

JETRO Dubai Topics

~ Triannual Newsletter ~

ISSUE 2 | T2-2022 | VOL. 24

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NEWSLETTER - ISSUE 2, T2-2022, VOL. 24

Date: 3rd Oct 2022

-Published by:

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Farewell Message from Mr. Masami Ando, JETRO Dubai

I am writing to inform everyone that after 7 years in the UAE, the time has come for me to say goodbye and return to Japan. I have received my official confirmation and will be flying back to Japan on September 28th.

As I look back to the time that I first arrived in Dubai, back in July of 2015 in the middle of the hot summer and blessed month of Ramadan, I could not have imagined that I would call Dubai my home for 7 years and 3 months. I would like to express my sincere gratitude for the immense support I have received here from the UAE government officials that I have interacted during my tenure, as well as the connections I've made outside of work.

As the Director of JETRO Dubai, I am grateful that I had the opportunity to tackle a variety of challenges and experience so many new things – all thanks to your support along the way.

I will always look back on my time in Dubai fondly and will cherish the memories I have made here over. I would like to thank you once again for being a part of this journey. I truly appreciate your support and encouragement for my way forward.

On returning to Japan, I will be working with the Japan Association for the International Exposition in Osaka, where I will be engaged in preparations for the Osaka-Kansai Expo 2025.

I wish you all good health and continued happiness. I will look forward to seeing you all at the Osaka-Kansai EXPO 2025.

Thank you!

Sincerely,

Masami Ando
Managing Director
JETRO Dubai & MENA
July 2015 – Sept 2022



Message from the new Managing Director

Assalaam Alaykum! I am **Nobuyuki NAKAJIMA**, Managing Director of JETRO Dubai.

I have just arrived at JETRO Dubai and I am humbled to be granted this opportunity.

Before Dubai, I was posted at the JETRO Harare Office in Zimbabwe and Manila Office in the Philippines. This is my first assignment in the Middle East region, and I am pleased and very much looking forward to a productive stint in the UAE.

I am overwhelmed by the influence of Dubai, an international city, and a cultural melting pot where people from all over the world live and work in harmony. The beautiful variety of cultures that allows us to interact with people from different parts of the world is mesmerizing.

The UAE has one of the most open and innovative economies in the world, and over the years we have recognized that the UAE is a dependable and significant economic partner for Japan on the global stage.

UAE is currently attracting a lot of attention in Japan, and we are receiving an increasing number of inquiries from Japanese companies on extending their business operations in the UAE. We, at JETRO Dubai, will have the JAPAN PAVILION at major exhibitions such as GITEX, Arab Health, and Gulfood. Additionally, we are also looking forward to organizing variety of online business meetings and webinars to further the synergy between the two countries.

JETRO Dubai will continue to support Japanese companies that are looking to expand in the MENA region and will do its best to serve as a bridge between Japan and the UAE. Your continued support will be greatly appreciated.

I look forward to working toward strengthening the business ecosystem in the region and bring continued opportunity for Japan and the UAE to collaborate on the evolving multi-industry landscape in the MENA.

JETRO Dubai welcomes New Directors



Mr. Hiroshi HASEGAWA
Executive Director
JETRO Dubai

Mr. Hiroshi HASEGAWA joined JETRO Dubai as Executive Director since July 2022. Hailing from Ministry of Economy, Trade, and Industry (METI), Mr. Hasegawa succeeded his predecessor, Mr. Shusaku Kichise, who served at JETRO Dubai in the same capacity for 3 years.

Mr. Hasegawa, a master's degree holder in Public Administration from School of International and Public Affairs, Columbia University, New York, and with bachelor's degree in Liberal Arts at the University of Tokyo in Japan, joined the Small and Medium Enterprise Agency of METI in 2004. He has professional experience ranging from Trade Policy, Public Relations at Prime Minister's Office, National Space Policy at Cabinet Office, and Manufacturing Industries Policies.

Between 2019 to 2022, Mr. Hasegawa served as the Director for METI's Energy Demand and Supply Policy Office, Policy Coordination Division, Agency of Natural Resources and Energy, where he spearheaded energy finance (dealt with EU taxonomy and launched transition finance), energy innovation (launched 2-trillion-yen energy innovation fund for clean energy including hydrogen and ammonia) and energy regulation (amended related laws ranging from energy efficiency, electricity business permission, and energy finance for hydrogen and ammonia).

We wish Mr. Hasegawa all success in his new assignment at JETRO Dubai.



Mr. Kenro TAKAHASHI
Director
JETRO Dubai

Mr. Kenro TAKAHASHI joined JETRO Dubai as the new Director in charge for Agriculture, Forestry, Fisheries & Food from June 2022. He replaced Mr. Toshiya Sorimachi who served at JETRO Dubai for three years in the same position.

