

JETRO Dubai Topics

# NEWSLETTER

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**JETRO**

Japan External Trade Organization

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## JAPAN-UAE Business Forum held in Abu Dhabi

The Japan External Trade Organization (JETRO), UAE Ministry of Economy, and the Cabinet Office of the Government of Japan jointly held a Business Forum in the InterContinental Hotel in Abu Dhabi on Monday, **30<sup>th</sup> April 2018**, aiming at further strengthening the strategic economic relationship between Japan and the United Arab Emirates.



Japanese Prime Minister Shinzo Abe, UAE Minister of Economy H.E. Eng. Sultan Al Mansoori, UAE Minister of State H.E. Dr. Sultan Al Jaber, JETRO Chairman Hiroyuki Ishige, and other senior officials from the UAE and Japan attended the Forum. A large high-level business delegation including government officials as well as chairmen and CEOs of major Japanese companies accompanied Prime Minister Abe who held talks with UAE officials from across several sectors including energy, environment, defense, education, healthcare, agriculture, and advanced technologies.

Several working sessions were held during the Forum that discussed sustainable energy cooperation, creating synergy through trade, investment and economic diversification – with success stories of Japanese companies, human resources, and innovation, etc. MoUs on cooperation between the two countries in different fields were also exchanged during the event.

Addressing in the forum, UAE's Minister of Economy H.E. Eng. Sultan Al Mansoori said that Japan was the 6<sup>th</sup> most important trade partner of UAE, its 4<sup>th</sup> biggest exporter, and among the Top 15 most important importers from UAE globally.



He also said that the Japanese investments stood at 14.3 billion dirhams and that the cooperation of the two countries had contributed to deepening the partnership in a number of traditional sectors of interest such as energy, industry, investment, tourism, aviation and others.



The business forum also featured a sample food tasting of signature Japanese fruits, and business meetings organized by the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the National Federation of Agricultural Cooperative Association of Japan (ZEN-NOH).



Later on that day, His Highness Sheikh Mohammed bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the UAE Armed Forces received Japanese Prime Minister Shinzo Abe and his delegation at the Presidential Palace in Abu Dhabi, together with a number of sheikhs, ministers and senior officials from UAE.

## Japan Pavilion at the Middle East Film & Comic Con 2018

JETRO Dubai organized Japan Pavilion in Middle East Film & Comic Con 2018 (MEFCC) from **5th to 7th April 2018 at the Dubai World Trade Centre**. MEFCC was the Middle East's biggest exhibition focused on pop culture including games, comics, anime, manga, and movies.



JETRO had participated in the event since 2017, and continued supporting it this year, featuring three amazing Japanese companies namely Pierrot, the renowned creator of the worldwide popular anime series *Naruto* and *Tokyo Ghoul*; Unifast Co., Ltd, the official retailer and manufacturer of *Snow Miku*; and Fujifilm that featured their latest product “Instax Camera”.



Many visitors who love Japanese anime, manga and their characters came to Japan Pavilion booths and eagerly insisted to invite more Japanese companies to come to the Middle East market.

JETRO had conducted a survey to know more about the market and its level of interest. More than 200

visitors answered the survey questionnaire; and 173 titles were gathered on the question asking them to name the title of their favorite Japanese anime and manga. Some of them answered up to 10 titles; some can't even select one for according to them it's too many.

Through this event, we have seen the passion and interest of the customers to Japanese artistic works, and therefore the need to support more Japanese companies to expand their business overseas.

## Business Connect Workshop for EXPO 2020

JETRO Dubai with the esteemed support of the EXPO 2020 Dubai Team recently held a workshop for Japanese companies regarding the progress, updates and business opportunities at the forthcoming EXPO 2020 event.



Over 40 Japanese businessmen and EXPO officials in charge of various sectors attended the workshop.

The Business Connect event started with a presentation from EXPO 2020 team about the history of world expo, the uniqueness of the EXPO 2020 Dubai, and the business opportunities with a complete guide or direction on how to get involve in the expo.

