



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



## TRADE FLOWS & CULTURAL NEWS

Number 92 - September 2011

### EDITORIAL

## Beyond the disaster

By Mr Kenji Yasuda, President and Managing Director of Sumitomo Benelux, BJA Vice-President and Nihonjinkai President

It is my great honour and pleasure to be nominated as Vice President of the BJA as well as President of the Nihonjinkai.

On 11 March, a huge earthquake and tsunami hit Japan. I have no words to express my regret and deepest sympathies and condolences for the people who died and lost families and houses.

However, under such big difficulties, we have been helping each other, and acting positively with a strong spirit to rebuild.

I was very touched to hear from many persons I met in Belgium, that they appreciate the Japanese attitude toward these difficulties - together with their condolences expressed.

Also, I would like to express my appreciation that each of you did give us a warm message and also donations.

In Belgium, about 5,500 Japanese are residing and about 220 Japanese companies are doing business and creating employment to about 25,000 people. In such a manner, Japanese are contributing to Belgian society and community while receiving valuable cooperation from Belgium and the Belgians.

In order to promote, the Belgium-Japan Association & Chamber of Commerce has been acting an important role, and there is no doubt that the importance of BJA will be increasing year by year.

As Vice-President of the BJA, I am very pleased to cooperate towards this goal.



Mr Kenji Yasuda

### In this issue

- 2 Together for Japan: Charity concert
- 3 Business Seminar: EC Competition Law
- 4 Business Seminar: Food & Beverages Japan
- 5 Friendship committee news
- 6 Summer Olympics for Tokyo?
- 7 Marilo Fund
- 9 EU-Japan news
- 11 News from the members
- 13 News for the members
- 15 Interview
- 16 Maeterlinck's Blue Bird
- 18 BJA Membership
- 20 Personalia

### Advertising rates

4 issues (March, June, September & December)

1 page ..... € 3.500  
1/2 page ..... € 1.600

contact: BJA Office  
avenue Louise 287, box 7  
1050 Brussels

info@bj.a.be  
T 02/644 14 05  
F 02/644 23 60



## Together for Japan, Charity Concert with Seikyo Kim 東日本大震災、金聖響指揮の復興支援コンサート

Friday 13 May 2011 - Bozar, Brussels



H.E. Ambassador Yokota, Japanese Ambassador to Belgium, surrounded by Mr and Mrs Steel and Mr and Mrs Nijkerk.



From left: Mr Sogabe, President of Nippon Shokubai, Mr Nakamura, Manager of Nippon Shokubai, Mrs Nakamura of NYK Bulkship, Mr Seikyo Kim, Star Conductor of the Symphony Orchestra of Flanders, and Mr Shinano of Fuji Oil Europe.



Mr Seikyo Kim conveys his gratitude for the support from JTI; from left, Mr Dhanens, Mr Okada, Mr Coffeng and Mr Dicle.

The Belgium-Japan Association and Chamber of Commerce supported a charity concert led by Mr Seikyo Kim, Chief Conductor of the Flanders Symphony Orchestra, held at the Bozar on the 13th of May, 2011.



BJA members gather to support the relief funding to Japan.

Over 120 BJA members and guests gathered to this concert where Mr Kim made a special tribute to the people and the regions affected by the disastrous earthquake and tsunami hit in the northern pacific part of Japan on the 11th of March, 2011. To bring the thoughts together to the victims of the calamity, Mr Kim opened the concert with Requiem strings by Toru Takemitsu. Then his orchestra delivered the energetic pieces from W.A. Mozart and H. Berlioz to the audience.

After the performance, the BJA guests joined for a private cocktail where H.E. Ambassador Yokota and Mr Seikyo Kim honoured with their presence. The cocktails were kindly offered by JTI.

During the cocktail, everyone had opportunity to exchange words with Mr Kim while encouraging him and his nation during this hard time and wishing him a continuous success in Belgium.



# EC Competition Law: Business Seminar on Vertical Agreements

## EC 競争法: 垂直的契約についてのビジネスセミナー

Monday 16 May 2011 - Van Bael & Bellis, Brussels



Mr Peeperkorn, Principal Expert in Antitrust Policy of EC DG Competition, and Mr Van Bael, Managing Partner, Mrs Kameoka, Senior Legal Advisor and Mr Van Hove, Partner - all at Van Bael & Bellis.



Mr Stevens, Senior Manager Environmental affairs at Toyota Motor Europe and BJA EU Committee Chairman discusses the opportunities of vertical agreements with Mr Luc Houben, partner at Jones Day.



The audience was impressed by the speakers of the afternoon and the knowledge and insights they shared.

On Monday, May 16th, the EU Committee of the Belgium-Japan Association & Chamber of Commerce and Van Bael & Bellis jointly organized a business seminar on Vertical Agreements under the current EC Competition Law.

Firstly Mr Jean-François Bellis, Managing Partner of Van Bael & Bellis, opened the seminar with his welcome words and introduced the first guest speaker, Mr Luc Peeperkorn, Principal Expert in Antitrust Policy of EC DG Competition, who gave a thorough overview on new EU competition rules for purchase and distribution agreements. Following, Mrs Etsuko Kameoka, Senior Legal Advisor of Van Bael & Bellis, presented a comparison on vertical agreements with Japanese approach. Lastly Mr Paul McGeown, Partner of Hunton & Williams, delivered his presentation focused on 'Getting goods to market in the European Union: Competition law pitfalls'.

The seminar concluded with a Q&A session where the participants took opportunity to ask detailed questions to the ex-

perts, followed by closing words by Mr Didier Stevens, Senior Manager Environmental Affairs of Toyota Motor Europe and the Chairman of BJA EU Committee. The participants then joined for a cocktail kindly sponsored by the Van Bael & Bellis at their beautiful premises.



Mr Kato of Many Truths listens carefully to the information given by Mr McGeown, Partner at Hunton & Williams



# Business Seminar: Food & Beverages Japan ビジネスセミナー: 日本の食品/飲料業界参入について

Wednesday 22 June 2011 - Living Tomorrow, Vilvoorde



Mrs Blondé, Managing Director of zeal and BJA YES Committee Chairwoman, warms up the audience for a participation in the YES Program.



Mr Dirk Deruyver, Flemish representative in Japan, explains in detail exactly how to get the goods into the hands of the customer.



Belgian beer is appreciated all over the world – Mr Bram Vaerewyck unravels the mysteries for the beer market for Duvel in Japan.

Flanders Investment & Trade, in co-operation with the Belgium-Japan Association & Chamber of Commerce, invited all to an enticing business seminar on food and beverages to Japan.



H.E. Ambassador Yokota encouraging the exporters to take delicious Belgian products into the Japanese market.

