



EU-Japan days: joint cooperation to enhance investments and business opportunities 10 -11 July 2015

10 July 2015 – morning

Venue: Palazzo delle Stelline, Sala Leonardo (ground floor), corso Magenta 61

08.45 **Registration** and welcome coffee

09.30 Welcome and introduction

Chair and introduction: Francesco Laera, Press Officer, European Commission Representation in Milan

- Giancarlo Caratti di Lanzacco, Deputy Commissioner of the EU Expo Pavillon
- Claudio Rotti, President of the Associazione Italiana Commercio Estero (AICE) and Vice President of the Scientific Committee of Promos-Milan Chamber of Commerce

10.00 Keynote speeches

- Daniel Calleja Crespo, Director General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission European Commission
- Norihiko Ishiguro, Vice-Minister for International Affairs, Japanese Ministry of Economy, Trade and Industry (METI)

10.20 EU-Japan Business opportunities

Chair and introduction: Carlo Pettinelli, Director "Consumer, Environmental and Health technologies"- DG GROW, European Commission

State of play of the EU-Japan FTA negotiations

• Timo Hammaren, Head of the Trade section – EU Delegation- Tokyo

EU and Japanese Food Markets: Success Stories

- Hans Pauwels, Managing Director, Debailleul Products SA
- Naoyuki Kiyomatsu, Corporate Officer, Kikkoman/ General Director, Kikkoman Trading Europe GmbH

Biotechnology-related Food and Agricultural Products in Japan: an expert view

- Rob Van Nylen, Representative Director Akoni KK and JCS bvba (topic: Regional food products)
- Rolf D.Schmid, Director, BIO 4 Business (topic: Biotechnology-related food and agricultural products in Japan)

For information: www.euexpo2015-japan.talkb2b.net - mail: expoeuevents@mi.camcom.it

What the EU -Japan Centre and JETRO can offer EU and Japanese companies

- Silviu Jora, General Manager, EU-Japan Centre
- Jun ARIMA, Director General, JETRO London

12.00 Conclusions

- Soichi Yoshimura, Executive Vice-President of JETRO
- Carlo Pettinelli, Director "Consumer, Environmental and Health technologies"- DG GROW, European Commission

12.30 Networking lunch buffet

10 July 2015 - afternoon

Venue: Palazzo delle Stelline, Sala Porta (1st floor), corso Magenta 61

- 13.30 Registration and welcome coffee
- 13.50 Opening to the B2B by Susy Longoni (Innovhub Milan Chamber of Commerce / EEN)
- 14.00 Business to business meetings
- 19.00 Transfer from Palazzo delle Stelline to the cocktail (only one-way)
- 19:30 Cocktail offered by Lombardy Region

Venue: Palazzo Lombardia, 39th floor – via Galvani 27

11 July 2015

Morning Visit at Expo 2015 Site (reserved to a limited number of participants)







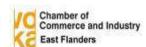






















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