

JETRO Dubai Topics

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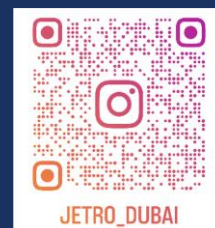
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JETRO_DUBAI

JAPAN PAVILION created a buzz at GITEX Expand North Star 2023



Dubai is buzzing with Innovation and Technology in the region, thanks to the major tech show event - **GITEX Expand North Star**. It has been an event, that not only the local stakeholders are interested in, but also a platform that startups and investors from all over the world are aiming to get involved with.

JETRO has noticed a growing interest from Japanese startups to participate and explore the market in the region. Hence, in 2023, JETRO once again organized the JAPAN PAVILION at GITEX Expand North Star, marking its 8th consecutive year of participation. The pavilion showcased **18 Unique Japanese Innovations** in the fields of artificial intelligence, education, environment, energy & clean tech, gaming, VR/AR, web3, telecommunication, travel & hospitality, and more.

The JAPAN PAVILION created a buzz during the event receiving more than 1,000+ visitors from regional to international entities, and government bodies. JETRO supported each participating Japanese startup in their market exploration and arranged business networking opportunities for potential future partnerships.

The show was attended by around 923 global investors from 56 countries representing a total combined \$1 Trillion AUM, as well as the most active VCs deploying funds.

Get ready for more thrilling technologies and mark your calendar for Expand North Star 2024, October 13th – 16th. See you there!

Japan Green Innovation Conference



JETRO Dubai successfully organized “**Japan Green Innovation Conference**” on 4th December 2023 highlighting Japan’s initiatives to combat climate change in conjunction with COP28.

The conference began with opening remarks by Mr. Nobuhiro Yoshida, Parliamentary Vice-Minister of Japan Ministry of Economy, Trade & Industry. Mr. Yoshida expressed his gratitude to the UAE for its utmost support for Japan over the years and shared Japan’s efforts towards decarbonization.

In addition, His Excellency Abdullah Alsaleh, UAE Under Secretary for Foreign Trade & Industry, UAE Ministry of Economy, delivered his keynote address during the event and praised Japan’s great relationship to the UAE and its work on climate change.

Japanese companies such as INPEX, Mitsubishi Heavy Industries, Kawasaki Heavy Industries, and Itochu Middle East gave speeches about Japan’s decarbonization initiatives in various sectors. Moreover, seven Japanese start-ups were given an opportunity to introduce their innovative solutions towards decarbonization.

After the conference, attendees had the chance to meet Japanese experts during the networking while enjoying a variety of quality Japanese seafood dishes prepared by Chef Chitoshi Takahashi, an internationally acclaimed master chef of traditional Japanese cuisine.



JETRO & SPACETOON have teamed up to launch 'Japan Anime Street'

JETRO has partnered with [Spacatoon](#), a leading content creator, provider, and streamer, to launch 'Japan Anime Street' a new streaming section that will be available exclusively on Spacatoon's online streaming platform, **Spacatoon Go**. The carefully curated content on 'Japan Anime Street' will ensure that Arabic anime fans can enjoy their favorite anime shows in their native language.

"Partnering with JETRO Dubai is a significant step forward for us," commented Mr. Kamel Weiss, General Manager at Spacatoon Go. "By combining our knowledge and resources, we aim to create an exceptional streaming section that caters specifically to Arabic anime fans. 'Japan Anime Street' will serve as a gateway to a world of captivating Japanese stories and unforgettable characters, all conveniently accessible in Arabic."



"Our collaboration with Spacatoon marks a fantastic development towards enhancing the Japanese anime experience in the Middle East region. The exclusive streaming section, 'Japan Anime Street' on Spacatoon Go, aims to create a unique space for Arabic anime enthusiasts in the region. This platform will undoubtedly offer a diverse and enjoyable experience, offering Japanese anime in the native language of Arabic viewers", said Mr. Nobuyuki Nakajima, Managing Director of JETRO Dubai & MENA.

'Japan Anime Street' was officially launched in October 2023, and many anime enthusiasts were delighted to access this new section at Spacatoon Go app. Watch your favorite anime shows now, download Spacatoon Go app through [App Store](#) and [Google Play](#).

JETRO Music, Film, and TV Contents Business Matching

With the objective of promoting Japanese music, film, and TV contents on a global platform, JETRO partnered with **TIMM (Tokyo International Music Market)** and **TIFFCOM (Tokyo International Film Festival)** to organize the **Music Contents Online Business Matching** in September, and the **Film & TV Contents Online Business Matching** in October.

TIMM is the sole music market in Japan that provides a platform for Japanese music to expand overseas and engage in international exchanges within the constantly evolving global music industry. This year, 30 Japanese companies including record labels, distributors, artist management firms, music publishers, music artists, etc. along with 25 overseas buyers across the globe participated in the business matching event.

From the Middle East, JETRO Dubai was pleased to have [Anghami](#), the first legal and largest music streaming platform in the MENA region with over 100 million users, as an overseas buyer participant. From 25th – 29th September, several Japanese music contents companies were able to showcase their music portfolio and hold business discussions with Anghami.

While in October, **TOKYOPOP (MBC Anime)**, [TOKYOPOP](#) an international distributor, licensor, and publisher of anime and manga, operating [MBC's](#) (the largest media firm in the Middle East) brand-new hub dedicated to the licensing, promotion, and production of anime content in the region called MBC Anime; participated at JETRO x TIFFCOM Film & TV Online Business Matching. TIFFCOM is the leading content market in Asia affiliated with Tokyo International Film Festival.

A total of 56 Japanese contents companies joined the event and several of them were chosen to meet with TOKYOPOP.

