

## OPERATIONAL SUPPORT SERVICES

For EU SMEs entering into or expanding in Japan, the EU-Japan Centre implemented “Step in Japan”, a free logistical support and business assistance in its Tokyo office, for up to one month.

The support measures include:

- a “hot desk” in Tokyo on the Centre’s premises, including an internet connection and telephone;
- full access to meeting and seminar facilities within the Centre’s premises;
- a help desk for all information inquiries on business in Japan;
- assistance with using the Enterprise Europe Network service while in Japan.

For more info contact: [StepInJapan@eu-japan.gr.jp](mailto:StepInJapan@eu-japan.gr.jp)

➔ <http://www.eu-japan.eu/other-activities/step-in-japan>



## PRACTICAL INFORMATION ON JAPAN



Do not miss the opportunity to get access to Japan related info

With [www.eubusinessinjapan.eu](http://www.eubusinessinjapan.eu), EU companies wishing to enter the Japanese market will be able to get access to a lot of practical information on how to do business with Japan.

The Centre published on the website a wide variety of webpages, expert reports and e-learning resources, and regularly organises 2-3 webinars per month covering Japan-related operational matters, industrial sectors and cultural aspects to assist EU companies in seizing opportunities in the Japanese market. Feel free to register on <http://www.eubusinessinjapan.eu/user/register>

## NEXT “ABOUT JAPAN” WEBINARS

Each month, the EU Japan Centre organises webinars designed to improve EU companies’ knowledge of conducting business in Japan.

**THE FORTHCOMING WEBINARS ARE:**

- Society 5.0 Strategy in Japan - 3 April 2018
- The Pharmaceuticals Industry in Japan - 10 April 2018
- The Japanese Furniture and Interior Market - 24 April 2018

During webinars, participants will have the opportunity to listen to selected experts who have agreed to share their knowledge and expertise. Feel free to register at: ➔ <http://www.eubusinessinjapan.eu/events> (Members access only)

## “ABOUT JAPAN” LATEST REPORTS RELEASED

### From Understanding to Navigating Japanese Business Culture

A comprehensive overview on cultural differences between Japan and Europe in order to help European SMEs accelerate the speed and quality of collaborative arrangements with Japanese partners. Unlike other studies, this report presents the Japanese perspective as captured in their interactions with European companies across a variety of business sectors and business formats.

### Update on Artificial Intelligence and AI Applications in Japan

This report provides an overview of the current status of artificial intelligence in Japan and AI applications. It includes information about the domestic AI market, governmental initiatives, and current and future trends regarding AI in Japan. It includes information about the domestic AI market, governmental initiatives, and current and future trends regarding AI in Japan.

### 5G Cooperation with Japan

It provides a comprehensive definition of this new generation of mobile systems by elaborating on its specificities and the different sectors involved. Furthermore, this report presents the current market trends for mobile systems in Japan, and provides detailed information about Japanese cellular operators, as well as manufacturers involved in 5G.

### Opportunities for European SMEs on the Japanese Jewellery Market

This report provides an overview of the Japanese jewellery market, including key market segments, strategic price points, current market trends and future direction of the market. Furthermore, it provides a critical discussion of distribution channels on the Japanese market and, through a number of company case studies, it gives specific advice and practical guidance on how to evaluate the different market entry options.

➔ <http://www.eubusinessinjapan.eu/library/publications> (Members access only)