

JETRO Dubai Topics

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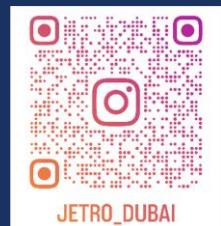
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Abu Dhabi – Japan Business Connect Forum



In line with its strategic roadmap to strengthen cross-border partnerships and support economic diversification, the Abu Dhabi Chamber of Commerce and Industry (ADCCI), in partnership with the Japan External Trade Organization (JETRO), successfully hosted the **"Abu Dhabi-Japan Business Connect Forum"** in Tokyo on 8 May.

The high-level forum brought together senior government officials and business leaders from Abu Dhabi and Japan to explore investment opportunities, foster bilateral collaboration, and promote sustainable development across priority sectors.

In his keynote, H.E. Ahmed Jasim Al Zaabi, Chairman of ADCCI, highlighted Japan's vital role in Abu Dhabi's development and trade growth—revealing a 11.9% CAGR in UAE-Japan trade over the past five years and noting that the UAE attracts over 80% of all Japanese investments in the Middle East.



Mr. Norihiko Ishiguro, Chairman and CEO of JETRO, commended ADCCI's continued efforts in cultivating strong and long-term partnerships with Japanese companies and reaffirmed JETRO's commitment to deepening economic ties between Japan and Abu Dhabi.

The forum featured presentations on Abu Dhabi's dynamic business landscape from various business entities, and a showcase of Japan's investment environment presented by Mr. Nobuyuki Nakajima, Managing Director of JETRO Dubai & MENA.

A key highlight of the event was the signing of a Memorandum of Understanding (MoU) between JETRO and ADCCI to further enhance bilateral business cooperation. The MoU was signed by Mr. Nobuyuki Nakajima, Managing Director of JETRO Dubai and MENA, and H.E. Shamis Al Dhaheri, Second Vice Chairman and Managing Director of ADCCI, in the presence of distinguished dignitaries, including H.E. Shihab Al Faheem, Ambassador of the United Arab Emirates to Japan; H.E. Ahmed Jasim Al Zaabi; and Mr. Norihiko Ishiguro. The MoU reflects a shared commitment to strengthening long-term trade relations and unlocking new opportunities for collaboration in key areas such as innovation, sustainability, and advanced technologies, paving the way for sustained mutual growth.

Following the forum, a business matching session was organized, bringing together Japanese and Abu Dhabi companies. The session provided an invaluable opportunity for meaningful exchange, idea-sharing, and potential partnerships. This initiative underscores the strong commitment of both JETRO and ADCCI to fostering closer economic cooperation and expanding new avenues of collaboration between Japan and Abu Dhabi.

2nd UAE-Japan Joint Business Council Meeting

On 17 September 2025, JETRO in collaboration with the Federation of UAE Chambers of Commerce and Industry (FCCI), successfully organized and hosted the 2nd UAE-Japan Joint Business Council Meeting at JETRO Headquarters in Tokyo. The meeting followed the inaugural session held in April 2024 and reaffirmed the shared commitment of both countries to further strengthening private-sector collaboration.

Established under the Comprehensive Strategic Partnership Initiative (CSPI) launched by the leaders of Japan and the United Arab Emirates in 2022, the UAE-Japan Joint Business Council serves as a key platform for fostering private-sector dialogue, collaboration, and cooperation across priority sectors.

The meeting opened with welcoming remarks from Mr. Nobutaka Maekawa, former Executive Vice President of JETRO, and H.E. Humaid Bin Salem, Secretary General of FCCI, who emphasized the vital role of private-sector engagement in enhancing bilateral economic relations. Mr. Maekawa highlighted the successful outcomes of the inaugural council meeting and expressed his appreciation to all stakeholders who contributed to the organization of the second session. H.E. Humaid underscored the council's role as a catalyst for advancing business cooperation between Japanese and UAE companies, while commending the strong reputation of Japanese brands in the UAE for their quality, reliability, and innovation.



The agenda featured presentations by thirteen companies across five key thematic areas: Circular Economy; Healthcare; Sustainable and Efficient Energy Solutions; Construction, Engineering, and Interior Design; and Entertainment. The session also featured the role of Emirati Women in business, highlighting their leadership in entrepreneurship, innovation, and senior management, supported by national policies and initiatives led by H.H. Sheikha Fatima bint Mubarak in empowering women across the UAE's business landscape.

The meeting concluded with an interactive networking session, further reinforcing momentum toward deeper UAE-Japan private-sector partnerships and continued collaboration in strategic industries.

Empowering Japanese Startups within the UAE Innovation Ecosystem

As part of its efforts to support emerging technologies, JETRO launched acceleration program and related activities focused on Web3 and artificial intelligence (AI), providing Japanese companies with a structured pathway to explore technology adoption and market entry frameworks in the UAE.

