

JETRO Dubai Topics

# NEWSLETTER

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**JETRO**

Japan External Trade Organization

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## Saudi Arabia IP Protection Seminar held in Tokyo

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In Kingdom of Saudi Arabia (KSA), Ministry of Commerce and Investment (MCI) has established Saudi Authority for Intellectual Property (SAIP), which is a new Intellectual Property (IP) governmental authority integrating IP enforcement entities besides Patent, Trade mark and Copyright entities. In September 2016, Ministry of Economy, Trade and Industry (METI) and MCI signed Memorandum of Cooperation (MOC) regarding strengthening their cooperation of anti-counterfeiting measures.

According to the MOC, the Japan External Trade Organization (JETRO) and METI held IP seminar to distinguish genuine products and fake goods in Riyadh and Jeddah in November 2017. Most of the attendants were from governmental enforcement organizations such as Customs and MCI.



In July 2018, JETRO and METI held seminar in Tokyo to invite delegation from MCI. The seminar introduced governmental organization related to IP and IP protection system in KSA. About 60 Japanese companies attended the event and deepened understanding of IP protection system in KSA.

Back to back the seminar, delegation from MCI and Japanese companies had an opinion exchange about anti-counterfeiting measures and enhanced mutual understanding. This activity will be helpful for Japanese companies to conduct anti-counterfeiting measures in KSA.

## JETRO Dubai held seminars regarding “West Africa” and “Magreb region”

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With the growing business opportunities at the African region, JETRO Dubai had organized two seminars that provided helpful business information about West and North Africa.



“West Africa” seminar was held on 4<sup>th</sup> July, with around 40 attendees. The event discussed about the economy and business environment of Nigeria, the English-speaking countries in West Africa; and Côte d’Ivoire, the French-speaking countries in the region. JETRO’s representative from JETRO Lagos, Nigeria made a presentation on how big the market is, and on major issues and challenges that will be faced. Another representative from JETRO Abidjan, Côte d’Ivoire, carefully explained what the French-speaking market consisted of.

A seminar focusing “Magreb”, the region consisted of Algeria, Morocco and Tunisia, was held on 28<sup>th</sup> August. Our representative, who came from JETRO Paris, provided brief information on the economy, political issues and business environment in the region. He precisely summed up and showed varieties of data which mentioned the current situation and the potentials of the region.

Around 40 attendees from Japanese companies were keen on finding new opportunities in the region.

## JETRO to introduce 19 Japanese Stars at GITEX Future Stars 2018

JETRO confirmed its largest GITEX presence to date with 19 innovative and dynamic start-ups confirmed participation for the GITEX Future Stars 2018, on **14<sup>th</sup> – 17<sup>th</sup> October, at the Dubai World Trade Centre**. Among the sectors to be featured at the Japan Pavilion will be artificial intelligence (AI), aerospace, internet of things (IoT), healthcare, fintech, and hospitality which together, will provide industry and business audiences with a unique glimpse into the future of space exploration, science, industry, work and personal life.



Of 19 start-ups to be showcased at the Japan Pavilion, four have been selected under J-Startup, a program launched in June 2018 by the Japanese Ministry of Economy, Technology and Industry with a mission to foster and grow Japan's start-up sector. Selected through the recommendation of experts, the start-ups receive intensive support measures from a number of private and public organizations.

Japan Pavilion will host *ispace inc.*, the **lunar exploration company** that can develop space infrastructure. *Unipos Inc.* is a **Human Resources Tech firm** to recognize and reward employees through offering micro peer bonuses.

Four of the participating start-ups are from **AI sector**: *VISITS Technologies Inc.* presenting "ideagram" that allows assessment of new business ideas through patented consensus-building algorithm to effectively place creative talent. *Empath Inc.* can identify emotion from person's voice by analyzing multiple physical properties of the voice - joy, calm, anger and sorrow. *Toyput In.c* which trains the next generation of entrepreneurs by fostering children's technical, creative and leadership abilities. *Primesap Co., Ltd.*

presenting *Trac* that analyzes human's health & fitness and provides health programs using analytical platform with IoT devices, and big data analysis.

Three companies are from the **Fintech sector**: *Doreming* is a cloud-based HR-payroll platform enables companies to pay employees, particularly those who are under or unbanked, in real time. *PMCODE Co., Ltd* is a next generation 2D code that allows storage of digital data in a 3-dimensional structure. *Warrantee* is a one-stop smartphone application for non-life insurance services.

Another two companies are from **IoT sector**: *IDDK Co., Ltd* who are developers of a new generation of smartphone-sized microscope that can be used wherever, whenever, by whomever. *CONNECTEC Japan Corp* has world's first IoT Assembly Technology which can apply no heat resistant chip and adopt low cost flexible materials.

