



Belgium-Japan Association  
Chamber of Commerce  
日白協会兼商工会議所



## TRADE FLOWS & CULTURAL NEWS

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### EDITORIAL

## Opportunities

By H.E. Mr Kojiro Shiojiri, Ambassador, Head of Mission, Mission of Japan to the EU

March this year, several days after the disaster hit, a foreign journalist made a live broadcast from Tohoku, Japan, describing the scene in front of him as a struggle between the worst of Mother Nature versus the best of Human Nature. The number of people who lost their precious lives and are still missing has exceeded 20,000 and 400,000 were misplaced. The damage caused by the earthquake and tsunami profoundly affected the Japanese Nation but our determination to rebuild a resilient Japan will never tire. In regards to the TEPCO Fukushima Dai-ichi Nuclear power plant, we still face challenges but we are utilising all available resources and taking concrete steps via a road-map to restoration.

When confronted with such a devastating situation we have a responsibility to learn from this tragedy and to draw from those lessons to guarantee the safety and further development of our collective future. In this regard, we are now moving forward with regional development to restore people's lives in the Tohoku area and to contribute to a new type of mutual support in communities, which we hope will act as a model for other societies seeking a more prosperous course. We will pursue this in tandem with greater developments in areas such as renewable energy and application of regional resources to realise the ideal of building people-friendly and eco-friendly societies. Our economic situation is emboldened by the restoration of industrial productivity, supply chains and manufacturing bases, all of which accompany Japan as it moves confidently into the future.

While Japan faces challenges caused by the earthquake, Europe is struggling with financial challenges. I believe that the EU will successfully overcome this situation and continue to face up to challenges. Ja-

pan expects this and is confident that the EU will rise above current difficulties. Japan has been supporting Europe as the largest investor in the European Financial Stability Facility and will continue to stand together with Europe in the future.

Overcoming these difficulties is of paramount importance for both of us, taking into account our status as world leaders. Having tackled global issues in cooperation and deepened our relationship in various aspects, we are now focusing on concerted efforts to enhance our relationship further through comprehensive agreements. Japan and the EU agreed this May to initiate the process of parallel negotiations on both an EPA (Economic Partnership Agreement) and a political agreement. This EPA would allow us to incorporate a new found level of economic partnership into our relationship and establish a model for the international economy. In addition, by integrating a set of common rules among us, our business people would witness a substantial extension in their ability to operate and compete in the world economy.

We must also focus on enhancing our political ties in parallel to economic advancements. United by a shared commitment to fundamental values and principles such as democracy and the rule of law, Japan and the EU should equally intensify our relations in political areas by concluding a binding agreement covering global and political cooperation worthy of global partners. We are currently undertaking scoping exercises for these agreements, but this represents just the first steps towards what we believe should be a fully comprehensive strengthening of political and economic relations.

Almost thirty years ago, I originally worked for the Mission of Japan to the European Communities. This is

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H.E. Ambassador Kojiro Shiojiri

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**BJA REPORT**

**The 7<sup>th</sup> BJA Golf Cup and Golf Initiation  
第7回BJAゴルフコンペとゴルフイニシエーション**

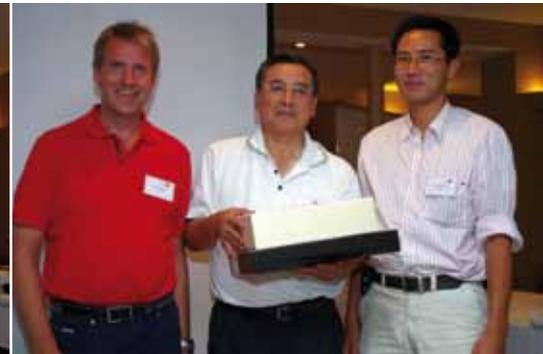
Saturday, 3 September 2011 – Golf Club de Louvain-la-Neuve



The enthusiastic Golf initiation participants learning eagerly the technique of how to putt.



With a great joy, HE Ambassador Shiojiri of Mission of Japan to the EU takes the replica for the very first triumph of the EU team as the EU team.



Mr Shinichi Fujii (center), President & Managing Director of Fujifilm Europe receives prizes from Mr Jan Lambrechts (left), Partner of Ernst & Young and from Mr Yusuke Nakamura, Manager of Carlson Wagonlit Travel – Japan Express Travel.

The Cultural Committee of the BJA has chosen one of the very few extremely warm and sunny summer days this year in Belgium to invite members and partners to the 7<sup>th</sup> BJA Golf Cup and Golf Initiation held at the Golf Club de Louvain-la-Neuve.

Under the great support by the BJA company members, the BJA welcomed over 65 participants including two honorable guests, H.E. Ambassador Yokota of the Embassy of Japan to Belgium and H.E. Ambassador Shiojiri of the Mission of Japan to the EU. The sponsors provided us with a fresh lunch buffet, refreshments during and after the game, and delivered a number of fantastic prizes for both the Golf Cup and Golf Initiation group.

Among many highlights of the event, the team competition ‘EU vs Japan’ definitely comes to the top of the list. After 6 consecutive years of Japan team’s victory, the EU team made its thrill-

ing triumph for the first time. H.E. Ambassador Shiojiri kindly accepted to be the captain of the EU team and to receive the winning replica.

After the prize giving ceremony and dinner, the guests took a fresh air in the terrace while enjoying delicious desserts and pleasant conversation among each other to adjourn the long day. BJA thanks wholeheartedly to the generous sponsorships and the enthusiastic participation by the members and partners to realize this BJA sporting event so special every year.

The pictures are by courtesy of Mrs Françoise Demeter of E. & H. De Beukelaer.



# Business Round Table: Business in the cloud – A global opportunity? ビジネスラウンドテーブル：雲の中のビジネスチャンス -クラウドコンピューティングの可能性

Wednesday, 21 September 2011 – European Parliament, Brussels



Mr Kanai debriefs the opportunities of cloud computing for KDDI Belgium's business, with Mr Pancini following.



MEP Malcolm Harbour, Mr Ostoja-Ostaszewski, Mr Jones and Mr Toyota of Hitachi Europe Ltd listen to Mr Van Overstraeten touching upon the challenges and legal aspects of cloud computing.



Already brainstorming the next EU Committee event between the committee members, Mrs Cristina Leal of Cullen International and Mr Takahiro Tomonaga of Mitsui & Co. Benelux, and the EU Committee Chairman, Mr Didier Stevens of Toyota Motor Europe.

The EU Committee of the BJA was pleased to organize a business round table on Cloud Computing in the dynamic surroundings of the European Parliament. MEP Malcolm Harbour, Chair of the EP's Internal Market and Consumer Protection Committee, and well-known specialist on IT issues, moderated this round table which aimed for an exchange of views between experts and international players

about cloud computing.

The discussion showed that cloud computing is a global phenomenon and that there are considerable business opportunities for market players in Japan, Europe and the US. Nevertheless, more clarity is needed on how EU legislation applies to a cloud-based environment.



The audience eager to hear the insights from experts on the topic.

The other participants to the round-table were:

- > Mr Yuzo Kanai, Sales Manager at KDDI Belgium
- > Mr Peter Jones, Manager Information Systems Group, Hitachi Europe Ltd
- > Mr Jan Ostoja-Ostaszewski, Member of Cabinet of EU Commission Vice-President Viviane Reding
- > Mr Marco Pancini, European Senior Policy Counsel at Google
- > Mr Tanguy Van Overstraeten, Partner and Global Head of Data Protection at Linklaters LLP, BJA Vice-President

The seminar concluded with a very interactive Q & A session followed by a nicely arranged cocktail during which the participants continued to share points and comments on the topic of the day.



