

# JETRO Dubai Topics NEWSLETTER

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## JETRO

Japan External Trade Organization

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## UAE holds Strategic Business Forum in Japan

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Exploring prospects for increased business partnerships between the UAE and Japan and within the framework of the MoU signed between the economic ministries of Japan and the UAE for promoting bilateral trade and investment as well as for promoting Japanese SME investments into the UAE, a high-level UAE business delegation visited Japan **on 6<sup>th</sup> and 7<sup>th</sup> of March 2018**. The 85 member strong delegation, comprising of high officials of the Ministry of Economy, representatives of other key government entities and major private sector investment companies was headed by H.E. Eng. Sultan Bin Saeed Al Mansouri, the UAE Minister for Economy.



On 7<sup>th</sup> March, JETRO organized the “UAE-Japan Strategic Business Forum” in cooperation with UAE Embassy in Japan and Ministry of Economy, Trade and Industry. This ceremony was also attended by H.E Eng. Sultan Bin Saeed Al Mansouri, the UAE Minister of Economy; H.E Kosaburo Nishime, Japan’s State Minister of Economy, Trade and Industry; Mr. Hiroyuki Ishige, Chairman and CEO of JETRO; H.E Khaled Omran Sqait Sarhan Alameri, UAE Ambassador to Japan; and Mr. Masami Ando, Managing Director of JETRO Dubai & MENA.

Mr. Hiroyuki Ishige welcomed the delegates and the two ministers delivered opening addresses. Mr. Masami Ando made a brief presentation on the current situation of Japanese companies in the UAE and on JETRO’s support activities for the promotion of small and medium enterprises. H.E Khaled Omran concluded the opening ceremony by his closing speech.

Opening ceremony was followed by working sessions and B2B matchmaking.

## JETRO signed 3 MoUs with UAE Government Entities

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During the Business Forum’s opening ceremony, three new Memorandums of Understanding (MoU) were signed between JETRO and UAE government entities to promote investments and provide support for small and medium enterprises in the UAE.

JETRO signed the MoUs with the Abu Dhabi Department of Economic Development (ADDED), the Department of Economic Development of the Emirate of Ras Al Khaimah (RAK DED) and the Department of Industry & Economy of Fujairah (Fujairah DIE). On behalf of JETRO, Mr. Masami Ando, Managing Director of JETRO Dubai & MENA signed the MoUs.



On 6<sup>th</sup> March, the first day of the event, H.E Abdullah Saleh, Undersecretary of the UAE Ministry of Economy and H.E Khaled Omran Sqait Sarhan Alameri, UAE Ambassador to Japan and other senior members of the UAE delegation met Mr. Osamu Mizui, Executive Vice President of JETRO, and other senior officials at the JETRO Headquarter and attended briefing seminars on “Japanese Economic Situation in the World” and on “Circular Economy” organized at the JETRO Headquarter Office.

## Increasing participation of Japanese companies in Japan Pavilion in Arab Health

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Japan ranked the first among 80 countries according to the U.S Department of Commerce International Trade Administration’s country case studies on healthcare IT metrics. This top position reflects the facts that Japan has the third highest GDP level

globally; a large Health IT market size (exceeding \$1 billion); a high concentration of population clustered in urban areas; a tech-friendly society; and very good Health IT infrastructure. All these factors indicate that Health IT already has a good potential for continued growth.



Japan is representing the second largest market in the world for medical devices products behind the United States. These factors allow large potential for Japanese healthcare products to expand in the Middle East and worldwide.



Japanese healthcare companies can see the potential in the region with the increasing demand of the number of companies participating in Arab Health Japan Pavilion every year.

JETRO organized Japan Pavilion in Arab Health 2018 from **29<sup>th</sup> till 1<sup>st</sup> of February in Dubai World Trade Centre**, with 15% increase in the number of participating companies in the pavilion this year. There were 78,509 visitors during the Arab Health 2018.

Japanese medical devices are acknowledged with “high precision”, “hard to break” and “ease of use”. There were wide range of products displayed by the exhibiting companies such as physiotherapy devices, spirometers, diabetic foot therapy device, portable video endoscope system, disposable anesthesia

needles, LED microscope, LED otoscope, LED headlight, among many other products that companies from the region got a chance to meet the Japanese producers when visiting Japan Pavilion in Arab Health 2018.

## Japanese food products expanding its potential in UAE and the region

The Gulfood 2018; which was held from **18<sup>th</sup> to 22<sup>nd</sup> of February at the Dubai World Trade Centre**, wide variety of Japanese products were displayed by the 36 exhibiting Japanese companies under the Japan Pavilion. They found several distributors and agents in the country this year. Japanese companies achieved sales target of 1 Billion Japanese Yen during the exhibition.

Currently, Japan is expanding its food trade through the global halal market by tackling the opportunities in the Middle East market.

In light of Gulfood Exhibition, it’s worth mentioning the success of Japanese companies participated in Japan Pavilion last year could partner with local distributors to expand their business in this country.



