parks (80% of which are within 10 minutes of expressways), an abundant and stable industrial water supply, as well as an international airport and trading port.

Miyagi delegation is welcoming SEMICON Europa’s visitors to its booth C1804 to discover their talent and ideal ecosystem for the semiconductor sector.

Source: Miyagi Prefectural Government, invest Miyagi ➡ <https://www.pref.miyagi.jp/site/invest/>



## CONQUERING QUANTUM: WASEDA BRUSSELS HOSTS HIGH-LEVEL EU-JAPAN CONFERENCE ON QUANTUM TECHNOLOGIES



25 NOVEMBER 2025, BRUSSELS, BELGIUM

Quantum Sciences and Technologies – new technologies and systems using the properties of quantum mechanics – are one of the hottest areas for fundamental research and the development of industrial applications in a wide range of critical fields.

For Europe and Japan, these are a strategic priority to address key societal and economic issues. Allowing tasks which the most powerful supercomputers cannot currently do, they are poised to revolutionize biomedical research, new materials, weather and climate modelling, cybersecurity, energy sustainability, as well as underpin key advances in AI. Given the huge technological and industrial challenges, the EU and Japan are joining forces through reinforced political coordination and increased research cooperation. The new Quantum Europe Strategy, the Japanese National Quantum Strategy, and the recent EU-Japan Letter of Intent on Strengthening Cooperation in Quantum Sciences and Technologies reflect the new alliances between EU and Japan in a challenging global environment.

Such government efforts and funding are supported by public/private partnerships such as the EuroHPC Joint Undertaking; by industrial players who are committing large resources; and by active partnerships between EU and Japanese research organisations, including Waseda and ULB. The Conference will explore how recent advances in quantum technology have accelerated the development of physical platforms for quantum computing and quantum networks. Among them, nanoscale photonic devices enable strong light confinement and allow for strong interactions between light and matter. At the same time, laser-cooled atoms offer exceptional quantum coherence and precise controllability, making them an ideal medium for quantum information processing.

The fusion of these two fields—nanophotonics and atomic physics—is expected to drive the development of innovative next-generation quantum technologies that can realize large-scale distributed quantum computing and global quantum networks. The programme will include remarks by Kazutoshi Aikawa, Japanese Ambassador to the EU and Jean-Eric Paquet, EU Ambassador to Japan, and two dozen presentations by leading EU and Japanese researchers, senior EC officials, and representatives of EU and Japanese industry and research infrastructures. In addition to providing insights into the latest scientific developments and fostering the development of new partnerships and joint projects, the Conference will offer ample opportunities to discuss, and network, with leading international experts in this fast-moving field.

Source: Waseda University - Brussels office ➡ <https://www.waseda.jp/inst/brussels-office/en>

## DWIH TOKYO SYMPOSIUM: SUSTAINABLE CONSUMPTION AND PRODUCTION

1-2 DECEMBER 2025, TOKYO, JAPAN

This symposium brings together experts, stakeholders, and policymakers to explore innovative approaches to sustainable consumption and production.

Through interdisciplinary dialogue, the event aims to identify practical strategies that encourage responsible resource use, reduce environmental impact, and support long-term behavioral and policy change. Participants will engage in discussions on emerging trends, share best practices from across industries and regions, and examine the social, economic, and technological dimensions of sustainable consumption. By fostering exchange and collaboration, the symposium seeks to generate actionable insights that contribute to a more resource-efficient and equitable future.



The symposium is part of the Sustainability Week, a broader program dedicated to advancing solutions for a greener economy. Among its highlights is TechBIZKON, a dynamic pitch event where startups present cutting-edge innovations for sustainable manufacturing.