# VIP Visit – An insider’s view into the diamond capital of the world

## VIP訪問 – 世界有数のダイヤモンドの街—アントワープ

Tuesday, 27 September 2011 – HRD Antwerp, Antwerp



The participants are led into the world of diamonds through an intriguing introduction.



H.E. Ambassador Yokota enjoys the story about 'hearts and arrows' inside the diamond.



Diamonds and beer, a perfect combination.

With generous cooperation by the HRD Antwerp Diamond Lab, the Cultural Committee of the BJA had the pleasure of welcoming over 30 members of BJA, including HE Ambassador Yokota of the Japanese Embassy who honoured us with his presence, to an exclusive VIP visit into the diamond capital of the world, Antwerp.

Firstly Mr Mark Van Bockstael, Chief International Affairs of Antwerp World Diamond Center, welcomed the participants and gave a presentation focused on Antwerp and its diamond business trends. Following, the participants were guided through 3 different venues – inside the HRD Antwerp Lab, inside the lab of 'Matrix Diamond', one of the number of companies headquartered in the Diamond Square Mile, and inside the Diamond bourses.

Throughout the visit, the participants were all impressed by the number of professional eyes and hands that are involved to conceive one precious and glorious diamond of which many people dream.

After the visit, the participants continued to enjoy the networking cocktail with ample choice of Belgian beers. To return home the participants received a box of diamond (in chocolate!) from Vintage Productions, a corporate member of BJA, who kindly assisted to realize this exciting visit together with HRD Antwerp.



AWDC  
wishes a warm  
welcome to  
the delegation of the  
Belgium - Japan  
Association  
  
Diamonds love Antwerp

## Beethoven's 9<sup>th</sup>: The ideal recipe for ending the year with joy and beauty!

By Mrs Tiene Vertriest, Business Development Manager of Yamagata Europe and BJA Editorial Committee member



Suntory Hall on Flickr © Holger Schinköthe

Every year in Japan, during the month of December, there are more performances of Beethoven's Ninth Symphony than for the entire year in the rest of the world combined. While, Mozart's Weihnachtsoratorium and Händel's Messiah are typically performed during the Christmas period in Europe, Beethoven's Ninth heads the lists in Japan.

Tokyo has 20 concert halls and nine professional orchestras, but looking at just one hall (Suntory Hall) and one orchestra (The Japan Philharmonic Orchestra) suffices to understand the typical music programming in all of Japan's concert halls during December. This year, Suntory Hall will present 7 performances of the Ninth, and the Philharmonic Orchestra will perform it 9 times in various halls.

Apart from the high number of performances, the huge numbers of performers that are being recruited is also remarkable. Many performances boast choirs of an amazingly size, sometimes numbering five thousand and even ten thousand singers. What is also significant is that the choirs are usually made up of amateur singers of all ages and from all walks of life.

Among the grandest and most impressive, is the annual concert at Osaka-Jou Hall. The tradition started in 1983 as a part of the inauguration ceremony of the Osaka-Jou Hall. Almost every member of the ten-thousand-strong choir is an amateur. Applications are open from early June and selections are made by drawing lots in mid-July. Successful applicants start rehearsing in mid-August to prepare for the grand event in December.

Without being able to explain the nation's year-end obsession with the Ninth, many people call it a traditional way of celebrating the Christmas season and the coming of the New Year. New Year is the most important annual holiday in Japan.

It's a time to clear debts, pray that everything bad has ended and that good fortune will return with the beginning of the New Year. It's a joyous time, and the Ninth fits into this celebration in two significant ways: it's a glorious and joyous work, and since it's the last symphony Beethoven wrote, it is a new beginning in itself.

Although no one seems to know exactly when this tradition began, a plausible explanation for the Ninth's December tradition is economics. After the war, everyone was poor, musicians included. During the festive New Year's season they needed extra money for the holidays (mochidai, or 'money for rice cakes'), so orchestras decided to play the Ninth during the month leading up to the holidays, since it was one of the few classical works that the average person knew or had at least heard of. Gradually the Ninth took hold as a way of generating income for the orchestra and choir, while the 'Ode to Joy' resonated with the hope for a better life.

However, it wasn't until the 1960s that performing the Ninth in December became the institution that it is today. A sure milestone was the NHK Orchestra's decision in 1962, to present a weeklong festival of performances in December. It was so successful that other orchestras - amateur as well as professional - quickly followed their example. An audience was thus cultivated that would increase exponentially over the years and would inspire thousands to sing the 'Ode to Joy'.

The Ninth is a classic symphonic journey from darkness to light, from minor to major, and from chaos to order. Especially the chorus at the end, the finale of all finales, expresses an optimism and universal message that all men will be brothers and come together in a common destiny. A positive message for a new beginning: A happy New Year!



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## EU-Japan news

**MAINSTREAMING ASIA IN EU STRATEGIC THINKING**

Norio Maruyama Strategic Europe, September 23, 2011

Policymakers need to be creative in the twenty-first century. New challenges like climate change, terrorism, and nuclear proliferation, to name but a few, transcend traditional borders. Technological developments and the democratization of communication are changing the concept of foreign and security policy. The traditional, separate nation-state is less significant than ever. The security of regions, even those that are geographically distant, is now interdependent.

Recent world events clearly show us how things that happen in one part of the planet can have an immediate impact on the other. For example, the “Arab Spring” occurred in the Mediterranean region but was immediately regarded in Asian countries as a great challenge. A nuclear accident that occurred in the Eastern part of Asia shook national politics in Europe. And piracy off the eastern coast of Africa resulted in the participation of aircraft and naval vessels from Asia.

All those challenges are so huge, complex, and diverse in this new borderless world that one state can no longer afford to survive alone by its own traditional means and resources. Policymakers also realize that in this century, sticking to traditional geographical demarcation has less meaning. What counts more is how to achieve tangible results. How to cooperate and share work with other relevant stakeholders should be the priority of any policy maker in the world.

My suggestion to my colleagues from the European Union is to move away from the traditional approach and try to think of an approach that nobody has ever seriously considered: mainstreaming Asia within the strategic thinking of the EU. Asia includes some of the most dynamic economies and emerging powers in the world. Thus Asia can be a pool of relevant and pragmatic solutions for Europe.

The priorities of EU diplomacy, such as its neighborhood policy, climate change, counterterrorism, the Middle East, development in Africa, anti-piracy, and so forth might be better achieved by involving Asian countries more. Asia and the EU have already cooperated in an ad-hoc way on anti-piracy missions off the coast of Somalia and on counterterrorism in Afghanistan. The question is how we can more steadily do this and how we can extend the area of cooperation.

I would like to give you some examples of the areas where the participation of Asia may be of benefit to the EU.

First, the “Arab Spring.”

Asia may help the EU both politically and economically to find solutions to the challenges facing the Middle East and North Africa. Democratic Indonesia, with a majority Muslim popula-

tion, may be able to share relevant knowledge from its experience of democratization. The economic recovery process can be done more efficiently by combining initiatives emanating from Asian countries. For instance, a country like Japan has its own initiatives to help the economic and social recovery of the MENA countries.

Second, particular attention should be drawn to the anti-piracy issue.