JETRO is excited about the potential of these business matchings with the support of Anghami and TOKYOPOP to make a significant impact in increasing the accessibility of Japanese music playlists and contents in the region.

JETRO Dubai held a seminar on “UAE Corporate Tax”

JETRO Dubai hosted a seminar about “**UAE Corporate Tax**” at the Millennium Plaza Downtown Hotel on September 13, 2023.

Many Japanese companies in the UAE are located in the freezone, but in recent years, an increasing number of Japanese companies are selling their products to UAE companies in the mainland. Some have also established their own offices in the mainland and are engaged in wholesale and retail business.

As a result, there is a great deal of interest in corporate taxation in the UAE, and JETRO held webinar series on this topic whenever the UAE government has announced a major policy decision.

In September 2023, when most of the regulations had been published already, JETRO organized a live seminar to provide the latest updates, and the event immediately reached the capacity of 120 attendees.

Mr. Tomoki Kasama from KPMG Lower Gulf and Mr. Shingo Okamoto from Al Wasiq Management Consultants joined the seminar as panelists. They provided insights on various topics, such as corporate taxation, transfer pricing taxation, tax compliance, and more.

The seminar lasted for more than 5 hours, and it was a great success.



JETRO Dubai Raises Up IP Events and Active Engagements

A series of activities to foster knowledge-sharing, enhance IP enforcement, and promote international cooperation within the Middle East and Africa region have been successfully concluded by JETRO Dubai in collaboration with several esteemed partners in the last quarter of 2023.

The online Authentication Seminar on Counterfeit Goods for KSA was organized on September 20 & 21 in partnership with the IIPPF, ME-IPG and JPO. This seminar provided practical information to attendees on genuine versus fake goods identification techniques.

JETRO Dubai also actively took part on various speaking engagements. First off, the sub-regional workshop focused on the enforcement of IP law within the GCC hosted by SAIP, WIPO and JPO, held on October 2-3 in Riyadh. JETRO also participated in the INTA Event on October 4 in DIFC, joining a panel discussion with other IP Attaches. Valuable insights and initiatives in Japan through public-public and public-private partnerships in combating counterfeit goods were shared by JETRO during the Second Arab IP Conference in Egypt on October 23-24. Furthermore, Mr. Keisuke Seki represented JETRO and JPO at the GNIPA Summit held in Turkey on October 26 where he spoke about the recent initiatives undertaken by Japan concerning the design system. Additionally, he also participated in a panel session discussing collaborative efforts in combating counterfeits along with esteemed IP Attaches during the EMEA Security Conference last November 8 & 9.

To further enhance our international cooperation, a high-level delegation from SAIP and ZATCA visited Japan through the Saudi Invitation Program from Nov 14-17.

This program is part of IIPPF's Middle East and Africa Project where the distinguished delegates held several fruitful meetings with various organizations and one of the highlights is the bilateral meeting between SAIP's CEO and JPO's Commissioner. Moreover, Mr. Seki participated in the Second IP Attachés Meeting organized by SAIP on November 29 in Riyadh, where they reviewed the recent developments in the Kingdom and discussed about future collaborations in the field of IP.

JETRO Dubai also collaborated with Brand Protection Group (BPG) this year through a series of online workshop sessions with relevant government authorities. JETRO Dubai remains committed to promoting IP protection and enhancing cooperation throughout the region.



UPCOMING EVENTS:

❖ JAPAN PAVILION @ Arab Health 2024

JETRO is organizing JAPAN PAVILION at [Arab Health 2024](#), the Middle East's largest healthcare trade event, from 29th Jan – 1st February at the Dubai World Trade Centre.

JETRO is pleased to support the participation of **29 Japanese companies**.

- 18 of them are Japanese leading medical product manufacturers, producing high-quality and uniquely designed products under Hall 7.

- 11 of them are Japanese medical-related startups, they propose new solutions with their cutting-edge technologies in Hall 8.



Come & visit JAPAN PAVILION and discover Japan's latest healthcare innovations!

❖ JETRO x SPACETOON participation at Middle East Film and Comic Con 2024

We are excited to announce our participation in the upcoming [Middle East & Comic Con 2024](#). The region's largest pop culture festival, ME FCC, is back for its 12th year to celebrate movies, TV, comics, cosplay, art, anime, manga, and gaming in the UAE.

We invite you to join us at our booth and explore the exciting partnership between JETRO and Spacetoon, a prominent content creator and streaming platform. We will feature various Japanese anime titles available for streaming on the new "Japan Anime Street" section of the Spacetoon Go app.

- **Date:** February 9-11, 2024
- **Location:** Halls 8 & 9 - ADNEC, Abu Dhabi
- **Booth No:** H8-Z63

Join us at ME FCC 2024 for an unforgettable journey into the world of pop culture and anime excellence!

❖ JAPAN PAVILION @ GULFOOD 2024

We are thrilled to invite you to [GULFOOD 2024](#), the leading food and beverage sourcing event in the Middle East. Organized by JETRO, the JAPAN PAVILION is making a grand return with 25 leading companies from Japan. Participating exhibitors will showcase a wide range of categories including seafood, tea, seasoning and processed foods.

- **Date:** February 19-23, 2024
- **Location:** Trade Centre Arena, DWTC

TOP TABLE:

Also, this year JETRO is honoured to be the Headline Sponsor for TOP TABLE – an exceptional culinary event where internationally renowned chefs will unveil the latest culinary trends and food masterpieces. Live cooking and tasting session will take place every day during the event.

- **Location:** Al Mustaqbal Plaza
- **Schedule:** TBA on Gulfood website
- **Website:** <https://www.gulfood.com/show-features/top-table>

Don't miss the incredible opportunity to explore the finest in Japanese cuisine, network with industry leaders, and discover the future of food.

Mark your calendars and join us at Gulfood 2024!