

JETRO Dubai Topics

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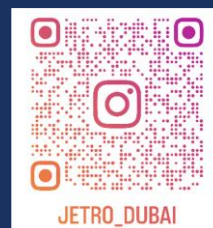
35F, #3503-3506, The ONE Tower,
Barsha Heights, P.O Box 2272, Dubai, U.A.E

T: +971 4 564 5878

E: info_dubai@jetro.go.jp

URL: <http://www.jetro.go.jp/uae/>

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JETRO Co-Hosts the 5th Japan-Arab Economic Forum in Japan



On July 10, JETRO co-hosted the **5th Japan-Arab Economic Forum: Public-Private Economic Conference** in Tokyo with the Japan Ministry of Foreign Affairs (MOFA), Ministry of Economy, Trade, and Industry (METI), and the League of Arab States. The forum featured panel discussions by government and business officials from Japan and Arab countries, and a session on climate change countermeasures discussed the possibility of cooperation between Japan and Arab countries. The event began with opening remarks by H.E Ken Saito, Minister of METI, followed by a keynote speech by H.E Ahmed Aboul Gheit, Secretary-General of the Arab League.

H. E. Ken Saito emphasized that Japan and the Arab countries have historically been important partners, with cooperation among companies advancing amidst the increasingly complex international situation. Mr. Tomohide Miyata, Chairman of Middle East Committee, Keidanren (Japan Business Federation), expressed hope for increased trade between Japan and Arab countries through a free trade agreement (FTA) with the Gulf Cooperation Council (GCC), which agreed to resume negotiations during Prime Minister Fumio Kishida's visit to the Middle East in July 2023.

The speakers from the Arab countries also noted that such visits by Japanese ministers to the Arab nations expressed a high level of interest in the region. They called for the provision of technology transfer, dispatch of human resources, and investment from Japan, which has the advanced technology, to address global challenges, including the transition to a decarbonized society,

especially in the current complex international context. Many speakers also proposed establishing of a joint Japan-Arab Chamber of Commerce and Industry, and H. E. Ahmed Aboul Gheit's keynote speech highlighted the need for the private sector, especially Japanese SMEs, to expand their business in the Arab region.

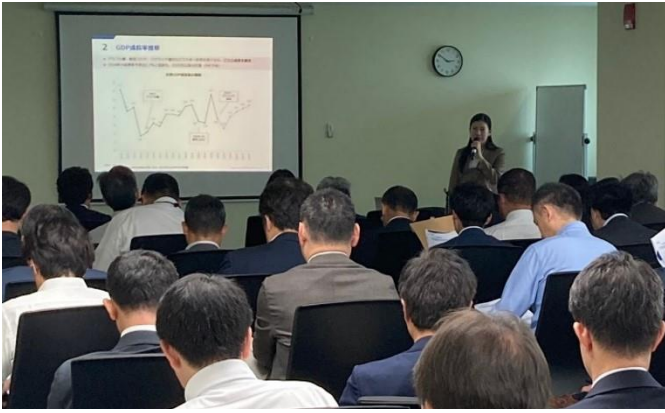


Panelists at the session on efforts to expand mutual investment included Mr. Kazunari Tanaka, Deputy Director-General of METI, and Mr. Koichi Noguchi, Director of NYS Centre at Yazaki Corporation. Mr. Tanaka suggested potential investment from Japan to Arab countries in areas such as AI and clean energy, citing Fujifilm's deployment of artificial intelligence (AI)-based health diagnostic tools in the Middle East and Marubeni's introduction of recycling technology to Arab countries as examples. Mr. Noguchi introduced the company's human resource development efforts in the Middle East and North Africa, noting the region's large intellectual workforce and suitability as a base for high-level human resources development. He also spoke about the company's policy to make the region a major production base in the future.

The Arab speakers highlighted infrastructure, finance, and development assistance as key areas of investment for Japan in the Arab countries. They emphasized the abundance of business opportunities in the region, given its predominantly young population.

MENA Region's Economic Update Seminar

JETRO Dubai organized the "**MENA Region's Economic Update Seminar**" on July 31, focusing on the latest economic trends within the Middle East and North Africa region.



Representatives from JETRO Offices in Saudi Arabia, Egypt, Turkey, and the UAE provided insightful information on the region's macro-economic trends. More than 70 attendees, representing Japanese companies operating business in the MENA region from Dubai, gathered at the venue.

The seminar featured a series of presentations that provided an in-depth analysis of the MENA region's economic performance, emerging trends, and future prospects. Key topics included economic growth drivers, investment opportunities and the impact of global economic conditions on the MENA markets.

JETRO Dubai will continue to take advantage of such opportunities to provide beneficial information on doing business in the Middle East and promoting economic cooperation between Japan and the MENA region.

Iraq Business Webinar

On 20th August, JETRO organized the **"Iraq Business Webinar: Discovering the Emerging Diversified Needs in Iraqi Market"**, in collaboration with Japan Cooperation Center for the Middle East (JCCME). The event was attended by approximately 300 Japanese businesspeople.

