

## JETRO Dubai Topics

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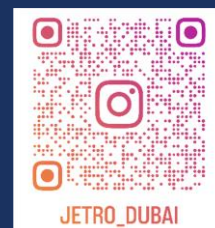
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## UAE-JAPAN Joint Business Council Forum



The first UAE-Japan Joint Business Council Forum was held in Abu Dhabi Chamber of Commerce & Industry in UAE on April 18.

The Business Council was established under the Comprehensive Strategic Partnership Initiative (CSPI), which was launched by the leaders of Japan and the UAE in 2022, to further deepen dialogue of the two countries and fostering business exchanges among private companies across the UAE and Japan sector.

During the forum, Mr. Masoud Rahama Al Masood, Co-Chairman of the Business Council, delivered an opening speech on behalf of the UAE. He expressed his appreciation for the efforts of the governments of both countries and welcomed the business expansion of Japanese companies to the UAE.

From Japan side, Mr. Nobuhiro Yoshida, Parliamentary Vice-Minister of Economy, Trade, and Industry of Japan expressed his sincere gratitude to everyone involved in both countries, and he is looking forward that the forum will further promote exchanges between private companies.

The UAE Ministry of Economy gave an overview of the UAE's economy and business landscape. Furthermore, 10 Japanese companies operating in the UAE from various sectors such as healthcare, water, Web 3.0/innovation, hydrogen, and green materials presented their technologies at the forum.

The Business Council will be jointly held in both countries, and the second forum is scheduled to take place in Japan next year.

## Innovative Showcase: Japan Pavilion at Arab Health 2024



JETRO organized the Japan Pavilion at the 49<sup>th</sup> edition of Arab Health, held from 29<sup>th</sup> January to 1<sup>st</sup> February 2024, at the Dubai World Trade Centre. The event attracted over 130,000 visitors, with 3,627 participating companies from 78 countries.

This year, the Japan Pavilion was set-up by JETRO for the 13<sup>th</sup> time, with record-breaking number of **29 exhibiting Japanese companies**. In addition, the first-ever Digital Health Start-up area was introduced, with 11 out of the 29 companies exhibiting.

Japan is the world's second largest medical device market, and its products are famous for "Japanese Quality", such as accuracy, preciseness, and convenience, ensuring safety and comfort for patients. All participating Japanese companies are keen on expanding globally, with significant potential to contribute to the medical requirements in the Middle East and across the globe.

One of the exhibitors, **AMI Inc.**, offering a "Super StethoScope", a medical device that enables individuals to screen and monitor cardiovascular diseases non-invasively; participated in a pitch event hosted by PureHealth, a major medical conglomerate in the UAE. AMI received a number of inquiries from various distributors showing a high interest in their technology. On the other hand, several participating companies of Japan Pavilion were able to meet potential counterparts in the region during the exhibition.

After the event, JETRO provided an opportunity to the participating companies of Japan Pavilion and Japanese medical device-related companies in the UAE to visit a multispecialty hospital in Abu Dhabi with state-of-the-art amenities and world-class service standard facilities, the Cleveland Clinic Abu Dhabi.



CCAD is part of M42 group, a global tech-enabled healthcare company in Abu Dhabi, and a unique extension of US-based Cleveland Clinic's model of care. During the visit, CCAD, M42 group, and ADRO (Abu Dhabi Residents Office) gave a presentation on Abu Dhabi's healthcare, investment opportunities, and living environment, followed by a hospital tour at CCAD facilities.

## JETRO Dubai conducted Healthcare Online Business Matching



JETRO aims to contribute to the economic growth of the world by promoting and facilitating business matching opportunities between Japanese companies and overseas companies to various industries including the healthcare sector. From 26<sup>th</sup> Feb to 1<sup>st</sup> of March, JETRO Dubai conducted the "2024 Japan Healthcare Online Business Matching", inviting respective medical/healthcare distributors in the Middle East.

A total of [38 Japanese manufacturers](#) from the fields of medical devices & equipment; medical consumables; health-related products; assistive products, supplies, and foods for the elderly, health tech-related products, facility management, nursing home management systems and monitoring services; amongst others, participated in this online business matching event.

JETRO Dubai invited more than 30 medical distributors in the Middle East who were interested in purchasing Japanese healthcare-related products and successfully arranged a total of 116 online business meetings. Additionally, the event gathered several business deals between Japanese companies and distributor participants.

## JETRO promoted Japanese Food Products at GULFOOD 2024



GULFOOD, the largest annual food sourcing event in the Middle East, was held from 19<sup>th</sup> to 23<sup>rd</sup> of February 2024 at Dubai World Trade Centre. Over 5,500 exhibitors participated and showcased 150,000 new products from more than 190 countries.

