



SPANISH CHAMBER
of Commerce in Japan
在日スペイン商工会議所

2023 Annual Report

FY2023

Spanish Chamber of
Commerce in Japan

Vol.1



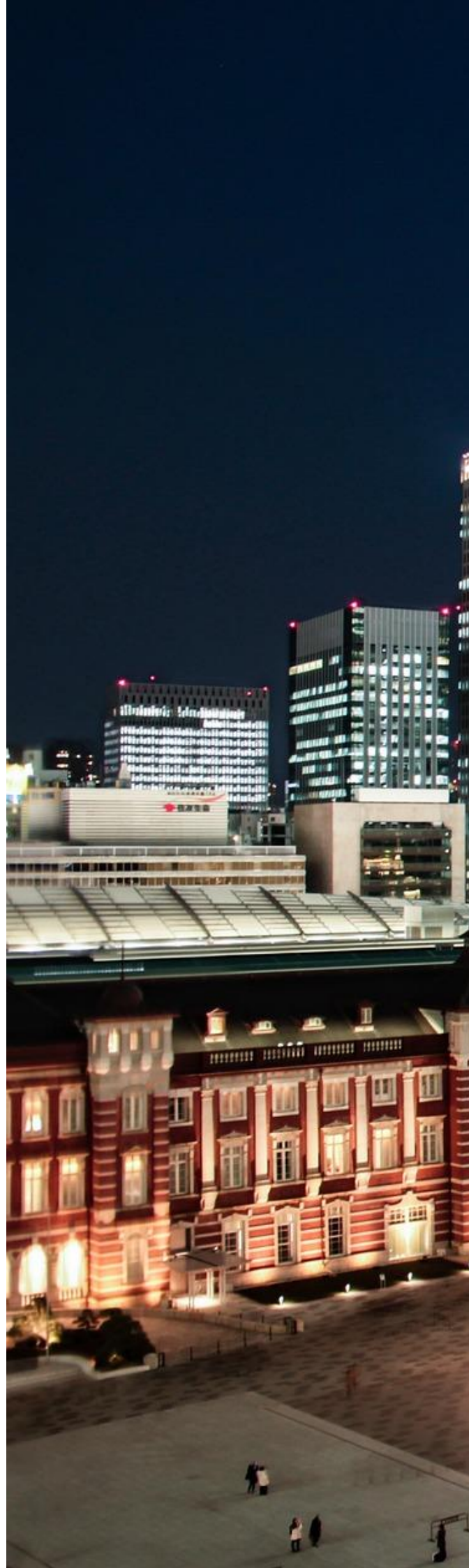


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of Commerce in Japan
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2023 ANNUAL REPORT

SPANISH CHAMBER OF COMMERCE IN JAPAN







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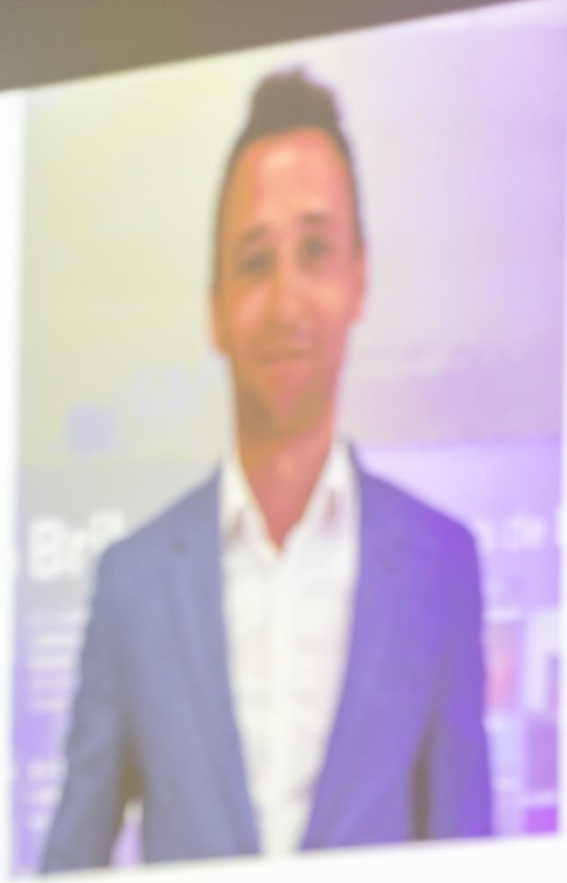
Education, innovation and leadership



IE University cultivates meaningful leaders for a brighter future through innovation. Our dynamic ecosystem includes a global network and visionary faculty, fostering creative solutions to tomorrow's challenges across disciplines. Committed to excellence, we are an institution of impact. We aim for nothing less.

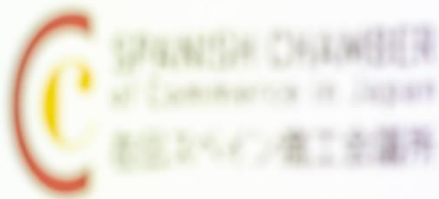


SALUDOS
DE...

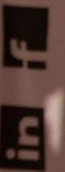


MR. FERNANDO PICAZO

President, Spanish Chamber of Commerce in Japan



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EL PRESIDENTE



Dear Members and Associates,

The Spanish Chamber of Commerce in Japan was founded in 2015 and was officially constituted in 2017. Since then, SpCCJ has been growing exponentially and now consists of 51 companies and 33 individual members. We are still a young institution compared to other chambers; however, we are proud of what we have achieved during all these years.

The past 12 months have been the most active in SpCCJ history. In 2023 we organized and collaborated in more than 30 activities and events, including in-person corporate events, leaving behind the dreadful experience of the pandemic.

In November 2023, we proudly hosted one of the most significant events: Spain-Japan Business Contribution Awards, which recognizes organizations or companies that have strengthened commercial relations between Spain and Japan. Since 2016, 8 companies have been awarded: La Liga, Rakuten, Gestamp,

Fast Retailing, Japan Airlines, Amadeus, Andres Iniesta, and NTT Data. The winner in 2023 was the Japanese company, Hitachi Group.

