

## J-Bridge Platform Europe Launch Event

“Green Growth Strategy makes Business Chance to European companies  
(tbc.)”

In October 2020, Japanese Prime Minister Suga declared the goal of realizing a carbon-neutral, decarbonized society by 2050. The Japanese government led by Ministry of Economy, Trade and Industry (METI) formulated a “Green Growth Strategy through Achieving Carbon Neutrality” in December 2020.

To promote innovation in carbon neutral related industries in Japan under the new policy, METI and Japan External Trade Organization (JETRO) have started a new project in April called “J-Bridge Platform Europe”, focusing on carbon neutral sectors. Within this project, JETRO will support business tie-up between innovative European companies (including startups) and Japanese corporates to promote the open innovation activities of these Japanese companies.

Representatives of Japanese industry and leading European companies within the renewable energy sector will exchange their opinions about the perspective of future business opportunities in Japan.

Date : 17:00 – 19:00(JST) / 10:00 – 12:00(CET) / 9:00 – 11:00(GMT) on 17 May 2021

Format : Online Seminar

Organizer : Japan External Trade Organization (JETRO)

Co-Organizer : Ministry of Economy, Trade and Industry (METI)

Supporter : KEIDANREN (Japan Business Federation)

Audience : Companies from both Europe and Japan in Carbon Neutral related industries

Capacity : around 300 People

Language : Simultaneous Interpretation (English / Japanese)

Participation Fee : Free of Charge

Application : [https://www.jetro.go.jp/form5/pub/jaa/jb\\_europe\\_launch\\_en](https://www.jetro.go.jp/form5/pub/jaa/jb_europe_launch_en)

Deadline : 5:00 (CET) on 14 May 2021

Program (CET):

10:00-10:05 Greetings: Ministry of Economy, Trade and Industry Japan (METI)

10:05-10:10 Opening Remarks: Chairman & CEO of JETRO,

Mr. SASAKI Nobuhiko

<Session 1: Business opportunities between Japan & Europe -Carbon Neutral in general>

10:10-10:25 Key Note1 “Green Growth Strategy & Expectations from Japanese Industry”  
(tbc)

-Speaker: ENEOS Holdings, Inc.

Mr. SUGIMORI Tsutomu

Representative Director, Chairman of the Board Group CEO

10:25-10:40 Key Note2 “Today’s energy world and the role of Siemens Energy” (tbc)

-Speaker: SIEMENS Energy AG

Dr. Jochen Eickholt

Member of the Executive Board of Siemens Energy AG

Member of the Executive Board of Siemens Energy Management GmbH

10:40-10:55 Key Note3 “Today’s energy world and the role of Equinor” (tbc)

-Speaker: Equinor ASA

Mr. Jens Økland

Senior Vice President and Head of Business Development in Equinor offshore wind

10:55-11:00 Introduction to J-Bridge Platform (JETRO)

-Speaker: NAKAGAWA Takashi, DX Promotion Team Leader of JETRO

11:00-11:30 Panel Discussion

1) Mr. Jean-Francois RÉBEILLÉ, COO & Representative Director, BayWa r.e. Japan K.K.

2) Mr. Jan Warzecha, Representative Director, juwi Shizen Energy Inc.

3) Mr. YAMADA Mutsumi, Country Manager, IDEOL Japan LLC

Moderator: Ms. KAWADA Mio, Director-General, Invest Japan Promotion Division of JETRO

<Session 2: Business opportunities between Japan & Europe -Offshore wind energy>

11:30-11:35 The potential of wind power generation in Japan and technological strength of Japanese companies (tbc)

11:35-11:55 Pitch by 4 Japanese companies

- 1) Mitsubishi Electric
- 2) ISHIBASHI Manufacturing Co., Ltd.
- 3) Hamax Co., Ltd.
- 4) Unytite, Inc.

11:55-19:00 Q&A

19:00 End of the event