

JETRO Dubai Topics

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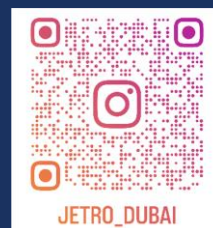
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5th Japanese Business Delegation to the UAE



To further strengthen the relationship between Japan and UAE, and at the same time, to support Japanese companies to expand their business in the overseas market; JETRO once again hosted the visit of the 5th batch of Japanese business delegation to the UAE from 6th to 9th March 2023. The delegation explored the country's potential as a manufacturing hub and investment opportunities in the emirates of Abu Dhabi, Dubai, Ras Al Khaimah, and Sharjah. The delegation was headed by JETRO's Executive Vice President, Mr. Mitsuhito Sendai, and was comprised of 12 Japanese companies from a variety of manufacturing industries such as plastic products, weighing equipment, factory automation machinery, dental materials & equipment, construction & engineering, and AI tech solution for manufacturing industry.

On their first day of visit, the delegation attended a business forum in Abu Dhabi organized by KEZAD Group (Khalifa Economic Zones Abu Dhabi Group). During the session, KEZAD highlighted its strengths, advantages, efforts in developing as one of the largest industrial ecosystems in the world and various opportunities inside the economic zones. After the forum, a factory tour was arranged for the delegation to one of the biggest food producers in UAE based in KEZAD, the National Food Products Company (NFPC).



Exploring the Emirates of Abu Dhabi, Dubai, Ras Al Khaimah and Sharjah
6th – 9th March 2023

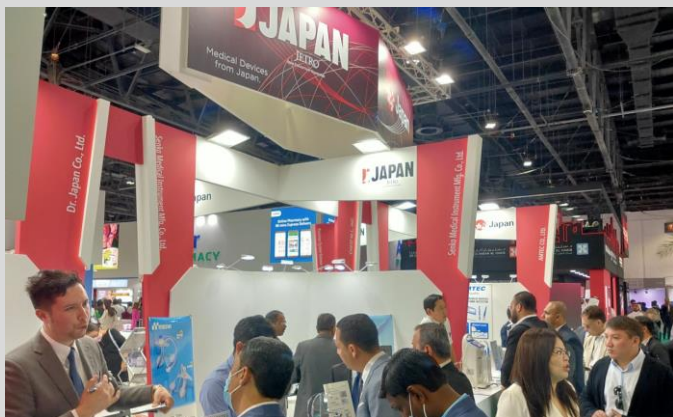
The following day, the delegation explored the emirate of Dubai and attended a business forum & networking session arranged by Dubai Integrated Economic Zones Authority (DIEZ). The event aimed to enhance and strengthen the cooperation between both parties and showcase the investment opportunities in doing business with DIEZ. The delegation was also given an opportunity to visit one Japanese company inside DAFZ (Dubai Airport Free Zone), Nihon Kohden Middle East, manufacturer & distributor of medical electronic equipment. In addition, the delegation met Jebel Ali Free Zone's Executives in the afternoon, wherein JAFZA's ecosystem, key industry sectors, opportunities and success stories were being highlighted. And to showcase its unique business environment, a factory visits at Daikin Middle East, manufacturer of HVAC-R solutions, was arranged after the meeting.

On 8th March, Ras Al Khaimah Chamber of Commerce & Industry welcomed the delegation and invited various business entities to present on the investment climate, incentives, and business opportunities in Ras Al Khaimah. After the forum, the delegation conducted factory visits to some successful Japanese and local companies operating in RAK: Takenaka Middle East, manufacturer of advanced metallic coating systems; Nihon Mesh Kogyo UAE, producer of mesh demister; and Julphar Pharmaceutical Industries, one of the largest pharmaceutical manufacturers in the Middle East and Africa.

And, on their final day, the delegation engaged with successful businesspeople from the emirate of Sharjah during the "Japan-Sharjah Business Forum & Networking" organized by Sharjah Chamber of Commerce & Industry. JETRO signed a Memorandum of Cooperation (MoC) with SCCI during the event to strengthen trade relations, develop cooperation, and to promote & encourage investment opportunities between Japan & Sharjah. Additionally, SCCI also provided a factory visit opportunity at Kingston Holdings, Asia's largest manufacturer of electrical products situated in SAIF Zone for the delegation.

JETRO received great appreciations and positive feedbacks from all the participating Japanese companies. JETRO is looking forward for more future collaborations with each emirate and hoping that the delegation visit will open doors of new business opportunities between Japan and UAE.