Mr. Takahashi, a graduate from Waseda University in Tokyo, Japan; joined the Forestry Agency (FA) of the Ministry of Agriculture, Forestry, and Fisheries in 1997. While he worked at the regional forest office of Forestry Agency, he oversaw harvesting and selling of wood in the national forest. He has also an experience of serving at Hitachiomiya Municipality in the north part of Ibaraki prefecture. From 2013 to 2016, Mr. Takahashi spent three years as Secretary of the Consular Office of Kotakinabalu under the Embassy of Japan in Malaysia, where he took in charge of the Official Development Assistance (ODA) projects.

Upon his return to Japan, Mr. Takahashi was assigned to serve at the International Forestry Cooperation Office, FA for two years. And from 2018 to 2022, he worked at Wood Products Trade Office, FA and was engaged in APEC working group related to the illegal logging and associated trade.

JETRO Dubai wishes him a successful tenure in Dubai.

Activity Report: Food Online Business Meetings

Over the years, we have witnessed the growing popularity of Japanese food products in the Middle East, however, this region remains untapped market for many Japanese food suppliers. To open the great opportunities, JETRO organized a series of business meetings for a total of 14 days between the month of May and August. Food buyers in UAE and Qatar had an intensive business discussion with Japanese foods suppliers who intend to export Japanese food products to Middle East.

JETRO also held an online business seminar in partnership with JETRO Shizuoka to deepen the understanding of the local market and its potential opportunities. After the seminar, a virtual business meetings were conducted on 14th and 15th of June, and the sessions were attended by many food suppliers from Shizuoka prefecture.

In addition, JETRO participated to the hybrid event of “**Japan International Seafood & Technology Expo 2022**” held at the Tokyo Big Sight from 24th – 26th August. JETRO organized business meetings through online meeting app using a tablet device. During the trade show, JETRO staff visited each booth of seafood suppliers onsite and using the tablet, each exhibitor was given an opportunity to promote and showcase their products to UAE buyers during the virtual meetings.

We believe such flexible method of meeting increase the opportunity and quality of business matching beyond the distance between buyers and suppliers.

JETRO conducted Medical Device Online Business Matching for Middle East

As part of its goals, JETRO aims to contribute to the economic growth of the world by encouraging and facilitating business partnership between Japanese companies and overseas companies to various sectors which includes the healthcare industries. In line with this, JETRO conducted the “**2022 JAPAN Medical Device Online Business Matching**” from **25th – 29th July**, inviting respective distributors from the Middle East Countries.

A total of **71 Japanese manufacturers** from the fields of diagnostics and monitoring system; in-vitro, clinical, and operating equipment & supplies; surgical equipment and apparatus; steel products for medical use; dental equipment and materials; ophthalmic and surgical related products; medical apparatus for home use; and amongst others, participated and showcased their product technologies during the online business matching event.

JETRO Dubai invited 30 distributor participants in the Middle East who were interested in purchasing medical devices & related products and successfully arranged **117 business meetings** to their potential counterparts in Japan.

The event was indeed a successful one – there were business deals that took place, further discussions were scheduled right after the session. JETRO received positive feedbacks not only from Japanese companies but also from overseas participants.

JAPAN PAVILION to feature the Next WOW Japanese Startups at GITEX North Star Dubai 2022



Discover the next “WOW” Japanese Startups

Visit JAPAN PAVILION at North Star Dubai 2022



10th – 13th October 2022 | Dubai World Trade Centre [Za'abeel Hall 6]

JETRO will be organizing once again the **JAPAN PAVILION** at GITEX North Star Dubai 2022, the world's largest global startup event, to be held at the **Dubai World Trade Centre** from **10th – 13th October 2022**.

Now on its 7th year participation, JETRO will be showcasing **17 Japanese Innovators** with unique cutting-edge technologies from various fields such as AI, agri tech, healthcare, education, fintech, environment, energy & clean tech, space tech, and many more.

In 2021, JETRO's participation was truly a unique success, and for this year, we have 7 repeating participants from last year, which indicates the stronger interest of Japanese companies to explore and enter the Middle East market.

Below are some participating companies at the JAPAN PAVILION:

- **AGRIST Inc.** – vegetable harvesting robot
- **Holoeyes Inc.** – VR software for medical care
- **Melody International Ltd.** – remote mobile fetal monitor “iCTG”
- **SENSYN ROBOTICS, Inc.** – drone-based solar panel inspection software

✂ For the complete list of participants, please **CLICK HERE**.

As Japan and UAE commemorates its 50th anniversary of diplomatic relations establishment, Japan is looking forward to work closely not only with UAE but the rest of the Middle East countries in the next 50 years. JETRO is strongly confident that the state-of-the art technologies of the 17 Japanese Innovators participating at North Star Dubai 2022 could contribute a lot in helping this region achieve its aspirations in all aspects.

