

JETRO Dubai Topics

NEWSLETTER

VOL.23, ISSUE 2, T2-2021 *Triannual Newsletter*



OFFICIAL PARTICIPANT



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❖ Japan Pavilion at EXPO 2020 Dubai



Japan Pavilion is ready to welcome people from all over the world to the EXPO 2020 Dubai, which will open on **1st October 2021**. Below are the latest updates on Japan Pavilion. We are eagerly awaiting your visit.

❖ Using ideas from around the world to initiate action toward Expo 2025 Osaka, Kansai



Through the latest visual expressions and spatial presentations, the EXPO 2020 Dubai Japan Pavilion, with the theme "Where Ideas Meet," will show visitors how diverse encounters create new ideas and lead us toward a better future.



The Pavilion will also inspire each of its visitors to initiate actions in conveying a message linking to the next World Expo: The EXPO 2025 Osaka, Kansai Japan.

❖ A virtual Japan Pavilion that can be experienced from all over the world

With the COVID-19 pandemic placing physical restrictions on movement, the Japan Pavilion searched for ways to deliver content not only to visitors of the physical venue, but to audiences around the world to get them involved in the action the Japan Pavilion hopes to inspire. The team is pleased to announce the launch of the Virtual Japan Pavilion in the form of two special websites, providing the kind of experiential content that can only be offered digitally. The websites will be launched on Friday, October 1. Interested parties are encouraged to stay tuned for the latest updates.



During the Expo's run, events using "avatarin," a technology that allows users in remote locations such as Japan to operate an avatar and enjoy a realistic tour of the Japan Pavilion, are also planned.

❖ Restaurant to offer a halal menu that can be enjoyed with peace of mind by all



Conveyor belt sushi chain Sushiro will make its first foray into the Middle East as the EXPO 2020 Dubai Japan Pavilion restaurant. The restaurant will demonstrate the appeal of Japanese sushi to visitors from all over the world. All menu items will be halal in order to enable Muslim visitors to enjoy their meal with peace of mind.

❖ **Stage performers finalized for Japan Day on Saturday, December 11**



During the Expo, a variety of National Days will be held to celebrate each of the participating countries. On Japan Day, Japan-related events will be held throughout the entire venue.



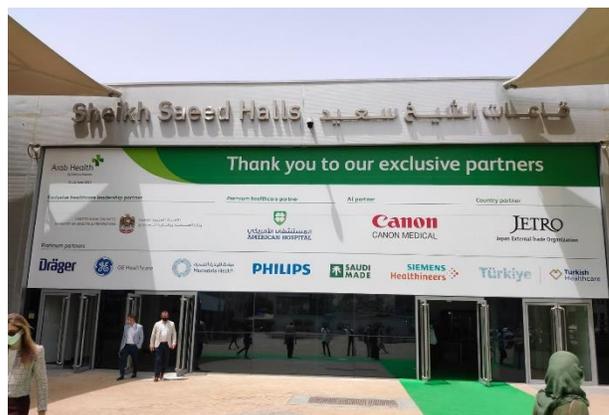
On the main stage, the first half of the performance will feature Shibuya Keiichiro's new Android Opera in a collaboration between an android, Buddhist musical chanting passed down by Koyasan, and NSO Symphony Orchestra (UAE). In the latter half of the stage produced by Shochiku, Nihonbuyo performer Hanayagi Juraku and others will perform a celebratory performance of Nihonbuyo, a Japanese traditional dance, which expresses "Japanese traditional beauty" to bring excitement into Japan Day.

As the opening date of the expo approaches, please visit the official website for the most up-to-date information about Japan Pavilion's exhibits, as well as related events.



❖ **JETRO presented as Country Partner for Japan at Arab Health 2021 Online Showcase**

From 23rd May to 22nd July 2021, JETRO organized Japan Pavilion at the Arab Health 2021 Online Showcase exhibition. A total of 22 medical equipment & healthcare companies from Japan participated; and JETRO was presented as Country Partner for Japan during the online trade show.