In the strengthening of maritime law-enforcement capabilities in the region surrounding Somalia, Asian countries could provide the useful expertise they gained from the establishment of the Regional Cooperation Agreement on Combating Piracy and Armed Robbery against Ships in Asia. In response to the increasing cases of piracy, especially in the Strait of Malacca, a legal framework was established to facilitate an exchange of information on piracy and to enhance the contracting parties’ ability to respond to incidents of piracy. Since the agreement’s entry into force in 2006, there has been a dramatic decrease in incidents of piracy; 242 incidents in 2000 fell to 45 incidents in 2009. A similar regional mechanism could be further developed in the region surrounding Somalia.

Another example is disaster management.

Asia is one of the regions in the world which is frequently affected by natural disasters like earthquakes, tsunamis, floods, typhoons, and so on. A natural disaster and its impact is one of the primary concerns of Asian countries. ASEAN countries are enhancing their coordination to respond rapidly to any disaster. Furthermore, Asian countries are willing to share their expertise and knowledge of natural disasters with the EU. This could add value to the EU’s disaster prevention studies.

The experiences of Asia in the field may also contribute to the planning of future EU rescue operations and allow for the more efficient implementation of current disaster relief activities. Take for instance the use of the military for disaster relief. This is a difficult subject among EU member states. However, Asia’s experiences prove that the use of the military in this context can be efficient. A country like Japan, which has a unique Self Defense Force, can demonstrate how the use of military logistics for disaster relief is appreciated by its public.

To continue the list of potential areas of cooperation with Asia, we simply need to have a look at the agenda from the Asian side. At the July East Asia Summit’s Foreign Ministers Meeting in Indonesia, the ministers pointed out issues which might affect the stability and security of the Asian region, including:

- › the possibility of a new global financial crisis;
- › denuclearization of the Korean Peninsula;
- › maritime issues, including maritime security and safety, freedom of navigation, and the peaceful settlement of disputes in a transparent manner and in accordance with international law;
- › nuclear nonproliferation and disarmament;
- › trafficking of persons;
- › sharing of democratic values;
- › climate change; and the environment.

If one examines these issues, it is clear that both the EU and Asia give priorities to the same topics.

Japan and the EU have started a scoping exercise to expand their cooperative relations in parallel with an economic partnership agreement. It may encompass all aspects of political cooperation between Japan and EU. In other words, this is an ambitious attempt by Japan to mainstream the EU in its foreign policy.

This agreement will surely be an opportunity for European policymakers to move away from le sentier battu regarding Japan. Our relations were too much inclined to the economic and purely centered on trade. The negative experience during this difficult period of trade friction still haunts our relations. We need to reevaluate our relations to fulfill the requirements of the twenty-first century.

My dear European friends, Asia may provide a new kind of thinking to realize solutions to the borderless challenges of this century. How about mainstreaming Asia in your strategic thinking?

Norio Maruyama is Ambassador for political affairs at the Mission of Japan to the European Union. This article is the personal opinion of the author and does not reflect the official view of the Government of Japan.

*Source: Carnegie Europe - [www.carnegieeurope.eu](http://www.carnegieeurope.eu)*

## EU DELEGATION UNVEILS NEW TOKYO HQ

The European Union on Wednesday 14 September unveiled its new office in Minato Ward, Tokyo — the first fully owned overseas facility ever built by an EU delegation.

Speaking at a news conference at the new facility, EU Ambassador to Japan Hans Dietmar Schweisgut said he was pleased that construction of “Europa House” took a relatively short time.

“I’m still a bit surprised that it was possible to purchase the land in 2006 ... and complete construction in five years,” he said.

The delegation’s old office was in Chiyoda Ward. The new building, which the delegation moved into last month, has both office and residential wings, and includes conference halls, the ambassador’s residence and 20 apartments for delegation employees, as well as underground parking and storage facilities.

Schweisgut said the EU, which has rented office space in Tokyo since 1974, the year it established a delegation in Japan, was in recent years paying around ¥200 million annually to rent office space and housing for its staff. The high costs prompted the delegation in 2003 to begin searching for a cheaper alternative.

*Source: The Japan Times Online - [www.japantimes.co.jp](http://www.japantimes.co.jp)*



## THE MISSION OF JAPAN TO THE EU ON FACEBOOK

In September 2011, the Mission of Japan to the EU created its page on Facebook. Please do not hesitate to visit it for latest news and movies on EU-Japan relations.

[www.facebook.com/JapanMissionEU](http://www.facebook.com/JapanMissionEU)



## Discovering Antwerp

Saturday, 17 September 2011



Leuven から初めて BJA - FC のイベントに参加しました。私は 2011 年 2 月より日本の大学を研究休職し、K.U.Leuven 大学に 1 年間の予定で滞在しています。Leuven ではベルギー人よりも、他の国からの留学生との交流が主だったので、今回のイベントでは、親日家のベルギー人に多く出会えて、すごく新鮮でした。何より皆さんが親切でとても感謝しています（遠回りになるのに車で Leuven まで送っていただきました!）。また、ブリュッセル在住している日本人の方ともお友達になれてとても有意義でした。美術館 MAS も良かったです。皆さんとビールで談笑したことが一番楽しかったです。

次のイベントにもぜひ参加したいと思っています。

Mihoko Tanaka



## EU-Japan news

## NEW EXPORT POTENTIAL OF €3.3 BILLION FOR BELGIAN COMPANIES TRADING WITH JAPAN AND KOREA ACCORDING TO A REPORT CONDUCTED ON BEHALF OF THE EUROPEAN COMMISSION

### European Commission launches The Executive Training Programme in Japan and Korea

*Brussels, 21 September 2011* - New export opportunities worth €3.3 billion a year by 2020 could emerge for Belgian companies trading with Japan and Korea according to a report conducted on behalf of the European Commission. 'The Executive Training Programme's: EU Trade with Japan & Korea' report maintains that if export growth from Belgium to Japan and Korea follows growth patterns in Belgium's non-EU exports over the last ten years, Belgian companies could enjoy significant new export opportunities by 2020.

According to the report, Belgium trades significantly less with Japan and Korea, on a per capita basis, than with Australia, another developed economy that is located about the same distance from the EU. Per capita, Japan consumes approximately €24 worth of Belgian imports per year, while the equivalent figure for Korea is €25. However, Australians consume a significantly higher amount of Belgian goods at just under €75 worth per capita. This points to the importance of factors apart from distance, such as culture, language and business environment in maximising trade and export opportunities.

'The Executive Training Programme's: EU Trade with Japan & Korea' report was conducted by economist Ronan Lyons of Oxford University, on behalf of the European Commission to launch the new cycle of its Executive Training Programme (ETP). The ETP provides European companies' executives with the knowledge and skills necessary to overcome business, language and cultural barriers in order to trade successfully in the Japanese and Korean markets.

Commenting on the research, Tung-Lai Margue, Director, Head of the Service for Foreign Policy Instruments of the European Commission, said, "The variation between EU exports to Australia versus those to Japan and Korea points to significant export opportunities for European businesses in these Asian markets. Over the past 30 years the Executive Training Programme has become a key instrument in supporting EU companies' expansion in Japan and Korea, helping them to understand business practices in those markets and overcome language and cultural barriers to successful trade relations."

"This report clearly highlights that, as two of the largest economies in the world, these markets offer a wealth of opportunity to European businesses. The ETP is uniquely positioned to enable European businesses to unlock the potential of these complex and idiosyncratic markets."

According to the IMF's World Economic Outlook, Japan's economy is expected to grow by approximately 18% between 2010 and 2020 while Japanese imports of both goods and services is anticipated to grow by 50% between now and 2016.