His Excellency Futoshi Matsumoto, Ambassador of Japan in Iraq, delivered a keynote speech addressing the current political and economic situation in Iraq, and the economic relationship between Japan and Iraq. Mr. Pewan Jasim Ibrahim ZAWITAI, Japan Chargé d'Affaires ad interim of the Embassy of the Republic of Iraq, explained Iraq's business needs, and current challenges.

Furthermore, the Iraq Development Fund, Ministry of Agriculture and Ministry of Water Resources presented business opportunities in Iraq across various sectors.

JETRO Dubai shared its support initiatives and upcoming projects in Iraq, featuring its participation in the 48th Baghdad International Fair scheduled for November, where 11 Japanese companies will be showcased at the JETRO Booth. Additionally, JETRO Dubai will orchestrate an online business-to-business (B2B) matching program, connecting participating Japanese companies with potential business partners in Iraq.

UAE Food Security Strategy Webinar

JETRO Dubai organized a webinar on **"UAE's Food Security Strategy"**, in collaboration with the UAE Ministry of Climate Change and Environment (MOCCCE) on 21st August. The webinar aimed to showcase the UAE's exceptional achievements in enhancing food security and promote the country's investment potential to the Japanese business community.

During the webinar, Ms. Laila Ahmed Al Dhaheri, Agricultural Development Researcher from UAE Ministry of Climate Change and Environment, presented the UAE's food security strategies, introduced its goals, initiatives, and achievements to date, and encouraged Japanese companies to explore and invest in the UAE's food security sector.

The webinar was attended by around 140 Japanese business professionals and received several inquiries from the audience during the Q&A session. Ms. Laila graciously answered all the questions and shared her expertise.

After the Q&A session, JETRO Dubai invited and encouraged Japanese companies in agri-tech and food security sector to participate to JETRO's **6th Japanese Business Delegation Program to the UAE** this October.

JETRO Dubai's Recent Activities Against Counterfeiting in the Middle East and Africa



In the second quarter of 2024, JETRO Dubai continued to strengthen its commitment to intellectual property protection, particularly in the Middle East and Africa region.

On June 4, 2024, in collaboration with the IIPPF's Middle East and Africa Project, ME-IPG, and Kenya's Anti-Counterfeiting Authority (ACA), JETRO Dubai conducted a Brand Identification Training in Nairobi. This training was attended by various IP-related enforcement authorities and provided essential knowledge on how to identify counterfeit Japanese products. Such initiatives are vital for enhancing awareness and skills in combating counterfeiting in the region.

Following this training, the ACA also hosted its 2nd International Symposium on IP Protection and Enforcement (ISIPPE-2) from June 5-6 at the Kenyatta International Convention Centre (KICC) in Nairobi. Centered around the theme "Uniting Against Counterfeits for a Healthy and Safe Future," the symposium gathered various IP experts, stakeholders, and organizations, including representatives from JETRO and the JPO. Mrs. Kris Angela Reaño Solis, Assistant IP Director, participated in the Breakout Session 4.1. where she shared valuable insights into initiatives aimed at combating counterfeit goods through Public-Public and Public-Private approach.

JETRO's engagement continued as Mr. Keisuke Seki, previous IP Director, presented at an International IP Conference in Algeria on June 12. This event was organized by Cabinet Map and revolved on initiatives against counterfeit goods, further highlighting JETRO's various initiatives against counterfeit goods and highlighted ongoing efforts to combat intellectual property violations.

Additionally, JETRO Dubai successfully held the 27th General Meeting of its Middle East IP Group (ME-IPG) on June 13 in a hybrid format. This meeting not only facilitated the election of new leadership for the group but also provided important updates regarding the current counterfeiting situation in the Middle East and Africa region.

Continuing its efforts to enhance enforcement capabilities, JETRO conducted a two-day online Authentication Seminar on Counterfeit Goods for Saudi IP Enforcement Authorities on August 26-27. This seminar aimed to further develop the counterfeit detection skills of inspectors from relevant enforcement agencies in Saudi Arabia, including participants from Saudi Authority for Intellectual Property (SAIP) and Zakat, Tax and Customs Authority (ZATCA).

Through these initiatives and collaborations, JETRO remains dedicated to advancing intellectual property protection and enforcement across the Middle East and Africa.



JETRO Dubai welcomes Mr. Taisuke Goto as its new IP Director

Mr. Taisuke Goto, originally from the Japan Patent Office (JPO), has recently assumed the role of JETRO Dubai's IP Director and JPO's IP Attaché for the Middle East and Africa in July 2024, succeeding Mr. Keisuke Seki, who served a three-year term in this position.

Mr. Goto holds both a Bachelor of Engineering and a Master of Engineering from Osaka University, Japan. He commenced his career at the JPO in 2009, where he held various roles as a Patent Examiner specializing in mechanical engineering field. In 2014, he became an Assistant Director in the International Policy Division, where he engaged in vital discussions surrounding substantive patent law harmonization.

