

JETRO Dubai Topics

NEWSLETTER

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JETRO

Japan External Trade Organization

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JETRO showcased New Japanese Innovations at GITEX Future Stars 2019

Japan innovations were back in GITEX 2019 with the participation of new and unique Japanese startups at **GITEX Future Stars** held from **6th to 9th October**, at the **Dubai World Trade Centre**.

Japan Pavilion hosted startups from various sectors such as Space Tech, Artificial Intelligence (AI), Smart Cities and IoT, Robotics, Sports Tech, Healthcare, Agro-Tech, Blockchain, and Mobility.



Out of 15 startups exhibitors; 6 were selected by J-Startup program – Launched in June 2018, supported by the Ministry of Economy, Trade and Industry (METI), JETRO and NEDO, the project aims to create successful, cutting edge Japanese startups and empower Japan’s startup ecosystem.

The six companies selected by J-Startup program were **Groove X, Inc.**, with their unique LOVOT which is warm to touch and perfect for tender hugs; **Terra Drone Corporation** offering cutting-edge solutions for aerial survey, drone-based infrastructure inspection, drone data processing and analysis; **Axelspace Corporation**, an earth observation service based on a constellation with dozens of microsatellites that could provide an imagery of more than half of the planet’s dry land once every single day; **ALE Co., Ltd.**, produces the world’s first man-made meteors, using its own microsatellites; **Empath**, emotion AI that could identify emotion from the voice in real time regardless of the language; and **Triple W Japan Inc** “DFree” – first wearable toilet timing predicting device that lets you know when you

need to go to the toilet, especially designed for elderly and people who suffer from loss of bladder control.

All the 15 companies have actively had meetings with the visitors, which amounted thousands, and discussed possible business partnerships. Also, His Highness Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, Dubai Crown Prince has visited Japan Pavilion and touched those innovations coming from Japan.



Following Dubai being named as a “Global Acceleration Hub”, JETRO Dubai will continue to support start-ups by providing an extensive access to professional networks and opportunities in the region.

Promotion of Quality and Tasty Japanese Rice held in Dubai

A Japanese rice promotion campaign was held in Dubai at **KOBEYA** from **28th October to 10th November 2019**.



KOBEYA is the first Japanese Gluten Free Café in UAE, located at Al Wasl Vita Mall in Jumeirah.

Dubai is said to have more than 200 Japanese restaurants, but many of them do not use Japanese rice. For this reason, the promotion was widely publicized to the public through the media to promote the presence of Japanese rice.

On the first day, the contents of the promotion were introduced to local media and bloggers, and the characteristics of Japanese rice and rice flour were highlighted. For the next three days, character lunch classes were held on each day, with a total of 20 participants. The classes were held by an external lecturer. During the session, we emphasized the characteristics of Japanese rice, which is “delicious even when cooled”, and is sticky.

In addition, we asked the visitors to eat brownies made with rice flour, which was very popular for those who tasted it.

Along with this event, we also supported business talks on Japanese rice. Two companies participated in the negotiations and made vigorous sales.



JETRO received positive feedback from the visitors during the event, and JETRO will continue its effort in promoting and introducing Japanese food and ingredients in this region.

JETRO & JICE supports Smart Dubai's Design Cities Training Program in Japan

Smart Dubai – a Dubai government office charged with facilitating Dubai's citywide smart transformation, to

empower, deliver and promote an efficient, seamless, safe and impactful city experience for residents and visitors – has organized a “**Dubai Happiness Champions Japan Visit**”, labeled “**Design Cities Training Program**”, from **24th to 29th November 2019** in association with JETRO and JICE (Japan International Cooperation Centre).



The 30 plus member strong Smart Dubai delegation, comprising of senior representatives from government departments as well as semi-government and major private sector establishments had a hectic schedule in Japan, visiting places of governmental, academic, scientific and technological importance. The aims of the visit include understanding the Japanese design and philosophy in adapting to smart city concepts as well as to learn how to utilize data to solve various kinds of social problems in Japan.