The share of Belgian exports outside the EU that went to Japan fell from 5.1% in 2000 to 3.7% in 2010. With no change in trend, this could fall further to 2.6% by 2020. In 2010, Japan was Belgium's seventh largest market for exports outside the EU, down from fifth largest in 2000. While Belgium's exports outside the EU have grown on average 6% per year over the past decade, exports to Japan have grown at an average annual rate of 2.4% in the same period.

The research report highlights opportunities for particular sectors within Japan. Economist Ronan Lyons, author of the report, commented, "Machinery such as electronics and automobiles, comprise 19% of all Belgium's exports outside the EU. In the case of exports from Belgium to Japan, however, the figure is just 10%. An increase in machinery exports to Japan to 19% of the total would present a €140 million opportunity for Belgium's electronics and automotive firms."

Lyons continued, "Foreign direct investment presents a range of further opportunities for Belgian firms for example, construction activity in Japan over coming years will be driven by the reconstruction following the earthquake earlier this year - the most expensive natural disaster in history. The reconstruction package announced by the Japanese Government is estimated at €36 billion. Also, Japan faces particular challenges in relation to healthcare, with 40% of its population predicted to be over the age of 65 by 2050. The medical devices market in Japan, worth €20 billion in 2009, is currently dominated by American rather than EU firms."

In relation to Korea, the report shows that the proportion of Belgian exports to that market has been largely static over the past 10 years, down from 1.6% in 2000 to 1.5% in 2010. If this trend continues exports from Belgium to Korea could fall to 1.4% by 2020. However, with the coming into force of a free-trade agreement between the EU and Korea in July of this year, trade may continue to expand rapidly over coming years. According to the IMF's World Economic Outlook, Korea's economy is expected to grow by about 53% between 2010 and 2020 while imports of both goods and services is anticipated to grow by 75% between 2011 and 2016.

The research shows that materials-based manufactures, including textiles, paper and iron, comprise 23% of all Belgium's exports outside the EU but account for just 13% of its trade

with Korea. An increase in exports of these manufactures to Korea to 23% of the total would present a €250million opportunity for Belgian firms.

As a result of the Korean Government's 'Low Carbon, Green Growth' strategy and a €11.5billion economic stimulus package, the environment and green tech sector in Korea is booming, with the Ministry for the Environment in Korea predicting that it will double in size to €45billion by 2013. Also, it is estimated that Korea's healthcare sector, which was worth €38billion in 2007, will grow rapidly in coming years, by an average growth rate of 12-15% per annum.

1,100 executives of European companies have participated in the Executive Training Programme (ETP) since 1979, with 65% going on to become chief executives within their companies. The turnover of companies that have participated in the ETP has doubled within ten years of completing the programme. The next cycle of the ETP begins in November 2012 with applications being accepted between September 2011 and May 2012.

#### For further information:

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About The Executive Training Programme:

**www.euetsp.eu**

About The EU Gateway Programme:

**www.eu-gateway.eu**

» continue reading from p.1

my second assignment in Brussels, but this time in our mission to the European Union. Comparing now to thirty years ago, without any doubt, our relationship has strengthened. However, in light of the gravity and standing of Japan and the EU in the world, our relationship has not yet reached its full potential. Japan and the EU share the same goals, such as building a resilient, competitive, sustainable and innovative society. To attain these goals, we should reinforce our relationship with a fresh and ambitious perspective and a stronger commitment. Momentum has gathered in both Japan and the EU to proceed with agreements in political and economic areas to ensure our continued development.

Given this momentum, we have a golden opportunity in front of us right now to move forward. It is of the utmost importance that we seize the impetus and take this opportunity.

## TOKYO'S BELGIAN BEER WEEKEND 2011

From 8 (Thu) till 11 (Sun) September 2011, the Belgian Beer Weekend returned for the second time to Roppongi Hills Arena. With 21,000 enthusiastic visitors, this edition exceeded by far the success of last year, making it undoubtedly one of the largest outdoor promotion events in the center of Tokyo. The Belgian Beer Weekend Tokyo 2011 offered 62 different Belgian beers and typical Belgian dishes like fries, meat balls, grilled sausages and waffles. To make the Belgian experience complete, Belgian top artists like Daan, Gabriel Rios, Jef Neve and Jean-François Maljean performed live bringing a true Belgian atmosphere. The event was also broadcasted live via Ustream and was covered extensively via twitter and facebook.

The Belgian Beer Weekend Tokyo was a major promotion event for the Belgian beer paradise, but also for Belgium in general. The event had the patronage of the Belgian Embassy in Japan and was organized by a steering committee in which the major Belgian beer importers in Japan are represented (Asahi Breweries, Ltd.; Konishi Brewing Co., Ltd.; Mitsui Foods Co., Ltd.; Brussels Co., Ltd.).

The Belgian Beer Weekend Tokyo is an initiative of the Belgian Beer Information Center in Tokyo and is supported by the Union of Belgian Brewers.

To support the rebuilding of Japan following the devastating earthquake & tsunami of 11 March, a part of the event proceedings will be donated to charity via the Belgian Embassy in Japan.

Source: [tokyo.belgianbeerweekend.jp](http://tokyo.belgianbeerweekend.jp)



© Denis Vasilov - Belgian Beer Weekend Committee - Japan

news for the members

**NELLO AND PATRASCHE OR THE DISCOVERY OF A NOVEL**

By Mr Theo Verschueren



The novel “A Dog of Flanders” was written in 1871 and published in 1872 in London by Chapman & Hall. The writer was Marie- Louise de la Ramée, alias OUIDA. The story is set in Antwerp and the neighbouring village of Hoboken, in the Flemish part of Belgium.

When in 1908 the Japanese diplomat Mr Honda Masujiro heard about the death of the writer during his stay in New York, he promptly sent the novel to Japan for translation into Japanese.

He wanted to instill the virtues of unconditional faith, optimism and perseverance, embodied by Nello, the main character of the story, in the youth of Japan.

In 1909 the first edition of the novel appeared in Japanese. It was translated by Hidaka Shiken and became an instant bestseller.

**Japanese tourist invasion**

Many years since then thousands of Japanese tourists come to Antwerp to visit the places where their “heroes” Nello and his dog Patrasche had lived.

Yet “A Dog of Flanders” was virtually unknown in Antwerp. Employees at the tourist office were convinced that Japanese visitors were inquiring about “The Lion of Flanders”, a classic in Flemish literature by Hendrik Conscience.

It was only in 1984 that Jan Corteel discovered the original novel, more than 100 years after its first print in 1872!

In 1985 a translation into the Dutch language was made entitled “Een Hond van Vlaanderen”. However, the fame of the book was restricted to the reading public of Antwerp and Hoboken.

**Visualisation of the story in Flanders**

In 1985 a small statue of Nello & Patrasche was erected in Hoboken by the Governor of the Province of Antwerp, the mayor of the city and the Japanese ambassador. A replica of

“red mill” was erected within the grounds of “de Molenschool” in Hoboken.

To set the story in Hoboken, where Nello & Patrasche had their “little hut on the edge of a little village, a Flemish village a league from Antwerp”, a Nello song was composed and taught to pupils of all primary schools of this community.

The lyrics were translated into Japanese and offered to “the Japanese School of Brussels”.

The Nello song was interpreted by the children’s choir on the occasion of “the Japanese Speech Contest” on November 2010 in Brussels and was successfully received.



### Cultural importance

The novel provides an interesting bridge for strengthening the cultural ties between the Japanese and Flemish communities. Without the enormous popularity of the book in Japan, the Flemish public would never have taken notice of this beautiful, yet very tragic story. Flanders owes the existence of this novel to Japan !