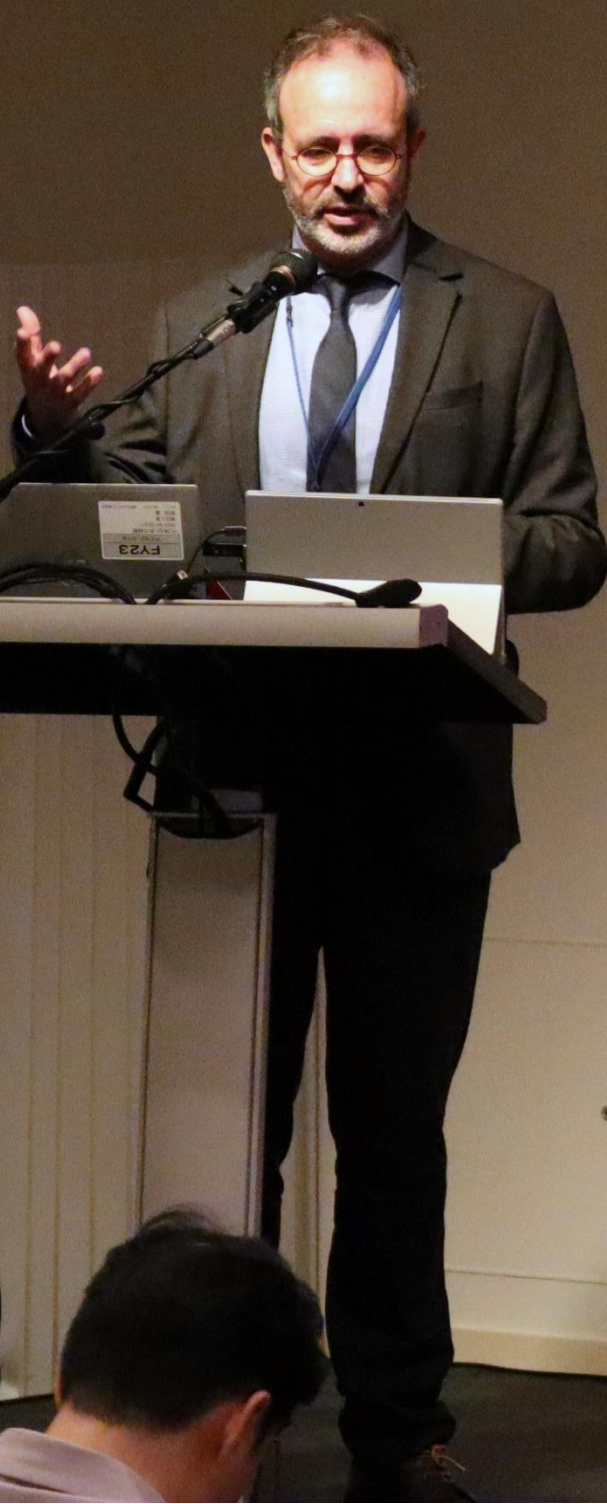
In 2024, we will make the effort to strengthen the image of Spain in Japan and accept the challenge of continuing to improve The Spanish Chamber of Commerce in Japan in benefit of our valuable Members. With all of your help and cooperation, we play a key role in the economic relations between Japan and Spain.

We are very grateful with our exceptional relationship with Spanish Embassy and the Ministry of Economy, Trade and Business of Spain in Japan and their representatives. I would like to thank the Ambassador Fidel Sendagorta for the continuous support for the SpCCJ. And thank you to Fernando Hernandez for your valuable help with the board of directors.

My sincere gratitude to all members and associates for this year's results.

Mr Fernando Picazo

President of the Spanish Chamber of Commerce in Japan (SpCCJ)
Ceo & Founder, Yoitabi Travel



EL CONSEJERO ECONÓMICO Y COMERCIAL



The Spanish Chamber of Commerce in Japan is quite young compared to the Chambers of Spain established in our main trading partners. This fact is a consequence of the late focus of Spanish companies to the Japanese market, and also of the complexities of doing business in Japan.

However, the economic and commercial relations between Spain and Japan have improved considerably. Exports of Spain to Japan have more than doubled in the last ten years, and direct investments of Japanese corporations in Spain have more than tripled in the same period.

During this time, the SpCCJ has grown its membership largely, thanks to the efforts of its directors and management. Today, the 83 SpCCJ's members represent the best of Spain's business community in Japan.

Despite a more pessimistic outlook due to the large depreciation of the yen, trade and investment between Spain and Japan remain strong. Japan continues to be number two trading partner of Spain in Asia

and trade levels, despite the fall in 2023 as a result of the low value of the yen, remain above pre pandemic levels.

Japan is a complex market, competitive, mature and sometimes closed. In this context, SpCCJ is key in sharing knowledge of the Spanish business community in Japan and building from the experience of its members. Some of its activities have reached a strong reputation like the Spain Japan Contribution Awards and the annual Gala Dinner, which have contributed to the Chamber's consolidation.

Now it is time for supporting growth of new businesses in Japan, where the SpCCJ plays a key role as a platform of Spanish companies in Japan, advising new companies considering a stable presence in Japan and facilitating partnerships.

As the representative of the Ministry of Economy, Trade and Business of Spain in Japan, I want to thank the Chamber's team for their continued efforts and look forward to continuing our collaboration.

Mr Fernando Hernández Jiménez-Casquet

Head of the Economic and Commercial Office of Spain in Japan



SPANISH CHA
of Commerce in

在日スペイン商工



EL EXCMO. SR. EMBAJADOR DE ESPAÑA EN JAPÓN



For me it is a great pleasure to greet the President of the Spanish Chamber of Commerce in Japan, Fernando Picazo, the Board of Directors and all its associates. My congratulations to this institution for its gradual expansion over the recent years, with new partners, projects, and activities.

In the couple of years since my arrival to Japan I have participated in some of the events organized by the Spanish Chamber, and I have seen the dynamism of Spanish businesspeople in this country and their ambition to create synergies for the benefit of the Spain Brand as a whole.

The annual Gala and the Chamber Award ceremony is always a good occasion to celebrate the existence of this vibrant business community and also to connect with some of the most important Japanese firms with a strong presence in our country.

A growing trend in our bilateral relations is the creation of business alliances between companies from both countries to compete jointly in the global market. It is happening in renewable energies, the automotive industry, in digital transformation and the

pharmaceutical sector, among others. And we will soon see it coming in projects all along the supply chain for hydrogen.

At the same time, we are witnessing another trend that creates a virtuous circle beginning with the growth of tourism to Spain, with its attractive gastronomic offer, followed by greater demand for quality Spanish food and wine products as well as good Spanish restaurants in Japan.

The recent announcement of the resumption of Iberia's direct flight in the fall is excellent news that will have benefits for exchanges in all areas, starting, of course, with tourism in both directions.

My congratulations again to the Spanish Chamber of Commerce and my best wishes to all its associates and friends.

HE Sr. Fidel Sendagorta Gomez del Campillo
Ambassador of Spain to Japan

JUNTA DIRECTIVA 2023

PRESIDENTE HONORARIO



Fidel Sendagorta
Ambassador of Spain to Japan

VICEPRESIDENTE HONORARIO



Fernando Hernandez
Head of the Commercial Office of Spain

PRESIDENTE



Fernando Picazo
CEO & Founder at Yoitabi Travel

VICEPRESIDENTE



Luis Perezagua
Country Manager Director at X-Elio Japan

AUDITOR



Jorge Zazo
Country Manager at Vector Renewables

DIRECTOR



Abraham Franco
Co-Founder at Riquísimo

DIRECTOR



Colin Chow
President and Representative Director at Lladro Japan & Korea

DIRECTOR



David Marcos
CEO & Founder at Nishibi

DIRECTOR



Joaquin Vazquez
COO, Tokyo Branch at BBVA

DIRECTOR



Kai Jacobsen
SVP North Asia & Representative Director of Amadeus Japan

DIRECTOR



Kaoru Iino
Country Director, Japan at IE University

DIRECTOR



Kenji Arai
Senior Coordinator at Freixenet Japan

DIRECTOR



Pelayo Rodriguez
Japan Representative at Ocean Winds

DIRECTOR



Toshiro Susa
CMO at Mikuni Wine Co., Ltd.

CONOCE AL EQUIPO

EXECUTIVE DIRECTOR



Sergio Nespral

Spanish Chamber of
Commerce in Japan

Sergio joined the Spanish Chamber of Commerce in Japan (SpCCJ) in 2019. Since January 2022, as the Executive Director of the chamber, he has significantly enhanced the Chamber's operations and outreach, establishing the SpCCJ as a dynamic platform for Spanish and Japanese businesses and professionals.

His tenure is marked by a substantial increase in membership and event participation, reflecting a strategic focus on growth and engagement. Internally, the efforts in automating processes and embracing digital transformation have helped streamline operations, increase efficiency and adaptability, and enrich the overall experience for members.

OFFICE & MARKETING COORDINATOR



Nana Takahashi

Spanish Chamber of
Commerce in Japan

Since joining the Spanish Chamber of Commerce in Japan (SpCCJ) in March 2023, Nana has brought fresh energy, renewed motivation, and enthusiasm to the team.

Nana has increased the chamber's ability to interact with local players, such as importers, distributors, and producers, which has been beneficial for members seeking to broaden their networks.

Nana has taken over the chamber's communications, including social networks and mass mailing communications. Her initiative in setting up new accounts on Instagram and Twitter represents a thoughtful expansion of the Chamber's online presence, aimed at better-connecting members and fostering community engagement.





SPANISH CHAMBER
of Commerce in Japan
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SUPPORT OF THE CHAMBER



¿QUÉ ES LA CAMARA DE COMERCIO DE ESPAÑA EN JAPÓN?

In 2017, the Spanish Chamber of Commerce in Japan (SpCCJ) was founded with the objective of promoting the economic and commercial relationships between Spain and Japan.

The Chamber of Commerce primarily serves as a networking organization, dedicated to assisting our members in finding the necessary contacts for their operations and creating the right conditions where these connections can naturally occur.

The contacts facilitated by the Chamber extend beyond mere commercial interactions, encompassing professional services, marketing and PR assistance, immigration guidance, legal advice, and networking with industry colleagues, along with any other support that members may require in their daily operations.

Annually, the Chamber organizes over 25 events across various industries, aiming to create opportunities for its members through a variety of activities such as networking events, seminars, panel discussions, webinars, showrooms and facilitating countless introductions.

Moreover, the Chamber's communication channels, reaching an engaged audience of approximately 5,000 professionals, are readily available for members to promote their activities and share news.

- Networking & Business Opportunities.
- Support and Advice on Daily Operational Needs.
- Communication and Promotion.
- Brand Awareness
- Entry Market Services.
- Advocacy



THE CHAMBER'S INSTITUTIONAL NETWORK

Over nearly seven years, the Spanish Chamber of Commerce in Japan has been instrumental in enhancing bilateral commercial relationships between Spain and Japan. As a valued member, you gain access to our expansive institutional network, including affiliate organizations and key government departments. This connectivity provides unique opportunities for business growth and insights into bilateral trade dynamics.

JAPAN	SPAIN	INTERNATIONAL	CULTURAL
			
			
			
			
			
			
			
			

WHAT CAN THE CHAMBER DO FOR YOU

EXPAND YOUR NETWORK

Unlock your business's full potential by leveraging our networking events at the Spanish Chamber of Commerce in Japan. These events are prime opportunities to connect with new clients and forge lasting business partnerships. We go beyond by arranging personalized meetings and offering a curated list of potential clients and partners, specifically tailored to support your business's growth in the dynamic Japanese market.

INCREASE YOUR BRAND VISIBILITY

Amplify your brand's presence with our dynamic online platforms. The Spanish Chamber of Commerce in Japan provides a stage to highlight your company's latest news, activities, and achievements. Engage with an active audience across our extensive social networks, including LinkedIn, Facebook, Twitter, and Instagram and tap into our distribution list, boasting over 6,000 followers in total, to reach a broader audience and create a

lasting impact in both Spanish and Japanese business communities.

GAIN FURTHER BRAND EXPOSURE

Become a sponsor one of our events such as networking gatherings, informative seminars, the Annual General Meeting (AGM), or the prestigious Gala Dinner. Organize a showroom in partnership with the Chamber at the Embassy of Spain, boosting your brand's exposure.

Collaborate in hosting seminars, webinars, or workshops, showcasing your company's expertise, promoting your services, and harvesting new business leads in Japan.

GROWTH & CONNECTION HUB

The Spanish Chamber of Commerce in Japan is not just a network; it's a growth and connection hub. We provide comprehensive solutions to a broad spectrum of business challenges, particularly those unique to the Spanish



Japanese business landscape. Our network encompasses commercial and institutional interactions, professional services, PR support, immigration guidance, legal advice, and more. Consider us your central hub of information and support, always ready to assist our members in navigating the intricate business landscape of Japan.

By joining our vibrant community, you gain more than just membership; you become part of a thriving ecosystem that fosters growth, visibility, and meaningful connections. Our tailored events, extensive networking opportunities, and robust online presence are designed to support your business.

Together, we can unlock the full potential in the dynamic Spanish Japanese business arena. Connect with us today to begin your journey in one of the world's most innovative and challenging markets.



ACTIVITIES OF THE CHAMBER



NETWORKING

Pure networking events are designed with the primary goal of fostering professional connections among attendees. These events are characterized by a relaxed, social atmosphere that encourages interaction and relationship-building.

SEMINARS AND PANNELS DISCUSSIONS

These events are designed to provide both in-depth learning opportunities and a platform for companies to showcase their know-how and expertise. Panels create also an environment to connect with fellow experts, which can lead to collaborations, partnerships, or simply the exchange of ideas.

JOINT EVENTS

The primary goal of joint events is to create a melting pot of different cultures, experiences, and professional backgrounds. By bridging the gap between international and local communities, these events enrich the professional and cultural experiences of all attendees.

SECTOR-SPECIFIC FORUMS

These events are designed to facilitate dialogue and exchange of knowledge among companies.

within similar sectors. Sector-Specific events serve as specialized platforms where industry topics can be discussed in depth. The nature of these forums allows for a focused exploration of trends, challenges, and opportunities unique to each sector.

SHOWROOMS

SpCCJ helps companies to showcase their products and expertise through showroom and PR events. We assist members in finding the suitable venues & creating collaborations within our network. Additionally, SpCCJ aids in promoting these events and reaching out to potential partners to visit the activity, leveraging their communication network including social media, newsletters, and contact databases.

LEISURE EVENTS

Leisure events are informal gatherings designed to facilitate relaxed interactions among professionals. These events, often set in casual, enjoyable environments, encourage networking in a less structured, more social setting. These include sports events, cultural activities, or casual get-togethers.

AWARDS CEREMONY

Spain-Japan Business Contribution Awards is a formal event that recognizes and honors outstanding achievements and contributions in the realm of Spain-Japan business relations. The event serves as an excellent opportunity for networking, celebrating achievements, and showcasing success stories within the business community, thereby fostering a sense of accomplishment and inspiration among professionals and organizations involved in Spain-Japan business relations.





**+19
years**

of experience

+2.8 GW

of utility-scale
renewable energy
projects built

Presence
in the
5
continents

12 years
of experience
379 MW
already built
in **Japan**

X-ELIO+

Global Renewable Energy Developer

www.x-elio.com

COMMUNICATION TOOLS

The Spanish Chamber of Commerce in Japan offers a variety of tools to help our members increase their brand or product visibility. In 2023, the SpCCJ continued to strengthen its digital presence, effectively utilizing various platforms to engage with over 5,000 followers, including more than 600 new members who joined our network this year.

