



# Japan Action Plan

of the Government of Catalonia

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**Generalitat de Catalunya**  
Government of Catalonia



**Catalonia**  
**Japan**

## **Japan Action Plan of the Government of Catalonia 2016-2019**

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Ministry of Transparency and Foreign and Institutional Relations and Affairs

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# Contents

<b>1. Foreword .....</b>	<b>5</b>
<b>2. Presentation .....</b>	<b>8</b>
<b>3. Executive summary .....</b>	<b>11</b>
<b>4. Working groups .....</b>	<b>13</b>
<b>4.1 Business .....</b>	<b>14</b>
Objective 1: Competitiveness, infrastructures and the business environment .....	15
Objective 2: Relations with Japanese companies already established in Catalonia .....	16
Objective 3: Attraction of investments at source.....	18
Objective 4: Internationalization of Catalan companies in Japan.....	19
Objective 5: Innovation .....	21
<b>4.2 Tourism .....</b>	<b>22</b>
Objective 1: Infrastructures .....	24
Objective 2: Security .....	24
Objective 3: Promotion.....	25
<b>4.3 Universities-Research.....</b>	<b>27</b>
Objective 1: Scientific collaboration and institutional relations .....	28
Objective 2: Mobility.....	29
Objective 3: University collaboration .....	30
<b>4.4 Culture.....</b>	<b>32</b>
Objective 1: Teaching the Catalan language in Japan .....	34
Objective 2: Literary translation.....	34
Objective 3: Artistic and cultural activities .....	35
<b>5. Glossary of acronyms .....</b>	<b>38</b>

# 1. Foreword

Setting our sights beyond our borders is one of the essential cornerstones when it comes to building the Catalonia of the future. In this respect, the consolidation of our relationships with the countries of the Asia-Pacific region plays a key role outside the Euro-Mediterranean context. Catalonia has been working for many decades to position itself in the region, with the aim of becoming a point of reference and a gateway into Europe in economic, academic, tourism and cultural terms.

Although the first contacts between Catalonia and Japan date back to the 17th century, when the mission of Japanese ambassador Hasekura Tsunenaga passed through Barcelona and visited the Monastery of Montserrat in 1615, it was not until the 1970s that relations between the two countries became fully established with the instigation of some significant economic investments. This was the commercial boost that engendered the institutional links that have been established in other fields of cooperation, and in 2009 these links materialized in the form of the Japan Action Plan to ensure the coordination of a series of government initiatives and actions.

The importance of Japan is further underlined in the current Strategic Plan for External Action and European Union Relations 2015-2018, in which Japan is one of the priority countries for the Government of Catalonia. We have always made a very special effort to maintain institutional contacts at the highest level and we reiterate our commitment to maintaining and deepening these good relationships. The trips undertaken by previous presidents are a good example of this, as are the almost three decades since we opened an office in Tokyo in 1988 to focus on the internationalization of our companies in Japan and on supporting Japanese investment in Catalonia, which is now the ACCIÓ office.

Approximately one third of the Spanish companies that export to Japan today are Catalan – around a thousand firms – and Catalonia is also the region of choice for 80% of all Japanese companies established in Spain. As the current president of the Catalan government, Carles Puigdemont, said in the recent ceremony marking the twenty-fifth anniversary of the implementation of a Japanese multinational in Barcelona: ‘Catalonia is open to business and to the world’, and in this context ‘our relationship with Japan is a priority for our country’.

These historical bonds and the strategic importance that has led the government to put Japan on its map of priority countries will continue to be reflected in the new Japan Action Plan 2016-2019, which must also help to achieve two fundamental objectives: to continue consolidating Japan’s important role in Catalonia, and to boost the presence and prestige of Catalonia in Japan. After laying the foundations with the first Japan Action Plan 2009-2011, which was also the first Government Plan directed at a specific country and has served as a model for other countries, and having established the operation of the Catalonia-Japan Follow-up Committee with the second Japan Action Plan 2012-2015, today we are presenting the third Plan which is founded on a wealth of experience and a determination to give it continuity and even further deepen relations between the two countries. The fact that this is the third Plan clearly demonstrates that we have managed to establish a solid and stable framework that guarantees the effective implementation of the actions we have developed.

When it comes to thanks, I must emphasise that it would not have been possible to draw up the Japan Action Plan without the hard work of several

departments in the Catalan government and other Catalan public administrations, not to mention the Catalan and Japanese organizations, institutions and associations that have been involved. To all these entities I would like to extend my heartfelt thanks for their active support and involvement in making this Plan a cohesive and dynamic element in relations between Catalonia and Japan, and I should like to make a special mention of the Consulate General of Japan in Barcelona for its proactive involvement since the start of the Japan Action Plan in 2009.

To conclude, I would like to voice my conviction that our joint endeavours will continue to be the best way of guaranteeing that the path marked out between Catalonia and Japan will continue to lead to new and deeper bonds of collaboration between our two countries.

**Raül Romeva i Rueda**

Minister for Foreign Affairs, Institutional Relations and Transparency

## **2. Presentation**

The birth of the third Japan Action Plan underlines the excellent health of relations between Catalonia and Japan and embodies the determination of the Catalan Government to continue deepening the bonds that we have historically enjoyed with Japan. This commitment was already evident from the first Japan Action Plan, the idea of which was to structure the connection between the two countries through a tool that would facilitate the creation of bonds that would encompass, on the one hand, Catalan public administrations and institutions with a specific interest in the country, and on the other Japanese organizations or companies in Catalonia.

The Catalan Government's Japan Action Plan is the result of the work of the Catalonia-Japan Follow-up Committee, which was set up in 2009 following the official visit to Japan of the president of the Catalan Government, José Montilla, as a mechanism for the permanent coordination and monitoring of relations between Catalonia and Japan. The coordination of the Committee, which meets every year in a plenary session and consists of four sector groups that meet on a regular basis – the Business Group, the Tourism Group, the Universities and Research Group and the Culture Group – is the responsibility of the Secretariat for Foreign and European Union Affairs.

The structure of the Catalonia-Japan Follow-up Committee, which came into effect with the first Japan Action Plan 2009-2011, not only gave continuity to the second Japan Action Plan 2012-2015, but also enabled us to replicate the model in our relations with another country – Morocco – with the corresponding Morocco Plan 2014-2017.

The work undertaken by the Catalonia-Japan Follow-up Committee has been extremely productive. Indeed, looking at the state of execution of the different Groups' actions in the first two Japan Action Plans, the outcome is frankly very positive. Of the 35 actions in the first Japan Action Plan, we moved to 43 planned actions in the second one and we now have 46 actions in the current Japan Action Plan. Although some actions have been rolled over from the first Plan, many have already been discontinued because the planned objectives were met; meanwhile, there are other new actions which have been planned and developed by the Committee's working groups. It is worth noting the increased presence of cross-cutting actions which are coordinated among the Committee's different groups.

When it comes to sector groups, and from the perspective of the Business Group, it is worth highlighting their constant attention to Japanese companies in Catalonia (which now even have a Japan Desk as a point of reference), their coordination between institutions and administrations, and their efforts to internationalize Catalan companies in Japan. The Tourism Group continues to work on putting a special focus on Japanese tourism and addressing their unique characteristics. The Universities-Research Group has made significant advances with their participation in the strategic bilateral cooperation and innovation project between the European Union and Japan, JEUISTE, which also serves as a valuable platform for other activities. This Group is also working in coordination with other groups on forging links between universities and the business world through specific public-private projects. And the Culture Group not only supports Japanese cultural and artistic activities in Catalonia, but has also made significant

efforts to consolidate the Catalan language and culture courses given in four Japanese universities.

