

ANNUAL REPORT - 2024

April 2024 - March 2025



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Foreword



As I reflect on 2024 and the many events that have taken place in Europe and around the world, I would first like to extend my warmest thanks to all the Japan Business Council in Europe (JBCE) member companies and stakeholders for their support over the past year.

The year 2024 was marked by significant changes in the EU's political landscape. In Europe, the European Parliament elections took place in June, and a new European Commission took office in December, while national elections and government changes occurred in several Member States and the United Kingdom. In the United States, the presidential election resulted in Donald Trump's return to the White House in January 2025. Against shifting political trends and growing geopolitical tensions and uncertainties, the importance of accessing timely and accurate policy information—and of communicating effectively with stakeholders—has never been greater for the business community.

In this so-called “year of politics,” key themes such as *competitiveness* and *economic security* have firmly established themselves at the heart of policy discussions. In this context, in February 2025, JBCE had the privilege to represent the Japanese business community in Europe at the 26th EU-Japan Business Round Table. Representing JBCE, I conveyed the perspectives and proposals raised by our member companies to the government officials of Japan and the EU. I shared the industry's view on the importance of balancing regulation and innovation, as well as the need for a well-coordinated policy approach in order to incorporate and implement values such as sustainability and economic security into business. I also emphasised the significance of Japan-EU cooperation. JBCE will continue to do its utmost to strengthen the relationship and achieve further concrete outcomes.

2024 was also an important year for JBCE as we reached a significant milestone: our 25th anniversary. From our modest beginnings in 1999 with 26 founding companies, JBCE has grown to 113 member companies as of 31 March 2025. In October 2024, we were proud to host an anniversary ceremony that brought together our EU partners—including representatives of the European Commission—as well as our members and close stakeholders. This celebration not only served as a moment to express our gratitude to all those who have contributed to JBCE's work over the past 25 years —corporate representatives and secretariat members alike—, but also to renew our commitment to our relationship with the EU and our aim to continue to grow over the next 25 years.

Our EU partners continue to express high expectations towards Japan and Japanese industries. In these times of geopolitical tension and uncertainty, they seek deeper cooperation with like-minded partners to address common challenges together. JBCE stands ready to meet these expectations by further enhancing our activities in collaboration with its member companies.

I sincerely hope that the fiscal year 2025 will be one of great success for all our members and for our partners across the EU.

Mikihito Saito
JBCE President

JBCE's Structure

BOARD OF DIRECTORS*

PRESIDENT, Mikihiro Saito, Corporate Executive Officer, EVP, Co-CEO, Europe Region, Fujitsu

VICE-CHAIR, Lars Brückner, Director, NEC Europe Ltd.

TREASURER, Katsumi Sugiyama, Director, Canon Europe Ltd.

SECRETARY GENERAL, Shozo Maeda

Kaoru Umehara, Mistui & Co.

Koji Takagi, Bridgestone

Takeo Okuyama, Mitsui Chemicals

Marco Canton, Fujitsu

Josep Betorz, Panasonic

Keiko Nagase-Reimer, Shimadzu

Marcus Rieker, Horiba

Jun Sato, Toshiba

COMMITTEES

Planning Committee - Chair: Marco Canton (Fujitsu)

Environment & Energy Committee - Chair: Lars Brückner (NEC) / Vice-Chairs: Shu-Hsien Li (Kuraray), Satoshi Sano (Fujifilm), Keiko-Nagase-Reimer (Shimadzu)

Digital Innovation Committee - Chair: Marco Canton (Fujitsu) / Vice-Chairs: Lars Brückner (NEC), Martin Bell (Panasonic)

Corporate Sustainability Committee - Chair: Heidi Beers (Teijin) / Vice-Chair: Yukako Kinoshita (Panasonic)

Standards & Conformity Committee - Chair: Inna Peda (Sony) / Vice-Chair: Kazue Daigo (Canon)