**Healthcare sector** is tackled by *Allm Inc.* dedicated to shape healthcare through launching next-generation technologies and medical communications platforms. *Spiral Inc.* provides specialized **drone solutions for non-GPS environment** as factories & warehouses to enable robots identify their location.

*Bespoke Inc.* presents *Bebot* the **interactive chat bot solution for hotel & tourism operators**. *mui Lab Inc.* are the developers of a chic natural wood, interactive touch panel display used as a **smart home/IoT** interface.

*Suita Electric Corporation* manufactures and sells **arc fusion splicers** to connect optical fibers, OTDR which can measure the condition after connecting.

*Kamakura Seisakusho Co., Ltd* presents *Cooler*, **industry's first personal cooling system** by cold water circulation. *Vanguard Industries Inc.* an innovation firm establishing systems specialized in concept, solution, product, and experience design in various industries. *Freakout Holdings, Inc.* is a global digital marketing and media business.

The Japan Pavilion at GITEX Future Stars 2018 will be located at stand **B3 of New Zabeel Hall, Dubai World Trade Centre** during GITEX Technology Week, 14<sup>th</sup> – 17<sup>th</sup> October.

## Visit of Japanese SME Delegation to the UAE – December 2018 and February 2019

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Under the framework of the MoU signed between the economic ministries of Japan and the UAE, and as part of JETRO's initiatives through the Japan-UAE SME Platform based in Dubai, JETRO is hosting the visit of two Japanese SME delegations to the United Arab Emirates during the months of December 2018 and February 2019. The first SME delegation, comprising of 15 to 20 small to medium companies from different industry sectors in Japan, will arrive in Dubai on 9<sup>th</sup> December, and will be in the UAE for four days. The 2<sup>nd</sup> SME delegation, of similar strength, is scheduled to visit the UAE by the middle of February 2019.

The first delegation will visit four northern emirates of the UAE, namely Ajman, Umm Al Quwain, Ras Al Khaimah and Dubai. JETRO will organize seminars, business networking events and industrial site visits for the delegation with the support of the Economic Development Departments, Chamber of Commerce and other government business promotion entities in each of the emirate.

The 2<sup>nd</sup> delegation in February 2019 is expected to visit other emirates of UAE, where JETRO will organize seminars and networking sessions with UAE investors, entrepreneurs as well as government business promotion agencies and officials.

## JETRO to promote Japanese Companies at the “45<sup>th</sup> Session of Baghdad International Fair”

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JETRO Dubai will be participating in the “45<sup>th</sup> Baghdad International Fair”, the largest annual international exhibition and promotional event in Iraq; from 10<sup>th</sup> to 19<sup>th</sup> of November 2018; at the Baghdad International Fairground, Baghdad, Iraq.

We, JETRO, will be having our own booth along with some major Japanese companies, as participants, at the Japan Pavilion organized by the Japan Embassy.

This year, JETRO will be supporting around 25 Japanese companies. We will help each company to promote their products and services at the BIF exhibition, by distributing and displaying their product samples and company catalogues at JETRO booth; and help them find potential partners in Iraq. We will also present these samples to Iraq's important persons including officials of the governmental entities and the chambers, in cooperation with the Japan Embassy.



JETRO Booth @ BIF 2017

The increase in the number of participants from 15 companies last year to 25 companies this year is reflecting the increased interest in the Iraqi market by the Japanese companies, which is attributed to the recent improvement in the political situation in Iraq.



JETRO Booth @ BIF 2017

JETRO is earnestly looking forward to creating more business opportunities to the participating Japanese companies through this initiative.

## 3<sup>rd</sup> Saudi Arabia Food Market Development - an initiative by JETRO Dubai

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JETRO Dubai will organize the 3<sup>rd</sup> Saudi Arabia Food Market Development on November 2018 – a series of food market expansion activities from Dubai to a possible Middle East market area since 2016.

Dubai has the biggest Japanese food market in the Middle East area which we export 60 million US Dollars in 2017, and Saudi Arabia and other Arabic people, other expats are enjoying Japanese foods such as Wagyu beef steak, sushi and tempura, regularly in Dubai.

We have been targeting the Saudi Arabia as a most possible market other than Dubai since 2016.

This year, we will visit high-end Japanese restaurants in Jeddah and Riyadh, and also attend the Foodex Saudi Exhibition in Jeddah with Japanese food makers from Japan and suppliers in Dubai to survey the possibility of Japanese food market expansion.

We exported to Saudi Arabia 20 million US Dollars in 2017, which share 20% of all Middle East region, such as frozen raw fish and raw fish eggs, sushi items, soy sauce, rice cracker, chewing gum, tined tuna fish, and so many items other than Wagyu beef.

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**JETRO Dubai**

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](mailto:info_dubai@jetro.go.jp)

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

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