

EUCLUSTERS TALKS ★

New collaboration opportunities in the Republic of Korea and Japan

29 January 2025

08:30-09:45 CET

Online

Agenda

1. News from the European Cluster Collaboration Platform
Ángela Negrete Benedí, Team Member European Cluster Collaboration Platform
2. Presentation
Emmanuelle Chauvin-Henry, DG Research and Innovation, European Commission
3. Introduction to EU Business Hub programme
Paulo Gontan Arano, Junior Project Officer, EUROCHAMBRES
Thomas Mavrogonatos, Deloitte Consultant, EU Business Hub programme
4. Presentation of the EU Japan Centre for Industrial Cooperation
Manuel Hubert, EU-side Managing Director, EU Japan Centre for Industrial Cooperation
5. Panel debate
Loïc Marin, Head of projects and interclustering networks, CIMES
Thomas Mavrogonatos, Deloitte Consultant, EU Business Hub programme
Manuel Hubert, EU-side Managing Director, EU Japan Centre for Industrial Cooperation
Paulo Gontan Arano, Junior Project Officer, EUROCHAMBRES, EU Business Hub programme
6. Funding opportunities
Ángela Negrete Benedí, Team Member European Cluster Collaboration Platform

Housekeeping rules

Jennifer Baker, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links.
- If you want to speak: Please **raise your hand** and we will give you the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

EU INDUSTRY DAYS 2025: Call for speakers



Don't miss this opportunity!

The [EU Industry Days](#) are Europe's flagship event dedicated to industry, serving as an open platform for industry representatives, the research community, and civil society representatives. The next edition of the EU Industry Days will take place on **[5-6 June 2025 in Rzeszów, Poland](#)**, in the context of the [Polish Presidency of the Council of the European Union](#).

As part of the main programme, the European Commission has just launched a [call for proposals for stakeholder sessions](#), allowing industrial stakeholders to apply to organise a parallel session as part of the main programme of the event. The **deadline to apply is 31st January 2025 at 12.00h CEST**.

Consultation on the future of the International IP SME helpdesk in China, South-east Asia, Latin America and India



DG GROW has launched a targeted consultation to evaluate the efficiency and effectiveness of the **International IP SME Helpdesks** (China, South-East Asia, Latin America, and India) in supporting EU SMEs operating in foreign markets.

Objectives:

- Assess the usefulness of Helpdesk services (e.g., Direct Helpline, training, and materials).
- Identify potential improvements, including geographical coverage and service organisation.

This consultation is open until 11 April 2025

Complete the survey [here!](#)

EU agri-food business delegation to Japan, Tokyo and Osaka

European Commissioner Christophe Hansen will lead a [delegation of up to 100 senior representatives of EU agri-food companies and producer organisations](#). The mission includes:

- Official meetings with Japanese government counterparts.
- Seminars on local market characteristics and consumer trends.
- Retail and site visits, networking opportunities, and participation in high-level events at the World Expo.

Only organisations representing EU agri-food producers and companies producing agricultural food and beverage products, headquartered in any of the 27 EU Member States are eligible to take part in the business delegation.

Only one person per company/organisation will officially take part in the business delegation.

You can register for the mission [here](#).



Dates: 8–13 June 2025



Locations: Tokyo and Osaka, including a visit to the World Expo 2025 in Osaka



Deadline to apply: 9 February 2025

New collaboration opportunities in the Republic of Korea and Japan

Emmanuelle Chauvin-Henry

DG Research and Innovation, European Commission

NEW COLLABORATION OPPORTUNITIES IN THE REPUBLIC OF KOREA AND JAPAN

CLUSTER TALK – 29 JANUARY 2025



Emmanuelle Chauvin
DG RTD – International Cooperation

HORIZON EUROPE

EURATOM

SPECIFIC PROGRAMME: EUROPEAN DEFENCE FUND

*Exclusive focus on
defence research
& development*

Research
actions

Development
actions

SPECIFIC PROGRAMME IMPLEMENTING HORIZON EUROPE & EIT*

Exclusive focus on civil applications



Pillar I EXCELLENT SCIENCE

European Research Council

Marie Skłodowska-Curie

Research Infrastructures



Pillar II GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS

Clusters

- Health
- Culture, Creativity & Inclusive Society
- Civil Security for Society
- Digital, Industry & Space
- Climate, Energy & Mobility
- Food, Bioeconomy, Natural Resources, Agriculture & Environment

Joint Research Centre



Pillar III INNOVATIVE EUROPE

European Innovation
Council

European Innovation
Ecosystems

European Institute of
Innovation & Technology*

WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation & spreading excellence

Reforming & Enhancing the European R&I system

Fusion

Fission

Joint
Research
Center

* The European Institute of Innovation & Technology (EIT) is not part of the Specific Programme



Horizon Europe novelty

Possible association of Category D countries



Not located in the direct vicinity of Europe



Good basis in Science, Technology and Innovation



Sharing key values and principles with the EU

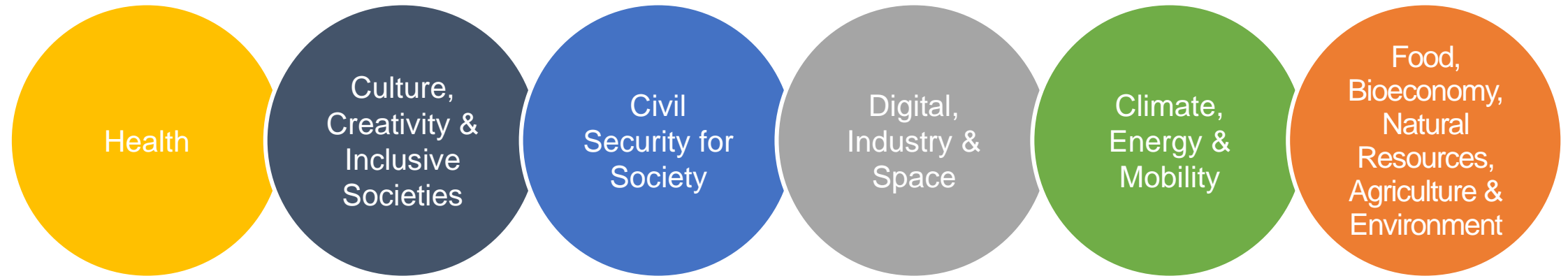


Association to Pillar II of Horizon Europe to address global challenges



HE Pillar 2 – Clusters Global Challenges & European Industrial Competitiveness:

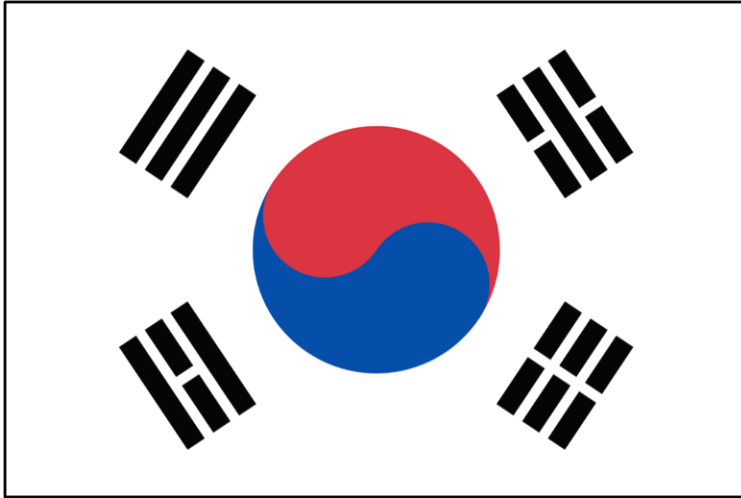
boosting **key technologies** and solutions underpinning **EU policies & Sustainable Development Goals** (6 clusters and JRC – non-nuclear direct actions)



- ✓ Top-down
- ✓ Competitive
- ✓ Organised in 6 thematic clusters
- ✓ €53.5 billions
- ✓ Collaborative
- ✓ Implemented through work programmes



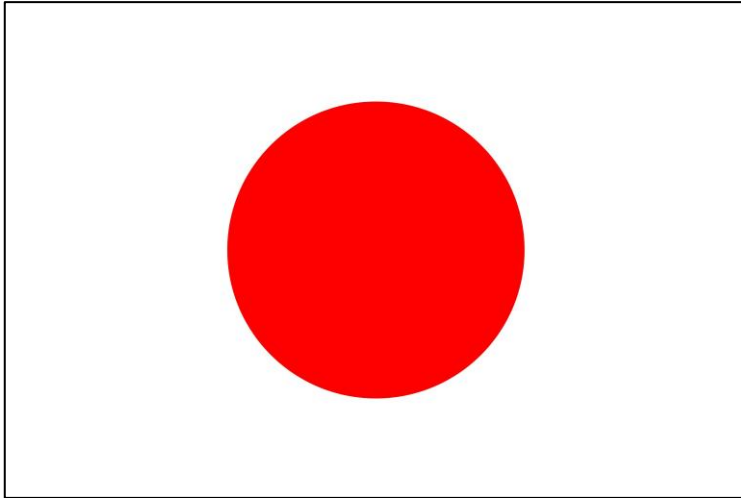
Association process



- Launch of negotiations 22 May 2023
- Conclusion of negotiations 23 September 2024
- Ongoing adoption procedure on both sides
- **Transitional arrangement allowing Korean participation from 1st January 2025 from WP 2025 onwards**
- Signing of the agreement foreseen March 2025



Association process



- Exploratory talks started in 2022
- Launch of negotiations 29 November 2024
- Aim for participation of Japanese entities from Work Programme 2026-2027



HE Pillar 2

What changes with Association?



Receive funding directly from the programme



Consortium Coordinator



Access to (almost) all calls under Pillar II



Observer status in the Programme Committees as part of Horizon Europe Governance



How to stimulate participation of Korean and Japanese entities?

Raise awareness in Korea and Japan about Horizon Europe / and in Europe about new opportunities to cooperate with Korean and Japanese researchers :

- Outreach campaign by EU DEL
- [National Contacts Points](#)
- [Horizon Europe Info Days](#)
- Events in Europe

Facilitate networking

- [EURAXESS Korea](#)
- [EU Funding & Tenders Portal](#)

Introduction to EU Business Hub programme

Paulo Gontan Arano

Junior Project Officer, EUROCHAMBRES

Thomas Mavrogonatos

Deloitte Consultant, EU Business Hub programme



CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

Explore the market, increase visibility, network, and develop strategic partnerships!



EU BUSINESS HUB

Japan and the Republic of Korea



Funded by
the European Union

AGENDA

1

The EU Business Hub Programme

2

Green and Low-Carbon Technologies Korea 2025

3

How to apply

4

Questions

THE EU BUSINESS HUB PROGRAMME

A long-standing initiative for B2B cooperation



THE EU BUSINESS HUB PROGRAMME

What is the EU Business Hub?

- EU-funded programme that supports EU Small and Medium-Sized Enterprises (SMEs) in the **green, digital, and healthcare sectors** to enter the markets of Japan and the Republic of Korea.
- The programme organises **10 business missions to Japan and 10 to the Republic of Korea** over the next four years.
- Each business mission will allow a group of **50 cutting-edge companies** to benefit from extensive business coaching throughout their participation



THE EU BUSINESS HUB PROGRAMME

The EU Business Hub programme in numbers

3

Sectors



Green and Low-Carbon
Technologies



Digital Solutions



Healthcare and Medical
Equipment

2

Markets



Japan



The Republic of
Korea

20

Business missions

Between 2024 and 2027

10 missions in Japan

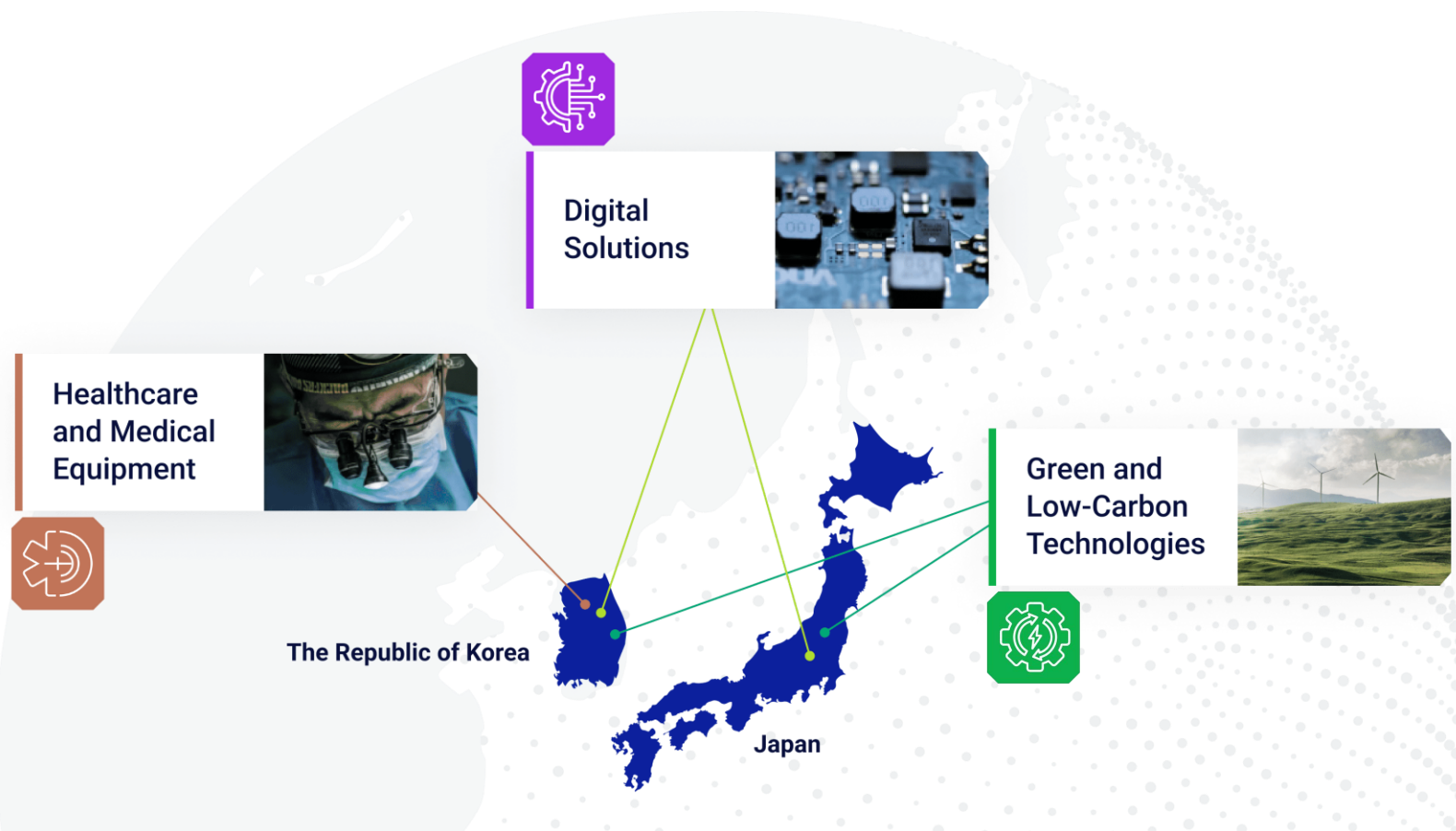
10 missions in the Republic
of Korea

50 companies per mission

THE EU BUSINESS HUB PROGRAMME

Sectors

The EU Business Hub programme will select EU companies operating in the **green, digital, and healthcare sectors** to participate in business missions to Japan and the Republic of Korea.



THE EU BUSINESS HUB PROGRAMME

Objectives of the programme



TRADE FACILITATION

Facilitate trade and business cooperation with Japan and the RoK, aligning them closely with the objectives and opportunities presented by the recent **Green and Digital partnerships**.



SME SUPPORT

Provide tailored assistance to **selected EU companies**, especially SMEs, in establishing **business connections** in Japan and the RoK.



PROMOTION OF THE EU BRAND

Promote the visibility and presence of **EU businesses** and the **EU brand and standards** in Japan and RoK.



ENHANCED MARKET INSIGHT

Support **EU companies** in gaining a **better understanding** of the local business culture, market rules, and practices to enhance their potential for **accessing these significant Asian markets** (Japan and the RoK).

THE EU BUSINESS HUB PROGRAMME

Our coaching approach

BEFORE THE BUSINESS MISSION

Matchmaking

To scope the types of local stakeholders you could be interested in meeting during the business mission

Business Intelligence

to brief participants on the target markets and business culture

Logistics

to guide selected companies in their preparation of the business mission (e.g. accommodation, booth decoration, customised services, study tours, etc.)

DURING THE BUSINESS MISSION

Matchmaking & Networking

to facilitate 1-to-1 meetings with local companies and networking opportunities

Customised services

to financially support participants logistically during the business mission (e.g. printing, booth decoration, translation, interpretation, shipping, etc.)

Accommodation

to financially support with up to 1.000EUR for four nights stay

AFTER THE BUSINESS MISSION

Post-event follow-up

to support companies in their efforts to continue their internalisation into the target market

BUSINESS MISSION TIMELINE

Timeline overview



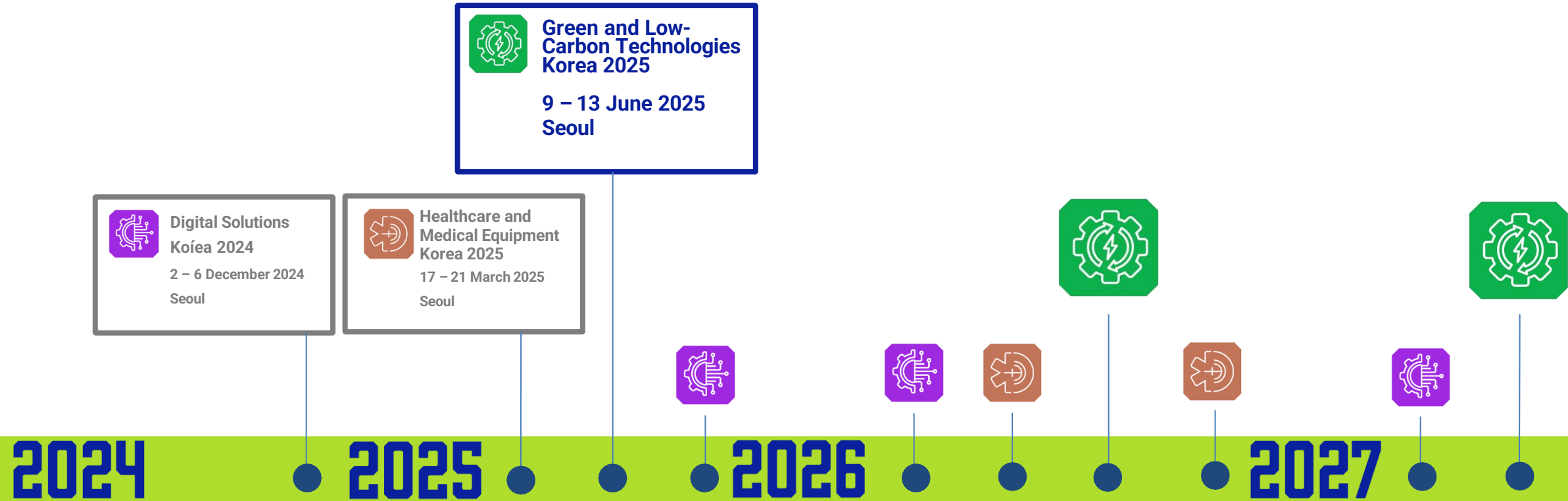
GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS

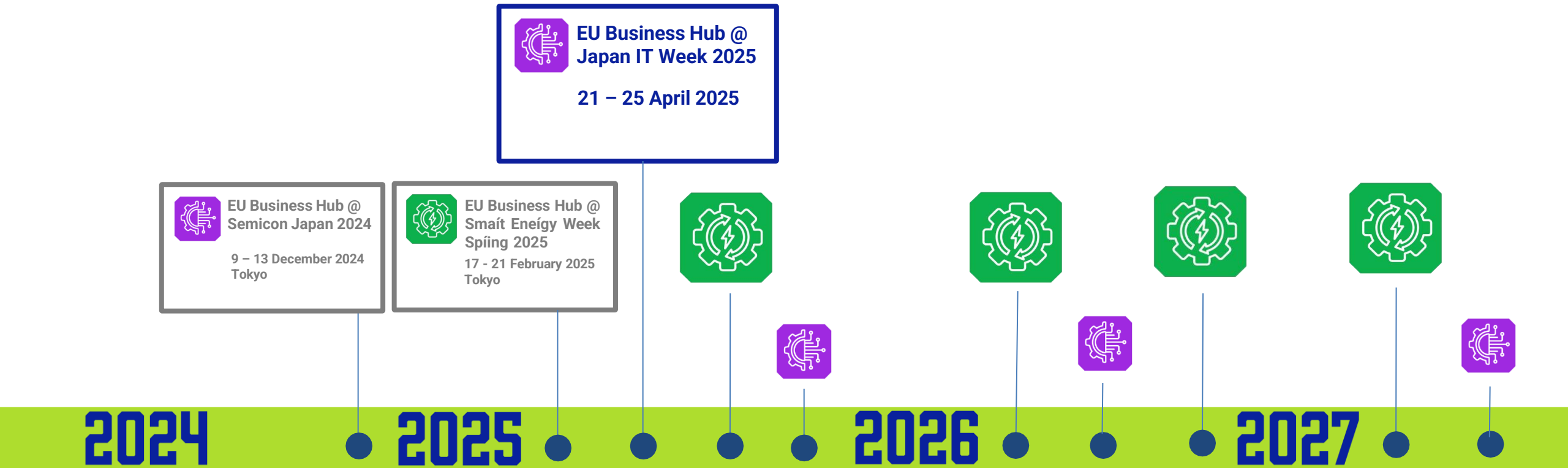


HEALTHCARE
AND MEDICAL
EQUIPMENT



BUSINESS MISSION TIMELINE

Timeline overview



GREEN AND LOW-CARBON TECHNOLOGIES KOREA 2025

SEOUL, 9 – 13 JUNE 2025

EU BUSINESS HUB
Japan and the Republic of Korea

GREEN AND
LOW-CARBON
TECHNOLOGIES



Funded by
the European Union

A GLOBAL OPPORTUNITY FOR BUSINESSES

EU BUSINESS HUB
Japan and the Republic of Korea

9 – 13 JUNE 2025

SEOUL, REPUBLIC OF KOREA



3 DAYS

**B2B MATCHMAKING
SESSIONS**

**STUDY
TOUR**

**VISIT TO
ENVEX 2025**

**NETWORKING
WITH LOCAL
STAKEHOLDERS**

THE EU BUSINESS HUB PROGRAMME

Business mission agenda

9 JUNE	10 JUNE	11 JUNE	12 JUNE	13 JUNE
ARRIVAL AND NETWORKING RECEPTION	BRIEFING SESSIONS AND STUDY TOURS/ SITE VISITS	MATCHMAKING EXHIBITION EVENT		
<p>Late afternoon- Organiser's meeting</p> <p>17:00-19:00 – Welcome & Networking Gathering</p>	<p>09:00-12:00 - Briefing Session on the BM week, presentation of guest speakers, Meet & Greet with mentors</p> <p>13:00-17:00 – Study tour and site visits</p>	<p>10:00-17:00 – Business matchmaking sessions and networking event at the Business Exhibition</p> <p>17:00-19:00 – Welcome & Networking Gathering</p>	<p>10:00-17:00 -Business matchmaking sessions and networking event at the Business Exhibition including visit and networking in ENVEX</p>	<p>10:00-17:00 – Business matchmaking sessions and networking event at the Business Exhibition</p> <p>17:00-18:00 – Post BM debriefing</p> <p>18:00-19:00 – Organiser's debriefing</p>

* the final schedule and structure of each business mission will be presented during the pre-departure meeting.

BENEFITS FOR PARTICIPATING COMPANIES



BENEFITS FOR PARTICIPATING COMPANIES



STRATEGIC COACHING

- **Pre-departure preparation:** overview of the Green transformation market in the ROK; overview of Green policy in the EU – ROK relations; understanding the South Korean audience; Business Mission preparations



B2B MATCHMAKING SUPPORT

- **Pre-arranged agenda of B2B meetings**
- Opportunity to provide a **wish-list** of companies to meet onsite during the business mission
- Individual and **tailored schedule** of **B2B meetings** with carefully selected enterprises from the Republic of Korea.



EXHIBITION

- **Individual exhibition space/** booth at the exhibition venue (Grand InterContinental Seoul Parnas).
- Meet and exhibit with more **EU cutting edge companies** in your field
- **Targeted Promotion** of the company's products and services



VISIT TO ENVEX

- **Coverage of visitor fee** at ENVEX 2025 (International Exhibition on Environmental Technology & Green Energy)

BENEFITS FOR PARTICIPATING COMPANIES



STRATEGIC COACHING

- Sector briefs, onsite industry and **sectoral briefing sessions** and **site visits** to sector-relevant facilities



LOGISTICAL SUPPORT

- Logistical support such as **interpretation, booth installation**, design and creation of digital **business mission catalogue** and **promotional material**



HOTEL ACCOMMODATION

- Grand InterContinental Seoul Parnas
- Up to €1000 for accommodation covered by the programme (four nights, one room per company)

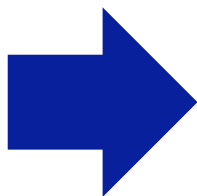


CUSTOMISED SERVICES

- **Financial support** to benefit from a menu of additional customised services co-funded by the programme (e.g. **interpretation, legal advice, booth decoration**, etc.) – in total, up to €1000 is covered by the programme.

GREEN AND LOW-CARBON TECHNOLOGIES KOREA 2025

Timeline



21 FEBRUARY

One unique deadline to:

1. Submit your **Expression of Interest** and
2. If eligible, submit your **Application form**

MARCH

Communication of selection results to applicants

MID-APRIL

Online Pre-departure briefing

9 – 13 JUNE 2025

Green and Low-Carbon Technologies Korea 2025

APPLY NOW:
[HTTPS://EUBUSINESSHUB.EU](https://eubusinesshub.eu)



GREEN AND LOW-CARBON TECHNOLOGIES KOREA 2025

We are looking for

European SMEs including involved in the Green and Low-Carbon Technologies sector, such as:

- Clean energy technologies
- Energy systems
- Environmental monitoring analysis and assessment equipment
- Circularity
- Environmental and climate change mitigation technologies/solutions





HOW TO APPLY

WHO CAN PARTICIPATE



EU SMEs and startups

1

Exist for five (5)* years and be able to demonstrate three (3) years of financial figures. * For Start-Ups only: exist for three (3) years and be able to demonstrate two (2) years of financial figures.

3

Be active and operational in one of the economic sectors covered by the programme, either as a producer, a sub-contractor or as an R&D or engineering company - business consultants are not eligible.

5

Have a sufficient turnover and number of people employed to successfully enter the target market.

2

Be entirely or majority EU-owned and have the headquarters in the European Union.

4

Have a proven track record of international business cooperation (outside the EU).

6

Have a solid business strategy for entering the Japanese and Republic of Korea markets.

SMEs and startups can participate in up to 3 business missions distributed between both target countries, with the opportunity to engage in a maximum of two missions in the same country.

THE BUSINESS MISSION CYCLE

Eligibility decision



Online portal



Expression of Interest form



Application form



Selection email



Tailored support to companies



Onboarding towards your mission!

REGISTRATION

Companies are invited to create an account and register on the website

EXPRESSION OF INTEREST

Companies submit the EOI through the website

APPLICATION

Companies deemed as eligible will receive an email inviting them to apply for the business mission

SELECTION

50 companies that show the highest potential are selected for the business mission

MISSION PREPARATION

Tailored support to companies to prepare their mission: matchmaking, coaching, logistical support

