



Defence Japan Mission 2027

April 27 -> 30, 2027

The Japanese defence industry is changing rapidly. In April 2026, the Japanese government removed decades-long barriers to the export of defence equipment, opening up a market that had previously been limited to mainly domestic suppliers.

The decision to lift these barriers was driven by rapid geopolitical changes, as well as by a desire to strengthen Japan's own defence industrial base by enlarging the prospective market for its defence manufacturers.

These changes also signal a broader shift in outlook within Japan's defence community and industry. While the United States remains the country's closest ally, Japan has also made overtures to deepen cooperation with the EU and NATO member states. A concrete expression of this is the first EU-Japan Defence Industrial Dialogue, held in April 2026.

Growing international interest in Japan's defence sector is also reflected in the rising popularity of DSEI Japan, the country's only specialised biennial defence exhibition. The 2025 edition attracted 474 exhibitors and 13,385 unique visitors from over 63 countries. Organisers expect the 2027 edition to feature 700 exhibitors and up to 20,000 visitors.

The EU-Japan Centre for Industrial Cooperation (hereinafter, the Centre) participated in DSEI Japan 2025, offering 13 EU SMEs the opportunity to present their solutions to the Japanese defence community. For DSEI Japan 2027, the Centre has once again secured a pavilion for 16 EU companies to exhibit their products.

Is your company active in the development of defence technologies and solutions —

such as cybersecurity, unmanned platforms (drones), laser or satellite communications, or radar technologies? Would you like to present your products and services to potential partners and clients in Japan? If so, the EU-Japan Centre for Industrial Cooperation has an exciting opportunity for you:

Join our Defence Mission and exhibit at DSEI Japan in April 2027.

ABOUT THE MISSION

The **Centre's Defence Mission** will exhibit at the [DSEI Japan 2027 exhibition](#), the only large-scale integrated Defence exhibition in Japan from 28-30 May 2027 in Tokyo. DSEI Japan provides unprecedented levels of access to the Japanese and wider Asia-Pacific market. During the first edition in 2023, over 1,100 VIPs and delegations from across the world attended DSEI Japan and exhibitors met with some of the Asia-Pacific's key decision makers.

The Centre offers 16 EU Defence-related enterprises the opportunity to exhibit in person at DSEI Japan 2027. Selected participants will have the opportunity to connect with Japanese business partners and showcase their solutions during the three-day exhibition.

WHAT DO WE OFFER?

As part of the mission, the Centre will offer the following services:

- An Individual display stand in the Centre's joint booth at the DSEI Japan 2027 exhibition.
- Support by the Centre's staff before and during the mission.
- Participation in a one-day program that includes a pitching/networking event to Japanese government and industry representatives, as well as an opportunity to meet with Defence-attachés from EU member states.
- Translation and printing of a promotional poster to be displayed at the Centre's joint booth, to ensure that participants' products and technologies are effectively communicated to both Japanese and overseas visitors.
- A bilingual leaflet with the company profiles of the participants for distribution during the exhibition.
- Use of professional interpreters to ensure that participants feel confident and well-supported throughout the event.
- Individual Company Meeting service, with relevant counterparts in the Japanese Defence community, pre-arranged with EU-Japan Centre's support.
- Meeting space within the joint booth, to meet up with prospective partners.
- Prior to travelling to Japan, mission participants will receive detailed information on the schedule and Japanese business etiquette through a preparatory webinar.
- *SME participants will have free accommodation for five nights arranged on their behalf*

SCHEDULE

April 26 (Mon)	April 27 (Tue)	April 28 (Wed)	April 29 (Thu)	April 30 (Fri)
Recommended arrival in Tokyo	Briefing Pitching/ Networking event	DSEI Japan 2025 (Day1)	DSEI Japan 2025 (Day2)	DSEI Japan 2025 (Day3)

OBJECTIVES

- Explore and create partnering opportunities with Japanese government organisations and companies in the defence sector.
- Gain valuable insights and knowledge about the Japanese market.

PARTICIPANT PROFILE

This call for applications targets individuals working for enterprises (*) from the European Union or a country associated with the Single Market Programme, SME Pillar (***), specialising in military or dual-use technologies, including:

- Aerospace, aeronautics, and avionics technologies
- Cybersecurity, IT, quantum, and AI technologies
- Drone or other unmanned mobile technologies
- Laser, acoustic, or satellite communication technologies
- Maritime and naval defence technologies
- Guided missile technologies
- Radar technologies
- Other defence-related services and equipment

(*) *Small and medium-sized enterprises (SMEs) are companies that meet the [standard criteria](#) set by the European Commission to be classified as SMEs.*

(***) *Please check the status of your country [here](#).*

ELIGIBILITY

The company must:

- be an enterprise based in the European Union, or in a country associated with the Single Market Programme (SMP), SME Pillar (***); the headquarters of the company must be in an EU/SMP country;
- have a proven track record in providing solutions relevant to the topic of this mission;
- demonstrate that its representative(s) are supported by senior management, evidenced by a signed letter (required where the representative(s) do not themselves belong to senior management);
- be able to participate in the entire programme; representation at the same trade fair in any other capacity (e.g. in a standalone booth or as part of a national or regional pavilion) is not permitted;
- ensure that its representative(s) have a good command of English (recommended level: B2 or higher).

Applicants may be declined if they have previously cancelled their participation, were absent during part of a prior mission without a valid reason, or have in any other way acted contrary to mission guidelines or failed to follow the instructions of Centre staff.

Companies deemed not relevant to this sector-specific business mission will be rejected.

SELECTION

The Centre will evaluate applications based on the following selection criteria:

- Strategy and potential regarding the Japanese market
- Relevance to the topic of the mission and the targeted exhibition
- Track record of supply to defence-related organisations or industry

The mission will accommodate a maximum of **16** companies. Other applicants who score at or above the average will be placed on a waitlist and ranked according to their scores. Only one application per company/cluster will be considered.

COSTS

Mission participants are responsible for covering:

- Flights and other travel expenses to Tokyo and the trade fair venue
- Accommodation in Tokyo (free of charge for SMEs — see below)
- Other living expenses in Japan, including local transportation and meals

DEPOSITS and FEES

Selected participants are required to pay a deposit of €1,000 to secure their place in the mission, within two weeks of being selected. The deposit will be refunded in full upon submission of a brief post-event report.

Please ensure you are fully committed before applying, as cancellation after confirming participation will result in forfeiture of the deposit.

Selected participants representing a non-SME are required to pay a non-refundable participation fee of €2,500 to secure their spot in the mission.

Forfeiture of deposits and fees

- Last-minute (14-days or less before start of mission) cancellations made after confirming participation may result in the forfeiture of the participation fee. However, a refund is possible in cases of force majeure, such as natural disasters or other unforeseeable circumstances beyond the participant's control.
- Failure to attend the mission (at the EU-Japan Centre booth or mandatory mission events): for each day that a participant will be absent without a valid reason, between 200 and 250 EUR will be deducted (200 EUR for a 5-day mission, 250 EUR for a 4-day mission)

SUBMISSION

Please submit your application through the Defence Japan 2027 Mission webform

TIMELINE

Call opening: October 5, 2026

Deadline: December 18, 2026



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