

JETRO Dubai Topics

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Japan Pavilion won Gold Award for its Exhibition Design at EXPO 2020 Dubai



EXPO 2020 Dubai has closed its gates on 31st March after six eventful months of welcoming visitors from around the world. According to BIE, EXPO 2020 Dubai, the first World Expo in the Middle East, North Africa, and South Asia (MENASA) region, gathered 192 countries and reached more than 24 million visits during the mega event.

JETRO successfully organized and managed the operations at Japan Pavilion with pride; welcomed visitors from across the globe with utmost hospitality while showcasing Japan's history, culture, and cutting-edge technology. JETRO made a great effort also to ensure that all visitors could enjoy their visit safely by implementing a strict COVID-19 health and safety protocols inside the Japan Pavilion.

During the BIE Day held on 30th March, an awards ceremony was held at the EXPO 2020 site, during which the recipients of the Official Participant Awards were announced. Japan Pavilion won the **Gold Award in the Exhibition Design category** for large pavilions (Category A – larger than 2,500m²).

❖ Way Forward: EXPO 2025 – Osaka, Kansai

At the closing ceremony of EXPO 2020, UAE returned the BIE flag to BIE, which then handed over to Japan, as the next country to host the next world expo – the **EXPO 2025 at Osaka, Kansai**.



We will take the messages and ideas collected from the visitors of Japan Pavilion to the EXPO 2025 as a legacy of EXPO 2020 Dubai. We are looking forward that the same excitement, energy, and passion of visitors from EXPO 2020 all over the world will continue at EXPO 2025 Osaka, Kansai.

JETRO showcased high quality, tasty, and healthy foods & ingredients of Japan at GULFOOD 2022



GULFOOD, the largest annual F&B sourcing event in the world, was held this year from 13th to 17th of February at the Dubai World Trade Centre. Around 21 Japanese companies participated under the Japan Pavilion organized by JETRO. Exhibitors from Japan Pavilion showcased high quality, tasty, and healthy foods & ingredients from all over Japan such as Japanese special seasonings, processed fish, confectionary, tea, and a host of different variety of food products.

About 120,000 visitors from 190 countries attended the exhibition, and around 4,000 companies showcased their products.

This year marked a unique success for the event for it exceeded last year's edition with regards to the number of visitors. In addition, business negotiation results also exceeded, more food-related businesspeople from all over the world attended the exhibition, and each exhibitor actively promoted, sold their products, and engaged in business negotiations. These positive results are expected to accelerate the expansion of more Japanese foods and ingredients in the Middle East market.

JETRO set-up Japan Pavilion at Arab Health 2022



JETRO organized the Japan Pavilion at Arab Health 2022, from 24th to 27th of January, at the Dubai World Trade Centre. JETRO was presented as Country Partner for Japan, and a total of six Japanese medical equipment & healthcare companies participated under the Japan Pavilion.

JETRO put the spotlight on 6 cutting-edge companies during the exhibition which includes companies specializing in Artificial Intelligence (AI) technology to support diagnosis of diseases, unique medical devices for improving patients' quality of life with Japanese high-quality technology, and among others.

This year's Arab Health key theme is about "healthcare transformation", improving and developing healthcare through innovative ideas. Japan is well-known as one of the great contributors to such transformation, many Japanese companies have developed and continuously developing new technologies and ideas, such as AI-related technologies, remote medicine, unique medical devices, and many more.

One good example is **AI Medical Services Inc.**, exhibitor at the Japan Pavilion, their technology hopes to further contribute to endoscopic medicine around the world by using AI technology. Endoscopy is an advanced medical field that Japan is working on ahead of the rest of the world, while the skills of the medical specialists are also the best in the world. By combining their excellent skills with AI technology, AI Medical Service Inc. hopes to create something truly useful in clinical practice to save patients around the world. This is exactly the kind of idea that is needed in the Middle East market, where there is a need for better patient services and a shortage of healthcare professionals.