Furthering his expertise, Mr. Goto studied at Antonin Scalia Law School in the United States from 2016 to 2017, earning an LL.M. in Intellectual Property. Upon returning to the JPO in 2018, he was assigned to the Administrative Affairs Division within the Patent and Design Examination Department, focusing on policy planning for patent examination.

Mr. Goto joined JETRO Headquarters as a Deputy Director in the Innovation and Intellectual Property Department in 2020, where he was responsible for facilitating cross-border business collaborations. He returned to the JPO in 2022 as a Patent Examiner and subsequently served as an Administrative Judge in the Trial and Appeal Department in 2023.

We wish him the very best in his new role in JETRO Dubai and look forward to witnessing the positive impact of his leadership on intellectual property initiatives across the Middle East and Africa.

- - JETRO Dubai Upcoming Projects - -

❖ 6th Japanese Business Delegation to the UAE

15 Japanese Companies from Food Security & Agri-tech sector

- **Date:** Oct. 7-10, 2024
- **To explore:** Dubai – Abu Dhabi – Fujairah



JETRO Dubai is set to host another batch of business delegation on 7th to 10th October, focusing on the UAE's National Food Security Strategy. This initiative began in 2017, under the framework of the Memorandum of Understanding (MoU) signed by the Japanese Ministry of Economy, Trade, and Industry (METI) and UAE Ministry of Economy (MOE), aimed at supporting small and medium enterprises and innovations. Since then, JETRO Dubai has been organizing a series of Japanese business delegations to the UAE to showcase the country's business environment and investment opportunities across various sectors.

For the 6th time, JETRO Dubai will be welcoming Japanese delegation with innovations and technologies on food security and agri-tech sector. The delegation will tour various emirates in the UAE – Dubai, Abu Dhabi, and Fujairah, to investigate the country's food security initiatives and investment potential. The group will visit some of the best agricultural farm, plant factories and aquaculture facilities in the UAE and will attend business forums to foster collaboration and investment opportunities.

JETRO Dubai, together with Al Wasl Group, the Abu Dhabi Chamber of Commerce and Industry, and the Fujairah Department of Industry and Economy, will collaborate to host the visit of this group to the UAE.

❖ JAPAN PAVILION at GITEX Expand North Star 2024

Showcasing 22 Dynamic Japanese Tech Startups

- **Date:** Oct. 13-16, 2024
- **Venue:** Dubai Harbour, UAE (Hall #8)

The GITEX Expand North Star (ENS) 2024, one of the premier events for technology and innovation, will take place from October 13th to 16th, 2024 at the Dubai Harbour in UAE. JETRO will once again organize the Japan Pavilion, marking its 9th consecutive year of participation. The Japan Pavilion will serve as a platform for 22 dynamic Japanese startups to showcase their groundbreaking technologies across sectors such as Web3, Smart Mobility, Health Tech, AI, Big Data, Environment & Cleantech, and more.

JETRO aims to foster collaboration between Japanese companies and international stakeholders while promoting Japanese expertise in technology.

Mark your calendars for this unmissable event, and we look forward to seeing you at

GITEX ENS 2024 – JAPAN PAVILION (Hall 8)!

Discover
The Next **WOW**
Japanese Startups

❖ JETRO Booth at 48th Baghdad International Fair

Featuring 11 Japanese Companies

- **Date:** Nov. 1-7, 2024
- **Venue:** Baghdad International Fairground, Iraq



The 48th Baghdad International Fair will take place from November 1 to 7 at the Baghdad International Fair Ground in Iraq. This year, the Japan Pavilion will have its largest-ever presence at the event. JETRO Dubai will participate once again by setting up the JETRO Booth within the pavilion.

JETRO will be showcasing high-quality products of 11 Japanese companies from sectors such as construction materials, tools, machinery, healthcare, cosmetics, and household products, aiming to expand their business in Iraq.



Discover premium Japanese-made products! Visit
JETRO Booth at the BIF 2024 (Hall #8)!

❖ JETRO Booth at DICM 2024

Showcasing Japanese Anime, Film & More

- **Date:** Nov. 12-13, 2024
- **Venue:** Madinat Jumeirah, Dubai

This year, JETRO Dubai will exhibit at DICM (Dubai International Content Market), from 12-13 November at Madinat Jumeirah in Dubai. DICM is a dynamic B2B market-event for the media & entertainment industry, bringing together buyers, sellers, and creators of diverse content formats, including television, film, animation, drama, among others.

JETRO operates an online business matching platform called "[Japan Street](#)", which is an exclusive online catalogue of Japanese products designed for eligible overseas buyers invited by JETRO. This platform facilitates the licensing of a wide range of Japanese anime and films content. At DICM, JETRO will be showcasing and promoting "Japan Street", as well as facilitating business negotiations for "content that you want to buy, when you want to buy it", with the option of complimentary interpreters.

If you are interested in acquiring the rights of Japanese anime, dramas, or character licenses, please visit the

JETRO Booth (Booth# D05) at DICM.

At "Japan Street", you can also explore various business opportunities, including those related to food, cosmetics, machinery, design goods, and more, in addition to Japanese content. If you are interested, please do not hesitate to contact us at any time.

