



## **JETRO & GTAI Open Innovation Event 2024: Presentation of Best Practices of the “Japanese-German/German-Japanese Innovation Initiative 160”**

In 2021, which marked the 160th anniversary year since 1861, when Japan and Prussia signed a treaty on friendship, shipping and trade; Japan External Trade Organization (JETRO) and Germany Trade and Invest (GTAI) agreed to launch the “Japanese-German/German-Japanese Innovation Initiative 160” to promote practical solutions with interactive innovation between Japan and Germany, and also cross-border innovation for current global matters such as an aging society, the COVID-19 crisis, global warming, SDGs and so on. Since then, JETRO and GTAI have been co-organizing business networking events. JETRO and GTAI will introduce successful cases from Japanese and German companies and organizations to promote future innovation.

### **Date & Time**

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Thursday, January 18th, 2024    14:00-18:00 (CET)

### **Venue**

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Japanese-German Center Berlin (JDZB), Saargemünder Str. 2, 14195 Berlin

### **Format**

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English, Free of charge

### **Organizer**

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Japan External Trade Organization (JETRO)  
Germany Trade & Invest (GTAI)

## Program

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| <b>Entry / Pre-Networking</b>  | 13:00-14:00 (CET) |
| <b>Opening</b>   | 14:00 (CET)       |
| Mr. Masami Hihara, Deputy Director General JETRO Berlin<br>Dr. Julia Münch, Secretary General Japanese-German Center Berlin  |                   |
| <b>Formal Welcome</b>  | 14:00-14:15 (CET) |
| Dr. Robert Hermann, CEO of GTAI<br>Mr. Susumu Kataoka, President of JETRO (Video Message)<br>Mr. Kunihiko Kawazu, Minister & Deputy Chief of Mission, Embassy of Japan in Germany  |                   |
| <b>Keynote Speech</b>  | 14:15-14:25 (CET) |
| Mr. Oliver Hasse, Managing Director of INAM Berlin   |                   |
| <b>Presentations of Best Practices</b>   | 14:30-15:30 (CET) |
| <p><i>Introduction of Best Practice Examples of German-Japanese Innovation Projects</i></p> <ul style="list-style-type: none"> <li>● <b>Friedrich-Schiller-Universität Jena collaborations with Japan</b><br/>Ms. Valerie Daldrup, Coordination International Startup Campus at University Jena</li> <li>● <b>Fraunhofer IPA collaborations with partners in Japan (online session)</b><br/>Mr. Ivica Kolarić, Head of business unit Process Industry and of department Functional Materials at Fraunhofer IPA</li> <li>● <b>Modelwise GmbH collaborations with Japanese companies</b><br/>Mr. Arnold Bitner, Co-Founder &amp; CRO at Modelwise</li> <li>● <b>ELEKS GmbH collaborations with Japanese partners</b><br/>Dr. Lyubomyr Matsekh, Sustainability Consultancy Practice Lead at ELEKS</li> <li>● <b>Japanese-German collaboration in advanced composite materials</b><br/>Dr. Bastian Brenken, Managing Director CU Nord at Composites United</li> <li>● More best practices TBA</li> </ul> |                   |
| <b>Short Break</b>   | 15:30-15:40 (CET) |



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| <b>Presentation GTAI</b>   | 15:40-15:50 (CET) |
| <i>Introduction of Digital Hub Initiative and GTAI activities</i><br>Ms. Sarah Gholiha, Trend- & Innovation Scout of GTAI                    |                   |
| <b>Presentation JETRO /<br/>Closing Remark</b>   | 15:50-16:00 (CET) |
| <i>Introduction of JETRO programs Invest Japan &amp; J-Bridge</i><br>Ms. Marina Riessland & Mr. David Imme, Project Managers of JETRO Berlin |                   |
| <b>Networking (Catering)</b>   | 16:00-18:00 (CET) |

**Event Moderation:** Mr. Hiroyuki Kosuge, Director of JETRO Berlin

## Registration

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Click [here](#) for the registration link.

Please register by **January 17th, 2024**.

### For any questions, please contact:

JETRO Berlin (Mr. Kosuge, Mr. Imme)

Email: [info-blm@jetro.go.jp](mailto:info-blm@jetro.go.jp)

### Related Information:

Agreement with Germany Trade and Invest (GTAI) on launch of “Japanese-German/German-Japanese Innovation Initiative 160” and announcement of joint press release in Berlin

[https://www.jetro.go.jp/en/jetro/topics/2021/2112\\_topics1.html](https://www.jetro.go.jp/en/jetro/topics/2021/2112_topics1.html)

Presentation of Successful Cases of the “Japanese-German/German-Japanese Innovation Initiative 160” on December 5th, 2022

<https://www.youtube.com/watch?v=7QebtacAd1o>