Application form

to join the virtual **B2B** **Matchmaking** session with Japanese firms at the

Third Japan – Africa Business Forum

(29 June 2021 – 16 July 2021)

**Participate in the next Japan-Africa Business Forum**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **For whom?** |  | **Five priority industries** |  | **Benefits** |
| A limited number of European small and medium-sized enterprises (SMEs) with existing business experience with Africa |  | 1. Energy 2. Agri-food 3. Manufacturing 4. Infrastructure 5. Solutions to improve the quality of life |  | * Access to a networking event with Japanese buyers and investors looking for European partners in Africa * Personalised meetings with Japanese companies * Invitation-only * Free of charge |

If you are a European SME with a **concrete project** in Africa, this event will be the opportunity for you to **meet with Japanese buyers and investors** looking for European partners in Africa.

Selected SMEs will have access to a **3-week virtual B2B matchmaking** through the EU-Japan Centre’s e-pavilion.

The event is organised with the aim to bring Japanese companies and investors to Africa and is financed by the Japanese Ministry of Finance and the African Development Bank.

**Eligibility**

To be shortlisted, applicants must satisfy the eligibility requirements below. Please check the following boxes below before you start filling the form (all fields are **mandatory**):

❑ My company is an [SME](https://ec.europa.eu/growth/smes/sme-definition_en) headquartered in one of the 27 EU Member States, or in the U.K., or in countries participating in the [COSME Programme](https://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation_en.pdf).

❑ I am a citizen from one of the above-mentioned countries, I am 20 years old or older, and I work in a management position.

❑ My company is >50% EU (or COSME partnering country) owned and is a juridical person from the EU or a COSME partnering country.

❑ My company has proven **experience with African markets and/or African partners** and we can therefore facilitate the entry of Japanese partners to Africa. Or❑ my company has a highly innovative technology that has been successfully applied in developing/emerging countries outside Africa, and we plan to do business in Africa in the near future.

❑ My company is active in one of the **five priority industries** targeted by the event**.**

❑ I commit to attend the meetings planned during the event and my employer supports my participation in the event.

❑ I am able to communicate in **English** in a business environment.

p.1

**Organisers Partners**

**How to apply**

**To qualify for the pre-selection process, applicants must complete and submit the present filled form to:**[**Japan\_Africa\_Business\_Forum@eu-japan.or.jp**](mailto:Japan_Africa_Business_Forum@eu-japan.or.jp)

**Deadline: 4 June 2021, 17:30 Tokyo local time.**

For any questions about the Third Japan-Africa Business Forum or how to fill in this form, contact the EU-Japan Centre for Industrial Cooperation (Florence Arnu, e-mail: Japan\_Africa\_Business\_Forum@eu-japan.or.jp)

**Applicant’s profile and description of the company**

**(All fields are mandatory - All information filled in the form will be treated confidentially and for internal use only)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Company Name** |  | **City** | |  | **Country** |
|  |  |  | |  |  |
| **Street** | | | |  | **Postal Code** |
|  | | | |  |  |
| **Company’s website** |  | **Full Name of Contact Person (“the applicant”)** | | | |
|  |  |  | | | |
| **Position in the company** |  | **Telephone** | |  | **Fax** |
|  |  |  | |  |  |
|  |  | | **E-mail of the Contact Person** | | |
|  |  | |  | | |

**Year established**:

|  |
| --- |
|  |
| **Turnover in million Euro:** | | **Size and type of organization:** | |
| < 1 million  1 to 10 | | Industry: < 10 employees |  |
| 10 to 20  20 to 50 | | Industry: 10 – 49 |  |
| 50 to 100  100 to 250 | | Industry: 50 – 249 |  |
| 250 to 500  > 500 Million | |  |  |
|  | | |

**Briefly describe the product or service that your company wishes to promote during the event**

|  |  |
| --- | --- |
| Clearly describe your company product / service / value proposition, you wish to present at the Japan-Africa Business Forum 2021.  Describe the unique and innovative aspects, economic advantages / benefits of your product / service/ value proposition: clearly explain and justify your match with any of the five priority industries3.  Explain your company’s market experience in Africa: how and why did you enter the African market, in which African countries, and for how long? What product / service did your company introduce?  Briefly describe your company’s history of success in entering developing/emerging markets in general for similar products / services. If applicable, mention experience with the Japanese market/Japanese partners.  **The product/service that you describe must be manufactured, produced or developed by your company.** | (maximum 300 words) |

3 The five priority industries are **[1] Energy** (e.g. oil & gas, renewable energy, geothermal energy, off-grid solutions, independant power producers, etc.), **[2] Agri-food** (e.g. agriculture and related technologies, food transformation), **[3] Manufacturing** (e.g. setting up a new factory), **[4] Infrastructures** (e.g. suppliers to large companies involved in infrastructure projects), and **[5] Solutions to improve the quality of life of African people** (e.g. healthcare and telemedicine, education, access to water, waste management, etc.).

p.2

**Explain why you believe your company should be selected**

**for the matchmaking at the Third Japan-Africa Business Forum**

|  |  |
| --- | --- |
| Explain why your company is interested in tying up with a Japanese partner in Africa: what would be your concrete project? Expected benefits? What are you looking for: technology, capital, equipment, investment, etc?  Briefly describe your past business engagement on African markets and explain why your offer and your expertise in Africa would appeal to potential Japanese partners or investors.  Provide additional product / project information (copy/paste pictures) or supply a URL describing your project / product / service, possibly with a catalogue. | (maximum 300 words) |

Please indicate below how you heard about the event:

Filing the present application form does not automatically warrant participation in the event. Valid applications will be ranked against the quality of the draft, justification and interest to participate in the event and potential for successful match with Japanese companies for joint projects in Africa.

**Check this box to agree to the terms of application:** ❑

“By submitting this form, applicants declare that the information provided herein is accurate and correct. Incomplete application forms, omissions or mistakes in the information provided by the applicant will result in an invalid application and will not be eligible for the participation in the Japan-Africa Business Forum 2021. Duly completed application forms will receive an acknowledgement of registration, which validates their entry to the pre-selection process, with no guarantee to participate in the event if not successful at the end of the selection process. Furthermore, applicants who are selected to be supported for the Japan-Africa Business Forum 2021 pledge to actively contribute with their time and commit resources to supply information at the request of the team in charge of preparing the event”.

**More information about the event** [**here**](https://www.eu-japan.eu/events/b2b-matchmaking-eu-smes-third-japan-africa-business-forum)**:**

**What is the EU-Japan Centre for Industrial Cooperation?**

The EU-Japan Centre has brokered over 50 partnerships involving European and Japanese SMEs in sectors such as agri-food, manufacturing, digital and healthcare.

Examples of success stories:

* Food industry: <https://www.eu-japan.eu/publications/success-story-formosa-gourmet-sme>
* Digital technology: <https://www.eu-japan.eu/publications/success-story-think-silicon-sa-sme>
* Manufacturing: <https://ebc-jp.com/publications/eurobiz-japan/eurobiz-japan-february-2021/> (p.35)

The EU-Japan Centre for Industrial Cooperation is a **joint venture between the European Commission** (Directorate-General for Internal Market, Entrepreneurship and SMEs – DG GROW) and the **Japanese Ministry of Economy, Trade and Industry** (METI). More information: <https://www.eu-japan.eu>

p.3