

JETRO Dubai Topics

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TAKUMI NEXT: Essence of Japan pop-up store launch in Abu Dhabi

Takumi Next, a joint project by JETRO and Japan Ministry of Economy, Trade, and Industry (METI) that aims to support Japanese craftsman to expand their global markets has launched in Abu Dhabi.

JETRO in partnership with [Ocha Cafe Sakura](#) located in Galleria Mall, Abu Dhabi hold an exclusive showcase of [10 unique products](#) from Japan. The project features a pop-up store at the Ocha Café Sakura which introduces the new generation of Japanese artisans, as they use their rich cultural heritage and strong background in traditional techniques to utilize the local resources efficiently and sustainably and producing handcrafted goods of exceptional quality and artistry with a distinct Japanese essence.



The pop-up store showcases 10 curated products ranging from paper, ceramics, fabrics, to advanced metal and glass making and more. This edition also features cutting edge technology provided by AWL, Inc. which includes special AI monitoring tools that capture visitors interests and provide participating craftsmen with deep insights into buyers' behavior to make demand forecasts more accurate and reliable. **These exclusive collections of Japanese crafts are on display since 1st Dec 2022 and will run till end of February 2023.**

For more information on featured products & craftsmen, please visit below link:
https://www.jetro.go.jp/en/eccj/takumi_next/abu_dhabi.html

JAPAN PAVILION at GITEX Global 2022 largest edition

JETRO organized JAPAN PAVILION at GITEX North Star Dubai 2022 for the 7th year with top selection of 17 Japanese start-ups and innovations from environment, energy & clean tech, hardware & IoT, medtech & pharma, enterprise AI software solutions, space tech & biotech sectors and many more. The event was held from 10th to 13th October 2022 at the Dubai World Trade Centre.



Alongside the show, JETRO and Japanese Space tech innovations were invited on stage as panelists for "Japan Space Innovation" discussion. Mr. Kohei Yoshioka, CFO at IDDK Co., Ltd. and Mr. Ryota Takahashi, CMO at WARPSPACE Inc. (participating space innovators at Japan Pavilion) were the panelists and the session was moderated by Mr. Chiharu Yamamura, Director for Research at JETRO Dubai. The discussion tackled and identified how the Japanese space innovations can be utilized to transform the Middle East region.

On the other hand, two Japanese companies namely Warpspace (space tech) and ONE Act (enterprise AI software solutions) were selected and invited by His Excellency Abdulla Bin Touq Al Marri (UAE Minister of Economy) and His Excellency Omar Bin Sultan Al Olama (UAE Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications) for a closed group discussion and investment briefing. ONE Act was also qualified as finalist for the "North Star Supernova Pitch Competition".

This year, JAPAN PAVILION successfully hosted more than 1,500 business meetings between Japanese exhibitors and visitors (business partners, investors & government officials) not only from UAE but also from various countries in the region who visited the pavilion during the 4-day event.

*According to Dubai World Trade Centre (DWTC), GITEX Global 2022 was the largest ever edition of the show featuring over 5,000 exhibiting companies from 90 countries spanning two million sq. ft of exhibition space, an impressive 25 percent year-on-year increase.

Japanese Start-ups Delegation in UAE



Over the years, JETRO with the great support of the Japan Ministry of Economy, Trade, and Industry (METI) has helped thousands of Japanese start-ups scale globally. This year, JETRO Dubai welcomed a start-ups delegation comprised of 11 companies from various industries aimed to discover UAE as a new market opportunity for business expansion. The delegation was formed in line to the official visit to the UAE of H.E Yasutoshi Nishimura, Japan's Minister of Economy, Trade, and Industry and was headed by Mr. Ichiro Sone, Executive Vice President of JETRO Tokyo.

JETRO in collaboration with partners from the start-up's ecosystem in UAE, enabled the delegation to explore the ecosystem and network with various stakeholders through the three joint events organized in Abu Dhabi and Dubai on 16th & 17th of January.

The first event was hosted by Hub71 – the start-ups enablers in Abu Dhabi. Hub71 briefed the start-ups on their facilities and the benefits on establishing business inside their premises. The second event was in partnership with Flat6Labs wherein Japanese companies were given an opportunity to pitch to panel of experts in the start-ups ecosystem and challenged them with questions about their business with the presence of audiences of investors, business partners and start-ups community. During the delegation visit in Abu Dhabi, start-ups were enabled also to visit the ongoing World Future Energy Summit at ADNEC Abu Dhabi.

