

JETRO Dubai Topics

NEWSLETTER

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OFFICIAL PARTICIPANT



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❖ Japan Pavilion marked a Unique Success at GITEX Future Stars 2021 (rebranded as “North Star Dubai”)



Last October, JETRO has organized its largest JAPAN PAVILION with record-breaking number of participants at GITEX Future Stars (now redefined as “North Star Dubai”). JETRO has doubled the exhibiting companies to 20 Japanese Startups; 14 companies were able to exhibit in-person despite the travel restrictions, while the other 6 exhibitors were able to interact with the visitors virtually.

According to the data gathered by the organizer, GITEX Technology Week received more than 100,000 visitors including investors, potential clients, and strategic partners which was a great opportunity for the Japanese exhibitors to evaluate market potentials, explore business opportunities, and initiate business discussions with potential partners.

More than 700 startups from 60+ countries participated in the event, and 5 exhibiting startups from Japan were shortlisted in the semi-finals for GITEX Future Stars pitch competition “Supernova Challenge”, namely:

- ❖ [Ark Inc.](#) – sustainable closed recirculating aquaculture system (CRAS) for land-based fish farming.
- ❖ [AWL, Inc.](#) – innovative Edge AI solutions and deep learning-based video analytics.
- ❖ [Linearity Co. Ltd](#) – next generation elevator market of linear motor technology elevators.
- ❖ [PJP Eye LTD](#) – plant-based carbon batteries made from cotton “Cambrian”, 10x faster charging, 20 years’ battery life, and 100% recyclable.

- ❖ [Quantum Operation Inc.](#) – world’s first wearable device, non-invasive blood glucose monitoring without needles.

PJP Eye LTD qualified to the final round, and won the “**Best International Startup**” category award. In addition, PJP Eye LTD also awarded as the **GRAND WINNER** for **Draper-Aladdin Prize** of up to **\$500,000 investment**.



JETRO’s participation at GITEX Future Stars 2021 was truly a unique success, and we are more inspired to help and bring success to more Japanese startups.

❖ “Japan Day” held at EXPO 2020 Dubai

“Japan Day”, the national day for Japan at EXPO 2020 Dubai was held on 11th December at Japan Pavilion and at venues across the EXPO site. In light of the global spread of the Omicron variant, some changes had been made but nonetheless, the event took place showcasing the Japanese culture to the world.



During the event, an official ceremony which was attended by the delegates from Japan and UAE was organized. Her Excellency Sarah bint Yousef Al Amiri, UAE Minister of State for Advanced Technology, and

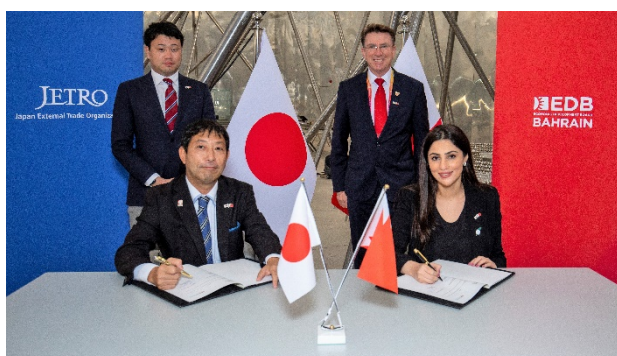
Mr. Isomata Akio, Ambassador Extraordinary and Plenipotentiary of Japan to the United Arab Emirates, delivered speeches as representatives of UAE and Japan, respectively.

After the ceremony, various performances that portrayed the diversity of Japanese culture were showcased which includes performances of Japanese taiko drum, Aikido, and Nanchu Soran dance performed by the students of the Japanese School in Dubai.



At the luncheon; Mr. Wakamiya Kenji, Minister for the World Expo 2025, sent a video message to congratulate all on the success of EXPO 2020 Dubai and expressed his gratitude for the UAE's announcement of its intention to participate at EXPO 2025 Osaka.

