

*Embaixada do Japão*

**Colloquium : Japan, Portugal and EU cooperation
“Strengthening foundations for tomorrow’s challenges”**

Lisbon, 28th of October 2014

Palácio das Necessidades /Ministry of Foreign Affairs

October 28

09:30 - 9:50 Welcome remarks - Opening Session

Speakers:

Mr. Bruno Mações, Secretary of State for European Affairs

Mr. Hiroshi Azuma, Ambassador to Portugal

10:00 - 11:00

Panel I - International Cultural Exchanges and Japan-Europe relationship

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

Chair: João Pedro Zanatti, fmr Ambassador to Japan

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**, Coordinator, Post Graduation on Gardens and Landscape, (Faculdade de Ciências Sociais e Humanas da 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

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

[10minutes – Q&A]

12:45 - 14:30: Lunch break

14:30 - 15:30 - Keynote Speech

Chair: (TBC) Mr Pedro Costa Pereira, Director General European Affairs

Keynote Speaker - **Professor Yoriyumi Watanabe, Keio University, Tokyo**

[10minutes – Q&A]

15:30 - 16:15 - Panel III - Opportunities and Challenges for Portugal-Japan economic relations

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

Chair: (TBC) 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 - **SOVENA ASIA-PACIFIC, LTD** , Dr. João Basto - Managing Director

17.00 – 17.15 - **Renewable Energy:** Filipe Santos, Manager Martifer Solar

[10 minutes – Q&A]

17:30 - 18:00 : Closing Session

Mr. Rui Machete, Minister of State and Foreign Affairs, Portugal

Language

English (no interpretation)

Audience

Open to the public. In light of venue capacity, invitations will be sent to guest list of the Ministry of Foreign Affairs and to guest list of the Embassy of Japan.

Media Coverage

The conference will be open to the media. Both sides will coordinate press releases before and after the event.

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