In Dubai, the delegation was welcomed by AstroLabs, the technology ecosystem builder in MENA at their AstroLabs Academy Campus. During the visit, AstroLabs shared important points on how to enter the market and set-up business in UAE. In addition, MAGNiTT – leading platform of venture capital data in MENA, provided a comprehensive look at the venture activity across Emerging Venture Markets in 2022.

It was a successful delegation visit for each start-up got an opportunity to meet various start-ups ecosystem entities, investors, government service providers, and potential partners.

JETRO Dubai launches its Official Instagram Account

JETRO Dubai is pleased to announce the launch of its official Instagram account! We will regularly post and update our activities & upcoming events in this account. **Please follow us!**



Activity Report: “Japanese Food & Ingredient Supporter Stores Overseas” Promotion Activities

JETRO is working to promote safe and delicious Japanese food products by carrying out promotion programs through overseas Japanese restaurants and retailers which are certified as official “**Japanese Food and Ingredient Supporter Stores**”.

This year, JETRO Dubai conducted a promotional event at Junko Sushi & Japanese Dining, a certified member of the Japanese Food and Ingredient Supporter Stores in Qatar – the host country of the FIFA World Cup 2022, where supporters around the globe gathered for the said event.

In November and December 2022 (during the FIFA season), the restaurant guests at Junko Sushi & Japanese Dining were given an opportunity to try selected Japanese tea and confectionery as a part of the promotion activity. Various kinds of tea were showcased during the event including traditional green tea “Sencha”, powdered green tea “Matcha”, refined green tea “Gyokuro”, and roasted green tea “Hojicha”. Japanese tea-flavoured confectioneries such as Matcha castella cakes were also offered along with the tea.

For better understanding of Japanese tea, informative leaflets were also prepared to explain and highlight important features of the product such as production place and characteristics of taste. Furthermore, a tea tasting event for restaurant chefs and retailers is planned to be held at the end of January 2023.

We believe such events and experiences deepen the understanding and will promote further utilization of Japanese food in the region.

JETRO participated at the 46th Baghdad International Fair

On November 1, 2022, Iraq officially re-opened the **46th Baghdad International Fair** at Baghdad International Fair Ground, Baghdad, Iraq after a four-year hiatus.

Before the event, JETRO announced its participation at BIF and encouraged Japanese companies who were interested in the Iraq market to submit their application to participate in BIF. JETRO received numerous applications, and a total of 50 Japanese companies were selected after the screening. Each company were required to submit a brief product information to be included in JETRO's BIF digital brochure.



During the 10-day exhibition show, JETRO's booth assistants promoted various products and services of the 50 participating companies from cosmetics, health & wellness, healthcare, construction/tools/machinery, food & beverages, etc using JETRO's compiled digital brochure.

On the second day of the event, Japan's Parliamentary Vice-Minister for Foreign Affairs H.E Kei Takagi attended the celebration of "Japan Day" at the BIF Fair. He delivered an opening speech and participated in the ribbon-cutting ceremony at the Japan Pavilion. High officials from Iraq including Mr. Atheer Daoud, Minister of Commerce of the Republic of Iraq, and Mr. Hummam Ahmed AbdulJabbar, Director General of the State Company for Iraqi Fairs and Commercial Services; Mr. Futoshi Matsumoto, Ambassador of Japan to the Republic of Iraq and Mr. Nobuyuki Nakajima, Managing Director of JETRO Dubai & MENA attended the "Japan Day" event.

Many government officials and representatives, as well as businesspeople visited JETRO's Booth at the Japan Pavilion during the exhibition event, and several expressed their interest in Japanese products. JETRO will continue to facilitate and connect Japanese companies to potential partners in Iraq.

JETRO Dubai held webinar series on "UAE Corporate Tax"

In January 2022, the UAE government officially announced the introduction of its first-ever corporate tax on business, set to start on June 1, 2023.

In connection to this, JETRO Dubai held a webinar series regarding this new "UAE Corporate Tax" to educate and provide current available information to the Japanese business community. The first virtual seminar was conducted in May 2022 and the second webinar was held in December. The webinar was very well attended with 162 registered participants and received a very active Q&A session.

