

# Admantex 2i

THIRD NEWSLETTER

## COUNTRY MISSION

April 2024



# Japan



Co-funded by the COSME programme  
of the European Union



## **Advanced Manufacturing and Advanced Textile Materials going international to strengthen resilience and to empower industrial recovery.**

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**ADMANTEX2i** main objective is to lead international cluster cooperation in advanced manufacturing and advanced textile materials as an enabler for globally competitive sustainable products functional in a broad range of high-end applications. The key specific objectives are:

- To develop a joint internationalization strategy and a roadmap for going international based on the strategic cross sectoral cooperation between clusters in advanced manufacturing and advanced textile materials which EU is strong leader.
- To implement the strategy organizing 3 international business missions.
- To foster the cross-sectoral cooperation.
- And to strengthen the sectoral resilience and boost growth based on internationalization.

**ADMANTEX2i** strategic cooperation vision is that digitalization is key enabler for both sectors to boost circular economy business solutions to strengthen resilience and to drive the recovery growth the economic opportunities of European SMEs.

# Admantex 2i

## Consortium Partners

**Admantex2i** project is composed by three advanced textile materials clusters and three advanced manufacturing clusters from 6 EU regions and 4 EU member states in the southern Europe.

● AEI TÈXTILS, Spain



● ATEVAL, Spain



● CITEVE |  
The Portuguese Textile Cluster, Portugal



● PRODUTECH, Portugal



● AFIL, Italy



● EMC2, France







## Japan Mission

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From the 11th to the 15th of March 2024, the ADMANTEX2i project organized its third and last country mission, bringing a delegation of 22 European participants to Japan, for a week of industrial visits, business meetings and participation in the Smart Manufacturing Summit 2024, in order to identify potential business and technological innovation opportunities.

The travelling delegation was representative of the two main sectors present in the ADMANTEX2i consortium, operating at different stages of the value chain, with participants coming from advanced manufacturing and textiles industries in France, Italy, Portugal and Spain.

The mission was exploratory in nature, but also with business oriented objectives, and aimed at discovering this important global market and its diverse opportunities for the sectors involved in the project. The delegation visited the premises of 3 renowned entities in Japan operating in the fields of advanced manufacturing, aeronautics, chemical fibers and textiles, and contacted many other Japanese companies during the international event Smart Manufacturing Summit, held in Aichi Prefecture, to look at the latest technological innovations in the fields of digitalization, mobility and sustainability.

The mission provided participants with an excellent overview of the Japanese market and the state of the art of its innovative technologies, while creating contacts that will hopefully lead to business cooperation opportunities and technological partnerships.



# European Delegation

In total, the delegation was composed of 22 representatives from 20 different organizations: 8 companies, 6 Research and Technological Organizations and the 6 clusters that comprise the ADMANTEX2i consortium.

## AFIL Delegate:



## EMC2 Delegate:



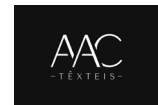
## ATEVAL Delegates:



## AEI Tèxtils Delegates:



## CITEVE Delegates:



## PRODUTECH Delegates:



Instituto Politécnico de Castelo Branco





# DAY

1

11th March 2024

On Monday morning the delegation visited the facilities of the Japan Chemical Fibers Association in Tokyo to learn about their ecosystem and discuss potential collaboration opportunities with their member companies.

During the meeting, we received an insightful overview of the current status of the Japanese Chemical Fibers Industry, including the sustainability initiatives they are actively pursuing and the prevailing textile policies in Japan. Furthermore, the delegation was provided with a comprehensive list of associated companies, detailing the products they manufacture along with their distinctive features and characteristics. This exchange of information offered valuable insights into the landscape of the Japanese textile sector and shed light on potential areas for collaboration and mutual benefit.

On Monday afternoon the delegation visited two facilities of the Japan Aerospace Exploration Agency (JAXA) in Tokyo surroundings.



## DAY

2

**12th March 2024**

On Monday evening, the delegation moved to Kōbe for the second day of the mission, where they had the opportunity to visit two Kawasaki facilities, namely the Robot Manufacturing Factory in Akashi in the morning and the Robot Showroom in Nishi-Kōbe in the afternoon. These visits were one of the highlights of the Japan mission and provided a thorough overview of the Japanese robotics industry.