The new Plan also introduces certain innovative features compared to the previous ones, such as the development of indicators for each of the Plan's actions and the organization of specific channels to be used for disseminating results. In this respect a Japan Action Plan logo has also been developed to give the project greater exposure.

Finally, I would like to thank the Consulate General of Japan in Barcelona for the invaluable support it has

provided from the start of the first Plan, collaborating with us at all times in the most constructive way. The most recent example of this support is the inclusion of a section on its website devoted exclusively to the Japan Action Plan, which will undoubtedly raise the profile of the numerous relationships between Catalonia and Japan. We would therefore like to extend our heartfelt thanks to all the Consuls General and members of the Consulate General team who have been so supportive over all these years.

**Jordi Solé i Ferrando**

Secretary of Foreign and European Union Affairs

# **3. Executive Summary**

## Japan Action Plan 2016 - 2019

Scope	Objectives	Actions
Business	<b>Objective 1: Competitiveness, Infrastructure and the Business Environment</b>	Action 1: Improving the administrative environment and the business climate
		Action 2: Support for actions to turn Catalonia into one of the leading port hubs in Europe and the Mediterranean for the Japanese market
		Action 3: Securing new air routes between Japan and Catalonia
		Action 4: Identification and analysis of key partners
	<b>Objective 2: Relations with Japanese companies already established in Catalonia</b>	Action 5: Personalized attention for Japanese companies – Japan Desk
		Action 6: Offer of specific and relevant information for companies to help them with decision-making processes
		Action 7: Organization of events and seminars from a Japanese perspective
		Action 8: Promotion of the image of Japanese companies in Catalonia
		Action 9: Support for the new organization: Japan-Spain Business Circle
	<b>Objective 3: Attracting investments at source</b>	Action 10: Promotion of Catalonia
		Action 11: Personalized attention for companies with investment projects
		Action 12: Analysis of the value chain and its multi-location: new investment perspectives
	<b>Objective 4: Internationalization of Catalan companies in Japan</b>	Action 13: Cool Japan
		Action 14: Promotion of the internationalization of Catalan companies in Japan
		Action 15: Offer of the use of the business platform
		Action 16: Management, organization and coordination of different types of trade mission
	<b>Objective 5: Innovation</b>	Action 17: International public procurement
		Action 18: Development of a working framework with the EU-Japan Center for Industrial Cooperation
		Action 19: Mapping the innovation system
		Action 20: Joint participation of Japanese and Catalan organizations and companies in European projects and calls for tenders by the Government of Japan
Tourism		<b>Objective 1: Infrastructures</b>
	Action 22: Creation of a Japanese language version of the official tourism websites	
	Action 23: Use of Casa Àsia's database of Japanese tour guides and interpreters	
	<b>Objective 2: Security</b>	Action 24: Special protection at major events and large concentrations of Japanese tourists
		Action 25: Training for local operators who deal with Japanese tourists
	<b>Objective 3: Promotion</b>	Action 26: Increase of promotional actions in Japan (workshops, presentations, etc.)
		Action 27: Establishment of a Catalonia-Japan tourism collaboration agreement for cross-cutting promotional actions
		Action 28: Inclusion of Japanese and Catalan celebrities in promotional messages
		Action 29: Raising awareness of the gastronomy and cuisines of Catalonia and Japan
Universities - Research	<b>Objective 1: Scientific collaboration and institutional relations</b>	Action 30: Promotion of scientific and institutional relations between Catalonia and Japan
		Action 31: Promotion of the transfer of knowledge between Japanese industry and the Catalan R&D&I system
		Action 32: Catalan-Japanese collaboration in R&D&I
	<b>Objective 2: Mobility</b>	Action 33: Promotion of the mobility of students and research staff in both directions
		Action 34: Simplification of administrative formalities for study and work permits of research personnel
	<b>Objective 3: University collaboration</b>	Action 35: Promotion in Japan of Catalan international Masters' of Excellence
		Action 36: Identification of students in Japanese culture and language
Culture	<b>Objective 1: Teaching the Catalan language in Japan</b>	Action 37: Promotion of collaboration in higher education through public-private partnerships
		Action 38: Consolidation of Catalan language and culture teaching in Japanese universities
	<b>Objective 2: Literary translation</b>	Action 39: Promotion of cultural activities in the Japanese universities with Catalan language courses
		Action 40: Follow-up of translations of Japanese literature published by Catalan publishers
	<b>Objective 3: Artistic and cultural activities</b>	Action 41: Organization of a translation seminar on Catalan and Japanese poetry
		Action 42: Preparation of a compilation of artistic and cultural activities on Japan in Catalonia
		Action 43: Promotion of exchanges and collaborations between Catalan and Japanese artisans
		Action 44: Support for Japanese cultural events in Catalonia (Manga and B-Anime fairs)
Action 45: Promotion of Japanese artistic and cultural activities in Catalonia		
Action 46: Promotion of Catalan artistic and cultural activities in Japan		

## **4. Working Groups**

## 4.1 Business

For more than 40 years, Catalonia has welcomed many Japanese companies and Japan has also been, and continues to be, an important market for the exports of Catalan companies. The Group plans to continue working along these lines to improve competitiveness, infrastructures and the business environment.

### Overview of actions

During the last period we worked actively on resolving various problems in the business environment, focusing on changing the regulations for visas to support the Japanese community settled in Catalonia.

Personalized attention was given to the different companies by the various authorities and agents, and we took part in several events focused on Japanese companies, with a significant institutional presence, and on activities targeted at this collective. As a proactive step we visited most of the companies with Japanese capital to listen to and understand their needs.

We worked jointly from Tokyo and Barcelona to implement 27 investment projects in Catalonia and to carry out various trade missions, providing support for the internationalization of Catalan companies by signing more than 145 agreements and giving them access to a business platform.

In this new period, the Group aims to adapt to the new competitive scenario to continue working on relations with the Japanese companies established in Catalonia,

generating new synergies and promoting Catalonia to the different Japanese administrations in order to attract new investments from companies that are not yet present and reinvestments from the Japanese companies already settled in our country.

We also intend to boost the internationalization strategy of Catalan firms in Japan through different agents and with the support of ACCIÓ in Tokyo by introducing more targeted actions. In addition, using the Catalan business model with its excellent potential for technology and new market trends, we will be working on a new line of innovation with the support of the Universities-Research Group to promote partnerships and investments in different strategic programmes.

### Organization of the Working Group

The Business Group for the Japan Action Plan 2016-2019 will comprise the Consulate General of Japan in Barcelona, the business associations Suiyokai and the Japan-Spain Business Circle (CEJE), the representatives of JETRO and Casa Àsia, the Barcelona Chamber of Commerce (CCB), Barcelona City Council, Prodeca, the Port of Barcelona, Aeroports de Catalunya and ACCIÓ. As part of the Working Group that represents the whole Japanese business sector in Catalonia, and being accustomed to establishing synergies with the other Groups in the Plan, ACCIÓ will take on the coordination with the aim of facilitating relations between Japan and Catalonia from an economic point of view.

## Objectives and actions

### Objective 1: Competitiveness, infrastructures and the business environment

#### Action 1

Improving the administrative environment and the business climate

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ), Barcelona City Council

#### Summary

Improve administrative processes to help companies adapt to Catalonia and address any changes in the economy, putting forward the business sector's point of view to the competent administration to facilitate the different required procedures.

Make a commitment to coordinating between the different administrations to ensure a swift response for businesses via a single window.

#### Indicators

Number of queries resolved and files for which guidance was given.

#### Dissemination

Not necessary, unless there is a particular achievement by the Catalan administration that could serve as a success story.

#### Action 2

Support for actions to turn Catalonia into one of the leading port hubs in Europe and the Mediterranean for the Japanese market

#### Calendar

2016-2019

#### Entity responsible

Port of Barcelona, Catalonia Trade & Investment (ACCIÓ)

#### Summary

Support for the ports of Catalonia to become a linchpin of logistics and commercial activities for Japanese companies, as a means of entering Mediterranean and European markets and as a solid foundation for connections with South America.

#### Indicators

Number of actions executed.

#### Dissemination

Media and conferences.

#### Action 3

Securing new air routes between Japan and Catalonia

#### Calendar

2016-2019

#### Entity responsible

CDRA – Airports of Catalonia

#### Summary

In a global environment such as ours, it is important to ensure that El Prat Airport becomes a true international hub. For this reason, we need to secure new strategic air routes to improve competitiveness and ensure the strategic positioning of Catalonia when it comes to attracting new investments. The objective is to secure a direct route between Japan and Catalonia.

#### Indicators

Number of projects worked on with airlines linked to Japan, and number of direct routes established between the two countries.

#### Dissemination

Media and conferences.

#### **Action 4**

Identification and analysis of key partners

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ), Suiyokai, CEJE

#### **Summary**

Establish synergies with public and private entities known for their relations with the Japanese business community and Catalan companies with interests in Japan. This will help them to identify the main services offered by Catalonia.

#### **Indicators**

Mapping of partners and the value chain.

#### **Dissemination**

Website of the Consulate General of Japan and presentation event.

### **Objective 2: Relations with Japanese companies already established in Catalonia**

#### **Action 5**

Personalized attention for Japanese companies – Japan Desk

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ)

#### **Summary**

Offer each Japanese company a personalized service, including advice and support in the different phases of their investment projects. Constant tracking of the evolution of business arising from the economic changes that take place

locally or globally. Catalonia Trade & Investment – ACCIÓ will establish a specific contact person for the Japan Desk. The service will be undertaken with the coordination and support of the Catalonia Trade & Investment (ACCIÓ) office in Japan.

#### **Indicators**

Number of meetings held with Japanese companies; number of delegations received; number of investment projects managed, and number of investments made.

#### **Dissemination**

Website of the Consulate General of Japan

#### **Action 6**

Offer of specific and relevant information for companies to help them with decision-making processes

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ), Casa Àsia, Barcelona City Council

#### **Summary**

Respond to the needs of companies by providing specific information for them to undertake projects, either in terms of an initial landing or for the future growth of their projects in Catalonia, through the main support services. Proactive presentation of business opportunities and potential sectors for investment in Catalonia, competitiveness factors, new regulations, incentives available for each project, and technological capacity.

#### **Indicators**

Number of information campaigns undertaken for Japanese companies.

#### **Dissemination**

Newsletters, mailings, seminars

### **Action 7**

Organization of events and seminars from a Japanese perspective

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ), Casa Àsia, Consulate General of Japan, Suiyokai, CEJE

#### **Summary**

Provision of information seminars and training directed at companies on their main topics of interest, such as the main technological capacities in Catalonia, new regulations that affect the legal system, the main lines of incentives and networking activities among companies, the Public Administration and the leading organizations of reference in the Catalan economy.

#### **Indicators**

Number of seminars, meetings and events.

#### **Dissemination**

Newsletters, mailings, seminars, press releases

### **Action 8**

Promotion of the image of Japanese companies in Catalonia

#### **Calendar**

2016-2019

#### **Entity responsible**

Suiyokai, CEJE, Casa Àsia, CCB, Catalonia Trade & Investment (ACCIÓ), Barcelona City Council

#### **Summary**

Dissemination of the image of Japanese business culture in the Catalan business environment as a tool for the strategic positioning of the community.

This is a resource for boosting collaboration between the business sector and the administration in order to promote

the Japanese business presence in Catalonia, generating new synergies and highlighting and publicizing investments and success stories.

#### **Indicators**

Number of impacts in the media, use of the new image of the Japan Action Plan, participation in activities to promote Japan in Catalonia, information on the success stories of Japanese companies in Catalonia.

#### **Dissemination**

Newsletters, mailings, seminars, press releases, international website catalonia.com.

### **Action 9**

Support for the new organization: Japan-Spain Business Circle

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ), Barcelona City Council, Consulate General of Japan, Casa Àsia, CEJE

#### **Summary**

Shachokai, as the organization representing all non-Japanese executives working for Japanese companies, has taken a step forward with the creation of the new Japan-Spain Business Circle (CEJE) to strengthen the existing links between Japanese companies and different public and social institutions.

During this period it will be particularly important to support its activities, generate synergies and foster the growth of this new organization.

#### **Indicators**

Participation in events and support for the new organization

#### **Dissemination**

Newsletters, mailings, seminars, press releases

### **Objective 3: Attraction of investments at source**

#### **Action 10**

Promotion of Catalonia

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ)

#### **Summary**

Positioning Catalonia as a global benchmark for attracting Japanese investments. The Catalonia Trade & Investment (ACCIÓ) office in Japan will undertake promotional actions aimed at raising awareness of this market.

This will be done through activities such as participation in trade fairs, the organization of conferences and seminars on specific topics, and establishing a good network of stakeholders that will multiply the effect of this dissemination.

Development of a specific programme of proactive visits to companies (whether already present in Catalonia or not) to present the investment opportunities offered by our country, expand their business or grow their existing value chain as a result of these investments.

#### **Indicators**

Number of impacts.

#### **Dissemination**

Sending information to the country's media, newsletters, mailings, seminars, press releases

#### **Action 11**

Personalized attention for companies with investment projects

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ)

#### **Summary**

A specific, personalized response to the needs of each investment project through a series of services and programmes made available by the Catalonia Trade & Investment (ACCIÓ) office in Tokyo from the outset of the project, such as the preparation of specific documents for this market (in Japanese) through to a feasibility analysis of the project in question.

It is worth highlighting the fact that Catalonia has an excellent industrial sector that could represent a good network of high-value suppliers, and a great opportunity for growth in the field of technology.

#### **Indicators**

Number of new investment projects.

#### **Dissemination**

Website of the Consulate General of Japan and the media to publicize the investment, provided the company concerned agrees.

#### **Action 12**

Analysis of the value chain and its multi-location: new investment perspectives

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalonia Trade & Investment (ACCIÓ)

#### **Summary**

Analysis of investment trends of Japanese origin, paying particular attention to new types of investment as a result of the multi-location of parts of the value chain. This analysis would enable us to address future needs and promote Catalonia as an ideal destination for investments (M&A, JV, technology partnerships, advanced manufacturing, etc.).

#### Indicators

Mapping of investments.

#### Dissemination

Website of the Consulate General of Japan and internal channels of ACCIÓ.

#### Action 13

Cool Japan

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ)

#### Summary

In 2010, the Japanese Ministry of Economy, Trade and Industry set up a new Creative Industries Promotion Office to promote these industries under the umbrella brand of Cool Japan. The Japanese government believes that the cultural industry is one of the country's five areas with the most potential for future growth. Offering Catalonia as a region in which to develop some of the actions in this programme would be a great opportunity to generate new ties with Japan.

#### Indicators

Number of impacts.

#### Dissemination

Website of the Consulate General of Japan and internal channels of ACCIÓ.

