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EU GREEN GATEWAY TO JAPAN

1st EU Coordination Meeting

Europa House, Tokyo, 07/12/2016

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- Provide an overview of the EU Green Gateway Programme to Japan.
- Explore coordinate mechanisms with EUMS.

**Aims of this morning's
discussion**



BRIEF OVERVIEW OF GATEWAY

EU Gateway Programme is a long-standing EU-funded initiative to help European SMEs to establish long-lasting business in difficult markets.

EU Gateway participants attend one week market scoping missions and benefit from business support services such as coaching, logistical and financial support.

What is the EU Gateway Programme about?

EU Gateway – 20 years of experience



EU Gateway achievements

OVERALL SATISFACTION



86%

OF THE PARTICIPATING
EU COMPANIES ARE

HIGHLY SATISFIED
WITH EU GATEWAY

BUSINESS PARTNERSHIPS



64%

OF PARTICIPANTS

ESTABLISHED BUSINESS COLLABORATIONS
AFTER PARTICIPATING IN EU GATEWAY
BUSINESS MISSIONS

EU Gateway achievements

REVENUE GROWTH



FOR EACH
EURO INVESTED
IN THE PROGRAMME



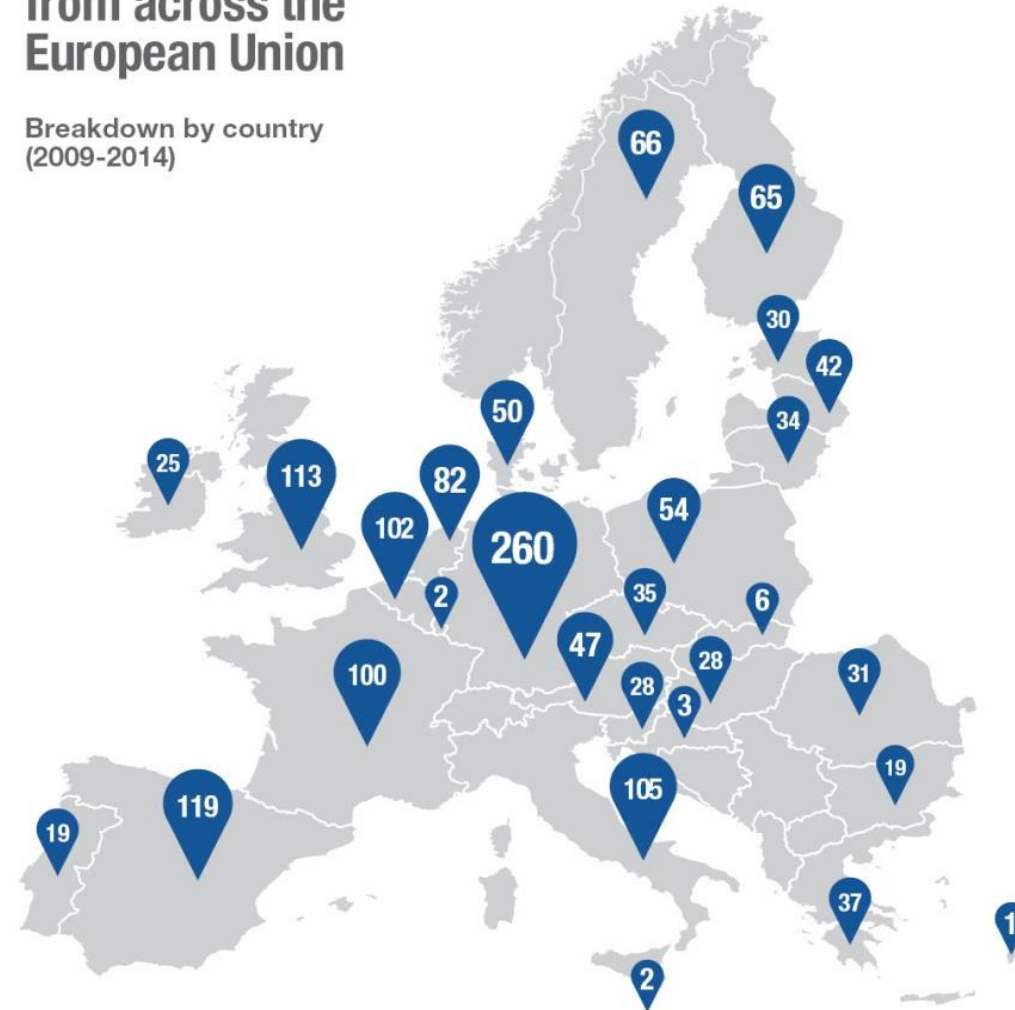
THE COMPANIES GOT
5 EUROS BACK
IN EXTRA REVENUE WITHIN ONE YEAR



1,500 participating EU companies 2009-2014

Participating companies come from across the European Union

Breakdown by country (2009-2014)





