

JETRO Dubai Topics

# NEWSLETTER

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OFFICIAL PARTICIPANT



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## ❖ JETRO's various activities in response to the pandemic of COVID-19

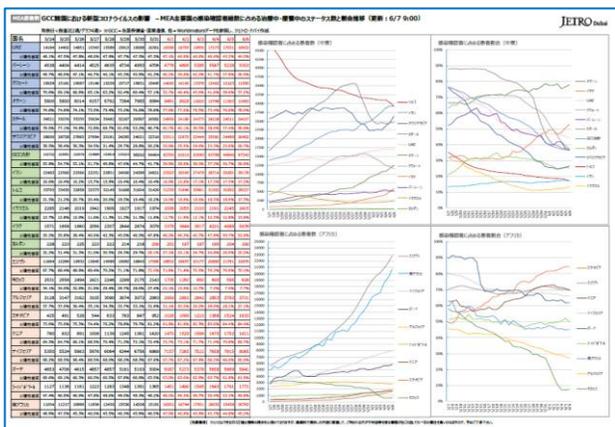
The world has been facing an unexpected and massive challenges due to pandemic of COVID-19. No one was exempted, everybody was greatly affected including Japanese businesses. Both inside and outside of Japan, majority of the businesses are largely damaged and being forced to limit their activities. Having over 70 overseas offices, we, JETRO, are trying as much as we can to support Japanese businesses all over the world.

In JETRO Dubai office, we have done various supporting activities mainly in providing timely information to the Japanese business community consisting of hundreds of companies in the GCC region. Among of these are the following:

### 1) Mail News and Special Web Page

JETRO Dubai launched the COVID-19 related mail news to grasp the latest situation in the region by updating the information such as the numbers of cases and near future project, movement regulations, flight status, government supports, etc. Updated information is also available at JETRO Global Website, as well as worldwide situation:

[<https://www.jetro.go.jp/world/covid-19/>] (only in Japanese language)



### 2) Surveys on Business & Operations of Japanese Companies

JETRO Dubai conducted surveys on Japanese companies' business and operational situations. The surveys were conducted in March for the companies in UAE, Bahrain, Kuwait, Oman and Qatar; and another

one in June for the companies in UAE. According to the latest survey, most of the Japanese expats stayed in the UAE (approx. 80% have not sent anyone back to Japan), as they evaluated the series of the preventive measures of UAE/Emirate government quite positively. Also, only 2% of the companies had laid off their employees, which shows the steadiness of Japanese business and entities.

### 3) Webinars

On 10<sup>th</sup> June, JETRO Dubai held its first Webinar about the UAE Labor Legal Issues in COVID-19 era. Second edition about the issue will be held soon. Also, another webinar was conducted on 15<sup>th</sup> June covering the UAE's current business situations and opportunities.

*\*JETRO Tokyo is also holding series of webinars for the investors and foreign affiliated companies in Japan, to share economic and industrial situations of Japan. Register [HERE](#) to participate.*



### 4) Online Business Matchings

Our switching to the utilization of online tools was quite quick as we held the online business meeting events in late March. When the largest contents business exhibition in Tokyo "Anime Japan" was cancelled, we have switched the business facilitation to online. Starzplay, one of the major VOD platforms in Dubai, who was invited and supposed to attend the exhibition in Tokyo; JETRO has requested them instead to have Zoom meetings with the Japanese contents creators. Both parties were very happy discussing possible business collaboration. JETRO Dubai will continue to provide business connecting opportunities by utilizing online tools.

### 5) Promotion of businesses through E-Commerce platform

Nowadays, shopping online or through E-Commerce (EC) platforms has become more and more common and in-demand due to the recent and ongoing moving restrictions and so on. We are trying to launch some partnership with local EC companies to promote Japanese products through their platforms. The partnership is under discussion and hopefully soon be revealed.

## ❖ JETRO promoted high quality tasty Japanese Foods at Gulfood 2020



This year, 33 companies from Japan participated in the Gulfood 2020, under the Japan Pavilion organized by JETRO, from **16<sup>th</sup> to 20<sup>th</sup> February 2020**. Gulfood, which is held at the Dubai International Exhibition and Convention Centre, is the largest food and beverages related exhibition in the Middle East. About 93,000 visitors from 182 countries attended the exhibition, in which, 5,000 exhibitors showcased their products.

Japan Pavilion was located at the Trade Centre Arena and Za'abeel Plaza Hall. Exhibitors at the Japan Pavilion displayed tasty and healthy foods and food ingredients from all over Japan. Products on display included Japanese special rice, fresh and processed fruits, seasonings, ramen noodles, sweets and a host of different variety of foods and ingredients.

Out of the 33 exhibitors from Japan, 9 were first-timers in the Gulfood, seeking entry into the UAE and the wider Middle East market, where JETRO supported and promoted them in exhibiting their unique products.

During the exhibition, JETRO organized Food Tasting events at Za'abeel Plaza Hall every day, where visitors could taste and experience a selection of menus served on each day. Visitors gave great feedbacks about the taste quality of the food served. Popular international dishes used Japanese ingredients to enhance their taste and flavor as testified by renowned chefs during the exhibition.

Through this event, JETRO expected to further expand the market's knowledge and experience about healthy and unique Japanese foods and ingredients. JETRO's

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

## ❖ JETRO organized Japan Pavilion at Arab Health 2020



JETRO organized once again the Japan Pavilion at Arab Health 2020 exhibition. It was being participated by 21 companies from Japan, held from **27<sup>th</sup> to 30<sup>th</sup> January 2020**, at the Dubai World Trade Centre.

Arab Health is the largest trade show in the healthcare industry in the Middle East. The exhibition welcomed more than 57,000 healthcare & trade professionals from 170 countries across the four days of the show. More than 4,100 exhibitors from 66 countries attended the trade show, showcasing the latest medical equipment and devices.

A day before the exhibition, JETRO organized a hospital visit for the Japanese delegation. They have visited the Saudi-German Hospital in Dubai, which is one of the biggest private hospital groups in the Middle East, offering a wide range of medical services with the highest level of international standards.

Moreover, JETRO had invited nine medical equipment buyers from eight African countries, and arranged 122 successful



business meetings during the event. African market is also demanding for high quality Japanese products.

*\*JETRO Tokyo is also holding a webinar on 30<sup>th</sup> June to introduce seven leading Japanese medical companies and their products. Register [HERE](#) for the detail and registration.*

## ❖ 4<sup>th</sup> Japanese SME Caravan to the UAE

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During the month of February, JETRO hosted once again the visit of the 4<sup>th</sup> Japanese SME delegation to the UAE. This initiative was in relation to 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".

The delegation visited UAE from **2<sup>nd</sup> to 5<sup>th</sup> February 2020**, and explored business opportunities of the emirates of Sharjah, Abu Dhabi and Dubai. The delegation was comprised of 13 Japanese companies from various sectors such as manufacturing, logistics, cosmetics, healthcare, IT and F&B.

On its first day, all the 15 members of the delegation gathered in Dubai and were briefed about the overview of the UAE economy and business from Mr. Masami Ando, Managing Director of JETRO Dubai & MENA; as well as about the legal issues from Mr. Masao Morishita of Nishimura & Asahi Legal Office. The following day, 3<sup>rd</sup> February, the delegation attended a business forum organized by Sharjah Chamber of Commerce, followed by a networking session and a site visits at the University City, Sharjah

International Airport Free Zone (SAIF Zone) and Kingston Holdings FZC.

On 4<sup>th</sup> February, the delegation visited one of the world's most sustainable urban communities and developed smart cities in UAE, the Masdar City in Abu Dhabi. After the visit, the delegation attended another forum organized by Abu Dhabi Chamber of Commerce. A site visits at Al Tayeb Distribution and Lulu Supermarket were also arranged during that day.

During their last day, 5<sup>th</sup> February, the delegation met business people from Dubai with the help of Dubai Exports team. Key industry sectors, investment climate, opportunities and incentives in doing business in Dubai were shared during the business forum. Each Japanese companies was given a time slot to present their products and services during the forum. A networking session was also arranged during that day where delegates had the opportunity to display their products and promote it to businessmen from Dubai. Right after the session, the delegation headed to one of the biggest free zones in the region, JAFZA. Finally, on their way back, the delegates toured to Dubai EXPO 2020 site, providing them the opportunity to see the preparations and expectations from the expo and Japan Pavilion.

The visit was very successful for JETRO received a positive feedback from the delegation. In addition to the essential information they have gathered on how to setup business in UAE, some companies were able to meet potential business partners. JETRO will continue this kind of initiative to support Japanese SMEs expand their business overseas.

## ❖ ME-IPG Kick-Starts 2020 with Intellectual Property Workshops in Ajman and Dubai

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As part of its commitment to enhance cooperation with the relevant Intellectual Property (IP) authorities not only the government of Dubai but also in the entire UAE, Middle East Intellectual Property Group (ME-IPG) started the year 2020 with IP workshops in the emirates of Ajman and Dubai on **29<sup>th</sup> and 30<sup>th</sup> January**, respectively.

In cooperation with the Emirates Intellectual Property Association (EIPA), the IP Workshop on 29<sup>th</sup> January was held in Ajman X Centre. Attended by several inspectors and economic crimes officers from different parts of UAE such as Ajman, Ras Al Khaimah and Sharjah; the event was very informative, providing them with useful information from five Japanese companies on how to identify genuine versus fake products. The attendees were also given a chance to learn and see the actual samples of fake and genuine items after the workshop.



The IP workshop that was held in Dubai on 30<sup>th</sup> January was organized in cooperation with the UAE Ministry of Economy, at the Theater of General Directorate of Criminal Evidence and Criminology, within the Dubai Police Headquarters.

Joined by officers from UAE Federal Government, police, customs and economic department officers from the emirates including Abu Dhabi, Dubai, Umm Al Quwain and Fujairah, the IP workshop in Dubai was very successful, discussing the product identification information in detail. Also, the topic of “Commercial Fraud Legislation” was discussed by Mr. Juma Mubarak Al Nuaimi, Director of Commercial Control of Ministry of Economy.

Actual sample cases from the Dubai Police were also shared by Mr. Hassan Ali Zeen Elabedeen Ahmed and Mr. Khalifa Obaid Sultan Alshamsi on different subjects.

The workshop became interactive as some of the attendees asked questions to the speakers making it more enlightening to everyone.

## ❖ IP Educational Seminar in Dubai Local School



“Start them young”. Aiming to educate not only the authorities but also the public in general, especially the younger generation, ME-IPG conducted an Intellectual Property (IP) Educational Seminar at the National Charity School (NCS) of Dubai on 28<sup>th</sup> January 2020. Though ME-IPG delivered educational seminars at the Japanese school in Dubai in the past, this was the first attempt that focus on students other than Japanese nationals.

The seminar, which was attended by about 40 students from Grade 9 of NCS’ different branches from other emirates, was presided over by Mr. Soichi Murakami, Chairman of ME-IPG. Through the seminar, the students learned about the importance of having basic knowledge and proper awareness against counterfeits.

Students and teachers present at the seminar were very attentive and dynamic in participating, especially during the Question and Answer session. They were very interested and delighted in learning the various aspects of intellectual property rights. Certificates were issued to the attendees afterwards.

## ❖ JETRO promoted Japanese Contents to UAE

JETRO has been promoting the Japanese contents businesses such as anime, manga, etc., to Middle East region including UAE, with the increase of interests in the area. From 5<sup>th</sup> to 7<sup>th</sup> March 2020, JETRO has

organized the Japan Pavilion at the Middle East Film & Comic Con 2020 exhibition at the Dubai World Trade Centre.



This was JETRO's third time participation, and for this year, four companies exhibited inside the Japan Pavilion. The exhibitors were **Pierrot** (one of Japanese major anime studios); **Yoshimoto Kogyo** (a major Japanese entertainment conglomerate); **FUJIFILM** (a Japanese camera, medical equipment manufacturer); and **Books Konikuniya** (a Japanese major bookstore). One more company SEGA Games (a Japanese major game production) was supposed to exhibit, unfortunately, due to pandemic of COVID-19 they have cancelled their participation.

Though the number of visitors to the event was lower than the previous year because of the same reason, people were already concerned about the risk of infection in the beginning of March; still the event closed with high enthusiasm and passion towards creative contents.

They were still a lot of visitors not only from UAE but came all the way from surrounding countries such as Saudi Arabia, Kuwait, Oman and Lebanon. The event also functioned as the gathering point of OTAKU (anime/manga geek) in the Middle East region.

Apart from the event, JETRO has also arranged series of business meetings for Japanese companies to potential partners from UAE and Saudi Arabia to seek opportunities in expanding their business.

With the increase of demand and interests to Japanese contents in the region, JETRO will continue to enhance the business on the field.

## ❖ EXPO 2020 Dubai: Restaurant operator and design of official uniform for Japan Pavilion - Revealed

EXPO 2020 Dubai has been officially postponed for one year due to the health crisis caused by COVID-19, announced by BIE on 29<sup>th</sup> of May 2020. It will now be held from **1<sup>st</sup> October 2021 till 31<sup>st</sup> March 2022**.

Despite the Expo's one-year postponement, JETRO, as a participating organization, will be closely working on its participation preparations with EXPO 2020 Dubai organizer as well as other stakeholders. Below are some recent developments;



On 30<sup>th</sup> of January 2020, Japan Pavilion announced the selection of Sushiro Global Holdings Ltd., as a restaurant operator, after inviting public participation. The restaurant will be located beside the pavilion, serving authentic Japanese sushi using conveyor belts. In this opportunity, the restaurant will be showcasing the charms of Sushi with Japanese hospitality to welcome the world.

The Japan Pavilion has also revealed its official uniform, designed by Morinaga Kunihiko, the founder of ANREALAGE. The eco-friendly materials produced by Toray Industries will be used for the uniform, and the uniquely shaped jackets and trousers are designed as gender-neutral attire. The retroreflective print features expression of connections between people, hearts, and cultures beyond borders.



With its theme “Where Ideas Meet”, the Japan Pavilion will be a point where ideas from around the world meet and bring these ideas together to make a better tomorrow.

For latest information, please see below:

- <https://expo2020-dubai.go.jp/en/>
- <https://media.expo2020-dubai.go.jp/japan-pavilion.pdf>

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