

# JETRO Dubai Topics

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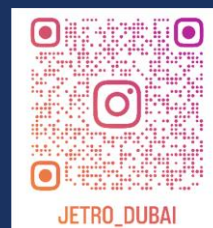
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JETRO\_DUBAI

## Japan's Prime Minister H.E Fumio Kishida first official state visit to the Middle East

**Japan's Prime Minister H.E Fumio Kishida**  
first official state visit to the Middle East

~ Saudi Arabia/United Arab Emirates/Qatar ~  
( 16 - 18 July 2023 )



Japan's Prime Minister H.E Fumio Kishida visited Saudi Arabia, United Arab Emirates, and Qatar from 16<sup>th</sup> to 18<sup>th</sup> of July as part of his three-nation trip to the Middle East.

His Excellency Fumio Kishida's visits started on 16<sup>th</sup> July, Sunday from Jeddah in Saudi Arabia. He stayed in Abu Dhabi, UAE on Monday, and left for Doha, Qatar on Tuesday, wrapping up a three-day trip. This is the first official state visit of His Excellency Kishida to the Gulf region, aimed at enhancing cooperation across the region in various sectors, including energy.

## JAPAN-UAE Business Forum

On July 17, JETRO Dubai co-organized the "**Japan-UAE Business Forum**" with the UAE Ministry of Economy. The forum was held at Emirates Palace in Abu Dhabi, with the attendance of Japan's Prime Minister H.E. Fumio Kishida, during his first official visit to the UAE.

At the beginning of the forum, His Excellency Abdulla Bin Touq Al Marri, UAE Minister of Economy, welcomed the participants from the public and private sectors of both countries and expressed his high expectations for strengthening the partnerships and cooperation with Japanese companies. In addition, UAE side expressed their expectations for further investments in the UAE by Japanese firms and made a presentation on business environment in the UAE.

His Excellency Fumio Kishida delivered a speech highlighting the importance of the UAE as a host of the largest Japanese community in the Middle East and Africa region and its role as a strategic energy partner of Japan. He stated that the Japanese government will actively support the promotion of investment between the two countries. He also expressed his hope that the UAE government and business officials will actively utilize the Japanese public and private sectors to achieve economic diversification and industrial development in the UAE.

The event progressed further with the exchange of 23 Memorandums of Understanding (MoUs) between companies from both countries, and panel discussions highlighting some of the significant cooperation between the companies of the two nations.

The signings took place in the presence of H.H. Sheikh Hamed bin Zayed Al Nahyan, Member of Abu Dhabi Executive Council, and Japan's Prime Minister H.E Fumio Kishida.



The forum was attended by several high officials from UAE such as H.E Dr. Sultan bin Ahmed Al Jaber, Minister of Industry and Advanced Technology; H.E Suhail bin Mohammed Al Mazrouei, Minister of Energy and Infrastructure; H.E Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade; H.E Sarah Al Amiri, Minister of State for Public Education and Advanced Technology; H.E Jassim Mohammed Buataba Al Zaabi, Chairman of the Department of Finance and member of Abu Dhabi Executive Council and H.E Shihab Ahmed Al Faheem, Ambassador of the UAE to Japan, and many others.

JETRO would like to express its sincere gratitude and appreciation to the UAE Ministry of Economy for its utmost support and cooperation that led to the success of the event.

## JAPAN-QATAR Business Reception



Japan's Prime Minister H.E. Fumio Kishida visited Qatar on July 18 as he wrapped up his first official state visit in the Gulf region. During his visit to Qatar, His Excellency Fumio Kishida held a Japan-Qatar Summit Meeting with His Highness Sheikh Tamim Bin Hamad Al-Thani, Amir of the State of Qatar, at the Amiri Diwan.

After the meeting, His Excellency Kishida attended the "**Japan-Qatar Business Reception**", organized by the Embassy of Japan in Qatar, and in cooperation with Japan External Trade Organization (JETRO), Japan Ministry of Economy, Trade, and Industry (METI), and Japan Cooperation Center for the Middle East (JCCME).