This seminar answered questions on food and beverages in connection to Japan and gave opportunities to listen and speak to very dynamic speakers; Mr De Wolf, Export Manager of Ganda Ham, Mrs Delesie, Export Sales Manager of PinguinLutosa Foods, Mr Bert Nys, CSO of Glacio, and Mr Bram Vaerewyck, Export Manager of Duvel-Moortgat.

At the start we had the pleasure of enjoying the welcome speech by H.E. Mr Jun Yokota, Ambassador of Japan in Belgium. Mr De Ruyver, Flemish economic representative in Tokyo, gave insight into the distribution channels and the Japanese food market. Mrs Ann Blondé, Managing Director zeal and BJA Member of Board of Directors, Chairwoman of YES Committee, closed the seminar with pointing out the opportunities of the Young Executive Stay (YES) Program, which also attracted related exporters to challenge the Japanese market. Discussing food and beverages brought hunger and thirst – leading to tasting a nice light lunch at the end, while networking with fellow exporters.



Walk in the forest & Picnic  
森林散策&ピクニック

Sunday 3 July 2011 - Sonian Forest

The BJA-FC event held on July 3rd began around 14h00 inside the Rouge Cloître abbey. The abbey is an ancient abbey built in 1367 and now houses a restaurant, workshops and an art gallery. In front of this gallery all the participants met each other (for some it was the first BJA activity) and then headed into the Sonian forest under a nice, sunny weather.

The Sonian forest is the biggest forest in Brabant and is mainly populated by beech trees (*Fagus sylvatica*) that were planted around the 18th century, which was when the reforestation plan started. This was not only due to a conservation effort after centuries of over exploitation, but also to be able to use the forest as a beech plantation (for wood and beechnuts).

Inside the forest we visited famous springs. The first one was the "Source de l'empereur" spring which is the spring where the emperor Charles Quint is said to have drunk while on hunting trips. The second one we visited is a monument in honor to the painter and poet Rene Stevens (a.k.a. "Le Sylvain") who dedicated himself to the protection of the Sonian forest.

After the springs we kept walking, enjoying the forest and nice weather, and talking (in English, French and Japanese) until we reached a clearing where we had a picnic. While eating and drinking what everyone brought to share, we kept practicing different languages. Of course we also took this occasion to learn more about each other.

Once we finished the picnic, we headed back to the abbey. There we said farewell to each other and went back home after spending a wonderful time. I am certainly looking forward to the next event.

Michel-Olivier Laurent Salazar  
ローラン ミッシェル



今回はソワニユの森 (Forêt de Soignes) の散策とピクニックでした。

ソワニユの森とは、ベルギーの中央にある約4000ヘクタールの広々とした森で、約8割がブナの木から成り、散歩、サイクリング、乗馬などを楽しむことができます。

約30の方が参加した今回のイベントは、お天気にも恵まれ、とても気持ちの良い散策ツアーとなりました。

森の中の小径はガイド無しでは迷ってしまいそうなほど、縦横無尽に広がっています。

約1時間半の森林浴で日頃のストレスから解放され、ティータイムでは参加メンバーの皆さん、美味しいお酒やお菓子を片手に、すっかりくつろいだ様子で盛り上がっていました。

とても楽しい午後のひとときを過ごすことができました。

Tomoko Igarashi



## Summer Olympics for Tokyo in 2020?

By Mr Geert Benoit, Managing Director of Yamagata Europe



By the time you read this article, you will know whether it was worth writing about the Olympic topic or not. Still, we want to give it a go, because it is a remarkable step towards recovery for Tokyo and the Tohoku area in these difficult times for Japan. The deadline for submissions is 1 September 2011.

Let's first go back into history. More than in any other country in the world, the 'go-rin' (the five circles, as they call The Olympics in Japan) seem to coincide with milestones for the country. The Olympics in 1964 were symbolic of the recovery and renewed confidence of Japan after the horrors of the 2nd World War. It's climax was the women's volleyball team winning the gold medal, which was broadcast live on television, and was watched by the entire nation (actually 80%, while 70% had watched the opening ceremony). The nation was also watching when the Dutch judoka Anton Geesink captured the gold medal in the open category in Judo. Judo, an event that was



Yoshinori Sakai lights the Olympic cauldron ©IOC

put on the Olympic agenda for the first time, and was thought to be a walk-over for Japan. This Japanese national sport suddenly became 'part of the world', and so did Japan. Belgium also had its moments of glory, with Gaston Roelants and Patric Sercu winning gold. However, it was not just in the Gold medal tally that Japan beat Belgium (16-2). Few people will remember that Brussels, still euphoric from the Expo held there in 1958, also put up its hand for the 1964 Olympics, and was knocked out of the first round by Tokyo, Detroit and Vienna. Also long forgotten, is the fact that the Olympics of 1964 were actually not the first Olympics scheduled to be held in Japan.

Tokyo had been awarded the 1940 Summer Olympics, but this honor subsequently went to Helsinki because of Japan's invasion in China, before being canceled altogether because of World War II.

The 1964 Summer Games were the first Olympics to be held in Asia. Yoshinori Sakai, the person who lit the Olympic Flame, was 19 years old. He was born on the 6th of August 1945, the day that the atomic bomb was dropped on his native city, Hiroshima.

In 1964, Japan had to be connected internally by new roads and other infrastructure, including the famous bullet train that connected the two major centers of Tokyo and Osaka, but most of all, Japan had to be connected to the world. Japan wanted to get rid of its shima-guni image (island or rather isolated land), and these games were the first to be televised internationally. We will skip the two successful bids for the Winter Games (Sapporo in 1972 and Nagano in 1998) and some less successful bids to bring the Olympic Games to Tokyo again.

Then in 2009, at their October meeting in Copenhagen, the IOC chose Rio de Janeiro to hold the 2016 games, leaving Tokyo and its governor Ishihara empty handed. The slogan that did not lead to success that time, would also be perfect this time: "It's Japan, so we can do it. The new Olympics!" 日本だから、できる。あたらしいオリンピック! Nihon dakara Dekiru. Atarashii Olympic!

Japan is now looking to make another bid. The idea is to include

the regions that were hardest hit by the March 11 earthquake, the resulting tsunami, and nuclear crises. When the JOC chief, Tsunekazu Takeda, met with government officials from Japan's northeastern region, he told them he wanted the 2020 Games to be held in Tokyo as a 'symbol of recovery.' However, the recent awarding of the 2018 Winter Olympics to Korea, could prevent Japan from bidding. Two Olympics in the Far East in two years, could be difficult to sell to the world. "We should go ahead with our bid if an Asian city still has a good chance of getting the 2020 games two years after the Winter Olympics in Pyeongchang," Takeda said, "but we may not do so if we can't see ourselves winning after a thorough evaluation of our chances." Unfortunately for Japan, this competition from Korea seems to be an ongoing aspect of the Olympic dream in recent years.