Maybe further contacts on the mutual interest in the novel can lead to the making of a CD with various children's choirs

singing the same melody in different languages !

On this occasion we would like to express our appreciation for the keen interest shown by H.E. Ambassador Jun Yokota and his wife, on the occasion of the publication of a study entitled "How Japanese people look at Flanders". The event was highlighted by an exhibition in Antwerp in 2010 which was attended by the ambassador and several officials of the Antwerp and Japanese communities.

## TOKYO GAS CO., LTD. - PARTICIPATION IN A NATURAL GAS FIRED POWER STATION IN BELGIUM

21 September, 2011 - Tokyo Gas Co., Ltd. (President: Mr Tsuyoshi Okamoto, hereafter "Tokyo Gas") is pleased to announce that the company has signed a definitive agreement to purchase shares in T-Power N.V., a natural gas fired power station in Belgium, from Siemens Project Ventures (hereafter "SPV") and Tessenderlo Chemie (hereafter "TC"). This is the first time for Tokyo Gas to participate in power generation business in Europe. The transaction is still subject to approval by the authorities, other shareholders rights, and third party consents. Tokyo Gas will establish TG Europower as a subsidiary of Tokyo Gas International Holdings, a subsidiary for foreign investments, and will acquire a total of 26.66% interest (13.33% each from SPV and TC) in T-Power via TG Europower. T-Power is a natural gas fired power station located in an industrial park in the northern part of Belgium. The plant has been operating since June 2011 under a tolling agreement\*1 with RWE group, a major power company headquartered in Germany, and is expected to generate stable income over the long term.

This investment is a part of Tokyo Gas' mid-term strategy to spend a total of 150 billion yen for investments in upstream/overseas projects, as per "Tokyo Gas Group Medium-term Management Plan FY2009 - 2013".

Furthermore, this is the third investment for Tokyo Gas to participate in overseas power generation projects following a couple of investments in Mexico. Tokyo Gas seeks to further enhance businesses related to the LNG value chain, including acquisitions of upstream interests.

### Tolling agreement

Tolling agreement is a contract where the off-taker of electricity will undertake the obligation to supply fuel for power generation. In this project, RWE group undertakes the obligation to supply fuel and purchase the power generated by T-Power. The term of the contract is 15 years (with an option to extend for additional 5 years).

### Profile of T-Power

*Location:* Tessenderlo, Belgium

*Generation Capacity:* 425,000kW

*Gas Turbine:* SGT5-4000F

*Fuel:* Natural gas

*Commercial Operation Date:* June 15, 2011

### Profile of Siemens Project Ventures

*Company Name:* Siemens Project Ventures GmbH

*Established:* 1994

*Head Office:* Erlangen, Germany

*Shareholder:* Siemens Financial Services GmbH (a 100% subsidiary of Siemens AG)

*Business Description:* Siemens Project Ventures invests in promising infrastructure projects worldwide. In the energy sector Siemens Project Ventures has already participated in the development of 14 international power plant projects with an overall capacity of more than 8,196 MW.

*Number of Employees:* Approx. 40

### Profile of Tessenderlo Chemie

*Company Name:* Tessenderlo Chemie NV

*Established:* 1919

*Head Office:* Brussels, Belgium

*Revenue (2010)* 2.4 billion Euro

*Business Description:* A speciality group, which provides solutions for global needs in food, agriculture and water management, with over 100 plants worldwide

*Number of Employees:* Approx. 7,200

*Source:* [www.tokyo-gas.co.jp](http://www.tokyo-gas.co.jp)

news from the members

**MARILO FUND CONNECTING JAPAN & BELGIUM - THROUGH THE SHIMBUN BAG COMPETITION.**



**The prize giving**

The Prize Giving “Shimbun Bag Competition” was in the presence of H.E. Ambassador of Japan in Belgium and his wife Mrs Jun Yokota.

The ceremony was preceded by a De Morgen and Delvaux sponsored reception with champagne & amuse. All the 20 preselected bags (H. E. Mr Yokota had kindly accepted to be a jury member) were exhibited. Prize Giving was done by the Morgen, while the prizes were generously donated by Delvaux.

There were 3 second prizes & one first prize: originally three were foreseen, but as De Morgen wished to reward extra a bag made of a unique material, i.e. a handwritten De Morgen. Because of pc failure a long time ago, they decided to handwrite the newspaper. Delvaux graciously complied with donating a 4th prize.

**The Tour of an outstanding Belgian Icon: Delvaux**

Our tour guide “the Lady in Red” was competent, crystal-clear & very “ad-rem” & so very Delvaux, with restrained class .

We learned that first quality leather (the only leather used by Delvaux) is very rare; leather is very difficult to work with and craftsmen & women are hard to get.

Different kinds of leather were shown a.o. ... salmonleather!!! The craftsmanship of Delvaux became clear with the manufacturing of its icon bag: the Brillant (9% of total sales).

The bag is reversed i.e. is stitched of what will become the inside after completion: no stitching will appear.

What surprised me personally was the large number of litho-stones used as heavy-duty working table; litho stones are used as printblock for manual lithography & they become very rare.

Which colour is not-tanned leather? It is GREY !!! The colours (even the so-called “natural” leather colours) are applied in the tanneries.

All participants to the visit felt a “pang” of pride that this is national pride and also a part of our heritage.

On behalf of the Marilo Fund, we are grateful to De Morgen and Delvaux & its Managing Director Mr Salez for this remarkable visit, the stylish reception & the great hospitality: in my opinion, 100% on the Japanese Quality Scale !

F & L Blondé-Eelen - *Co-Founders Marilo Fund*

**PRESENTATION OF AN EXCLUSIVE GIFT-ITEM AT THE BELGIAN EMBASSY IN TOKYO**

By Mr Paul Huybrechts, designer of art- and commemorative medals

My first exhibition took place in the art gallery Sekiun Garou in the trendy Harajuku quarter of Tokyo. I was invited by my friend Zenichi Yokoyama for this “Exhibition of Friendship”, and invited by His Excellency, Mr Luc Liebaut, Belgian ambassador to Japan, for a Belgian event in the Belgian Embassy.

I presented a unique creation, a Belgian-Japanese Friendship medal, which was created by myself for the Belgian side, and by the Japanese artist Sumio Saito for the Japanese side. Both sides are totally different and show some Belgian highlights on the Belgian side, and the tale of the traditional crane on the Japanese side.



This is the first medal creation ever created in collaboration with a Japanese and a Belgian medallist.

This synergy was much appreciated by the Belgian ambassador, and all the concerned artists were invited for an exhibition and reception in the brand new hall of the Belgian Embassy in Tokyo, on the 1st of September 2011.

His Excellency, Mr Luc Liebaut, introduced the artists and the Friendship medal. We were given the opportunity to explain our interpretation about the design of this international art work, which can be used as an exclusive business gift. Sumio for the Japanese side and myself for the Belgian side.

Mr Yokoyama was the special guest with nice sculptures in wood during the exhibi-

tion time.

There are plans to organise a common exhibition in Belgium during 2012 with Mr Yokoyama, Mrs Junko Matsumo, an artist who works with textile, paper and iron, and my medallic work, especially the new common creations with the two Japanese artists.



Mr Saito, Mr Yokoyama, His Excellency Mr Liebaut, Mr Huybrechts, Mr Saikan and Mrs Yokoyama, at the Belgian Embassy in Tokyo.