The chamber uses 6 main platforms to share members and own activities: website, newsletter, LinkedIn, Facebook, and since 2023 Instagram and X accounts too.

WEBSITE AND BLOG

In 2023, our website received over 25,000 page views. Our blog receives more than 1,000 visits per year and provides a source of information about our recent developments, and past and upcoming events.

Our Corporate Members can publish their news and activities on our blog free of charge.

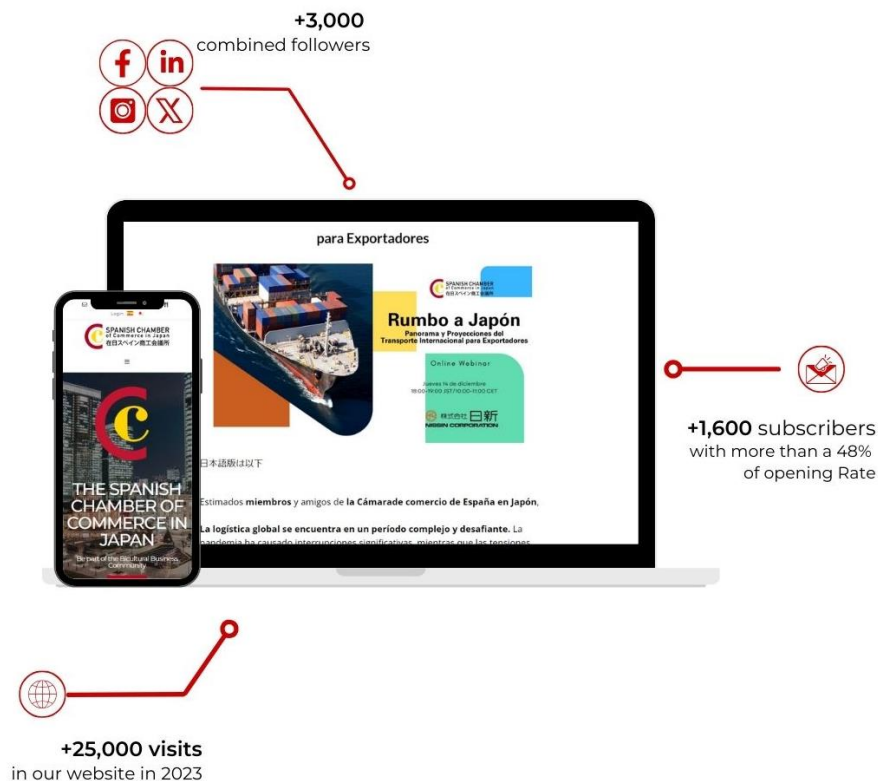
NEWSLETTER

We do not publish a periodic newsletter. However, our direct email communication provides key information about the Chamber's news and upcoming events, new members' announcements, notices about our members' events and member-to-member offers. It reaches over 1,600 contacts from a wide range of business sectors, both in Japan and Spain.

SOCIAL MEDIA

The Chamber actively manages LinkedIn and Facebook pages, and since 2023, we have also added X and Instagram accounts to broaden our target audience.

With over 4,000 combined followers, we publish relevant news, as well as promotions and events from our members.



YSLA

Architecture • Interior Design • Space Design

Creating unique spaces for better lives and richer experiences.



Karuizawa 2023 "A Home Around the Forest"

Photo by Munetaka Onodera

YSLA architects is a cross-cultural architecture and design firm based in Tokyo whose work spans from exhibition design to residential, hospital-ity, and offices buildings. Our services include planning and feasibility studies, concept and schematic design, construction design, supervision and site management, interior design and coordination.

yamamurasanzlavina.com / info@y-sl.com / +81 (0)3-6434-7030



Web



Instagram

INTERNATIONAL TRADE SUPPORT

The Spanish Chamber of Commerce in Japan (SpCCJ) provides services designed to support companies with limited or no presence in Japan or Spain, aiming to facilitate business growth and expansion within these markets.

To extend our assistance to organizations not affiliated with the SpCCJ, we have established a specific section dedicated to this purpose. As our priority is to always place our members first, the resources allocated to this initiative represent only a small percentage of our total resources, and a fee is charged for each query.

Our services include the provision of up-to-date information on companies operating within specific sectors, comprehensive company profiles, facilitation of contact introductions to potential partners, market research, sectoral trade reports, and the promotion of events, products, or services through the SpCCJ's communication networks.

These offerings are specifically tailored to help businesses establish and strengthen their foothold in the Japanese market.



COMPANY LIST

List of updated information about companies that operate in a concrete sector or that carries out a particular activity in Japan or Spain.



COMPANY PROFILE

Detailed and up-to-date information about a company that operates in a concrete sector or that carries out a particular activity in Japan or Spain.



CONTACT INTRODUCTION

Take advantage of the SpCCJ network and reputation to access new potential partners.



MARKET RESEARCH

Research and analyze market activity to provide businesses with tailored market insights and new perspectives.



TRADE REPORT

Sectoral information of a general nature that allows companies to have a basic knowledge of their sector of interest in Japan.



PROMOTION

Promote your events, courses, products and/or services using SpCCJ communication network: social media, newsletter, and our databases.

BECOME A MEMBER

CORPORATE MEMBERSHIP



PLATINUM MEMBERSHIP
Enjoy extra benefits and visibility as leading supporter of the SpCCJ.
From 1,000,000 JPY



LARGE-SIZE ENTERPRISE
Any companies & Organisations which are not applicable to SMEs.
Sponsorship: 300,000 JPY
Membership: 100,000 JPY
Total 400,000 JPY



MEDIUM-SIZE ENTERPRISE
Companies & Organisations whose revenue is less than 5 billion yen or less than 250 employees worldwide.
Sponsorship: 200,000 JPY
Membership: 100,000 JPY
Total 300,000 JPY



SMALL-SIZE ENTERPRISE
Companies & Organisations whose revenue is less than 1.5 billion yen or less than 50 employees worldwide.
Sponsorship: 100,000 JPY
Membership: 100,000 JPY
Total 200,000 JPY

INDIVIDUAL MEMBERSHIP



PROFESSIONAL
For individuals interested in being part of the Spanish Chamber and enjoy benefits regarding events and connections with our network.
Total 25,000 JPY



YOUNG PROFESSIONAL
Individuals 35 or under with interests in Spain - Japan business network.
Total 10,000 JPY

OTHERS



ASSOCIATIONS
NPOs and any other associations network.
Total 100,000 JPY

BECOME A MEMBER

MEMBERS BENEFIT



NETWORKING

Develop your red of contacts and valuable relationships to find potential partners and customers.



REFERRALS

Put the chamber network at your disposal. Introductions to other members and non-members looking for business contacts.



PROFESSIONAL DEVELOPMENT

25+ events throughout the year tackling the topics that matter to your people. Learn from other businesspeople.



PROMO & COMMUNICATION

6 communication channels for members to utilize, including SpCCJ website, newsletter, and social media.