Trade Policy Committee - Chair: Yasuo Hirano (Hitachi) / Vice-Chairs: Ilaria Capitanio (Sumitomo), Hiroyuki Watanabe (Mitsubishi Corporation)

SECRETARIAT

Secretary General - Shozo Maeda

Senior Policy Manager - Mikaela Nilsson

Policy Manager - Manon Leprince

Policy Manager (Trade Policy/Corporate Sustainability/Digital Innovation) - Hibiki Kimura

Policy Manager (Corporate Sustainability/Environment & Energy) - Nagisa Kagawa

Policy Manager (Digital Innovation) - Hiroki Shigemitsu

Policy Manager (Environment & Energy) - Jonathan Barker

Policy Manager (Environment & Energy) - Tetsusaburo Miura

Policy Manager (Environment & Energy) - Masakazu Shimosawa

Policy Manager (Environment & Energy) - Tatiana Falca

Policy Manager (Environment & Energy) - Takehito Yamamoto

Policy Manager (Standards & Conformity) - Hidetaka Ozawa

Policy Manager (Trade Policy) - Yohei Katakawa

Assistant - Naomi Ota

*Data from 31 March 2025

Our Members





*Member companies as of 31 March 2025.



EU-Japan Trade Relations (2023)

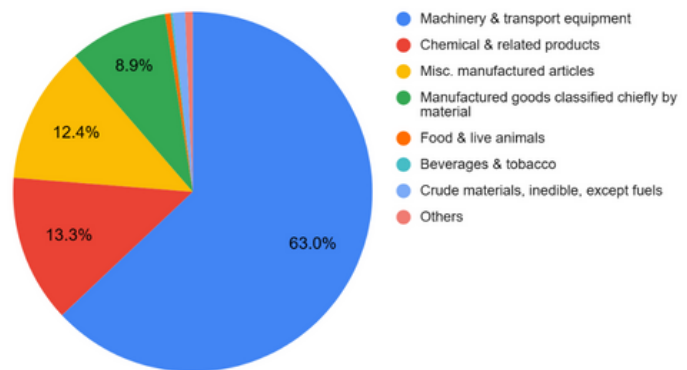
EU27 IMPORTS FROM JAPAN

EUR 70.5 billion

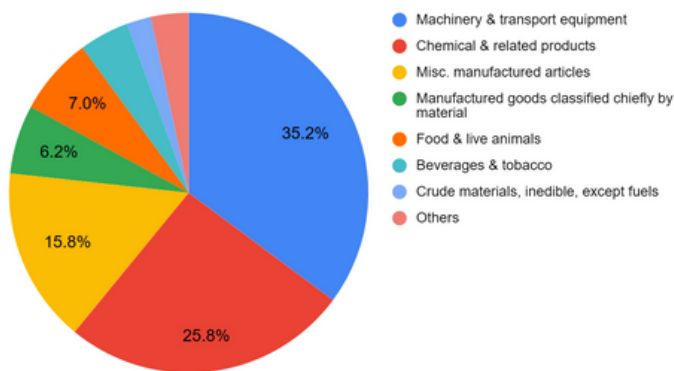
(2.8% of total EU imports)

Source: [European Commission](#)

EU27 IMPORTS FROM JAPAN PER SECTOR IN %



EU27 EXPORTS TO JAPAN PER SECTOR IN %



EU27 EXPORTS TO JAPAN

EUR 64.0 billion

(2.5% of total EU exports)

Source: [European Commission](#)

EU = JAPAN'S 3rd TRADE PARTNER

JAPAN = EU'S 7th TRADE PARTNER

Source: [European Commission](#)

EU INWARD FDI STOCK WITH JAPAN (2022)