PRE-DEPARTURE MEETING

Pre-departure meeting with selected companies

BUSINESS MISSION

Business mission of 4 nights/5 days in Japan or the Republic of Korea

POST-EVENT FOLLOW-UP

THE BUSINESS MISSION CYCLE

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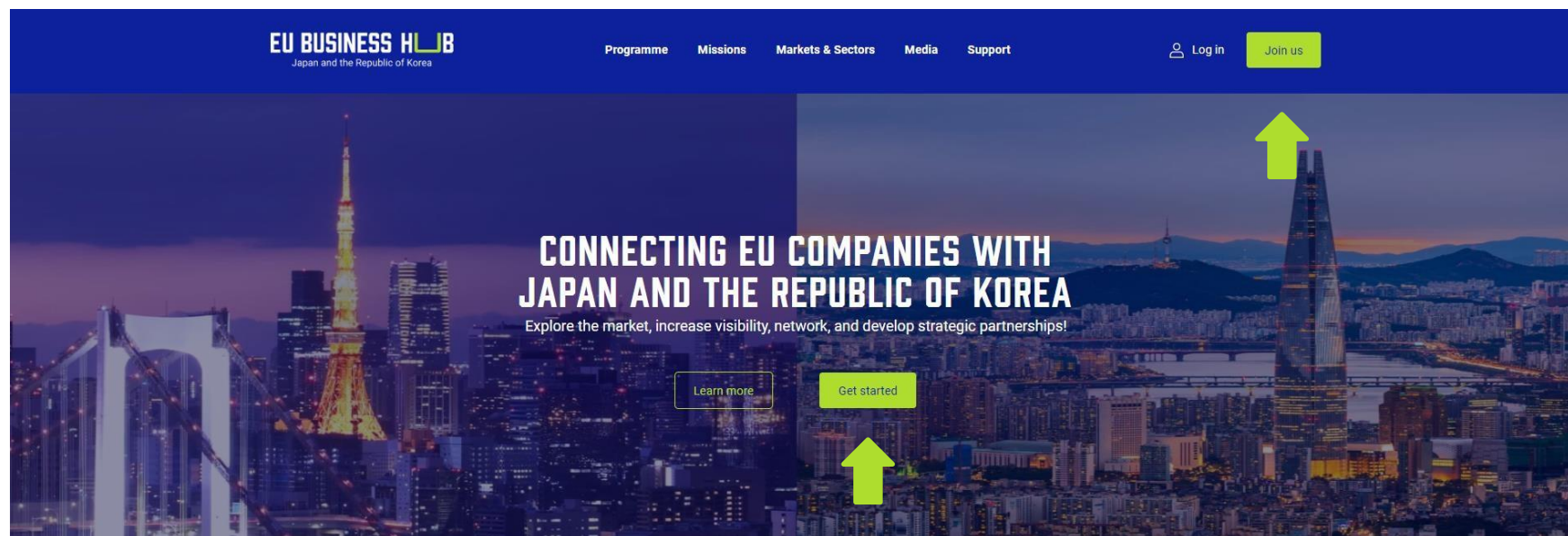
BUSINESS MISSION

Business mission of 4 nights/5 days in Japan or the Republic of Korea

POST-EVENT FOLLOW-UP

HOW TO REGISTER

STEP 1 – Create an account



An EU-funded programme that supports EU businesses in the green, digital and healthcare sectors to enter the markets of Japan and the Republic of Korea.

The programme organises 10 business missions to Japan and 10 to the Republic of Korea over the next four years. Each business mission will allow a group of 50 cutting-edge companies to benefit from extensive and tailored business coaching and logistical support throughout their participation.

HOW TO REGISTER

STEP 1 – Create an account

- **Register** by filling in your information and creating an account.
- If already registered, **login** in the Member's Area.

EU BUSINESS HUB
Japan and the Republic of Korea

Create new account

Already registered in the programme? [Login](#)

Email address*

The email address is not made public. It will only be used if you need to be contacted about your account or for opted-in notifications.

Password*

Provide a password for the new account in both fields.

Contact Person First Name*

Contact Person Surname*

Company name*

Country*

Company VAT Number*

Please enter your VAT number starting with the two-letter country code followed by the numeric or alphanumeric sequence.

To provide our services in the context of the EU Business Hub programme, we will use the information you provide for your registration in accordance with our [Privacy Policy](#).

Create new account



THE BUSINESS MISSION CYCLE



HOW TO EXPRESS OUR INTEREST

STEP 2 – Express your interest

- Select a mission and fill in the **Expression of Interest** form and submit it by the set deadline.
- **The Expression of Interest** (EOI) includes the following:
 - Company details
 - Contact person details
 - Business activities
 - Motivations

The screenshot displays the EU Business Hub website interface. At the top, a dark blue navigation bar contains the logo 'EU BUSINESS HUB' with the subtitle 'Japan and the Republic of Korea', and links for 'Programme', 'Missions', 'Sectors & markets', 'Media', and 'Support'. A search icon and a 'Company name' dropdown menu are also present. Below the navigation bar, a progress bar shows five steps: 1. Express interest (highlighted), 2. Eligibility Check, 3. Apply, 4. Assessment, and 5. Selection result. The main content area is titled 'Welcome EU Company' with a subtitle 'Welcome to your Member's Area for EU Business Hub'. Below this, a 'Get started' section encourages users to 'Show your interest in relevant missions.' Two mission cards are featured. The first card, 'EU Business Hub @ Semicon JAPAN 2024', is for Tokyo, Japan, with a deadline of 5 days left to apply. The second card, 'Digital Solutions Korea 2024', is for Seoul, Republic of Korea, with a deadline of 45 days left to apply. Both cards include a brief description of the event and buttons for 'Express interest' and 'See more'. At the bottom right, a button labeled 'View more missions' is visible.

EU BUSINESS HUB
Japan and the Republic of Korea

Programme Missions Sectors & markets Media Support

Q Company name

Welcome EU Company
Welcome to your Member's Area for EU Business Hub

1 Express interest 2 Apply 3 Selection result

Eligibility Check Assessment

Get started
Show your interest in relevant missions.

EU Business Hub @ Semicon JAPAN 2024
9 - 13 DEC 2024
Premier event that brings together the semiconductor manufacturing supply chain for the latest insights.
Express interest See more →

Digital Solutions Korea 2024
2-6 DEC 2024
Premier event that brings together the semiconductor manufacturing supply chain for the latest insights.
Express interest See more →

View more missions

ELIGIBILITY DECISION

STEP 3 – Eligibility decision

- If your company profile is **eligible** for the specific business missions, you are invited to **apply via email**.
- If your company profile is **not eligible** for the specific business missions, do not hesitate to reach out for **feedback**. Your company may be eligible for another Business Mission.
- Please note that the **Expression of Interest form** is not the finalised application.
- Eligible companies will be invited to fill in an **Application form** to the business mission they would like to participate in.

The screenshot displays the EU Business Hub website interface. At the top, a dark blue navigation bar contains the logo 'EU BUSINESS HUB' with the subtitle 'Japan and the Republic of Korea'. To the right of the logo are links for 'Programme', 'Missions', 'Sectors & markets', 'Media', and 'Support'. Further right is a search icon and a dropdown menu labeled 'Company name'. Below the navigation bar, a white section titled 'Welcome EU Company' includes the text 'Welcome to your Member's Area for EU Business Hub'. To the right of this text is a progress bar with three steps: 1. Express Interest, 2. Apply (highlighted with a green circle), and 3. Selection result. Below the progress bar, the 'Your Missions' section lists two missions. The first mission, 'EU Business Hub @ Semicon JAPAN 2024', is marked 'ELIGIBLE' with a green button and shows '32 days left to apply' with an 'Apply' button. The second mission, 'Digital Solutions Korea 2024', is marked 'NOT ELIGIBLE' with a red button and has a 'View Expression of Interest' button. Below this, the 'Other missions you are eligible for' section lists two more missions. The first, 'Digital Solutions Japan 2025', is marked 'ELIGIBLE' with a green button and shows '32 days left to apply' with an 'Apply' button. The second, 'Information and Communication Technologies', is also marked 'ELIGIBLE' with a green button and shows '32 days left to apply' with an 'Apply' button.

EU BUSINESS HUB
Japan and the Republic of Korea

Programme Missions Sectors & markets Media Support

Q Company name

Welcome EU Company

Welcome to your Member's Area for EU Business Hub

1 Express Interest 2 Apply 3 Selection result

Your Missions

EU Business Hub @ Semicon JAPAN 2024
Tokyo, Japan | 9-13 December 2024
ELIGIBLE 32 days left to apply Apply

Digital Solutions Korea 2024
Seoul, Republic of Korea | 2-6 December 2024
NOT ELIGIBLE View Expression of Interest

Other missions you are eligible for

Digital Solutions Japan 2025
Tokyo, Japan | 5-7 March 2025
ELIGIBLE 32 days left to apply Apply

Information and Communication Technologies
Seoul, Republic of Korea | 12-15 January 2025
ELIGIBLE 32 days left to apply Apply

THE BUSINESS MISSION CYCLE



APPLICATION

STEP 4 – Apply

- **Log in to** the Member's Area, **complete** and **submit** the Application form within the set deadline.
- The applications are **assessed** by independent experts using pre-defined criteria.
- If your application is unsuccessful, feel free to contact us for feedback; you may be eligible and better suited for another Business Mission

1

- The application is a two-step process composed of the **Expression of Interest form** and the **Application form**; you need to complete both forms to apply for a BM

2

- The **Application form** is meant to give you the opportunity to showcase your activity in the **best way** possible so take time to properly detail each of the categories

3

- The **Application form** includes:
 - Company details
 - Business profile
 - Business activities
 - International strategy
 - Participant details

THE BUSINESS MISSION CYCLE

Eligibility decision



Online portal



Expression of Interest form



Application form



Selection email



Tailored support to companies



Onboarding towards your mission!

REGISTRATION

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POST-EVENT FOLLOW-UP

CONTACT US

	Country	Email
Cluster 1	Bulgaria, Greece, Romania, Slovakia	cluster1@eubusinesshub.eu
Cluster 2	Estonia, Germany, Lithuania, Poland	cluster2@eubusinesshub.eu
Cluster 3	Denmark, Finland, Ireland, Malta, Sweden	cluster3@eubusinesshub.eu
Cluster 4	Belgium, Czech Republic, Latvia, Luxembourg, Netherlands	cluster4@eubusinesshub.eu
Cluster 5	Cyprus, France, Portugal, Spain	cluster5@eubusinesshub.eu
Cluster 6	Austria, Croatia, Hungary, Italy, Slovenia	cluster6@eubusinesshub.eu

YOUR FEEDBACK IS IMPORTANT TO US



STAY CONNECTED



@EUBusinessHub



@EU Business Hub -
Japan and the
Republic of Korea



@EUBusinessHub



<https://eubusinesshub.eu/>



support@eubusinesshub.eu

Presentation of the EU Japan Centre for Industrial Cooperation

Manuel Hubert

EU-side Managing Director, EU Japan Centre for Industrial Cooperation

EU-Japan Centre of Industrial Corporation

Meeting 29 January 2025

The roles and activities of EU-Japan Centre for Industrial Cooperation

Manuel Hubert
Managing Director



Co-funded by
the European Union



Business Support on Your Doorstep



EU-Japan Centre
for Industrial Cooperation

日欧産業協力センター

Navigating Japan's Complex Market with EU Support

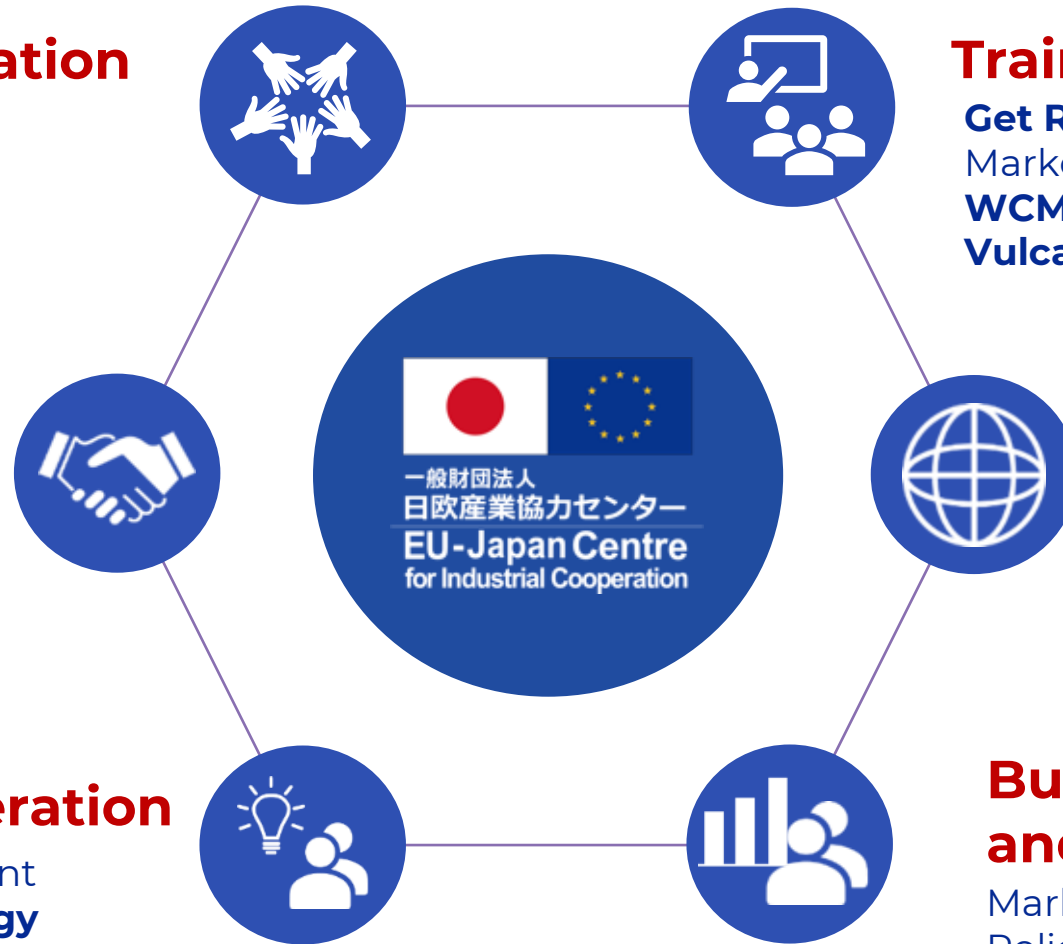
Team Europe Coordination

Business Services

Helpdesks: EPA, Tax & Public Procurement
EEN in Japan, Step in Japan, Business Missions, Eyes on Japan
EU2Japan (food, green, digital)
International Joint Projects
Invest in EU Hub

Promotion of R&D Cooperation

Horizon Europe National contact point
EU-Japan Innovation and Technology Cooperation Helpdesk



Training programmes

Get Ready for Japan
Market access **workshops**
WCM programme,
Vulcanus internships

Industrial Clusters & Regions

Regional and Cluster Collaboration helpdesk

Business Information and Dialogue

Market **intelligence** about Japan
Policy **Seminars**
Minerva expert **reports**,
Business Round Table

Creating the conditions for EU SMEs to benefit from the EPA



What to know?

Market intelligence
Market Access
workshops
Training programmes
Policy seminars



Who can help me?

Business and EPA
infodesk
Public Procurement
helpdesk



Who to connect with?

Business matchmaking

Market intelligence and information on EPA procedures

About EPA General Procedures

Description of the general procedures of the EU-Japan EPA.

📄 EPA, Export



EPA & Cheese and Dairy Products

Tariffs currently applied to hard cheeses will gradually be phased out to become zero for unlimited quantities as from 1 April 2023.

📄 EPA, EU-Japan EPA, Export, Cheese, Dairy



EPA & Footwear and Leather Products

Information about how the footwear sector can benefit from the EPA preferential tariffs.