Source: DWIH Tokyo ➡ <https://www.dwih-tokyo.org/en/event/sustainable-consumption>

## EXPERIENCE KYOTO'S THRIVING TECH SCENE WITH ITS ACCLAIMED TECH TOUR

Kyoto City provides "Tech Tour KYOTO" to facilitate business networking through curated visits and startup interactions. This tour helps participants to understand technology and business landscape in Kyoto. Since its launch in April 2025, more than 10 delegations of overseas chambers of commerce, embassy-related groups, and governmental organizations took advantage of this opportunity.

### Tour Concept

Kyoto City arranges tailored tours which include various opportunities to visit and interact with the local ecosystem.

- Tours can be arranged to a variety of needs from general business interests (i.g., "To learn about Kyoto Tech companies" or "To learn about cutting-edge technologies") to specific business needs (i.g., "To find joint research partners" or "To find specific product suppliers").
- Tours are generally for 10-20 participants per group, and last anywhere from a half to a full day.
- The tech tour Kyoto office does not handle inquiries such as providing arrangements for meals or sightseeing facilities, overnight lodging, etc.

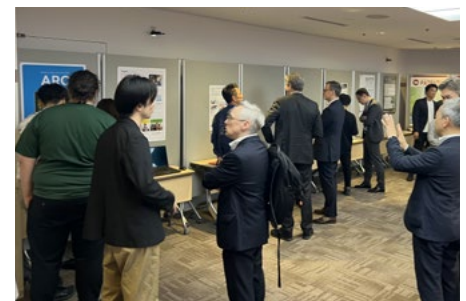
### Tour Course

Based on the following five courses, the tech tour Kyoto office crafts custom-designed tours to address individual business needs.

1. Company Tour Courses
2. Startup Exchange Courses
3. Advanced Research Courses
4. Field-Specific Courses
5. Business Environment Tour Courses

### Target Audience

These tours are designed for companies, groups, government officials, and others from outside Japan who are considering business exchanges and network building with companies, universities, and other entities in Kyoto City.



Interested entities can visit below website and contact the Tech Tour Kyoto Office for more info: [tec-tour-kyoto@hellokcb.or.jp](mailto:tec-tour-kyoto@hellokcb.or.jp)

Source: Kyoto City - Industry and Tourism Bureau, Business Attraction Promotion Office ➡ <https://kyoto-tech-companies.com/info/technical-tour-en>

## SLUSH 2025 COMPLETE GUIDE: A SUMMARY OF RECOMMENDED EVENTS FOR THOSE COMING FROM JAPAN 19-20 NOVEMBER 2025, HELSINKI, FINLAND

Every November, **Slush** attracts over 10,000 startups, investors and company representatives around the world to Helsinki, Finland's capital.

Now, it's only a few weeks to go until this most impactful startup and innovation event in Europe takes place. In addition to the main event, participants should look forward to the hundreds of Slush side events. They can be usually accessed without a Slush ticket. In fact, many find the events so meaningful that they travel to Helsinki specifically to take advantage of these gatherings. Those planning to attend Slush can refer to the article: [Slush 2025完全ガイド 日本から来る方必見! おすすめイベントまとめ](#) to secure their plans early and to expand their network efficiently.



The event categories include:

- Events for Slush first-timers
- Events related to Japan
- Industry-specific events
- Investor events

Slush is more than a two-day startup event. Its side events give participants opportunities to meet new partners, learn about cutting-edge technology, and get in touch with the Nordic business culture. Also, the matchmaking opportunities are among the best in the world, helping investors and startups find each other.

This article is provided by Helsinki Partners, the investment promotion and international marketing agency of the city of Helsinki. The company specialises in assisting international companies find business partners and projects in Finland's capital.

Source: Helsinki Partners ➡ <https://note.com/helsinkipartners/n/nccf12fd5e8a7>

Last minute! A Japanese delegation from Fukuoka will be onsite.  
[Click here](#) for the companies profiles.



## NIC AWARD VICTORY CONNECTS COOLT WITH JAPANESE IMPORTER

Italian bag and accessories brand COOLT has successfully secured a Japanese importer following their Media Prize victory at the 2024 NIC Award fashion competition. Founded in 2016 by sisters Eleonora and Eugenia D'Ambrosio De Dominicis in Italy's Abruzzo region, COOLT represents the new generation of Italian craftsmanship excellence.