The deadline for the bid is 1 September 2011. I hope Japan has the confidence to go for it, because the world will support them in their bid. If not, it will be 2024, way too late for Tia Hellebaut I fear.

## Marilo Fund under the King Baudouin Foundation

### We are very pleased to inform you about the developments of the Marilo Fund under the King Baudouin Foundation.

The Marilo Fund, founded by Mr and Mrs Blondé-Eelen, is a fund aimed to favor commercial relations between Belgium and Japan, in close collaboration with the Belgium-Japan Association & Chamber of Commerce, by encouraging active professional and entrepreneurial communication regarding Japan.

The Marilo Fund is for the first time awarding two €5,000 grants to two different journalists who will undertake a short stay in Japan within the framework of the award.

Through this award, the Fund wishes to contribute to financing an article, a series of articles, a radio or TV report, whose objective is to improve understanding in Belgium of Japanese society and entrepreneurship.

The prizewinning journalists will disseminate the results of his or her research within the framework of the Marilo Fund among Belgian entrepreneurs and to do this in collaboration with the Belgium-Japan Association & Chamber of Commerce.

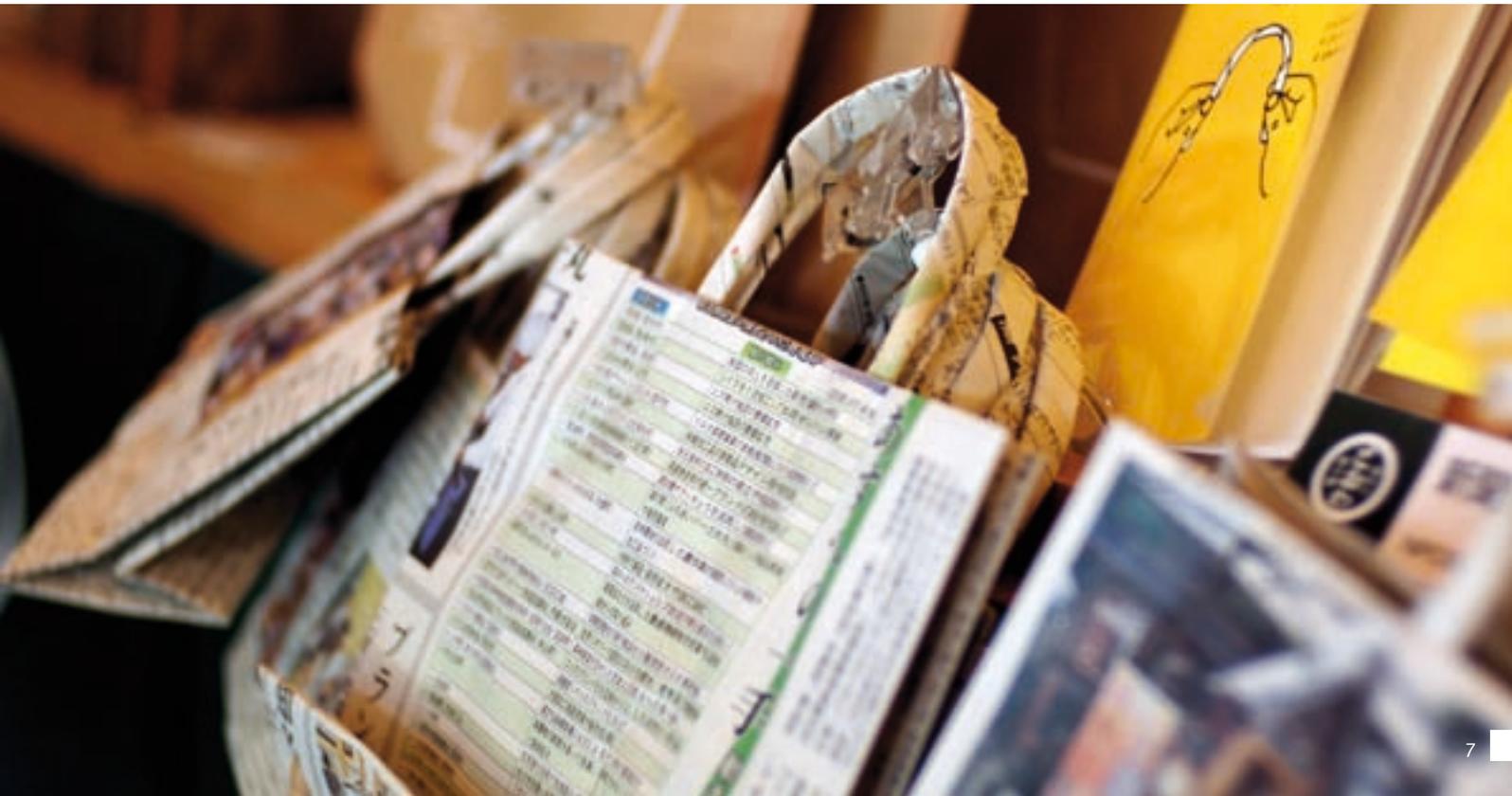
We would like to point out that a call for applications had been launched and the deadline for submission of application forms was the 1st of March 2011. The below journalists are the selected winners: **Mr Ezra Eeman and Mr Aart De Zitter.**

### Ezra Eeman

With the grant from the Marilo Fund, Ezra Eeman has set up a truly unique collaboration between Belgian newspaper 'De Morgen' and local craftsmen in Japan. A year ago he discovered a small company in Shimanto-towa, in the beautiful south of Shikoku Island. The company uses traditional origami techniques to make fashionable bags out of newspapers. Thanks to his local connections Ezra could bring the concept to Belgium. The idea is to combine the bags with prints of Belgian fashion designers.

This month, 'De Morgen' will include 4 prints from Belgian designers. Readers will also get instructions on how to fold their newspaper into a fashionable bag. And renown bagmaker Delvaux hands out an exclusive leather 'newspaper'-bag to the reader who comes up with the best own design. In a background story Ezra Eeman will tell the story of the 'shim-bun bag'. He will also investigate how Japanese firms try to innovate with respect for tradition and nature and what Belgian companies can learn from this.

Ezra Eeman is a Belgian journalist and filmmaker. Since 2004 he works for the leading Flemish commercial broadcaster VTAM. His tv-work includes reports out of China, Congo, Afghanistan & Iran. He was also editor in chief of current affairs program 'Telefacts'. Before that he worked for several fashion designers in Antwerp, Paris and Tokyo. Since 1994 he has been travelling and working frequently in Japan. For his latest project he works together with quality newspaper De Morgen.



**Aart De Zitter**

Aart De Zitter (°1966) is a Belgian journalist and television producer, specialized in business and culture topics. His articles have been published in leading newspapers and magazines throughout the country (such as De Tijd, De Standaard, Trends, Weekend Knack). His tv-work consists of news topics as well as feature documentaries and has been broadcasted on major channels (such as Belgian Business Television, VRT and TV Brussels).

