



Mission Accomplished - The EU-Japan EPA Agreement A Time to Celebrate

Seminar and Cocktail Reception Hosted Jointly by
the EBC, Delegation of the EU to Japan,
and the EU-Japan Centre for Industrial Cooperation

February 28, 2018
16:30 – 19:30

At the EU-Japan Summit held in Brussels on July 6, 2017, the leaders of the EU and Japan reached an agreement in principle on the EU-Japan EPA and concluded their negotiations successfully in December. A firm advocate of more open trade between the EU and Japan, and an early proponent of a trade deal, the EBC believes that this agreement, with its strong focus on non-tariff barriers, will deliver a huge positive effect on trade between both parties. We have always maintained that the EU and Japan have “under-traded” and that a catalyst like a trade agreement of this kind would unleash the real potential between the two economies. The content of the agreement is comprehensive and deep. Join this joint event and hear what key players have to say on the agreement and the process moving forward.

Speakers:

- **H.E. Mr. Viorel Isticioaia Budura**, Ambassador of the EU to Japan
- **High-level Representative from JETRO - TBA**
- **Mr. Danny Risberg**, Chairman of the EBC, Chairman Philips Japan
- **Mr. Yoshio Sato**, Co-Chairman of the Europe Committee, Keidanren, President & CEO Sumitomo Life Insurance
- **Ms. Marjut Hannonen**, Head of Trade, Delegation of the EU to Japan
- **Mr. Silviu Jora**, General Manager, EU-Japan Centre for Industrial Cooperation
- **Key Committee Chairs:**
 - Mr. Peter Kronschnabl, Chairman, EBC Automobile Committee, President & CEO, BMW Group Japan
 - Mr. Bruno Yvon, Chairman, EBC Liquor Committee, President, MHD Moet Hennessy Diageo K.K.

Congratulatory Comments from Former EBC Chairmen:

- **Mr. Tommy Kullberg, Mr. Duco Delgorge**

Venue:	<u>The Delegation of the EU to Japan</u> 1F Europa House, 4-6-28 Minami-Azabu, Minato-ku 106-0047 Location map – English: http://www.euinjapan.jp/en/about/map/
Date:	February 28, 2018
Time:	Seminar 16:30 - 17:30 (Registrations from 16:00) Cocktail Reception 17:30 – 19:00
Fee:	No charge
Reply by:	COB, Monday, February 26, 2018
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