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EDITORIAL

March 11, 2011 and beyond

By HE Mr Jun Yokota, Ambassador of Japan to Belgium

March 11, 2011 will be a date that any Japanese will surely remember for the rest of their lives. I was personally deeply shocked and felt as if there were an unfathomable hollow inside me into which I kept sinking and sinking. I would like to offer my deepest condolences to those who have lost their loved ones and offer my heartfelt sympathy to the affected people. I hope that no BJA member or someone close to a BJA member had had to endure such fate.

A term which has an archaic resonance to me because I don't remember when it was last used, "kokunan", a national calamity, is popping up in the newspapers these days. Such is the extent of the loss in terms of human lives, material damage and the multiple repercussions to the Japanese society as a whole that the earthquake and the tsunami have caused on that fateful day that the use of the term is amply justified, but sadly we know that the tragedy has not yet run its course and that there may be more to come.

One reason for saying this is the very serious and unfortunate situation at Fukushima Daiichi nuclear power plant.

The Japanese Government has announced a road-map elaborated by the power company TEPCO which spells out the steps that are going to be taken and in what sort of timeframe so as to bring the nuclear reactors under control. It is my fervent hope that by the time this periodical reaches you, there is substantial improvement in the situation with regard to all the four reactors. My Government has pledged complete transparency about this matter and has also promised to provide all relevant information so that other countries and interna-

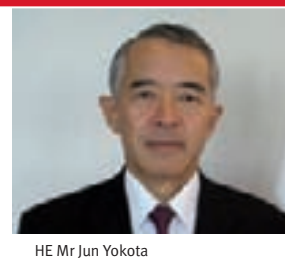
tional organizations could benefit from the lessons learned or draw their own conclusions in preparing for future disasters.

Another reason is that we cannot yet discount the possibility of another large scale quake and tsunami hitting the same area or a major earthquake in other parts of Japan. What I hear from back home is that even for the Tokyoites for whom an earthquake is a very common occurrence, their nerves are getting a bit raw because of the so many after-shocks this time around. Seismologists predict that the period of high level of seismic activity will continue for the next five to ten years. That is not a very reassuring prospect, and the only consolation here may be that seismology does not seem to be an exact science so that this bleak scenario may not come true.

This is the situation in which we find ourselves and this is the starting point from where we have to rebuild Japan as quickly as possible while taking good care of the disaster stricken people. An all-out effort is already under way, but it seems to me that our task is much more complicated this time around than in the case of the Kobe earthquake, due to the scale and also to the much more diverse and widespread repercussions of this disaster.

The Japanese people are deeply moved and very grateful of the groundswell of support from people around the world. Here in Belgium, my Embassy was flooded with calls, mails, letters of sympathy and support. Both Belgians and Japanese have organized charity events with big success. Many individuals have made donations to the Japanese Red Cross through the account established by the Embassy.

keep reading on the next page >>



HE Mr Jun Yokota

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March 11, 2011 and beyond ... *continued from page 1*

By HE Mr Jun Yokota, Ambassador of Japan to Belgium

A particular word of thanks has to go to the Belgium-Japan Association and Chamber of Commerce for organizing a campaign and to its members for making a considerable donation.

In terms of economic damage, the present official estimate of damaged stocks within the disaster area stands at 195 to 305 billion US dollars, which represents about 3 to 5% of our GDP. As I mentioned above, an all-out effort is being undertaken in all areas, from removing debris, constructing temporary housing, repairing damaged infrastructure and production facilities to designing a more disaster resilient and eco-friendly local communities so that our effort will result in something better than what existed before the earthquake.

According to a survey conducted by the Government in the first half of April, roughly 64% of the production facilities within the stricken area have already been repaired. By mid July, this percentage is expected to rise to 90%. Underneath this generally positive picture, there are sectors which are more deeply affected, and by present estimate, they will only be able to recover towards the end of this year. The worry, of course, is the loss of market for their products in the mean time.

The shortage of electricity supply due to the loss of the nuclear power plants is likely to continue for quite some time and will certainly have profound consequences. Tokyo area has experienced chaos when TEPCO decided to proceed with programmed electricity cuts of several hours a day, rotating the affected areas and time-slots. The amount of disruption that has caused, not only to households, but also to industry and to essential services like hospitals, transportation, etc. reminded us of our heavy dependence on stable and plentiful electricity supply. With the hot and sticky summer surely to come, everybody is being asked to save 15% of electricity consumption. I think that being forced to save so much electricity for a sustained period may lead us to a rather profound review of systemic issues and change in our lifestyle.

There are many more effects that I can think of that have bearings on the future behavior pattern of individuals and businesses, but I would like to move on to other issues.

Every cloud has a silver lining, as people say, and even a disaster of this magnitude has to have one. What is encouraging to me is the fact that all the Japanese seem to be convinced that our country will not only recover but will become even stronger than before. I also feel encouraged, mixed with a bit of feeling of relief, that our social fabric still seem to remain fundamentally intact and that there is an enormous amount of solidarity among us. An amazing 70% of those surveyed was favorable to a tax increase to finance the recovery effort and many people have spent the so-called “golden week” holidays to help clear the debris in the stricken area.

Another positive aspect is that our infrastructure, especially the more recent ones, resisted well against the multiple shocks. The “Shinkansen” managed to bring all 26 trains operating at full speed when the quake hit to a stop without derailment and loss of life. It has resumed the operation of the entire length at the end of April.

The shortage of electricity is already spawning new types of products. Companies have begun to market batteries which will allow households to store electricity during night time when the tariff is low, and use it during the peak hours. A car manufacturer is contemplating equipping hybrid vehicles with power outlets so that they can be used as emergency electricity generator for homes. Systems and softwares for minimizing electricity consumption by appliances and by household as a whole will be developed.

There will of course be added drive to develop alternative energy sources and to improve energy efficiency.

In the meantime, my Government is trying to minimize the damage caused to Japanese exports and to tourism due to exaggerated and irrational fear of radioactivity. Seen from overseas, my entire country is contaminated, and as a result, some fear that even cars produced 800 km away from the damaged nuclear plant are too dangerous even to touch. My Government has started to check for radioactivity of a number of goods and we are asking all countries that if they have to introduce controls over goods imported from Japan or even planes and ships arriving from Japan, they do so in a reasonable manner, i.e. not disruptive to trade and using scientifically founded criteria.

Tourist arrival in Japan has dropped more than 50% compared to the same period last year. Many countries, as a precautionary measure, issued dire warnings to their citizens against travelling to Japan or have asked those staying there to leave, but many countries have progressively relaxed their advisory and I hope that the number of tourists will rapidly be brought back to normal.

All in all, according to different surveys, the Japanese business sector remains optimistic and expects the economy to start picking up by autumn. I strongly hope that all the recovery effort undertaken in Japan and the opportunity that that might engender, will lead to an even stronger reciprocal presence in Japan and Belgium.

Donations update

Dear members and friends,

In this difficult time of loss and destructions, our hearts and thoughts go out to the people of Japan.

In follow-up of our request for financial donations in the aftermath of the earthquake and tsunami in Japan, we can inform you that we have received and transferred to the Red Cross up to this point:

11 May 2011:	6.750 euro
26 April 2011:	1.350 euro
19 April 2011:	10.125 euro
14 April 2011:	10.681 euro
8 April 2011:	80.615 euro
5 April 2011:	11.410,38 euro
30 March 2011:	50.800 euro
29 March 2011:	33.775 euro
24 March 2011:	41.535 euro
22 March 2011:	11.665, 72 euro
17 March 2011:	4.431 euro

totalling 263,138,1 euro (in eleven transfers since our call out on 14-15 March).

Please do not hesitate to keep sending us donations to aid Japan, as we will continue to transfer these upon receipt to the Red Cross. We are very grateful for this.

We thank you for all your support and generosity towards Japan.

Yours sincerely,

Thomas Leysen
BJA President

会員の皆様並びにご支援頂きました方々へ、

この度の東日本大震災におきまして、被害に遭われました皆様に心よりお見舞い申し上げるとともに、犠牲になられた方々と、ご遺族の皆様に対してまして、深くお悔やみ申し上げます。

BJA では東日本大震災の被災地／被災者への支援として、義援募金活動を行なってまいりました。今日現在まで、既に多くの方よりご協力を賜りました。最新の詳細をご報告申し上げます。

3月17日付けで	4.431 ユーロ
3月22日付けで	11.665, 72 ユーロ
3月24日付けで	41.535 ユーロ
3月29日付けで	33.775 ユーロ
3月30日付けで	50.800 ユーロ
4月5日付けで	11.410,38 ユーロ
4月8日付けで	80.615 ユーロ
4月14日付けで	10.681 ユーロ
4月19日付けで	10.125 ユーロ
4月26日付けで	1.350 ユーロ
5月11日付けで	6.750 ユーロ

合計、263.138,10 ユーロ 全額が既に赤十字社に送金済みです。

皆様の温かいご厚意、心からお礼申し上げます。尚、BJA では東日本大震災の義援募金活動を、当面、続けて参りますので、引き続きご協力をよろしくお願い申し上げます。

皆様の倍旧のご支援、厚くお礼申し上げます。

トーマス・レイセン
BJA 会長



Voices of support & charity events organized in Belgium

We would like to share below a non-exhaustive list of charity events organized by friends of Japan for the benefit of the victims of the disaster in Japan.

