



## **Call For Successful Cases of Global Problem-Solving through “Japanese-German/German-**

## **Japanese Innovation Initiative 160”!**

## **The Story Successful Will Be Promoted Far and Wide!**

16 June 2022

JETRO·GTAI

### **【Objective】**

On the 160th Anniversary of Japan-Germany Friendship in 2021, JETRO and Germany Trade and Invest (GTAI) launched the “Japanese-German/German-Japanese Innovation Initiative 160”. Upholding the Initiative, JETRO and GTAI promote new Japanese-German innovations contributing to solving global issues such as climate change, low birthrate and ageing society, COVID-19 and other infectious diseases, SDGs and food supply crisis by making successful innovations widely known. Ahead of the next milestone, the 200th Anniversary of Japan-Germany Friendship, good practices are being solicited annually. Are you aware of any applicable initiatives? All the information about the application is here.

### **【Event and Benefits】**

- Several initiatives will be honored at the play-up event in December 2022 as 'Best Practices of the Year'.

Benefits: Presentation on stage at the December event (with award plaque) and presentation opportunities at other events etc.

- The 'Best Practice of the Year' and other good practices from all over Germany and Japan' are announced on the website of JETRO and GTAI.

### **【Criteria】**

- Initiative which has started within the past ten years and continues to be effective.
- Initiative should be carried out by Japanese and German big companies, SMEs, academic and research institutions, etc. Initiatives involving SMEs or organizations from either Germany or Japan (e.g., joint ventures, joint development and production, technological cooperation, and cooperation using technology/raw materials, etc.) are prioritized. Cases of cooperation between large enterprises are also eligible, however as a rule they will be taken up as reference cases.
- Initiatives that are sustainable, have originality, are innovative or are novel (e.g., some kind of synergy between Germany and Japan is necessary).  
Initiatives should aim to solve global issues such as climate change, low birthrate and ageing society, COVID-19 and other infectious diseases, SDGs and food supply crisis.

### **【Application and Selection Process】**

15 July 2022	Deadline of application phase (public appeal and nominations)
July/September	Preselection stage and review of applications
Sept./Nov.	Committee meeting to decide on play-up initiatives
Dec.	Play-up event, announced on JETRO/GTAI website

### **【Contact】**

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