Arab Health is the biggest trade show in the healthcare industry in the Middle East. About 1,768 exhibitors attended the Arab Health 2021, out of which 1,500 companies exhibited live and online, while other 268 companies exhibited only online. This exhibition welcomed more than 34,815 healthcare & trade professionals from 62 countries during two months of the online show.

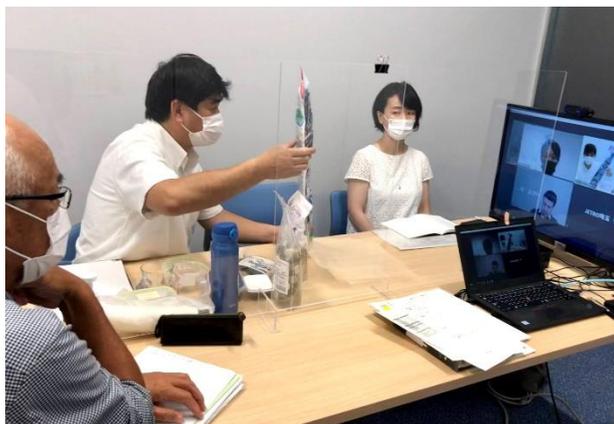
In addition, JETRO organized business-matching program between Japanese exhibitors and overseas buyers during and also after the exhibition. Apart from the online showcase exhibition, more than 65 business meetings were held.

This platform of Arab Health Online Showcase made a difference and lead to successful and meaningful meetings for future opportunities.

The past one year has been challenging due to COVID-19 pandemic; however, Japanese exhibitors had given more opportunities to meet overseas buyers through online business meetings. JETRO is hopeful that the trade of Japanese medical equipment will expand in the Middle East market.

❖ JETRO conducted Online Business Meeting with Middle East (Dubai) Food Buyers

As the COVID-19 pandemic made it difficult to conduct face-to-face meetings, virtual business meetings became more active. Online sessions serve as an effective communication tool, for it doesn't require a special venue and can easily be conducted at any time.



With JETRO's continuous objectives of extending its support to the Japanese Business Community amid this ongoing pandemic, JETRO conducted series of business meetings thru online between Japanese business operators from Saitama Prefecture of Japan and Dubai food buyers.

Sponsored by JETRO Saitama, the online business sessions were held from 26th of July to 3rd of August 2021 and were participated by 15 Saitama Prefecture Companies and 5 Dubai buyers. Various food products such as tea, seaweed, and confectionery were presented and promoted during the business meetings.

For the products for which a sales contract has been concluded during the sessions, will be sold in the Dubai market through each Dubai buyer.

JETRO will support in promoting the sales of these products in Dubai to create more awareness about the quality food products of Saitama Prefecture.

❖ Japan Pavilion is Recovering with record-breaking participation at GITEX 2021

After striving participation of Japanese startups at Japan Pavilion last year between mostly online participation and few physical;

This year, JAPAN PAVILION hits new record of participants in the last 6 years with **20 exhibiting companies** from various industries and sectors.



Not a surprise, the Japanese companies are introducing disruptive innovations and cutting-edge technologies. Mentioning few, below are some participating companies at JAPAN PAVILION:

- ❖ [RUTILEA](#) System calculating optimal work schedule eliminating equipment stoppages during production and efficient process.
- ❖ [Ac-Planta](#) Biostimulant product protecting the agricultural crop from water shortage and heat.
- ❖ [Holoeyes](#) VR platform enabling better visualizing complex information than conventional 2D imaging techniques.
- ❖ [SPACECOOL](#) Cooling film that blocks heat from the sun and atmosphere, enabling continuous cooling without consuming any energy.
- ❖ [SkyDrive](#) Japan's first flying car, succeeded public flight demonstration of piloted eVTOL.
- ❖ [PJP Eye LTD](#) Developed Organic Carbon Battery charges 10 x faster and lasts for 20 years.
- ❖ [EF POLYMER](#) Organic water retention polymer reducing 40% water and 20% fertilizer requirement.

You can meet these companies and more at the **JAPAN PAVILION** at **GITEX Future Stars 2021** from **17th to 20th October** at the **Dubai World Trade Centre (Za'abeel Hall 5)**.