### Objective 4: Internationalization of Catalan companies in Japan

#### Action 14

Promotion of the internationalization of Catalan companies in Japan

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ), Prodeca, CCB

#### Summary

Fostering and transferring knowledge of Japanese geography to the Catalan business sector by organizing seminars, round tables, conferences, etc. to identify the business opportunities in this market among the sectors with the highest potential.

Provide all the advice necessary from the Tokyo office team and the consultants in Catalonia, including initial guidance to help companies get all the most important information they need.

Work on defining the business opportunities available for each company.

Work on defining each individual project and its achievement level. Follow-up and support for all Catalan companies with commercial interests in Japan with which projects have been firmed up.

#### Indicators

Number of actions undertaken, number of companies contacted, number of projects brought to fruition.

#### Dissemination

Newsletters, mailings, seminars, press releases.

#### Action 15

Offer of the use of the business platform

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ), JETRO

#### Summary

With the aim of facilitating the process of setting up in the country, companies will be offered a physical space and the

support of the team at the Catalonia Trade & Investment (ACCIÓ) office in Japan to help them adapt from day one with the maximum efficiency and minimum possible cost. This will help them to become more competitive in a market that is as demanding as the Japanese one.

#### Indicators

Number of companies that make use of the platform.

#### Dissemination

Through ACCIÓ with regard to the projects relevant to it.

#### Action 16

Management, organization and coordination of different types of trade missions

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ), CCB

#### Summary

Organization of different types of trade missions to boost relations between Catalonia and Japan. We need to distinguish between the following types of mission:

- Institutional. Proposals from the Ministry of Foreign Affairs, Institutional Relations and Transparency, coordinated and supervised by ACCIÓ.
- Strategic. Organized proactively by the Catalonia Trade & Investment (ACCIÓ) office and targeted at different areas of the technology sector or a specific link in the value chain.
- Chambers of commerce and other bodies.

Coordination of the different types of missions proposed by chambers of commerce or business associations, sponsored by ACCIÓ and undertaken by ACCIÓ or another supplier.

#### Indicators

Number of missions undertaken.

#### Dissemination

Newsletters, mailings, seminars, press releases.

#### Action 17

International public procurement

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ)

#### Summary

Boost the internationalization of Catalan companies in Japan through international public procurement projects that provide them with the instruments and knowledge to access tenders from multilateral organizations.

#### Indicators

Number of companies given support for this type of project.

#### Dissemination

Newsletters, mailings, seminars, press releases.

#### Action 18

Development of a working framework with the EU-Japan Center for Industrial Cooperation

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ), AGAUR (University Group Coordinator), Casa Àsia

#### Summary

Develop a working framework between ACCIÓ and the EU-Japan Center for Industrial Cooperation along with other bodies to facilitate relations between the two countries. Participation in the EU Green Gateway to Japan programme. The goal is to provide assistance to European companies (in this case, Catalan) to access the Japanese

market. The programme will organize trade missions for EU companies that trade and invest in cutting-edge green technologies in the following sectors: energy, environment, medical devices, efficient construction, railway components, parts and services.

Inclusion of the EEN (Enterprise Europe Network) in undertaking all these activities, along with the Catalonia Trade & Investment office in liaising with the European Commission and the Japan office.

#### Indicators

Get approval for this project and develop the associated activities.

#### Dissemination

Newsletters, mailings, seminars, press releases.

### Objective 5: Innovation

#### Action 19

Mapping the innovation system

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ)

#### Summary

Develop a working programme for the Catalonia Trade & Investment (ACCIÓ) office in Japan to analyse the innovation system and identify opportunities for collaboration through activities such as the presentation of the country's international innovation programme,

identification of the main driver companies, the introduction to the innovation ecosystem, identification of sectors and market niches that offer import opportunities, etc. Create a network of public and private contacts to consolidate this working environment.

#### Indicators

Implementation of the programme.

#### Dissemination

Website of the Consulate General of Japan.

#### Action 20

Joint participation of Japanese and Catalan organizations and companies in European projects and calls for tenders by the Government of Japan

#### Calendar

2016-2019

#### Entity responsible

Catalonia Trade & Investment (ACCIÓ), AGAUR (coordinador Grup Universitats)

#### Summary

In coordination with the University Research Group, encourage participation in the different European research, development and innovation programmes to strengthen relations between the two countries.

Offer companies and organizations the availability of the Catalonia Trade & Investment (ACCIÓ) office in Brussels for advice and support in liaising with the European Commission.

## 4.2 Tourism

Japan is a priority market, given that it is the Asian market leader in terms of the number of tourists visiting Catalonia: more than 263,000 tourists in 2015, according to the Business and Labour Observatory, based on data from Frontur (Turespaña) and the National Statistics Institute (INE).

The new Japanese government approved a very ambitious programme to stimulate the economy in an attempt to overcome the stagnated growth and deflation that damaged the country's economy some years ago, which according to its calculations would increase the Japanese GDP by 2%. The devaluation of the currency was one of the consequences of this action, and at the moment the most immediate effect on Japanese tourism is that it has made travel to our country much more expensive.

Since 2013, Japan has been recovering from the economic crisis and also from the devastating tsunami and subsequent radiation leaks suffered by the north-east region of the country in 2011.

Given the importance of this priority market for Catalonia, the Catalan Tourist Board (CTB) became a new member of the JATA (Japan Association of Travel Agents) on 19 July 2013 as an initial step to achieving more influence in the Japanese tourism sector and to get a first-hand insight into the trends of this market.

### Overview of actions

Almost six years since the Catalan Government's first Japan Action Plan went into effect, the Tourism Working Group's overall evaluation is a positive one.

Taking stock of these six years, we would firstly highlight the consolidation of the Tourism Working Group, which meets on a regular basis. We have now held eight meetings which have led to more and better coordination between the different agents involved, and this regularity has borne fruit.

One of the initiatives resulting from these meetings has been the organization of five editions of the Course on Japanese Culture and Protocol (February 2012, June 2012, July 2012, February 2013, November 2015, this last one held at the Asian Tourism Congress), organized by the Consulate General of Japan in Barcelona and Casa Àsia, with the collaboration of Turisme de Barcelona and the Catalan Tourist Board, and aimed at the main inbound operators (hotels, travel agencies, tour guides, tourist information officers, and stores). A total of 359 people attended the courses.

In relation to services for Japanese tourists, we also organized a pilot scheme (in June 2012) with three volunteer students from Japan at the Autonomous University of Barcelona (UAB) who, over a two-week period, dealt with Japanese tourists at the tourist offices of the Directorate General for Tourism at Barcelona Airport and the Hotel Condes de Barcelona, which deals with large Japanese tour groups. These internships included specific training in advance on the tourist sector, given by the Directorate General for Tourism. This action was promoted by the Tourism Group and the Universities-Research Group of the Catalonia-Japan Follow-up Committee with the aim of offering personalized attention to the numerous Japanese tourists who visit Catalonia every year with an interest in the cultural aspects of the country.

Other milestones achieved during this time included the translation of the map of Catalan tourist resources into Japanese, which has been available since March 2013, and special attention for Japanese tourists at risk of petty crime, to which they are particularly vulnerable due to a range of specific cultural factors and characteristics. Special forms were designed in Japanese for making reports to the local police and special attention is provided for Japanese tourists at these very upsetting times: they are now able to file police reports at their hotel as well as in patrol cars. Coordination has also been improved between agencies catering for Japanese tourists and the local police force, which is now informed about every event where a large number of Japanese tourists is expected in order to increase police surveillance and enhance their security. In this respect it is worth noting that the total number of offences committed against Japanese citizens has dropped in the last few years: 1,035 in 2010, 1,062 in 2011, 1,017 in 2012, 907 in 2013, 715 in 2014 and 634 in 2015.