The brand's journey to Japan began with their participation in the NIC Award, the Italian Chamber of Commerce in Japan's annual fashion competition dedicated to showcasing emerging Italian designers to the Japanese market. COOLT's distinctive leather creations caught the attention of industry professionals, ultimately earning them the prestigious Media Prize in the 2024 edition.

This recognition proved instrumental in opening doors to the Japanese market, with several importers expressing interest in the brand following the award ceremony. The sisters' dedication to traditional Abruzzo leather-working techniques, combined with contemporary design sensibilities, resonated strongly

with Japanese buyers known for their appreciation of quality craftsmanship.

The success of COOLT exemplifies the effectiveness of cultural and commercial bridges between Italy and Japan. Their story demonstrates how emerging Italian designers can find new markets through dedicated platforms that understand both Italian creativity and Japanese market preferences.

Looking ahead, the NIC Award will continue its mission of connecting Italian fashion talent with Japanese opportunities. The 2025 fashion show and award ceremony, scheduled for November in Musashi Koyama, promises to present another cohort of promising Italian designers to the Japanese market.



Eleonora d'Ambrosio de Dominicis receives the Media Prize from the hands of WWD Japan Editor in Chief Kaname Murakami

COOLT's achievement serves as inspiration for future participants, showing that recognition through the NIC Award can translate into tangible business opportunities and international expansion.

Source: Italian Chamber of Commerce in Japan

➡ <https://iccj.or.jp/>

## JAPAN'S FRIENDSHIP TIES PROGRAM "MIRAI"

The Japan's Friendship Ties Program "MIRAI" (Mutual understanding, Intellectual Relations and Academic Exchange Initiative) invites groups of promising young leaders from Europe, Central Asia, and the Caucasus, who are expected to play an active role in international society. The program aims to deepen participants' understanding of Japan and its policy, promote mutual understanding, and build a basis for future friendship and cooperation between Japan and the participants' regions.

Application deadline: 15 October 2025 Source: Japan International Cooperation Center

➡ <https://jice.viewer.kintoneapp.com/public/mirai-appform2025>

## DAIICHI SANKYO BECOMES "GOLDEN TICKET" SPONSOR OF THE BIO<sup>M</sup> BIOTECH INCUBATOR MAXL

The Japanese pharmaceutical company Daiichi Sankyo has become a "Golden Ticket" sponsor of the BioM incubator MAXL (Munich Accelerator Life Sciences & Medicine) in Munich, Germany.

Through this partnership, Daiichi Sankyo specifically supports emerging biotech start-ups thereby making an important contribution to promoting innovative therapeutic approaches in the biomedical field.

The incubator, based at the biotech hub of Munich-Martinsried and managed by the Bavarian cluster development organization BioM, is specifically designed to support pre-seed and early-stage start-up teams in the life sciences and healthtech sectors. It is intended to facilitate the translation of scientific findings into market-ready products thereby filling an important gap in the start-up ecosystem.

MAXL's Golden Ticket program enables an outstanding founding team to advance its research work in the incubator's state-of-the-art laboratory and co-working space free of charge for one year. The team also benefits from a tailored mentoring and networking program - including valuable contact with investors. Daiichi Sankyo has been actively involved in the selection process of the applicant teams and offers the winning start-up direct insights into the industry as well as access to its global network of experts and industry contacts.

Source: BioM

➡ <https://www.bio-m.org/en/news/news-detail/daiichi-sankyo-becomes-golden-ticket-sponsor-of-the-biom-biotech-incubator-maxl-1.html>

## OPTECBB WELCOMES OKI EUROPE AS NEWEST MEMBER

OpTecBB, the Network of competence for Optical Technologies of Berlin-Brandenburg, is proud to announce that OKI Europe has officially joined its association, bringing with them a legacy of innovation and excellence in printing technology.