For more information, please feel free to contact me

- > by mail: medailles@telenet.be
- > or by phone: +32(0)16 232295

## DAIKIN LAUNCHES NEW EUROPEAN DEVELOPMENT CENTER IN FLANDERS

Daikin Europe launches an extensive European Development Center (EDC) at its headquarters in Ostend, located in Flanders (Belgium). Daikin Industries, the Japanese parent company, chose Flanders because of its available expertise and know-how.

Daikin Industries is a market leader in advanced solutions for climate control. The new EDC in Ostend will play a key role in the development of innovative, energy-efficient alternatives for conventional heating solutions, among other things. It will evolve into an important European R&D center, with satellites in the Czech Republic and Germany. The EDC in Ostend will be given a high degree of autonomy

to develop its own innovative designs and solutions, specifically for the European market.

The first phase of development at the EDC carries a price tag of around EUR 13 million, mainly for technology and infrastructure. Daikin has already started building several new hi-tech testing rooms. In one of these test chambers, engineers can simulate all climatic conditions of the 27 European member states.

Intensive training programs are already in place for new EDC employees. The company expects to compile a European team of up to 200 specialists by 2015. This means Daikin will be looking for diverse profiles,

ranging from young talent to experienced researchers, engineers and related R&D profiles to join the existing team in Ostend.

Daikin Europe is the European HQ for the sales, research, production and development of Daikin Industries. From its office in Ostend (Flanders), the company serves the European market as well as parts of Africa and the Middle East. As the company's EMEA headquarters, Daikin Europe is responsible for one quarter of the Daikin Group's consolidated turnover. In the EMEA region, Daikin Europe employs 5,444 people.

Source : Flanders Investment & Trade

## 20 YEARS JAPANESE GARDEN OF HASSELT – SPONSORING OPPORTUNITIES

*The Japanese Garden in Hasselt is the largest Japanese garden in Europe. The garden mirrors the Japanese landscape and has been modelled on the 17<sup>th</sup> century tea-gardens.*

*The Japanese Garden in Hasselt was built in 1992. The 20th anniversary is the perfect occasion to highlight the Gardens beautiful features once more. In order to organise the anniversary year, Hasselt City Council will be co-operating with the Japan Cultural Centre npo of Zoutleeuw. This npo is a young but very dynamic organisation aiming to introduce traditional Japanese culture to the general public.*

*There will be an extensive activities programme spread throughout 2012.*

*Thanks to an intensive co-operation with the local businesses, tourism and cultural organisations Hasselt will be shown to be a city with a multitude of assets.*

*Activities will be organised on several locations in and outside of Hasselt.*

*The Anniversary year will be prominent in the media with an extensive media programme spread over the entire year 2012.*

The Japan Cultural Centre npo of Zoutleeuw: "We are looking for structural and media partners interested in joining us during the complete anniversary year of "20 Years Japanese Garden of Hasselt", of course it is also possible to sponsor specific projects. There are many possibilities. We are looking forward to meeting you and discussing the best possible option for your company."

### Interested?

Don't hesitate. We can offer you several sponsoring formulas if you join the project soon. We are looking forward to introducing you to the "20 Years Japanese Garden of Hasselt" project and discussing the possibilities.

### Contact

Bart Gits, account & event manager  
bart@japancentre.be , T: +32 (0)475 270 870

### Japanese Cultural Centre NPO

Linterseweg 108 - B-3440 Zoutleeuw  
info@japancentre.be - www.japansentrum.be



# はい

YOUNG EXECUTIVE STAY

# yes

Commercial export mission to Japan  
**YES program VIII** (young executive stay)  
3 June - 10 June 2012



## Are you A YOUNG EXECUTIVE interested in a one-week COMMERCIAL EXPORT MISSION to JAPAN?

The **YES program** is a commercial export project under the auspices of His Royal Highness Prince Philippe of Belgium. It aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, in 2012, the Belgian-Luxembourg Chamber of Commerce in Japan, the Belgium-Japan Association & Chamber of Commerce and the Chambre de Commerce de Luxembourg will organize a one-week training program in Japan, beginning with seminars in Belgium. The training in Japan will consist of 1 day of group studies (lectures and company visits) and the rest of the days introducing each participant to the potential customers in his business area.

The **YES program** enjoys the support of the Embassies of Belgium and Luxembourg in Japan and of the representatives of the three Belgian Regions.

Detailed information can be found on [www.bja.be](http://www.bja.be)

- You are a young executive working for a small or medium-sized company in Belgium or Luxembourg.
- You believe your company has a product or service that can clearly differentiate itself from the Japanese domestic competition.
- Your company is interested in the Japanese market, but has no access yet. You have potential contacts, but have difficulties initiating communication.
- You want to learn more about Japan and evaluate the potential of the Japanese market.
- You do not want to be one of the participants in a trade mission, but rather prefer to have a personalized hands-on program, which gives you direct contact with your potential customers and partners in Japan.
- We offer a one-week tailor-made program in Japan, during which some of our members will share their experience and provide you with the facilities you need in order to explore the potential for your products in Japan.



Are you a young executive interested in...



a two week training



in commercial export



in Japan 2

✈ Send to: Belgium-Japan Association - 287, avenue Louise bte 7 - 1050 Brussels or fax: +32 (0)2/644 23 60

### yes send me more information

Company

Name

Title

Address

Nr.  Box  Zip code

City

Tel.  /  Fax  /

E-mail



## Sidi Larbi Cherkaoui vs Osamu Tezuka, contemporary dance vs manga Best of both - *creative* - worlds

By Mr Dirk De haene, owner of Oskar D and Editorial Committee Member



### About Osamu Tezuka

Osamu Tezuka, born in 1928, could be considered the godfather of manga. His status is similar to Walt Disney's in the United States. Shortly after WW II, at the age of 17, he created his first comic strips and thus

launched the golden age of manga. Among Japanese manga artists he was given the nickname 'Manga-no-kami sama' (manga god). His concern for the world is clearly expressed in his work. As a child he once found a beetle with a name so similar to his own, he started to use it - Osamushi - as his pseudonym. He was convinced that through manga he could get people to take more care of the world.

In addition to a large number of youth series, including Astro Boy, the amazingly productive Tezuka drew three big literary series, of which Buddha is the best known. His oeuvre includes about 700 manga with more than 150,000 pages in total.

He died of cancer in 1989. A museum has been dedicated to Tezuka in Takarazuka, Hyogo, the city where he grew up.

### About Sidi Larbi Cherkaoui

Sidi Larbi Cherkaoui (°1976) was born and bred in Antwerp, has a Moroccan father and a Belgian mother. As a child he wanted to draw the real world. When the two dimensions of pen and paper are not enough anymore, he starts to dance. Dance like a temporary sketch of reality. Sidi Larbi Cherkaoui studied at P.A.R.T.S, Anne Teresa De Keersmaeker's dance school. Here he came into contact with the technique of choreographers such as William Forsythe, Pina Bausch and Trisha Brown.

In the space of a couple of years he has built an impressive oeuvre, in which he investigates and questions the traditions of major cultures, and integrates them in his work. Dance magazine 'Tanz' twice voted him 'Choreographer of the Year': in 2008 and 2011. In 2009, 'Sutra' was voted best performance of the year. In that same year Sidi Larbi Cherkaoui was awarded the prestigious German Kairos prize for his artistic vision and cultural dialogue. In 2011 he was honoured by UNESCO for his artistic contribution to the intercultural dialogue between the Arab and Western world and received a Laurence Olivier Award for 'Babel'. In January 2010, he established his own dance company Eastman.