Japan Pavilion put spotlight on 18 Japanese Medical Product Manufacturers at Arab Health 2023



This year, JETRO put the spotlight on 18 Japanese medical product manufacturers under the Japan Pavilion, with unique and cutting-edge healthcare technologies from various product sectors such as disposables, medical equipment, imaging, and Orthopedics, /Physiotherapy, /Rehabilitation during the Arab Health event. Arab Health 2023, the region's biggest healthcare exhibition, was held at the Dubai World Trade Centre from 30th January to 2nd February and welcomed more than 63,000 visitors from 183 countries & 3,300+ exhibitors from 76 countries.

Arab Health 2023 focused on "Innovation and Sustainability in Healthcare". Nowadays, the healthcare industry is increasingly recognizing the need to create a more sustainable healthcare environment. Japan being the world's second-largest medical device market, aims to contribute and provide support to the needs of the society. Hence, during the exhibition, Japan Pavilion showcased some of its unique innovations that can help create a more sustainable future for everyone.

One good example is [Medmain Inc.](#), their technology hopes to create a world where pathological diagnosis can be accessed with technology at anytime, anywhere; reducing the burden on the medical community when pathologists are chronically in short supply. Their product called "PidPort", a cloud-based support system for digital pathology can be used for online conferences, consultations, educational/training lectures, and screenings by pathological AI analysis.

Another one is from [CogSmart Asia Limited](#), their technology aims to create a society where everyone can maintain a "lifelong healthy brain". Their software technology called "BrainSuite" provides solution in dementia prevention at early stage, utilizing brain MRI analysis tool with AI and wrist-worn wearable devices.

[Precision System Science Co., Ltd](#) on the other hand, provides automated systems in various fields of biotechnology industry that enable innovation of biological information. One of their products, geneLEAD XXIV (24) machine, automates the process from nucleic acid extraction to real-time PCR using "Magtration" technology. The 18 participating companies featured at the Japan Pavilion are highly interested in global outreach and have huge potential to contribute to the medical needs of this region and all over the world.



As the UAE continues to innovate its healthcare ecosystem, JETRO is committed to bring the latest innovations of Japan not only in the UAE but also to other countries through continuous participation at showcases such as Arab Health to provide high-quality healthcare solutions.

JETRO promoted Japanese Food Products at GULFOOD 2023

GULFOOD, the largest annual food sourcing event in the Middle East, was held from 20th to 24th of February 2023 at Dubai World Trade Centre. The growth of this year's exhibition has been truly remarkable, brought together more than 134,000 visitors from 195 countries and showcased over 5,200 exhibitors from 125 countries.



For this year, JETRO featured 30 Japanese companies under the Japan Pavilion offering high quality and tasty food products from all over Japan which includes seasonings, confectioneries, tea, rice, healthy food, processed foods, seafood, beverages, and beef. Some of the Japanese food products displayed were not commonly known yet in this region, and Gulfood provided a great opportunity to showcase and give a better understanding of Japan's variety of food products and its characteristics.

Most of the exhibitors at the Japan Pavilion intend to export their products not only to the UAE but also to other regions including Middle East, Europe, Africa as well as Asia. Gulfood 2023 is the biggest edition in Gulfood's history that offered a bigger platform for all participating Japanese companies to explore and make new business opportunities. The event meets the exhibitor's expectation to discover potential buyers from different regions, and exhibitors were able to have more business meetings with buyers onsite.

JETRO Reinforces Cooperation with the UAE Authorities for IPR Protection

Keeping up with the goal of protecting the IP Rights of Japanese brands in the country, JETRO's IP Department strengthens its cooperation among the UAE authorities through several activities to kick-off the year 2023.

A high-level of UAE delegations headed by EIPA Chairman Major General Abdelqudous Alobaidli was invited to Japan through JETRO's Invitation Program last February 13-17. Several opinion exchanges between the UAE delegations, Japanese companies and authorities were held to discuss the anti-counterfeiting measures in the UAE specially in the Free Zone area.

The goal of achieving a successful seizure of counterfeit Japanese brands was highly discussed and Japanese companies received positive feedback from the UAE delegation that they will be extremely cooperative in terms of attaining this goal.

Members of the UAE delegations from Dubai Police, Dubai Customs, Sharjah Police, Dubai Public Prosecution, EIPA and Brand Protection Group (BPG) actively exchanged opinions with Tokyo Customs, Japan National Police Agency, Japan Patent Office (JPO) and International Intellectual Property Protection Forum (IIPPF). The delegation also had a company visit to CANON and exchanged views with its executives.