OKI Europe is a pioneer in advanced printing solutions, leading the industry with groundbreaking technologies such as digital LED printing and High-Definition Color.

OKI, as global initiative, has been actively enhancing business and technological innovation and has become the first Japanese company to acquire the ISO 56001 International Standard for Innovation Management Systems. The photonics research and development is one of the key initiatives in technological innovation plan at OKI, especially in fiber optic sensors and laser vibrometers. With OKI Europe's commitment to pushing the boundaries of print technology, our members can expect exciting collaborations, enhanced resources, and fresh perspectives that will benefit the entire community. Source: OpTecBB

➡ <https://optecbb.de/news-1/newsdetails/artikel/optecbb-welcomes-oki-europe-as-newest-member.html>

## FRAUNHOFER-ICNAP: EUROPEAN EXCHANGE FORUM FOR DIGITALISATION OF PRODUCTION

Three Aachen-based Fraunhofer Institutes and other experts from industry and research have established the "International Center for Networked, Adaptive Production" (ICNAP) to find out which new approaches in information technology can lead the way towards Industry 4.0 and which requirements must be met.

Besides European companies, already eight Japanese companies are members, and more are welcome. ICNAP works in seven research areas that cover the implementation of "Networked, Adaptive Production":

### Sensor systems and data acquisition

This topic field focuses on the collection and utilization of data in industrial and technical processes.

### Interfaces and connectivity

Once the production data is reliably recorded, a suitable communication protocol such as MQTT or OPC UA must be selected, and a decision must be made as to whether communication should take place via a wired or wireless connection.

### Data synchronization and middleware

The field of data synchronization and middleware mainly deals with the question of how raw data is (time)synchronized between all entities of a communication network.

### Data modeling and data analytics

To provide employees in manufacturing companies – from production planners and quality managers to machine operators – with even better support for their decisions, it is important to define which process chain data is specifically relevant to them.

### Digital twin in the product life cycle

Before the recorded information and the acquired know-how can be stored and used along the entire value chain, relevant data must be linked and related to each other.

### Cloud systems and IT architecture

Efficient IT architecture is vital to the successful integration of digital tools in production.

### Data-driven business models

Not only does networked, adaptive production improve production by making additional knowledge available, it also paves the way for completely new forms of economic value creation through extended or new physical processes and products.



Campus of RWTH Aachen University with its production technology centre and three Fraunhofer Institutes (above);

Fraunhofer Institute for Production Technology IPT (below)



Japanese companies interested to join ICNAP can contact its representative in Japan: Dr. Lorenz Granrath  
[lorenz.granrath@ipt-extern.fraunhofer.de](mailto:lorenz.granrath@ipt-extern.fraunhofer.de)

Source: Fraunhofer-ICNAP

➡ <https://www.vernetzte-adaptive-produktion.de/en.html>



## ESTONIA AND JAPAN PARTNER TO BUILD HOUSING FOR DISPLACED UKRAINIANS

The Japan International Cooperation Agency (JICA) and the Estonian Centre for International Development (ESTDEV) have launched a joint initiative to provide permanent housing for internally displaced persons (IDPs) in Ukraine's Zhytomyr Region.

Under the agreement, Japan will support Estonia's housing construction project in Brusyliv by supplying façade materials for an 18-unit modular apartment building. The materials will be sourced from NICHIIHA Corporation, a leading Japanese producer of fibre cement, as part of JICA's new programme to encourage private sector involvement in Ukraine's reconstruction.

The partnership was announced during the Ukraine Business Forum in Tokyo, attended by senior representatives from Japan, Ukraine, and Estonia. The collaboration highlights how both Estonia and Japan, long-standing supporters of Ukraine, are now combining resources and expertise to deliver practical assistance on the ground.



