



## Colloquium: Japan, Portugal and EU cooperation 'Strengthening foundations for tomorrow's challenges'

Lisbon, 28<sup>th</sup> October 2014

Palácio das Necessidades / Ministry of Foreign Affairs

**09:30 - 9:50 | Welcome remarks -**

**Opening Session**

Speakers:

**H.E. Minister of State and Foreign Affairs, Mr. Rui Machete**

**Mr. Hiroshi Azuma**, Ambassador to Portugal

*Message from H.E. Mr. Fumio KISHIDA, Minister for Foreign Affairs of Japan*

**10:00 - 11:00 | Panel I -**

**International Cultural Exchanges and Japan-Europe relationship**

*The panel will focus on enhancing mutual understandings between Europe and Japan from the viewpoint of cultural exchanges.*

**Chair: Former Ambassador to Japan, João Pedro Zanatti**

Speakers:

**10:00 - 10:20 - 'International Cultural Exchanges and Japan-Europe Relationship'**

**Ms. Mami Mizutori**, Executive Director of the Sainsbury Institute for the Study of Japanese Arts and Culture, United Kingdom

**10:25 - 10:45 - 'The Way of Tea',**

**Ms. Vera Nobre da Costa**, Post-graduation in Gardens and Landscape Coordinator, Faculty of Social Sciences and Humanities, Universidade Nova de Lisboa

*[10minutes - Q&A]*

**11 :00 - 11:15| coffee break**

**11:15 - 12:45 | Panel II**

**EU-Japan Political and Economic Relations**

*The panel will focus on economic and political relations between EU and Japan in the light of the ongoing negotiations of both the Economic Partnership Agreement and the Strategic Partnership Agreement*

**Chair: EU Commission Representative, Maria Aires Soares**

Speakers:

**11:15 - 11:30 - Ambassador Jiro Okuyama**, Deputy Chief of Mission, Mission of Japan to European Union

**11:35 - 11:50 - Mr. Mauro Petriccione**, Deputy Director-General, Chief Negotiator for Asia and Latin America, EU DG Trade

**11.55 - 12.10 - MEP Pedro Silva Pereira**, European Parliament (EP) Rapporteur for the EU-Japan Free Trade Agreement (FTA)

**12:15 - 12:35 - 'Mono-no-aware: the pathos of things in the age of globalization'**

**Mr. Bruno Mações**, Secretary of State for European Affairs

*[10minutes - Q&A]*

**12:45 - 14:30** | Lunch break

**14:30 - 15:30** | Keynote Address

**Chair: Mr. Bruno Mações**, Secretary of State for European Affairs

Keynote Speaker: **Professor Yorizumi Watanabe**, Keio University, Tokyo  
'Reshaping World Trade Agenda: Mega-FTAs in Asia-Pacific and the Japan-EU  
Economic Partnership'

*[10minutes – Q&A]*

**15:30 - 16:15** | Panel III –

**Opportunities and Challenges for Portugal-Japan economic relations**

*The panel will bring together a number of relevant business people who will share their positive views on expected favourable outcomes of EU- JAPAN EPA.*

**Chair: Mr. Pedro Costa Pereira**, Director General European Affairs

Speakers:

**15:30 - 15:50** - 'Prospects for Economic Relations: Japan and Portugal'

**Mr. Akio Ikemori**, Director General and Representative for France,  
Portugal and Magreb, JETRO Paris

**15:50 - 16:10** - **Dr. Pedro Pessoa e Costa**, Vice President of AICEP

*[10 minutes – Q&A]*

*16:15 - 16:30* | coffee break

**16:30 - 17:30** | Presentations from the business sector

Speakers:

**16.30 - 16.45** - 'Sharing Business Opportunities in Portugal and Europe: some pointers from Japanese business angles'

**Mr. Gosei Kitajima**, Vice President of the Portugal-Japan Chamber of  
Commerce and Industry, Director General of Portugal Branch of Mitsui &  
Co Europe PLC.

**16.45 - 17.00** - **Dr. João Basto**, Managing Director, SOVENA ASIA-PACIFIC, LTD

**17.00 - 17.15** - **Mr. Carlos Reis**, Marketing Director, Martifer Solar, Renewable Energy

*[10 minutes – Q&A]*

**17:30 - 18:00** | Closing Session

**Mr. Bruno Mações**, Secretary of State for European Affairs, Portugal

Language

*English (no interpretation)*

Audience

*Open to the public, subject to venue capacity.*