EUR 23.6 billion

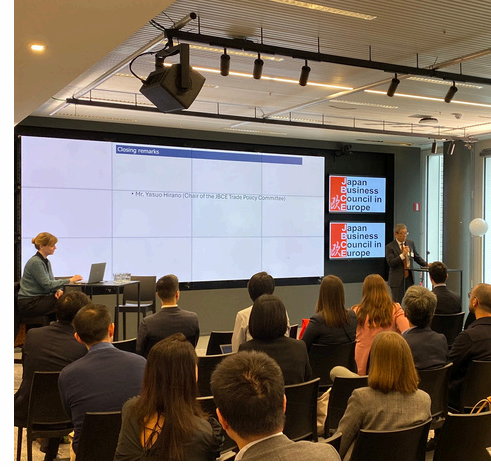
Source: [European Commission](#)

EMPLOYEES OF JAPANESE OVERSEAS AFFILIATES IN THE EU

610,000

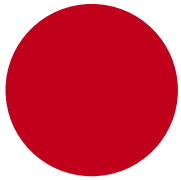
Source: [METI](#)

**25
Years**



**8 New
Members**

**113 Total
Members**



**41 Position
papers**



**55
Events
Organised**



**47
External
Meetings**

***Committee & WG meetings, study
sessions, roundtables etc.**

Manifesto & EU Political Change-over



Japan Business Council in Europe's Declaration Ahead of the New Political Mandates in 2024

In April 2024, JBCE released a Manifesto ahead of the European elections in June 2024 and the new political mandates of the European Parliament and European Commission (2024-2029).

To reinforce EU-Japan cooperation within the framework of the EU-Japan Economic Partnership Agreement (EPA) as a key priority for both sides, JBCE emphasised the following:

- Improving European competitiveness, in the context of the EU's economic security agenda, should not be done at the expense of relationships with its most trusted partners.
- Achieving sustainable and responsible supply chains requires a holistic and cooperative approach where all relevant stakeholders recognise their shared responsibility and work together towards the same objective.
- International harmonisation, especially in the digital field, remains of paramount importance when it comes to definitions of key terminology but also standards used.
- JBCE supports Japan being an Associated Country to Horizon Europe.
- JBCE stands ready to contribute to the policy discussion to create rules favouring a more sustainable and resilient market with the EU and other like-minded partners.

JBCE presented the Manifesto to Heads of Units and Directors from **DG TRADE** (Far East Unit), **DG RTD** (International Cooperation II Unit), **DG CNECT** (Policy Strategy and Outreach Directorate), **DG FISMA** (Corporate Reporting Unit), **EEAS** (ASIAPAC Division).

Overall, the document was sent to **87** members of the European Commission, including **Directors, Heads of Units, Advisors, Policy Officers and Experts.**

CROSS COMMITTEE WORKING GROUP

Established 1 January 2024
to cover horizontal issues

2024 Priority – Follow EU
elections developments



25
Bi-Weekly
Monitoring
Reports
issued on EU
elections

4 Election
Briefing
Sessions with
Guest
Speakers

2024 European Election Results

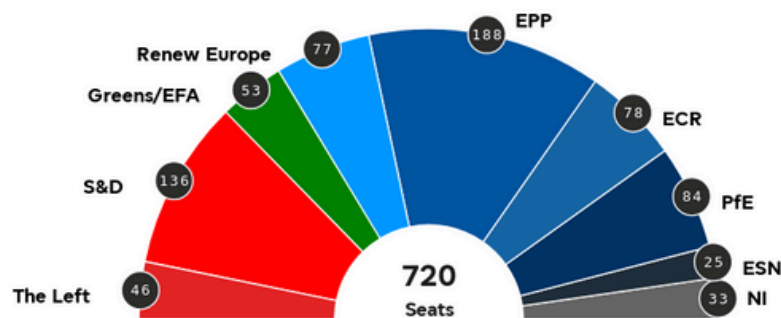
Between **6 and 9 June 2024**, about **180 million voters** across the EU elected **720 MEPs**. 51% of eligible citizens went to the polls, a slight increase from 50.6% in 2019. Turnout varied widely across Member States, from 21.35% in Croatia (the lowest) to almost 90% in Belgium, where voting is compulsory.