The Brusyliv project will feature a modern, eco-friendly timber-frame apartment building constructed according to Passive House energy standards and equipped with solar readiness. Alongside the housing units, a bomb shelter will also be included. ESTDEV is responsible for the design, procurement, and execution of the project, with Estonian modular construction company Harmet OÜ awarded the €1.99 million contract for production. Completion is scheduled for spring 2026.

This initiative goes beyond emergency shelter by providing sustainable, long-term housing solutions for Ukraine's displaced population. It also creates opportunities for knowledge transfer between Japanese and Estonian companies, strengthening local construction capacity in Ukraine and setting the stage for further collaboration in reconstruction efforts.

According to the International Organization for Migration, Ukraine has around 3.7 million IDPs, with the Zhytomyr Region still hosting approximately 56,000.

Source: Embassy of Estonia in Japan ➡ <https://estdev.ee/en/articles/estonia-and-japan-join-forces-ukraine-build-housing-idps>

## METRON ENTERS A STRATEGIC COLLABORATION WITH MITSUBISHI ELECTRIC FACTORY AUTOMATION (THAILAND)

To make industrial energy efficiency even more seamless, METRON and Mitsubishi Electric Factory Automation (Thailand) have signed a Memorandum of Understanding (MoU).

This MoU establishes a technical and commercial collaboration to drive industrial decarbonization across Southeast Asia.

With this new partnership, METRON and Mitsubishi Electric Factory Automation (Thailand) ensure interoperability between their respective industrial platforms, ensuring a seamless and secure data exchange. Both METRON and Mitsubishi Electric



Factory Automation (Thailand) strengthened their efforts to accelerate the energy transition in the industrial sector, helping regional players achieving their decarbonization goals, all while boosting their performance.

**Mitsubishi Electric** is committed to contributing to the realization of a sustainable society through its business activities, including promoting solutions for the decarbonization of the factory automation field.

**METRON** is a French Cleantech founded in 2013, leader of energy performance, energy cost & carbon footprint reduction for international groups, thanks to its digital platform of energy management and optimization

METRON and Mitsubishi Electric Corporation are members of the **EU-Japan Business Round Table (BRT)**. METRON, a French SME, joined the BRT in 2022 and Mitsubishi Electric joined the BRT in 2018. In addition to acting as the BRT's Secretariat, another of the EU-Japan Centre's activities is promoting EU-Japan partnerships in third markets such as this METRON-Mitsubishi Electric one.

Source: METRON ➡ <https://www.metron.energy/press/mitsubishi-electric-thailand>

## HELLO GERMANY 2025 – MASTERING CHALLENGES

Between 10-19 August 2025, the moment had finally come: 15 young people from Japan and 15 young people from Germany came together for the Hello Germany 2025 exchange program. Ten days full of encounters, exciting topics, and new friendships took them to Dresden, the Spreewald region, and Berlin.



The focus lay on current topics affecting both societies: work, diversity, history, sustainability, and urbanization. In workshops, discussion groups, and group work, the participants developed their own ideas, exchanged perspectives, and were inspired by experts.

But it wasn't just the content of the program that was exciting. Personal interaction also played an important role: Whether it was a Spreewald boat trip, a game night, or karaoke until late into the night, moments arose everywhere that fostered closeness and friendship.

Many participants later reported that it was precisely these shared experiences that made the exchange so special.

The program was supported by the **German-Japanese Youth Society**, as well as the **Japanese-German Youth Network** and the **German-Japanese Society Dresden**. The Japanese Embassy in Germany assumed patronage, and the Japanese-German Center Berlin provided its premises – a strong signal of the importance of youth dialogue between the two countries.

The results are impressive: In addition to in-depth language skills, the young

people gained new intercultural understanding and formed friendships that extend far beyond the program days.

The commitment of the volunteer organizers also inspired many participants to become active themselves.

Thus, Hello Germany 2025 not only built bridges but also provided stimuli for the future. Looking forward to the next major meeting – Hello Japan 2026 – it is clear that when young people from both countries engage in dialogue with one another, they can sustainably strengthen relations between Japan and Germany.