With the grant he got from the Marilo Fund, he will create both a series of TV-stories and a written article. For Belgian Business Television he will – together with cameraman Thomas De Boever - film and edit a four episodes programme called ‘Japanse Zaken’ (Japanese Business) focusing on the business potential existing between Belgium and Japan. What are the emerging opportunities in both directions, what lessons can Belgian entrepreneurs learn from their peers in Japan?

Apart from the tv-program, he will also devote a two pages article on the same subject to be published in Trends, Belgium’s leading business weekly.

Together with his colleague, Thomas De Boever, he will travel to Japan end October, and visit Tokyo, Nagoya and Osaka. The outcome will be broadcasted and published in the months after their travelling.

For more details on the next edition of the Marilo Fund (target group, timing, selection criteria and application form), we kindly refer to the website of the King Baudouin Foundation in due time [www.kbs-frb.be](http://www.kbs-frb.be). If you are an interested journalist, you can also contact Mrs Vera Billen of the King Baudouin Foundation, via telephone number 02-549 02 49, as well.

## ITER COUNCIL MEETS IN JAPAN: MITIGATING THE EFFECTS OF THE JAPANESE NATURAL DISASTER ON THE ITER PROJECT

AOMORI, Japan (15 June 2011). On 14 and 15 June 2011, the ITER Council, the Governing Body of the ITER Organization, convened for its eighth meeting. The two-day meeting in Aomori, Japan, brought together representatives from the seven ITER Members: China, the European Union, India, Japan, Korea, Russia and the United States under the chairmanship of Evgeny Velikhov (Russia).



Photo Credit: © 2011, ITER Organization

The Council expressed its satisfaction with the progress of building construction onsite in Cadarache (France) and the fabrication of major components. Maintaining the ITER project’s schedule

within approved funding, including mitigating the effects of the Japanese earthquake on the manufacturing of critical components, were among the important issues discussed at the eighth meeting of the ITER Council. A strategic plan aiming at schedule performance recovery will be developed by the beginning of October 2011. The Director-General of the ITER

Organization, Osamu Motojima, stressed “We will take all necessary measures to minimize the delay.”

In this context, the Council reaffirmed the importance and the necessity of fusion energy, which holds the potential for a future energy source that is safe, abundant, environmentally benign and economically competitive. The Council encouraged continued strong cooperation among the seven Members in the implementation of the ITER project—an indispensable step on the path to fusion energy. The ITER project will help develop fusion to meet global energy needs and to increase the standard of living worldwide. The Council noted the strong inherent safety characteristics of fusion systems

The Council noted the measures taken by the ITER Organization to improve project management. In particular, the Council acknowledged joint efforts made by the ITER Organization and the Domestic Agencies for cost reduction and containment and encouraged all Members to seek further significant savings/reductions for the ITER Construction phase. The Council suggested that mitigation of the effects of the Japanese natural disaster should be taken into account in these proposals.

The ITER Council appointed an assessor to carry out the Man-

## EXECUTIVE TRAINING PROGRAMME IN JAPAN AND KOREA

The Executive Training Programme in Japan and Korea, also known as ETP, targets European executives and companies willing to develop their businesses in Japan and Korea. Due to the specific features of society and economy of these markets, doing business is often challenging for Europeans. Therefore, ETP offers a 44-week training course in Japan or Korea on their economies, languages and business cultures. With the help of ETP, EU companies will increase their understanding of the specifics of the Japanese and Korean markets and enhance their business prospects in these countries. To date, more than 1000 European executives have completed ETP which has been successfully running for more than 30 years. This programme, financed by the European Commission, has been instrumental in building trade and investment between the EU and two of the most important Asian markets.

The ETP, its new brand and website will be launched in September 2011 together with the applications opening. The deadline for ETP 2012-2013 cycle is May 2012.

For more information please visit ETP website at [www.euetp.eu](http://www.euetp.eu)

## EU-JAPAN BUSINESS ROUND TABLE 29 APRIL

### EU-Japan Business cooperation: growth for the future

The press release and other documents such as the Recommendations related to the above-mentioned event are now available online on:

[www.eu-japan-brt.eu](http://www.eu-japan-brt.eu)

PDF documents:

English: [www.tinyurl.com/pressrelease-ENG](http://www.tinyurl.com/pressrelease-ENG)

Japanese: [www.tinyurl.com/pressrelease-JP](http://www.tinyurl.com/pressrelease-JP)

[www.tinyurl.com/joint-recommendations](http://www.tinyurl.com/joint-recommendations)

*Source: EU-Japan Centre for Industrial Cooperation  
Tel. +32 2 2820044, Fax +32 2 2820045, [www.eu-japan.eu](http://www.eu-japan.eu)*

agement Assessment that, according to the ITER Agreement, must be undertaken at least every two years. The ITER Council also adopted the ITER Organization's 2010 Annual Report, approved the proposed revision of ITER Organization Staff Regulations and took other required administrative actions.

### Background to the news release

ITER will be the world's largest experimental fusion facility and is designed to demonstrate the scientific and technological feasibility of fusion power. ITER is also a first-of-a-kind global collaboration. Fusion is the process which powers the sun and the stars. When light atomic nuclei fuse together to form heavier ones, a large amount of energy is released. Fusion research is aimed at developing a safe, limitless and environmentally responsible energy source.

The ITER project is sited at Cadarache in the south of France. Europe will contribute almost half of the costs of its construction, while the other six Members of this joint international venture (China, India, Japan, the Republic of Korea, the Russian Federation and the USA) will contribute equally to the rest.

### Photos of the Council Meeting can be found at:

[www.iter.org/gallery/pr\\_2011\\_06\\_ic8](http://www.iter.org/gallery/pr_2011_06_ic8)

### Additional photos of ITER can be found at:

[http://www.iter.org/gallery/com\\_image\\_download](http://www.iter.org/gallery/com_image_download)

### Further information at:

[www.iter.org](http://www.iter.org)

Contact: Michel Claessens - [michel.claessens@iter.org](mailto:michel.claessens@iter.org)

*Source: [www.tinyurl.com/itercouncil](http://www.tinyurl.com/itercouncil)*

A signature for the ITER cryoplant: Director-General Osamu Motojima and Frank Briscoe of the European Domestic Agency signing the Procurement Arrangement for the Liquid Nitrogen Plant and Auxiliary Systems on 15 June 2011.



*Photo Credit: © 2011, ITER Organization*

*Source: Delegation of the European Union to Japan*

## EU-Japan news

**THE FOURTH JAPAN-EU JOINT CUSTOMS COOPERATION COMMITTEE**

The fourth Japan-EU Joint Customs Cooperation Committee (JCCC) was held in Tokyo on 24th May 2011, chaired by Director General Atsuo Shibota, Customs and Tariff Bureau, the Ministry of Finance of Japan and Director General Walter Deffaa, Taxation and Customs Union of the European Commission. The JCCC oversees the implementation of the Agreement between the Government of Japan and the European Union on Cooperation and Mutual Administrative Assistance in Customs Matters.