Results showed that the centre still holds, with the **EPP** remaining the **largest group** (188 seats), followed by the **S&D** (136 seats). The other two traditional mainstream groups, **Renew** and the **Greens/EFA**, took major blows, with 77 (-21) and 53 (-17) MEPs respectively. The number of hard-right and **far-right MEPs rose significantly**, and the **PfE** became the third largest force (84 seats), closely followed by the **ECR** (78 seats). **ESN** gained 25 seats, while **The Left** obtained a total of 46 lawmakers. 33 MEPs remain **non-attached**.

The rise of the right in the European Parliament could mean that the **EPP may turn to hard right** groups to **pass legislation** in cases when mainstream groups (S&D, Renew, Greens/EFA) oppose it. Nevertheless, these groups elected Ursula von der Leyen for a second term as President of the European Commission on the condition that the EPP not break the ***cordon sanitaire***.

European Parliament 2024 – 2029

Constitutive session



Source: Provided by Verian for the European Parliament



The political **shift to the right** is also visible in the **European Commission** and the **Council of the EU** as 2024 proved to be a major year for **national elections** worldwide. Several Member States have swung to the right, which had an impact on their choices for European **Commissioners**, as heads of state and governments traditionally pick a candidate from their political affiliation. The new College of Commission is also **less gender balanced** than the previous, as many Member States chose not to propose a female candidate despite von der Leyen requesting both a male and female choice.

Several Commissioner **portfolios** have been **rearranged** to reflect the **new priorities** of this mandate, with greater emphasis on **(economic) security, defence, and competitiveness**.



In 2024, **António Costa**, former Portuguese Prime Minister, was also elected as **President of the European Council**.

JBCE's 25th Anniversary

On 2 October 2024, JBCE had the honour to celebrate its **25th anniversary** with an event bringing together esteemed guest speakers and panellists, representatives from member companies, Secretariat members, partners and friends.



The event was opened with remarks by **Shozo Maeda**, Secretary-General of JBCE, and a welcome speech by Mikihiro Saito, President of JBCE, on the **future of EU-Japan relations** from the industry's perspective.



Mikihiro Saito highlighted the core objectives of JBCE – to serve as a **bridge between the EU and Japan** and contribute constructively to the EU's policy-making process.



H.E. Kazutoshi Aikawa, Ambassador of Japan to the EU, then gave a keynote speech, providing an overview of current EU-Japan relations and outlining the priorities for the next five years from the Japanese side. The Ambassador emphasised the **strong economic bond** and **fundamental values** that Japan and the EU share, and the immense opportunities for strengthening collaboration on the horizon. He stated that the **"spirit of cooperation"** between Japan and the EU will be increasingly important as they face common challenges in today's turbulent geopolitical climate.



This was followed by a panel discussion on the future of EU-Japan relations following the political change-over in 2024, featuring esteemed guest speakers:

- **Maria Martin-Prat**, Deputy Director-General, DG TRADE, European Commission
- **Thibaut Kleiner**, Director, DG CNECT, European Commission
- **Roland Honekamp**, Deputy Head of Division ASIAPAC.5, EEAS
- **Lars Brückner**, Vice-Chair, JBCE

The discussion covered topics ranging from the implications of the new European Commission's increased focus on **strategic partnerships** and the intersection of **economic security** and **trade policy**, to the **EU-Japan Digital Partnership**. Panellists also commented on areas of EU-Japan cooperation that should benefit from deeper engagement in the coming years against a backdrop of growing global uncertainties and how industry will need to adapt to the political priorities under the Commission's new mandate.

The insightful discussion and encouraging messages to the industry laid the groundwork for advancing JBCE's activities in the years to come.



The 25th anniversary event also featured a traditional Japanese opening ceremony with a taiko performance (Japanese drum) and the breaking of a sake barrel. Throughout the evening, guests enjoyed a walking dinner and a Japanese calligraphy workshop.

The event was a wonderful occasion to celebrate this remarkable milestone - 25 years of the association's history - and thank our network for their continuous support. We look forward to an exciting future for EU-Japan relations over the next 25 years!



