

JETRO Dubai Topics

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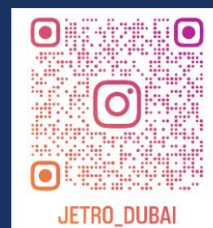
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JETRO Co-Hosts the Investopia Global - Tokyo



Investopia Global took place in Tokyo on December 19, 2024. The event was co-organized by the UAE Ministry of Investment, the Japanese Ministry of Economy, Trade and Industry, the Japan External Trade Organization, the Japan Chamber of Commerce and Industry, and the UAE Embassy in Tokyo. It brought together around 150 senior executives from the world of investment and financial services, large corporates in advanced manufacturing and key sectors of new economy, as well as startups and SMEs from the entrepreneurship ecosystem.

Several panel discussions were held at the event. Mr. Nobuyuki Nakajima, Managing Director of JETRO Dubai, moderated a panel discussion on "New Trends Shaping the Investment Landscape in Japan and the UAE". The panel discussed about the key sectors driving economic diversification in both economies and the emerging opportunities for investors and for cross-border partnerships between the two countries.



Mr. Hiroshi Hasegawa, Executive Director from JETRO Dubai also served as a moderator for a panel titled "Manufacturing Momentum: Exploring Opportunities for Japanese Companies in the UAE". This discussion focused on the UAE's strategic goals in manufacturing, from advanced robotics to green energy initiatives, and how Japanese expertise in precision engineering and innovation aligns with the UAE's vision.

The event also provided networking opportunities, enabling participants from both countries to engage in active discussions and forge connections.

JAPAN PAVILION at Expand North Star 2024



GITEX Expand North Star 2024 (GITEX ENS), the largest technology exhibition in the MENA region, was held from October 13th and 16th at the Dubai Harbour. A total of 22 startups exhibited at the JAPAN PAVILION organized by JETRO at GITEX ENS. Exhibitors presented solutions and services tailored to the demands of the Middle East in various fields of technology, including artificial intelligence (AI), big data, blockchain, healthcare, biotech, smart mobility, space technology, drones, and telecommunications.

During the event, the "Supernova Challenge" an official pitch contest took place. Among the finalists were [Holoeyes](#), a medical virtual reality (VR) technology company; [XANA](#), a Web3 metaverse company; [DigitalBlast](#), a space life science experiment service provider; [Metagen Therapeutics](#), a company specializing in "Fecal Microbiota Transplantation (FMT)" and "microbiome drug discovery" technologies; and [Polymerize GK](#), which uses artificial intelligence (AI) to predict optimal formulations and material properties for experiment. Notably, Metagen Therapeutics and Polymerize GK were selected as finalists in the competition. In addition, [Dots for Inc](#) won the GITEX Nigeria-sponsored contest. Dots for Inc provides permanent Internet access and offers a variety of online services in Africa, where Internet communication networks are still underdeveloped in the region.

Furthermore, after the exhibition, a site visit to the UAE Startup Ecosystem was conducted, with visits to key players in the startup ecosystem in Dubai, Ras Al Khaimah, and Abu Dhabi, including as Dubai Internet city, RAK DAO, and Hub71.

6th Japanese Business Delegation to the UAE



For the 6th time, JETRO Dubai hosted a new batch of Japanese business delegates from 7th to 10th October, focusing on the UAE's National Food Security Strategy. Mr. Nobutaka Maekawa, Executive Vice President of JETRO, led the visit of 15 Japanese companies, specializing in innovations and technologies in the food security and agri-tech sectors.

On the first day, the delegation attended the **"Dubai-Japan Business Forum"**, organized by Wasl Group at Wasl Experience Center. Mr. Ahmed Al Shaibani, Head of Food Tech Valley Project, welcomed the delegation and delivered an insightful speech and presentation on the investment opportunities in the Food Tech Valley. Additionally, the UAE Ministry of Climate Change and Environment, and Dubai Chambers, presented on the UAE's food security initiatives, as well as Dubai's economic landscape and investment potential. H.E Jun Imanishi, Consul-General of the Consulate-General of Japan in Dubai, also extended a warm welcome to the Japanese business delegation.

After the forum, Wasl Group also arranged a visit to the UAE's first Zero Waste Food Security Initiative, ReFarm. The facility focuses on zero-waste food security solutions to decarbonize the food industry while implementing resilient and affordable agricultural practices.

