



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

Lisbon, 28th October 2014

Palácio das Necessidades / Ministry of Foreign Affairs

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

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**, 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:

“Reshaping World Trade Agenda: Mega-FTAs in Asia-Pacific and the Japan-EU Economic Partnership”

Professor Yorizumi Watanabe, Keio University, Tokyo

[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. Filipe Santos, Manager Martifer Solar, Renewable Energy

[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, subject to venue capacity, invitations will be sent to the Ministry of Foreign Affairs’ and the Embassy of Japan’s guest lists.

Media Coverage

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

END