26th EU-Japan Business Round Table

On 12 February 2025, for the first time since joining the **EU-Japan Business Round Table (BRT)** in 2001, JBCE had the opportunity to chair **Working Party 1** (Trade Relations; Investment and Regulatory Cooperation; Financial Services; Accounting and Taxation), along with the **European Business Council in Japan**. The BRT was established in its current form in 1999 to foster communication between Japanese and European industries by merging the EU-Japan Industrialists' Round Table and the EU-Japan Business Forum. It meets annually, alternating between Europe and Japan. The BRT's main objectives are to:

- Discuss issues of common interest.
- Review factors affecting trade, investment and other forms of cooperation.
- Provide an EU-Japan business perspective on both topical and long-term issues of public policy.
- Identify practical recommendations to the Authorities (and support EU-Japan official dialogues) to help develop trade and investment between the EU and Japan or together in third markets.

This time around, the BRT took place in Tokyo. It addressed **economic security**, **industrial competitiveness**, and other issues of common interest.



JBCE President Mikihiro Saito with the Ambassador of the EU to Japan, Jean-Eric Paquet



JBCE President Mikihiro Saito speaks at the 26th EU-Japan BRT

Our President, **Mikihito Saito**, made a presentation during a panel on Economic Security, alongside Jean-Eric Paquet (Ambassador of the EU to Japan, Delegation of the European Union to Japan), Shige Watanabe (Deputy Director-General / Deputy Assistant Minister (Ambassador), Economic Affairs Bureau, Ministry of Foreign Affairs of Japan) and Lasse Hamilton Heidemann, Senior Director for Outreach, DIGITALEUROPE). He also presented the **recommendations** of Working Party 1. Notably, it was recommended that the EU and Japanese authorities should:

- Build a common philosophy on **competitiveness** and **economic security**.
- Further develop concrete initiatives to enhance competitiveness and economic security based on existing EU-Japan cooperation frameworks.
- Promote collaboration to ensure **fair markets** (development and application of common criteria for non-price factors in both markets) and to secure critical minerals, to respond in a coordinated manner to dependence on specific regions and geopolitical risks.
- Encourage cooperation in a wider range of industrial policy areas, including Japan's participation as an Associated Country to **Horizon Europe**, and strengthen cooperation in specific policy and industrial areas, such as start-up policy and defence industry development measures.
- Establish policy dialogue between EU and Japanese competition authorities on the review of **competition policy** in the EU, as set out in the Draghi Report, with a view to harmonising policies between the two regions.

Other recommendations include a proposal for an ambitious multilateral trade agenda for the next **WTO** Ministerial Conference as well as further **harmonisation** of legislations and standards between the EU and Japan.



Family picture of the 26th EU-Japan BRT
Image courtesy of the [EU-Japan Centre for Industrial Cooperation](#)

BRT members adopted joint recommendations that notably call for Japan and the EU to:

Economic security

- Use the EU-Japan Strategic Partnership Agreement to strengthen the rules-based global order, enhance global governance and defend joint values and principles such as working together to share priorities and experiences and exchanging on coordinating joint responses to common threats.
- Have robust cybersecurity measures to protect businesses and infrastructures, as well as trusted data flows.
- Keep the dialogue with our global partners, competitors and rivals to ensure the continuation of thriving global free trade.

Industrial competitiveness

- Invest more in Research & Development and significantly improve the conditions that allow the increase of innovation to generate growth and competitiveness.
- Focus on promoting entrepreneurship and significantly improve conditions for start-ups to be able to scale up in the two regions.
- Prioritise investment in green technologies and digitalisation projects.
- Grow strategic industries and create new industries.



Handover of the BRT's 2025 Recommendations to European Commission Executive Vice-President for Prosperity and Industrial Strategy Stéphane Séjourné
Image courtesy of the [EU-Japan Centre for Industrial Cooperation](#)

Maike Asmussen from Merck and Mitsuhiro Murooka from NEC, representing the BRT's co-Chairs Belén Garijo and Nobuhiro Endo, hand-delivered the BRT's 2025 Recommendations to European Commission Executive Vice-President for Prosperity and Industrial Strategy, Stéphane Séjourné, who received them on behalf of the European Commission. H.E. Kazutoshi Aikawa, Ambassador of Japan to the EU, witnessed the handover.