The event was held at Sheraton Grand Doha Hotel and was attended by several officials from the public and private sectors from both countries, including H.E. Muhammad bin Hamad bin Qasim Al Abdullah Al Thani, Qatari Minister of Commerce, and Industry; Japanese businesspeople, and delegation members of the Economic Mission.

During his speech, Prime Minister Kishida pointed out that Japan has contributed to the development of Qatar primarily in the LNG sector and infrastructure improvement since the foundation of Qatar, and that the Japanese Government will continue to actively support the promotion of investment in both countries. He also expressed his hope that Japan's efforts in the public and private sectors will lead to Qatar's economic diversification and further strengthen the bilateral relations between Japan and Qatar.

In his keynote address, H.E. Muhammad bin Hamad bin Qasim Al Abdullah Al Thani, Qatari Minister of Commerce, and Industry, stated that Japan and Qatar have a long-standing cooperation relationship. He highlighted Qatar's attractiveness as an investment destination and its efforts toward economic reform, while also expressing his hopes for further investment from Japan.

In addition, on this occasion, the launch of direct flights between Haneda and Doha by Japan Airlines (scheduled for 2024) was announced, along with the conclusion of a Memorandum of Understanding (MoU) between Japan Airlines and Qatar Airways on the expansion of code-sharing between the two airlines was introduced in conjunction with this new service. This will be the first direct flight by a Japanese airline to the Middle East.



Four other MoUs were also signed, including an agreement between JETRO and Qatar Investment Promotion Authority for cooperation in promoting trade and investment between the two countries.

## Dubai Food Tech Valley Project Seminar & Webinar

JETRO Dubai, in collaboration with the UAE Ministry of Climate Change & Environment (MOCCA), the Consulate General of Japan in Dubai and Al Wasl Group, organized the Dubai Food Tech Valley project seminar & webinar on July 5, 2023. The seminar was held at Wasl Experience Center and attracted significant interest from Japanese companies, with a large turnout of 154 participants.



The seminar aimed to explain the UAE's food security policy and apprise the Japanese companies the concept and plan of the Food Tech Valley project, which is under construction in Dubai. This project will be a major step towards achieving sustainable food security and promoting innovation in the food industry while supporting the diversified, knowledge-based economy of Dubai and the UAE.

The seminar was led by presentations from Dr. H.E Eng. Mohammed Mousa Alameeri, Assistant Undersecretary for the Food Diversity Sector at MOCCA and Dr. Kaltham Ali Hussan Kayaf. On the other hand, Al Wasl Group, which operates Food Tech Valley, gave an overview of the project.

After the presentations, the speakers actively engaged in discussions with the Japanese companies attended the event. JETRO Dubai will continue to introduce renowned Japanese agri-tech companies to bolster food security in the UAE.

## JAPAN PAVILION to unveil the latest Japanese Innovations at GITEX EXPAND North Star

JETRO has been part of the GITEX – Expand North Star exhibition since 2016, and this year, we are excited to organize the JAPAN PAVILION once again and join the expansion of the show to the iconic Dubai Harbour.

JETRO has gathered remarkable success stories of Japanese startups that gained access and connections to global investors and buyers through the show.

Moreover, the Expand North Star roadshow edition in Japan held last May, represents another significant milestone between JETRO and Expand North Star, building a deeper and stronger commitment to promote and empower innovative Japanese startups on a global platform.



This October, JAPAN PAVILION will also be expanding its portfolio – showcasing **18 Unique Japanese Innovations** which includes Spatial Pleasure, a startup company that won the pitching competition of the roadshow edition in Japan. JETRO will be showcasing the latest cutting-edge technologies of Japan from various fields such as artificial intelligence, education, environment, energy & clean tech, gaming, VR/AR, web3, telecommunication, travel & hospitality, and many more.

**Discover the latest "WOW" Japanese Innovations**

Visit **JAPAN PAVILION** at **Expand North Star 2023**

15<sup>th</sup> - 18<sup>th</sup> October 2023 | Dubai Harbour [Hall 9]

Below are some of the participating Japanese companies:

- [Elephantec Inc.](#) – flexible printed circuit board using metal inkjet printing technology.
- [Kotozna](#) – enhance guest experience with multilingual, hospitality solution.
- [Spatial Pleasure](#) – DMRV software for transportation sectors.

