European Innovation in Japan
participant’s template

NAME OF ORGANIZATION: EU-Japan Centre for Industrial Cooperation

LOCATION(S): Tokyo (Japan) and Brussels (Belgium)

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IN JAPAN SINCE: 1987

OBJECTIVES OF THE ORGANIZATION:

- Increase the level of awareness on the Japanese and European market realities and business cultures
- Jointly promote all forms of industrial, trade and investment cooperation between the EU and Japan – identify new areas of common interest and cooperation
- Assure a common platform for dialogue and cooperation between the European and Japanese business communities
- Support the EU-Japan science and technology cooperation with business and societal impact

EXPERIENCE IN JAPAN SO FAR (MAIN PROJECTS related to innovation / R&D):

Innovation made in Japan
2-week fact-finding training programme targeted to R&D and product managers from European Companies aimed at understanding Japanese companies’ innovation process
and find out more about Japanese companies’ strategies to bring new product/services on the market.

**Cluster support missions in Japan**
The aim of this 1-week mission is to promote the internationalisation of European SMEs and technology clusters with Japan through seminars, visits and B-to-B meetings and allow them to assess the potential of the Japanese market and establish technology or business partnerships - therefore increase their innovation capacity and make them more competitive on the global scale. These events shall also contribute to prepare the ground for practical cluster cooperation across borders and make a more strategic use of transnational cluster cooperation on markets outside Europe in areas of strategic interest.


**Enterprise Europe Network Japan - Technology Partnership service**
The Enterprise Europe Network service allows SMEs to seek for partnerships overseas in a cost-effective and innovative way, which combines the management of a large partnership database with a vast network of over 600 network partners spread across the world. The EU-Japan Centre is the EEN network partner in Japan, and disseminated profiles from a technology partnership database with over 6000 requests and offers. EEN Japan is particularly useful for SMEs which 1) have a technology to promote in new markets; or 2) need a technology solution or know-how for their business back in the EU. Depending on the cooperation types SMEs are interested in, thanks to Enterprise Europe Network, they can get access to many business opportunities: Technology offers (actual high-tech Innovations); Technology requests (cooperation requests); R&D information and co-operation opportunities. The Technology Database contains details of technologies/know-how on offer and applications for which new technology/expertise is required. Finally it allows SMEs from both the EU and Japan to find a potential partner (supplier or customer) at an appropriate level of development: 1) Development phase - laboratory tested; 2) Available for demonstration - field tested; or 3) Already on the market.

http://www.een-japan.eu/content/think-technology-innovation

**Vulcanus Industrial Internship Programme**
Since 1997, for European students/newly graduates in science and engineering - 12 months program in Japan – 4 months intensive language course and 8 months company internship (20-30 students). There is also a converse program for Japanese STI students doing company internships in Europe. The total number of EU alumni to date is: 385 (about 56 % are still in professional relation with Japan and about 10% are currently working in Japan).


**J-BILAT**
3 years FP7 project (2009 -2012) aimed at promoting cooperation in RTD under FP7 in
Japan. The project has been addressing specific information and capacity building gaps regarding the know-how of FP 7 procedures and practical application modalities for Japanese R&D organizations. In concrete terms, J-BILAT has been extensively promoting FP7 through a dedicated website, a monthly newsletter, an information Help Desk and 15 seminars. Synergies have been created among related projects, especially CONCERT-Japan and EURAXESS Links Japan.
http://www.j-bilat.eu/

**Promotion of Industrial Innovation in the Centre’s 2013 Work Programme**

Promotion of STI high tech related industrial cooperation between EU and Japan is a current priority in the EU-Japan Centre’s activity program for 2013-2014 and in concrete terms it related to the following: information sharing on industrial innovation policies and strategies of EU and Japan; facilitating the business cooperation and partnership between EU and Japanese R&D orientated companies, inclusively by using the EEN business partnership tool. Taking stock of the J-BILAT experience, continue offering inquiry and helpdesk support for EU and Japanese high tech/R&D orientated companies and clusters to help them internationalise/find cooperation partners and participate in the EU funded programmes (FP7/Horizon2020).

**GNSS.Asia**

Since 2012 the Centre undertakes the promotion of GALILEO Satellite systems in Japan and the development of industrial and innovation partnerships in satellite navigation applications, as part of the FP7 project entitled Gns.Asia aimed at fostering industrial and R&D cooperation in applications using Global Navigation Satellite Systems.
http://www.gnss.asia

**European Satellite Navigation Competition - Japan Regional Prize 2013:**
The aim of the competition is to encourage the development of innovative ideas and applications using GNSS in Japan, including applications for disaster prevention, mitigation and management.

Together with the Institute for Positioning, Navigation and Timing Japan (IPNTJ, see http://www.gnss-pnt.org) The EU-Japan Centre for Industrial Cooperation launched the 2013 Innovation Competition on Satellite Navigation Applications in Japan – within the European Satellite Navigation Competition (ESNC, see http://www.galileo-masters.eu/)

The winner of the Japan Regional Prize will receive: 1) 5,000 Euro in cash to be used at the winner's discretion; 2) As part of the “Step In Japan” programme, the winner will have access to one month of hot-desk support at the main Japanese office of the EU-Japan Centre for Industrial Cooperation in Tokyo. The winner will also receive an information helpdesk service in relation to Japan and assistance in searching for and identifying partners through the Enterprise Europe Network Japan service with an eye toward commercializing the winning idea.
WHAT CAN WE DO TOGETHER?
HOW TO BETTER COOPERATE WITH JAPANESE PARTNERS?

- Actively support mutual/co-organization of events and the recommendation of relevant Japanese experts and places to visit when one party requests support
- Regularly share information on STI-related events in Japan – possibly by establishing a common e-mail list and a discussion group
- Structure cross-promotion of web-based promotion activities with the active exchange of hyperlinks;
- Organise regular (trimestrial) informal debates/meetings under the auspices of EU Delegation to encourage the organization of joint activities. Also the Centre can host these informal regular discussions on STI issues in Japan
- Establish a more structured European innovation network in Japan that could eventually jointly raise issues/concerns of common interest to the Japanese Government.

OTHER COMMENTS: