

JETRO Dubai Topics

NEWSLETTER

VOL.22, ISSUE 3, T3-2020 *Triannual Newsletter*



OFFICIAL PARTICIPANT



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

It has been almost a year since JETRO Dubai has extended its continuous support to the Japanese business community in the GCC region by providing various comprehensive data and latest business situation during the ongoing COVID-19 pandemic, such as:

1) 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.

- ❖ **23rd Dec:** “Middle East Business Situation and Outlook Webinar” (Presented by: Managing Directors of JETRO's Middle East Offices)
- ❖ **15th Jan:** “Middle East Geopolitics Webinar” (Presented by the Principal of an Intellectual Firm)
- ❖ **Dubai FDI Webinar Series – please refer to page 3**

The graphic features the JETRO logo (Japan External Trade Organization) and the Dubai FDI logo (مؤسسة دبي للتنمية الاستثمار DUBAI FDI). The main title is "JETRO & Dubai FDI Webinar Series". Below it, three webinar topics are listed with their respective dates and times:

- The Dubai Advantage: Healthcare Sector Opportunities in Dubai**
3pm JPN Time | 10am DXB Time | Wednesday | 2nd Sept 2020
- Food & Agriculture Opportunities in Dubai**
3pm JPN Time | 10am DXB Time | Tuesday | 6th Oct 2020
- Technology Sector Opportunities in Dubai**
3pm JPN Time | 10am DXB Time | Wednesday | 4th Nov 2020

2) Series of Online Business Matching Events

JETRO has been holding a series of online business matching events in various business sectors. JETRO connects Japanese companies with unique & innovative products to buyers all over the world, by setting up virtual business meetings. Main industries were food, cosmetics, art, healthcare, anime contents, etc.

3) Others

Since March 2020, JETRO continues its' COVID-19 “mail news and special web page” in providing the latest information in the region.

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

❖ JETRO promoted 10 New Japanese Innovators at GITEX Future Stars



JETRO, now in its fifth year, had organized once again the Japan Pavilion at the **GITEX Future Stars 2020**. The event was held from **6th to 9th of December** at the **Dubai World Trade Centre**, promoting 10 new Japanese Startup Innovators from various sectors.

This year, due to COVID-19 pandemic, only two out of 10 companies, physically exhibited during the event, namely, **CYLOOK Inc** (professional e-sport team) and **mplusplus Co., Ltd** (stage technologists). To fully maximize their trip and participation, JETRO invited and arranged face-to-face business meetings with potential business partner for the two exhibitors.



As for the other companies; JETRO promoted their technology thru product display of their items, booth assistant was assigned for each company to explain their products to visitors with the aid of digital catalogue and product demo videos. Also, online business meetings between exhibitors and visitors were arranged during the event using iPad and zoom video communications tool.

Other exhibitors were **AC Biode** (chemical recycling), **Caster Co. Ltd** (online remote work support), **Challenge Co., Ltd** (earthquake & security sensor alarms), **DG TAKANO Co., Ltd** (water-saving nozzle), **EAGLYS Inc.** (secure computing platform), **Intermedia Laboratory Inc.** (digital handwriting pen, stamps & cards), **Smart City Research Institute** (road management platform), and **XPAND KK** (new spatial linking tool).

Despite the COVID-19 pandemic, the event was a great success. JETRO received a very positive feedback from the exhibitors, all were very happy and satisfied on the outcome, as they were able to meet some prospective buyers and investors. JETRO is committed to continue similar initiatives to support more Japanese startup companies in entering or expanding their business in the region.

❖ JETRO Dubai organized virtual webinar series in partnership with Dubai FDI

JETRO Dubai in partnership with Dubai FDI had jointly initiated a series of webinars to reach out with potential investors and partners from Japan highlighting the opportunities in the **healthcare, food and agriculture**, and **technology** sectors in Dubai.

The virtual outreach kicked off on **2nd September 2020**, with the **healthcare sector** in focus. Key speakers from the healthcare sector were invited during the session, and around 60 Japanese companies attended the webinar.

On **6th October, Food & Agriculture webinar** was organized and attended by 124 participants. In addition to JETRO and Dubai FDI's presentations; Dubai Municipality, Jebel Ali Free Zone and Summit Trading Co. LLC (distributor and wholesaler of Japanese foodstuffs in UAE) also provided a comprehensive overview of the business environment and opportunities in Dubai's Food & Agriculture sector and how Japanese businesses can benefit from it.

On **4th November**, the third and the final leg of the webinar series, had reached out to Japanese investors to showcase and explore the partnership opportunities in **Dubai's technology segment**, and how they can tap into the high growth sector. Alongside with Dubai FDI; Dubai Future Foundation, Smart Dubai, and MAGNiTT (largest online community or venture data platform for startups) conducted a presentations during the session. Around 75 companies attended the webinar.

*For full report of the webinars, please visit this link: <https://www.jetro.go.jp/uae/topics/462201.html>

❖ Japanese Snacks E-commerce Promotion in Collaboration with 1004 Gourmet

During the festive season in December, JETRO Dubai collaborated with one of the most popular Asian Grocery Stores in Dubai, **1004 Gourmet**. It is an initiative called "**Japan Mall Project**" to enhance the introduction of Japanese products all over the world through E-Commerce.

From the products which were registered at the initiative, 1004 Gourmet carefully selected tasty and popular Japanese snacks such as Sweet Mochi, Rice Crackers, Castella, Matcha Senbei, etc.

The Japanese Gift Box was on sale during the festive period. Also, two parties requested the support of several social media influencers (instagrammers) to promote the gift box and Japanese snacks.



*Japanese Gift Box and other products are still available at: <https://www.1004gourmet.com/jetro-promotion/>

❖ ME-IPG Regular Meeting

Conducting face to face meetings are still challenging in the current Covid-19 pandemic situation. Thus, the Middle East Intellectual Property Group (ME-IPG) for Japanese companies based in Dubai, held their regular meeting online twice in this term.

On 16th September 2020, fifteen ME-IPG member companies from UAE, Japan and UK joined the online meeting. Mr. Masakazu Shiozawa, IP Director in JETRO Dubai, gave a lecture on the basics of intellectual property including outline of IP system in Middle East and Africa. Additionally, ME-IPG conducted a survey of IP protection situation for member companies and the results of the survey has been discussed. The information was very useful and beneficial for all the member companies of the ME-IPG.

On 11th November 2020, ME-IPG invited Mr. Hatem Abdel Ghani, Partner and Director of IP Department from The Legal Group (TLG) as a guest speaker and he gave a presentation about the current situation of counterfeit products in the MENA region. He shared the latest information on the effects of COVID-19 and how they fight counterfeiting.

In addition, Mr. Watanabe Koji, Patent Attorney from JETRO Headquarter was also invited to share IPR Valuation and IPR-related strategies for start-up companies. The ME-IPG members gained new knowledge and learned new strategies, also, some inquires have been addressed during the meeting.

❖ Japan Pavilion Preparations for EXPO 2020 Dubai in progress

JETRO along with Japan Pavilion's Project Stakeholders have been continuously working on the preparations for the participation at EXPO 2020 Dubai, in spite of the current health crisis. As of end of November, Japan Pavilion's front façade has been installed and some fit-out works have also been completed.

- **Japan Day at EXPO 2020 Dubai to be held on 11th December 2021**

The date for Japan Day at the EXPO 2020 Dubai has been announced. Every country participating in the world exposition will have a "National Day" throughout the exhibit period, and on that day, assigned country will be having the opportunity to showcase the highlights of their country such as culture or local initiatives. "Japan Day" will be held on 11th December 2021, and the program of the national day will be co-creating with various companies and organizations.



©Expo 2020 Dubai Japan Pavilion (as of November 27, 2020)

❖ Online Symposium for EXPO 2025 Osaka Kansai



Online Symposium
"Future Society after the Pandemic,
Expectations for EXPO 2025, and the
Potential of the Osaka Kansai Region"
March 3, 2021 14:00-16:30 (JST)

Jonas Svensson Richard Baldwin Hiroshi Ishiguro Matt van Leeuwen

<https://www.jetro.go.jp/en/events/20210303.html>

JETRO will hold an online symposium on March 3 in cooperation with the organizer of EXPO 2025 Osaka-Kansai. The symposium will feature prominent international speakers who will discuss how Osaka Kansai Ecosystem use the opportunity of EXPO 2025 and create global cross-over innovation to achieve global issues, including SDGs.

The EXPO will be the first in Osaka in 50 years under the theme of "Designing Future Society of Our Lives".

Symposium: "Future Society after the Pandemic, Expectations for EXPO 2025, and the Potential of the Osaka Kansai Region"

Date & Time: Wed, 3rd March, 14:00-16:30 (JST)

Fee: Free of Charge

Language: Japanese, English (simultaneous interpretation)

Scheduled Speakers:

<Opening Remarks>

- **Hiroyuki Ishige**, Secretary-General, Japan Association for the 2025 World Exposition
- **Nobuhiko Sasaki**, Chairman and CEO, JETRO

<Keynote Speech>

- **Richard Baldwin**, Professor of International Economics, Graduate Institute, Geneva
- **Hiroshi Ishiguro**, Professor at Osaka University and ATR Intelligent Robotics & Communication Laboratories, and Senior Adviser of Japan Association for the 2025 World Exposition

<Presentations & Panel Discussion>

- **Jonas Svensson**, Head of Global Innovation and Technology, UNOPS
- **Matt van Leeuwen**, Chief Innovation Officer, SUNWAY Group
- **Yasuo Kitaoka**, Executive Assistant to the Director, Co-creation Bureau, Osaka University
- **Yoshimasa Sakai**, Director – General of Public Relations Strategy Bureau, Japan Association for the 2025 World Exposition
- **Chikara Takagishi**, Senior GM of Urban Mgt Division, Hankyu Hanshin Properties Corp.
- **Shogoro Fujiki**, Founder & CEO, Biome Inc.
- **Hiroyuki Nemoto**, Director-General, JETRO Osaka

<Closing Remarks>

- **Takeshi Yonemura**, Director-General, Kansai Bureau of Economy, Trade and Industry

Deadline for Registration: Monday, 1st March

<https://www.jetro.go.jp/en/events/20210303.html>

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NEWSLETTER -VOL.22, ISSUE 3, T3-2020

Date: 9th February 2021

-Published by:



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