

JETRO Dubai Topics

NEWSLETTER

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OFFICIAL PARTICIPANT



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

JETRO Dubai has continuously extended its support to the Japanese business community in the GCC region by providing a comprehensive information about the latest business situation during this COVID-19 pandemic. Among of these are the following:

1) Survey on Business & Operations of Japanese Companies Vol. 3

JETRO Dubai conducted the third edition of survey for the UAE-based Japanese companies' business and operational situations. According to the latest survey, which was conducted on mid-August, majority of the Japanese expats continued to stay in the UAE (approx. 76%, which is almost the same number from previous survey, have not sent anyone back in Japan). With the continuous health and safety protocols implemented in the country, they have evaluated positively the current situation in the UAE. Also, only 4% of the Japanese companies had laid off employees, which validates the steadiness of Japanese business and entities, although most of them have challenging outlooks on their sales for 2020.

2) Series of Webinars

JETRO has been hosting series of webinars, inviting key experts from various fields to provide an insight of the current COVID-19 situation and outlook.

- ❖ **15th June:** "UAE's Current Business Situation and Its Outlook Webinar" (Presented by: JETRO Dubai & Coordinator)
- ❖ **13th July:** "GCC Logistics Webinar" (Presented by: Manager of Japanese Logistics Provider)
- ❖ **5th Aug:** "World Economic Outlook and Finance Webinar" (Presented by: Global Analyst of Japan's Mega Bank)
- ❖ **27th Aug:** "Middle East Business Situation and Outlook Webinar" (Presented by: Managing Directors of JETRO's Middle East Offices)
- ❖ **Coming up:** "Middle East Geopolitics Webinar" (TBA)

*Over 1,000 Japanese business people from UAE & Middle East countries, Europe, Japan, and all over the world attended these four webinars. JETRO will

continuously provide the latest information in many fields through its upcoming webinars.

3) "With and Beyond COVID-19: Business Opportunities in Japan" promotion video series

JETRO had launched some promotion video series regarding business opportunities in Japan, amid the COVID-19 pandemic.



Series 1: Work Style Changes in Japan (August, 2020)

Short version: <https://www.youtube.com/watch?v=L-oNeNONSKc&feature=youtu.be>

Full version: <https://www.youtube.com/watch?v=EqlANKUU4w&feature=youtu.be>

Series 2: Accelerating Digitalization of Medical Care in Japan (August, 2020)

Short version:

<https://www.youtube.com/watch?v=onUGliFDzD0>

Full version:

<https://www.youtube.com/watch?v=gplVjD4Tmow>

Series 3: Innovation Ecosystem Leading the Way in Japan (September, 2020)

Short version: <https://youtu.be/HWcCQSoGG5A>

Full version: <https://youtu.be/rubJhfXaZql>

*Videos also available at JETRO Dubai website:

➤ <https://www.jetro.go.jp/en/invest/>

4) Others

JETRO continues its' COVID-19 "mail news and special web page" in providing the latest information in the region since the end of March.

*Updated information is also available at JETRO Global website: <https://www.jetro.go.jp/world/covid-19/> (only in Japanese language)

❖ JETRO Dubai lines up series of virtual seminars in partnership with UAE organizations



1) JETRO Dubai & Dubai FDI Webinar Series

JETRO Dubai in partnership with Dubai FDI is reaching out to Japanese investors virtually to showcase business opportunities and potential partnership in the healthcare, food & agri-business, and technology sectors in Dubai.

Webinar Series #1: The Dubai Advantage – Healthcare Sector Opportunities in Dubai

[3pm JPN | 10am DXB | Wednesday | 2nd Sept 2020]

- On 2nd September, the first webinar on healthcare was conducted and attended by H.E Fahad Al Gergawi, CEO of Dubai FDI, who delivered the opening remarks. Key representatives from Dubai Health Authority (DHA), Dubai Healthcare City (DHCC), and Dubai FDI shared a presentations about the Dubai Advantage – the business environment and opportunities in the healthcare sector in Dubai. In addition, Allm MEA and Unicare Medical Trading also made a presentations about their success stories in doing business in Dubai and successful partnership with Japanese companies.

Coming-up:

Webinar Series #2: The Dubai Advantage – Food & Agricultural Sector Opportunities in Dubai

[3pm JPN | 10am DXB | Tuesday | 6th Oct 2020]

Webinar Series #3: The Dubai Advantage – Technology Sector Opportunities in Dubai

[3pm JPN | 10am DXB | Wednesday | 4th Nov 2020]

2) JETRO Dubai & KIZAD Webinar

JETRO Dubai in partnership with Khalifa Industrial Zone Abu Dhabi (KIZAD), the largest industrial and free

trade zone in the MENA region, organized a webinar – “New Opportunities for Japanese Businesses in the Middle East and the UAE Webinar” on 15th Sept 2020, Wednesday, 10am DXB Time / 3pm JPN Time.



The webinar highlighted the key benefits to Japanese companies looking to take advantage of KIZAD’s most competitive business setup solutions and world-class infrastructure facilities.

❖ JETRO supports the Healthcare Business through online meetings

This year, JETRO continues to support the expansion of Japanese medical device exports to the Middle East market through challenging times, ensuring that business goes on amid uncertainties.

The 1st edition of **Omnia Health Live**, the global online healthcare event, organized by Informa Markets, was held in Dubai from 22nd to 26th June 2020.

A total of 13 Japanese companies who are exhibitors from the Arab Health Exhibitions 2019 and 2020, under the Japan Pavilion organized by JETRO, have participated in this virtual event.

According to the organizer’s post-show report; 20,721 healthcare & medical professionals visited and 1,788 exhibitors from 60 countries participated in the live event. In addition, 221 medical expert speaker’s educational sessions were also held during the event.

JETRO coordinated between Japanese exhibitors and the event organizer, ensuring that exhibitors use the platform with business matching recommendations system, in order to get companies information and be able to meet the right buyers who are interested in Japanese products.

Currently, JETRO is holding the “**Medical Online Business Meetings in MENA**” which just started on 14th September and will run till 30th September. Around 44 Japanese medical companies will participate in the business meetings. 8 African buyers from Kenya, Nigeria, Ivory Coast, Egypt, Algeria, Morocco and Ghana, and 7 Middle East buyers from UAE, Iran and Turkey are expected to attend the ongoing event.

JETRO coordinates business matching between Japanese companies and buyers, by sending out information on each company’s profile and video messages, and receive the meeting requests from both parties. It would be very helpful for companies to know the business requirements beforehand so they could prepare in advance for the online meeting.

❖ **ME-IPG and IIPPF held the First Joint Online Meeting**

The Middle East Intellectual Property Group (ME-IPG) for Japanese companies based in Dubai, held its regular meeting, online, on 28th July 2020.

In addition, the ME-IPG had also hosted its first joint online meeting with the International Intellectual Property Protection Forum (IIPPF) on the same day. Both meetings were held following strict physical social distancing protocol, due to the current situation of COVID-19 pandemic.

IIPPF is a joint platform of private and governmental sectors in Japan, established in 2002, seeking solutions for problems of overseas IP infringement. It has a Middle East and Africa project team.

They have been conducting various activities including sending representatives on missions to talk with government officials, provide invitation programs for IP related personnel to Japan and hold IP seminars in UAE, Saudi Arabia, Turkey and Egypt, since 2009. ME-IPG and IIPPF have been working closely, even though mutual visits of its members were very limited in numbers.

On 28th July, twelve ME-IPG and fifteen IIPPF member companies joined the online meeting from UAE, Japan and UK. They shared updates regarding the IP situation in the Middle East and Africa and discussed the challenges in this region, including the possibilities of difficulties or delays in the enforcement of intellectual property enforcement, because of the effect of COVID-19. They have also exchanged ideas regarding IP enforcement at online shopping sites.

❖ **JETRO to organize Online Contents Business Matching Event**

With the objectives of providing Japanese contents companies an opportunity to meet overseas buyers and build a new business in the overseas markets; and on the same, providing overseas contents buyers the opportunity to find Japanese contents makers and distributors; JETRO will be having an online contents business matching event on 6th to 8th of October.

JETRO selected a total of 28 buyers/companies from 18 countries. From UAE, **Front Row Filmed Entertainment**, one of the leading independent film distributors in the MENA region, has been selected.

Front Row is currently distributing Japanese contents such as “One Piece”, “Dragon Ball”, “Code Geass”, “City Hunter”, etc. Also recently, they have closed a deal with one of the major Japanese anime studios.

Over the years, JETRO Dubai has been committed in promoting Japanese contents businesses in the Middle East, especially in the UAE. Its 3 times participation in the Middle East & Comic Con exhibition and series of business matching programs, could attest on its seriousness to open wide opportunities for Japanese contents makers and distributors.

❖ Japan's participating preparation for EXPO 2020 Dubai in progress

EXPO 2020's 5th International Participants Meeting (IPM) was held online from 24th to 27th of August. JETRO, a participating organization of Japan Pavilion for EXPO 2020 Dubai along with more than 190 other participating countries has attended the meeting. Updates on various fields of preparations such as site construction and event programming were given by the EXPO organizer during the meeting. The participants and the organizer were interactively communicated beyond the physical distance and developed conversations to deliver the exceptional global event here in Dubai.



JETRO has created a video program to showcase Japan's participation for the EXPO. JETRO's in-house media team filmed the program in EXPO site early this year, and interviewed Australia Pavilion as well as the Dubai EXPO 2020 Bureau. Despite COVID-19, JETRO will continually be working on Japan's participating preparations actively and safely.

*Video program: <https://youtu.be/qUYLVNL5qn0>

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