This list merely would like to give a glimpse into the variety of events that have been set up during the last months in Belgium.

The Dinner of the rising sun

26 May, Tervuren

4 famous chefs will prepare a gala dinner for Japan.

The proceedings go to the Red Cross.

www.dinneroftherisingsun.be

Hope - Japanese car manufacturers in Belgium

Japanese car manufacturers in Belgium join forces to help the victims of the earthquake and tsunami.

Seen their firm ties with the country, the Belgian companies narrowly linked to Japan were deeply impressed by these events. Therefore the Belgian distributors of Isuzu, Mazda, Nissan, Subaru, Suzuki and Toyota decided to join forces and to collect money to support the victims. Under the campaign name 'HOPE' the six makes will pay 20 Euro per car sold between March 11 and April 15, to the Red Cross. With this action the importers not only want to support but they also would like their customers and dealers to donate money, if they want to do so. The past days, the different distributors received a lot of messages of sympathy from their customers.

Breakfast with the mayor Claude Croes

Sunday 17 April - Deerlijk

500 tickets were sold for a breakfast with the mayor of Deerlijk on Sunday 17 April for the benefit of Japan. Former fellow-citizen and personal friend of the mayor, Bruno Christiaens, lives already 14 years in Fukuoka, together with his family. Strong friendship ties stretch over borders and time and envelops always something larger – in this particular event it reaches out to a whole community in need. *The proceedings will be distributed to the affected communities in northern Japan.*

Music single with Flemish artists for Japan

Miss Jagger and her musical guests will donate the proceedings of the single 'You can't always get what you want' to the Red Cross of Japan. The musical guests range widely from: Gene Bervoets, Buscemi, Jim Cole, Born Craine, Kris De Bruyne, Tom Dice, Stijn Meuris, Paul Michiels, and many others. *It will also be available on I-tunes and in the Free Record Shop.*

Dance for Japan

1 May, Decadence Club in Ghent

With the support of Rahaan – one of Chicago's most respected underground disco DJs, We Play House and club Decadence, Back To The Roots (David and Joeri) organized a dance party for the benefit of the victims of the tsunami and earthquake – sharing passion for house and disco sounds for the people who need us now –. *Proceedings will go to Kesennuma-City.*

Auction to Support Japanese Emergency Relief

27 May, 7PM AWCB Club House

The evening will begin with a talk by Anne Randerson, Ph.D. on Japan, the Japanese, their culture, lifestyle and how they view nature. Anne did her PhD research in Sendai and Fukushima prefecture, the area most devastated by the earthquake and tsunami.

This will be followed by both silent and live Auctions on items displayed in the Clubhouse. There will be also food, music and beverages to lighten the mood for this serious event.

Copies of Anne Randerson's Picture Book, "Scenes of Japan", will also be available for purchase. *All proceedings will go directly to Japanese Emergency Fund Relief.*

Team Egao

Team EGAO, is mainly organized by Japanese students at K.U. Leuven.

"We have been asking ourselves, what we can do? How can we make a difference? And we finally came up with the following: "Get Smiles Back In Japan". We are making a video with hundreds of pictures and videos of people in Leuven with their messages towards Japan and we hope to show the videos to as many people as possible in the world. As an additional activity, we participate in some events to support Japan, and sell the buttons made by Katholieke Universiteit leuven (Catholic University Leuven) and we will donate all the profit to RED CROSS JAPAN in the end. teamegao.posterous.com

Act for Japan

Brussels

Charity Exhibition, Classic concert, NEO CHA-NO-YU , Contemporary Dance Performance, ... and many more

Part of the sales proceedings & 100% donation go to Red Cross

Japan or any other official NPO of 311 relief and reconstruction agency.

T-shirts, sweats and USB sticks sale

Our company, BJ TRADING is trading with Japan since more than 20 years. We are sensible to the present situation in Japan - furthermore we have many friends there.

We wish to make our small contribution to help the victims in the North of Japan and we have created an « online » website selling T-Shirts, Sweats and USB sticks.

The total amount will be transferred to the NGO « JEN » which is doing a great job there. The production costs are carried by our company.

www.supportjapan2011.com

Dranouter Centrum supports Japanese orphans together with Japanese-Belgian families in West-Flanders

1 April, Dranouter Center

An evening with Japanese food prepared by Tanuki from Brugge with the ingredients kindly donated by Yama Foods. After the meal, a concert will follow and some presentations as well with a few speakers.

Proceedings will be distributed to Ashinaga, a Japanese organization supporting orphans (example 95 Kobe Earthquake orphanage).

www.ashinaga.org

Art Auction by young artists

31 March, de Kunstboot - Visserij in Gent

Proceedings will go to the Red Cross Japan.

www.kunstvoorjapan.webs.com

Earthquake of 2011 at Tohoku Pacific coast «Save Japan Brussels Senbazuru»

Cranes are a symbol of longevity in Japan. A thousand paper cranes (Senbazuru) are traditionally gifted to recover from illness or injury.

Workshop on Origami & other activities by LUMIERE ASBL - Liaison Japan-Europe: Dates:

- › Sunday 20 March 2011, from 14h
- › Sunday 27 March 2011, from 12h (concert)

› Sunday 3 April 2011, from 12h

Money received from the sale of origami papers goes to official organizations such as Red Cross

Charity Bazaar

3 April, from 10h to 15h, Eglise Notre Dame Stockel - Woluwe Saint Pierre

A flea market but also a Japanese style café offering chocolate, cookies & cakes, tea & soft drinks, and Japanese food is organized. You will also find a shiatsu workshop, origami area, and a live mini-concert, etc.

All proceedings will be donated to the Japanese Red Cross through Japanese embassy.

www.bel2.jp/home/charitybazar.html

Charity Cause Northern Japan earthquake

Sunday March 27 2011, CC Het Loo in Tessenderlo: 11h-24h

- › with Tom Van de Weghe, Reporter VRT, Tatake Taiko (Japanese Drums)
- › Skype conversation with Takayuki Suzuki (Japan), ex-national soccer player // National Team of Japan, K 1, Aikido & Iai, Activities especially for children, music
- › and much more ...

The proceedings will go to the Japanese Red Cross.

www.facebook.com/benefiet.japan

Japan Square – Tsuru Ladies

The Tsuru Ladies, a group of Japanese ladies living in and around Ghent folded and sold origami tsuru, during the Japanese film festival in Ghent at the end of March.

The proceedings will go to the Red Cross.

www.cinematoday.jp/page/N0031568

CD by school children

The pupils of the sixth grade of the Gaspard de Colignyschool in Ghent recorded a CD which - among others - includes the song "Kleine Gebaar".

The cd is sold for the benefit of the victims of the disaster in Japan.

<http://youtu.be/CX9b8LDsgY>

And so many, many more.....

Annual General Assembly of the BJA - Speech of Mr Peter de Caluwe, CEO of La Monnaie - de Munt BJA定例総会並びにベルギー王立モネ劇場の支配人、Peter de Caluwe氏のご講演

Wednesday 30 March 2011 – Umicore, Brussels



On 30 March, the Annual General Assembly was once more kindly hosted by BJA President, Mr Thomas Leysen, Chairman of Umicore, at its premises.

To an audience of over 50 members, Mr Leysen firstly extended his sincere sympathy towards the victims and to those who were affected by the recent calamity in Japan. In return, HE Ambassador Jun Yokota expressed his deep appreciation to the BJA and the members of BJA for their immense support and encouragement given to his nation for surmounting this difficulty.

After a minute of silence, the Assembly continued, firstly by Mr Tanguy Van Overstraeten, Partner Linklaters LLP and Vice-President of the BJA, who reported on the financial results of 2010, followed by Mrs Anja Oto-Kellens, BJA Executive Director, who presented the 2011 budget.

Mr Nicholas Sepulchre, CEO of Sogeman and Chairman of the Membership Committee, delivered a complete 2010 report of the Membership Situation, followed by the Chairman of Executive Committee, Mr Van Overstraeten, reporting on the ac-

tivities of the Executive Committee, representing all business committees.

A member of the Cultural Committee, Mr Robert Lievemont, kindly reported on the variety of cultural events as well as the ones by the Friendship Committee.

Before adjourning to the cocktails, Mr Peter de Caluwe, CEO of La Monnaie – de Munt delivered an insightful speech on *‘The Belgian National Opera and Japan – a beautiful song to be shared’*. Music soothing the souls – after the presentation the participants gathered for drinks to share their thoughts together.



From the left : Chairman of the Membership Committee, Mr Sepulchre ; Chairman of the Executive Committee and Vice-President, Mr Van Overstraeten ; BJA President Mr Leysen and BJA Executive Director Mrs Oto-Kellens.



Guest of Honour and speaker at the AGM, Mr Peter De Caluwé, CEO of La Monnaie | De Munt.



HE Ambassador Yokota, Japanese ambassador to Belgium, addressed the audience in the aftermath of the disaster in Japan with words of hope and gratitude.