📄 EPA, Export, Footwear, Leather



EPA & Fruit and Vegetables

All fresh fruit and vegetables have been liberalised at the entry into force of the Agreement.

📄 EPA, EU-Japan EPA, Export, Fruits, Vegetables



EPA & Human Resources Mobility

Information on human resources mobility after the effect of the EPA.

📄 EPA, EU-Japan EPA, Human resources



EPA & Malt, Starches, Wheat Gluten and Albuminoidal Substances

Information on the complex effects of the EPA on Malt, Starches, Wheat Gluten and Albuminoidal Substances.

📄 EPA, EU-Japan EPA, Export, Cereals



EPA & Meats

Japan will phase out under the EPA its ad valorem duties for fresh, chilled and frozen pork cuts, and significantly reduce the level of the gate price.

📄 EPA, EU-Japan EPA, Export, Meat



EPA & Public procurement

The EU-Japan EPA offers opportunities to EU businesses in the Japanese Government procurement market.



About the EU-Japan EPA

What is the EU-Japan EPA? What is its impact on EU trade?

📄 EPA, EU-Japan EPA, Export



EPA & Fisheries

The EU-Japan EPA represents new opportunities to EU companies seeking to export fisheries to Japan. Under the Agreement, all the fish products have been, or will be liberalised over time.

📄 EPA, Export, Fishery



EPA & Forestry Products

Information about the EPA's impact on forestry products.

📄 EPA, Export, Forestry



EPA & Geographical Indications

This page offers more information on geographical indications.

📄 EPA, EU-Japan EPA, Export, Geographical Indications



EPA & IPR

The EPA covers many different aspects of intellectual property protection, from patents to copyright, trade secrets, and common measures built on the provisions of the TRIPS Agreement. Discover more on this page.

📄 EPA, Export, IPR



EPA & Maritime Transport

The EU-Japan EPA creates new opportunities to EU companies seeking to ship goods to Japan through Maritime transport.

📄 EPA, Export, Maritime



EPA & Processed Agricultural Products (PAPs)

Impact of the EPA on Processed Agricultural Products.

📄 EPA, Export, Processed agricultural products



EPA & Rules of Origin

Clarifications are made on the Rules of Origin following the signing of the EPA.

- Over 400 sector reports and webinars available
- EPA factsheets and practical guides available by product and topic

<https://www.eu-japan.eu/eubusinessinJapan>

Local Market Access Workshops

More than 100 Workshops already performed

- Local information sessions on market opportunities in Japan
- Variety of sectors covered (Digital, clean tech, food, life science, etc)
- 10 sessions in FY23, 400+ participants



Helpdesks



Business infodesk and EPA Helpdesk

Answers EPA-related and any business queries from EU companies

Japan Tax & Public Procurement (JTPP) Helpdesk

Information on Public sector tenders available in Japan
Business support such as Ask-the-Expert service, PP Market Quick Scan, Consultancy during tender procedures, etc.



Regional and Cluster Cooperation Helpdesk

Focus on green & digital transformation, biotech, electronics, aerospace, and other innovative industries.

- **Supporting EU and Japanese partnerships**

- Promotional matchmaking webinars.
- Encouraging clusters to join business missions in Japan.

- **Supporting Clusters for Innovation and R&D collaboration**

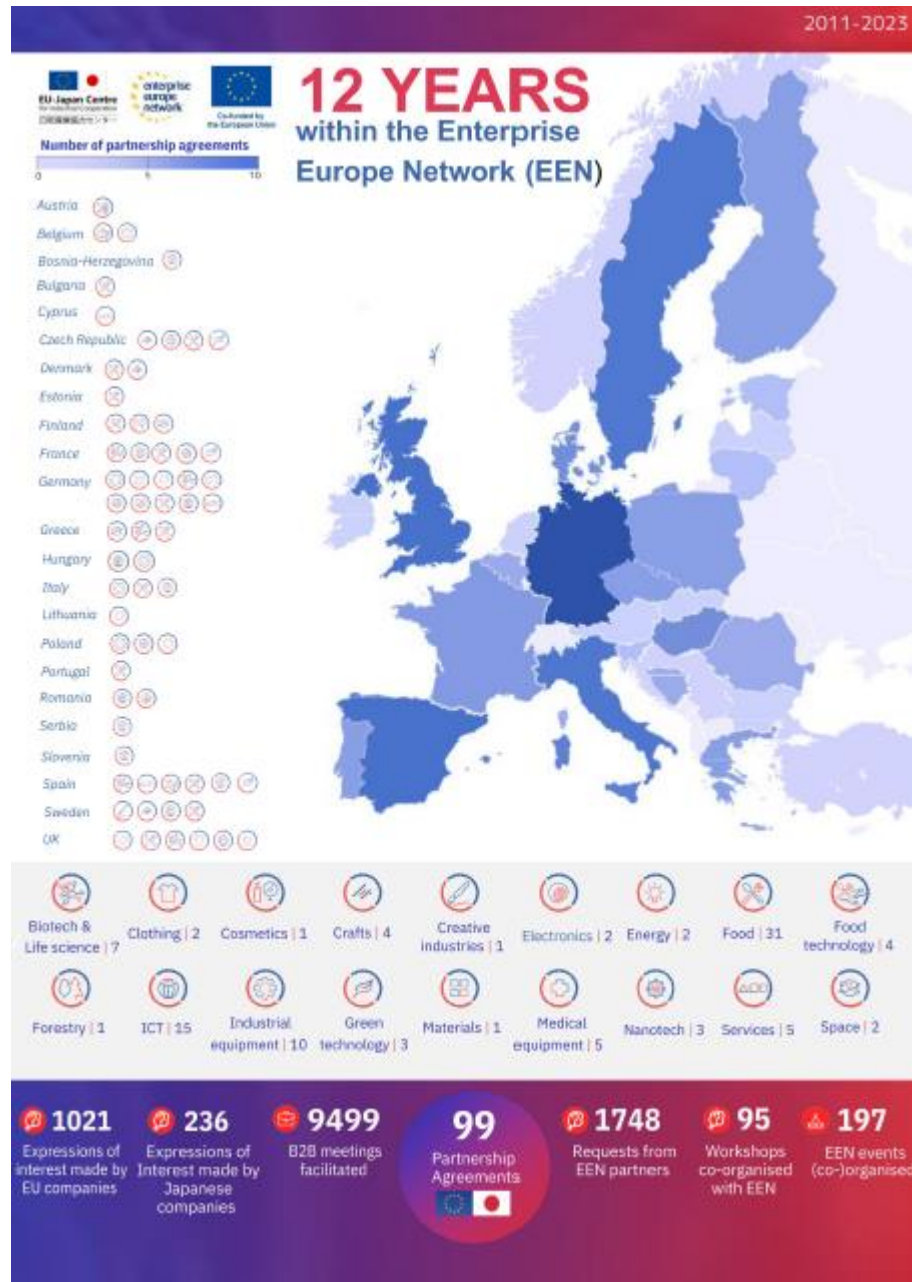
- Facilitates contacts between EU and Japanese clusters, regions, universities, and research institutes.
- Increase connection opportunities with key EU -JP level institutions.

