



JETRO & GTAI Open Innovation Event 2024: Presentation of Best Practices of the “Japanese-German/German-Japanese Innovation Initiative 160”

In 2021, which marked the 160th anniversary year since 1861, when Japan and Prussia signed a treaty on friendship, shipping and trade; Japan External Trade Organization (JETRO) and Germany Trade and Invest (GTAI) agreed to launch the “Japanese-German/German-Japanese Innovation Initiative 160” to promote practical solutions with interactive innovation between Japan and Germany, and also cross-border innovation for current global matters such as an aging society, the COVID-19 crisis, global warming, SDGs and so on. Since then, JETRO and GTAI have been co-organizing business networking events. JETRO and GTAI will introduce successful cases from Japanese and German companies and organizations to promote future innovation.

Date & Time

Thursday, January 18th, 2024 14:00-18:00 (CET)

Venue

Japanese-German Center Berlin (JDZB), Saargemünder Str. 2, 14195 Berlin

Format

English, Free of charge

Organizer

Japan External Trade Organization (JETRO)

Germany Trade & Invest (GTAI)

Program

Entry / Pre-Networking	13:00-14:00 (CET)
Opening	14:00 (CET)
Mr. Masami Hihara, Deputy Director General of JETRO Berlin Dr. Julia Münch, Secretary General of Japanese-German Center Berlin	
Formal Welcome	14:00-14:20 (CET)
Dr. Robert Hermann, CEO of GTAI Mr. Susumu Kataoka, President of JETRO (Video Message) Mr. Kunihiko Kawazu, Minister & Deputy Chief of Mission, Embassy of Japan in Germany	
Keynote Speech	14:20-14:30 (CET)
Mr. Oliver Hasse, Managing Director of INAM Berlin	
Presentations of Best Practices	14:30-15:40 (CET)
<p><i>Introduction of Best Practice Examples of German-Japanese Innovation Projects</i></p> <ul style="list-style-type: none"> ● New Perspectives for German-Japanese University Cooperation in Technology Transfer Ms. Valerie Daldrup, Coordination International Startup Campus at FRIEDRICH-SCHILLER-UNIVERSITÄT JENA ● SME HUB for Japanese-German Collaboration (online session) Mr. Ivica Kolarić, Head of Business Unit Process Industry and of Department Functional Materials at FRAUNHOFER IPA ● Selling Software to Japan Mr. Arnold Bitner, Co-Founder & CRO at MODELWISE GmbH ● Creating Innovation Together Dr. Lyubomyr Matsekh, Sustainability Consultancy Practice Lead at ELEKS GmbH ● Japanese-German Collaboration in Advanced Composite Materials (online session) Dr. Bastian Brenken, Managing Director CU Nord at COMPOSITES UNITED e.V. ● Touching base in Japan – Transfer of Standard Logistic Solutions to an Over-Customized Market (online session) Mr. Alfred Roos, Business Development Director Region Asia at EHRHARDT + PARTNER GmbH & Co. KG ● Building Startups Across Japan and Germany Mr. Frederick Walker, Growth & Ecosystem Lead at VENTURE LAB NITERRA GROUP 	

Short Break	15:40-15:50 (CET)
Presentation GTAI	15:50-16:00 (CET)
<i>Introduction of Digital Hub Initiative and GTAI activities</i> Ms. Sarah Gholiha, Trend- & Innovation Scout at GTAI	
Presentation JETRO / Closing Remark	16:00-16:10 (CET)
<i>Introduction of JETRO programs Invest Japan & J-Bridge</i> Ms. Marina Riessland & Mr. David Imme, Project Managers at JETRO Berlin	
Networking (Catering)	16:15-18:00 (CET)

Event Moderation: Mr. Hiroyuki Kosuge, Director at JETRO Berlin

Registration

Click [here](#) for the registration link.

Please register by **January 17th, 2024**.

For any questions, please contact:

JETRO Berlin (Mr. Kosuge, Mr. Imme)

Email: info-blm@jetro.go.jp

Related Information:

Agreement with Germany Trade and Invest (GTAI) on launch of “Japanese-German/German-Japanese Innovation Initiative 160” and announcement of joint press release in Berlin

https://www.jetro.go.jp/en/jetro/topics/2021/2112_topics1.html

Presentation of Successful Cases of the “Japanese-German/German-Japanese Innovation Initiative 160” on December 5th, 2022

<https://www.youtube.com/watch?v=7QebtacAd1o>

JETRO Munich opening ceremony and “Innovation through German-Japanese Cooperation” seminar

https://www.jetro.go.jp/en/jetro/topics/2022/2207_topics1.html