For this year, JETRO featured 25 Japanese companies under the Japan Pavilion offering high quality and tasty food products from all over Japan which includes seafood, seasonings, tea, and processed foods. Some of the Japanese food products on display were not well-known in this region, and Gulfood provided a great opportunity to showcase and give a better understanding of Japan's wide range of food products and their unique characteristics. The event met the expectations of the Japanese exhibitors who were looking to find potential buyers from different regions. Additionally, exhibitors had the opportunity to engage in more business meetings with international buyers during the event.

Also, JETRO sponsored Top Table at Gulfood 2024 for the first time to showcase its premium seafood such as Hokkaido scallops. JETRO teamed up with renowned Chef Pawel Kazanowski and prepared multiple dishes of Japanese seafood on the Top Table live cooking stage. The focus was on highlighting exceptional quality of Japanese seafood and their diverse usage in various cuisines.





## JETRO x Spacetoan participation at the Middle East Film & Comic Con 2024



JETRO partnered with Spacetoan, a prominent content creator and streaming platform in the region at the 12<sup>th</sup> Edition of Middle East Film & Comic Con. The collaboration aimed to promote Japanese anime titles with Arabic subtitle and dubbing, accessible on the new **"Japan Anime Street"** section of the Spacetoan Go app.

The Middle East Film and Comic Con (MEFCC), the first and largest popular culture festival in the region, was held at the Abu Dhabi National Exhibition Centre (ADNEC) from 9<sup>th</sup> to 11<sup>th</sup> of February.

The event showcased a mix of regional and international entertainment and pop culture highlighting some of the world's biggest fandoms, franchises and brands in Film, TV, Sci-Fi, Anime, Manga, Comics, Collectibles and more.

The JETRO x Spacetoan "Japan Anime Street" booth at the MEFCC attracted numerous anime fans, as it reconnected them with their cherished childhood memories with Spacetoan and their favorite anime shows. There was a significant engagement on social media from the "Japan Anime Street" booth visitors and actively sharing their positive stories about their visit. The number of viewers accessing "Japan Anime Street" at Spacetoan Go app saw a significant increase during and immediately after the exhibition. The partnership between JETRO and Spacetoan at the MEFCC 2024 was truly a great success.

The 2024 edition of MEFCC achieved a record-breaking number, with over 38,000 visitors attending the three-day festival.

## TAKUMI NEXT: Pop-up Store in Dubai Design District



JETRO (Japan External Trade Organization) and METI (Japan Ministry of Economy, Trade, and Industry) launched the "Takumi Next" project to promote Japanese artisans and their craftsmanship on a global scale. This initiative aims to highlight Japanese works of art who excel in crafting, utilizing local resources, ranging from traditional products to household goods, thereby paving the way for Japan's next generation of creators. The core of this project is to present finely crafted products that represent the highest quality craftsmanship from Japan, rooted in traditional techniques and rich cultural heritage.

With the aim to promote and enhance visibility of TAKUMI products in the UAE, JETRO partnered with FRAME Select Shop located at Dubai Design District and launched the TAKUMI NEXT Pop-up store.

The pop-up store was displayed from the whole month of March and showcased a selection of products from 26 Japanese companies, including items made from paper, ceramics, wood, to advanced metal and glass making and more. These products were available for purchase both [in-store and online](#) during the pop-up showcase period and they remain available for purchase. Additionally, FRAME also conducted digital promotion for the makers and their products, along with a mentoring session for the Japanese companies. The mentoring session provided valuable guidance on various aspects, including branding, customer engagement and product demand in the region.

## JETRO promoted Japanese Seafood in collaboration with Summit Webstore

JETRO collaborated with Summit Trading, the largest Japanese food trading company in the UAE, to boost the visibility of Japanese marine products through a limited time promotion on their EC website from February to March 2024.

Summit Trading was established in Abu Dhabi, United Arab Emirates, in 1977. It has been expanding its operations as a distributor and wholesaler of Japanese food products in the UAE, exporting to nearby Middle Eastern countries, and engaging in corporate catering services.

This time, about 14 products were promoted, highlighting on Japanese silver cod, salmon, tuna, and mackerel, etc. In addition, three influencers ([nadsmarkiz](#), [sarah.aldgour](#), [tales of a uaemom](#)) shared their original recipes using these Japanese seafood products. Japanese seafood products remain accessible for purchase on the [Summit Webstore](#).