EU GREEN GATEWAY TO JAPAN OVERVIEW

- 3 years
- 12 missions*
- 5 sectors: focus on green technologies
 - Construction
 - Energy
 - Environment
 - Medical Devices
 - Railway Components, Parts & Services
- 40 companies per mission (480 total)
- Public Procurement EU-Japan Centre for Industrial Cooperation (Tax & Public Procurement HelpDesk)
- Coordination with EUMS

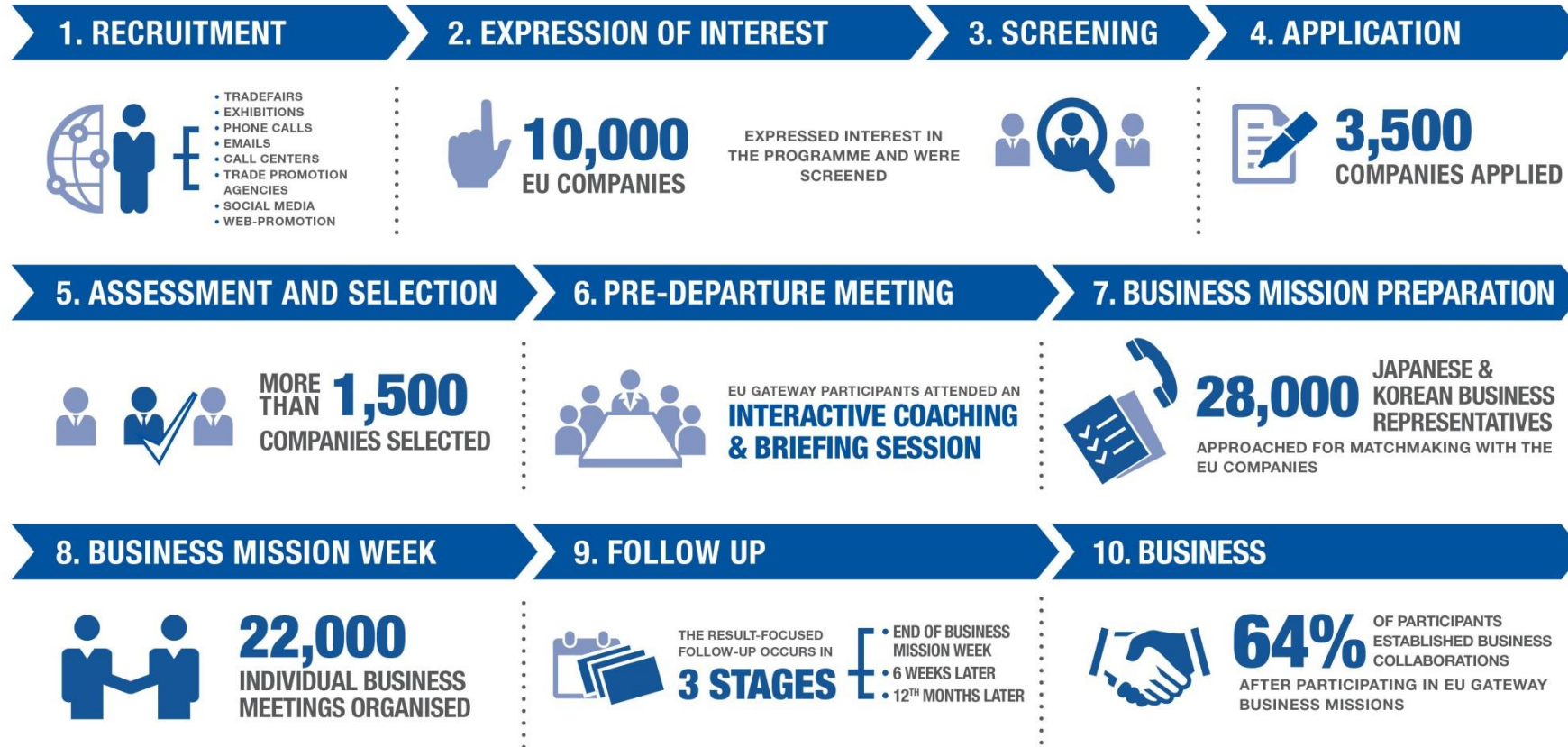
Key Elements of the EU Green Gateway Programme

** x3 missions foreseen in environment & energy sectors; x2 missions in construction, medical and railway sectors.*

Company Selection Criteria

- Exist for 5 years and be able to demonstrate 3 years of financial figures.
- Entirely or majority EU-owned.
- HQ in the EU.
- Active in one of the target sectors
- Green technologies.
- Solid business strategy for entering the Japanese market.