❖ JETRO and Bahrain EDB sign MoU to promote Direct Investments



JETRO in partnership with Bahrain Economic Development Board (Bahrain EDB) has signed a Memorandum of Understanding (MoU) to further strengthen the relations between the Kingdom of Bahrain and Japan, and to highlight Bahrain as an investment destination for Japanese companies.

The signing ceremony was held on 12th December 2021, at the Bahrain Pavilion at EXPO 2020 Dubai, followed by speeches and a reception attended by representatives from both parties.

The MoU has several key objectives including the exchange of information of both countries, creating interaction opportunities in order to facilitate investment in various areas, providing advice on activities and paving the way to promote the development of economic and investment cooperation, and promoting strategic sectors with mutual benefits to both Japan and Kingdom of Bahrain.

Through this MoU, JETRO is looking forward to create new opportunities for Japanese companies who are planning to launch or expand their business in the Middle East region.

❖ JETRO and b8ta store in Dubai showcased 10 Unique Products from Japan

JETRO and [b8ta store](#) in Dubai Mall; a retail store designed to discover, try, and buy the world's most innovative products, have collaborated to hold an exclusive showcase of [10 unique products](#) from Japan. The objective of this partnership is to bring forth the hidden gems of cutting-edge Japanese craftsmanship to the UAE.



The key factor of this showcase is WAZA (craftsmanship, technique). The products range from traditional potteries to cutting-edge AI robots, and they highlight various WAZA from all over Japan. The showcase will be a great opportunity for shoppers to discover, test, and purchase products created by skillful Japanese makers. These exclusive collection of Japanese products are on display at b8ta store Dubai Mall until the end of February 2022.

❖ Meeting on Anti-counterfeiting Measures and Seminar on Intellectual Property

JETRO Dubai has extended its continuous support to the Japanese companies by providing comprehensive information and activities related to intellectual property issues in the Middle East and Africa region.

The Middle East IPG, which consists mainly of Japanese companies based in Dubai, has been focusing on anti-counterfeiting activities. In September, a seminar on the current situation of counterfeit products in the Middle East was held by a local law firm. In September and November, the participants exchanged information on the issues and measures to combat counterfeit products in the Middle East and Africa regions. This initiative is a valuable opportunity for each company to share their experiences and deepen ties among companies.

In December, a virtual seminar about the “Latest Situation of Global IP Rights” was conducted. JETRO Dubai IP Director shared the latest information on the Middle East and Africa region. This is a regular event held every year. The online seminar provided a bird's eye view of important countries to watch in the Middle East and Africa region based on the economic overview and statistical information and introduced the efforts of IP offices in each country, IP topics and trends in counterfeit goods.

In addition, the IP Division, Middle East Retainer Project, and the Africa Retainer Project each publish a regular monthly newsletter regarding reports based on the latest IP information with the cooperation of local law firm. Also, a research project on the intellectual property systems of Pakistan and Nigeria is underway and will be materialized by the end of this fiscal year.

The IP Department of JETRO Dubai is committed to continuously provide information on the Middle East and Africa region that is valuable for business.

❖ Activity Report: The Certification Program of Japanese Food and Ingredient Supporter Stores Overseas

On 22nd December 2011, a webinar on Japanese marine products and tea was held with the participation of restaurant owners and chefs in the UAE who are interested in Japanese food products.

The webinar began with an introduction of the “**Certification Program of Japanese Food and Ingredient Supporter Stores Overseas**” which JETRO designed to certify overseas restaurants and retail stores that carry and actively using Japanese food and ingredients as official “Japanese Food Supporters” to further promote Japanese food products around the world. After the introduction, a lecture from the experts about marine products and tea was conducted.



matcha



yellowtail

The lecture on marine products focused mainly on yellowtail, a major fish species in Japan. For tea, speaker talked about the various types of Japanese tea and the recent trends of drinking tea in Japan.

There was not enough time for questions about fisheries, but participants asked various questions about tea. In particular, there was a lot of interest in matcha green tea, and questions were asked about how to drink matcha green tea and other beverages made with matcha.

JETRO will continuously promote and create activities to encourage more restaurants to actively use Japanese ingredients and increase the number of Japanese food supporter stores.

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