For the complete list of participants, please [CLICK HERE](#).

Come and visit **JAPAN PAVILION** at Expand North Star  
15th – 18th October | Dubai Harbour (HALL # 9)

&

**Discover the latest WOW Japanese Innovations!**

## JETRO upholds Capacity Building Activities on IPR Protection and Anti-counterfeiting

Anti-counterfeiting and the protection of intellectual property rights can be sustained through constant mutual efforts from the public and the private sectors. Hence, information sharing and conducting trainings are essential factors to consider in keeping the goal of suppressing counterfeits. With this in mind, JETRO Dubai held several activities aimed at providing information about effective IP enforcements to Japanese companies and workshops to government-related authorities on counterfeit product identification.

A webinar on “Overview of the IP Enforcement and Challenges in the GCC” was organized in cooperation with the Brand Protection Group (BPG) last May 22. This event is part of the International Intellectual Property Protection Forum (IIPPF) Middle East and Africa Project. Attended by the IIPPF Japanese company members, Europe IPG and Middle East IPG, the online participants gathered insightful information from the professional perspective of the esteemed speakers from the BPG Chairman Mr. Malek Hannouf and Mr. Bassel El Turk, BPG Board Member. They spoke about the outline of enforcement systems, common challenges and culture of cooperation in the UAE, Saudi Arabia, Bahrain, Qatar, Kuwait, and Jordan.

On other occasion, JETRO Dubai’s Middle East IP Group (ME-IPG) had their general meeting in hybrid format on June 06 to share further updates among its members about the latest IP and counterfeiting issues within the Middle East and Africa region.



Cooperating with the government-related authorities through workshop is also important not only within UAE but also in other parts of the MENA Region. That’s why JETRO Dubai has numerous counterfeit workshops for different authorities lined up in this fiscal year. First of is the two-day online authentication seminar on counterfeit goods for Jordan Customs which was concluded last July 21 and 22 in cooperation with IIPPF and ME-IPG. Moreover, several online sessions on counterfeit product identification are also being held every month with various UAE authorities in cooperation with the BPG.

Last August 30, ME-IPG organized a webinar on “Anti-counterfeiting and Effective Enforcement in Pakistan” in collaboration with JETRO New Delhi and JETRO Karachi. Mr. Bilal Alhasan, Attorney at Law from United Trademark and Patent Services (UTMPS), talked about the current counterfeiting situation, the actual practice and enforcement procedure for effective anti-counterfeiting measures in Pakistan.

JETRO Dubai’s IP Department will continuously and actively uphold its support for Japanese companies in the fight against counterfeits through these initiatives.

## Ms. Mika Shimizu takes charge as new Director for Research at JETRO Dubai



**Ms. Mika Shimizu**  
Director for Research  
JETRO Dubai

Ms. Mika Shimizu joined JETRO Dubai in September as the new Director for Research, succeeding Mr. Chiharu Yamamura who has returned to Japan for a new assignment at JETRO Head Office.

Ms. Shimizu holds a master’s degree in international public policy from Osaka University. She embarked on her career journey with JETRO in 2010, where she provided support for the market development of Japanese Small and Medium Enterprises (SMEs) through business intermediary services and business conventions.

In 2013, she joined the Middle East and Africa Division of the Overseas Research Department, specializing in economic research on African countries. In 2021, she assumed the role of Chief for JETRO Saitama, located in the Greater Tokyo Area, situated 15 to 30km north of central Tokyo. In this capacity, she was responsible for promoting mutual trade and investment between Saitama-based companies and the rest of the world.

In JETRO Dubai, Ms. Shimizu will oversee projects with focus on supporting startup companies with cutting-edge technologies, interested in entering the Middle East market. She will be engaging in researching the UAE and GCC economies, providing the latest developments and informative facts beneficial to the Japanese companies. Her objective is to act as a new and effective bridge between Japan and the GCC countries, especially the UAE. JETRO Dubai wishes her a successful tenure in Dubai.