

## PRESS RELEASE

Brussels, 3 March 2005

### **New EU Member States on their way to Japan: EU Healthcare Trade Mission to take off on 5 March**

For the first time, companies from the new EU Member States will participate in an EU Gateway to Japan event. Companies from the Czech Republic, Hungary and Slovakia will join companies from the EU-15\* on a Healthcare trade mission to Tokyo from 5-11 March. The export promotion programme includes a study tour, individual business meetings and the opportunity to present products to a specifically targetted audience from the Japanese Healthcare sector.

Dr Maria Stark, National Coordinator for Hungary said: *"We have launched a broad awareness campaign in order to draw the attention of SMEs in Hungary to the opportunities of the Japanese market and to the support they can get via our programme. SMEs often underestimate the prospects of export markets and deter from business with countries which have a foreign language and culture. EU Gateway to Japan exactly aims to bridge this gap!"*

Classified as one of the 4 high-opportunity growth sectors of the country by Jetro (Japanese External Trade Organisation), the Japanese Healthcare market is one of the sectors attracting most investment. This is mostly due to the 'Silver market' (people aged 60+) offering large opportunities for European SMEs: Senior citizens in Japan not only have the time, but also the spending power to lead an enjoyable lifestyle. The "Silver market" currently amounts to 1.08 trillion yen (8 billion euros) and is expected to grow. People aged 60+ are expected to represent one fourth of the Japanese population by 2015.

#### **"Digging for gold" in Japan's 'Silver Market'**

EU Gateway to Japan has already organised three events targetting this market. The success rate for European companies wanting to export to Japan is large. Jan Haurits, Director, Chiroform (DK), which already participated in an EU Gateway to Japan Healthcare Trade Mission said: *"Our trip to Japan was a big success. We have signed a contract with a Japanese distributor and are negotiating with another one. Additionally, I have established several new contacts."*

#### **EU Gateway to Japan and EUROCHAMBRES**

The EU Gateway to Japan is a programme funded and managed by the European Commission. EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, co-ordinates the promotion of this unique export support programme in Europe, as well as the recruitment and education of European SMEs through its European Chamber network of National Coordinators.

For more information on the campaign: [www.gatewaytojapan.org](http://www.gatewaytojapan.org)

(\*) from Austria (1), Denmark (1), Finland (2), France (4), Germany (3), Italy (2), The Netherlands (3), Spain (2), Sweden (1) and the United Kingdom (1).

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