Members exchanged their views and hopes on the friendships between Belgium and Japan.

Special Luncheon – One year EU Council Presidency with EU President Herman Van Rompuy 特別昼食会– 欧州理事会議長の一年、欧州理事会議長、ヘルマン・ヴァンロンプイ

Wednesday 16 February 2011 – Conrad Hotel, Brussels



The Belgium-Japan Association & Chamber of Commerce (BJA) had the pleasure to invite the members of BJA to the special luncheon with HE Mr Herman Van Rompuy, President of the European Council, on February 16, 2011.

Firstly Mr Didier Stevens, Senior Manager Environmental Affairs of Toyota Motor Europe and Chairman of the BJA EU Committee, welcomed over 100 guests including HE Ambassador Yokota of Japanese Embassy in Belgium and HE Ambassador Odano of Mission of Japan to the EU. Secondly he briefly introduced HE Mr Van Rompuy on his professional accomplishments adding his private expertise on Haiku, Japanese poetry. After savouring the starter, HE Mr Van Rompuy honoured the

guests with his speech on his personal experience of a little more than 1 year as the first full time President of the European Council. Following his appealing presentation, the guests shared a pleasant moment to enjoy conversations with one another over the main dish.

To conclude the luncheon, HE Mr Van Rompuy kindly accepted to spare his valuable time for Q&A, and a few of the guests were delighted to receive this precious opportunity to question HE Mr Van Rompuy.

After the Q&A, the guests continued to enjoy the time together while tasting delicious desserts.



HE Mr Van Rompuy, EU President, greets (from left to right): Mr Van Overstraeten, Partner of Linklaters LLP, Mr Sudo, President of Mitsui & Co Benelux, Mr Coffeng, General Manager of Japan Tobacco International, and HE Ambassador Odano of the Japanese Mission to the EU.



Mr Didier Stevens, Senior Manager Environmental Affairs of Toyota Motor Europe and Chairman of BJA EU Committee welcomes the questions from the floor for HE Mr Van Rompuy.



Over 100 members enjoyed the conversations together, an insightful presentation and Q&A of HE Mr Van Rompuy and the delicious food served.



Mr Gardel, Vice President External Affairs & Environmental Affairs, Toyota Motor Europe, HE Mr Van Rompuy and Mr Leysen, BJA President and Chairman Unicore, discuss the opportunities Europe and Japan can bring each other.

Shinnenkai Dinner 新年会ディナー

2011年2月12日(土), Saturday 12 February 2011 - Brussels



2011年の新年会は昨年と同様にグランプラス近くの中華料理店 "Chaochow" で開催されました。40名ほどの参加者のうち、私を含め半数近くが初めての参加とのことでしたが、日本を懐かしむ気持ちや日本に憧れる気持ちは皆の共通項で、話題には事欠くことなく終始にぎやかな会となりました。途中にはビンゴゲームも企画され、さまざまな商品が用意されていたので、幸運な人達はお土産として持つことができました。お腹を満たした後はお店を移動して今度はビールを片手にさらに会話の花を咲かせました。楽しい時間はあっという間に過ぎるもの。名残惜しい気持ちはありつつも次のイベントでまた会いましょうと、今年最初の BJA-FC (Friendship Committee) は幕を閉じました。

Shiho Morita



The traditional BJA-FC annual start of the year (shinnenkai) dinner, was held on Saturday 12 February, 2011, in an Asian restaurant in the center of Brussels. During the dinner, we had the opportunity to participate in a bingo, and afterwards we went to a traditional nearby Bruxellois bar, to taste Geuze beers.

The shinnenkai dinner, as with all BJA-FC events, is a very good opportunity to share, in a relaxed and multicultural environment, with people related or interested in Japan from all over the world, including Japanese people living in Belgium. You can learn about Japanese culture and language, and make new friends from all over the world. The organization, made by BJA-FC is very friendly, and makes feel everyone is invited, regardless of language or nationality.

Language is not a limitation, since everyone makes its best to communicate, either in English, French or Japanese, depending on which common language the speakers share. I congratulate the organization, and I am looking forward to the next event held by BJA-FC. Mata asobi ni ikimasu!

Juan Pablo Nariño Mendoza



Hanami Picnic in the Japanese Garden ハッセルト日本庭園での花見とピクニック

2011年4月3日, 3 April 2011 - Hasselt



After the tsunami, earthquakes, trouble with the nuclear power plants and other sad events in Japan, the Friendship Committee had the idea to meet up with each other in order to build friendships that would help us to get through these disastrous times together.

The Japanese Garden is the end result of the friendship between the city 'Itami' and 'Hasselt'.

The Japanese city Itami has been deeply involved in the creation of the Japanese Garden.

Even as the weather was uncertain the last days, we got a message that the organization would continue with the event and they even placed some tents as a precaution.

The afternoon started cozy and friendly at the registration. Immediately after that, we walked inside the nice and beautiful garden. We didn't know where to watch first, but eventually we chose a walking path and started our journey through the garden.

The garden was decorated in several themes and it really felt like that. The view went from a centralized garden to a rocky area, followed by a creek off to the coast. We went further over a bridge next to a waterfall and further next to cherry flowers, further and further.

While we were busy enjoying the nature, we saw in the distance a ceremony house where a disciplined team was playing Taiko. When we heard the sound, we got even more at ease. After seeing the biggest part of the garden, we stopped at the tents to rest and eat a bit.

Almost immediately, we got greeted by someone of the organization to ask if everything went well and they offered us a drink. After a friendly and polite conversation, we joined some random people to talk to.

During the dinner it became clear that a bond of friendship was being formed, as it was meant to be. The mood was pleasant, the people friendly and the nature beautiful.

When we had eaten enough and were done talking, it was time to turn back and go home but not without enjoying the garden one last time – in short, a day worthwhile.

Nick Hofman



2011年4月3日、ハッセルト日本庭園でのお花見に参加しました。

桜やたくさんの花が満開でどこを見ても美しい庭園でした。集合時には雨が降っていましたがピクニックが始まる頃には雨も上がり、賑やかな宴になりました。

池のほとりに建つ日本家屋では和太鼓の演奏が！地響きするほどの迫力で娘共々感動しました。

隣の茶室ではお茶と菓子を楽しむ事が出来ました。BJA メンバーの方からバルーンで作った犬やハート、お花を頂き娘も大はしゃぎ。

私もバルーン作りに挑戦しましたが、何とも難しい事！膨らませる事すら出来ませんでした。

今回初めて BJA-FC の集まりに参加させていただきましたが、皆さん明るく楽しく親切な方々で、始終笑顔がこぼれる素敵な時間を過ごすことが出来ました。

Satoko

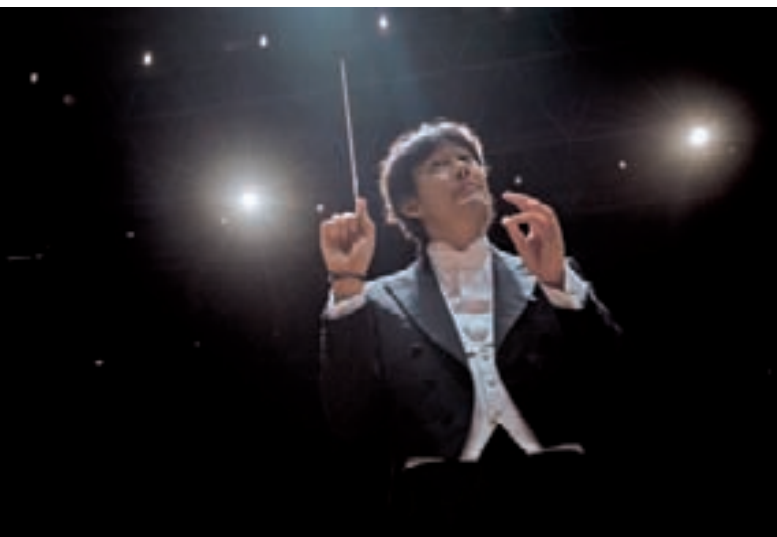
INTERVIEW

A Japanese View of Belgium

Mr Seikyo Kim - Symphony Orchestra Conductor of the Flanders Symfonie.orkest.vlaanderen

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

I will be the first to admit that I got it wrong. After doing many interviews with Japanese CEOs, Senior Managers, and businessmen over the years, I more or less expected a repetition of the same views and feelings. That is all to the good when preparing for a personal conversation. However, the interview with a young, successful and already world famous conductor turned out to be quite different from what I was prepared for. While it was a new kind of experience, it was also particularly enjoyable. So, 'Who is Seikyo Kim and why is he so well known to a broad public?' And what exactly does this have to do with Belgium? These are simultaneously difficult questions and yet easy ones as well. It is all about finding the perfect match.



Seikyo Kim is a western classical music conductor. But born and at least partially raised in Japan, a quite different culture than what is normally encountered in Europe and America. Being an orchestra conductor means you must have a vision and deep understanding of a people's culture that far exceeds that of a 'normal' citizen. You must stand in front of an orchestra of elite—no, make that world-class professional musicians—and show them something about themselves and the music that they grew up with that they never knew or sometimes even suspected. The great conductor must lead and take them to marvellous levels of skill, effort, and insight they have never experienced before. And you must do this with only a skinny white stick and some paper with a bunch of black ink dots and strange symbols and words that all may be hundreds of years old.