Source: German-Japanese Youth Society

## KYUSHU UNIVERSITY EU CENTRE'S EXTENSION LECTURE SERIES 2025 “EUROPE - ITS FECUNDITY AND REALITY”

The Kyushu University EU Centre held the JMCoe-Q Extension Lecture Series 2025, titled “Europe - Its Fecundity and Reality”, over four sessions in July.

This was the seventh time the Jean Monnet Centre of Excellence–Kyushu has held the Lecture Series, which takes place annually on a variety of topics as part of its outreach activities to promote understanding of the EU among the general public.

The Lecture Series was a great success, with a total of about 400 participants nationwide, both in-person and online. Following the COVID-19 pandemic, a hybrid format has become standard practice, and participation from remote locations and overseas contributed to a broad dissemination of information once again. Furthermore, while half of the participants were attending for the first time, many also expressed that they “look forward to it every year”. This indicates that the programme is reaching new audiences while also establishing itself as an initiative to contribute to the community through continuous learning.

In previous Lecture Series, organizers have provided diverse perspectives on the current state and future vision of various challenges facing the EU. This Series broadened participants' perspective further, exploring Europe's profound richness through four distinct aspects: international relations, economics, literature, and music. This was a moment to savour Europe—where art and intellect, history and modernity intersect—while exploring not only the historical context and latest developments in politics and economics, but also the traditions and sentiments of its people that live on in its culture and arts.

The lecturers included experts specializing in their respective themes, delivering substantive lectures each session that explored Europe's attractiveness and challenges from various aspects.



Lecturers from top left, Prof. Takeshi Yamamoto; right, Prof. Yasumasa Oguro; Bottom left, Assoc. Prof. Hiroko Nishida; right, Prof. Kenji Iwata

During the Q&A session, many questions were asked both in-person and online, leading to a lively discussion. The organizers are grateful for the active participation of so many people.

Source: Kyushu University EU Centre



## PARTNERING OPPORTUNITIES

JAPANESE COMPANIES LOOKING FOR PARTNERS IN THE EU ➡ <https://www.eu-japan.eu/een/opportunities>



### REQUEST FOR DISTRIBUTORS

**Sector: life science, laboratory equipment**

100 years old Japanese SMEs is offering high-tech optical instruments and microscopes

Profile ID: **BOJP20250613002**



### REQUEST FOR DISTRIBUTORS

**Sector: Industrial equipment**

Japanese SME offers lathe chucks and precision rotary tables for Electrical Discharge Machining

Profile ID: **BOJP20240702019**

### SERVICES OFFERED

**Sector: aerospace**

A Japanese company offers international project opportunities in space operations and ground segment infrastructure

Profile ID: **BOJP20240730001**



### REQUEST FOR DISTRIBUTORS

**Sector: art and crafts**

A Japanese company engaged in the design and production of premium handcrafted stationery products seeks partners

Profile ID: **BOJP20250725008**



### REQUEST SALES AGENT

**Sector: electronics**

Japanese electronic components manufacturer specialised in miniaturised potentiometers, joysticks and slip rings

Profile ID: **BOJP20240827009**

### SERVICES OFFERED

**Sector: media, design**

Japanese artist casting company offers services related to illustrations, designs, and original manga works

Profile ID: **BOJP20240924002**



### REQUEST FOR LICENSEE

**Sector: artificial intelligence**

Japanese company with generative AI technology to support customer satisfaction is looking for licensing, development, and distribution partners

Profile ID: **BOJP20250618001**

### REQUEST FOR AGENT

**Sector: human resources**

Japanese SME seeks EU partners to localise a methodology for human resources engagement and team building improvements

Profile ID: **BOJP20250707007**

### TECHNOLOGY TRANSFER OFFERED

**Sector: biotech, agriculture**

Japanese biotech offers a novel neutron-beam-based mutation breeding technology for efficient development of plant and microbial strain t