## UAE Chef Delegation to Japan

With the aim of boosting and promoting Japanese seafood products in the Middle East region, JETRO invited chefs from the UAE, where the economy is growing remarkably, and Japanese food is rapidly gaining popularity; from 7<sup>th</sup> to 17<sup>th</sup> of March to explore various prefectures of Japan. The delegation comprised of five top chefs from Zuma Restaurant Dubai & Abu Dhabi, Roka Restaurant, and Mimi Kakushi.

### Chef Delegation visited Marukaichi Suisan in Monbetsu, Hokkaido



On the first day, the delegation visited Marukaichi Suisan, one of the largest marine product manufacturers in Japan. The company was established in Monbetsu in 1972. Monbetsu is located on the Sea of Okhotsk, which is rich with marine resources, and is considered as one of the leading marine product cities in Hokkaido.

During the visit, Marukaichi Suisan showed their high production and quality control system which conforms to HACCP standards. A tour was organized at some of the large factories inside the premises to showcase their cutting-edge facility and equipment specialized for each type of their product including a live crab factory, scallop factory, etc. Chefs were able to also taste a variety of different robata grilled seafood at their restaurant and purchase some of their famous products at Marukaichi Suisan direct shop.

### Delegation explored Sanriku Toretate Ichiba & Genshouei Kitanihon Suisan in Ofunato, Iwate Prefecture

On 11<sup>th</sup> March, in partnership with the Iwate Prefectural Government, the delegation explored the Ofunato city of Iwate Prefecture to visit one of Japan's largest abalone fisheries, the Genshouei Kitanihon Suisan. These abalones have a soft, tender texture and delicate liver being cultivated in an advanced land-based farming system.



The group also visited Sanriku Toretate Ichiba which is also located in Ofunato. The Sanriku Coast is home to one of the best fishing grounds in the world. It was severely hit by a massive earthquake that triggered a tsunami on March 11, 2011. The coast has gradually rebuilt from the horrific tragedy and Sanriku Toretate Ichiba helped many people of Sanriku especially the local fishermen to recover using their state-of-the-art freezing technology called CAS (Cell Alive System).

Sanriku Toretate Ichiba showcased their refrigeration technology called CAS that can freeze food without destroying the cellular structure, thereby preserving the authentic taste and flavor of the foods. Chefs can import various frozen seafood to the Middle East, ensuring a longer shelf life and consistent quality taste.



Both companies provided some product samples, and the delegation were impressed on the taste quality of the packed seafood products using CAS of Sanriku Toretate, Ichiba and the soft and flavourful abalone from Genshouei Kitanihon Suisan. The delegation saw a great potential of the products for the Middle East market.



## Delegation experience at Maruha Nichiro Tuna Fish Farm and Toyosu Fish Market Tuna Auction



On 14<sup>th</sup> March, in collaboration with Maruha Nichiro, the world's largest seafood company based in Japan, provided an opportunity to JETRO's chef delegation to experience an actual tuna fishing at Maruha Nichiro's tuna farm. The delegation arrived early onsite and joined the fishermen to catch tuna fish for that day. The Maruha Nichiro's team shared important details about tuna farming and accommodated several questions from the delegation.

The following day at around 5:30am, Maruha Nichiro also gave an opportunity to the chefs to see an actual fresh tuna auction at Toyosu Fish Market, one of Tokyo's wholesale markets and one of the largest fish markets in the world. The group also tasted several types of sashimi that were cut up on the spot from various suppliers in Toyosu Fish Market and visited some vegetable wholesale shops.

## Kappabashi Visit and Japan Food Experience



The delegation also explored the Kappabashi Kitchen Tools Street, where they purchased several Japanese kitchenware for personal and business use. During the entire trip, chefs were able to try and taste various authentic local cuisines from different prefecture, and gathered new ideas, techniques, and products to explore.

All the chefs extended their deepest appreciation and satisfaction for the whole concept and itinerary of the trip prepared by JETRO. They found it to be a very unforgettable and enriching experience. They inspected several facilities, tasted the quality of various Japanese seafood products, conducted business negotiations, and made some immediate decisions to purchase. They also gained valuable knowledge about Japanese seafood products which they can utilize, explore, or share stories with their customers about a dish based on the experiences.

## JETRO participated at the 47<sup>th</sup> Edition of Baghdad International Fair



The JETRO booth under the Japan Pavilion is back at the 47<sup>th</sup> edition of Baghdad International Fair held from 10<sup>th</sup> to 19<sup>th</sup> January 2024 at the Baghdad International Fairground. Despite challenges faced last year such as postponement of the event, BIF successfully pushed through early this year, presenting significant business opportunities for trade and investments.

Around **18 Japanese companies** from various categories such as construction, tools, & machinery; cosmetics; education; food and beverages; healthcare; information technology; and household & kitchenware were featured at the JETRO Booth in the Japan Pavilion. JETRO's booth assistants promoted each participating company by showcasing their product samples onsite, presenting company video presentation, and distributing product brochures.

Before the exhibition, from October to December, JETRO provided additional support to the participating Japanese companies in BIF, by organizing online business matching sessions between Japanese and Iraqi companies. A total of 50 business meetings were arranged and several Japanese companies were able to meet potential business partners in Iraq.

During the event, some of the participating Iraqi companies from the online business matching had the opportunity to view the actual product samples of the Japanese companies at the JETRO Booth. Several government officials and representatives, as well as businesspeople visited the JETRO Booth and expressed interest in Japanese products.

On the last day of the exhibition, Minister of Trade Atheer Al-Ghurairi announced the successful conclusion of the 47<sup>th</sup> edition of the Baghdad International Fair. The minister highlighted the exceptional features of the event from previous years, citing improvements in organization, diversity, and the scale of participation by countries and number of companies. The edition stood out with the participation of 22 countries and around 850 local and international companies. Additionally, the event gathered several partnership agreements between Iraqi companies and the participating companies.

## Iraq Business Forum



JETRO Dubai, together with Confluent Law Group, a legal consultancy group specializing in Iraq, organized a business forum at Anantara Downtown Dubai Hotel on 5<sup>th</sup> March. The event focused on providing updates on the latest developments in Iraq for the Japanese business community in UAE.

Dr. Akiko Yoshioka, a leading expert on contemporary Iraqi politics, was invited from Japan and discussed on the latest developments in Iraq and the impact of the Israeli-Gaza conflict. During the forum, there was an active interaction and participation between the audience and the speaker. Dr. Yoshioka received several questions from the attendees, and she actively and generously shared her thoughts on each query.

Confluent Law Group presented an overview of the latest financial situation in Iraq. The session was led by Mr. Tom Nolda of Confluent Law Group and Ms. Rana Al Munshi from Tiller, who gave valuable insight on the current de-dollarization and financial reform in Iraq. In addition, Mr. Omar Al Shammari, JETRO's correspondent in Iraq, reported about the successful participation of JETRO at the 47<sup>th</sup> Edition of Baghdad International Fair held in January, and the latest situation and developments in and around Baghdad.

The Iraq Business forum was attended by around 40 Japanese businesspeople, and each got the opportunity to learn about the latest developments in Iraq and expand their network and connections with the experts and other companies during the networking session after the forum.

## JETRO Dubai Kicks Off 2024 with Series of IP Initiatives

As the new year began, JETRO Dubai focused its efforts on strengthening IP protection and raising anti-counterfeiting awareness through series of activities in the region.

These initiatives involved collaborating with local authorities, conducting workshops, and delivering IP lectures to students.

On January 17, an Online Opinion Exchange between the International IP Protection Forum (IIPPF) and the Egypt Police was facilitated as part of IIPPF's Middle East and Africa Project. This collaborative discussion focused on crucial topics related to anti-counterfeiting activities and explore effective measures to further enhance IPR protection in Egypt.

Recognizing the importance of empowering frontline enforcement, an Authentication Seminar on Counterfeit Goods for Kenya ACA Inspectors was organized on January 23. This training equipped the inspectors with the knowledge on how to identify genuine versus counterfeit Japanese products.

JETRO Dubai also participated on the 13<sup>th</sup> Regional IP Crime Conference held on February 20-21, where several industry leaders and law enforcement agencies talked on best practices and shared new approaches to combat IP crime. Mr. Keisuke Seki, JPO's IP Attaché for MEA and JETRO's IP Director, engaged in the panel session where he shared some successful stories and insights based on Japanese initiatives. Mr. Seki also engaged on WIPO's National Workshop for Patent Examiners in Angola last March 05. This workshop, supported by the Japan Patent Office, was a valuable session sharing expertise and insights about patent examinations on medicinal invention.

On March 18, the 26<sup>th</sup> General Meeting of the Middle East IP Group (ME-IPG) was conducted, where members discussed the latest developments and challenges in the region during the fiscal year 2023.

Taking the importance of education and awareness, JETRO took part on the IP lectures for students in Dubai and Abu Dhabi on April 22 and 24, respectively. This IP educational awareness event was held in collaboration with the Ministry of Economy, IP Attachés from US, and France. The lectures aimed to provide students with a basic understanding of intellectual property and its significance in today's world.

These initiatives underscore JETRO Dubai's commitment to supporting Japanese businesses through IP protection and to collaborate with various authorities, share knowledge, and strengthen the IP ecosystem.