The followings are highlights of the fourth JCCC.

Regarding the Great East Japan Earthquake, DG Shibota expressed his appreciation for the sympathy and assistance delivered by the European Union to Japan. In response to the exceptional challenge faced by Customs in light of the Fukushima nuclear accident, the JCCC discussed the current situation and appropriate measures to be taken.

The JCCC saw the launch of the implementation of the Mutual Recognition of Authorised Economic Operators (AEO) Programmes in Japan and in the European Union. This Mutual Recognition provides traders who meet security and compliance standards benefits in form of trade facilitation. Participants recognised that this Mutual Recognition is part of a growing global trend as a mean to facilitate legitimate trade as well as to implement more effective border controls.

Delegations underlined that Risk Management plays an important role in ensuring the security and safety of citizens and the efficiency of customs inspections. Japan and the EU work continuously on improving their respective risk management systems. As part of this process, the Japan-EU Risk Management cooperation was launched at the end of 2010. This promising start continued at the JCCC, where possible collaborative actions were discussed and an agreement was found to further the dialogue.

With regard to border enforcement of Intellectual Property Rights, Japan and the EU emphasised their commitment to counter trade in goods suspected to infringe IPR. They underlined that bilateral and multilateral co-operation is indispensable for the fight against counterfeit and piracy. Therefore they agreed to coordinate their positions on customs enforcement of IPR at international level and to explore possibilities for further cooperation.

Participants reaffirmed the importance of co-operation to address various international trade related issues, including through multilateral fora such as the World Customs Organization. They also confirmed that the next JCCC would be held in 2012 hosted by the European Union.

*Source: Delegation of the European Union to Japan*

**BCCJ DISASTER RELIEF FORUM SETS UP BILINGUAL “WE CARE! JAPAN” WEBSITE TO FACILITATE AID DELIVERY TO TOHOKU**

The British Chamber of Commerce in Japan (BCCJ) Disaster Relief Forum has created [www.wecarejapan.org](http://www.wecarejapan.org) to facilitate the flow of information between those requiring assistance in Tohoku’s hard-to-reach areas, and those in a position to offer aid.

Almost three months after the twin disasters of March 11, gaps in aid delivery to Tohoku still exist. Infrastructure is being successfully rebuilt, survivors are moving from emergency shelters into temporary housing, and NPOs are carrying out well-defined first and second tier relief activities. However, there are still reports of communities and individuals outside emergency shelters who are struggling to survive on little or no food.

The “We care! Japan” site is designed to enable users to post direct requests for aid in either English or Japanese, aiming at a short turnaround for finding donors. All posts are translated by WeCare! Japan volunteers, to ensure bilingual access for all users. The purpose is clear: to have fine-tuned aid delivered exactly where it is needed, fast.

*Source: Delegation of the European Union to Japan - [deljapan@ec.europa.eu](mailto:deljapan@ec.europa.eu)*

**DIGITAL AGENDA: EU AND JAPAN AGREE TO STRENGTHEN COOPERATION IN FUTURE INTERNET RESEARCH**

Senior officials from the EU and Japan have agreed on a common area for research in Future Internet and New Generation Networks. This will be the subject of the first ever EU-Japan coordinated calls for ICT research proposals in 2012-13. The EU and Japan share many similar goals in designing the Internet of the future. We have the Internet of connected computers, and connected people, and the Internet is now going mobile. In the near future it will connect a whole range of machines and objects, generating ever-increasing volumes of data (see [HYPERLINK “http://europa.eu/rapid/pressReleasesAction.do?reference=IP/11/525&format=HTML&aged=0&language=EN&guiLanguage=en”](http://europa.eu/rapid/pressReleasesAction.do?reference=IP/11/525&format=HTML&aged=0&language=EN&guiLanguage=en) \t “\_blank” IP/11/525). But the internet needs to adapt to manage future data streams, and provide the associated levels of accuracy, resilience and safety. Challenges of this magnitude require a global response and global cooperation. A firm understanding on developing coordinated calls for research in Future Internet was reached at a meeting between the European Commission and the Ministry of Internal Affairs and Communications of Japan.

The conclusion of an EU-Japan dialogue held on 17 June 2011 was a firm understanding on cooperation in Future Internet/

## INVEST IN BRUSSELS AND BRUSSELS EXPORT JOIN FORCES: BRUSSELS INVEST & EXPORT



30 May, Benoît Cérexhe, Minister for Economics and Foreign Trade of the Brussels-Capital Region, officially introduced the name and logo of the region's new combined inward investment and export organization.

Brussels Invest and Export brings together Invest in Brussels, the unit responsible for attracting foreign investment; and Brussels Export, the foreign trade arm of the region's business community. The Brussels-Capital Region is estimated to contribute some 25% to total Belgian exports.

The new organization is headquartered at Avenue Louise 500, 1050 Brussels. Tel: +32 (0)2 800 40 63, fax: +32 (0)2 800 40 01, e-mail: [info@investinbrussels.com](mailto:info@investinbrussels.com).

Source: Invest in Brussels

New Generation Networks research. Coordinated calls for research proposals are planned for launch in 2012-13. This is the first time the Commission has worked to launch coordinated ICT research calls with Japan. They will be the first enhanced research cooperation under the recently ratified signed EU-Japan Science and Technology agreement.

see [www.tinyurl.com/S-Tcooperation-agreement](http://www.tinyurl.com/S-Tcooperation-agreement)

### More information:

Preparatory work leading to this cooperation:  
[www.tinyurl.com/preparatory-work](http://www.tinyurl.com/preparatory-work)

Japanese research in this field:  
<http://akari-project.nict.go.jp/eng/index2.htm>

Neelie Kroes' website:  
[http://ec.europa.eu/commission\\_2010-2014/kroes/](http://ec.europa.eu/commission_2010-2014/kroes/)

Follow Neelie Kroes on Twitter: [www.twitter.com/neeliekroeseu](http://www.twitter.com/neeliekroeseu)

Source : Delegation of the European Union to Japan

## JAPAN EARTHQUAKE INFORMATION

### Interviews with Foreign Companies

While some foreign-affiliated companies based in Japan feel uncertainty over doing business in the country following the Great East Japan Earthquake, Umicore Japan KK, a Japanese arm of Umicore, one of the world's two largest manufacturers of positive-electrode materials for lithium ion batteries, continues to rate the Japanese market highly. From April 19 to 21, 2011, the company, headquartered in Belgium, held its group board meeting in the city of Kobe. The meeting was held in Kobe for the purpose of demonstrating the group's steadfast commitment to its business plans in Japan, as Umicore Japan is expected to start up operations at the end of April at a new plant in Kobe for the manufacture of positive-electrodes.