REPRESENTATION

Be a part of EBC (European Business Council) where you can discuss issues with other companies and get solution.



SPECIAL CONTENT

Gain access to promotions and discounts and exclusive content offered by the SpCCJ and our network.

Benefits	Corporate Members			Individual Members	
	Large-Size Enterprise	Medium-Size Enterprise	Small-Size Enterprise	Professional	Young Professional
Access to other members contact details	•	•	•		
Introductions enquires to other members and non-member	•	•	•		
Forwarding commercial opportunities	•	•	•		
Free entrance to event up to JPY7,500 pp ¹	5 times/ year	1 times/year			
Promotion email sent to SpCCJ' s contacts ²	10 times/ year	5 times/ year	3 times/year		
Exposure on the website and link to company site	Logo on Directory	Logo on Directory	Logo on Directory	Name only	Name only
Access to Members only events	•	•	•	•	•
Preferential Access to limited capacity events	•	•	•	depends	depends
Participation in CEO Round Table Events	•	•	•	depends	depends
Receive candidates and CVs information	•	•	•		
Voting rights at the General Assembly	1	1	1	0	0
Opportunity to become Board of Directors	•	•	•		

Platinum membership benefits can be personalized.

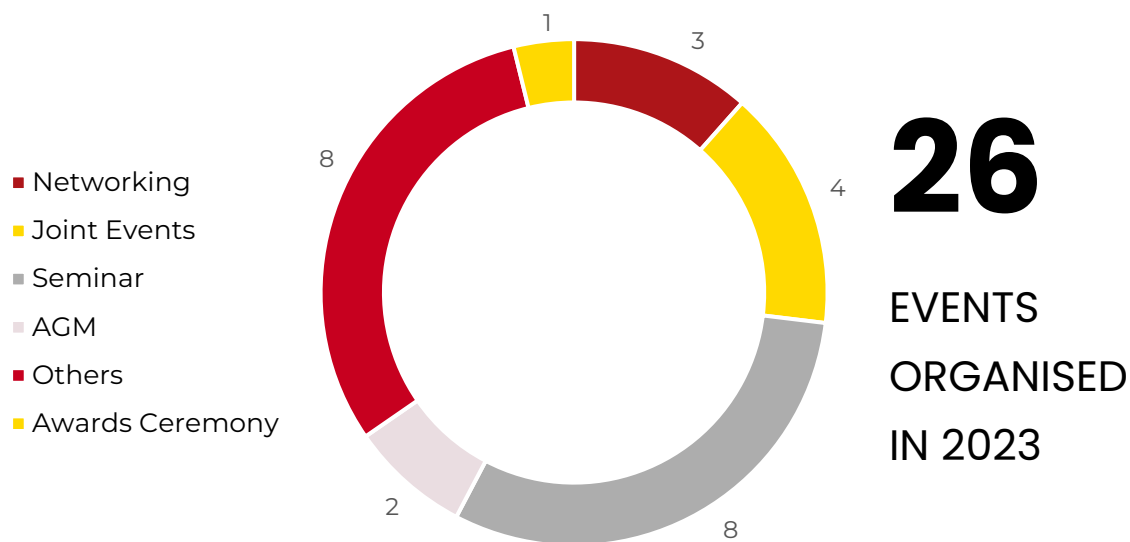
¹Please contact SpCCJ secretariat office about Terms of Conditions.

²Depending on the content, limitations can be surpassed.

ACTIVITIES OF THE CHAMBER IN 2023

EVENTS HIGHLIGHTS

Each year the Spanish Chamber of Commerce in Japan organizes a wide range of events that support the expansion of its network of both Member and non-Member companies in Japan and in Spain: we do this in accordance with our principal goal of promoting commercial partnerships between the two countries.



+923

GUESTS
WELCOMED

+100

COMPANIES
TOOK PART AT
OUR EVENTS

LEADING THE LARGEST
INTERNATIONAL
NETWORKING EVENT:
SUMMER COCKTAIL

MAIN SPONSOR COMPANIES OF 2023 EVENTS







SOLAN
DE CARRAS

Mahou



Felix Solis

PAPABUBBLE



WINE



LLADRO

2023 EVENT CALENDAR

JAN	FEB	MAR	APR	MAY
8 OTHER 2023 YP Mentoring Program - Beginning	14 SEMINAR YP Mentoring, Kick Off Seminar	8 SEMINAR Joining Forces on International Women's Day 2023 to #EmbraceEquity	13 SEMINAR Clic - COSENTINO, Going Beyond the Surface	9 SEMINAR Delighting Customers in Japan XIX
26 NETWORKING Tapas Night, Shinennkai edition	18 – 19 JOINT EVENT 7th Inter-Chamber Ski and Networking Event	23 AGM Annual General Meeting 2023	22 OTHER Kelme Pádel Day	19 NETWORKING Tapas Night, Desigual edition
19 OTHER Kelme Showroom	19 OTHER Young Professional Mentoring Program - Dinner with Santi- ago Iñiguez, IE Uni- versity		24 – 28 OTHER Trade Mission, Cámara de Manresa	
26 NETWORKING Tapas Night, Shinennkai	20 SEMINAR Running for My Life: One Lost Boy's Journey from the Killing Fields of Sudan to the Olympic Games			



2023 EVENT CALENDAR

JUN JUL SEP OCT NOV DEC

15 OTHER Driving Innovation for Global Markets in Japanese Corporations	7 JOINT EVENT Summer Cocktail 2023	21 NETWORKING Tapas Night, Eneko Tokyo edition	12 JOINT EVENT 2023 European Cocktail Networking	1 SEMINAR Le Tour de France Critérium Saitama	14 SEMINAR Rumbo a Japón / 日本への輸出
27 – 29 OTHER Kelme Showroom	27 AGM Extraordinary General Meeting 2023	28 SEMINAR CLIC featuring Swarovski	18 – 19 OTHER Japan Wind Energy 2023, Exhibition & Conference	10 AWARDS CEREMONY Spain Japan Business Contribution Awards 2023	
30 OTHER 2023 YP Mentoring Program - Ending	31 JOINT EVENT Join the Innovation Webinar with APAC Spanish Chambers of Commerce	28 OTHER Mikuni Wine PR Conference			









届く、伝わる、世界へ

皆様の生活と産業の発展を支える企業として感動と笑顔をお届けいたします。



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☎ +34-(93)-289-6280



FLAGSHIP EVENT: TAPAS NIGHT

The TAPAS NIGHT is the flagship networking event organized entirely by and for the SpCCJ network to provide a venue where members can mingle with fellow friends. It creates the perfect occasion for establishing personal relationships and rapport with business partners. 2023 Tapas Night would not be possible without the support of our F&B corporate members and common event partners: C.V.N.E./三国ワイン, Felix Solis Avantis, Grupo Freixenet, Garcia Carrion, Oui Wine, Sukoruni Wine, and Riquisimo.



Last year, we organized three Tapas Nights, including a new spin on the format, by bringing the Tapas Night to the venues of two of our members: Cosentino Japan and Desigual Japan.

On January 26, Cosentino Japan opened its showroom to our community for the first Tapas Night of the year: The Shinnenkai Edition. A shinnenkai, typically held among coworkers or friends in January, is a Japanese tradition for celebrating the new year, making promises for the year ahead, and wishing each other good luck and fortune. We welcomed over 60 professionals at Cosentino City Tokyo in Aoyama.