The most attractive products for the buyers were genuine “wagyu” beef; creamy and smooth vegetable soup; processed fish sausages; naturally brewed non-alcoholic soy sauce; wasabi and yuzu flavor seasoning that is good for health; in addition to the popular Japanese Green Tea that fights various diseases and keeping people in good oral condition.

In Gulfood 2018, Japan pavilion displayed products such as instant noodles, instant soup, soup (that contains no chemicals or preservatives) that can be used for hotels & restaurants, crab sticks, fish sausage, food seasoning & dressings, in addition to Japan top selling “Soumen noodles”. Also, there had been variety of drinks including body infiltrating drink (sports drink), Japanese energy drink, dietary slimming green smoothie, collagen drink, variety of Japanese green tea (matcha) and also fresh milk.

Using Japanese quality food and ingredients will help your food business. As proof of this, use of Japan’s genuine “wagyu” beef is expanding in the fine dining restaurants all over the UAE rapidly.

## Japanese and Middle East anti-counterfeit watchdog, JETRO and MEIPG, steps up war against fakes in UAE

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The Japan External Trade Organization (JETRO) and Middle East Intellectual Property Group (ME-IPG) have reaffirmed their commitment to suppress the illicit trade and the circulation of counterfeit Japanese products in the UAE and the wider Middle East region.

And with counterfeit goods worth hundreds of millions being seized in the UAE every year, unsuspecting consumers have been put on high alert on the dangers of using such illicit products.



Speaking at the just concluded IP activation held in Dubai, JETRO spokesperson expressed deep concerns of how the proliferation of counterfeit goods in the region is negatively affecting genuine businesses.

According to Mr. Masami Ando, JETRO Dubai & MENA’s Managing Director counterfeits inflows in the UAE and in particular Dubai is a big concern for Japanese brands and businesses operating in the region. This, he says, is worrying and dangerous trend which, if not tamed, could scuttle the region’s economic gains as well as expose consumers to risks associated with the purchase and use of fake goods.

Mr. Ando was however optimistic that through stakeholder forums such as Spot the Difference: The Real Japanese Brand vs The Fake activation, the war against counterfeits could be won. This IP exhibit was held with the support of the related government authorities such as Dubai Police, Dubai Economy, Dubai Customs and EIPA.



The real vs. fake goods exhibition brought together 6 Japanese companies who took part in educating participants on how to spot fake goods. Visitors to this activation event were sensitized on the dangers in terms of health and security as well as the long-term costs associated with the purchase and use of counterfeit products.

## JETRO Dubai sent “infrastructure business delegation” to Kuwait

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JETRO Dubai organized a delegation focused on infrastructure business to Kuwait on 12<sup>th</sup> March, 21 people from 13 Japanese companies based in the UAE and Kuwait attended. JETRO held a workshop in cooperation with Kuwait Chamber of Commerce and Industry (KCCI) and the embassy of Japan in Kuwait followed with an industrial tour. From Kuwaiti-side, 30 people from 18 Kuwaiti companies and authorities

joined the workshop and had business networking with Japanese delegations.



During the workshop, Mr. Tareq Bader Salem Al Mutawa, member of the board of KCCI and Mr. Masami Ando, Managing Director of JETRO Dubai & MENA gave opening remarks as the organizers, and Mr. Tadashi Fujiwara, Minister, Deputy Head of Mission, made a guest remark. Then there were business presentations from both Kuwaiti and Japanese representatives.



From Kuwaiti side, 3 authorities explained the development plans, trends, methods and their demands for Japanese companies. From Japan side, after the general introduction of Japanese companies' activities in the GCC, Hitachi Zosen Corporation, IHI Corporation, Kawasaki Heavy Industries Middle East FZE and Toshiba Power Systems Kuwait W.L.L appealed their performances. They had a very active business talking in the networking session after the workshop.

After the workshop and networking with KCCI officials, there was a short industrial tour to the laboratory of water-desalination plant of the Kuwait Institute of the Scientific Research (KISR). The Japanese attendees commented that this was a good opportunity as they usually did not have access to such site by their own, and some of them could even talk to KISR about future collaborations.

We at JETRO, as the administrative agency of the Japanese government to deepen and expand mutual business relationship between Japanese companies and overseas companies, would like to continue to have events like this in collaboration with authorities in the Middle East.

## JETRO Dubai Office moved to NEW LOCATION

JETRO Dubai is now operating from new location since December 2017 and would be glad to welcome you in their new office:

 35F, #3503-3506, The ONE Tower  
Barsha Heights, TECOM  
P.O Box 2272 Dubai, UAE

 +971 4 564 5878

 [info\\_dubai@jetro.go.jp](mailto:info_dubai@jetro.go.jp)

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**JETRO Dubai**

35F, #3503-3506, The ONE Tower,  
Barsha Heights, P.O Box 2272, Dubai, U.A.E

T: +971 4 564 5878

E: [info\\_dubai@jetro.go.jp](mailto:info_dubai@jetro.go.jp)

URL: <http://www.jetro.go.jp/uae/>