On the evening of March 12th, the delegation networking dinner took place at a Nagoya restaurant and offered another opportunity for participants to get to know each other better, discuss trends and share ideas for future collaborations.





# DAY

3

13th March 2024



The last 3 days of the mission were dedicated to attending the international event Smart Manufacturing Summit 2024, organized for the first time in Japan by the French company Global Industrie / GL Events, in partnership with Aichi Prefectural Government. The ADMANTEX2i partnership had a booth in the fair that served as a meeting point for participating companies, as well as to promote the project, and a translator was hired to assist companies in the B2B meetings during the event.

In the first day of the event a some delegates took part in the networking bash, a welcoming reception, as well as in the visits organised by Aichi Prefecture, Mitsubishi Electric and CKD Corporation.





# DAY

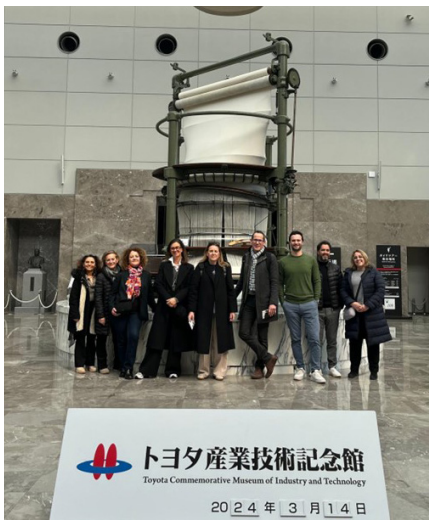
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14th March 2024

On the 14th of March the delegation had the opportunity to visit the different booths of the exhibitors in the SMS.

The delegation received the visit of the head of the Delegation of the Government of Catalonia in Japan.

In parallel to the fair at Aichi Sky Expo ground, Aichi Prefecture organized many interesting visits to companies during the days of the event. This provided a unique opportunity to visit factories that are not normally open to visitors and see in loco the cutting-edge technology of manufacturing up close.



Many of the companies and RTOs of the ADMANTEX2i delegation registered to some of these visits and were selected by the Aichi Prefecture to participate. In this second day the delegation had the opportunity to visit Denso Corporation and Yamazaki Mazak Corporation.

As a complement to the SMS Factory Tour, the ADMANTEX2i partnership organized a visit to the Toyota Commemorative Museum of Industry and Technology in Nagoya. Built in the birthplace of the Toyota Group, the museum preserves the original early 20th century plant as industrial heritage. It allows visitors to experience the changes in textile technology that underpinned the development of modern Japan and in automobile technologies that are still breaking through new horizons today, through the dynamic exhibits and demos of actual machinery.



## DAY

5

**15th March 2024**

On Friday, March 15th, the delegation participated in the last day of the Smart Manufacturing Summit. They held a meeting with Mr. Yutaka Uemura, Assistant director Industry Promotion Division Industry Department Bureau of Economy and Industry Aichi Prefectural Government. The purpose of the meeting was to introduce the AMANTEX2i project, discuss the missions that have been undertaken thus far, and engage in an exchange of ideas that could potentially pave the way for a collaboration agreement.

To conclude the mission in Japan, on Friday evening, back in Tokyo, the Portuguese participants had the opportunity to meet AICEP's delegate in Tokyo, Miguel Malheiro Garcia, to exchange ideas and practical recommendations on how to do business in Japan during a networking dinner.



## Participants Feedback

*"It's been a great trip. I had the chance to meet six key customers of mine in Tokyo which will definitely boost the business in the market and it's been great also to share experiences with other people that is doing different things from us.*

*The Kawasaki visit was great! They treated us like I've never been treated before."*

*Paqui Ferrer  
Hilaturas Ferre*

*"The mission was interesting and the logistic arrangements were great. More visits to textile companies would have been fantastic but the meeting at JCFA was great and very insightful for us."*

*Heura Ventura  
INTEXTER*





*"So for me, this mission was fantastic. I think that Toyota was a very interesting visit, because it started in textile and then we had the opportunity to also visit the automotive part, and I think it's a good example of the merge between these two areas."*

*Pedro Torres  
IPCB*

*"It was fantastic!  
It was very nice to get some ideas, some knowledge and some understanding together."*