JETRO had the opportunity to speak with Mr Marc Grynberg, CEO of Umicore, who visited Japan on this occasion, and also with Mr Luc Gellens, President of Umicore Japan KK. The interview can be viewed on: <http://www.jetro.go.jp/en/earthquake/interview/>



### Overview of Umicore group

Umicore is Belgium's leading functional material manufacturer founded in 1837. The company operates business in the fields of secondary battery materials, solar cells, fuel cells, exhaust gas purification catalysts and recycling of precious metals for the global market with over 80 business bases around the globe.

Umicore is one of the two world's largest producers of positive-electrode materials for lithium ion batteries.

In April 2011, the company established its Japanese base to produce positive-electrode materials for lithium ion batteries in Kobe. Umicore entered the Japanese market with the assistance of a subsidy provided by the Japanese Ministry of Economy, Trade and Industry as part of "projects promoting the location of job-creating and low-carbon industries", and through support provided by the City of Kobe and JETRO for selecting a location and other matters.

Source: JETRO

## news from the members

**TWO WIND TURBINES TO BE CONSTRUCTED AT TOYOTA'S ZEEBRUGGE VEHICLE LOGISTICS CENTRE IN BELGIUM**

Toyota's Vehicle Logistics Centre (VLC) in Zeebrugge, Belgium will soon feature two wind turbines. Scheduled for completion by early 2013, the wind energy generated will feed directly to the public grid.

The Port of Zeebrugge Authority, MBZ, recently approved construction plans for the turbines on the premises of Toyota's Zeebrugge VLC. This joint project with Evelop Belgium will contribute towards the Port Authority's broader wind energy plan at the port. Today's announcement means Toyota will be among the first operators at the inner port to support this initiative. Each wind turbine will be capable of gener-

ating 3 MW of electricity, and a combined annual capacity of 17.1 GWh.

Wind energy provider, Evelop Belgium – part of the Dutch energy group Eneco, will construct and maintain both wind turbines at Toyota's Zeebrugge VLC. Eneco Group has constructed 52 wind turbines in Belgium with an energy output in excess of 100 MW, and 300 MW in Europe.

Koen Vandersteegen, Regional Manager for Vehicle Logistics at TME, said: "This project is part of our long-term aim to ensure sustainability of our operations. As an automotive company, we remain committed to contributing positively to the environment. The wind turbines are only the most recent in a series of environmental projects we have implemented to improve our environmental performance."

Today's announcement comes just over a year after the inauguration of 80,000 m<sup>2</sup> of solar panels at Toyota Parts Centre Europe in Diest, Belgium. The solar panels are amongst the largest in Belgium and produce between 15% and 20% of the annual electricity requirements of the facility. Since 2007, Toyota facilities in Belgium are 100% powered by Green Energy.

Starting operations in January 2001, the Zeebrugge VLC currently occupies 460,000 m<sup>2</sup>, following an expansion project in 2003. The hub is one of nine Toyota logistics centres in Europe to be awarded the ISO 14001 certification for environmental management. The Zeebrugge VLC reached a milestone in March when it distributed the 3-millionth vehicle after its first decade of operations.

*Source: Toyota Motor Europe*

**ACQUISITION OF INTEREST IN NEWLY-BUILT GAS FIRED POWER PLANT IN BELGIUM**

ITOCHU Corporation (headquartered in Minato-ku, Tokyo; Masahiro Okafuji, President & CEO; ITOCHU) announced that it has reached an agreement with International Power (IPR), a leading independent electricity generating company, to

acquire 33.3% of shares of 420 MW T-Power combined cycle gas turbine (CCGT) \*1 power plant of Belgium (T-Power) from IPR. The total project cost is estimated to be over 50 billion yen.

Through the clearance process of European Commission for IPR's merger with GDF Suez Energy International in this February, IPR was mandated to transfer its shares of T-Power to a third party during 2011, due to its dominating position in Belgium electricity market, and began negotiations with ITOCHU.

With the reputable track record and performance of NAES Corporation (the leading third-party provider of comprehensive operation and maintenance services; NAES), a wholly-owned subsidiary of ITOCHU, two companies finally reached this agreement.

The power plant is scheduled to begin commercial operation in this June, with a long-term tolling agreement (15-year term, with option to extend for five years)\*2 concluded with the RWE

**NITTO EUROPE INVESTS EUR 6 MILLION IN GENK**

The HQ of Nitto Europe in the Flemish city of Genk has just completed an investment of EUR 6 million in a new installation, used for the recuperation of solvents. This enables the company to diminish its yearly CO<sub>2</sub> emissions by 17 per cent.

Nitto in Genk is a manufacturer of products such as double-coated adhesive tapes, sealing materials, medical tapes and polarizing films for LCDs. The solvents given off during the production process were hitherto extracted by suction and then burned. The heat generated in this burning process, however, was already recycled, helping to heat the company buildings.

With its new installation, Nitto goes one step further. The exhausted solvents are recuperated via distillation, to be reused in the production process. "The recycling of solvents not only makes us a more eco-friendly company, it enables us to be

Group, one of the largest utility companies in Germany. The project is expected to generate stable income soon after the acquisition. According to the agreement between ITOCHU and IPR, NAES will be appointed as an operation and maintenance service provider for T-Power plant.

T-Power is the first IPP\*3 project in Belgium, where electricity market deregulation is progressing. Taking advantage of the first investment in CCGT power plant in Europe, ITOCHU continues to pursue further investment opportunities in this market. Because of the high energy efficiency of CCGT technology, the plant contributes to keep the environment green through less CO2 emissions.

In its medium-term management plan, Brand-new Deal 2012, ITOCHU positioned the IPP business, which generates stable revenues over the long term, as a priority area. ITOCHU will seek more growth opportunities in Europe, the Middle East, Asia and other areas, in addition to North America where the company has steadily accumulated its IPP assets.

- › **CCGT:** A power generation method that combines a gas turbine with a steam turbine. The remnant heat in exhaust gas after operating the gas turbine is used for boiling water, and power is generated using the steam turbine. This method enables efficient power generation, with lower carbon dioxide emission than other fossil fuel power generation methods.

- › **Tolling Agreement:** A kind of power purchase agreement, where an off-taker is obliged to provide fuel power generation and pay for it
- › **IPP:** Independent Power Producer

#### About IPR

International Power plc is a leading independent electricity generating company headquartered in the United Kingdom. The company has conducted IPP business globally, with power generating capacity of 41,550MW (net) with power plants in operation and 6,826MW (net) with those under construction (as of December 31, 2011).