Another regular action worth noting in terms of inverse tourism promotion (from Japan to Catalonia) is the sending of promotional material in Japanese from the Consulate General of Japan to the Catalan Government's tourist offices.

With regard to promotional actions in Japan to increase the number of flights to Barcelona and Catalonia, the Group organized four workshops, two trade fairs and two online training sessions in 2013 and 2015.

Despite these achievements, work needs to continue on maintaining and increasing Japanese tourism. Some of the most important challenges, without a doubt, are the resumption of direct air routes to Barcelona airport from Japan, the launch of the Japanese version of the official Catalonia and Barcelona websites, and improvements to the scope of action in terms of security as outlined in the Barcelona Municipal Charter.

### **Organization of the Working Group**

The Group is coordinated by the Catalan Tourist Board (Ministry of Business and Knowledge of the Government of Catalonia). Its permanent members include the government's Directorate General for Tourism, Barcelona City Council, Turisme de Barcelona, the Barcelona Chamber of Commerce, Casa Àsia and the Barcelona Hotel Association, on behalf of Catalonia; the Consulate General of Japan in Barcelona, the Japan Travel Bureau (JTB), Miki Travel Agency and Kuoni Travel on behalf of Japan; and the Ministry of Territory and Sustainability, which joined the group in 2015. During the second Japan Action Plan 2012-15, the group held four meetings (July 2012, March 2013, May 2014 and May 2015).

## Objectives and actions

### Objective 1: Infrastructures

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#### Action 21

Preparation of a specific training plan for dealing with Japanese tourists

#### Calendar

2016-2019

#### Entity responsible

Consulate General of Japan in Barcelona

#### Summary

Joint organization, with the Catalan Government, Barcelona City Council and Casa Àsia, of regular training seminars aimed at travel agents and other tourism and retail professionals to provide them with the best skills for dealing with Japanese tourists.

#### Indicators

Number of training sessions and participants.

#### Dissemination

Through newsletters and the social media.

#### Action 22

Creation of a Japanese language version of the official tourism websites

#### Calendar

2019

#### Entity responsible

CTB and Turisme de Barcelona

#### Summary

Implement the Japanese version of the new portals catalunya.com and barcelonaturisme.com, geared towards

the sensibilities and needs of the Japanese market, and instigate a media campaign on the new portal to facilitate an increase in Japanese visitors.

#### Indicators

Number of visits.

#### Dissemination

Through newsletters and the social media.

#### Action 23

Use of Casa Àsia's database of Japanese tour guides and interpreters

#### Calendar

2016-2019

#### Entity responsible

Casa Àsia

#### Summary

Draw up and promote the use of a database of Japanese residents in Catalonia who could serve as a potential labour market for addressing the needs of the tourism sector as translators, interpreters, guides or support staff at special events.

#### Indicators

Number of guides and interpreters.

#### Dissemination

Through newsletters and the social media.

### Objective 2: Security

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#### Action 24

Special protection at major events and large concentrations of Japanese tourists

#### Calendar

2016-2019

#### Entity responsible

Mossos d'Esquadra police force

#### Summary

Increase the level of security at the main points of interest visited by Japanese tourists. Joint identification by the Catalan Government, Barcelona City Council and Casa Àsia of the main events to which particular attention should be paid with regard to security.

#### Indicators

Statistical data on crimes perpetrated on Japanese tourists.

#### Dissemination

Through newsletters and the social media.

### Objective 3: Promotion

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#### Action 25

Training for local operators who deal with Japanese tourists

#### Calendar

2016-2019

#### Entity responsible

CTB and Turisme de Barcelona

#### Summary

Improve knowledge of the region and its offering by the incoming operators of Japanese tour groups in order to improve the diversity of the programmes offered to them. Organization of a trade mission of Japanese receiving agencies to Catalonia to familiarize them with the region.

#### Indicators

Number of actions undertaken.

#### Dissemination

Through newsletters and the social media.

#### Action 26

Increase of promotional actions in Japan (workshops, presentations, etc.)

#### Calendar

2016-2019

#### Entity responsible

CTB and Turisme de Barcelona

#### Summary

Coordinated promotional campaign to launch a message of support to tour operators and airlines to increase their programmes to Catalonia and Barcelona.

#### Indicators

Number of actions undertaken.

#### Dissemination

Through newsletters and the social media.

#### Action 27

Establishment of a Catalonia-Japan tourism collaboration agreement for cross-cutting promotional actions

#### Calendar

2016-2019

#### Entity responsible

CTB and Turisme de Barcelona

#### Summary

Agreement between the tourism authorities in Japan and Catalonia to specify promotional actions in Japan on Catalonia and vice versa, with the reciprocal support of promotional entities in both destinations. Meetings with the Japanese National Tourist Office (JNTO).

#### Indicators

Number of actions undertaken.

#### Dissemination

Through newsletters and the social media.

#### Action 28

Inclusion of Japanese and Catalan celebrities in promotional messages

#### Calendar

2016-2019

#### Entity responsible

CTB and Turisme de Barcelona

#### Summary

Inclusion of well-known personalities in Japan who have an association with Catalonia in promotional actions, and of Catalan and Spanish celebrities associated with Japan and its culture.

#### Indicators

Number of celebrities involved.

#### Dissemination

Through newsletters and the social media.

#### Action 29

Raising awareness of the gastronomy and cuisines of Catalonia and Japan

#### Calendar

2016-2019

#### Entity responsible

CTB

#### Summary

Promotion of a dialogue between Catalan and Japanese gastronomy through the organization of actions in both Catalonia and Japan.

#### Indicators

Number of actions undertaken.

#### Dissemination

Through newsletters and the social media.

## 4.3 Universities-Research

The Japan Action Plan in the field of universities and research provides a framework of institutional relations that helps to promote international cooperation with one of the countries that makes the biggest investment in education and research (4% of its GDP) and a priority partner for the European Union in key areas for Catalonia (information and communication technologies, energy and engineering).

### Overview of actions

In the framework of this Working Group, joint promotional activities have been undertaken in Catalonia with the Consulate General of Japan in Barcelona, Casa Àsia and the Friends of Japan Association to mobilize students and research personnel, and opportunities have been identified to get financing for collaborative research projects between Catalan and Japanese entities through the EU's framework research and innovation programme. The cross-cutting nature of this Working Group has also led to advances in identifying synergies and alliances among its members.

The Plan has facilitated active participation in the bilateral strategic research and innovation projects between the EU and Japan, known as JEUISTE, financed by the European Commission, which provides a platform of contacts and funds for specific activities such as attending or organizing conferences, seminars and workshops on this particular area.

A total of six meetings were held by this working group in 2012-2015, plus eight specific meetings to firm up actions and launch their related activities with different

entities (CEJE, Barcelona City Council, Barcelona University Centre and Fira de Barcelona). As a result of this work, two databases have been set up and 17 documents made available to entities interested in collaborating with Japan in the areas covered by this Working Group.

The new Plan proposes to continue the lines of action that are producing results, which are continuous by nature. The proposal to draw up a study on quality indicators in internationalization is being dropped, given that it is not feasible, and a new line of action is being added to promote the transfer of knowledge between universities and industry. The aim is to improve the impact of research findings and ensure more widespread visibility of the social responsibility of Japanese companies in Catalonia and their involvement in the Catalan ecosystem, in collaboration with the other Working Groups.

### Organization of the Working Group

The permanent members of the Universities-Research Working Group include Catalan Government representatives (Secretariat for Universities and Research [SUR], Directorate General for Universities, Directorate General for Research, Inter-University Council of Catalonia [CIC], Agency for Management of University and Research Grants [AGAUR], and ACCIÓ), the Consulate General of Japan in Barcelona, Casa Àsia and the Friends of Japan Association.

The Group is coordinated by the Secretariat for Universities and Research (from the Ministry of Business and Knowledge).

## Objectives and actions

### Objective 1: Scientific collaboration and institutional relations

#### Action 30

Promotion of scientific and institutional relations between Catalonia and Japan

#### Calendar

2016-2019

#### Entity responsible

SUR / AGAUR

#### Summary

Promote scientific and institutional collaboration through a series of activities: analysis of the Catalan and Japanese systems for research and innovation; promotion of synergies between the R&D&I policies and programmes of Catalonia and Japan; monitoring of bilateral collaboration agreements (identifying the organizations and research and innovation personnel involved in projects, networks, programmes, etc. with Japan, including regular database updates); promotion of bilateral cooperation activities and promotional activities of Catalan organizations in Japan and vice versa.

#### Indicators

Number of specific activities; number of meetings and contacts made; database.

#### Dissemination

Website of the Catalan government's Japan Action Plan; AGAUR website; mass emailing on R&D&I in Catalonia and Japan; other (Twitter, website of the Consulate General of Japan; Gesrec newsletter, RecerCat, etc.).

#### Action 31

Promotion of the transfer of knowledge between Japanese industry and the Catalan R&D&I system

#### Calendar

2016-2019

#### Entity responsible

SUR/AGAUR/ACCIÓ/Casa Àsia

#### Summary

Promote bilateral knowledge and collaboration between Japanese companies with a head office in Catalonia and Catalan research and innovation organizations, based on topics of mutual interest. Provide information on the capacity of the Catalan R&D&I structure to the 190 Japanese companies operating in Catalonia so they can find points of mutual interest and encourage the creation of collaboration agreements on R&D projects and initiatives. This action aims to open opportunities for companies established in Catalonia, promote knowledge transfer between universities and industry, and improve the impact of the results of research through industrial doctorates, amongst other things. It will encourage competitive social responsibility among Japanese companies in Catalonia and their involvement in the Catalan ecosystem. This action will be undertaken in collaboration with other working groups.

#### Indicators

Number of activities undertaken: number of meetings and contacts made.

#### Dissemination

Website of the Catalan government's Japan Action Plan; AGAUR website; other (Twitter, website of the Consulate General of Japan in Barcelona; Gesrec newsletter, RecerCat, etc.).

### Action 32

Catalan-Japanese collaboration in R&D&I

#### Calendar

2016-2019

#### Entity responsible

AGAUR

#### Summary

Encourage joint participation of Catalan and Japanese organizations in research and innovation projects and initiatives; identify and publicize programmes and calls for R&D&I funding, with a particular emphasis on European Union programmes (especially Horizon 2020); identify and promote the participation of Catalan organizations in R&D&I programmes in Japan; organize collaboration activities on the dissemination and use of R&D&I results; promote the exchange of good practices, organize networking sessions between Japanese and Catalan organizations.

Synergies will be created with the activities generated by the BILAT JEUISTE project financed by the EU (Bilateral Coordination for the Enhancement and Development of S&T Partnerships) in which AGAUR participates. This project, coordinated by the EU-Japan Centre for Industrial Cooperation along with entities from different European countries and Japan, aims to strengthen bilateral collaboration in R&D&I between Japan and Europe. The project will serve as a platform for undertaking specific activities and strengthening contacts between Catalonia and Japan.

#### Indicators

Number of activities undertaken: number of meetings and contacts made.

#### Dissemination

Website of the Catalan government's Japan Action Plan; AGAUR website; other (Twitter, website of the Consulate General of Japan; Gesrec newsletter, RecerCat, etc.).

### Objective 2: Mobility

#### Action 33

Promotion of the mobility of students and research staff in both directions

#### Calendar

2016-2019

#### Entity responsible

AGAUR, Consulate General of Japan, Casa Àsia, Friends of Japan Association.

#### Summary

Promotion of the mobility of researchers and students in both directions, giving greater visibility to mobility and talent attraction grants from the Catalan Government, the Spanish Ministry of Economy and Competitiveness of the Spanish Government, and the European Union (Marie S. Curie grants), amongst others.

Provide information on the opportunities offered by the scholarship programmes in Japan, for example the Japanese Ministry of Education, Culture, Sport, Science and Technology, the Japan Science Foundation, JASSO (Japan Student Services Organization), JSPS (Japan Society for the Promotion of Science) and other bodies of interest that offer exchange opportunities between Japanese entities and Catalan students/researchers.

#### Indicators

Number of activities and attendees.

#### Dissemination

Website of the Catalan government's Japan Action Plan; AGAUR website; Twitter, website of the Consulate General of Japan in Barcelona; Gesrec newsletter, RecerCat.

### Action 34

Simplification of administrative formalities for study and work permits of research personnel

#### Calendar

2016-2019

#### Entity responsible

SUR, CIC (SARU)/AGAUR/Consulate General of Japan

#### Summary

Raise awareness of the services of the European network EURAXESS and its contact point in Catalonia, Euraxess Catalonia, which provides support for the mobility of research personnel, and information and support for speeding up administrative procedures for new visas and family regrouping, or mobility within the EU. Publicize the University Recognition Support Service (SARU), an initiative of the Catalan Government, which provides information, advice and support for people in the process of getting their foreign university qualifications recognised in Catalonia.

#### Indicators

Number of consultations and awareness-raising actions.

#### Dissemination

Website of the Catalan government's Japan Action Plan; AGAUR website; Twitter, website of the Consulate General of Japan in Barcelona; Euraxess newsletter.

## Objective 3: University collaboration

### Action 35

Promotion in Japan of Catalan international Masters' of Excellence

#### Calendar

2016-2019

#### Entity responsible

SUR, CIC

#### Summary

A campaign will shortly be undertaken to promote the Catalan international Masters of Excellence programmes, in collaboration with Japanese entities, with the aim of increasing the numbers of Japanese students on Masters' courses in Catalonia.

#### Indicators

Number of Japanese students on Masters' courses during the course of the Plan.

#### Dissemination

The website [studyincatalonia.com](http://studyincatalonia.com) will be promoted, which details the range of international Masters' courses, disseminated via the Consulate General of Japan.

### Action 36

Identification of students in Japanese culture and language

#### Calendar

2016-2019

#### Entity responsible

SUR, CIC

#### Summary

Investigation of Japanese language courses given in Catalan universities (UAB, UPF and UOC) in order to compile a comprehensive, up-to-date database. At the same time, a check will be made of the number of Catalan students enrolled on Japanese language courses in these same universities and official language schools in coordination with other working groups in the Japan Action Plan.

It is also proposed to follow up on the Bachelor's Degree in East Asian Studies alumni networks. The aim is to facilitate opportunities for mobility or internships for students in

Catalonia who are studying Japanese language and culture. This action will include raising awareness of the existence and use of the university offices for managing job vacancies (Treball Campus and similar) among Japanese and Japanese language students.

#### Indicators

Student database; number of informative actions.