Apart from quality networking, they savored a delicious selection

of Spanish tapas prepared by our corporate member, La Dehesa.

On May 19, we immersed our guests in the spirit of a very unique organization by bringing our professional networking event to Desigual's flagship in Harajuku.

Desigual is a brand that celebrates diversity, self-expression, and the joy of fashion. The character of the brand could be felt

throughout a night where over 70 guests also enjoyed a 20% discount on every on-site purchase during the event.

For our last Tapas Night of the year, we partnered with an old friend of the chamber, Eneko Tokyo. The Basque restaurant - the venue for the 2018

and 2019 Spain-Japan business contribution awards - was a wonderful way to return to the Tapas origins that started at Spanish restaurants in Tokyo.



On September 21, more than 150 professionals immersed themselves in the flavors and customs that make Basque cuisine so unique. They enjoyed a delightful array of pintxos, the traditional

Basque-style tapas, meticulously prepared by the team at Eneko Tokyo.



In conclusion, this year's Tapas Nights have proven to be more than just a celebration of Spanish culture; they have been pivotal in strengthening business connections and deepening relationships among companies.

In summary, this year's Tapas Nights have been instrumental in enhancing business connections and enriching relationships between companies.

These events have served as a unique platform for networking, enabling members to forge new partnerships and reinforce existing connections in an engaging, culturally inspired environment.

Furthermore, these gatherings have also proven to be a valuable platform for elevating brand awareness for our sponsors and venues, significantly benefited by the social media engagement generated through pre- and post-event promotions.

We eagerly anticipate continuing this format, recognizing it as a key element for fostering business growth and collaboration within our community.

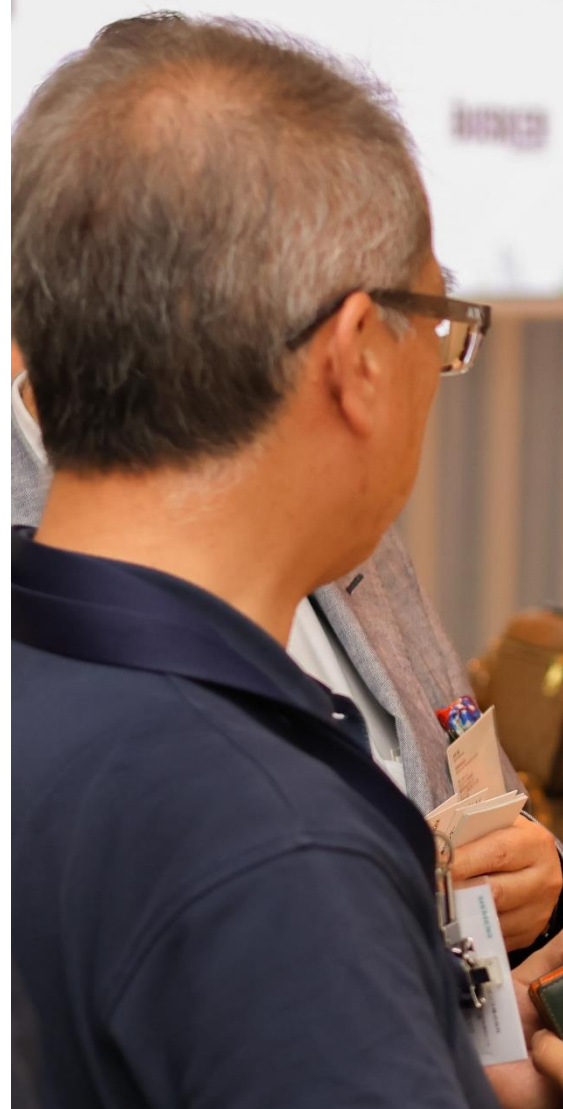
JOINT EVENTS: SUMMER COCKTAIL

Currently, Tokyo's international networking scene boasts two major events, with the Summer Cocktail, organized by the SpCCJ and participated in by more than 16 international chambers of commerce in Japan, standing as the most diverse. The SpCCJ pioneered this grand summer gathering across various industries and countries. The successful editions of 2022 and 2023 have confirmed the Japan business community's strong interest in this format.

On July 7th, under the leadership of the SpCCJ, numerous chambers of commerce including the Austrian Business Council, the American Chamber of Commerce, the British Chamber of Commerce, the Belgium-Luxembourg Chamber of Commerce, the Canadian Chamber of Commerce, the Danish Chamber of

Commerce, the French Chamber of Commerce, the Greek Chamber of Commerce, the Finnish Chamber of Commerce, the Italian Chamber of Commerce, the Irish Chamber of Commerce, the Netherlands Chamber of Commerce, the Polish Chamber of Commerce, the South African Chamber of Commerce, the Swiss Chamber of Commerce, and the Swedish Chamber of Commerce, joined in an exclusive business networking event. Infused with the enchantment of Tanabata, the event was held at the Tokyo EDITION, Toranomon, a corporate member hotel of the SpCCJ.

The SpCCJ's Summer Cocktail event has not only emerged as a hallmark of international networking in Tokyo but also as a vibrant testament to the power of collaboration and cultural celebration in the business world.





CLIC – COSENTINO EDITION

The Cosentino City Tokyo event was part of CLIC, a collaborative network of 11 European Chambers of Commerce in Japan. CLIC comprises the Austrian Business Council, Belgian-Luxembourg, Danish, Dutch, Greek, Finnish, Icelandic, Norwegian, Spanish, Swedish, and Swiss Chambers.

This association was born for organizing innovative networking events aimed at fostering idea exchange among members of these chambers. CLIC's involvement in this event underlines its commitment to enhancing international business relations and cultural exchange in Japan.

For this edition focused on the success of our corporate member Cosentino Japan, Mamoru Seko,

the General Manager of Cosentino Japan, presented the company's journey and its successful integration into the Japanese market. With a focus on technologically advanced, high-performance surfaces, Cosentino has revolutionized architectural and design materials, specializing in large-format ultra-compact stone solutions. Over 50 guests attended CLIC event.

By gathering professionals from various European Chambers of Commerce in Japan, it creates a dynamic environment for showcasing company profiles, products, and services. This approach not only enhances business networking opportunities but also elevates brand awareness among a diverse and influential audience.





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SEMINARS: DRIVING INNOVATION FOR GLOBAL MARKETS IN JAPANESE CORPORATIONS

In collaboration with our corporate member, the strategic design consultancy firm Mormedi, the SpCCJ successfully hosted an insightful panel discussion titled “Driving Innovation for Global Markets in Japanese Corporations” on June 15th at the Embassy of Spain.

The event commenced with opening remarks from Fernando Hernández Jiménez-Casquet, the Economic Counselor at the Economic & Commercial Office. The session then transitioned to an engaging roundtable discussion featuring prominent figures: Jaime Moreno, CEO & Chairman of Mormedi; Takehiro Miyoshi, Deputy Head of the Social Solution Business Unit, Trusted Society at Fujitsu; and Atsushi Maeda, Product Chief Designer at Nissan. The discussion was expertly moderated by Maruan El Mahgiub, Executive Business Development Director at Mormedi. A diverse audience of over 50 participants, including

Mormedi & SpCCJ members and guests, gathered to gain valuable insights into the strategies employed by leading Japanese corporations like Fujitsu and Nissan in fostering innovation and excelling in international markets. The discussion highlighted various aspects of innovation management, cross-cultural challenges, and the importance of strategic design in global business expansion.