Objectives of JBCE's Committees



Environment &
Energy
Committee

Promote the Green Transition

2024 Highlight

At the **FPP4EU Collaboration Platform** in April 2024 stakeholders from the UK, US, Canada, Japan and China discussed best practices around regulating PFAS. **Masakazu Shimosawa**, Policy Manager at JBCE for the Environment & Energy Committee, was invited to present views on behalf of Japanese industry.

2025 Mission

Increase the visibility of JBCE to EU/UK/Japanese government agencies, industry associations and other external stakeholders, and strengthen the influence of JBCE contributions on policy and decision-making.

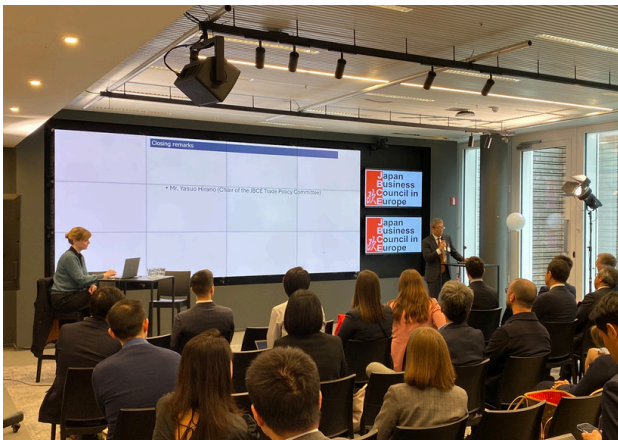


Trade Policy
Committee

Boost EU-Japan Trade

2024 Highlight

The Trade Policy Committee organised an event in June 2024 'Looking back at the first and second **Carbon Border Adjustment Mechanism** (CBAM) reporting exercises and discussing future perspectives with **DG TAXUD**.' It provided an opportunity for over 600 participants to discuss the reality of CBAM compliance.



2025 Mission

Realise an affluent EU market in collaboration with reliable trading partners and monitor developments affecting JBCE member companies with regard to economic security.



Digital
Innovation
Committee

Facilitate Digital Transformation

2024 Highlight

In April 2024, **Marco Canton** (Chair of JBCE's Digital Innovation Committee) and **Lars Brückner** (Vice-Chair) participated as speakers at the **Public-Private Stakeholders Workshop** preparing for the **EU-Japan Digital Partnership Council** meeting. Other panellists included representatives of the European Commission and Japanese government, as well as tech industry associations from both sides.

2025 Mission

Develop effective advocacy activities based on members' feedback and build their understanding of the EU digital policy landscape.



Corporate
Sustainability
Committee

Advance Responsible Business Conduct

2024 Highlight

The **EU-Japan Open Dialogue** on the **Corporate Sustainability Due Diligence Directive** (CS3D) was held in October 2024, jointly organised by METI, the Delegation of the EU to Japan and the EU-Japan Centre for Industrial Cooperation. **Yukako Kinoshita** (Vice-Chair of the Corporate Sustainability Committee) participated as a **panellist**, outlining the challenges facing Japanese businesses in implementing CS3D effectively.

2025 Mission

Share insights on policy movement and establish clear positions within JBCE which will be advocated through publications, public consultations and outreach activities with policymakers.





Standards &
Conformity
Committee

Adhere to Standards

2024 Highlight

In March 2025, **JBCE** and **INSTAR Standards** signed a **Memorandum of Understanding** which expresses the intention for possible collaboration on forming an International Task Force for technological domains of common interest covered by the INSTAR project. The MoU was signed by JBCE Secretary General, **Shozo Maeda**, and Instar Coordinator and BluSpecs CEO **Tanya Suarez** Ph.D. This new collaboration opens up a new channel of communication that is expected to strengthen international cooperation on standardisation in new digital technologies such as AI, IoT, cybersecurity, data and quantum.