JETRO was directly involved in the team's visit to Tsukuba City, with JETRO Dubai representative Mr. Tomohiro Tsuchiya accompanying the team throughout the city tour. The team visited City of Tsukuba and exchanged ideas on Tsukuba Smart City Project. Other important locations the team visited were Cyberdyne, Inc., Tsukuba Startup Park and Japan Aerospace Exploration Agency (JAXA) site, where they conducted several field visits and attended lectures and workshops.

The team concluded the training program on 29th November with visits to the Hitachi Central Research Institute and its research laboratory, the United National Institute of Training and Research (UNITAR) which were arranged by JICE on 28th and a concluding workshop and farewell reception on 29th. The final leg of the tour was a courtesy visit to the UAE Embassy in Tokyo where the team met H.E Khaled Alameri, UAE's Ambassador to Japan.

EXPO 2020 Dubai: PR Ambassadors appointed for Japan Pavilion

Preparations are well under way for the Japan Pavilion at the Expo 2020 site in Dubai. JETRO has been working as the participating organization for the Japan Pavilion.

In December 2019, Japan has appointed **14 PR ambassadors for the Japan Pavilion**, who are active in a broad range of fields. The appointments were made by Mr. Hiroshi Kajiyama, Minister of Economy, Trade and Industry of Japan, to communicate about Expo 2020 Dubai and promote the Japan Pavilion to a wider audience. Among the individuals and characters that have been appointed are Pokemon, Gundam, as well as some UAE students studying at Tokai University Takanawadai High School in Japan. One of the UAE student ambassadors, Mr. Abdulla Al Mansoori, said "As an ambassador, I will work hard to bring our two countries even closer together".

Meanwhile, 4 Japanese companies including Bandai Namco Holdings Inc., and Mitsubishi Heavy Industries Ltd., are newly confirmed sponsors of Japan pavilion. As of December 2019, there are about 20 confirmed sponsors including AGC Inc., and Nippon Telegraph & Telephone Corporation. The Japan Association for the 2025 World Exposition has also joined the lists as special partner for Japan Pavilion.

For more information, please check our official website: <https://expo2020-dubai.go.jp/en/>

It is only less than a year until Expo 2020 Dubai opens its doors, and the 4th International Participant meeting was held at the end of November 2019. Mr. Tomiyasu Nakamura, Commissioner General of the Japanese Section, Expo 2020 Dubai, has attended the assembly

and had exchanged opinions with other international participants and shared the story of progress in its Expo journey.



JETRO will continue to make an effort to deliver the Japan Pavilion safely and successfully.

Intellectual Property Training held in Bahrain

A three-day training program on basics and examination of patent, industrial design and trademarks was conducted at the Ministry of Industry, Commerce and Tourism (MOIC) in Manama, Bahrain on **24th to 26th September 2019**.



To further improve the knowledge and skills of the MOIC Bahrain IP Department's staffs, Mr. Masakazu Shiozawa (IP Director of JETRO Dubai) taught the basics, registration requirements and examination procedures of patent, industrial design and trademarks.

The first day of training was solely about trademark. The participants have learned about the trademark fundamentals based on the Trademark Act, how to

examine and register. New type of trademark including sound marks, color marks, holograms, position marks and motion marks was also explained.

Day 2 was devoted to industrial designs, its basics and examination process. On the other hand, the third and last day was all about patent. It was recapped that for an invention to be patentable, it has to be new, inventive and industrially applicable.

Participants who completed the training program were granted with certification from the GCCPO Training Centre, who was also the organizer of this event.

Real-Fake Identification Seminars in KSA to boost Anti-Counterfeiting Skills

Middle East countries, especially Saudi Arabia, spontaneously making effort to improve its economic policy and pursue its growth more. However, unacceptable products such as counterfeit goods, gradually became a problem throughout KSA while many consumers do not realize this growing problem.