❖ Various Activities of Intellectual Property Department

JETRO Dubai has been running the Intellectual Property Study Group (Middle East IPG) since 2015, which consists mainly of Japanese companies based in Dubai. Although the COVID-19 pandemic situation is improving, it is still a challenge to conduct face-to-face meetings. Hence, we still held the regular meeting online this quarter.

During the meeting, Mr. Masaki Ema, Program Officer on Cooperation Support Section of the World Intellectual Property Organization (WIPO), gave a presentation about his designated department. He introduced the outline of WIPO and the activities of the Japan Fund, a program that supports developing countries. A wide range of activities were explained, including an IP branding project in Africa and an IP training program for anti-counterfeiting. These were very useful and informative for all the member companies of ME-IPG.

As for the IP Department's ongoing regular projects, newsletters are being published once a month for the Middle East and the Africa Retainer Projects, respectively. This is a report by a local law firm that carefully selects the latest IP information and compiles it into a monthly newsletter issue. This quarter, we reported on the world's first patent granted to an application naming AI (artificial intelligence) as the inventor in South Africa, and the introduction of a new trademark registration system with Anti-Counterfeit Authority (ACA) in Kenya.

Several IP Research Projects are still in progress and are expected to be materialized within the end of this fiscal year.

JETRO Dubai's Intellectual Property Department will continue to plan events and disseminate information

on the Middle East and Africa region that will be useful for business.

❖ Ms. Yumiko Yoshimura takes charge as new Executive Director



Ms. Yumiko Yoshimura joined JETRO Dubai in July 2021 as the new Executive Director. She replaced Mr. Tomohiro Tsuchiya who is back to Japan for his new assignment at JETRO Head Office.

Ms. Yoshimura graduated from Osaka University; joined JETRO in 1999, where she supported Asian developing countries. In 2001, she was deputed to KOTRA (Korea Trade-Investment Promotion Agency) in South Korea and helped in trade and investment consultation and public relation activities. In 2014, she became the Deputy Director for Agriculture and Forestry support Division; in charge of facilitating and promoting the export of Japanese agricultural, forestry and food products.

Between 2017 to 2021, she supported the Japan Food Product Overseas Promotion Center (JFOODO), and later assigned as the Deputy Director for Business Development Support Division, where she assisted the Business Development and Human Resources Support Department.

Ms. Yoshimura will engage in supporting the Japanese companies who are aiming to expand their business in UAE and the GCC countries. She will also be in charge of some projects focusing on supporting startup companies with cutting-edge technologies and entertainment such as Japanimation which are interested in entering into UAE market. She hopes to be a new and effective bridge between Japan and the GCC countries especially the UAE. JETRO Dubai wishes her a successful tenure in Dubai.

❖ Mr. Keisuke Seki joined JETRO Dubai as new IP Director



Mr. Keisuke Seki hailing from the Japan Patent Office (JPO), joined JETRO Dubai in June 2021 as the new Director of the IP Department. He replaced his predecessor, Mr. Masakazu Shiozawa, who served at JETRO Dubai in the same position for three years.

Mr. Seki holds Bachelor of Pharmacy from Tokyo University of Science, Japan, and MSc from the University of Tokyo, Japan. He joined the Japan Patent Office in 2006; and held various positions as Patent Examiner in the pharmaceutical and biotechnology field. In 2011, he became the Assistant Director in Trial and Appeal Division for policy planning.

He studied in University of New Hampshire School of Law, United States in 2014; and received the LL.M. in Intellectual Property. He also passed the Patent Agent Registration Exam for United States Patent Trademark Office (USPTO). He was back to JPO in 2016, under the Legal Affairs Division, in charge of revising the Patent Act and Guide to Licensing Negotiations involving Standard Essential Patents. In 2019, he joined Hitotsubashi University Graduate School of Law – Business Law Department, as an Associate Professor responsible for Intellectual Property Law. And in 2021, he joined the JPO again as Patent Examiner, and now assigned to JETRO Dubai as the new IP Director.

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NEWSLETTER -VOL.23, ISSUE 2, T2-2021

Date: 23rd Sept 2021

-Published by:



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