#### Dissemination

Website of the Japan Action Plan; website of the Consulate General of Japan; Information provided by contacts at the offices for student internship management at universities.

#### Action 37

Promotion of collaboration in higher education through public-private partnerships

#### Calendar

2016-2019

#### Entity responsible

Directorate General for Universities, CIC, AGAUR

#### Summary

Fostering collaboration between public and private entities and institutions in joint higher education projects that entail the internationalization of universities and higher education centres in Catalonia, whether by designing joint programmes to host Japanese students at Catalan universities, especially on Masters' courses, or encouraging Catalan students to study in Japan. Examining the possibility of attracting Japanese universities to Catalonia.

#### Indicators

Increasing the number of agreements and joint programmes between Catalan and Japanese universities and entities.

#### Dissemination

Website of the Catalan government's Japan Action Plan; SUR website; Twitter @knowledge; @universities; joint press releases with the Consulate General of Japan.

## 4.4 Culture

In our recent history, the institutional and economic relationship between Catalonia and Japan became particularly important from the 1970s, since when exchanges between the two cultures have become much stronger.

Both Japan and Catalonia have identities that are deeply rooted in their language, their values and their cultural manifestations. The admiration that the Japanese feel for the work of Catalan masters such as Antoni Gaudí and Salvador Dalí is matched by the marked appreciation of Catalans for Japanese film, literature, architecture and gastronomy. An example of this mutual interest is the translation of Japanese writers into Catalan and, on a smaller scale, the translations of the works of Catalan writers into Japanese.

These exchanges, which are inevitably somewhat asymmetric due to the tremendous creative power of the Japanese and the international dissemination of their culture, is also reflected in the screening of films by Japanese cineastes, Japanese language courses and exhibitions of Japanese artists and architects in Barcelona, not to mention the huge success of Japanese comics (Manga) and animated films (Anime). These cultural works and activities are sometimes produced and exhibited on commercial circuits, while on other occasions their production is supported by public institutions and broadcast through their respective channels (mainly museums, festivals and trade fairs). With regard to the situation in Japan, we are consolidating courses on Catalan language and culture in four Japanese universities, while more and more Catalan artists are exhibiting their work in the cultural centres and museums of the main Japanese cities.

Given the clear interest that both cultures have in enhancing their mutual knowledge, we need to continue working on deepening these bonds and facilitating artistic and cultural exchanges between the two countries.

Over the last few years, the Culture Group of the Japan Action Plan has shown itself to be a very useful instrument, especially as a meeting place for the institutions and organizations that promote Japanese cultural activities in Catalonia, and also as a mouthpiece for Catalan language and cultural activities in Japan, even though these have a lower social impact. Even so, the Group has room for improvement in many aspects, and the third Plan offers a great opportunity to implement these improvements.

### Overview of actions

With regard to the actions of the previous Plan 2012-2015, Action 36 ('Teaching of Catalan language and culture in Japanese universities'), managed by the Language and Universities department of the Ramon Llull Institute (IRL), has been almost completely implemented: in 2012, Catalan was only taught at Hosei University in Tokyo (having just started that year), although talks had already begun with another three universities to introduce Catalan language courses. By the end of 2015, Catalan language and culture was being taught in another three universities in addition to Hosei: Tokyo University of Foreign Studies (TUFS), the University of Osaka, and the Prefectural University of Aichi. We are still in talks with the University of Kyoto to examine the feasibility of introducing Catalan language and culture lessons there. This action will be maintained, but now the objective is to consolidate Catalan in more universities) and supplement this with cultural activities.

We will also continue with Action 38, whose aim is to foster exchanges between Catalan and Japanese poets in the context of a poetry translation seminar held every summer in Farrera de Pallars, organized by the Institute of Catalan Letters (ILC). The aim is to replicate this action in the other direction, in Japan, with a Japanese cultural organization.

Other actions that will be maintained include: the preparation of a brochure of Japanese cultural events in Catalonia by Casa Àsia (Action 39); support for trade fairs dedicated to manga and anime by ICEC, the Catalan Institute for Cultural Companies (Action 41); invitations to Japanese programmers to attend Catalan trade fairs and festivals to promote the booking of shows by Catalan performing arts companies, especially by the ICEC (Action 43).

Action 37, of Objective 2 ('Translation'), which planned to invite Japanese publishers on the international publishing trade mission organized every year by the Ramon Llull Institute (to promote the translation of Catalan works into Japanese), was not implemented due to lack of resources, although we are not ruling out resuming it at a later date when the situation is more auspicious.

Action 42 has also been shelved as it has been passed over to the Tourism Working Group of the Japan Action Plan, which is geared towards promoting knowledge of Catalan cuisine in Japan and Japanese cuisine in Catalonia.

The objectives of the third Japan Plan have been changed slightly and other new actions have been introduced: Objective 2, 'Literary Translation', will now take into account translations from Japanese into Catalan as well (through subsidies from the Japan Foundation and

the Institute of Catalan Letters), and a survey will be conducted and regularly updated to get an overview of the number of exchanges between Catalan and Japanese literature.

Objective 3, 'Artistic and cultural activities', includes a new action to promote exchanges in the sphere of arts, crafts and design, spearheaded by the Catalan Arts and Crafts Centre of the CCAM (Commerce, Crafts and Fashion Consortium of the Catalan Government's Ministry of Business and Knowledge).

### **Organization of the Working Group**

Over the four years of the second Japan Action Plan (2012-2015), the Culture Group met on three occasions: none in 2012; once in 2013; once in 2014 and once in 2015.

The Ramon Llull Institute is responsible for coordinating this Working Group and its permanent members to date have been the Consulate General of Japan in Barcelona, Casa Àsia, the ICEC and the Institute of Catalan Letters – ILC (both of which report to the Catalan Government's Ministry of Culture). In 2014, Barcelona City Council's Institute of Culture (ICUB) joined the group and in 2015 the Japan Foundation and the Head of International Relations at the Catalan Government's Ministry of Culture also joined.

In January 2014, some aspects of the Group's organization were reviewed (new members – Barcelona City Council – and partners – the Kansai Catalan Centre), more bilateral meetings were planned between members, the objectives of each action were specified, and responsibilities were assigned for each action, amongst other activities. acció i l'assignació de responsabilitats per cada acció, entre d'altres.

## Objectives and actions

### Objective 1: Teaching the Catalan Language in Japan

#### Action 38

Consolidation of Catalan language and culture teaching in Japanese universities

#### Calendar

2016-2019

#### Entity responsible

Ramon Llull Institute

#### Summary

In 2015 there were four Japanese universities giving Catalan language and culture courses: Hosei and TUFS (in Tokyo), Osaka and Prefectural d'Aichi. In contrast to the second Japan Action Plan (2012-2015), when the objective was growth (going from one to four universities giving these courses), the third Plan (2016-2019) aims to consolidate these courses, taking measures to improve the teaching conditions (for example, promoting student and teacher exchanges with Catalan universities).

#### Indicators

Number of students of Catalan in Japanese universities.

#### Dissemination

Website and Facebook and Twitter accounts of the IRL.

#### Action 39

Promotion of cultural activities in Japanese universities with Catalan language courses

#### Calendar

2016-2019

#### Entity responsible

Ramon Llull Institute

#### Summary

In order to complement and strengthen the teaching of Catalan studies in the universities of Hosei and TUFS (in Tokyo), Osaka and Prefectural d'Aichi, it would be a good idea to introduce the celebration of Catalan cultural activities.

#### Indicators

Number of activities organized.

#### Dissemination

Website and Facebook and Twitter accounts of the IRL.