Such Medical companies are trying to deliver their products and services to the world and JETRO supports the global business of these Japanese companies, right from start-up healthcare related companies to unique medical device companies, who are trying to innovate with new technologies and ideas and change the way medicine is practiced. It is JETRO's mission to connect those companies with the world through showcases such as Arab Health 2022.

UAE-JAPAN-ISRAEL Online Innovation Forum

On 18th January 2022, the Japan's Ministry of Economy, Trade, and Industry (METI), UAE's Ministry of Economy (MOE), Israeli Ministry of Economy and Industry (MOEI), and the Japan External Trade Organization (JETRO) has organized "**UAE-Japan-Israel Innovation Forum**". This is the first initiative by three countries and the kick start to indicate potentials of innovative collaboration for future.



H.E Nobuhiko Sasaki, Chairman & CEO of JETRO, officially opened the business forum; followed by a speech from H.E Koichi Hagiuda, Japan's Minister of Economy, Trade, and Industry. H.E Hagiuda is looking forward that the collaborations of three countries would contribute to solution global challenges and would take the lead in global innovative competition.

From UAE, H.E Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, gave a speech highlighting the economic relationships between UAE, Israel, and Japan. His Excellency expects that UAE's new initiative "UAE Industry 4.0" would encourage digital transformation and attract investment from Israel and Japan to UAE.

From Israel, Dr. Ron Malka, Director-General of Ministry of Economy, and Industry, expressed in his speech that Israel, UAE, and Japan, as allies, need to work together and utilize their innovation resources to overcome the health crisis and restore the growth levels to the global economy.

In the keynote speech, H.E Nickolay Mladenov, Director of Research and Analysis Department at Anwar Gargash Diplomatic Academy, shared his comprehensive insights on economic potential of Abraham Accords.

After the distinguished speeches from UAE, Japan, and Israel, the forum conducted two panel discussions. The first panel focused on opportunities created by three countries, discussed by the officials of ministries of each country. Some industries such as cleantech, smart agriculture, smart city, and healthcare were highlighted as prominent sectors. The second panel discussion was about creating a new business through innovative collaborations by private companies. Executives of companies doing business in three countries shared their experience and knowledge as case studies.

The online forum attracted over 500 businesspeople from not only the three countries but also other nations.

Government Meetings on Counterfeit Issues and Release of IP Research Reports

JETRO Dubai provides comprehensive support to Japanese companies on intellectual property related issues in the Middle East and Africa region.

The United Arab Emirates is a priority in this region for anti-counterfeiting measures. Hence, with the aim of strengthening the relationships between UAE Federal Customs, Dubai Customs, and Japanese companies; an exchange of views on the detection of counterfeit goods at the Free Trade Zone with the participation of the World Customs Organization (WCO) was held in January 2022. It was a useful event to enhance the understanding on how public and private sector cooperate with each other in combating counterfeit goods.

In February 2022, Intellectual Property Officers located in 10 Japanese diplomatic missions in 7 countries in the Middle East and Africa gathered altogether at the "Middle East and Africa Intellectual Property Officers Meeting". JETRO Dubai provided an explanation on the latest IP situation in the Middle East and Africa region during the event.

It is expected that more effective support for Japanese companies in the Middle East and Africa will be provided through the cooperation of the parties involved in the conference.

On the other hand, in April 2022, JETRO Dubai published three IP research studies on Middle East and Africa. Two of the reports address the IP systems and operations in [Pakistan](#) and [Nigeria](#), respectively with an in-depth look at anti-counterfeiting measures. The other report focuses on technology related to the phenomenon known as [leapfrogging](#), which revealed that most of the mobile payment technologies are almost completely unpatented in Africa. The reports are available in Japanese for Japanese users.

In addition, as part of its regular projects; the IP Division, the Middle East Retainer Project, and the Africa Retainer Project publish separate monthly newsletters which are reports based on the latest IP information with the cooperation of local law firms. JETRO Dubai IP Department will continue to provide essential information on Middle East and Africa region that is useful for business.

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