The presentation was followed by a networking session, where we encountered several active discussions about future collaboration; and a tour to the construction site that provides an opportunity to know the structure and scale of the upcoming mega-event. One of the attendees had expressed his appreciation about the workshop, for he could not get



any chance to connect with EXPO's officials and visit the site without JETRO's arrangement.

JETRO is the official organizer of the Japan Pavilion for the EXPO 2020 Dubai. JETRO is planning to hold one of the biggest spaces of the whole pavilion, and now the expert team in Tokyo headquarter is starting to make the concept and architectural designs. The Japan Pavilion aims at showcasing Japan's state of the art technology through eye-catching special effects and other installations during the Expo 2020 event.

## JETRO and ME-IPG held Anti-Counterfeit Seminars in Iran and Nigeria

As Japanese brands are expanding to Middle East and Africa, it becomes very important to promote protection of intellectual properties (IP) in this region. Fake products which violate IP rights are of low-quality, easy to break, and most of the time dangerous. For example, fake spare parts for automobiles may cause serious car accidents.

The Japan External Trade Organization (JETRO) and Middle East Intellectual Property Group (ME-IPG) conducted two IP seminars in the second quarter of 2018 to combat counterfeiting.



One seminar was held in Iran in May, and the other was in Nigeria in June. Each seminar was attended by around 50 attendees. Most of them were from government organizations such as Customs.

During the seminar, Japanese companies which are members of the ME-IPG, made presentations regarding on how to distinguish genuine products vs fake goods. The government officials attentively

listened to the presentations and successfully learned how to distinguish the difference between the two. This knowledge will help them seize fake products.



JETRO and ME-IPG were also able to promote mutual understanding on IP protection, and its importance, during the seminar. This will strengthen and enhance anti-counterfeit activities to promote IP protection and combat fake products.

## JETRO to organize Japan Pavilion for the upcoming GITEX Future Stars 2018

This October, JETRO will be organizing once again the Japan Pavilion at the GITEX Future Stars 2018. The exhibition is said to be the region's most influential fundraising and business development networking event for startups and the innovation enabling community, which will be held at the **Dubai World Trade Centre from 14<sup>th</sup> to 18<sup>th</sup> of October 2018**.



For this year's edition, the exhibition will focus on five major technological sectors – blockchain, AI, fintech, creative economy, and healthcare education.

JETRO had participated in the event since 2016, bringing unique Japanese startups and innovators with astounding technology offerings. And for this year, JETRO will organize its biggest Japan Pavilion on its 3<sup>rd</sup> year of participation, and is looking forward for the support and participation of Japanese related companies from featured sectors and startups with amazing next generation technologies.

Now, being deputed to JETRO Dubai as the new Director of the IP Department, we welcome Mr. Shiozawa to the UAE and wish him all success in his new assignment.

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## Mr. Masakazu Shiozawa takes charge of IP Department at JETRO Dubai

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Mr. MASAKAZU SHIOZAWA has joined JETRO Dubai as the new director of the IP Department with effect from 22<sup>nd</sup> June 2018, in the place of Mr. Masao Goto who just completed his 3-year tenure in the same post. Mr. Goto returned back to the Japan Patent Office (JPO) under the

Ministry of Economy Trade and Industry (METI). All of us from JETRO Dubai wish Mr. Goto all the best for his new assignment.

Mr. Shiozawa, 42, holding M.S. degree in Aeronautics and Space Engineering from Tohoku University, Japan; and also holding a Ph.D. in Engineering from the same university, joined the Japan Patent Office (JPO) in 2003. In 2005, he was promoted to the position of Patent Examiner in the mechanical field. In 2008, he became the Deputy Director for Intellectual Property Right Infringement and International Trade, Manufacturing Industries Bureau of the Ministry of Economy, Trade and Industry (METI). In July 2011, he was assigned as a visiting scholar at the Department of Engineering, University of Cambridge, UK.

In 2014, Mr. Shiozawa moved to Multilateral Policy Section (China & Korea) within the International Policy Division of JPO as Deputy Director; and a year later, he became the Deputy Director of Patent Classification Policy Planning Section of the Administrative Affairs Division of JPO.

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