Post-discussion, the event shifted to a cocktail reception, offering attendees an opportunity to continue conversations in a more informal setting. This segment of the event facilitated valuable networking, enabling participants to build connections and share experiences in a pleasant evening ambiance.

The event concluded leaving attendees enriched with a deeper understanding of the role of innovation in today's global economy and the unique approaches

of Japanese corporations to this critical business element.

The Spanish Chamber of Commerce in Japan (SpCCJ) is keenly focused on fostering these types of collaborative endeavors with its members. Events like “Driving Innovation for Global Markets in Japanese Corporations” not only highlight the expertise and insights of our members but also reinforce the SpCCJ's role as a catalyst for innovative dialogue and business synergy.

We strongly believe in the power of collaboration to unlock new opportunities and perspectives, especially in a globally connected business environment. Going forward, the SpCCJ is committed to facilitating more such partnerships, providing platforms where members can share their expertise, engage in meaningful discussions, and contribute to the broader business community's growth and success.

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SPAIN-JAPAN BUSINESS CONTRIBUTION AWARDS 2023

The Spanish Chamber of Commerce in Japan (SpCCJ) proudly concluded its eighth edition of the Spain-Japan Business Contribution Award (SJBCA) ceremony on November 10th, 2023. The event, held at the prestigious Tokyo EDITION, Toranomon, was graced by around 100 distinguished guests from the Spain-Japan business community.

This year's award was bestowed upon Hitachi Group, to recognize its contribution to Spain-Japan commercial relations with participation in key industries like mobility, renewable energy, and IT — crucial sectors for building smarter, greener, and more efficient systems for the future.

A landmark achievement in this collaborative journey was highlighted in 2023 when Global-Logic Inc., a Hitachi Group company, announced its strategic expansion into Spain. This decision to establish a legal entity and open new engineering centers in Spain signifies a strong commitment to the technological advancement of the country.

Hitachi Group's presence in Spain extends beyond Global-Logic, with six other subsidiaries already established, further reinforcing the robust business ties between Spain and Japan.

The award was presented to Mr. Jun Taniguchi, Vice President and Executive Officer of Hitachi, Ltd. and CEO of Hitachi Digital LLC, by His Excellency Fidel Sendagorta Gomez del Campillo, Ambassador of Spain to Japan. The ceremony was not only a formal acknowledgment of Hitachi Group's contributions but also a celebration of the flourishing Spain-Japan business relations.

The evening was complemented by an exquisite dinner, inspired by the flavors of Spain. The culinary experience was curated by Chef Mateu Villaret, founder of the Michelin Guide restaurant Masía. The menu perfectly blended local ingredients with Spanish gourmet influences, offering guests a unique gastronomic journey. The event was further enhanced by the support of various SpCCJ members and partners.

Renowned Spanish vintners such as CVNE, Freixenet, Felix Solis, Garcia Carrion, Osborne, and Oui Wine provided a selection of fine wines and cava. Solan de Cabras contributed its signature Spanish mineral water, and Mahou was the exclusive beer sponsor. The enduring ally, Lladró, presented the 'Gallop' trophy, symbolizing the swift ascent in Spain-Japan commercial ties.

Additionally, this edition featured Papabubble's custom confections, specially tailored for the ceremony, adding a sweet touch to the collaborative atmosphere.

The SJBCA ceremony not only served as a platform to honor Hitachi Group's contributions but also reinforced the significance of collaborative efforts between Spanish and Japanese businesses. The SpCCJ remains dedicated to promoting and supporting such synergies, which are vital for the continued growth and success of Spain-Japan commercial relations.



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TRADE MISSIONS: CÁMARA DE MANRESA

The collaboration between the Spanish Chamber of Commerce in Japan (SpCCJ) and local chambers of commerce, along with similar organizations, has emerged as a relevant aspect of the chamber's operations. This collaboration is geared towards fostering international business growth, establishing cross-border partnerships, and creating platforms for direct business engagement.

Through this model of collaboration, the SpCCJ has successfully launched a new business line, previously adopted by other Spanish chambers abroad, proving to be an effective strategy for capitalizing on the chamber's ability to understand booth markets.

A good example of this approach is the partnership between the Chamber of Commerce of Manresa and the SpCCJ in organizing a multisectoral trade mission. This mission targeted three principal sectors—food, beverage, and cosmetics—with the goal of connecting Spanish companies to the Japanese market.

The initiative resulted in more than 30 meetings with 16 leading Japanese firms, including prominent distributors such as AEON Group, Kobe Bussan, CGC, Costco, and Yamaya, thereby demonstrating the SpCCJ's proficiency in facilitating high-level business connections.

The trade mission provided a dynamic platform for Spanish companies to showcase their

products and services, and for Japanese firms to discover new business possibilities. This case study exemplifies the SpCCJ's capability in aiding companies to penetrate and thrive in the Japanese market. By concentrating on specific sectors and organizing targeted meetings, the SpCCJ has shown its ability to bridge business gaps and cultivate significant international trade relationships.

Especially advantageous for companies seeking to connect with key industry figures in Japan, this trade mission underscored the SpCCJ's essential role as a vital partner for businesses navigating the complexities of international trade and seeking market expansion.

GENERAL MEETINGS IN 2023

ORGANIZATIONAL CHANGES

The chambers of commerce are freely established associations overseas and are governed by the legislation of each respective country. However, they maintain a connection with the Spanish State when they receive official recognition.

The process for this recognition was outlined in Spain by an earlier Royal Decree, which was revised by Royal Decree 1179/2020, dated December 29. This update revised the criteria that a chamber must meet to be officially recognized by the Spanish government and the implications of such recognition. It also defined the framework for interactions with the Spanish State post-recognition, in consistency with the legislation of the host country.

This amendment required all Spanish chambers abroad to update their Articles of Incorporation. In our case, the changes were approved by our members during two general assemblies: the Annual General Meeting on March 23, 2023, and an Extraordinary General Meeting on July 27, 2023 and ratified by the Spanish Secretariat of State of Trade.

The Annual General Meeting also led to important changes in the board of directors' composition.

Firstly, Guillermo Gutierrez, who served as the chamber's president from 2017 until 2022 and was instrumental in establishing the foundations of the current SpCCJ, stepped down. Additionally, Sayuri Ishimi, who not only supported the chamber in her role as a director but also was an active part on the organizations of many activities during her tenure, also left her position.

On the other hand, the board of directors was strengthened with the addition of two new members, both of whom bring a deep understanding of the country and represent key sectors for Spain.

Pelayo Rodriguez, from Ocean Winds, contributes expertise from the renewable energy sector, highlighting the increasing weight on sustainability and green energy of Spain in Japan.

Abraham Franco, from Riquísimo, brings valuable insights from the food and beverage industry, a sector that is central to Spain's economy and cultural identity. These appointments underscore the chamber's commitment to diversity and expertise across economic sectors, aligning with its strategic goals and fostering stronger international ties.



