

# Japanese Corporate Innovation in Europe

2025 Report (v1.0)

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# JETRO: Supporting Innovation Collaboration

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**Hideo Yura**

Director-General, JETRO London

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We are pleased to present the third edition of our report, highlighting the evolving landscape of open innovation between Japanese companies and the European startup ecosystem.

Since the release of the last edition in 2022, Japanese companies have furthered their engagement with European start-ups, aiming for deeper technological collaboration and long-term partnerships. Notably, our findings reveal a growing interest in seed-stage start-ups, reflecting a strategic shift toward fostering innovation from the ground up. Additionally, Japanese companies are increasingly exploring collaborations with European research institutions, recognizing the potential of cutting-edge academic advancements.

In response to global business shifts driven by geopolitical developments, economic uncertainties, and rapid technological progress, Japanese companies are actively pursuing innovation in key areas such as Energy & Climate Tech, AI & Data, Transportation & Mobility and Healthcare & Medical.

This report serves as a bridge for European start-ups and research institutions looking to engage with Japan's innovation ecosystem. To support these connections, this edition features an expanded directory of over 60 leading Japanese companies eager to explore strategic partnerships across various industries.

JETRO remains committed to fostering open innovation between Japan and Europe through business matching initiatives and networking opportunities via our J-Bridge platform. With the recent establishment of our office in Kyiv, JETRO now operates 16 offices across Europe, further enhancing our capacity to support businesses in identifying and connecting with potential Japanese partners.

If you find a company of interest in this report, please feel free to reach out to your nearest JETRO office. As we release this third edition, we hope it will serve as a valuable resource for unlocking new opportunities and strengthening the innovation ties between Europe and Japan.

**Hideo Yura**

Director-General, JETRO London



## About JETRO

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The Japan External Trade Organization (JETRO) is a government-related entity dedicated to promoting mutual trade and investment between Japan and the rest of the world. Established in 1958 to facilitate Japanese exports, JETRO has been committed to building bridges to drive innovation and economic growth, guided by its vision of promoting a prosperous and peaceful world through connectedness.

Currently, JETRO operates under its Sixth Medium-Term Plan (2023–2026), which prioritizes the formation and strengthening of a startup ecosystem where capital, technology, and talent circulate seamlessly between Japan and international markets. As part of this initiative, JETRO actively encourages collaboration between Japanese corporations and overseas startups, driving innovation and new business creation.

In line with supporting this effort is J-Bridge, our business platform designed to facilitate strategic partnerships between Japanese companies and overseas startups, universities, and research institutions through various collaboration models. This includes but not limited to collaborative research, joint ventures, mergers and acquisitions, and technology partnerships. ([Learn more about J-Bridge](#))

This report highlights JETRO's efforts in Europe, focusing on fostering innovative partnerships between European startups and Japanese corporations. By strengthening these connections, JETRO continues to bridge Japan and the global business community, driving mutual growth and innovation.



## Our Locations in Europe

As of 2024, JETRO has 16 office locations throughout Europe, and a further 60 offices worldwide – across North America, South America, Africa, Oceania, the Middle East, and Asia.

Our London office was founded in 1959, and covers the other important European markets of Norway, Sweden, Finland, Iceland, and the Republic of Ireland with a local liaison. It also acts as headquarters for JETRO offices in Europe.

Our most recent European office was opened in Kyiv, Ukraine, in October 2024 – coming with 10 major Japanese companies and start-ups equipped with advanced technology, and firmly committed to supporting Ukraine's reconstruction.

Vienna, **Austria**

Brussels, **Belgium**

Prague, **Czech Republic**

Paris, **France**

Berlin, **Germany**

Dusseldorf, **Germany**

Munich, **Germany**

Budapest, **Hungary**

Milan, **Italy**

Amsterdam, **Netherlands**

Warsaw, **Poland**

Bucharest, **Romania**

Madrid, **Spain**

Geneva, **Switzerland**

Kyiv, **Ukraine**

London, **United Kingdom**