Kim sees himself exactly as the great German musical genius and opera composer Richard Wagner saw the role of conductor: 'the conductor is the co-creator of the music.'

Sometimes the pieces are great masterpieces composed by great minds like Beethoven, a genius and a nutcase at the same time. Perhaps you need to be both to be so excellent and yet able to create from zero. Conductors interpret with sound the essentials of what the composer was seeking to find. Like it or not,

composers must deal with the reality that without conductors, Beethoven—or any other composer's work for that matter—could not exist. But the paper with the strange hieroglyphics doesn't tell everything. It does not explain the mind and objective of the composer. And of course, there are no recordings of the original music played by Beethoven precisely as his already deaf ears heard it. Each conductor must have his or her own interpretation to bring to the musical score. These personal approaches changed a lot over the years, even for the same conductor with the same orchestra. Kim's vision is to follow as close as possible the original score and the historical activity that shaped it at its birth. But even historians cannot agree on everything, so much of the final music we hear is nothing more than an assumption and an educated guess as to the intent of the composer.

Mr Kim has an international background, living and studying in Japan, the US, and Europe. Combining all of those influences is certainly part of what makes him very special. But cannot the same be said of the well-traveled Japanese businessman? However, Seikyo is a musician and music has to be performed over time and space to an extremely refined and very narrow and special audience. Yet like the businessman, a conductor is the leader of all processes. He is the manager, the coach, the ambassador, and he is even an active player, although without making any sound. Another analogy may be that he is like a movie director and CEO. Nevertheless, the major difference in the time frame of their work. Musicians think in tiny fractions of a second; what is being created at that precise moment. In a concert, there are no retakes and you only have one chance to get it right.

Although he also listens to other types of music like jazz, he obviously prefers classical music. But it seems that Mr Kim isn't fond of the word 'classical'. It is music that was created in the 19th century and by pure accident it was the time then to 'design' that particular kind of perfection. For him it's like storytelling, trying to make it a physical experience and give the audience or listener goose bumps. There are pure sounds that are almost unheard, yet they create beauty, which is not found in modern music.

Seikyo Kim came to Belgium for the first time in November 2009. It was rainy and cold, but he felt so very welcome! After meeting the Flanders Symphony Orchestra for the first time, it seemed to him that after five minutes they already had a long-term relationship. Everybody concentrated and gave their all. It was a kind of musical magic for which there is no explanation. Kim felt ecstatic at that moment. As he began performing more throughout Belgium, he also got to know more about the history and the atypical interesting facts about this unusual little country that make it so unique. For instance, when his Flanders Symphony Orchestra performs in a small, seemingly unsophisticated Flemish city, it is always to a full house. Yet in Brussels with its broad based international audience, the hall is sometimes only half-full.

keep reading on p.17 »

Belgium's trade relations with Japan

Bilateral trade relations

Trade of goods between Belgium and Japan in 2009

In 2009 Japan ranked 18th among Belgium's main clients, just after Russia but before Denmark.

Belgian exports to Japan amounted to EUR 2,215.5 million compared to EUR 2,105.4 million in 2008, a 5.2% increase. Belgian exports to Japan accounted for 0.8% of Belgium's total sales.

Japan was the 9th supplier of Belgium in 2009. It ranked after Italy, but preceded Spain.

Total Belgian imports from Japan dropped by 19.8%, from EUR 8,542.9 million in 2008 to EUR 6,852.6 million in 2009. Approximately 2.7% of total Belgian imports came from Japan.

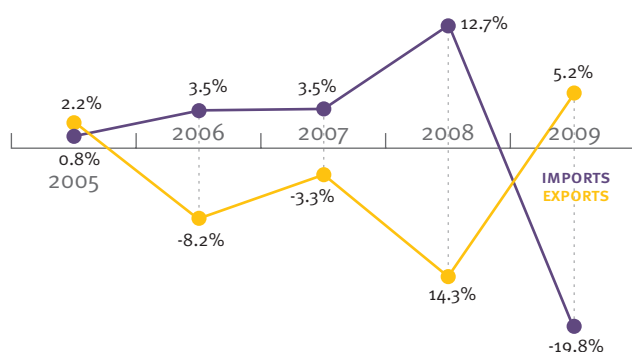
The following table shows the evolution of Belgium's trade with Japan for the period 2005-2009.

in million euros	2005	2006	2007	2008	2009
Exports	2,764.1	2,538.6	2,455.2	2,105.4	2,215.5
Imports	7,075.8	7,325.4	7,582.1	8,542.9	6,852.6
Trade balance	-4,311.7	-4,786.8	-5,126.9	-6,437.5	-4,637.1
Exports: variation in %	2.2	-8.2	-3.3	-14.3	5.2
Imports: variation in %	0.8	3.5	3.5	12.7	-19.8

Belgium traditionally runs a merchandise trade deficit with Japan. This deficit, which already reached EUR 4,311.7 million in 2005, amounted to EUR -6,437.5 million in 2008. The fall of imports and the increase in exports explain why Belgium's trade deficit with Japan diminished by EUR 1,800.4 million to EUR -4,637.1 million in 2009.

After having increased by a mere 0.8% in 2005, Belgian imports from Japan grew by 3.5% in both 2006 and 2007. This growth rate was exceeded in 2008, when imports jumped by 12.7%. Due to the global economic crisis, total imports fell by 19.8% in 2009.

In 2005 exports from Belgium to Japan recorded a 2.2% surge, before dropping by 8.2% in 2006. In 2007 the decrease was limited to 3.3% but a year later imports witnessed a collapse of 14.3%. In 2009 exports recovered and registered a 5.2% jump.



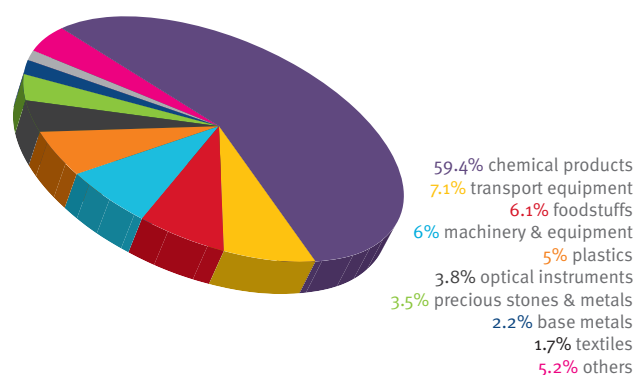
Graph 1: Variation of exports and imports

Main export sections

In 2009 Belgian exports to Japan were composed for more than half (59.4%) of chemical products. Sales of this section increased by 35.1% to EUR 1,316.4 million. This product group covered primarily 'heterocyclic compounds with nitrogen hetero-atom(s) only' (48.1%) and 'medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses' (43.7%).

Other sections exported by Belgium to Japan were:

- › **transport equipment:** sales of this section reached EUR 156.8 million (+25.4%) and represented 7.1% of total exports
- › **foodstuffs:** which amounted to EUR 135.8 million and accounted for 6.1% of total Belgian exports, i.e. a 28.3% drop
- › **machinery and equipment:** this section totalled EUR 132.6 million (-22.0%) and stood for 6.0% of total sales.

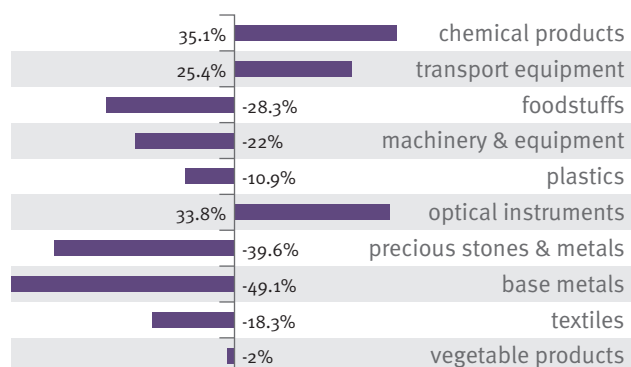


Graph 2: Belgian exports to Japan by principal commodities, 2009

Only 3 of the 10 sections mentioned in the graph below registered an increase in 2009. The most important growth rate can be attributed to the chemical products. Exports of this section jumped by 35.1% after a 21.1% drop in 2008. The only two other product groups that succeeded to show an important increase were the optical instruments' section (+33.8%) and the transport equipment section (+25.4%).

There were 7 other product groups that witnessed a plunge in sales. These decreases varied from 2.0% (vegetable products) to 49.1% (base metals).

Despite the fall of 15 out of the 22 product groups exported from Belgium to Japan, total sales still rose by 5.2%. This can be explained in large part by the importance of the chemical products' section.