On 8th October, Japanese Business Delegation visited AgraME exhibition at the Dubai World Trade Center, to discover innovative agricultural solutions and sustainable practices from various countries. After the visit, the delegation attended the business networking session organized by the Abu Dhabi Chamber of Commerce & Industry titled **"Accelerating Food Security: Exploring Synergies between Abu Dhabi and Japan"**. The event focused on exploring investment between Abu Dhabi and Japan that support economic growth and enhance food security. H.E Masaoood Rahma AlMasaoood, Treasurer of Abu Dhabi Chamber, delivered the opening remarks and officially welcomed the delegation to Abu Dhabi.



The Abu Dhabi Chamber, along with other business entities such as the Abu Dhabi Investment Office, KEZAD Group, and the Abu Dhabi Agriculture and Food Safety Authority, conducted presentations on Abu Dhabi's business environment and investment opportunities. The delegation also had the opportunity to meet and exchange business ideas with local companies during the networking session.



With the exceptional support of the Abu Dhabi Chamber, the Japanese Business Delegation had the opportunity to visit some of the leading agricultural and food security facilities in Abu Dhabi. On 9th October, the delegation toured one of the region's leading producers and distributors of fresh fruits and vegetables, the Elite Agro. The group had the privilege also of visiting the facilities of Silal, the UAE's leading Agri-Tech food company. The company's effort aligns with the Abu Dhabi government's mission to secure food supply chains and boost the supply and distribution of food within the Emirate.



On their final day in the UAE, the Japanese Business Delegation was warmly welcomed by the Dibba Bay team in Fujairah. Dibba Bay is the first and only gourmet oyster farm in the Middle East, known for its white and gold-flecked shell, meaty texture, and its status among the finest restaurant-grade oysters in the world.





After the tour, the group participated at the **“Fujairah-Japan Investment Forum”** hosted by the Fujairah Department of Industry and Economy. The forum was attended by various business entities and companies from Fujairah in the fields of agriculture and food security. It aimed to enhance investment in vital sectors and support the UAE National Food Security Strategy 2051, in addition to the 'Plant the Emirates' National Programme.

H.E Mohamed Obaid Bin Majed AlAleeli, General Manager of the Fujairah Department of Industry and Economy, officially opened the forum and delivered a profound speech, highlighting the valuable investment opportunities and the potential for further collaboration between Japan and the emirate of Fujairah. The delegation highly appreciated the presence of His Excellency and the business introductions of various entities, including the Fujairah Environment Authority, Fujairah Free Zone, Fujairah Research Center, Fujairah Rockwool, Siji Greenhouse, Green Coast Nurseries, and Wadi Dafta Plantation, which provided valuable insights into Fujairah's business environment and investment opportunities.

Following the investment forum, Fujairah DIE also hosted a facility tour at Rumailah Farm, the UAE's first Jersey cow milk farm, known for producing premium dairy products in Fujairah. Rumailah Farm's facilities are designed and built to produce high-quality dairy products exclusively from Jersey Cows. The Jersey cattle are naturally grazed and milked locally, allowing the farm to produce creamy, natural milk daily.



Mr. Nobutaka Maekawa, Executive Vice President of JETRO and the head of the delegation, is optimistic that the 6th Japanese Business Delegation to the UAE will foster greater opportunities for business growth and cooperation between Japan and UAE.

JETRO Dubai showcases “Japan Street” at DICM 2024



JETRO Dubai recently exhibited at the Dubai International Content Market (DICM), a key event in the global content and entertainment industry held from November 12-13, 2024 at the Madinat Jumeirah in Dubai.

At DICM, JETRO promoted **“Japan Street”**, an exclusive online B2B catalogue designed for overseas buyers. This platform, launched in February 2021, is part of JETRO's initiative to support overseas expansion through digital technology. It features more than 500 content-related works including videos, animation, music, games, and licensing opportunities. Japan Street is accessible exclusively to JETRO's invited buyers, enabling them to browse, request quotations, and schedule business meetings by simply registering their product interests. One standout feature of this platform is the interpretation service, which helps facilitate smooth communication between Japanese content creators and international buyers. The platform has already attracted multiple inquiries from potential buyers in the Middle East, reflecting the growing global interest in Japanese-originated content.

By showcasing Japan Street at DICM, JETRO aims to help Japanese companies discover new partners in the Middle East, broadening their reach and collaboration opportunities in the region. Buyers interested in purchasing Japanese content can register on Japan Street to connect with IP holders of the respective content. JETRO Dubai will continue to combine in-person events with online meetings to promote Japanese content in the region and facilitate new licensing partnerships.

JETRO Dubai received more than ten new registrations from content-related companies representing various countries, including the UAE, USA, Turkey, India, Uganda, and Korea among others. In recognition of its contributions, JETRO Dubai was awarded a Certificate of Appreciation. The certificate was presented by Mr. Tariq Al Madani, CEO of INDEX Conferences and Exhibitions and organizer of DICM 2024. This honor highlights JETRO's pivotal role in promoting Japanese content in the Middle East.