Profile ID: **TOJP20250805004**

## ENTERPRISE EUROPE NETWORK EVENTS

B2B OPPORTUNITIES FOR EU AND JAPANESE SMES ➡ <https://een.ec.europa.eu/events>



**MEDICA Healthcare Brokerage Event**  
Digital Networking: 10 - 23 November 2025

ONLINE



**Digital Economy**  
**Internet of Things**  
**Cybersecurity**

Online brokerage event  
**2025 November 24-28**  
**Warsaw/Poland**



DATE/LOCATION	DETAILS	CONTACTS
21 October 2025	<b>WEBINAR</b> 'About Japan' webinar series 256: Sauna Market in Japan	<a href="https://www.eu-japan.eu/eubusinessinJapan/events">https://www.eu-japan.eu/eubusinessinJapan/events</a>
23 October 2025	<b>WEBINAR</b> Minerva Policy Webinar #01: Japan's (Advanced) Artificial Intelligence Systems – Policies, Support, and Collaboration Opportunities with the EU	<a href="https://www.eu-japan.eu/events/minerva-policy-webinar-01-japans-advanced-artificial-intelligence-systems-policies-support-and-collaboration-opportunities-eu">https://www.eu-japan.eu/events/minerva-policy-webinar-01-japans-advanced-artificial-intelligence-systems-policies-support-and-collaboration-opportunities-eu</a>
28 October 2025	<b>WEBINAR</b> 'About Japan' webinar series 257: Finding public procurement tenders – How to use the Weekly Tender Digest as a tool	<a href="https://www.eu-japan.eu/eubusinessinJapan/events">https://www.eu-japan.eu/eubusinessinJapan/events</a>
18 November 2025	<b>WEBINAR</b> 'About Japan' webinar series 258: Doing business with Japanese government organizations - First-hand experience of European SMEs	<a href="https://www.eu-japan.eu/eubusinessinJapan/events">https://www.eu-japan.eu/eubusinessinJapan/events</a>
25 November 2025	<b>WEBINAR</b> 'About Japan' webinar series 259: Pharmaceutical Industry in Japan	<a href="https://www.eu-japan.eu/eubusinessinJapan/events">https://www.eu-japan.eu/eubusinessinJapan/events</a>
1-4 December 2025 Tokyo, Japan	<b>BUSINESS MISSION</b> Innovation Business Mission	<a href="https://www.eu-japan.eu/events/innovation-mission">https://www.eu-japan.eu/events/innovation-mission</a>
20-24 Oct. 2025 Online 10-14 Nov. 2025 Tokyo, Japan	<b>TRAINING MISSION</b> Get Ready for Japan - second session	<a href="https://www.eu-japan.eu/get-ready-for-japan">https://www.eu-japan.eu/get-ready-for-japan</a>
20-23 January 2026 Tokyo, Japan	<b>BUSINESS MISSION</b> Space Business Mission	<a href="https://www.eu-japan.eu/events/space-mission">https://www.eu-japan.eu/events/space-mission</a>
27-30 January 2026 Tokyo, Japan	<b>TRAINING MISSION</b> World Class Manufacturing Application deadline: 13 November 2025	<a href="https://www.eu-japan.eu/world-class-manufacturing">https://www.eu-japan.eu/world-class-manufacturing</a>



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

The EU-Japan Centre for Industrial Cooperation was established in 1987 as a core organization to implement industrial cooperation between the EU and Japan. It aims at promoting all forms of industrial, trade and investment cooperation between the EU and Japan and at improving EU and Japanese companies' competitiveness and cooperation by facilitating exchanges of experience and know-how between EU and Japanese businesses.

This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is intended to provide EU/Japan-related news.

## ANY EU-JAPAN-RELATED NEWS?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter : [newsletter@eu-japan.eu](mailto:newsletter@eu-japan.eu)

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