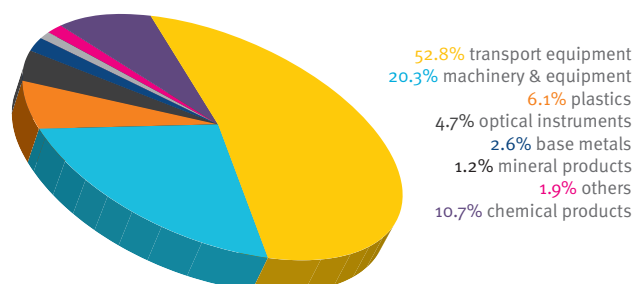


Graph 3: Variation of exports by principal commodities, Belgium - Japan, 2009

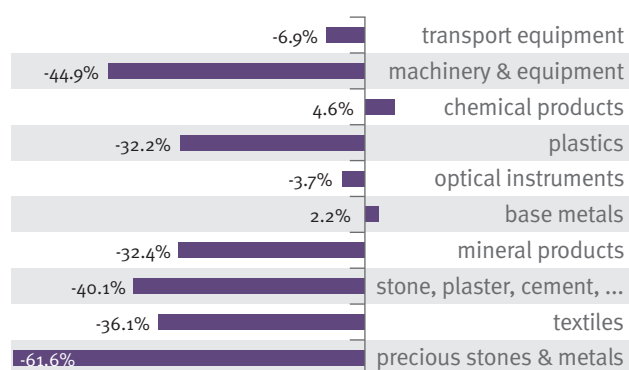
Main import sections

In 2009 three product groups accounted for 83.6% of total Belgian imports from Japan. These sections were:

- › **transport equipment** with EUR 3,615.1 million or 52.8% of total Belgian imports from Japan. This section, whose imports dropped by 6.9%, consisted primarily of motor cars and other motor vehicles principally designed for the transport of persons
- › **machinery and equipment**: this section reached EUR 1,388.3 million (-44.9%) and stood for 20.3% of total purchases
- › **chemical products** which amounted to EUR 718.9 million and accounted for 10.5% of total Belgian imports, a 4.6% increase.



Graph 4: Belgian imports from Japan by principal commodities, 2009



Graph 5: Variation of imports by principal product groups, Belgium - Japan, 2009

Only two sections, the **chemical products** (+4.6%) and the **base metals** (+2.2%) to be more precise, registered an increase in 2009. All the other 8 sections witnessed a collapse that varied from -3.7% for the **optical instruments** to -61.6% for the **precious stones and metals**.

Belgian imports from Japan dropped by 19.8% in total.

General pattern of development after the first 9 months of 2010

Exports

According to the available data for 2010, Belgian exports to Japan amounted to EUR 1,998.8 million after the first nine months. This is an increase of 25.9% compared to the same period of 2009.

Chemical products were the most important export section after the first nine months of 2010. This group of products accounted for EUR 1,197.2 million or 59.9% of total exports. Sales of this section increased by 28.8%.

After a decrease of 26.8% in 2009, sales of **machinery and equipment** grew by 39.3% in 2010, reaching EUR 131.5 million or a 6.6% share.

With EUR 125.7 million, **plastics** completed the list of Belgium's top 3 most exported products to Japan. Thanks to a rise in exports of 100.4%, this section represented 6.3% of total sales. This surge can be attributed in part to the subsection 'synthetic rubber and factice derived from oils, in primary forms or in plates, sheets or strip'.

Imports

Belgian imports from Japan totaled EUR 4,915.4 million after the first 9 months of 2010. This is a 5.0% decrease in comparison to the same period of 2009, when imports reached a total of EUR 5,172.2 million.

After the first nine months of 2010, purchases of **transport equipment** took the lion's share and reached EUR 2,381.0 million or a 48.4% share. Imports of this section fell by 12.2%.

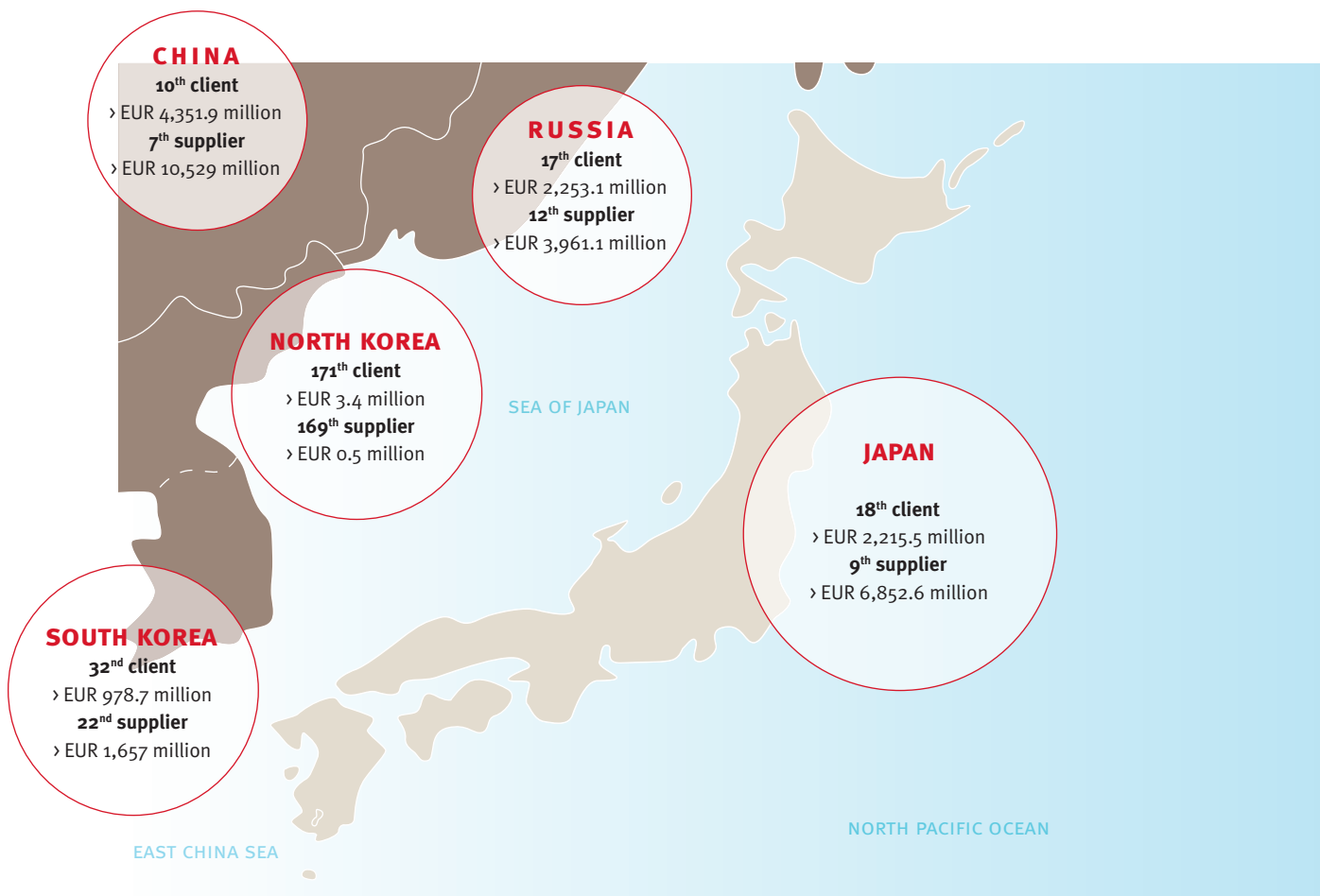
Thanks to an 8.4% increase, **machinery and equipment** accounted for EUR 1,145.3 million or a 23.3% share.

Finally, imports of **chemical products** fell by 2.1%. Purchases totaled EUR 526.0 million or 10.7% of total Belgian imports from Japan.

Overview (2009)

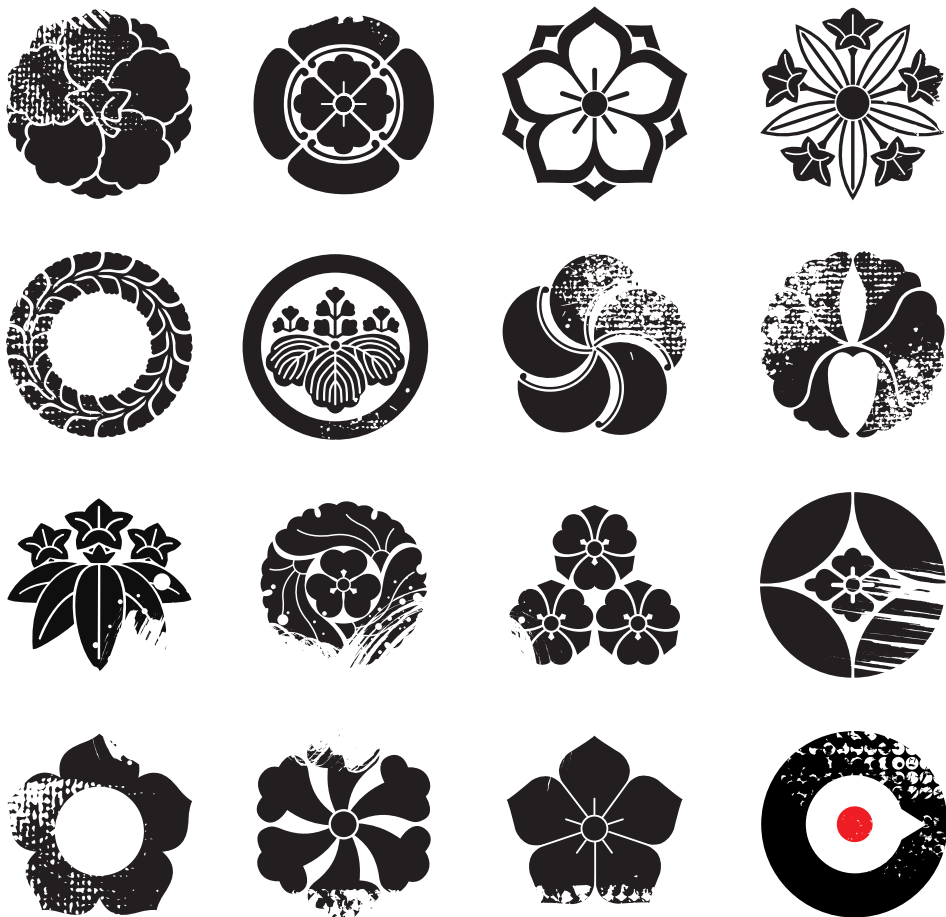
Importance of Japan and neighbouring countries in Belgium's foreign trade

- › Client - Belgian exports
- › Supplier - Belgian imports



Source and further information:

Belgian Foreign Trade Agency
 Nadia Verlent, Head of Statistics Service
 Tel: 02 206 35 23 2 or 02 203 18 12
nadia.verlent@abh-ace.be



OSKARD

EU-JAPAN BUSINESS COOPERATION: GROWTH FOR THE FUTURE

EU-Japan Business Round Table (BRT) co-Chairmen Jean-Yves Le Gall (Chairman & CEO of Ariespace) and Hiro-masa Yonekura (Chairman of Sumitomo Chemical Co., Ltd.) met in Tokyo and confirmed their commitment to push for an improved EU-Japan business environment during the next BRT meeting in Rome, on Thursday 28 and Friday 29 April 2011.

Around 50 senior executives from leading European and Japanese companies will participate in the Rome meeting, which will take place on Thursday 28 and Friday 29 April 2011 at the Hilton Rome Cavalieri. The Meeting's agenda will focus on the development of industrial and R&D cooperation between European and Japanese enterprises in common priority areas, and on the future framework for the EU-Japan relationship.

Messrs Le Gall and Yonekura will hold a press conference immediately after the meeting on Friday 29 April, from 13:00 to 13:30, at the Hilton Rome Cavalieri. Mr Antonio Tajani, Vice-President of the European Commission, will participate in both the BRT Rome meeting and in the press conference.

Following his meeting with Mr Yonekura, Mr Le Gall said: "The BRT Rome meeting will take place at an exceptional time, a short period after the 11 March earthquake in Japan and the tragedy that followed. In this context, both sides have intensified their efforts to prepare, ahead of the next annual EU-Japan Summit, their recommendations to EU and Japan Authorities to strengthen significantly the EU-Japan relationship. I look forward to our discussions on these recommendations during the Rome Meeting on Thursday 28 and 29 April".

Mr Yonekura said: "I am very pleased that we will be able to hold the BRT Rome meeting as scheduled even though Ja-

pan is facing extraordinary challenges in the wake of the 11 March earthquake, and I am most grateful to Mr Le Gall and all EU members for their strong support to make it possible. The recent positive developments in the joint effort of the EU and Japan Authorities are particularly encouraging, and I hope that the recommendations we formulate at the Rome meeting will prompt the Authorities to make a significant step forward at the next annual EU-Japan Summit to bring EU-Japan relationship to new heights. I am looking forward to a lively discussion at the Rome meeting."

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Background

The EU-Japan Business Round Table (BRT) was created in 1995 to foster communications between Japanese and European industries. Its members are senior executives from around 50 leading European and Japanese companies. Its main objective is to submit recommendations to Japanese and European authorities in order to develop trade and investment between the EU and Japan, and to encourage industrial cooperation on issues of common interest, such as innovation, climate change, or industrial standards.

www.eu-japan-brt.eu

Source: Delegation of the EU to Japan Newsletter 21/04/2011
www.delipn.ec.europa.eu

JAPAN EARTHQUAKE / TSUNAMI: THE COMMISSION ACTIVATES EUROPE'S CIVIL PROTECTION SYSTEM

At the request of Japan, the European Commission activated the European Civil Protection Mechanism to provide assistance in the aftermath of the devastating earthquake and tsunami that struck the country on 11 March. Japan has requested search and rescue teams and search dogs for ongoing operations.

"Japan is one of the best-prepared countries in the world to cope with disasters, but the sheer magnitude of this earthquake and the tsunami means that international assistance is needed. We are responding to the call as urgently as possible," said Kristalina Georgieva, Commissioner for International Cooperation, Humanitarian aid and Crisis Response. "Europe's civil protection system has been fully mobilised to help Japan overcome this immense tragedy," the Commissioner added.

The European Commission's humanitarian and civil protection department (ECHO) is continuously monitoring the situation in Japan and the other countries where tsunamis could hit.

Background

The European Civil Protection Mechanism facilitates cooperation in disaster response. 31 states participate in the Mechanism (EU-27 plus Croatia, Iceland, Liechtenstein and Norway). They pool resources that can be made available through the Mechanism to disaster-stricken countries all over the world.

According to the needs, Participating States can mobilise various types of civil protection assistance (search and rescue teams, advanced medical posts, field hospitals and medical teams, engineers and technical support teams, etc.). Two teams of European civil protection experts, currently in Indonesia, stand ready for deployment to the affected area if needed.

» keep reading on the next page

EU-Japan news

THE BENEFIT OF CLOSER JAPAN-EU COLLABORATION

by HE Ambassador Nobutake Odano, March 2011

Japan is a like-minded global partner for Europe, with a shared commitment to plural democracy, freedom of speech, the rule of law and other fundamental values and principles. Japan and the European Union respectively face challenges in common such as coping with aging populations, achieving a low-carbon society, ensuring energy security, etc. Japan and the EU deploy frigates and reconnaissance aircraft to the area off the coast of Somalia to protect busy shipping lanes between Europe and Asia from violent pirate attacks.

Japan and the EU are stable trading and investment partners for each other and together promote, for example, multi-lateral Doha Development Round trade negotiations of the WTO and global agreement towards combating climate change. However there remains a vast area of untapped potential between Japan and the EU. A good example is innovation which is usually relevant to the level of higher education and R&D. Innovation is also a seed to invigorate our societies and economies on a sus-

tainable path. The Japan-EU Science and Technology Agreement is the latest addition to Japan-EU cooperation.

Our leaders have been working to deepen and widen our area of cooperation and at last year's Summit they agreed to establish a Joint High Level Group "to identify options for the comprehensive strengthening of all aspects of Japan-EU relations and defining the framework for implementing it..." Japan believes that an Economic Partnership Agreement (EPA) is a beneficial choice to both sides for accelerating more comprehensive economic exchanges and interactive cooperation in the areas of trade, investment, protection of intellectual property rights and government procurement to name but a few. Mr Naoto KAN, Prime Minister of Japan, is now prioritizing the reform of domestic non-tariff measures. With an Economic Partnership Agreement, Japan expects the EU to lower tariff rates. Generally speaking, manufactured products from Japan to the EU are subject to tariffs which are as high as 10% for automobiles and as high as 14% for some electronics while similar European products are exported to the Japanese market tariff-free. If quality Japanese products are available at lower prices, it will of course be beneficial for consumers in the EU.

Today there are more than 3,300 Japanese companies operating in the EU creating some 400,000 employment opportunities. Foreign direct investment from Japan into the EU amounts to 135 billion euro on a stock basis in 2009. There are also some recent successful examples of European companies doing business in the Japanese market. Skymark, a Japanese airline, concluded a contract in the middle of February with Airbus to purchase six A-380 aircraft, the company's largest model. In addition, A&F Aviation, All Nippon Airways' affiliate, has concluded an initial deal to lease ten Airbus A-320 aircraft. The German manufacturer,

Knorr-Bremse, has concluded a contract with a major railway company to supply brake components to Shin-kansen, the Japanese high-speed train. Japanese consumers appreciate high quality products from Europe and the Japanese market is a gateway to the clients from other promising and emerging markets of Asia.

Japan recently purchased more than 20% of the initial issuance of European Financial Stability Facility (EFSF) bond. The EFSF floated its bond to the amount of 5 billion euro on 25th January. Japan is contributing to Europe's financial stability, thus promoting a stable financial system which leads to sustainable growth in the world economy. Japan and the EU are indispensable global partners in today's world. We need to cooperate with each other closely and an Economic Partnership Agreement is the logical direction for both of us.

This article was originally published in The Parliament Magazine (Issue 323: 3rd March 2011)

Source: Mission of Japan to the EU

FAQ ON THE EU EMERGENCY MEASURE ON IMPORT OF FOOD AND FEED ORIGINATING IN OR CONSIGNED FROM JAPAN

A FAQ section is available on the website of the Delegation of the European Union to Japan.

For further enquiries questions, please contact delegation-japan@eeas.europa.eu

Source: Delegation of the EU to Japan
www.deljpn.ec.europa.eu

keep reading from previous page » When the Mechanism is activated, the European Commission ensures the coordination of assistance interventions inside and outside the European Union. Since its creation in 2001, the Mechanism has been activated for over a hundred disasters in Member States (in 2010 this included floods in Central Europe, the industrial mud spill in Hungary and forest fires in Portugal), as well as worldwide, including in last year's earthquakes in Haiti and Chile, the floods in Pakistan, the forest fires in Russia and Israel. Most recently, the European civil protection system was mobilised to assist in the evacuation effort of European citizens from Libya.

Source: www.europa.eu

HANSEN INDUSTRIAL TRANSMISSIONS MOVES FORWARD UNDER NEW OWNERSHIP

Industrial gearbox specialist Hansen Industrial Transmissions NV (HIT), formerly in hands of Hansen Transmissions International nv (HTI), and acquired by **Sumitomo Heavy Industries Ltd. (SHI)** in March 2011, is ready to move forward under its new ownership. In combination with its extended product portfolio for dedicated drive solutions, HIT, this week, simultaneously introduces its new identity at the “Hanover Fair” and the “Maintenance show” in Antwerp.

“It has been quite a journey since Sumitomo Heavy Industries announced its bid in October 2010 to acquire all outstanding shares of Hansen Industrial Transmissions nv”, says managing director Torsten Schultz of HIT. “But we are pleased that after the completion of the acquisition last month, we can now start working on a bright and exciting future. Being a wholly-owned subsidiary of a distinguished and financially strong Group such as SHI whilst being able to focus on our core business is the scenario we had hoped for. The acquisition of HIT by SHI is as such an important, but above all, a promising new milestone in our rich company history.”

HIT believes in Sumitomo’s vision to “become a world leader by innovation and globalization in the power transmission market”. Now the acquisition is completed and adhering to the company mission “in gear for your success”, HIT sees the opportunities to contribute significantly, with valuable resources and promising synergies, to the realization of the SHI vision.

Together, HIT and SHI represent two of the world’s most reputed brands in industrial gearboxes and both companies share the understanding of what it takes to serve demanding customer applications, to provide best in class customer service, to innovate and to grow.

Source: www.hansenindustrialgearboxes.com

D&B LAUNCHES FREE SEARCH TOOL TO IDENTIFY POTENTIALLY IMPACTED BUSINESSES IN JAPAN

D&B has released a free search tool that allows individuals to identify companies that are located in the prefectures impacted by the March 11, 2011 earthquake and tsunami in Japan. This information will help organizations begin to assess their exposure to financial and business continuity risk resulting from the earthquake and tsunami as well as unfolding developments at the Fukushima Daiichi Power Station. Drawing from its unparalleled data sources, D&B has identified roughly 90,000 businesses in the Fukushima, Miyagi and Iwate prefectures. You will be able to search by company name or D-U-N-S number to identify if an organization is located in the affected region. The search tool will provide information on which companies are in the impact zone. Visit here to access the free search tool:

Source: www.dnb.com

keep reading from p.10 » This cultural division makes no sense to Kim and is always a problem. How can this be happening when the music is the same? Is it just because of the orchestra’s name? Imagine how someone completely unfamiliar with Belgium looks at this situation.

But of course Belgium has its delicious cuisine and the people are generally down to earth. This makes Kim feel right at home. Although a bit shy, he is comfortable meeting people that are straightforward with a high spirit, and not close-minded. And probably that’s a similarity with the Japanese mentality and why he fits so well. But in Japan you always have to ask for more. Not here. Having Korean roots, born in Osaka, studied in the US and Europe, and working now in Belgium, he wondered about the question where his home really is. As a teenager, he was often confused, until he met a great writer from Kyoto. This man told him: ‘I’m from Kyoto and was raised there. I cannot change that. I love it and I hate it. But you can be Japanese, Korean, or American. You can be whatever you want, so learn to be truly international and take the good parts from everywhere.’ Though western classical music is now virtually universal and Kim has acquired an international heart, he is convinced that his home is in Japan. However, just maybe his second home is certainly here.

He has to be physically and mentally ready to perform all the time so Kim prefers to stay at home to take care of his health. Watching good movies and reading is important. But he also plays golf, just to be outside and meet different kinds of people. For a Japanese, it is not easy to separate work and leisure time and that is also a big advantage here. ‘In Flanders,’ he says, ‘you have more time to think, while in Japan everything is more stressful.’ Kim once asked a friend, a CEO, how he chooses the best person for a job and the man answered ‘I go for the fittest person.’ Fit persons make no excuses and every day they go for it. That’s why being healthy is so important. Musicians too have to be fit every day.

People from Belgium can surely be successful in Japan. Be persistent and never give up. Just love what you do, enjoy it and do it first for yourself and then do it for other people. But you need talent. For Kim, you can reach any dream you can have by just having the guts to imagine it. If you do that and genuinely pursue it, you are more able to reach your goal. He has proved it. ‘But you need talent. The earlier you find something you are talented in and really enjoy, the better your chances. Just go for it. You also need a lot of desire and some greed for satisfaction. Japanese are not allowed to show that. Here people do, even Japanese once they learn how.’

Seikyo Kim certainly loves Belgium. On the question what he would miss when returning to Japan, he only needs a second to answer: the orchestra. He really wants to perform every day with them. A beautiful match has been born.

Social Media: Powerful tool in emergency communications

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

During the first hours and days after the earthquake and tsunami in Japan, most mails I received from Japanese friends and colleagues started with: “you probably have more information than we do”. There must have been a sense of literally being cut off from the world, its communication channels, and thus its sources of information.

The only way to communicate during those first few days, was via the Internet. Phone systems and cellular networks either were down or overwhelmed with traffic, so people turned to the Internet to track down friends and family members, to find out whether trains were running, and to check whether their neighbourhood was going to be affected by the electricity blackouts. Skype, Twitter, Facebook; as well as Gree and Mixi, Japan’s most popular social networking sites, became invaluable lifelines for many people caught up in the aftermath of the Japan earthquake.

It is important to realize that the limitations of traditional means of communication and sharing information were not just technical limitations. News today is increasingly a shared, social experience. People want to see and hear what’s going on from people around them, in real time. This is exactly where new social media come into their own. The reactions on Twitter soon after the disaster on March 11th, confirms this. Less than an hour after the quake, the number of tweets coming from Tokyo were topping 1200 per minute according to **Tweet-o-Meter** www.casa.ucl.ac.uk/tom.

A few more statistics: according to the New Media Index from the Pew Research Centre’s Project for Excellence in Journalism, 64% of blog links, 32% of Twitter news links and the top 20 YouTube news videos, were about the natural disaster during the week of March 14-18. While all three of these social media platforms focused on the earthquake, each performed very distinct functions.

The blogosphere offered a place to release and share emotional responses to the disaster, as well as calls for support for the Japanese people.

Twitter became a place to seek out and share breaking news, and was used to send messages of support to those directly affected by the quake. People used it to post news of how serious the situation was, including uploads of videos they had

recorded. Twitter was already a big hit in Japan, where more than three-quarters of the population is connected to the Internet. The earthquake convinced even more users of its value as a communication tool. Some people moved to or preferred Facebook to engage in more topic-based conversations.

YouTube, the visual medium, showed private videos that offered pictorial evidence of the astonishing power of the tsunami waves that destroyed virtually everything in their path.

These videos were often viewed by hundreds of thousands of people before the mainstream media picked them up.

The **Red Cross** website was overwhelmed by people seeking to re-establish contact with family members and friends missing since the earthquake and the tsunami. Also within a couple of hours, Google stepped in and launched an English-Japanese version of the ‘Person Finder Tool’ to help victims and families locate one another. The Person Finder Tool was first launched after the quake that struck Chile in 2010, and proved to be very successful. Not surprisingly, the Person Finder Tool was announced on Twitter.

Social media have played more than just a bit part in recent national disasters. The Chile, Haiti and Japan earthquake incidents all experienced a layer of social media as part of emergency communications. We may be using social media for a somewhat different purpose than initially intended, but it has helped us realize what a powerful tool it is for reuniting people, and for sharing stories and messages of consolation, encouraging people never to give up. Ganbare Japan!



news from the members

FUJIFILM ESTABLISHES REGIONAL CENTER IN BELGIUM

Japan-based Fujifilm, a provider of digital imaging products, has announced that it is due to open a new European Advanced Print Technology Center. It will be located in Zaventem, near the Belgian capital of Brussels.

The new center will focus on demonstrating the Fujifilm portfolio of digital print solutions. "The location is perfect to allow print service providers from across Europe to experience the benefits of Fujifilm's complete digital offering at first hand", said Ryuta Masui, Senior-Vice President of Fujifilm Europe GmbH. "Fujifilm's digital solutions portfolio is among the strongest in the industry, and we felt that we needed a purpose-built facility to showcase these solutions."

