

EXPRESSION OF INTEREST

European Biotech Mission to Japan – BioJapan 2025 : 1–10 October 2025

Coordinated by GENOPOLE in partnership with the Council of European Bioregions (CEBR)

CONTEXT AND OBJECTIVES

In an increasingly *competitive global landscape*, securing *strategic partnerships* in Asia is no longer optional, it is essential. Japan, the world's third-largest pharmaceutical market (IQVIA, 2024) and a global leader in regenerative medicine, therapeutic innovation, and biotechnology, offers an exceptional environment for strategic collaboration. With its commitment to cutting-edge R&D, robust innovation ecosystems, and proactive healthcare policies, Japan stands as an ideal partner for European biotech actors.

To support this ambition, Genopole, in collaboration with the Council of European Bioregions (CEBR), is organizing a European biotech mission to Japan to foster high-value collaborations between European biotech SMEs and leading Japanese health and life sciences stakeholders. The mission is centered around participation in **BioJapan 2025**, one of Asia's premier biotech partnering events, held in Yokohama from October 8 to 10.

This initiative is part of a broader strategy to boost the international visibility of European clusters, enhance global competitiveness, and build enduring innovation bridges between Europe and Japan.

STRATEGIC RELEVANCE FOR CLUSTERS

This mission contributes directly to the strategic objectives shared across many European clusters:

- Strengthening the **attractiveness** of European ecosystems through joint international actions;
- Supporting the **growth and internationalisation** of SME members;
- Building **cluster capabilities** through collaboration and knowledge exchange;
- Enhancing **public visibility** and recognition of the European biotech sector.

EXPECTED IMPACT:

- Generate tangible outcomes: new leads, partnerships, and collaboration agreements;
- Enhance cluster positioning towards European and Japanese stakeholders;
- Access strategic market insights, funding, and regulatory opportunities from Japan;
- Lay the foundation for sustained innovation partnerships across continents.

BENEFITS FOR CLUSTERS

Participating clusters will benefit from:

- Showcase cluster excellence in a top-tier international setting;
- Expand international **partnership networks** with Japanese and global stakeholders;
- Gain strategic market insights and best practices from Japan;
- Develop staff expertise in international business support;
- Reinforce inter-cluster collaboration under the CEBR umbrella.

BENEFITS FOR PARTICIPATING COMPANIES

Companies within your cluster will access:

- Direct access to Japanese and Asian markets through targeted partnering and networking;
- Pre-qualified **B2B meetings** with potential clients, distributors, or collaborators;
- Opportunities to **pitch** at prestigious events such as the **Global Life Science Session 2025** organized by LINK-J in Tokyo;
- High-level visibility as part of a European delegation;
- Business support from their clusters before and during the mission;
- Cultural and regulatory orientation for effective market entry.

TARGETED TECHNOLOGICAL SECTORS

The mission is open to innovative companies working in the following fields:

- **Cell and gene therapies;**
- **Regenerative medicine;**
- **Biomanufacturing;**
- **Therapeutic development;**
- **Advanced & innovative therapies.**

These areas match Japan's strategic priorities in healthcare innovation and benefit from governmental and industrial investment.

PRE-MISSION PREPARATION (JULY - SEPTEMBER 2025)

A structured preparation phase will be organized to ensure high-impact participation:

- Webinars on the Japanese health innovation ecosystem, culture, and business practices;
- Tailored support for each company to define objectives and target contacts;
- Pre-qualified meeting arrangements in collaboration with:
 - The **City of Kobe** and its health cluster;
 - The **EU-Japan Centre (European Help Desk in Japan)**;
 - Japanese authorities and innovation networks;
- Early matchmaking access through dedicated partnering platforms.

Nota bene: Clusters and companies will receive continuous coordination and logistical support to ensure a smooth and impactful experience.

INDICATIVE MISSION AGENDA

DATE	ACTIVITY
Oct 1	Arrival in Tokyo & Transfer to KOBE: Welcome by Kobe Biomedical Innovation Cluster & coordination briefing
Oct 2-3	Kobe bootcamp: Workshops, regulatory insights, B2B meetings
Oct 4-5	Free time/ Optional cultural program
Oct 6-7	Osaka Business events & EU-Japan partnering: Matchmaking event (in cooperation with the EU Help Desk) and site visits.
Oct 8	Global Life Science Session by LINK-J (Tokyo): Company pitching and networking with Japanese & International actors.
Oct 9-10	BioJapan 2025 (Yokohama): B2B Partnering, exhibitions, conferences and European delegation visibility.

PARTICIPATION FORMAT

Each cluster is invited to:

- **Select and accompany 2 to 3 companies;**
- Designate a **business support manager** to facilitate delegation activities;
- Manage direct logistics with their participating SMEs.

ESTIMATED COSTS (PER PARTICIPANT)

Cost item	Estimated range (€)
Round-trip flight (Europe - Tokyo)	900 - 1,200
Accommodation (10 nights)	800 - 1,100
Domestic transport in Japan	350 - 400
BioJapan participation fee	520 - 560
Kobe Bootcamp fee	50
Cluster support & mission coordination	800
Total	3,420 – 4,110

EXPRESS YOUR INTEREST

✉ Please express your cluster's interest by **June 30, 2025** by sending an email to: alexis.biton@genopole.fr by copying sedjro.gnonlonfin@genopole.fr on the e-mail.

In your email, please include:

- Your cluster's name,
- Main contact person,
- Estimated number of participating companies.

Places are limited to ensure high-quality matchmaking and support. Early confirmation will allow your cluster and your companies to maximize preparation benefits.

We will invite all interested clusters to a dedicated coordination webinar in **July 2025** to align efforts and design the strongest possible European delegation to Japan!

Together, let's build bridges of innovation for a healthier world!