In August, JETRO launched its first Web3 acceleration program for startups in the Middle East. Ten Japanese Web3 startups were initially selected to participate in Phase One of the program, which commenced with a Tokyo-based bootcamp. Following this phase, seven companies that met the program's evaluation criteria advanced to Phase Two, which consisted of structured virtual mentoring sessions followed by an immersive UAE program week, marking the conclusion of the acceleration journey.



Upon completion of the program, the seven participating startups showcased their solutions during a Demo Day held at GITEX Expand North Star, where they pitched on stage to a panel of judges and engaged with exhibition attendees, investors, and industry stakeholders.

JETRO's Web3 Global Growth Program for the Middle East was implemented in collaboration with Elixir Capital, which delivered the program content, and Hub71, which welcomed the startup cohort and facilitated their integration into Abu Dhabi's innovation ecosystem.



In conjunction with GITEX Expand North Star, JETRO organized the Japan Pavilion from 12 to 15 October at Dubai Harbour, featuring the seven Web3 cohort startups alongside three AI startups. The participating companies were encouraged to actively engage with investors, venture capital firms, and potential partners at JETRO's networking side event at GITEX ENS. The event attracted more than 80 attendees with a strong interest in collaborating with Japanese startups.

To further enrich the immersive experience, JETRO arranged site visits for the participating companies to leading AI institutions in Abu Dhabi, including ADIA Lab, the Advanced Technology Research Council (ATRC), and Mohamed bin Zayed University of Artificial Intelligence (MBZUAI).

JETRO Debuts at the Abu Dhabi International Food Exhibition

Showcasing the Diversity and Appeal of Japanese Food Products

From 21 to 23 October 2025, JETRO participated for the first time in the Abu Dhabi International Food Exhibition (ADIFE), a key event within Global Food Week. ADIFE serves as a dynamic platform for the food and beverage industry, bringing together global and regional stakeholders and providing buyers and suppliers with valuable access to both local and international markets. The exhibition fosters collaboration, innovation, and growth across the global F&B landscape.



The event was held at the Abu Dhabi National Exhibition Centre (ADNEC) and organized by the Abu Dhabi National Exhibitions Company. It welcomed more than 1,900 exhibitors from 67 countries and attracted 40,108 visitors, underscoring its growing significance as a leading food industry platform in the Middle East.

For its inaugural participation, JETRO secured a 36-square-meter pavilion to showcase a wide selection of Japanese food products. Product samples from 74 Japanese companies were displayed, enabling visiting buyers to explore a diverse range of offerings. In addition to physical exhibits, JETRO also promoted catalog-based products, broadening business-matching opportunities for companies unable to participate on-site.

A key highlight of the pavilion was the tasting and sampling of popular matcha products, which generated strong interest among local buyers. Through these on-site demonstrations, JETRO gathered valuable feedback and market insights, gaining a deeper understanding of consumer preferences in the UAE.

This successful debut at ADIFE marks an important milestone in JETRO's efforts to strengthen the presence of Japanese food products in the Abu Dhabi market and to further support Japanese companies seeking to expand their footprint in the Middle East.

JETRO Hosts the 7th Japanese Business Delegation to the UAE to Explore Sustainable Investment Opportunities

From 17 to 20 November, JETRO welcomed its 7th Japanese Business Delegation to the United Arab Emirates. The delegation comprised 15 leading Japanese companies operating in key sustainable sectors, including waste management, wastewater treatment, recycling, green building and construction, renewable energy, and related industries. The delegation was led by Mr. Takafumi Suzuki, Executive Vice President of JETRO.

The program offered participants a comprehensive overview of the UAE's dynamic business environment through visits to the emirates of Dubai, Abu Dhabi, and Sharjah. These engagements enabled the delegation to assess potential investment opportunities and explore avenues for collaboration with key public and private stakeholders across the UAE.

The program commenced in Dubai with a site visit to the Warsan Waste Management Company (WWMC), the world's largest energy-from-waste facility. The visit, organized with the support of Itochu Middle East LLC, highlighted the facility's cutting-edge technologies and its role in advancing Dubai's sustainable infrastructure by converting waste into clean energy while minimizing environmental impact.



On 18 November, JETRO, in collaboration with the Abu Dhabi Investment Office (ADIO), the Abu Dhabi Department of Economic Development (ADDED), and the Abu Dhabi Chamber of Commerce and Industry (ADCCI), organized the **"Abu Dhabi-Japan Business Forum: Driving Sustainability — Strengthening Abu Dhabi & Japan Cooperation."**

The forum opened with welcoming remarks by Mr. Obaid Musallem Al Ameri, Executive Director of the Abu Dhabi Residents Office (ADRO), who officially welcomed the delegation and underscored the importance of strengthening economic cooperation between Abu Dhabi and Japan.