*Maria Sofia Costa Pereira  
AAC Texteis S.A.*



*"I think it was very positive, I've never been in Japan before. Their culture, the way they live, the way they work. We could feel something, we could smell, we could watch."*

*Mario Nelson Santos  
CORDEIRO E CAMPOS, S.A.*

*"From our side, it was very interesting to see some procedures, some guidelines and the best practices that normally we take from the books, from the ways that we learn and that we teach, of course. Also, it was very relevant to make the visit to Denso."*

*António Almeida  
INESC TEC*



# Webinars

Of the 3 missions organized in the framework of the ADMANTEX2i project, by far the most challenging from a cultural point of view was certainly the Country Mission to Japan. With this in mind, ATEVAL and PRODUTECH prepared 2 collective coaching sessions for the 16 participants (from 8 SMEs, 6 RTOs) of the mission to Tokyo, Kobe and Nagoya, as well as for the project partners accompanying the delegation.



## What to expect from first Encounters



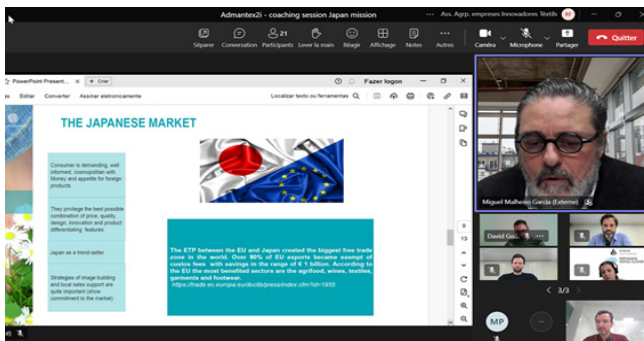
Photo: Fotoka,42152119

- Networking
- Base for future trustful contacts
- Not too many concrete results



The first coaching session in November 2023 was a jointly co-organised event with the EU-Japan Centre for Industrial Cooperation, and the ADMANTEX2i partnerships is very grateful to Mrs. Ana Horvatin, Business Support Coordinator at the EU-Japan Centre, and Mrs. Angela Kessel, an Intercultural Training and Consulting expert, for their support.

The presentation, "Japanese Business Culture, an introduction", was a cross cultural coaching provided to participants in order to give valuable insights into the differences between European and Japanese societies and equip the delegation with the soft skills necessary for a successful mission. Subjects covered during the training ranged from suitable gifts and business cards, to bowing and seating orders in formal contexts, and from the place of women in professional world, to indirect communication, and informal business meetings.



A further coaching session was organised in February 2024 in order to go into more detail on the business opportunities presented by the Japanese market. Mr. Miguel Malheiro Garcia, Director of AICEP Global Portugal Tokyo and Trade & Investment Commissioner at the Embassy of Portugal in Japan, lead the presentation and shared his vast experience with the members of the delegation during this session. The specificities of the Japanese market were detailed, as well as the framework for reaching this market under the EU and Japan's Economic Partnership Agreement.

The webinar concluded with an interactive Q&A session, allowing participants to seek clarification on specific topics and receive tailored advice from experts. This segment provided attendees with a valuable opportunity to delve deeper into areas of interest and learn more about Japanese business culture.

In summary, the EU-Japan Centre's webinar on Japanese business culture proved to be an invaluable resource for professionals wishing to expand their business in Japan. By equipping participants with practical knowledge and cultural insights, the webinar enabled attendees to navigate Japanese business culture with confidence.



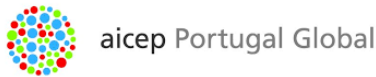


# Thanks

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We would like to extend our heartfelt gratitude to the EU-Japan Centre, Japan Chemical Fibers Association, JAXA, Kawasaki Robotics, AECIP Portugal Global, and the Smart Manufacturing Summit for their invaluable support and collaboration.

It is through your commitment and expertise that we are able to make strides in the fields of robotics, aerospace, manufacturing, textile and beyond. Thank you for your unwavering commitment to excellence. We look forward to continuing our fruitful collaboration in the future.



**Do not forget to follow us on our [LinkedIn](#) page to stay up to date.**

**If you want to know more about the project you can visit our website:**

**<https://admantex2i.eu/>**



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