### TeZuKa

Sidi Larbi's latest performance, TeZuKa, is not a pure dance performance, but more an ode to Osamu Tezuka, manga, calligraphy and Japan. In addition to choreography, calligraphy, cartoon comic fragments and the spoken word also take up a large share of the performance. Sometimes these visual stimuli take your gaze off the dance. But it looks insanely beautiful, and the interaction between image and dance is often exceedingly original.

TeZuKa comprises two parts in which Cherkaoui tries to tell us a lot. In the first part he intertwines Tezuka's biography with his

most important work, Astro Boy. Another theme he broaches: the earthquake of 11 March 2011 in Japan. The visual referral to the earthquake at the end of part 1 is stunning. The calligraphic characters start shaking and after a while fade away to end up as white cloths.

"I should in fact make two performances", says Cherkaoui. "One for people who don't know Tezuka. And one for people who know his work through and through. In Japan he is a bit like the artist Rubens is for Belgium. For this performance I work with dancers, musicians, but also with a Japanese calligrapher. The way I see it there is a parallel between someone who draws and a choreographer. If you draw, you select, make an image, rub away pieces and redraw them. A calligrapher on the other hand can be compared to a dancer. They've both practised a lot, but when they perform they do it live, straight on the paper." "Lately I've taken to exploring a specific kind of material in the production. In Sutra it was wood, in Bound it was rope. Babel chiefly used aluminium, and in Labyrinth I used elastic. This time it is predominantly about paper and ink. 'Kami', The Japanese word for 'paper', also means 'god'. There will be large swathes of paper coming from above, as if from god, but they'll be white with nothing on them. The godliness is like a white sheet. It is up to you to fill it."

The music too, made especially for the performance, is a delight for the ear and is partly live on koto, yanggum and percussion. Not until late in the second part of the performance does Cherkaoui introduce a change in style with much shorter, jerkier movements in the dance. The music inspired by tradition briefly changes into electronic beats.

TeZuKa is a visual spectacle, sometimes too much of a good thing, but as a lover of everything Japanese, comic cartoons and contemporary dance, you won't hear me complain...

Sources: [concertrnieuws.be](http://concertrnieuws.be), [deSingel](http://deSingel), [DeStandaard](http://DeStandaard)  
Illustrations: "The art of Osamu Tezuka, God of manga" by Helen McCarthy. Book © 2009 The Illex Press Limited  
Photo: [deSingel](http://deSingel)



## INTERVIEW

### A Japanese View of Belgium - Mr Atsushi Sudo, President Mitsui & Co Benelux

By Kris Sierens, Managing Partner of BeforeTheHype, BJA Editorial Committee Member

It is always nice to discover new insights or that certain myths are just that, myths. Belgium is not just an institutionally interesting country. Mr Atsushi Sudo, President of Mitsui & Co Benelux states it like this: 'Belgium is small enough to try something new in business, and large enough to influence the whole EU market.' That is a unique position and sounds like music to the ears of marketers.



The Brussels office was established exactly 40 years ago in 1971 as overseas subsidiary of Mitsui & Co global group. The main mission in Brussels is sales and marketing of chemical and steel products, business development, and research into EU policy. Being close to the EU headquarters is therefore an important advantage.

The former Mitsui & Co was originally founded in Japan in 1876 by a young former samurai. Today, Mitsui & Co is a diversified global business enabler through trading and investment. It still maintains the same spirit among the company's current 40,000 multinational employees that by always delivering the best service, satisfying customers and contributing to the society, sustainable results should follow. This will prove to be true even during difficult times.

Mr Sudo started at Mitsui & Co HQ after completing his studies at the University of Tokyo. He was then assigned to the USA, where he worked and lived in California. After a long period back to Japan when mainly involved in business in Asia, he was asked to take over the leadership of the Brussels branch. Europe had always been on his wish list and since arriving in March 2010, he states that it surely did not disappoint him. His time in Brussels has indeed been even better than he hoped. Mr Sudo points out three reasons for this: business, people, and life style. The interesting combination of an exciting business environment and the opportunity to meet so many people from a huge variety of cultural backgrounds is something he finds extremely valuable. Of course, experiencing a great work/life style balance at the same time makes it all the more worthwhile.

In fact, even before he came to Belgium, Mr Sudo was already a big fan of Belgian beer. In Japan 'Brussels' was his favourite bar. Being here now is a real joy since it has given him the opportunity to discover many more of Belgium's beer treasures. Together with his wife, they have visited many famous, as well as lesser-known, places in Belgium. They encountered an atmosphere that is genuine and unique. Of course, other European cities are not that far away, but the difference is that here they visit even without a plan and just relax and enjoy it, while in other European cities, time tends to be spent on purpose as traveller. In fact, they look upon Belgium as their private garden. During holidays, their daughter comes to Brussels and she loves it here. She is an art student at university and it is a real joy for her to explore the vast canvas of Belgian design and art.

Though Mr Atsushi Sudo left his heart in San Francisco, which had warmly accepted his first assignment, he also feels that Europe and Japan are closer to each other culturally compared to the US. In Europe, people are modest, polite, and process oriented, all of which are typical of Japanese culture. So for him, Europeans are certainly not strangers. He also finds it comfortable that in Belgium—and Europe in general—people pay more attention to their past; they respect their history. That is also something he sees and feels while walking with his wife and their two dogs in the neighborhood. Their beloved beagles also came with them from Japan and apparently enjoy the life here.

When asked for a helpful business hint, Mr Sudo explained the myth of 'saabisu' for entering Japanese markets. Saabisu means not only "service", but sometimes also means hospitality, dedication, or price discount. Overreaction to demand on Saabisu may fall into overkill in value. Today Japanese customers are becoming more responsive to real value, where service and quality are linked to price. So when you are correctly positioned in the value category, then you have a good chance to be successful.



## In Memoriam – Mr Dominique le Hodey, BJA Vice-President and Chairman Cultural Committee (17 February 1946 – 25 August 2011)

By Baron Jean-Albert Moorkens, Honorary BJA Vice-President



Bye bye, Sir

...was the title of an article after our Vice-President, Mr Dominique le Hodey, passed away end of August. He was a true lover of Japanese culture. As a young boy he was nurtured by H. E. Ambassador Albert de Bassompierre, who resided in Tokyo from 1920 until 1939, with all kind of stories about this mysterious and fascinating country.

His father and mother also went to Japan in the sixties to promote economical and technical ties between the two countries. So it was no surprise to see Dominique travelling to Japan not only to take position in the photography industry, his hobby, but also to realize an old dream, to get in touch with his aspirations.

During his many trips to Japan he fell more and more in love with Japanese culture in all its aspects. He could speak with the same enthusiasm about tradition, shrines, engravings, ryokan, onsen, karaoke, judo, kyudo, kendo, bonsai, gardens and Japanese restaurants. But typical of his rich personality is the fact that above the material reality he sought spirituality, the deeper roots who give access to the spirit of Japanese civilization. In daily life, those aspirations were behind the curtain of courtesy and humor.

In his warm and gentle way he lead the cultural pillar of the association, open to all contributions and connecting many on his adventure exploring and sharing the joy to bring Belgium and Japan closer.

To his wife, Sybille, and his children, the Belgium-Japan Association and Chamber of Commerce would like to extend its sincerest condolences.