The Zaventem-based state-of-the-art center comprises over 500 square meters of demonstration space. Many digital print applications will be showcased, from SRA3 format commercial work to wide-format and superwide-format indoor and outdoor print applications, and, at the heart of this high-tech array of hardware, will be XMF - Fujifilm's unique cross-media workflow. The new center will also host the company's groundbreaking new B2 sheetfed inkjet press, the Jet Press 720.

"People visiting our new center in Belgium can be assured that they won't just be greeted with a technical demonstration of a particular machine", Masui explained. "We pride ourselves on helping our customers to explore new business opportunities and the new center has been designed to facilitate this. As well as a huge amount of demo space, we also have a lecture theater and meeting rooms, making it the ideal facility for us to host product and business-orientated training sessions."

Fujifilm is known as the world's biggest photographic and imaging company. Fujifilm entities operate in over 50 group companies in Europe, employing more than 5,000 people engaged in R&D, manufacturing, sales and service support. Throughout Europe they serve a range of industries, including medical, life science, graphic arts, electronic materials, chemical and photographic technologies.

More info: Fujifilm - www.fujifilm.eu

Source: www.ipaworld.com

NEW WORK PERMIT EXEMPTION FOR BUSINESS MEETINGS

On 29 March 2011 a Royal Decree was published in the Belgian Official Journal, changing and clarifying the content of the Royal Decree of 9 June 1999 on the employment of foreign nationals in Belgium.

The new Royal Decree mainly clarifies the categories of foreign nationals who are eligible for a work permit type C and recognizes the status of partnership as equivalent to marriage. In addition, and most important, the Royal Decree changes the work permit exemption for business meetings and scientific congresses.

Whereas in the past, a foreign national was only exempt from a work permit when coming over for business meetings for no more than 5 days per calendar months, the exemption is now extended and applies to foreign nationals coming over for no more than 60 activity days per year, with a limit of 20 consecutive days per meeting. This exemption is in line with the exemption for business

meetings created in the legislation on Limosa.

Be aware though that the work permit exemption is strictly limited to foreign nationals coming over to Belgium for business meetings. A foreign national, coming over to Belgium and being engaged in productive activities on Belgian territory still needs a work permit as of day 1 of his activities in Belgium.

Finally, in application of this new Royal Decree, foreign nationals coming over to attend scientific congresses are no longer required to be in possession of a work permit. For this exemption, there is no limitation in time foreseen.

Matthias Lommers, Advocaat-Avocat

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

Corporate Member

Antwerp Limousine Service



We founded our company in 1980. We started out as a single car limo service in the heart of Antwerp's diamond district. Today we provide transport services across Belgium and beyond. We are a family business that maintains close and long lasting relationships with its customers. At present our fleet consists out of ten vehicles ranging from luxury sedans to comfortable minivans.

Our main activities are airport transfers and business transportation but we also offer sightseeing across the Benelux. Providing the highest degree of service has always been our number one priority. Thanks to this we soon had many Japanese companies amongst our clientele. Since 1995 we provide private limo transfers to passengers of All Nippon Airways (business & first class). Through the years we have always enjoyed working with Japanese people and some of our business relations have become good friends. We are very happy that we could join the BJA. We like to strengthen the relationship with our Japanese customers and contribute by offering the best service at the sharpest rates to all BJA members.

Ferdi Van Leuvenhaege, CEO

Sint Katelijnevest 54 box 5, 2000 Antwerp
Tel: +32(0)3 232 22 37, Fax: +32(0)3 231 11 09
E-mail: antwerplimo@skynet.be
www.antwerplimo.be
BJA Contact: Ferdi Van Leuvenhaege (CEO)
& Nadia Van Leuvenhaege (daily operations)

Berlitz Schools of Languages



You will probably know us as a language training provider. Berlitz Corporation however is much more than that. For the last 15 years we have been the N°1 leader in Cross-Cultural trainings worldwide, preparing individuals and their organizations for the challenges they encounter when they grow. Together with Communication and Leadership trainings all our offerings are focused on solving the challenges managers meet when they reach an international level.

As part of the Japanese Benesse Holdings, we are part of the Japanese Business community. We wish to reach out to the other members of BJA and become an active participant in this reputed institution.

Avenue Louise 306-310, 1050 Brussels
Tel: +32 (0)2 649 56 76, Fax: +32 (0)2 640 11 37
E-mail: info@berlitz.be

www.berlitz.be

BJA Contact: Mr Gregory Caremans, Regional Manager Global Leadership Training

Compliance and Risks

C2P は、大手の電子機器、医療機器及び機械工業系企業で使用されている、グローバルな法令追跡及び知識マネジメントのためのツールです。

2004 年以来、その私たちの顧客の市場アクセスに影響を及ぼす環境他の分野で施行される法令の数は、毎年平均 30 パーセントの増加をみえています。

日本における C2P のユーザーには、ソニー、パナソニック、キャノン、富士フイルム、日立グローバルストレージ、オリンパス、NEC、村田製作所、井関農機、ヤマハそしてトヨタが含まれます。その他の多くの企業でも、C2P は現在試用期間中にあります。私たちは御社のコンタクトを心よりお待ちしております。

C2P is a global Regulatory Tracking and Knowledge Management tool used by some of the best Electronics, Medical Devices and Machinery Companies.

Since 2004 there has been an average 30% increase year on year in the numbers of new regulations (environmental and other) entering into force impacting market access of our customers.

Japanese users of C2P include Sony, Panasonic, Canon, Fujifilm, Hitachi Global Storage, Olympus, NEC, Murata, Iseki, Yamaha and Toshiba. Many others are currently trialling the C2P tool.



Mr Damien McGovern

We invite you warmly to talk to us.

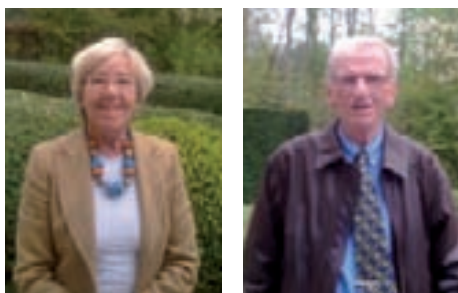
Unit 9 Eastgate Avenue, Eastgate Business Park, Little Island, Cork – Ireland

Tel: +353 (0)21 435 1990 Fax: +353 (0)21 435 5186

E-mail: d.mcGovern@complianceandrisk.com

www.complianceandrisk.com

BJA Contact: Mr Damien McGovern, CEO and Founder



Mr and Mrs Blondé-Eelen
of Marilo Fund

Marilo Fund

The Marilo Fund, founded by Mr and Mrs Blondé-Eelen, is a fund under the King Baudouin Foundation aimed to favor commercial relations between Belgium and Japan, in close collaboration with the BJA, by encouraging active professional and entrepreneurial communication regarding Japan.

As the first non-resident director of BLCCJ in Tokyo, I was asked by Mr Jean-Albert Moorkens to join the BEJAT Board. Later I had the luck to be a founding director of the BJA, where business & culture found each other.

BJA is an outstanding, compact and effective no-nonsense organization, that has reached the status of "interface" between Japan & Belgium.

Also with the founding of Marilo Fund, with its very specific goal, we received very valuable cooperation and support from BJA and its Board. That is why we joined as a corporate member.

Marilo Fund is at its operational beginning, so later on we will be able to inform about its progress.

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E-mail: frans.blonde@marilo.be
Contact: Mr Frans Blondé, Co-founder

TCI Europe

TCI Europe is a subsidiary of Tokyo Chemical Industry Co. Ltd, a leading Japanese manufacturer and supplier of speciality and fine chemicals, with over 60 years standing.

To establish its European distribution centre TCI chose for Belgium because it is in the heart of Europe, thus enabling a fast delivery to customers in universities, corporate research laboratories and commercial production sites of all types of industry.

In Antwerp, TCI operates a full-scale supply system for the European market and handles over 21,000 reagent chemicals. The great majority of these products are manufactured in multi-purpose facilities in Japan, China and the United States.

In addition to its chemical reagent catalogue business, TCI also undertakes custom synthesis, as well as bulk volume production and GMP-compliant manufacturing.

Being a member of BJA enables us to exchange cross cultural information with other Japanese and Belgian companies and to share our experiences.

Dr Atsuo Suga, General Manager
and Mrs Els Van den Nieuwenhuizen,
Administration & HR Manager of TCI Europe



For more information on our company and products, please visit our website www.tcieurope.eu.

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E-mail: info@tcieurope.be

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BJA Contact: Mrs Els Van den Nieuwenhuizen, Administration & HR Manager

Individual Members

Couple members

Mr & Mrs E. G. Sterckx - Verhoeven

Regular members

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Mr G. de Theux
Ms A. Randerson

Student members

Ms Z. Ozyildiz

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

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As a global technology group FUJIFILM is committed to many fields of business today.

Fujifilm expresses its deepest sympathy to all who suffer from the Japanese earthquake and its disastrous consequences.

FUJIFILM Corporation and Fuji Xerox Co. Ltd. have provided a relief package, both financially and in the form of medical related supplies to support the recovery in the disaster area.

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K-7

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.

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