During the Q&A, since most of the Japanese companies operating in UAE are based in the free zone, there were many concerns and questions being raised during the session. Some of their major concerns were whether they will be subject to corporate tax, the process on how to register a company with tax authorities, how to apply for tax identification number, etc. Since the complete information guidelines about the implementation of the new corporate tax are not yet available, many questions remain unanswered. JETRO Dubai will be conducting its third webinar series the soonest the UAE government releases its official public announcement and updates.

ME-IPG's Initiatives in Enhancing Intellectual Property Awareness

Educating the relevant government authorities and raising public awareness about the importance of intellectual property protection are one of the key missions of the Middle East IP Group (ME-IPG) in Dubai. It entails great cooperation with the government authorities not only in UAE but also in Africa by providing IP workshops on how to identify the counterfeit and genuine Japanese products.

On 4th October 2022, an IP Workshop was held virtually with Dubai Customs. Attended by several Customs inspectors and IP personnel, five ME-IPG Japanese company members shared the key points on how to effectively identify fake items versus genuine products.



Alongside this workshop, also in cooperation with Dubai Customs, ME-IPG conducted an IP Educational Seminar among the students at Dubai Japanese School on 26th October. During the seminar, Mr. Keisuke Seki, JETRO's IP Director, taught the basic knowledge of intellectual property, while Mr. Yoshihiro Goto, ME-IPG's Chairman, explained about the risks and impact of using counterfeit products. Ms. Khulood Alhosani, IPR Awareness and Education Officer, discussed about the Dubai Customs' efforts in the fight against counterfeiting. Through this session, students were able to gain knowledge and get hands-on experience on how to identify fake versus genuine products.

This kind of workshop not only focus on UAE but also for the rest of the MEA region. On 11th November, the Counterfeit vs. Authentic Product Identification Seminar was organized in Kenya for the inspectors and IP staffs of the Anti-Counterfeit Authority (ACA) in partnership with International Intellectual Property Protection Forum (IIPPF) in Japan.

Additionally, a webinar about IP Recordation System in ACA was organized on 18th October for the Japanese companies in cooperation with IIPPF and the law firm Adams & Adams. Mr. Godfrey Budeli, Partner, explained the procedure on how to register the IPR of Japanese companies in this new mandatory recordation system of ACA.

Aside from these activities, relevant IP updates and news are being shared through the monthly newsletters about Middle East and Africa region published regularly, and further IP information are intended to share through the ongoing research projects about the IP System of Saudi Arabia, Lebanon, and Mauritius. ME-IPG is committed and will continue to provide useful research works and IP awareness activities.

Results of JETRO's FY2022 Survey on Business Conditions of Japanese Affiliated Companies Overseas (Global Edition)

To grasp the current actual conditions of Japanese-affiliated business activities operating overseas and to provide the results to a wide range of Japanese companies and policy makers as well as stakeholders all over the world, JETRO conducted its FY2022 global survey from 19,143 Japanese companies in 86 countries. Effective responses were obtained from 7,173 companies, equivalent to 37.5% effective response rate.

Trend among 7,173 Japanese companies operating in 86 countries & regions worldwide

- ❖ Burdened by high prices and zero-COVID policy.
- ❖ Supply disruption accelerates local procurement, production, and sales.

Key Findings:

[1. Zero-COVID policy worsens business performance and hinders business expansion]

- 65% of the approximately 7,000- Japanese companies operating overseas are expected to achieve profitability in 2022, but losses in the automotive parts industry and other industries will increase.
- Due to the Zero-COVID policy, more than 40% of companies in China suffered deterioration in business performance.
- 45% of enterprises will expand their business locally in the next 1-2 years.

[2. Accelerate supply chain review and localization of management. Emerging trend of expatriate staff reduction in Asia.]

- 60% of manufacturers and a majority of total will work to review their supply chains in the future. The strategy of localization of procurement, production, and sales is accelerating due to soaring raw material, transportation cost and the emergence of supply disruption risks.
- Over the next one to two years, the number of expatriates will be reduced.

[3. More than double the number of enterprises engaging in green procurement from the previous year. The delays in the initiative lead to opportunity losses in the market.]

- 30% of the companies implement human rights due diligence (HRDD). At SME's, however, the issue is "understanding of human rights".
- More than 40% of enterprises have "already engaged in efforts" regarding decarbonization.

*For the complete details of the survey report, please [click here](#).

*Report is also available at the [Survey Reports Section](#) in our Global website.

*Survey Report – Middle East Edition (English ver.) will be out soon.

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