Back-to-back with the UAE Invitation Program to Japan, the 12th Regional IP Crime Conference organized by the Dubai Police, INTERPOL and EIPA was held on February 21-22 with this year's theme "Building Capabilities to Drive IP Leadership". On the second day of the conference, Mr. Toshiaki Miyakawa, Legal Counsel, Attorney at Law and Patent Attorney from the Japan Patent Office (JPO), talked within the Interactive Panel Session 5 on the topic of "Keeping One Step Ahead".

On the other event, Mr. Keisuke Seki, JETRO's IP Director, conducted a hybrid seminar in JETRO Lagos for Japanese companies discussing important IP issues and anti-counterfeiting measures in Africa with a focus on Nigeria last April 17.

Affirming the organization's strong working relationship in the field of IP protection, JETRO received an award from Dubai Customs during the celebration of World IP Day on April 26 held in Intercontinental Hotel DFC, recognizing JETRO's international cooperation and partnership with them.

Apart from the above, JETRO's IP Department will maintain the information sharing to the public through the regular newsletters on Middle East and Africa. Additionally, several new anti-counterfeiting activities and IP seminars will be carried out this year.

JETRO conducted a webinar on “MENA Low Carbon Hydrogen” Latest Trends

The impacts of global warming are being felt everywhere, and to avoid the worsening effects, the move towards decarbonization has become a global trend.

The Middle East and North Africa (MENA) region is one of the most vulnerable to the negative impact of climate change while at the same time the region has huge potential of making zero-emission fuels such as hydrogen and ammonia very economically, and there are more and more projects planned to generate and export hydrogen and ammonia to other regions.

On the government side, several countries such as UAE, Saudi Arabia, and Bahrain have already announced their commitment to carbon neutrality. UAE will host the 28th COP28 (Conference of the Parties), the annual global conference to fight climate challenges.

Given these great initiatives and developments; JETRO in partnership with Qamar Energy, a leading-edge energy consulting and advisory firm, recently conducted the second webinar series about the “MENA’s Low Carbon Hydrogen” latest trends, providing valuable insights into the topic. The first webinar was conducted in March 2022, and due to its success and demand request from many Japanese companies; JETRO organized the second edition of the webinar on 14th March headed by Mr. Hiroshi Hasegawa, Executive Director of JETRO Dubai and Mr. Robin Mills, CEO of Qamar Energy as the main speaker. The webinar discussed about the latest developments & updates about the hydrogen industry in the region covering the various opportunities, competitive advantage, initiatives of each country and the future of the hydrogen industry.

The session was attended by approximately 100 participants and received very positive feedbacks. JETRO is looking forward that the webinar helps Japanese companies develop their hydrogen business in the MENA region.

You're Invited! Expand North Star Roadshow – JAPAN EDITION



Start-up? Investor? Ecosystem Builder? Want to enter the Middle East market?

Great News! - [Expand North Star](#), the world’s largest event for start-ups and investors, will be travelling to Japan to host a networking event and discover the best Japanese tech start-ups! The spotlight of Japan at Expand North Star is built to meet the tech stars, founders, investors, and start-up ecosystems from Japan.

The roadshow will feature key sessions on the opportunities in building bridges with the ecosystem between Japan and United Arab Emirates and take us through a journey on the exhibition potential to maximize your business reach to Middle East and African markets.

Expand North Star Roadshow – JAPAN EDITION ~ Networking Event ~

Organizers: Dubai World Trade Centre (DWTC) and Dubai Chamber, in partnership with JETRO, and co-hosted by AWS Tokyo

Date & Time: Thursday, 18th May, 18:30-21:30hrs

Venue: AWS Startup Loft Tokyo

Address: Japan, 〒141-0021 Tokyo, Shinagawa City, Kamiosaki, 3 Chome-1-1, Meguro Central Square, 17F Shinagawa City, Tokyo 141-0021 Japan

Event Agenda:

- 18:20-18:30 Registration
- 18:30-18:40 Welcome Remarks
- 18:40-18:50 Business Opportunities in Dubai & the UAE with Dubai Chamber of Digital Economy
- 18:50-19:00 GITEX & North Star as a platform to access the global tech and start-up ecosystem
- 19:00-20:00 Pitch Competition (10 start-ups)
- 20:00-20:15 Break
- 20:15-20:25 Guest Speaker
 - Dr. Abdulrahman Hafiz, CEO, FOVEA
 - Mr. Marwen Sarraj, CMO, ONE ACT
- 20:25-20:30 Pitch Competition - Winner Announcement
- 20:30-21:30 Networking & Refreshments

Join us, [RSVP here](#) to attend the networking event in-person.

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