



## THE EU-JAPAN BUSINESS ROUND TABLE 20<sup>TH</sup> ANNUAL MEETING IN TOKYO

THE 20<sup>TH</sup> ANNUAL MEETING OF THE EU-JAPAN BUSINESS ROUND TABLE (BRT) WILL TAKE PLACE IN TOKYO ON 20 APRIL.

The BRT brings together senior executives from 50 EU and Japanese companies and business organisations to discuss issues of common interest and to submit recommendations to the EU and Japanese Authorities. This year's meeting will be the first since the EU and Japan concluded their negotiations for an EU-Japan Economic Partnership Agreement.



2017 BRT Conference Room

### April's BRT meeting will focus on 4 issues

- The EU-Japan EPA – Model for the 21st Century's Economic Order based on Free and Fair Rules
- Digital and Data Economy, Cybersecurity, Blockchain – Reinventing Economic Foundations
- Sustainable Development Goals (SDGs) – Pathways for Fostering the EU-Japan Relationship
- Regulatory Cooperation and Interoperability – Views and Expectations of Industry

2017 BRT participants

In addition to the business-to-business discussions, senior representatives of the EU and Japanese Authorities, take part in "Joint Session" discussions with the BRT.

### This year's Joint Sessions will address

- Regulatory Cooperation
- Reports by the BRT's working parties; and
- Statements by the Authorities.

➔ <https://www.eu-japan-brt.eu/about-brt>



**EU-Japan Centre**  
for Industrial Cooperation  
日欧産業協力センター

日欧産業協力センターでは、季刊英文ニュースレター「EU-Japan News」を通じて、さまざまな日・EU関係の情報を発信しています。

欧州連合日本政府代表部/欧州委員会より

- News from Japan..... 15-19
- News from the EU ..... 12-14
- 日・EU関係イベント案内 ..... 20-33

日・EU中小企業間のパートナーシップ促進支援エンタープライズ・ヨーロッパ・ネットワークより

- ビジネスパートナー募集情報、他 ..... 34-36

## IN THIS ISSUE

- > CENTRE'S NEWS .....1-11
- > EU NEWS ..... 12-14
- > JAPAN NEWS ..... 15-19
- > EU-JAPAN NEWS .....20-33
- > ENTERPRISE EUROPE NETWORK ..... 34
- > PARTNERING OPPORTUNITIES ..... 35-36
- > CALENDAR ..... 37

## "FOODMAKERS GO GLOBAL"

A VIDEO DOCUMENTARY MADE BY THE EUROPEAN TV CHANNEL ARTE WITH THE COOPERATION OF THE GREEK CHAMBER OF AETOLOAKARNANIA

Greek companies Aetoloakarnanian ROE and "STEFOS & Co. Ltd" featured in an International Video Documentary titled: "Food makers go global", ARTE shootings took place in the Mesolonghi - Aitolikos Lagoon area and in Nagasaki, Japan. The Chamber of Aetoloakarnania, in collaboration with the European TV Channel ARTE, is promoting Aetoloakarnania products and Aetoloakarnania as an alternative tourism destination.

The Chamber supported the participation of some of its members such as DOP product Aetoloakarnanian Roe and Stefos & Co. Ltd in this International Video Documentary entitled "Foodmakers go global".

This is a five-episode documentary series on food products of excellence and those who produce them in conjunction with the environmental and cultural elements of each region. Each episode will be dedicated to high quality foods such as cheese, fermented cabbage, bread, roe, pasta and the wealth of biodiversity and fauna of each region as well as the cultural elements that are inextricably linked to product production and local gourmet cuisine.

At the same time, in the context of the scenario's actions, food producers and food processors from Europe and Asia producing the same foods met and exchanged know-how and secrets to innovate and improve the final product and create conditions for recognising and promoting their regions production.

YouTube with the press report of local TV for the issue:

➤ [https://www.youtube.com/watch?v=EhHTFTg6cfQ&list=PLLMaPBRxka\\_IP6tKso80BCby9Y4FTBWoF](https://www.youtube.com/watch?v=EhHTFTg6cfQ&list=PLLMaPBRxka_IP6tKso80BCby9Y4FTBWoF)

➤ <http://www.epimetol.gr/aitnia/articles/article.jsp?context=103&categoryid=2&articleid=29298>



### SHOOTING IN GREECE & JAPAN

The shootings took place over the last few weeks in the Mesolonghi - Aitolikos Lagoon area and in Nagasaki, Japan. Representatives from Stefos & Co. Ltd. travelled to Japan where they contacted local ROE producers in Japan, gave press conferences to Local Media and participated in B2B meetings.

During their stay they promoted the Aetoloacarnania area as a culinary touristic destination and the production of ROE, as a product of excellence in Aetoloakarnania and other standard products of local businesses such as Olives & Olive Oil, Tsipouro & Ouzo, Honey and Salt Ant.

## SEMINAR ON THE HEALTH PROPERTIES OF CHIOS MASTIHA

A seminar on the health properties of Chios Mastiha was organised on 5 February 2018, by the Union of Chios Mastiha Growers and Sopexa Hellas with the support of the Office of Economic and Commercial Affairs / Greek Embassy in Tokyo. 70 physicians, academics and importers attended the seminar which was also covered by the local media.

Chios Mastiha is a natural, aromatic, translucent resin produced from the mastic tree which grows exclusively in the Greek Island of Chios. It has been registered as a Product of Protected Destination of Origin (PDO) in the EU and has been included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. It is already used in various forms, as an ingredient in toothpaste, cosmetics and Japanese tea or as a finished product. The attendees showed particular interest in Chios Mastiha products, that the Japanese public has now been discovering. As a result of the promotion campaign, the positioning of Chios Mastiha has been reinforced.

➤ <http://www.precious-drops.eu/ja>