2025 Mission

Strengthen support to members, present the committee's objectives and work to enhance the visibility of JBCE perspectives externally and enhance collaboration with other committees.



Planning
Committee

Broaden Information Sharing

2024 Highlight

Under the Planning Committee, the **Cross-Committee Working Group** and the **Health Study Group** were created to expand the breadth and scope of information shared with JBCE members on EU political dynamics, legislative processes and policies.

2025 Mission

Monitor the general political direction taken by EU policies and prepare positions on horizontal files of strategic interest to JBCE members. Monitor developments and gain knowledge on health-related policy files.

What our Chairs, Vice-Chairs and Leaders Have to Say

Disclaimer: The following quotes are from interviews carried out during the fiscal year 2024 as part of JBCE's Leaders' Insights newsletter.

The benefits of being a JBCE member



Yukako Kinoshita, Vice-Chair
of the Corporate
Sustainability Committee

“JBCE is a cross-sectoral association with an overarching vision. The opinions expressed by JBCE are **constructive** and based on the very **practical knowledge** of its members. The voice of practitioners is important for policymakers, as it enables them to understand what is happening on the ground. Members are not just lobbyists; they know every detail of a company's organisation and all the technical aspects. This knowledge is very important and gives added value to JBCE.”



Shigeo Sugimoto, Leader of
the Climate Working Group

“JBCE members are all Japanese companies and in addition, the association includes many **different types of businesses** operating across **various sectors**. These two characteristics are, I think, the unique added value of JBCE in Europe.”



Martin Bell, Vice-Chair of the
Digital Innovation Committee

“JBCE stands out as a very agile, focused, and targeted business association. JBCE's key advantage lies in its ability to respond swiftly to urgent issues or topics. Furthermore, JBCE represents Japanese industry, which has a **longstanding** and **positive history in Europe**. This reputation enhances the credibility of JBCE and often ensures that JBCE's perspectives and positions are listened to with great detail. This combination of **agility** and the **trust** policymakers place in Japanese industry positions JBCE as a uniquely **effective** and **impactful** association.”

How to improve interaction with stakeholders



Shigeo Sugimoto, Leader of
the Climate Working Group

“Try to study and understand Europe: its complex history, cultures, languages, political issues, and social dynamics. This is the basis for understanding the European Union. Since cooperation between the EU and Japan has deepened in various areas and could last longer than our lifetime, it is fundamental to **rethink** how to **adapt** a company's HR strategy to this dynamic. Without competitive local staff, Japanese businesses will find it difficult to expand in the EU market.”



Yukako Kinoshita, Vice-Chair
of the Corporate
Sustainability Committee

“Successfully influencing policy development takes time, **good communication**, networking, **constant practical input** and not always confrontation.”

The need to adopt EU rules to remain relevant



Martin Bell, Vice-Chair of the Digital Innovation Committee

“For Japanese companies, **compliance** with all tech & digital legislation will undoubtedly be a **complex** and **costly** endeavour. However, this cost must be viewed as an **essential investment** in safeguarding operations and maintaining access to the EU market.”



Shigeo Sugimoto, Leader of the Climate Working Group

“For the purposes of energy security and European industrial competitiveness, it has become imperative for the European economy to be decarbonised. Therefore, Japanese companies have little choice but to adopt these new rules if they want to stay in the market [and] become more **competitive** so that Europeans will buy our products and services. We have the same goal, and to reach it, we must **collaborate** but also compete.”



Yukako Kinoshita, Vice-Chair of the Corporate Sustainability Committee

“With the value chain being global, it does not matter whether a company falls within the immediate scope [of the Corporate Sustainability Due Diligence Directive], as the entire value chain is interconnected. To be **well-prepared**, companies should **proactively** begin **implementing** due diligence **requirements**, even if details of future legislation remain uncertain. This approach allows them to identify any questions that they may have and clarify the points they need to understand. As a result, they should be able to assess the breadth and depth of the work that needs to be done. **Guidance** is important and companies need to be involved in public consultations.”

