

## **Seminar Invitation: Challenges and business opportunities for EU SMEs in Japan - Brussels 27/11/2012**

Seminar invitation:

A high-level workshop on the challenges and business opportunities for EU SMEs in Japan and how intermediary organisations can help SMEs seize them.

Date & time: Tuesday, 27 November 2012, from 14:00 to 17:00

Venue: Brussels, Belgium

The EU-Japan Centre for Industrial Cooperation would like to invite you to attend this high level workshop which will be held at the Centre Borschette, 36 rue Froissart, in Brussels.

SMEs play a crucial role in the EU economy: In 2008, the EU's 21 million SMEs accounted for 99.8% of all enterprises active in the EU27's non-financial business economy and for two thirds of its jobs. A year ago, in its 'Small Business, Big World' strategy the European Commission emphasised that competitiveness and growth will help overcome the current economic crisis, that non-EU markets represent significant opportunities for EU companies and that internationalisation is the step SMEs need to take and to seize these opportunities. The Commission also recognised the need to provide greater information about support services that can be used by SMEs to help them internationalise.

With EU-Japan economic ties likely to become even closer, the Workshop will provide the necessary information to help SMEs develop activities in or with Japan, including:

- Information on support schemes available in Japan and in the EU;
- Details of issues that SMEs may face when dealing with Japan, and how to avoid them; and,
- The example of a Slovenian SME that has seen considerable success.

This high-level event is open to SMEs and also to organisations that work with SMEs to support their international activities (including SME organisations, Enterprise Europe Network partners, chambers of commerce, trade associations, commercial sections of embassies, etc.). Participants should either be employed by an SME or should themselves have direct contact with SMEs.

Participation is free, but prior registration (no later than Tuesday 20 November) is essential.

To register, please reply to this message giving your full name, job-title, organisation name, e-mail address and telephone number.

If you have any questions, please contact: +32 2 282 0047.

Best regards,  
Alessandro Perna  
EU-Japan Centre for Industrial Cooperation