Come and visit **JAPAN PAVILION** at North Star Dubai from **10th – 13th October** at the

Dubai World Trade Centre [Za'abeel Hall 6] and

Discover the latest JAPANESE INNOVATIONS!

A Panel Discussion about JAPAN's Space Innovation at North Star Dubai 2022



~ Discover how Japanese Space Technologies can transform the Middle East Region ~

Organizer: Japan External Trade Organization (JETRO)

Event Date: 12:40-13:00hrs, Thursday, 13th October

Event Venue: DWTC [North Star Rising – Za'abeel Hall 7, 10x Stage]

Admission: FREE (*GITEX Event Pass is required to enter the session hall)

Event Agenda:

- ❖ UAE-Japan Space Cooperation have been successful and Japanese Space Tech companies are taking important roles.
- ❖ Two Japanese Space Tech Startups will share their insights and talk about how they can work together with UAE & Middle East.

ABOUT THE SPEAKERS:

Panelist

Mr. Kohei Yoshioka - Chief Financial Officer

[IDDK Co., Ltd.](#)

Mr. Kohei Yoshioka has been the Director and Chief Financial Officer at IDDK since April 2021. As Director and CFO, he is mainly responsible for financial management as well as the business development of space bio experiment business. He also has been involved extensively in establishing the company's internal management, including finance and accounting, human resources, and general affairs.

Panelist

Mr. Ryota Takahashi - Chief Marketing Officer

[WARPSPACE Inc.](#)

Mr. Ryota Takahashi has a dozen years of experience in the game industry as the Director of Marketing of an online game publisher. Establishing subsidiaries in various foreign markets, including the US, Europe, Southeast Asia, and the Middle East. He was also assigned to the Bay Area and thus, has hands-on experience in doing business in the U.S. market. At WARPSPACE, he is responsible for sales/marketing and business development as a Chief Marketing Officer.

Moderator

Mr. Chiharu Yamamura - Director for Research

[Japan External Trade Organization \(JETRO Dubai\)](#)

Mr. Chiharu Yamamura has been the Director for Research at JETRO Dubai since December 2019 and collecting business related information in the Gulf region and leading Japan Pavilion at GITEX North Star. Previously he was the Deputy Trade Commissioner of JETRO Lagos, Nigeria and is also familiar with Nigeria's Startup Ecosystem.

ME-IPG Spearheads IP Webinars in UAE and Anti-Counterfeiting Measures in Nigeria

Protection of the Japanese brands against counterfeiting is one of the growing concerns not only in the Middle East but also in Africa region. The up-to-date information about the current situation and proper measures on intellectual property infringement are essential concerns for the Japanese companies. Thus, JETRO Dubai's ME-IPG (Middle East IP Group) continuously conducts webinars and online meetings in collaboration with the law firms and relevant IP-related authorities to be able to gain the latest IP information about the situation in the region.

On its 23rd Quarterly Meeting last May 27, ME-IPG in cooperation with Spoor & Fisher, tackled the Anti-Counterfeiting Measures in Nigeria. Ms. Megan Dinnie, Associate and Trademark Attorney, talked about Africa's counterfeiting situation with an emphasis on Nigeria and how to effectively protect IP in the country. She also explained about the civil and criminal remedies available to counter measure counterfeiting in Nigeria.

And as part of its strong relationship among government authorities in the UAE, JETRO Dubai's IP Department held a Business Compliance Dialogue among Japanese companies together with the Dubai Economy (DED) on June 24. Mr. Ahmad Almuhairei, DED's IP Senior Manager on Disputes Section and Mr. Jama Alfalasi, Manager of IP Disputes Unit, spoke about the step-by-step process of filling a case on intellectual property disputes.

They also discussed about their market inspections and cracking down operations of counterfeit products. Countermeasures for Japanese companies to combat IP issues were also explained during the dialogue followed by an open Q&A session.

On the side event, Mr. Keisuke Seki, JETRO Dubai's IP Director and attaché from the Japan Patent Office; discussed about the overall overview of Intellectual Property in the Middle East and Africa during the webinar organized by World Intellectual Property Organization Japan Office. The session was conducted last June 17 and attended by Japanese IP professionals.

The IP Department will be holding IP Workshop with Dubai Customs and Kenya Anti-Counterfeit Authority (ACA), and webinars on anti-counterfeiting in Turkey and ACA IP Recordation System in Kenya welcoming IP experts. These activities aim to enhance government authorities' knowledge on Japanese products identification and to provide Japanese companies with up-to-date information on anti-counterfeiting measures. Along with the regular IP retainer projects which publishes monthly newsletters of IP updates on Middle East and Africa Region, the department is also now working on new research projects that are intended to collate wealth of data and information that can be disseminated to the Japanese companies and the government of Japan.

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