[www.iprplc-gdfsuez.com](http://www.iprplc-gdfsuez.com)

#### About NAES

NAES Corporation, a wholly-owned subsidiary of ITOCHU group, is the largest independent, third-party provider of power plant operations and maintenance services. NAES has contract operation service experience of approximately 180 plants in 10 countries (equivalent to 51,800MW), as well as various major maintenance service experience to large scale boilers, electrical systems, gas turbines, and steam turbines.

<http://www.naes.com/>

*Source: Itochu Corporation*

less dependent on external factors”, says Eric Pass, Director Corporate Planning and Communication. “The price of solvents is based on the oil price, which is very volatile at the moment.

Nitto Europe is a major supplier to worldwide markets, such as automotive, consumer electronics, paper and printing, or building and construction. Established in 1974, Nitto Europe has a network of sales offices throughout Europe, besides its production unit in Genk. The company achieved a turnover of EUR 137 million in 2009-2010 and employs 703 people. Nitto Europe is the European head office of the Japanese multinational Nitto Denko Corporation, consisting of 108 companies worldwide. (reported by Het Belang van Limburg newspaper)

**More info: Nitto Europe - [www.nittoeurope.com](http://www.nittoeurope.com)**

## ITC RUBIS TERMINAL OFFICIALLY OPENED

ITC Rubis inaugurated its new tank terminal on the left bank with a ceremony attended by among others the Japanese ambassador, port alderman Marc Van Peel and Port Authority CEO Eddy Bruyninckx.

The new tank terminal covers an area of 10 hectares and is intended to store gases and chemical products. The storage capacity is 14,000 cubic metres for gas and 57,000 for chemical products. ITC Rubis plans to expand its storage capacity in Antwerp by a further 40,000 cubic meters by the summer of 2012. The company has additional expansion plans for a neighbouring concession where it intends to build 400,000 to 500,000 cubic metres of storage capacity for gases, chemical products and minerals.

ITC Rubis is a joint venture between Rubis Terminal France (50%), Mitsui & Co Europe (15%) and ITC Houston (15%).

*Source: Port of Antwerp - Newsletter #25 June 2011*



# Turn cultural differences in your workplace into business strengths! 文化の違いをビジネスの強みに!

Join **Japan Consulting Office (JCO)** for a one-day seminar designed to strengthen cultural understanding, communications and interactions in the workplace.

## You will learn:

- The fundamentals of European or Japanese culture and their influence on business
- To develop your communication skills
- To better fulfill Japanese expectations and to negotiate and influence decision-making (for Europeans)
- The basics of managing and motivating local staff (for Japanese)

## セミナーの目的

- 欧州と日本の文化の根本的な相違とそのビジネスへの影響の理解
- 異文化コミュニケーション能力の向上
- 日本人の要望へのよりよい対処法、及び意思決定への参画・交渉法の体得 (ヨーロッパ人対象セミナー)
- ローカルスタッフの仕事への意欲向上の為の基本知識体得 (日本人対象セミナー)

Our seminars are **practical, relevant and interactive**. You will leave the day with tools to be more efficient in your daily work and communications with your Japanese or European colleagues. We limit groups to ten participants to ensure individual attention.

JCOのセミナーは**実践的・实际的**、更に相互参加形式なのが特徴です。セミナー終了後は、日本人やヨーロッパ人の同僚との毎日のコミュニケーションや、仕事の能率向上を実感して頂けるでしょう。全ての参加者に十分な注意を払えるよう、各セミナーの参加人数は10名を上限とさせていただきます。

## For Japanese employees 日本人スタッフ対象

**Working and Communicating with European colleagues: a practical approach** (in Japanese)

ヨーロッパ人同僚と上手に働く為に (日本語)

September 22 and November 21, 2011 (from 9 AM to 4.30 PM)

## For European employees ヨーロッパ人スタッフ対象

**Working and Communicating with Japanese colleagues or clients: a practical approach** (in English)

日本人同僚と上手に働く為に (英語)

September 23 and November 22, 2011 (from 9 AM to 4.30 PM)

## Fee 受講料:

395 Euro per participant, lunch and materials included (350 Euro for regular customers) VAT excluded

## Program & Registration プログラム詳細、及びお申込み方法:

For a detailed program and to register at least two weeks in advance, please visit us at [www.JapanConsultingOffice.com/seminar](http://www.JapanConsultingOffice.com/seminar) or send us an email.

## Venue 場所:

Japan Consulting Office Training Center, Bosdellestraat 120, B-1933 Zaventem, Belgium



## A Japanese View of Belgium - Kazumi Yuki, President SCAS Europe

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



It is always nice to experience a new point of view. For Kazumi Yuki, Brussels is the Ryūgū-jō, the undersea Palace of the Dragon God. This ancient Japanese legend tells the tale of Urashima Tarō, a fisherman who rescues a turtle and is rewarded for this with a visit to the palace where time ceases. For Mr Yuki, Brussels is a place that you must someday return to, remembering the beauty and the people you met. It is a fantastic in-between place that combines the best of both Latin and German worlds and is the perfect place to network. People sometimes forget this aspect of Brussels.

Sumika Chemical Analysis Service (SCAS) was established in 1972 in Japan as an analytical laboratory specializing in environmental assessment. It rapidly expanded into physical property evaluation, R&D support and then consultancy services for chemicals regulations in Japan and other countries worldwide. In 2007, SCAS Europe was set up to provide legal representation and third-party representative services for non-EU chemical manufacturers. The key issue behind SCAS Europe was the REACH legislation, the newly introduced very demanding law regarding the safe handling of chemicals. Acting on behalf of non-EU manufacturers, SCAS is in charge of registration of their substances with European authorities. SCAS Europe is the only Japan-based company who provides these services in Europe. This type of services is also available to European companies seeking to have their products registered in Asia.

Before SCAS decided to establish a branch in Brussels, they carefully considered what would be the best possible location in Europe. Helsinki was also shortlisted as a candidate since the European Chemical Agency (ECHA) had its headquarters there. But it quickly became clear that Brussels had many important advantages. Its central location, its proximity to EU institutions, its lobbying possibilities, and the many consultants that are located here make it a very appealing business location. For Mr Yuki, Brussels is the best place to work, certainly in today's global market. All of the partners and the collaboration necessary to do business on the world wide level are found

in the Brussels commercial and networking environment.

Mr Yuki studied chemistry at Osaka University. He got his first overseas experience in 1977 in Austria as an IAESTE exchange student and subsequently worked for six years in Germany. In August 2008, he came to Belgium and experienced the Latin/German cultural mix for the first time. Mr Yuki has found that Belgian people tend to look for a good compromise, which is certainly a good characteristic in an international organization. Other qualities are their ability with multiple languages and the capacity to coordinate well. This is extremely important when dealing with international institutions such as the REACH secretariat.

