



Online-Event

INVITATION

23.09.21 / 09:30 - 11:00 am CET

[Register at eveeno.com](https://eveeno.com)



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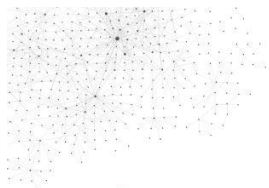
Joint Webinar of **Japan External Trade Organisation (JETRO)**,
Japan Bioindustry Association, Manifestum AB and **SPECTARIS**

Analytical-, Bio- and Laboratory Technologies: Market and distribution opportunities for German manufacturers in Japan

Japanese companies from the food, cosmetics and pharmaceutical industries invest heavily in research and development in order to hold their own against the competition with their product innovations. Important prerequisites and foundations for research and the development of new, innovative products are analytical and laboratory equipment. Japan's companies invest heavily in specialised and high-quality equipment. Despite leading domestic manufacturers such as Hitachi Technologies, Shimadzu, JEOL and 342 other companies, Japanese manufacturers cannot meet local demand on their own. This opens up new market and sales opportunities for German analytical and lab equipment manufacturers. Currently, Japan ranks 10th among the target countries for German analytical and laboratory technology, with exports worth about 384 million euros in 2020. German manufacturers with their high-quality solutions could already achieve good market shares in the fields of application, which can, however, be further expanded. How to address the individual needs of Japanese customers and the Japanese market for laboratory technology in particular, how to participate in public and private tenders in the pharmaceutical sector, how to deal with cultural differences, and what opportunities the EU-Japan Free Trade Agreement offers, you will learn in our free webinar.

The webinar takes place on **23.09.2021 from 09:30 -11:00 am (CET)**. The webinar will be held in English. Participation is free of charge but requires an electronic registration.

With support of:



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JETRO
Japan External Trade Organization

JBA
Japan Bioindustry Association

ANALYTICAL, BIO AND
LABORATORY TECHNOLOGY
in the German Industry Association
SPECTARIS



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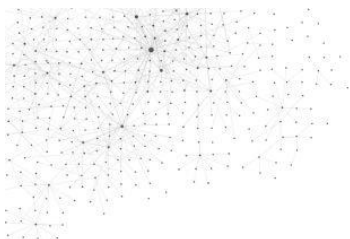
Registration deadline:
22nd September 2021

Online registration
<https://eveeno.com/297077112>

or via e-mail to:
aussenwirtschaft@spectaris.de

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Agenda:

- **Welcome and short overview by SPECTARIS**
- **Analytical-, Bio- and Laboratory Technologies in Japan:**
Market entry strategies, admission requirements and responsibilities, support tools for European companies, business opportunities from the "Economic Partner Agreement (EPA)". and collaboration projects
Hiroyuki Kosuge, Director Japan External Trade Organisation (JETRO) Berlin
- **The Japanese Pharmaceutical Industry - Market Opportunities for German Laboratory Technology Manufacturers in the Biopharma Sector**
Overview and insight into the Japanese market and its authorities and other actors (PMDA, METI, JBA, government) in Japan, on how to approach and participate in (public) tenders.
Dr. Hitoshi Kuboniwa, Corporate Advisor at Chugai / Steering Committee Chairman of Japan Bioindustries Association
- **"Big in Japan" as a foreign manufacturer**
Best practices and pitfalls for foreign companies in Japan, overview of Japanese business culture, options to find good and loyal business partners, successful approach Japanese customers and business partners directly and virtually
Stefan Sandström, CEO Manifestum AB

Q&A Session

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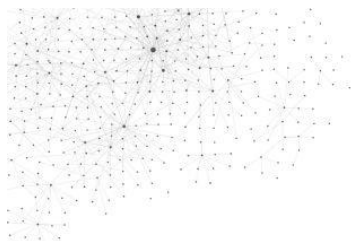
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We encourage all participants to send us your specific questions to our panel experts, you can e-mail us your questions until 17th September to aussenwirtschaft@spectaris.de. We can also keep the questions anonymous on special request.

Our speakers:

■ Hiroyuki Kosuge, Director Japan External Trade Organisation (JETRO) Berlin

Hiroyuki Kosuge is the director at the Berlin office of the Japan External Trade Organization (JETRO). JETRO is a government-related organization that works to promote mutual trade, investment and innovation between Japan and the rest of the world, based on policies of the Japanese government. JETRO has three offices in Berlin, Düsseldorf, Munich in Germany.

In JETRO, Hiroyuki Kosuge has experienced a variety of experience such as research on EU/German industries, Invest Japan, Regional Industry Tie-ups (RIT) between Germany and Japan, and strategy management for Europe. Since April 2021 Hiroyuki Kosuge has been in charge of Invest Japan/Open Innovation with Japanese companies for German companies including Start-Ups at JETRO Berlin which targets 10 regions in Northern and Eastern part of Germany.

■ Dr. Hitoshi Kuboniwa - Corporate Advisor at Chugai / Steering Committee Chairman of Japan Bioindustries Association

Dr. Kuboniwa was awarded both a Ph.D. and MS in Polymer Chemistry from the Tokyo Institute of Technology in Japan. He has lectured extensively at pharmaceutical conferences and acted as a keynote speaker at the Bio Japan Trade Show and the American Biomanufacturing Summit in San Francisco. His areas of speciality include: biotechnology and future of biotechnology in Japan,



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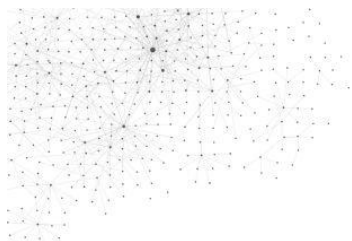
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global harmonization initiatives, Japan's policy agenda and Biotech Frontier. He is also very active with the governmental project for Japan to become the World's leading BioEconomy by 2030 in Bioindustry's infrastructure and in the role of biotechnology in politics and industry trends. Dr. Kuboniwa is also a high-level expert in industrial topics as big data, biosimilars and bioproduction. Dr. Kuboniwa is also a high-level expert in bio-industrial topics as big data, biosimilars and bioproduction.

■ Stefan Sandström, CEO Manifestum AB

Stefan Sandström is Swedish and has lived in Japan for 14 years. Stefan has a strong background in chemical engineering and medicine. Besides being the CEO of Manifestum, a Sweden based business consultancy, he is business coach for companies within the Nordic Innovation House network and an incubator linked to the University of Umeå, Sweden. He is not only a RKW accredited business consultant (i.e., German companies that hire him only have to pay 50% of the investment) but also an investor and board member of several companies. His network in Japan includes some of the major bio-clusters, the major biopharma companies and industry organizations. He has already successfully supported several companies in entering the Japanese market.

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