

JETRO Dubai Topics

# NEWSLETTER

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**JETRO**

Japan External Trade Organization

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## Ground-breaking Ceremony for Japan Pavilion at EXPO 2020

The auspicious event of the ground-breaking ceremony of Japan Pavilion was held on **26<sup>th</sup> August 2019 at the Expo 2020 site in Dubai**. As a participating organization, JETRO is currently working on this project and is leading the team for the erection of the Japan Pavilion.



The ceremony began with a special opening remark by H.E. Tomiyasu Nakamura, Commissioner General of the Japan Pavilion, followed by brief speeches by H.E. Najeeb Mohammed Al Ali, Executive Director of Dubai Expo and H.E. Akihiko Nakajima, Japanese Ambassador to the UAE. The dignitaries wished safe and successful construction of the Japanese Pavilion.

The event was attended by over 30 guests including members from sponsor corporates and Japanese and local media organizations. The ceremony was reported in more than 70 publications including Japanese, English and Arabic daily newspapers.

After the ground-breaking ceremony a bus tour to Expo construction site was organized by Dubai Expo Bureau. Through the site tour, the attendees could see the significant progress of Expo site development, with their own eyes.

The Japan pavilion will be located at the 'Opportunity District' of the Expo site. The theme of the pavilion is 'connecting between the Middle East and Japan'. A cooling system, inspired by the Arab 'Wind-catchers' and Japanese 'Uchimizu', will be used within the pavilion to enhance sustainability. Dubai Expo 2020 will open its doors on 20<sup>th</sup> October 2020 and will run till 10<sup>th</sup> April 2021.

## New Japanese Innovations to showcase in GITEX Future Stars 2019

Japan innovations are back again this year in GITEX 2019 with the participation of new and unique Japanese startups at GITEX Future Stars from **6<sup>th</sup> to 9<sup>th</sup> October at the Dubai World Trade Centre**.

Japan Pavilion will be hosting the startups from various featured sectors; Space Tech, Artificial Intelligence (AI), Smart Cities & IoT, Robotics, Sports Tech, Healthcare, Agro-Tech, Blockchain, and Mobility.



Out of 15 promising startups; 6 were selected by J-Startup program – Launched in June 2018, this project aims to create successful, cutting-edge Japanese startups and empower Japan's startup ecosystem. Now with the J-Startup project supported by the Ministry of Economy, Trade and Industry (METI), JETRO and NEDO, those dreams become a reality for Japan's passionate startups.

JETRO is presenting Six J-Startup companies this year in the sectors of Artificial Intelligence (AI), SpaceTech, Healthcare, and Robotics.

In Artificial Intelligence (AI), **Axelspace** will be showing business of providing universal access to microsatellite technology to empower anyone with actionable data to make intelligent decisions; through providing landscape structure data through the satellite.

**Empath** utilize Artificial Intelligence (AI) to develop Emotion AI, which can identify emotion from the voice in real-time regardless of the language.

In SpaceTech, **ALE Co., Ltd.** will showcase the world's first artificial meteors, using its own microsatellites,

and deliver on-demand entertainment as well as data to grow space business and advance science.

**GROOVE X**, Inc. is using Robotics to show LOVOT a robot that makes you happy. When you touch your LOVOT, embrace it, even just watch it, you'll find yourself relaxing, feeling better. Using technology to enhance levels of comfort and feelings of love. LOVOT will react to your moods, and do all it can to fill you with joy and re-energize you. LOVOT was born for just one reason – to be loved by you.

Another Robotics company is **Terra Drone Corporation** showing case Terra Drone; one of the biggest drone service providers in the world offering cutting-edge solutions for aerial survey, drone-based infrastructure inspection, drone data processing and analysis, etc.

DFree is offered by **Triple W Japan Inc.** to serve the Healthcare sector. DFree is the first wearable toilet timing device that predicts when you need to go to the toilet, especially designed for elderly and people who suffer from loss of bladder control.

JETRO's mandate is to facilitate and foster business between Japan and the rest of the world and following the April 2018 signing of a Joint Statement on Deepening and Strengthening Strategic Partnerships by both Japan and the United Arab Emirates. It also follows Dubai being named a Global Acceleration Hub under the Japanese Ministry of Economy, Trade and Industry's elite J-Startup program. As a Global Acceleration Hub, JETRO's Dubai office will support Japanese start-ups with extensive and increased access to regional professional networks and opportunities.

GITEX Future Stars offering a Global Playground for Game Changers are expecting 750+ startups from 75 countries from 19 different Tech sectors and will attract 400 global Investors and accelerators. The event is introducing new platform for young entrepreneurs this year 'Gen-Z platform'.

Japan Pavilion at GITEX Future Stars 2019 will be located at **GITEX Future Stars Zabeel Hall 5 #E10 from 6<sup>th</sup> to 9<sup>th</sup> October at Dubai World Trade Centre.**

## Promotion of Quality and Tasty Japanese Rice – coming up in Dubai

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JETRO will organize a Japanese rice promotion campaign in Dubai from **28<sup>th</sup> October to 10<sup>th</sup> November 2019**. The event will be held at KOBAYA, the first Japanese and Far Eastern Gluten Free Café in the UAE, located at Al Wasl Vita Mall in Jumeirah. Other than the Japanese rice, the campaign will also include promotion of gluten free items such as panko, white rice, brown rice, rice flour, etc.

In Dubai, there are more than 400 supermarkets, restaurants, hotels and retail shops that provide sushi items, and more than 200 Japanese restaurants serve all sorts of Japanese foods. However, most of the shops and restaurants use Non-Japanese rice for sushi, and people often do not recognize the place where the rice is produced. Through this promotion, we expect to further expand the market's knowledge and experience about quality and tasty Japanese rice and new trends in the market for gluten free Japanese rice flour.

On the first day, the event will start with food tasting, where popular international dishes are prepared by skilled chefs, using Japanese ingredients for enhancing their quality and taste. Rice such as panko, white rice, brown rice and rice flour etc., will be used in the preparation of dishes.

On the 2nd, 3rd and 6th day of the promotion, 'Character Lunch' lecture will be held by one of the renowned master chefs. Live preparation of Character Lunch Box will be displayed in sessions, where 7 to 10 people can attend the lecture per session. Promotion will continue until 10th November, where gluten free cakes made with Japanese rice flour, with the recipe, will be made available. Great opportunity for people who are allergic to wheat products will be able to taste and enjoy the gluten free healthy eating!

Items used for the food tasting event will be displayed at the retail shop area, where customers will be able to purchase them after enjoying the unique Japanese taste during the promotion. JETRO is looking forward that this exciting rice promotion encourages and increases the knowledge of Japanese rice as well as food production and trade in the Middle East.

## JETRO to support 20 Japanese Companies at the “46<sup>th</sup> Session of Baghdad International Fair”

JETRO confirmed its participation for the “46<sup>th</sup> Session of Baghdad International Fair”, from 1<sup>st</sup>-10<sup>th</sup> November, at the Baghdad International Fair Ground, Baghdad, Iraq.



This year, JETRO received more than 70 applications, which indicates that more and more Japanese companies are getting interested to explore the Iraqi market. After thorough screening and selection process, JETRO selected 20 Japanese companies that will showcase various types of products, including consumer, cosmetics, medical and industrial equipment at the exhibition.

During the event, each company’s products and services will be promoted at JETRO’s booth by displaying their products and promotional materials, and distributing their samples and company brochures. JETRO will also help them find potential business partners by presenting their products to important Iraqi traders and businesspeople.

The Baghdad International Fair, one of the largest and important events in Iraq, offers a great opportunity for each exhibitor to develop new business and partnership networks in Iraqi market; and JETRO will continuously doing this initiative to open and provide these business opportunities to Japanese companies.

## ME-IPG and European IPG Meeting with Dubai Economy & Dubai Police and Pakistan IP Seminar in Tokyo

ME-IPG (Middle East Intellectual Property Group) and European IPG (European Intellectual Property Group) are group of Japanese companies with the main purpose of strengthening the network among its members and other IP related organizations. ME-IPG and European IPG held regular joint meeting in Dubai on 24th April 2019 and shared knowledge of IP activities in each region.



On 25<sup>th</sup> April 2019, ME-IPG and European IPG had an opinion exchange between Dubai Economy and Dubai Police CID’s Anti-Economic Crimes Department on their respective offices.

ME-IPG and European IPG members joined the meeting with Dubai Economy, where they introduced their latest application called “IP Gateway”. They explained the advantage of using this application, its technical know-how and the benefits it can give to the users. The ME-IPG and European IPG members gained more understanding of this new system and some inquires have been addressed on the meeting.

On the other hand, during the meeting with Dubai Police, ME-IPG and European IPG members have learned that Dubai is targeting “Zero Crime Rate” for EXPO2020. The attendees were enlightened with Dubai Police’s activities and strategies on how they fight counterfeiting.

On **27th June 2019**, an Intellectual Property Seminar concentrating on Pakistan was held at JETRO headquarters in Tokyo.



Mr. Ali Kabir Shah, Partner from Ali & Associates and Mr. Hasan Ifran Khan, Attorney at law in United Trademark & Patent, were invited to share their knowledge and expertise in the field of IP.

The IP seminar was attended by around 50 Japanese companies and patent attorneys who were interested mainly in the IP protection of their products in Pakistan.

This event was organized by JETRO and the Ministry of Economy, Trade and Industry (METI), Government of Japan.

## JETRO Dubai organized Middle East Seminar

In June 2019, JETRO organized a seminar in Dubai on the latest developments in the Middle East. The seminar was held on **27<sup>th</sup> June**, at the conference hall of JETRO.



During the seminar, JETRO Dubai discussed the general outlook of the Middle East's current political and economic situations. While representatives from JETRO Istanbul and the Economic Section of Japan Embassy in Kuwait made presentations on the developments in Turkey, Kuwait and their neighboring countries.

After the presentations, a panel discussion was being conducted that tackled various issues and questions raised by the attendees. Around 90 attendees from various Japanese companies attended the seminar. JETRO received a positive feedback from the attendees, as it provided the participants with very useful insights about the current developments in the Middle East region.

## Mr. Toshiya Sorimachi and Mr. Shukasu Kichise joined JETRO Dubai



**Mr. Toshiya Sorimachi** joined JETRO Dubai as Director in charge of food and agricultural products from June 2019. Mr. Sorimachi replaced Mr. Junji Nakao who served at JETRO Dubai for four years in the same capacity. Mr.

Sorimachi belonged to the Japanese Ministry of Agriculture, Forestry and Fisheries.

Mr. Sorimachi, a 1987-batch law graduate from Meiji Gakuin University of Japan joined the Ministry of Agriculture, Forestry and Fisheries in 1987 at the General Food Policy Bureau. While serving at the ministry's various departments, Mr. Sorimachi was moved to Senegal between 2001 and 2004 as Second Secretary at the Japanese Embassy in that country.

Returning back to Japan, he worked as Deputy Director at the Minister's Secretariat, and at the Agricultural Production Bureau, between 2011 and 2016. In 2016 he moved to Tohoku Regional Agricultural Administration Office and worked as Division Director until 2019.



**Mr. Shusaku Kichise** joined JETRO Dubai as Executive Director from June 2019. Hailing from the Ministry of Economy, Trade and Industry of Japan, Mr. Kichise replaced Mr. Ryohei Tamura who served at

JETRO Dubai in the same capacity for the last four years.

Mr. Kichise, a 2003-batch law graduate from the Kyoto University of Japan, joined Japan's Ministry of Economy, Trade and Industry in the Policy Planning and Coordination Division in the same year. In 2005, he was the Assistant Director at the Consumer Affairs Division, and in 2007, he became the Deputy Director at the Policy Planning and Coordination Division. In 2012 he was a Visiting Scholar in Program on US-Japan Relations at Harvard University in the United States. Between 2013 and 2016 he was the Chief Deputy Director at the Aerospace and Defense Industry Division of the ministry's Manufacturing Industry Bureau.

He served as Chief Deputy Director at the Trade Policy Bureau at the ministry's Middle East and Africa Division for a year from 2016 before moving to the ministry's Electricity and Gas Industry Department in 2017. From 2018 he worked as Chief Deputy Director at the Policy Planning and Coordination Division of the ministry until he was deputed to JETRO Dubai as Executive Director.

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