To raise again the product identification skills and knowledge of the relevant authorities; JETRO together with the Ministry of Economy, Trade and Industry (METI) of Japan and seven Japanese manufacturing companies held anti-counterfeit seminars for the officers of Saudi Customs on **15th of October** and for the officers of the Ministry of Commerce and Industry (MCI) in Riyadh, Jeddah; and for the very first time, in Dammam on **14th, 16th and 17th of October 2019**, respectively.

The four seminars on designated dates and venues were fully attended by officers who are in charge of inspecting imported or distributed products in KSA. Attendees thoroughly listened to the Japanese presenters as they were given the up-to-date measures to identify counterfeit products from the genuine ones. After the seminars, both presenters and attendees were interacted individually discussing specific point of identifying fake products with samples that the presenters displayed.

JETRO and ME-IPG's Commitment toward eliminating Illicit Goods in UAE

With their consistent drive to eliminate counterfeit products in the UAE, JETRO and ME-IPG spearheaded once again its third public awareness event at **Dubai Festival City Mall** on **6th and 7th of December 2019**.



Aiming to educate more the public consumers on the risks and consequences of purchasing counterfeit products, the two-day mall event was participated by 10 Japanese companies who displayed fake and original samples so that the consumers can have an actual understanding about the counterfeit versions and how to figure out the difference from the original.

Booth visitors displayed positive reactions about this awareness event as they were thankful that JETRO's event enlightened them about the dangers of counterfeited spare parts and electronics products.

Promoting UAE Business throughout Japan – UAE-Japan SME Platform

In accordance with the MoU signed between the UAE’s Ministry of Economy and the Japanese Ministry of Economy, Trade and Industry (METI) for promoting Japanese SME’s trade and investment across UAE; JETRO supports around 150 companies through its program named “UAE-Japan SME Platform” since its inauguration in October 2017.



In December 2019, JETRO Tokyo HQ invited key persons in charge of “SME Platforms” – 24 in total from all over the world – to hold conferences and the “World Business Fiesta” which gathered over 200 attendees each in several cities. The “UAE-Japan SME Platform” joined the Business Fiesta held in Saitama City, north part of the metropolitan area, together with other 8 similar platforms including Hong Kong, Paris, Taiwan, Ho Chi Minh, Yangon, Mexico and San Francisco. “Platform Coordinators” or the business match-making experts contracted with JETRO, held presentations on ‘how to get business chances or opportunities in each country’, and conducted one-by-one consultations to business persons who had interests in the market. Mr. Nozomi Nagai, a coordinator of UAE Platform, attracted near-capacity audience in his presentation and carefully consulted them through fully booked individual meetings.

Utilizing the same opportunity of this business trip, JETRO held “UAE Business Seminar” in Osaka, the second biggest city in Japan, and in Morioka, another city in the northern part of the country. Through these activities, several companies in Japan have started their feasibility studies, traveled to Dubai, and conducted business talks arranged by JETRO Dubai.

We would like to keep these business support activities, allowing Japanese companies to succeed in the market with companies in the UAE, and thereby, bringing more Japanese products and investments in UAE.

Mr. Chiharu Yamamura joined JETRO Dubai



Mr. Chiharu Yamamura joined JETRO Dubai as Director in charge of research from December 2019. He replaced Ms. Kazumi Yamamoto who served at JETRO Dubai for over four years in the same capacity.

Mr. Yamamura, a 2013-batch graduate for Liberal Arts, from International Christian University of Tokyo, Japan; joined JETRO in the same year. From 2015 to 2017, he worked at JETRO Okayama office to support local companies in Okayama prefecture to do business overseas on many industries such as food, textile, machinery etc.

Between 2017 and 2019, he was the Deputy Trade Commissioner at JETRO Lagos, Nigeria. His role as the deputy head of the office was to conduct researches for Nigerian economy and industries, and business supporting activities such as organizing a Japan Pavilion at one of the biggest trade fairs in Africa.

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