

Workshop on

Facilitating Access of European SMEs to the Japan Market

In-depth Study “Opportunities for the Internationalization of SMEs” is carried out for the Enterprise and Industry Directorate General of the European Commission by EIM Business & Policy Research in the Netherlands in cooperation with Yokohama National University.

Program

Date Jan 27, 2011

Venue Japan External Trade Organization (JETRO), Room 9D (9th floor)
Ark Mori Building, 12-32, Akasaka 1-chome, Minato-ku, Tokyo

Workshop coordinator

Prof. Itsutomo MITSUI

Yokohama National University, The head of local researchers

Workshop

10:30-11:00 Registration, coffee

11:00-11:10 Welcome

Mr. Hiroaki ISHII, Executive vice president of Japan External Trade Organization

11:10-11:25 Introduction to the workshop

Mr. Rob van der Horst, EIM Business & Policy Research, Country coordinator

11:25-11:40 Overview on Interviews for Organizations

Prof. Itsutomo MITSUI

11:40-11:55 Overview on Interviews for EU SMEs

Researcher Dr. Yoji MIZOBE, Yokohama National University

11:55-12:50 Technical Questions

Moderator: Mr. Rob van der Horst

Business lunch

13:00-14:30 Room Galaxy III, ANA InterContinental Tokyo

Workshop

14:30-16:20 Discussion

Moderator: Prof. Itsutomo MITSUI

16:20-16:30 Concluding Remarks

Mr. Rob van der Horst

Co-sponsored by Yokohama National University and Japan External Trade Organization



The major questions to be discussed

The major questions to be discussed are listed as follows.

Tour de Table:

How to facilitate access to the Japanese market ?

What is the role of individual EU Member States and what is currently the role of the EU ?

How could support been improved?

What (additional) role could the European Commission play ?

Examples:

- Programmes like Gateway Korea, Japan
- Programmes like the Executive Training Programme Korea, Japan
- SME IPR Helpdesk like the one in China
- EU SME Centre like the ones in India and China
- Contact points of the Enterprise Europe Network
- Coordination of the services offered by different Members States
- Coordination between services offered by different Members States and services offered by the European Union
- Extension of the Market Access Database
- Strengthening the Market Access Teams
- How to service businesses from ('new') EU Member States that don't have a commercial counsellor or a foreign trade office in Japan?

Participants

Delegation of the European Union to Japan, EU-Japan Centre for Industrial Cooperation, European Business Council in Japan, German Chamber of Commerce and Industry in Japan, British Embassy Tokyo, Austrian Embassy Commercial Section, Ministry of Economy, Trade and Industry, Kanto Bureau of Economy, Trade and Industry, Small and Medium Enterprise Agency, International Center, Organization for Small & Medium Enterprises and Regional Innovation, Japan Small Business Research Institute, and EU SMEs.