Sayonara, friend



Message from the BJA Board of Directors  
**New BJA Vice-President**

The BJA Board of Directors would like to inform the members on the following decision taken at the last Meeting of the Board of Directors on October 4, 2011.  
 As dear friend and Vice-President, Mr Dominique le Hodey, sadly passed away end of August 2011, the Board of Directors have decided upon the appointment of the new Vice-President, Mr Edward De Beukelaer, in accordance to the BJA Charter. Unanimous support for the new Vice-President was noted and the appointment concluded.  
 Mr De Beukelaer, CEO & President of E. & H. De Beukelaer, is a devoted co-founding board member of the Belgium-Japan Association & Chamber of Commerce. He also takes up the position of the Chairman of the Editorial Committee, already since the very start at the time of BEJAT.

**Personalia**

**The BJA would like to extend a warm welcome to its newest members:**

**Sponsor Member**



**Dimension Data**

Founded in 1983, Dimension Data plc is an ICT services and solutions provider that uses its technology expertise, global service delivery capability, and entrepreneurial spirit to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group

**Some facts:**

- › 2010 global revenues of US\$ 4.7 billion
- › Client-centric, services focused business
- › Deep technical and integration expertise across a variety of IT disciplines, including – networking, security, unified communications and collaboration, data centres, virtualisation, Microsoft and contact centres
- › Strategic alliance partnerships with respected technology vendors including Cisco & Microsoft
- › Over 6000 clients across all industry sectors, including financial services, telecommunications, healthcare, manufacturing, government and education
- › 79% of Global Fortune 100 and 60% of Global Fortune 500 are clients
- › Over 12.000 employees with operations in 49 countries across five continents
- › Global footprint, delivering international business to a consistent standard
- › Extensive experience in emerging market

We joined BJA because we wanted to connect to this newfound

community and find a source of stimulation and challenge by engaging with Japanese companies based in Belgium and vice versa. Whilst things will not always happen directly as a result of the BJA membership, we believe that BJA can inspire us in our profession, and push us to improve, exchanging ideas, and expertise and build friendship relations with those that have links or activities with Japan.

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 Tel: +32 (0)2 745 04 45, Fax: +32 (0)2 705 04 45  
 info.be@dimensiondata.com  
 www.dimensiondata.com

BJA Contact: Mr Dirk Rosier and Cathérine Vanhove

**Corporate Member**

**GC Europe**

GC Europe N.V. is the subsidiary of Japanese GC Corporation which is one of the leading dental manufacturers in the world. GC with its head Office in Tokyo, Japan was established in 1921.

As a general manufacturer of dental care products, GC takes the ordinary people's perspective, providing true health to the people of the world. GC products are made with the core values of safety and effectiveness, in line with the company's ethos of putting quality first, and we believe that protecting the global environment is a major part of our mission. We will never stop making efforts to develop products that live up to the reputation of "GC the Leader in Quality".

GC, in the year 2000, became the first company in the dental industry to receive the "Deming Application Prize". In 2004, GC became the 18th company in the world to have won the Japan Quality Medal, the pinnacle of quality control.

In 2010, GC was ranked 3rd in the 6th Quality Management Survey conducted by Nihon Keizai Shimbun Inc. and Union of Japanese Scientists and Engineers. On the same survey, GC was ranked in 1st place for "New Product Development" and ranked in 4th place for "Quality Assurance and Personnel Cultivation".

In Europe, GC was first established in 1972 in Kortrijk, Belgium, as the European distributor of products manufactured by GC



Corporation. GC Europe Headquarters site opened in 1985 in Leuven, Belgium. Via local, European and global working dealer organizations GC Europe supplies the European dental professionals, dentists and dental laboratories with dental materials, dental solutions and trainings.

GC Europe is the member of the European Foundation for Quality Management (EFQM) since 2005 and continues its Business Excellence journey by the following achievements: Committed to Excellence for Leuven site in 2006, Recognized for Excellence 4 stars for Leuven site in 2008, and Recognized for Excellence 5 Stars for Leuven site and GC Europe Sales Offices in 2011.

On 12th October 2011, GC Europe received the Benelux Excellence Award.

It is a great pleasure for GC Europe to become a member of BJA to learn and share experiences with other Japanese organizations active in Belgium.

Interleuvenlaan 33, 3001 Leuven  
Tel: +32 (0)16 74 16 11, Fax: +32 (0)16 40 26 84  
g.blumental@gceurope.com

**www.gceurope.com**

BJA Contact: Mr Gideon Blumental, Director - Head of Business Excellence, QA, Regulatory

**Nikon Metrology**



As well as manufacturing world-class digital cameras, Nikon is also a world-recognised brand in optical instrumentation and microscopes, ensuring the very finest quality assurance throughout production. With over 90 years expertise in this field, Nikon has always been at the forefront of optical and technological innovation, promoting creativity and trustworthiness.



With the 2009 acquisition of the Belgium based Metris, Nikon enlarged its portfolio with optical 3D measuring instruments. The new division “Nikon Metrology” now offers the broadest range of metrology solutions for applications ranging from miniature electronics to the largest aircraft. Nikon Metrology’s innovative measuring and precision instruments contribute to

a high performance “design through manufacturing” process enabling manufacturers to deliver premium quality products

in a shorter time.

Nikon Metrology is very happy to become a member of BJA as it offers interesting networking opportunities between Belgian, European and Japanese members.

Geldenaaksebaan 329, 3001 Leuven

Tel: +32 (0)16 74 01 01

Fax: +32 (0)16 74 01 03

info@nikonmetrology.com

**www.nikonmetrology.com**

BJA Contact: Mr Kenji Yoshikawa, Chairman of Board of Directors and CEO

**Individual Members**

**Regular members**

Mrs M.-N. De Cock  
Mr P. Huybrechts  
Mr S. Nohara

**Student members**

Mrs A. Rasson

**We would also like to express our appreciation to our BJA Sponsor Members >**



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# YAMAGATA EUROPE

## TRANSLATING KNOWLEDGE

Yamagata Europe was founded in 1998 as a subsidiary of the Japanese Yamagata Corporation to serve Yamagata's multinational clients in Europe. We offer a variety of team-based services for handling technical documentation and marketing communication projects from A to Z: desktop publishing, translation and localisation, terminology management, printing and logistics.

Yamagata firmly believes in the customer-oriented approach: years of experience gained in serving the documentation divisions of our Japanese customers and striving for ever-higher levels of quality have resulted in our automation of the "human processes" wherever possible. Our drive to satisfy customers has accelerated the development of multiple tools that have proven to improve the workflow and reduce costs. These have now been assimilated into our integrated Total Quality Approach. This is what allows us to be successful in providing thorough and efficient services to a highly demanding market.

*Translation and localisation*   *Translation quality management*  
*Desktop publishing*   *Project management*  
*Printing and logistics*   *Software development*

Please feel free to contact us to discover the best solution for your documentation needs.

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[info@yamagata-europe.com](mailto:info@yamagata-europe.com)

32.9.245.48.31

**787** We Fly 1st. 787



## Frankfurt – Haneda (Tokyo)

Boeing 787 launches on 21 January, 2012

### Flight schedule :

LH1005	Brussels	08:25	Frankfurt	09:35
NH204	Frankfurt	11:15	Haneda	06:45*
NH203	Haneda	01:00	Frankfurt	05:25
LH1004	Frankfurt	06:45	Brussels	07:45

\*the following day

### Haneda airport provides convenient access to central Tokyo.

Shinagawa station	17-22 min	(by train)
Hamamatsu-cho station	20-24 min	(by mono-rail)
Tokyo station	approx. 40 min	(by bus)
Shinjuku station	approx. 50 min	(by bus)

# A VISION OF THE FUTURE ANA'S NEW BOEING 787 DREAMLINER