JETRO & Orfali Bros Bistro ~ A Culinary Journey to Japan ~

JETRO and [Orfali Bros Bistro](#), ranked No.1 in MENA's 50 Best and a Michelin 1-Star restaurant led by Chef Mohamad Orfali and his two brothers, teamed up to host a special dinner celebrating the best of Japanese culinary treasures. H.E. Jun Imanishi, Consul General of the Consulate General of Japan in Dubai, joined the guests to enjoy a culinary journey to Japan.



This collaboration started with Chef Mohamad visiting Hokkaido with JETRO in September, where he found inspiration to craft masterpiece dishes using ingredients from both land and sea in Japan. Scallops, uni, kegani crabs, botan-ebi and wagyu beef from Hokkaido; honmaguro from Aomori; yuzu from Kochi; and fruit tomatoes and crown melons from Shizuoka were some of the exceptional ingredients featured in the dinner.



JETRO continues to support the promotion of high-quality Japanese food products to the UAE and the region.

JAPAN-UAE Strengthen Ties in Space Exploration



JETRO, together with the UAE Space Agency, Japan Cabinet Office, Japan Ministry of Economy, and Industry (METI), and Japan Aerospace Exploration Agency (JAXA) joined forces to organize the "UAE – Japan Space Sector Joint Workshop" on December 12th in Abu Dhabi.

The workshop hosted over 50 organizations, including the UAE Space Agency and Mohammed bin Rashid Space Center (MBRSC), UAE space-related startup companies, and universities working in the space field. On the Japanese side, nearly 30 companies participated, including ispace, ArkEdgeSpace, Mitsubishi Heavy Industries, Toyota, and others.

The workshop featured breakout sessions on four themes: **"Access to Space and Sustainability," "Earth Observation and Remote Sensing," "Space Exploration,"** and **"Telecommunication / Position, Navigation and Timing"**. These sessions provided an excellent opportunity for Japanese companies and related organizations to introduce their initiatives and directly promote their technologies and services to their UAE counterparts. The event emphasized the continued commitment of the UAE and Japan to working together in the field of space exploration.

JETRO & Summit Trading Collaboration to Promote Japanese Food

JETRO Dubai has partnered with Summit Trading, the largest distributor of Japanese foodstuffs in the UAE, to launch a promotional campaign for Japanese food. You can now easily order selected premium Japanese food ingredients online through their e-commerce site. We invite you to visit the site and add authentic Japanese ingredients to your dining table.

[Who is Summit Trading?]

Summit Trading Company L.L.C. was established in Abu Dhabi, United Arab Emirates in 1977 and has grown into a leading distributor and wholesaler of Japanese foodstuffs in the UAE. The company also exports foodstuffs to neighboring countries in the Middle East and operates in the corporate catering business.

As a Japanese company with the longest and most reliable business record in the Middle East, Summit Trading has earned the trust and patronage of many restaurants, hotels, supermarkets, and local companies. They import a wide variety of authentic Japanese products, including dry, chilled, and frozen foods, wagyu beef, frozen tuna, fresh vegetables, fresh seafood, and seasonal fruits by sea and by air to meet the diverse needs of their customers.

In July 2020, JETRO's Department of Agriculture, Forestry, Fisheries and Food certified Summit Trading as a "Supporter of Japanese Food Products" overseas. This certification program recognizes restaurants and retailers outside of Japan that use and sell Japanese ingredients, aiming to promote Japanese agricultural, forestry, fishery, and food products worldwide. Summit Trading is the first business in the Middle East and Africa without a physical store to be certified by the Ministry of Agriculture, Forestry and Fisheries.



Strengthening Intellectual Property: JETRO Dubai's IP Department's Activities & Initiatives for Q4 2024

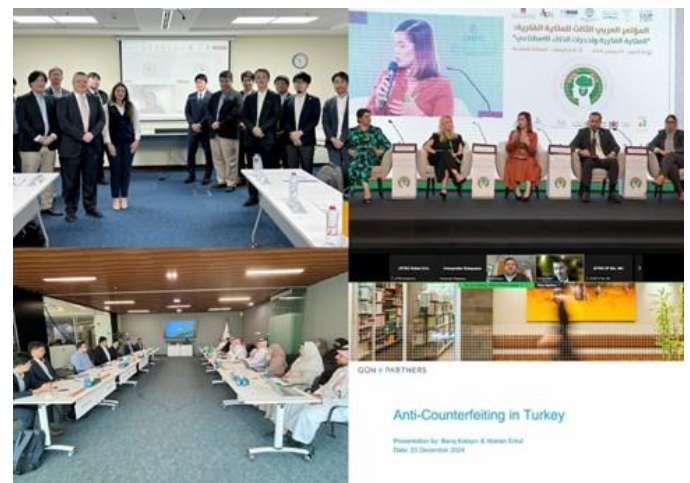
In the last quarter of 2024, JETRO Dubai's IP Department has been actively engaged in various initiatives aimed at enhancing IP awareness and enforcement across the region.

On October 4, the 28th ME-IPG Quarterly Meeting was organized where representatives from UTPS provided valuable insights into the IP system and enforcement strategies in Saudi Arabia.

A significant Opinion Exchange between SAIP and ME-IPG took place in Saudi Arabia on October 16, where representatives from SAIP discussed their recent IP enforcement activities. This physical meeting facilitated direct dialogue between the Japanese company members of ME-IPG and SAIP.

Mrs. Kris Angela Reaño Solis, Assistant IP Director at JETRO Dubai, participated as a Speaker at the Third Arab-IP Conference held in Casablanca, Morocco from October 30 to November 1. This conference was jointly organized by ARADO, EIPA, and EJUST, highlighting the importance of collaboration in advancing IP rights in the Arab region.

Following these, several online workshops and trainings were organized consecutively. The Online Counterfeit Workshop was conducted on October 8 and 9 for Jordan Customs and the Jordan Standards and Metrology Organization (JSMO). The two-day IPR session with Dubai Customs focused on educating participants on distinguishing between fake and genuine Japanese brands was successfully organized on November 13 and 14. And the Online Counterfeit Workshop for the Egyptian Police on December 9 and 10, further extending its efforts to combat counterfeiting across borders.



Finally, on December 23, a webinar was held focusing on Türkiye's IPR System and Enforcement. Representatives from the Turkish law firm Gun+Partners shared their expertise on Türkiye's approach to intellectual property rights, providing attendees with critical insights on effective enforcement measures.

Through these activities, JETRO Dubai's IP Department has demonstrated its commitment to strengthen IP protection and addressing challenges related to intellectual property rights within the Middle East region.

- - JETRO Dubai Upcoming Events - -

❖ JAPAN PAVILION @ Arab Health 2025

Promoting 27 Japanese Companies

- **Date:** Jan. 27-30, 2025
- **Venue:** Hal 7 & Hall 8, Dubai World Trade Center

JETRO is organizing JAPAN PAVILION at Arab Health 2025, the Middle East's largest healthcare trade event, from 27th to 30th January at the Dubai World Trade Centre.

At Arab Health 2025, JETRO is pleased to support the participation of 27 Japanese companies.

- 18 of them are Japanese leading medical product manufacturers, producing high-quality and uniquely designed products under Hall 7.
- 9 of them are Japanese medical-related startups, they propose new solutions with their cutting-edge technologies in Hall 8.



Come & visit JAPAN PAVILION at Hall 7 & 8 and discover Japan's latest healthcare innovations!

❖ JETRO Booth @ 48th Baghdad International Fair

Featuring 11 Japanese Companies

- **Date:** Feb. 1-7, 2025
- **Venue:** Baghdad International Fairground, Iraq

The 48th Baghdad International Fair has been rescheduled and will now take place from February 1-7 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 2025 (Hall #8)!

❖ JAPAN PAVILION @ GULFOOD 2025

Showcasing 33 leading companies from Japan

- **Date:** Feb. 17-21, 2025
- **Venue:** Trade Centre Arena and Al Mustaqbal Plaza, DWTC

We are thrilled to invite you to **GULFOOD 2025**, the leading food and beverage sourcing event in the Middle East. Organized by JETRO, the JAPAN PAVILION is making a grand return, featuring 33 leading companies from Japan. This year, we are introducing an additional Pavilion for Japanese Seafood, located next to TOP TABLE in Al Mustaqbal Plaza. Participating exhibitors will showcase a wide range of products, including seafood, fruits, tea, seasoning and processed foods.

TOP TABLE:

For the second season, JETRO is honoured to be the Headline Sponsor for TOP TABLE – an exceptional culinary event where internationally renowned chefs will unveil the latest culinary trends and food masterpieces. Live cooking and tasting sessions will take place daily throughout the event.

- Location: Al Mustaqbal Plaza
- Schedule: to be announced on the Gulfood website
- Website: <https://www.gulfood.com/top-table>

Don't miss this incredible opportunity to explore the finest in Japanese cuisine, network with industry leaders, and discover the future of food. Mark your calendars and visit us at **GULFOOD 2025!**