Looking ahead



Shigeo Sugimoto, Leader of the Climate Working Group

“The EU’s leaders will face enormous and difficult **new challenges**. First of all, the EU has to implement all the policies that have been adopted during the current mandate (2019-2024) if they are serious about meeting the target of reducing greenhouse gas emissions by 55% in 2030. Secondly, the world as we know it is faltering and I feel that we are sliding into a more hostile one. Geopolitical tensions are impacting business and will have some influence on our decision-making. Thirdly, in a fragmented world, it is important to **collaborate with trusted friends**, and Japan is one of them.”



Martin Bell, Vice-Chair of the Digital Innovation Committee

“Looking ahead, one of the most pressing needs over the next five years is **clear guidance** and **support** for companies navigating the implementation of the wave of digital and technology legislation introduced in recent years. Japanese businesses are committed to **full compliance** with EU laws and regulations, but achieving this requires clear communication and practical guidance from the European Commission. Such assistance would be enormously valued and would further **strengthen trust and collaboration**.”

SOCIAL MEDIA ENGAGEMENT

**1,024
followers**



**548 new followers
between April
2024 and
March
2025**



**Webpage
created in
2019**

**23
posts***

Position papers, joint
statements, organisation and
participation to events, etc.

18 reposts*



813

reactions*



Impressions

28,271*

The count of how
many times JBCE's
content showed up in
someone's feed



**2,214
visitors***

***Data as of 26 March 2025 for the period 1 April 2024 to 26 March 2025**

To Conclude... A Few Words From our Secretary General



I would like to extend my heartfelt appreciation to all JBCE members, partners and stakeholders for their continued support and cooperation throughout the fiscal year 2024.

Over the past few years, JBCE has worked continuously and steadily to enhance its organisational functions, and I believe these efforts are starting to bear fruit. We have strengthened our structure by creating several new positions that reinforce the association's permanent local staff. In parallel, we have developed our internal capabilities, including in terms of policy monitoring and reporting, to enable us to better respond to the needs and requests of our members.

Building on this solid foundation, we have further advanced our advocacy activities and engaged constructively with the EU institutions. We are encouraged by the positive feedback we have received regarding JBCE's contributions across various sectors and policies, which affirms the progress we have made.

These achievements would not have been possible without the understanding and active involvement of our member companies. I would like to express my sincere gratitude to our Board members, Committee Chairs and Vice-Chairs, Working Group Leaders, and each member of the Secretariat for their leadership, expertise and tireless contributions.

Looking ahead, the fiscal year 2025 is set to be a pivotal year for Japan and the EU—longstanding partners who share fundamental values—as they deepen their cooperation in an ever-changing geopolitical landscape. JBCE remains committed to serving as a bridge between both authorities, further strengthening our advocacy activities and engagement.

Thank you once again for your continued trust and partnership. I wish you all a prosperous and fulfilling year ahead.

Warm regards,

Shozo Maeda
JBCE Secretary General



Information for Prospective Members

JBCE provides up-to-date information on the latest developments in European policies for Japanese companies based in the EU, or supplying a product or service to the EU. JBCE advocates for Japanese businesses in the EU, connects Japanese companies operating in the EU and provides high-quality intelligence and monitoring services.

How to Join?

1. Contact JBCE's Secretariat by using the inquiry form available under "Contact" on our webpage. Once we receive a request, we will send you the relevant documents required for registration by email.
2. Fill out the registration documents and have them signed by a company representative.
3. Once JBCE's Board of Directors approves your application, you will be formally notified. You can then participate in events/committee meetings organised by JBCE and receive relevant information and reports.

Contact Details



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1040 Brussels, Belgium
+32 2 286 53 30



www.jbce.org



[LinkedIn](#)



info@jbce.org

EU Transparency Register: 68368571120-55