

## JBCE & EU-Japan Cooperation

- Established in 1999, the JBCE is a leading **European organization** representing **nearly 90 multinational companies of Japanese parentage operating in Europe.**
- JBCE is a committed **EU stakeholder and unique bridge-maker between the EU and Japan.**
- JBCE is investing strongly in the **broadening and deepening bilateral dialogue and cooperation** for economic and social benefit.
- In a time of many global challenges and uncertainties eg global warming, the Covid-19 pandemic, trade disputes, and digital competition etc. **EU-Japan cooperation should be pursued more than ever**, based on the shared values and visions, common objectives, and a commitment to a multilateral, open rules-based system.
- JBCE's contributions continue to focus on **regulatory cooperation** relating to key topics and objectives, like the **Green Transition**, the **Digital Transformation**, and a **Strong and Resilient Europe in the World.**

## Green Transition

- JBCE is strongly committed to the **European Green Deal** and its core objectives of making Europe climate neutral in 2050
  - **sustainable & inclusive growth,**
  - **decarbonisation & climate neutrality,**
  - **a new circular economy including sustainable products,**
  - **sustainable chemicals management, and**
  - **sustainable finance & investment.**
- **Key messages:**
  - **Sustainable product and materials policies & legislation** – should **avoid overlaps and contradictions** and be firmly based on a **scientific and fact-based approach** in order to be successful at the levels of protection of human health and the environment, circularity, and safety & reliability.
  - **Sustainable Finance policies & legislation** - should be **developed to fit into an open and international governance framework to facilitate and ensure a global shift and high uptake.**

## Digital Transformation

- JBCE supports digital transformation benefiting everyone, people and business alike, helping us overcome the challenges of the COVID era
- The EU and Japan are not only strategic but natural partners to fully interconnect and make interoperable their respective **new digital ecosystems**
- To be successful the EU and Japan should **make full use of technologies** in relation to 5G/6G, AI, Blockchain etc. as well as drive forward **regulatory cooperation** in the above areas including **Data Flows and Cybersecurity** .
- **Key messages:**
  - **Data Flows & Sharing:** It is fundamentally important to enable **international and cross-border data flows**. JBCE supports further discussions on legal issues arising from data-sharing, including data access, ownership, and interoperability in both B2B and B2G data-sharing. International standardization should play a key role too.
  - **AI:** We need an **innovation and business friendly** AI framework. The framework must also be **trustworthy** and **provide legal clarity & certainty**. Only then can companies unlock the potential of their R&D&I. **International and industry led activities** should play a key role in this.

## A Strong and Resilient Europe in the World

- JBCE advocates an ambitious and transparent EU trade policy, which is committed to **open and fair trade** (e.g. EU-Japan EPA).
- **Key message:**
  - **EU-UK future relationship:** JBCE members have developed broad and complex supply chains across the EU and the UK. JBCE therefore strongly urges both partners to **successfully conclude a pragmatic package of measures to protect EU-UK trade and develop more in the medium term a strong future-looking partnership.**
  - **EU-Japan relationship:** The creation of the **world's largest free trade area** covering 40% of the global economy, is a **major achievement.** The benefits of the EPA have already materialised through an **increase in bilateral trade** in a variety of goods. JBCE encourages policymakers to ensure that the agreement will continue to be properly implemented.