

JETRO Dubai Topics NEWSLETTER

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JETRO

Japan External Trade Organization

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Japan SME Caravan to the UAE – (Dec2018 & Feb2019)

In accordance with the MOU signed between the UAE's Ministry of Economy and the Japanese Ministry of Economy, Trade and Industry (METI) for promoting Japanese SME investment across UAE through its program "Japan-UAE SME Platform", JETRO took another great initiatives in hosting the visit of two Japanese SME delegations to the UAE during the months of December 2018 and February 2019.

The **first delegation** comprised of 16 Japanese companies from various sectors such as education, textiles, agriculture, information technology and F&B; visited UAE from **9th to 13th December 2018**, and explored the northern emirates of the UAE, namely, Ajman, Umm Al Quwain, Ras Al Khaimah, and Dubai.

On its first day, the delegation had a meeting with the Dubai Airport Free Zone that provided them with essential information on the opportunities, environment and advantages of doing business inside DAFZA. The following day, 10th December, the delegation visited the emirate of Ajman and attended a business forum organized by Ajman DED and the Ajman Chamber of Commerce. A networking session and a visit to the Ajman Free Zone were also arranged during that day.

On 11th December, the delegation attended a forum arranged by the Umm Al Quwain Chamber of Commerce and Industry, and conducted factory visits to some of the successful companies operating in Umm Al Quwain.



The following day - 4th day, the delegation visited the Emirate of Ras Al Khaimah and attended a business event arranged by the Ras Al Khaimah Chamber of Commerce and Industry. The Chamber also arranged a

visit to one of the largest pharmaceutical manufacturers in the Middle East and Africa based in Ras Al Khaimah – the Julphar Pharmaceutical Industries.

And, on the final day - 13th December, the delegation met the Dubai SME team and obtained necessary details on the key industry sectors, investment climate, opportunities and incentives for doing business in Dubai.



The **second delegation**, comprised of 17 Japanese companies from Food and Beverages sector (tea suppliers, beef and marine products retailers, agriculture, etc.) **was hosted from 17th to 20th of February 2019**.

During their first day, the delegation was toured to the Japan Pavilion at Gulfood 2019 trade show at the World Trade Centre that gave them the opportunity to explore the GCC and Middle East Markets.



On the second day - 18th February, the delegation visited the Emirate of Fujairah and attended a business forum organized by the Fujairah Department of Industry and Economy (DIE). The Fujairah DIE also arranged restaurant tours; visits at Eastern Farm, an agriculture and poultry farm; and a tour at Green Coast Nurseries, a "tissue cultured date palm" farm, in Fujairah.

On the following day, the delegation went to the Emirate of Abu Dhabi and visited various facilities such as Emirates Hydroponic Farm, a Japanese restaurant, fish and vegetable markets, and a supermarket selling Japanese products.



On the final day – 20th February, the trip was concluded with another business forum organized by the Abu Dhabi Chamber of Commerce and Industry, and a tour at Khalifa Industrial Zone.



The event was very successful, for some were able to find potential business partners when they showcased and presented their products and services during the forum, and all were able to gather essential information on how to conduct business in the UAE.

We at JETRO have kept following up their businesses thru our bilateral support scheme named “Japanese SME Platform in the UAE”. Inaugurated on October 2017, we have been making use of the platform, and have already provided business support for over 100 SME’s so far in total.

By allocating two professional representatives as platform coordinators who conduct market researches and find potential partners, we support SME’ business carefully one by one. Some of them

have already successfully started their business in UAE, including an opening of a Japanese restaurant, collaboration in making traditional Muslim fashion textiles, and providing unique techniques to some industrial facilities.

We will continue and keep supporting them to let their business expand more in this area.

JETRO presented high quality tasty Japanese foods at GULFOOD 2019

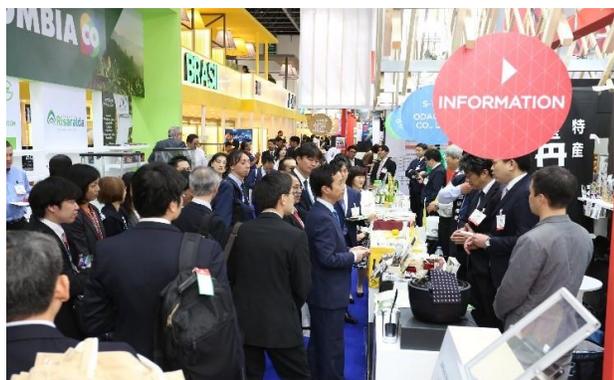
A total of 44 companies from Japan participated in the Gulfood 2019 in Dubai, under the Japan Pavilion organized by JETRO, from 17th to 21st February 2019. Gulfood is the largest food and beverages related exhibition in the Middle East, held at the Dubai International Exhibition and Convention Center. More than 98,000 visitors from 182 countries attended the event, in which, 5,000 exhibitors showcased their products.



Japan Pavilion was located at the Trade Center Arena and Za’abeel Plaza Hall. Exhibitors at the Japan pavilion displayed tasty and healthy foods and food ingredients from all over Japan, such as Japanese special rice, fresh and processed fruits, authentic Japanese wagyu beef, Japanese sweet potatoes, gluten-free cakes, Ramen noodles, healthy fish sausage and a host of different variety of food was on display.

Out of the 44 exhibitors, 21 were first-timers in the Gulfood, seeking to entry into the UAE and to wider Middle East market, JETRO had supported and promoted their unique products during the exhibition.

On the first day, during the opening of the exhibition, Mr. Kojiro Takano, Parliamentary Secretary for Agriculture, Forestry and Fisheries of Japan visited the Japan Pavilion, and thanked and encouraged all the exhibitors for their support and participation.



During the exhibition, JETRO organized Food tasting events at Za'abeel Plaza Hall every day, and visitors had experienced and tasted a selection of menus served on each day. All visitors gave great feedbacks about the food served and the master ingredients from Japan.

Popular international dishes used Japanese ingredients to enhance their taste and flavor, testified by renowned chefs during the exhibition. Through the exhibition, we expected to further expand the market's knowledge and experience about healthy and unique Japanese foods and ingredients.

Our successful participation in the Gulfood Exhibition encouraged and increased Japan's food production and food trade in the Middle East.

JETRO set-up Japan Pavilion at Arab Health 2019

JETRO presented Japan Pavilion at the 44th edition of the Arab Health exhibition in Dubai, with 26 companies from Japan participating in it. This was the 9th time, JETRO was setting up a Japanese Pavilion at the Arab Health Exhibition in Dubai. The exhibition was held from **28th to 31st January 2019**, at the Dubai International Convention and Exhibition Center.

Arab Health is the largest trade show in the healthcare industry in the Middle East. The exhibition welcomed

more than 85,000 healthcare & trade professionals from 160 countries across the 4 days of the show. More than 4,200 exhibitors from 64 countries attended the trade show, showcasing latest technological advances in the medical equipment and devices sector.



The 26 Japanese exhibitors under the Japan Pavilion introduced safe and high-quality medical products and devices from Japan, seeking entry into the UAE and the wider Middle East market. JETRO supported and encouraged their professional products so as to help them become popular and widely traded in the Middle East market.



One day before the opening of the Arab Health exhibition, JETRO organized a hospital visit for the Japanese delegation. This year, the delegation visited the Al Jalila Children's Specialty hospital in the Dubai Healthcare City, where many hospitals and medical universities from all over the world are located.

This hospital is the first dedicated children's hospital in the UAE, and a state-of-the-art pediatric medical facility, created under the directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai.

Compared to previous years, this year we had more opportunities for business meetings and networking

to introduce the high quality and unique products from Japan. Through our successful participation in the Arab Health Exhibition, we expect to expand the trade of Japanese medical equipment and devices further into the Middle East market.

Intellectual Property Seminar & Public Awareness Events

ME-IPG (Middle East Intellectual Property Group) is a group of Japanese companies that are interested in Intellectual Property Protection. ME-IPG has been conducting many Intellectual Property activities in the Middle East and Africa region since 2017.

On **9th January 2019**, JETRO and Dubai Customs held an Intellectual Property Workshop at Al Furdah Conference Room, Dubai Customs HQ.



Five member companies of ME-IPG made presentations and gave lectures on examples of fake goods and how to distinguish fake goods versus genuine goods. About forty officers from the Dubai Customs attended the workshop. The attendants listened attentively to the presentations and cultivated a better understating of intellectual property protection.

In February, three ME-IPG member companies joined IP Protection seminars held in Turkey and Egypt, in association with the Customs departments of those countries. These seminars were organized by JETRO, and the Ministry of Economy, Trade and Industry (METI), Government of Japan.

On **8th and 9th March 2019**, JETRO held an Intellectual Property Public Awareness Event in the Festival City

Mall in Dubai. This was the 2nd year in a row this awareness event was held in Dubai. Ten ME-IPG member companies joined this event. We displayed samples of genuine and fake goods and showed public awareness videos provided by member companies and Dubai authorities.



The aim of this event is to encourage the public in general, to recognize fake goods, and to understand the importance of Intellectual Property. Many shoppers visited the stand and learned about risk of fake goods and differences between fake and genuine goods.

JETRO Dubai held GCC Tax Update Seminar

In **May 2019**, JETRO Dubai, in partnership with KPMG Lower Gulf Limited, had organized another informative seminar regarding the latest GCC Tax updates.



During the seminar, the KPMG representatives discussed the current tax regime in the GCC; as well as the latest and upcoming key tax developments in the GCC countries such as TP (transfer pricing), vat, customs, excise tax, and BEPS (base erosion and profit

shifting) which were really very helpful for all attendees.

Options in doing business in GCC countries were also tackled; and questions from attendees were also entertained during the forum. Around 40 attendees from various Japanese companies had attended; and all were very grateful and satisfied regarding the seminar.

JETRO Dubai organized Japanese SME Networking event in Dubai

A Japanese SME networking Event was held at the Dubai Chamber of Commerce & Industry on **11th February 2019**. The event was jointly organized by the Japan External Trade Organization (JETRO), Dubai Chamber of Commerce & Industry, and the Global Business Committee of the Youth Entrepreneurs Group (YEG) of the Japan Chamber of Commerce and Industry.



Around 60 Japanese SMEs attended the event from Japan to make a market study and find business partners in Dubai. From the more than 80 local SMEs registered from Dubai for the networking, a number of them had attended the event.

The event began with welcome remarks by Mr. Atiq Juma Nassib, Senior Vice President, Commercial Services of Dubai Chamber of Commerce & Industry, and opening remarks by Mr. Shigenobu Uchida, President of YEG.

Presentations were made by 6 Japanese entrepreneurs showcasing a variety of products and service such as Kimono, traditional Japanese painted toilet, inbound tourism service and more. Presenters

put a lot of thought into the description of characteristics and manufacturing methods of their offerings.

In the networking session that followed, both the participants from Japan and Dubai exchanged opinions and views on business in Dubai. One of the participants said “the event was very informative and I was able to learn the market in Dubai comprehensively”.

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