Representatives from ADRO, ADDED, and the KEZAD Group delivered presentations outlining Abu Dhabi's business ecosystem and investment opportunities. The forum also featured networking sessions with distinguished guests invited by the Abu Dhabi Chamber, facilitating meaningful dialogue and fostering prospects for future collaboration.

With the exceptional support of the Abu Dhabi Department of Energy and the Abu Dhabi Chamber, the delegation visited one of TAQA Water Solutions' state-of-the-art wastewater treatment facilities following the forum. TAQA, a leading international utilities provider, manages wastewater collection, treatment, and reuse systems across Abu Dhabi. The delegation was welcomed by Mr. Ali Al Zaadi, Director of Corporate Strategy and Performance at TAQA Water Solutions, and his team, who shared valuable insights and conducted a guided tour of the world-class facility.



On 19 November, the third day of the program, the KEZAD Group—led by Mr. Khalid Al Marzooqi, Vice President for International Business Development, and Ms. Shamma Nasser Al Hosani, Specialist for Commercial and Business Development—graciously arranged a site visit to the National Food Products Company (NFPC), one of the Middle East's leading food and beverage manufacturers. The delegation was received by Mr. Yasser Abbas, Utilities Manager at NFPC, who presented the company's key achievements and nearly five decades of industry excellence. Participants were given an in-depth tour of the wastewater treatment plant and production facilities.

Later that day, the delegation traveled to Sharjah to visit BEEAH's Waste-to-Energy Facility. In partnership with Masdar, BEEAH established the Emirates Waste to Energy Company (EWTE) to address the dual challenges of managing non-recyclable waste and advancing sustainable energy solutions. The EWTE team conducted a comprehensive tour, showcasing the UAE's first dedicated waste-to-energy plant and its pioneering role in transforming waste into renewable energy across the MENA region.

On 20 November, the final day of the program, and with the outstanding support of the Sharjah Chamber of Commerce and Industry, the delegation visited two of the UAE's most advanced water facilities: the SEWA Seawater Desalination Plant and the SEWA Underground Water Desalination Plant.



During the visits, the Sharjah Electricity, Water and Gas Authority (SEWA) team provided a detailed overview of the facilities' advanced operations. The delegation observed modern desalination and production technologies used to treat seawater and underground water for distribution to residential, commercial, and industrial consumers throughout Sharjah.



The program concluded with the "Sharjah-Japan Business Forum," organized by the Sharjah Chamber of Commerce and Industry, followed by a B2B matching session aimed at identifying new opportunities for trade and investment cooperation. The delegation expressed sincere appreciation for the warm hospitality and the opportunity to engage with distinguished members of the Chamber.

The 7th Japanese Business Delegation to the UAE concluded successfully, reflecting the strong collaboration and exceptional support extended by public and private sector partners across Dubai, Abu Dhabi, and Sharjah, and reinforcing the growing momentum for sustainable investment cooperation between Japan and the UAE.

Middle East Medical Device Market Overview Webinar

The healthcare industry represents one of the most promising sectors for overseas business expansion for Japanese companies. Japan is widely recognized for its high-quality products and advanced technologies in this field, making Japanese healthcare solutions among the most trusted and preferred brands globally.

Over the years, JETRO Dubai has consistently strengthened its efforts to support and promote Japanese healthcare products in the Middle East.

As part of this commitment, JETRO Dubai annually organizes the Japan Pavilion at the World Health Expo (formerly Arab Health) in Dubai, providing Japanese companies with a strategic platform to showcase innovative medical technologies and engage directly with regional stakeholders.

Complementing this major exhibition initiative, and to further equip Japanese companies with essential market intelligence ahead of expanding their presence in the region, JETRO conducted the "Middle East Medical Device Market Overview Webinar" on 11 December in collaboration with Frost & Sullivan. The webinar aimed to provide in-depth insights into the medical device market and regulatory landscape in the Middle East—particularly the UAE—for companies seeking to develop or expand their medical device sales channels.

The webinar was structured into two main sessions. The first session focused on the outlook of the medical device market in the UAE and was delivered by Mr. Adeeb Wahab, Principal Consultant, Healthcare and Life Sciences at Frost & Sullivan, UAE. His presentation provided a comprehensive overview of the global and GCC medical device market forecasts, the UAE medical device market landscape, and high-growth segments within the UAE market. The second session was presented by Mr. Amartya Bose, Senior Consultant, Healthcare and Life Sciences at Frost & Sullivan, Middle East. He offered an in-depth explanation of medical device regulations, standards, approval processes, and market entry requirements in the UAE. Key topics included the UAE product registration process, Authorized Representative/Marketing Authorization Holder (AR/MAH) operations, customs clearance procedures, stakeholder RACI matrices, and key enablers for successful market entry.

Following the presentations, a highly interactive Q&A session was held, during which the speakers addressed numerous questions from participants and shared valuable practical insights. The webinar received very positive feedback from attendees. Around 120 participants attended the webinar, reflecting strong interest from companies seeking to expand their healthcare businesses in the Middle East region. The event concluded successfully, reinforcing JETRO Dubai's role in supporting Japanese companies in navigating regional market opportunities.

JETRO Dubai Advances IP Protection Across Regions

JETRO Dubai's IP Department spearheaded several initiatives to strengthen intellectual property enforcement and anti-counterfeiting across the Middle East and Africa. As part of capacity-building efforts, JETRO organized several in-person and online brand training sessions for relevant IP enforcement authorities in Kenya, Jordan, Saudi Arabia, UAE, Türkiye, and Egypt.

In August, JETRO hosted the TICAD Business Expo and Conference (TBEC) in Yokohama, spotlighting importance of collaboration between Japan and African countries for Africa's economic growth. In the TBEC, JETRO Dubai organized the IP Session, themed "Intellectual Property Policy in Africa at a Turning Point," brought together high-level delegates from African IP offices, including EGIPA (Egypt), ACA (Kenya) and CIPC (South Africa).

Furthering international collaboration, the Regional IP Enforcement Conference was held in Riyadh, KSA from September 8–10, co-organized by SAIP, GCCPO, JPO, USPTO, and CLDP.

JETRO's Middle East IP Group also held two quarterly meetings—June featured new leadership elections and a presentation on UAE's trademark system presented by One World IP, while September included an Amazon-led webinar on online brand protection.



Additionally, JETRO organized the UAE and Türkiye Mission in late October, enabling Japanese companies to exchange views with various IP authorities and organizations. Through these initiatives, JETRO Dubai and its partners reaffirm their dedication to promoting IP awareness, strengthening enforcement, and building global partnerships to protect innovation and consumer trust.

JETRO Dubai welcomes NEW Directors: Mr. Kazumasa Ueda and Mr. Daisuke Yonekura

We are delighted to extend a warm welcome to our newly appointed Directors and wish them great success in their roles at JETRO Dubai!

Mr. Kazumasa Ueda joins JETRO Dubai as new Executive Director



Mr. Kazumasa Ueda assumed office as Executive Director at JETRO Dubai in July 2025, bringing with him extensive experience in economic policy, international relations, and public administration. Mr. Ueda hails from Japan's Ministry of Economy, Trade, and Industry (METI) and succeeds his predecessor, Mr. Hiroshi Hasegawa, who served at JETRO Dubai in the same capacity for three years.

A 2007 law graduate of Kyoto University, Japan, Mr. Ueda joined METI in the same year, commencing his career in the Service Industry Department. In 2015, he earned a Master of Public Administration (MPA) from the School of International and Public Affairs at Columbia University in New York, United States. From 2016 to 2019, he was assigned to the Embassy of Japan in Saudi Arabia, where he served as Chief of the Economic Section (First Secretary).

Prior to his appointment at JETRO Dubai, Mr. Ueda served as Director of Energy Supply and Demand Policy at METI from 2024. With a strong academic background and a distinguished career in both domestic and overseas postings, Mr. Ueda is well positioned to further strengthen Japan–UAE economic cooperation and advance JETRO's mission in the region.

Mr. Daisuke Yonekura takes charge as new Executive Director at JETRO Dubai



Mr. Daisuke Yonekura joined JETRO Dubai in December 2025 as the new Executive Director. He replaced Ms. Yumiko Yoshimura, who has returned to Japan to assume a new assignment at JETRO Head Office.

Mr. Yonekura graduated from Waseda Graduate School; joined JETRO in 2000, where he supported developing countries. In 2010, he was dispatched to the JETRO Riyadh Office in Saudi Arabia, where he played an active role in trade and investment promotion activities.

In 2014, Mr. Yonekura was appointed Deputy Director of the Middle East and Africa Division, where he was engaged in regional research projects and policy-related initiatives. Through these roles, he has accumulated extensive experience and in-depth knowledge of the Middle East region. In 2023, he was assigned as Chief Deputy Director of the Overseas Business Development Department and subsequently appointed Chief Director of the JETRO Iwate Office. In this capacity, he supported overseas business expansion for Japanese small and medium-sized enterprises (SMEs) in Iwate Prefecture.

As Executive Director of JETRO Dubai, Mr. Yonekura will engage on supporting Japanese companies seeking to expand their business in the UAE and GCC countries. He will also oversee some projects aimed at assisting companies in the entertainment sector, including Japanese animation (Japanimation), that are interested in entering the UAE market. Mr. Yonekura aspires to serve as a new and effective bridge between Japan and the GCC countries, particularly the UAE.