Guillermo Gutierrez



Sayuri Ishimi



Abraham Franco



Pelayo Rodriguez

MEMBERS OF THE CHAMBER IN 2023

MEMBERSHIP EVOLUTION

The SpCCJ was initially founded by 10 companies: Addeco Ltd., Grupo Antolin Japan, BBVA, Zara Japan, Freixenet Japan, Felix Solis Avantis, Amadeus Japan, Maetel Construction Japan and Lladro Japan. Since that moment, the chamber has crossed different growing stages until reaches its highest peak in 2023.

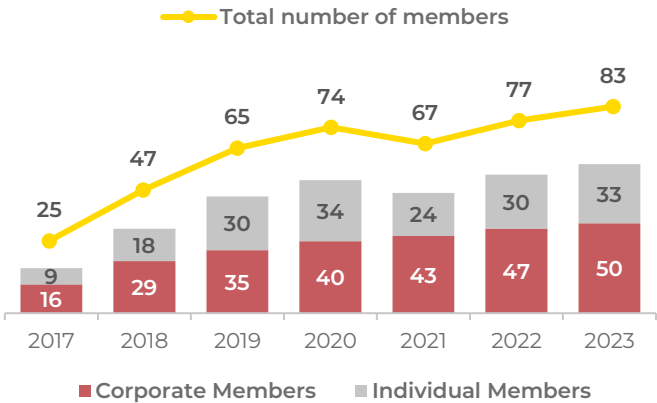
The evolution reflects the chamber's efforts to foster Spanish Japanese business relations and provide valuable services to companies and individuals invested in these cross-cultural ties.

In 2017, the year it achieved official recognition, the chamber finished with a modest count of 25 members, indicating a nascent community of businesses and individuals committed to nurturing Spain-Japan commercial interests. This number nearly doubled to 47 in 2018, demonstrating an increasing interest in the chamber's role of facilitating business support and connections.

The upward trajectory continued into 2019, with the total number of members climbing to 65, especially supported

by rapid growth in Small-Size members and the introduction of a new category for Mid-Size enterprises.

In 2020, at the onset of the

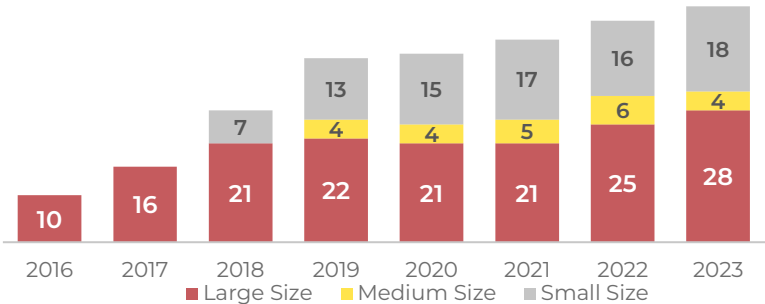


COVID-19 pandemic, membership continued to grow despite the global crisis, with corporate members increasing to 40 and individual members to 34, showing initial resilience among the chamber's community.

However, the pandemic's impact became more pronounced in 2021. While corporate membership saw a slight increase to 43, individual membership declined sharply to 24. This reduction reflected the significance of networking activities for the chamber and the limitations of the online format in facilitating network development.

With the recovery of face-to-face events and a return to normalcy, the last years marked a period of robust growth for the SpCCJ, with individual membership numbers climbing back up and corporate members reaching a new high.

By 2023, the total number of members had reached 83, an all-time high since the chamber's establishment. This growth underscores the increase of the commercial activity between Spain and Japan, marked by the presence of more Spanish companies in Japan than ever before, a significant increase in exports from Spain, and enhanced investment from Japanese corporations.



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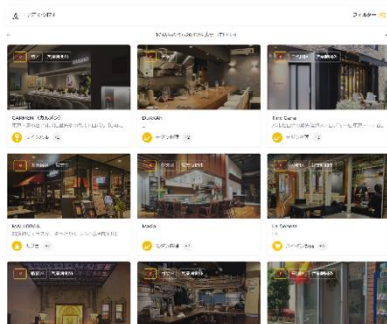
COMETE
ESPAÑA
EN JAPON



COMETE ESPAÑA EN JAPÓN (CEJ) とは？

COMETE ESPAÑA EN JAPÓN

レストランリスト



Comete España en Japón is a unique Spanish restaurant directory dedicated solely to Japan.

It serves as a culinary guide, showcasing a diverse array of Spanish eateries and offering recipes for classic Spanish dishes.

The platform's goal is to uplift and promote Spanish restaurants in Japan, especially those delivering genuine Spanish culinary experiences, helping them to gain prominence.

The website offers a user-friendly interface where visitors can

search for Spanish restaurants based on various criteria.

These include locations, categories, distance, and other features, making it easier for users to find the ideal restaurant for enjoying Spanish cuisine.

Comete España also aspires to become a platform to boost brand recognition for our associated brands among both, general consumers and all the participants in the value chain.

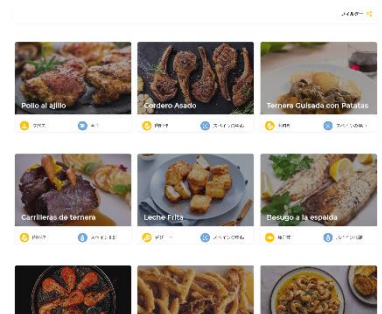
Our brands have a dedicated space to present their products



and will have access to share their news, events, and other activities in the CEJ newsletter.

COMETE ESPAÑA EN JAPÓN

レシピ



Visitors to Comete España can also explore a variety of Spanish food recipes, enhancing their culinary experience. Additionally, the website offers insights into Spanish food, culture, and traditions, providing a comprehensive understanding of Spain's rich gastronomic heritage.

検索 カテゴリ エリアから探す



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ワインバル 2

DukKAh

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🔍 スペイン料理検索

レストラン検索

レストランリスト

レシピ

協賛

CEJについて

ブログ

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La Dehesa

予約・お問い合わせ

シェア

店舗基本情報

📍 住所

📞 予約・お問い合わせ

🔗 シェア

👤 オーナー登録

🕒 報告

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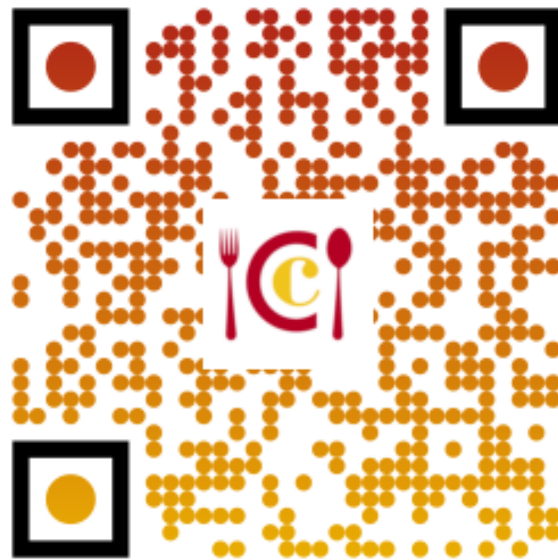


オンラインショップ

🕒 営業時間外

本日の営業時間 5:30 PM - 10:30 PM





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