### Objective 2: Literary translation

#### Action 40

Follow-up of translations of Japanese literature published by Catalan publishers

#### Calendar

2016-2019

#### Entity responsible

UAB and ILC

#### Summary

In recent years, some important titles from Japanese literature have been published, including both classic and contemporary publications. These have been translated into both Catalan and Spanish (when they are produced by publishing companies based in Catalonia). The publications of Japanese authors can opt for grants for translation awarded by the Japan Foundation and the Institute of Catalan Letters. At present there are several experienced translators from Japanese into Catalan/Spanish in Catalonia, in contrast to the opposite direction (Catalan to Japanese), with a serious lack of professional translators.

#### Indicators

Number of Japanese literary titles translated into Catalan and Spanish. Number of publishing companies involved.

#### Dissemination

Website and Facebook and Twitter accounts of the UAB and ILC. The Japan Action Plan website of both the Ministry of Foreign Affairs, Institutional Relations and Transparency of the Catalan Government, and the Consulate General of Japan in Barcelona. Website and Facebook and Twitter accounts of the IRL.

#### Action 41

Organization of a translation seminar on Catalan and Japanese poetry

#### Calendar

2016-2019

#### Entity responsible

The ILC and a Japanese cultural or academic institution.

#### Summary

Every year the ILC organizes a Poetry Translation Seminar in Farrera de Pallars (Pallars Sobirà) where one or two authors of a specific language can make contact with potential translators into Catalan. The aim would be to invite a number of poets from Japan to the seminar so they can make contact with Catalan translators and discuss the technical difficulties of translating their work. The following year, the trip would be made in reverse: a number of Catalan poets would travel to Japan, hosted by one of the country's cultural or academic institutions.

#### Indicators

Execution of the action.

#### Dissemination

A book is published about the seminar, reflecting the experience in the form of an anthology of poems by the invited authors.

### Objective 3: Artistic and cultural activities

#### Action 42

Preparation of a compilation of artistic and cultural activities on Japan in Catalonia

#### Calendar

2016-2019

#### Entity responsible

Casa Àsia

#### Summary

To highlight the interest that Japanese culture enjoys in Catalan society, an exhaustive compilation of all the cultural activities that have been held in Catalonia since 2000 to inform people about Japanese culture will be prepared. An emphasis will be put on the institutional support that the different Catalan administrations have provided for organizing these activities.

#### Indicators

Execution of the compilation.

#### Dissemination

Website and Facebook and Twitter accounts of Casa Àsia. The Japan Action Plan website of both the Ministry of Foreign Affairs, Institutional Relations and Transparency of the Catalan Government, and the Consulate General of Japan in Barcelona. Website and Facebook and Twitter accounts of the IRL.

#### **Action 43**

Promotion of exchanges and collaborations between Catalan and Japanese artisans

#### **Calendar**

2016-2019

#### **Entity responsible**

Catalan Arts and Crafts Centre – CCAM

#### **Summary**

The aim of this action is to promote relations between Catalonia and Japan in the sphere of art and design, and will be spearheaded by the Catalan Arts and Crafts Centre (CCAM). The Centre will benefit from the collaboration of other key players in this sector, such as the Hasekura Program, the Arts and Crafts Association of Foment de les Arts i del Disseny (A-FAD) and the Federation of Artisan and Trade Associations of Catalonia (FAAOC).

#### **Indicators**

Number of exchanges. Number of artisans involved.

#### **Dissemination**

Website and Facebook and Twitter accounts of the Arts and Crafts Centre of Catalonia. Website of the Japan Action Plan of both the Catalan Ministry of Foreign Affairs and the Consulate General of Japan in Barcelona. Website and Facebook and Twitter accounts of the IRL.

#### **Action 44**

Support for Japanese cultural events in Catalonia (Manga and B-Anime fairs)

#### **Calendar**

2016-2019

#### **Entity responsible**

ICEC

#### **Summary**

Promotion of the participation of Catalan artists and experts in round tables, workshops and other activities at the annual trade shows and festivals of Japanese culture (such as the Manga and B-Anime shows). The first edition of the Anime Festival of Barcelona (B-Anime) was held in October 2015. The aim is to give greater visibility to the premieres of Anime films that have not previously been shown in Barcelona, which have often won awards at other festivals around the world. Apart from the promotional companies and the MACBA, B-Anime is supported by most of the members of the Culture Group: various Catalan cultural institutions (such as ICEC and ICUB), the Consulate General of Japan in Barcelona, the Japan Foundation in Madrid, and Casa Àsia, amongst others.

#### **Indicators**

Number of activities supported. Number of Catalan artists and experts in Japanese culture (especially in relation to Manga and Anime).

#### **Dissemination**

Website and Facebook and Twitter accounts of ICEC.

#### **Action 45**

Promotion of Japanese artistic and cultural activities in Catalonia

#### **Calendar**

2016-2019

#### **Entity responsible**

Casa Àsia

#### **Summary**

Promotion of the activities of Japanese creators and artists in Catalonia in various disciplines (visual arts, performing arts, music, architecture, etc.). Action spearheaded by Casa Àsia with the collaboration of the Japan Foundation in Madrid.

#### Indicators

Number of activities by Japanese creators and artists.  
Number of creators involved.

#### Dissemination

Website of Casa Àsia.

#### Action 46

Promotion of Catalan artistic and cultural activities in Japan

#### Calendar

2016-2019

#### Entity responsible

ICUB (Barcelona City Council)

#### Summary

Promotion of activities by Catalan creators and artists in Japan in various disciplines (visual arts, performing arts, music, architecture, etc.). Action spearheaded by ICUB with the collaboration of the IRL. At the same time, Catalan programmers could be taken to the most important Japanese festivals to incentivize the booking of local groups and performances.

#### Indicators

Number of activities by Catalan artists in Japan. Number of artists involved

#### Dissemination

Website and Twitter accounts of ICUB and IRL.

## **5. Glossary of acronyms**

A-FAD:	Arts and Crafts Association of the FAD (Fostering Arts and Design)
ACCIÓ:	Agency for Business Competitiveness of the Government of Catalonia
AGAUR:	Agency for Management of University and Research Grants
B-Anime:	Anime Film Festival in Barcelona
CCAM:	Commerce, Crafts and Fashion Consortium
CCB:	Barcelona Chamber of Commerce
CDRA:	Barcelona Air Route Development Committee
CEJE:	Japan-Spain Business Circle
CIC:	Inter-University Council of Catalonia
CTB:	Catalan Tourist Board
EEN:	Enterprise Europe Network
FFAOC:	Federation of Artisan Associations of Catalonia
ICEC:	Catalan Institute for Cultural Companies
ICUB:	Barcelona Institute of Culture
ILC:	Institute of Catalan Letters
IRL:	Ramon Llull Institute
JATA:	Japan Association of Travel Agents
JASSO:	Japan Students Service Organization
JETRO:	Japan External Trade Organization
JEUPISTE:	Japan-EU Partnership in Innovation, Science and Technology
JNTO:	National Japanese Tourist Office
JSPS:	Japan Society for the Promotion of Science
JTB:	Japan Travel Bureau
MACBA:	Barcelona Museum of Contemporary Art
Prodeca:	Agrifood Exports Promotion Agency
SARU:	University Qualification Recognition Mentoring Service
SUR:	Secretariat for Universities and Research
TUFS:	Tokyo University of Foreign Studies
UAB:	Autonomous University of Barcelona
UOC:	Open University of Catalonia
UPF:	Pompeu Fabra University