- **Examples of webinars we held in 2024**

- "Growth Ecosystems and Natural Resources" Akita prefecture and North Karelia region. Finland.
- "Aviation Related Industry" Okinawa prefecture and Aerospace Valley (France), METASTARS.
- "Local Innovations in Digital" Okayama prefecture and PRODUTECH (Portugal).
- "Innovations in Food biotechnology" Tsukuba University (Ibaraki pref.) and Aarhus University (Denmark)



Enterprise Europe Network Japan



EU-Japan Centre Upcoming Activities 2025

Visit <https://www.eu-japan.eu/news-eu-japan-centre> for more information

▪ **Business Missions in Japan 2025**

- January 20-25 Smart Factory & Robotics at Smart Factory Expo 2025
- January 29-31 Space Business Mission at ISIEEX 2025.
- February 19-21 Green technologies at Decarbonization Expo 2025
- May 20-23 Defense Business Mission at DSEI Japan
- October (details tba) Biotech Business Mission at BioJapan
- October (details tba) Digital Business Mission at CEATEC

▪ **Training programs in Japan 2025**

- February "World Class Manufacturing"
- On-demand "Japan Market Access" workshops
- May/June, Oct/Nov "Get Ready for Japan" programme (applications open)

▪ **'About Japan' webinar series**

- February 18 "B2B Industrial Drone Market in Japan"
- February 25 "Electronics Sector in Japan"





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

Thank you for your attention

<https://www.eu-japan.eu/>
office@eu-japan.eu



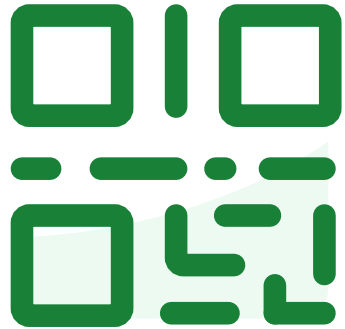
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#Korea_and_Japan

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Is your cluster/organisation currently collaborating with partners in Japan or Korea?

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What type of support would most benefit your organisation in facilitating collaboration with Japan and Korea?

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What do you think is the biggest challenge for collaborating with Japanese and Korean organisations?

① Start presenting to display the poll results on this slide.

Panel debate

Loïc Marin, Head of projects and interclustering networks, CIMES

Thomas Mavrogonatos, Deloitte Consultant, EU Business Hub programme

Manuel Hubert, EU-side Managing Director, EU Japan Centre for Industrial Cooperation

Paulo Gontan Arano, Junior Project Officer, EUROCHAMBRES, EU Business Hub programme

FUNDING OPPORTUNITIES

European Partnership on Innovative SMEs/Eurostars: joint transnational call for proposals (CALL 8 of Eurostars-3)

- The call focuses on **funding international collaborative R&D and innovation projects** involving innovative SMEs, universities, research organisations, and large companies
- The key goals of the project are:
 - **Facilitate international collaboration** to develop innovative, marketable products, services, and processes.
 - **Encourage participation of SMEs** to enhance global competitiveness.
- To be eligible, projects must meet the following criteria:
 - The consortium must be led by an **innovative SME** from a Eurostars country.
 - The consortium must consist of at least two independent entities from at least **two Eurostars countries**, including one from an EU or Horizon Europe Associated Country.
 - The focus must be on **civil applications**.
- Topic ID: HORIZON-EIE-2021-INNOVSMES-01-01
- Deadline: 13 March 2025
- Published on [EU Funding & Tenders Portal](#)

Support for simple programmes targeting China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia

- The purpose of this call is to **increase the awareness and recognition** of the Union's of EU agricultural products quality and restore **market confidence** in cases of market disturbances or consumer trust issues.
- This call includes various thematic focuses, each targeting different objectives:
 - **Union quality schemes:** Promote EU quality schemes (PDO, PGI, TSG) and quality logos for products from EU outermost regions and increase recognition of these schemes among consumers and enhance market opportunities.
 - **Organic production:** Highlight the benefits of organic production methods, including sustainability and environmental impact.
 - **Sustainability and animal welfare:** Emphasise the role of sustainable agriculture in climate, environmental protection, and animal welfare and raise awareness of sustainable practices and their benefits.
 - **Targeted third countries:** Promote EU agri-food products in specific non-EU markets
 - **Organic or sustainable agriculture in third countries:** Promote organic production methods or sustainable agricultural practices in third countries, enhancing recognition and competitiveness.
- The expected impact is to **enhance the competitiveness and consumption of EU agri-food products** and/or to increase awareness of the EU quality schemes, raise their profile and increase their market share in the targeted countries
- Topic ID: AGRIP-SIMPLE-2025-TC-ASIA
- Deadline: 23 April 2025
- Published on [EU Funding & Tenders Portal](#)

Scale-up and optimisation of manufacturing processes for electrolyser materials, cells, or stacks

- This call aims to use **optimisation and upscaling of manufacturing processes** is required to increase production yields and improve cost-effectiveness. New materials, components, and stack designs for improved efficiencies and reduced environmental impact must be produced in sufficient quantities to meet the growing needs of **clean hydrogen production** facilities.
- Projects are expected to:
 - Enhance **European competitiveness** in electrolyser production by increasing production rates and reducing costs.
 - Improve **production yields** (>98%) and **material efficiency** (>80%).
 - Contribute to reduced CAPEX **for water electrolysis systems** and support affordable clean hydrogen production.
 - Create **high-value manufacturing jobs** in the supply chain.
- Topic ID: HORIZON-JU-CLEANH2-2025-01-03
- Planned opening date: 30 January 2025
- Deadline: 23 April 2025
- Published on [EU Funding & Tenders Portal](#)

Joint EUROCLUSTERS for Europe's recovery

- This call focuses on reinforcing innovation and adoption of new technologies for **strategic autonomy**. In particular, the emphasis is on **value chains** within or across one or more of the 14 industrial ecosystems identified in the European Industrial Strategy.
- The call is divided **into two strands**:
 - Strand 1 focuses on **net-zero technologies and critical raw materials**:
 - Strand 2 covers **value chains not covered in Strand 1**.
- Number of projects to be funded: **16** (with at least **8 projects for Strand 1**)
- Maximum project duration: **36 months**
- Budget: **42 million EUR**
- Topic ID: SMP-COSME-2024-CLUSTER-01
- Deadline: **05 February 2025**
- Functional Mailbox for applicants: EISMEA-SMP-COSME-ENQUIRIES@ec.europa.eu
- Published on [EU Funding & Tenders Portal](#)

Opportunities for SMEs: Calls from Euroclusters

- CirclnWater Internationalisation 2nd round: **lump sum** grants offer to individual SME providing water-smart solutions, especially for the agrifood & energy-intensive industries; deadline 12 February 2025.
- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025.
- POLREC: 2nd Networking Open Call for **Polymer Recycling Industries**; deadline 25 February.
- RESIST: 2nd Open Call to participate in **internationalisation activities**, fostering resilience and sustainability in the Automotive – Mobility – Transport ecosystem; deadline 19 February 2025.
- RESIST: **Networking and Marketing activities** to develop more sustainable production tools leading to economic success and resilience improvement in the Automotive – Mobility – Transport ecosystem; deadline 19 February 2025.
- FRIEND CCI: Call for **providers** in the areas of digitalization and/or green transition and/or services for internationalization; deadline 01 August 2025.

All calls here:

https://www.clustercollaboration.eu/funding?f%5B0%5D=status%3A1_open&f%5B1%5D=type%3A101189

Register for the next Talks

Upcoming dates and topics!

- 12 February** [From Lab to Market: The role of collaboration between technology centres and clusters](#)
- 19 February** [Sustainability reporting & sustainability requirements for SMEs](#)
- 26 February** [Building cluster's capacities for developing critical technologies](#)

Continue the discussion



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THANK YOU

