



Dutch Economic Mission to Japan on Digitalization

Japan and the Netherlands have digitalization high on the agenda

The age of digitalization is now. This is especially true for high economically developed countries like The Netherlands and Japan. Automation, robotization, and high-speed communication are seen as a solution for societal challenges like labor shortage and securing food supply. Japanese Prime Minister Suga announced last September that digitalization is one of the main focus areas for Japan in the upcoming years. This is a perfect timing to organize an online Dutch mission on digital economy to Japan.

The Netherlands reaches out to Japan via an online mission about Digital Economy

On February 3-5, 2021, an online Dutch economic mission to Japan on Digital Economy. It will focus on three areas: Smart Industries, Smart Services, and Smart Agriculture. The mission will be guided by the Dutch State Secretary for Economic Affairs and Climate Policy, responsible for digital economy and innovation, Ms. Mona Keijzer.

The Netherlands is one of the world leaders in digitalization and innovation

The Netherlands is a top-ranking country on Digital Economy. For example, Food Valley and Wageningen University & Research are among world's top class institutes for agriculture. In the area of smart industry and smart services, Brainport Eindhoven enables collaboration between companies, government and educational institutions to innovate. That is why it is also known as 'one of the smartest regions in the world'.

Compared to other countries, the Netherlands particularly scores high on human capital, use of internet, and digital public services. Japan and the Netherlands, both score high on intellectual property, connectivity and integration of digital technologies. This offers a good foundation to intensify the collaboration between the two countries on the topic of digital economy.

Ranking	Digital competitiveness ranking (2020) *	Global innovation index (2020) **	Int. Digital economy and society index (2019) ***	Enabling digitalization index (2018) #
NL	7	5	2	3
JP	27	16	6	7

The mission aims at strengthening the collaboration NL-JP

The mission strengthens collaboration in innovation, trade, and investments in the field of digital economy between the Netherlands and Japan. In this challenging time, the mission provides an opportunity to keep on developing new initiatives with potential partners with complementary skills.

This will contribute to build towards a resilient and sustainable economy for the future.

*<https://www.imd.org/wcc/world-competitiveness-center-rankings/world-digital-competitiveness-rankings-2020/#:::text=The%20IMD%20World%20Digital%20Competitiveness%20Ranking%202020%20results&text=The%20United%20States%20and%20Singapore,ability%20to%20weather%20the%20pandemic>
**<https://www.wipo.int/publications/en/details.jsp?id=4514#:::text=The%20Global%20Innovation%20Index%202020,education%2C%20infrastructure%20and%20business%20sophistication>
*** <https://ec.europa.eu/digital-single-market/en/news/how-digital-europe-compared-other-major-world-economies>
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Kingdom of the Netherlands



The mission focuses on digital economy in Smart Industries, Smart Services, and Smart Agriculture

The Digital Economy mission has three focus domains in Digital Economy with each several sub topics:

Smart Industry

Industry 4.0
Digitalization & Automation
3D printing/additive manufacturing

Smart Services

Fintech
e-Government
e-Commerce
e-marketing

Smart Agriculture

Digitalization, Automation & Robotization
Functional foods

Register yourself via B2Match to connect with Dutch organizations of your interest

Participants in the mission will be companies, research institutes, government organization and investors from the Netherlands and Japan eager to meet, exchange and collaborate with their Japanese counterparts. Dutch and Japanese organizations will also get the opportunity to have one-on-one talks. Both Japanese and Dutch organizations are invited to participate in the mission; participation for Japanese organizations is free of charge.

What the Mission has to offer to participants

Presentations on digital and country-specific topics, relevant for all domains	Discussions to exchange views	Break outs to address domain-specific topics in depth	1-on-1 meetings with an option to use a translator

The Embassy of the Netherlands will organize an information session* on **January 14 at 15:00-16:15 JST** for Japanese participants that are interested in the mission. Simultaneous translation will be available. During the meeting, more information will be shared and you get the chance to ask questions.

To sign up for the information meeting Jan 14 please include Your Name, Organization, Department, Title, E-mail, the possibility to use ZOOM, your interest in this delegation (20-100 words) and email to: tok-digital@minbuza.nl

To register for the digital mission 3-5 Feb via the B2Match registration platform: <https://virtual-mission-japan.b2match.io/page-531>

For any question regarding the B2Match registration platform, please contact: Info-jp@een-japan.eu
For all other questions, please e-mail us: tok-digital@minbuza.nl

* Online and on site at the embassy if situation allows

This mission is being organized in cooperation with:

