EU–Japan Business: Driving Digital Innovation

EU-JAPAN TRADE AND INVESTMENT

Total Trade
€ 190 BILLION

Total Trade in services
€ 61.7 BILLION

EU Investment Stock in Japan
€ 86.6 BILLION

Japan's Investment stock in the EU
€ 212.5 BILLION

SOURCE: COUNCIL OF THE EUROPEAN UNION

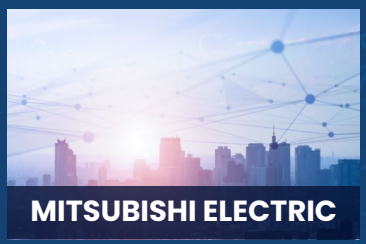
DIGITALEUROPE

SUCCESS STORIES FROM OUR MEMBERS

ASICS utilises the 3DEXPERIENCE cloud platform as a common foundation for R&D, enabling project members to communicate on the platform to solve problems and make decisions. By allowing collaboration with engineers worldwide on the cloud, it leads to rapid problem resolution and smoother development while ensuring data security in the cloud environment. By centralising development data in the cloud, distributed teams can collaborate using the same up-to-date data, enabling joint reviews of the latest models between teams in Boston, USA, and Kobe, Japan. Progress sharing, reviews, and tracking of revision history are all conducted on the platform, with changes continuously verified across time zones.

2026 marks Ericsson's 41st year in Japan, as a trusted secure supplier to CSPs Softbank, KDDI, and NTT DoCoMo, positioning Ericsson at the forefront of advancing Japan's connectivity. Ericsson holds a leading market position in 5G and continues expanding its market presence with all of Japan's telcos. In July 2025, Ericsson and Softbank announced a new agreement to enhance Softbank networks with the provision of new equipment that will upgrade Softbank's legacy 4G networks and the expansion of their 5G Standalone capability. Ericsson plans to establish an R&D center in Japan to further develop 5G and 6G technologies and advanced radio hardware and software. This marks Ericsson's long-term commitment to Japan as one of its strategic markets and its support for strengthening Japan's economic security.

Fujitsu played a central role in advancing the technical interoperability between Catena-X and Japan's Ouranos Ecosystem. Fujitsu contributed to the design and implementation of the interoperability framework, enabling trusted data exchange, and supported cross-border credential exchange, and the federation of trust anchors. This enabled mutual recognition of trust frameworks across jurisdictions while respecting each ecosystem's governance, systems, and regulatory environment. This work provides a practical example of how interoperable data spaces can support transparent supply chains, sustainability reporting, and global industrial collaboration.



Mitsubishi Electric Corporation and Inria, France's National Institute for Research in Digital Science and Technology (Institut national de recherche en sciences et technologies du numérique), have launched a joint research project titled "Formal Reasoning applied to AI for Methodological Engineering" (FRAIME) with the aim of realising trustworthy AI systems. Through this project, Mitsubishi Electric and Inria will leverage their joint strengths to establish next-generation AI technology that combines reliability and practicality, helping to realise a society where AI can be used with peace of mind.

NOKIA

Nokia is a long-standing partner to Japan's leading telecom operators (KDDI, NTT, SoftBank, Rakuten), delivering resilient networks across radio, core, transport, and cloud solutions. Nokia contributes to innovation in Japan, in Open RAN and beyond; for instance, SoftBank and Nokia demonstrated that external AI workloads can run directly on AI-RAN infrastructure, allowing computing tasks to operate alongside RAN traffic. Using SoftBank's AITRAS Orchestrator, the system manages resources across the network and AI applications, transforming telecom infrastructure into a shared AI computing platform. This enables external users to access distributed computing resources on demand—without additional hardware—and opens new revenue opportunities through AI processing as a service.

PANASONIC

In September 2025, Panasonic reopened its upgraded and expanded factory in Pilsen, Czech Republic. It invested €320 million into the expansion and refurbishment of the heat pump facility, increasing the factory's production capacity by 250% to a total of 140,000 m², which is complemented with dedicated R&D on-site and a training centre. This boosts Panasonic locally produced air to water heat pump capacity, making Pilsen the company's second Net Zero factory in Europe. By 2030, the site will deliver up to 1.4 million units annually.

PHILIPS

Philips collaborated with Tokyo Metropolitan Geriatric Medical Center, an acute hospital treating illnesses common among senior citizens, including cardiovascular diseases, cancer, and dementia. The Center introduced Philips Ambient Experience to reduce patient stress during CT scans through calming lighting, projections, and sound. The immersive themes have greatly helped staff build trust with patients, making communication easier and improving the overall experience. By reducing anxiety and streamlining procedures, the system eases staff workload and enhances examination accuracy.

SAP

SAP's Japan-originated disaster prevention platform, EDiSON, is currently used by Oita and Fukuoka Prefectures and Shizuoka City for emergency management operations and is now expanding globally following its success in Japan. SAP has also seen adoption in the public sector, including in Fukui Prefecture, where officials use SAP for travel expense management and reimbursement. SAP estimates its current workforce in Japan to be approximately 1,800 FTEs.

SIEMENS HEALTHINEERS

Siemens Healthineers' photon-counting CT demonstrates the impact of EU-Japan innovation in advanced healthcare. ACRORAD, an Okinawa-based startup, developed a semiconductor detector for CT with support from Siemens Healthineers. This detector technology was integrated into Siemens Healthineers' CT systems and contributed to developing and commercialising photon-counting CT, including the world's first system, NAEOTOM Alpha. The partnership combined Japanese excellence in advanced detector materials with European system integration and commercialisation, helping bring a breakthrough medical imaging technology from long-term R&D to clinical application. It shows how EU-Japan industrial cooperation can accelerate innovation, strengthen resilient high-tech value chains, and deliver tangible benefits for patients worldwide.


DIGITALEUROPE