EU Gateway Methodology



Support Services provided

TYPE	STANDARDISED	CUSTOMISED
Strategic	<ul style="list-style-type: none"> - Detailed preparation on business opportunities and business culture. - Scheduling of individual business meetings with local companies. - Individual stand-by assistance during market scoping mission. - Tailored advice on how to follow-up on the market scoping mission. 	<ul style="list-style-type: none"> - Legal advice on: <ul style="list-style-type: none"> • certification procedures • regulatory matters • local legislation • import procedures - Basic information on local companies. - Company profiling of potential partners.
Organisational	<ul style="list-style-type: none"> - Logistical support for the business exhibition, including interpretation, installation of booth, design and creation of scoping mission catalogue and promotional material. - Targeted promotion of the company and its products, as well as invitation of selected visitors from Japanese companies to the exhibition. 	<ul style="list-style-type: none"> - Translation and printing of: <ul style="list-style-type: none"> • company brochure (max. 4 pages A4, colour print) • product flyer (max. 2 pages A4, colour print) - Production of poster and banner for booth decoration.

Support Services provided (financial)

TYPE	STANDARDISED	CUSTOMISED
Strategic	<ul style="list-style-type: none">The cost of the standardised strategic and organisational support services shall be entirely by the project.	<ul style="list-style-type: none">Each selected company may choose among these up to a market value of max. €1,000 on a co-funding basis 80/20 (EU/Company).
Organisational	<ul style="list-style-type: none">Travel costs plus hotel accommodation (one night) to pre-departure meeting in Brussels (intra-EU travel) one person per selected company.€1,000 co-funding accommodation costs for one room per company	<ul style="list-style-type: none">The cost of customised services beyond €1,000 must be covered by the selected company.Where the contractor is unable to provide these services, the services shall be provided by third parties.

Support Services provided by the EU-Japan Centre for Industrialised Cooperation through the Tax & Public procurement HelpDesk

- A general briefing on public procurement practices in Japan (per mission).
- A briefing on public procurement opportunities in Japan in the target sector (per mission).
- Access and support to translators for translations of tender specifications.
- Assistance with applications for supplier qualification, including preparation of documents necessary for registration.

Standard Mission

DAY	ACTIVITY
Sunday	Arrival
Monday	Sector Briefing Study Tour
Tuesday	Exhibition Day 1 1-2-1 Meetings Official opening and networking session
Wednesday	Exhibition Day 2 1-2-1 Meetings
Thursday	Exhibition Day 3 1-2-1 Meetings
Friday	1-2-1 Meetings Debriefing Departure



**EU GREEN GATEWAY TO JAPAN
MISSION PLANNING**

Sector related fairs and events in Japan in 2017 and 2018

Sector	Timing	Location	Event Link
Environment & Water Technologies	May 2018	Tokyo	N-EXPO 2018 (27 th New Environmental Exposition)
	June 2018	Kyoto	Kyoto Smart City Expo 2018
Green Energy Technologies	February 2018	Tokyo	ENEX 2018/ Smart Energy Japan 2018/ Energy Supply & Service Showcase
	July 2018	Yokohama	13th Renewable Energy 2018 Exhibition
Construction & Building Technologies	5-6th July 2017	Fukuoka	Kyushu Home Show 2017
	March 2018	Tokyo	ARCHITECTURE + CONSTRUCTION MATERIALS
Healthcare and medical technologies	February 2018	Osaka	<ul style="list-style-type: none"> • MEDICAL JAPAN • INTERPHEX OSAKA • 3rd Medical IT Solutions Expo • 8th Medical Device Development Expo
Railway components, Parts and Services	29 Nov. – 01 Dec. 2017	Chiba	Mass-Trans Innovation Japan 2017

The Missions schedule must consider:

External factors

- Holiday periods in the EU and Japan (Christmas & New Year; Peak European Summer vacation; May holiday)
- Conflicting events, e.g other trade fairs in Japan and in Europe
- Synergies with other events in Japan
- Availability of suitable venues

Internal factors

- Spread of business missions over the year, especially those in the same sector and start with known sectors
- Avoid simultaneous missions in the same sector to different target markets
- Sufficient time between assessment / selection / pre-departure meeting / finalisation of catalogue
- Spread out application deadlines (and therefore selection deadlines)
- Sufficient preparation time for participants ahead of BM

Thank You