

EU-Japan Regional Cooperation Helpdesk

A bridge for industrial cooperation
between Europe and Japan

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Launch of the EJRC Helpdesk (Oct. 2019)

**Contact the EU-Japan Regional Cooperation Helpdesk
via our offices in Europe and in Japan**

www.ejrc-helpdesk.eu / @EJRCHelpdesk

EU office (Grand Est Region - France)

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Mission

- **Promote cooperation:** industry, trade, investment, research and innovation, tourism and people mobility
- **Inform and guide European regions and clusters, Japanese Prefectures and Clusters**
- **Stimulate new EU-Japan regional partnerships**
- **Bring dynamism to regional economies taking into account local specificities**
- **Include EU+Japan jointly operating vis-a-vis third country (Africa, South East Asia)**

Join the platform as a member (European region, cluster, Japanese prefecture) for:

- **Obtaining guidance and information** (existing tools, funding, instruments, programs) and accelerating your project with Europe/Japan.
- **An opportunity for highlighting and sharing your best practices with Europe/Japan**, at the EU-Japan level in each EU regions / Japanese prefectures, members of the platform (website, newsletter, social networks)
- **Finding European and Japanese partners** to establish new regional cooperation and reinforcing existing ones.
- **Connecting with the EU and Japan initiatives which facilitate regional and business cooperation**

First event, April 2020

**EU-Japan Regions & Cluster Conference
(Strasbourg - France, April 2020)**

Matching between European and Japanese regions, prefectures and clusters



EU AND JAPAN CLOSER THAN EVER

In this period of global turbulence, but also of important institutional transition and increasing demand for the distinct “European way” of doing economic diplomacy, more European action is needed while forging an ever-deeper partnership with Japan. Standing together is a chance to influence global dynamics, and to defend our common interests and values. Japan has today the closest relation with the EU in history.



In this context, I am proud to see that the EU-Japan Centre for Industrial Cooperation is increasingly considered as a pivotal instrument to deal with upcoming challenges related to digital economy, climate change, implementation of the EPA, circular economy, co-financing of industry projects and business partnerships for operating in third countries. And given the uncertain global context, I would add defence industry as an emerging cooperation area of interest. The Centre is mobilising and attracting interest beyond its two co-founders DG GROW and METI, and is active in more than industrial cooperation towards becoming a Centre for cooperation in economic diplomacy.

This implies listening and engaging even more with diverse stakeholders, managing the evolution of the Centre while keeping it flexible to always be quick to adapt and be able to deal with macroeconomics trends as well as local specificities. Today more than ever, local issues go global and global issues become local. While globalisation affects nearly every aspect of people, industry and economies, our clusters and regions do experience these developments very differently. Hence the pertinence of the new EU-Japan regional cooperation helpdesk that we are launching to promote cooperation between European and Japanese clusters, regions and prefectures in terms of industry, trade, investment, innovation, tourism and people mobility.

At the same time we need to be even more active when it comes to communication. “Faire savoir” and “savoir faire” should go together to raise awareness, inform, stimulate, guide and better respond to the needs of our stakeholders.

Philippe de Taxis du Poët,

General Manager (EU-side, DG GROW), EU-Japan Centre for Industrial Cooperation, and Minister Counsellor, Delegation of the European Union to Japan

LAUNCH OF THE EU-JAPAN REGIONAL COOPERATION HELPDESK

The EU-Japan Centre is pleased to announce that CEEJA

(European Center for Japanese Studies in Alsace) in Europe together with the Prefectures of Gifu and Iwate in Japan will develop the EU-Japan Regional Cooperation helpdesk.

The helpdesk will put together a platform mobilising the maximum number (if not all) European regions and clusters and Japanese Prefectures and clusters.

The objective is to promote cooperation in terms of industry, trade, investment, innovation, tourism, and people mobility. Such cooperation will be bilateral between European and Japanese stakeholders, but it may also include EU with Japan jointly operating vis-à-vis third countries, e.g. in Africa and South East Asia. The organisers of the helpdesk (CEEJA, Gifu and Iwate Prefectures) have a rich experience of cooperation and many contacts on both sides. This will be beneficial to put in place the helpdesk for presenting appropriate information (existing tools, funding, instruments) and opportunity for finding European and Japanese partners to establish new regional cooperation and reinforcing existing ones.

The EU-Japan Centre invites all regions and clusters (and network of clusters) in Europe and all Prefectures and clusters in Japan to contact CEEJA to become members of the EU-Japan Regional Cooperation Platform, and benefit from the helpdesk.

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Enterprise Europe Network annual conference Helsinki, 21-23 October 2019



What is the EU-Japan Centre ?

- Co-funded and co-managed by DG GROW and METI
- Two offices in Tokyo and in Brussels
- 40 staff – mix of European and Japanese
- Launched in 1987 – 32 years of trust built and joint activities



Missions

Promote EU-Japan cooperation in terms of:

- Industry: business missions
- Trade: EPA helpdesk
- Investment: EIB-JBIC agreement for co-financing
- Research & Innovation: Horizon 2020 contact point in Japan
- People mobility: 1-year training in industry in Japan / in Europe
- Close cooperation with the Member States Trade Promotion Organisations