It would be a pity to have to return to Japan permanently because he really enjoys living and working here. He knows many people and finds it very important to be able to constantly meet new people. When asked what he would miss most when he goes back, he responded immediately that it would be losing the face-to-face communication with various European people and experiencing the beauty of Europe and its different cultures. For Mr Yuki, Belgium is a place where all people are equal and that is a nice feeling. It is quite easy to travel to other beautiful cities in Belgium, but it is also very easy to get to Paris, London, Duesseldorf or Amsterdam as well. He is certainly in a position to compare, since he has lived in Germany. He has enormous appreciation for the lifestyle and the hospitality he finds in both Brussels and Belgium. Food is top quality and well suited for Japanese people, which makes daily living very pleasant. He lives very close to Place Luxembourg, right in the centre of the EU community, where he also enjoys his passion for classic French chanson. Famous artists like Brel, Montand, Rossi and Sylva make a day perfect for Kazumi Yuki. He confesses that in the beginning, he did not understand anything of it, but the music was so melodious and so full of emotion that it inspired him to create new ideas.

Nevertheless, not everything is perfect of course. A typical down point is the rather poor level of service efficiency. It is difficult for Japanese people to understand why you sometimes have to wait so long for basic services. When he first arrived in Belgium, he waited 45 days for his internet and TV connection. That is of course far too long. Improving the quality and speed of delivery is one of the main tips he offers Belgian entrepreneurs and managers. He notes that Japanese clients are very demanding and if you want to be successful in Japan, you need to be very punctual, optimize speed, and be available at all times. Faster and better deliveries will help all Belgian businesses Mr Yuki observes.

## Maeterlinck's Blue Bird in Japan

By Professor W. F. Vande Walle, Faculty of Arts, Japanese Studies KULeuven and BJA Board Member

Portrait of Maurice Maeterlinck in the year 1915, as reproduced in *Mäterurinku hyōden* (A Critical Biography of Maeterlinck) by Yoshie Kogan (1922)



When I asked my students whether they knew Maurice Maeterlinck, to my surprise, for many his name did not immediately seem to ring a bell. It is true, literature does not excite the majority of the young generation, and certainly not when it belongs to the nineteenth and early twentieth century and is in many ways rather abstruse. Most people are familiar with Hollywood blockbusters, but Maeterlinck does not belong to the “canon” of Flemish youth. Yet he still is the only Belgian author ever awarded the Nobel Prize in Literature. Hundred years ago, on 9 November 1911 the Swedish Academy awarded the coveted prize to

the Ghent-born author. To commemorate this centenary the city of Ghent plans a series of events this and next year, in a bid to stimulate renewed interest in its illustrious son, who, according to the claim of the city, never renounced his Flemish and Ghent roots. This project comes none too soon, for in his home country Maeterlinck is fast heading for oblivion among the general readership. In contrast he remains a highly acclaimed master of literature in France and other French-speaking countries, as well as in the Anglo-Saxon world, Russia, Central Europe and, perhaps surprisingly for some of our readers, in Japan.

The string of events that have been announced by the city of Ghent includes a couple of exhibitions, one of them devoted entirely to *L’oiseau bleu* (the Blue Bird). Maurice Maeterlinck wrote the fairy play by this name in 1908, and it premiered in Moscow in the same year. This play, along with the drama *Pelléas et Mélisande*, adapted as an opera by the same name and set to music by the composer Claude Debussy, represents his strongest claim to literary immortality. Both works belong to the pantheon of world classics. None of his subsequent works, although arguably of no lesser quality, earned a comparable and lasting acclaim.

Japan in particular has turned out to be quite a hospitable habitat for the Blue Bird. It may surprise many that this work has made such a remarkable and enduring career in Japan, but there is a lot in it that appeals to the Japanese outlook on life. The blue bird in the title is the symbol of the quest for happiness and truth of two children under the guidance of a fairy.

*L’oiseau bleu* was first staged in 1908 by Konstantin Stanislavski at the Moscow Art Theatre. It starred among others Maeterlinck’s life companion, the French actress Georgette Leblanc (1875–1941). The play, conceived as an allegorical fantasy, features Mytyl and Tytyl, the children of a poor woodcutter in the lead roles. In the sleeping room of the children hangs a cage with a little bird. Falling asleep after a Christmas without presents, they dream that the fairy Berylune sends them off in search of ‘the bird that is blue.’ She gives them a diamond which makes the souls of the objects that surround them visible. The children visit the Land of Memory, the Palace of Happiness and the Kingdom of the Future, before returning home and being awakened by their mother. When their neighbour Berlingot (the

fairy Berylune) begs Tytyl to give her his little bird for her dying child, Tytyl notices that the bird is blue. The neighbour’s child happily recovers but the bird escapes. The children then turn to the audience and ask to return it to them.

The play ran for nearly a year at the Moscow Art Theatre. In 1909 it was produced at the Haymarket Theatre in London, in October 1910 in New York, and in 1911 in Paris at the Théâtre Réjane. In 1940 it was filmed under the English title *Blue Bird* under the direction of Walter Lange, starring Shirley Temple, Spring Byington, Nigel Bruce, Eddie Collins, and Gale Sondergaard. The 1976 remake by George Cukor, starring such celebrities as Elisabeth Taylor, Jane Fonda and Ava Gardner, was a Russian-American co-production, intended as a gesture of friendship between East and West.

The gifted scholar Ueda Bin (1874-1916) was the first to introduce Maeterlinck to the Japanese readers. In a time when virtually no Japanese read French, he made considerable contributions to a better knowledge and understanding of French literature in his country. What is even more remarkable is his ostensible interest for the work of Belgian authors. In the first issue of *Teikoku bungaku* (January 1895), a learned journal published by the University of Tokyo, he published an article on “Belgian literature.” This article is generally considered to be the first introduction in Japan of the symbolist literature, or even in a broader sense, of fin de siècle literature. In it he mentions among others Maeterlinck, Georges Rodenbach, Iwan Gilkin, and Théodore Hannon. He even makes a brief reference to a couple of Flemish writers, notably Guido Gezelle and Cyriel Buysse, who incidentally was a lifelong friend of Maeterlinck. Takagi Toshio (1876-1922), who went on to become the founder of Japanese ethnology and folklore studies, was the first to devote a short article to Maeterlinck, also published in *Teikoku daigaku* (November and December 1902).

The first Japanese translation of *L’oiseau bleu* was made by Shimada Motomaro and Higashi Sôsui and published by Jitsugyô no Nihon-sha in 1911. In their introduction the translators state that their work is a simplified and condensed version of the

Cover illustration of *Mäterurinku monogatari* (Maeterlinck stories) by Masamune Hakuchô (1903).



Cover illustration of *Mäterurinku Aoi tori*, translated by Wakatsuki Shiran (Kodansha edition, 1951)

original, intended as a reader for children. The two children in the play have even been given Japanese names and are called Chikao (for the boy) and Michiko (for the girl). In 1913 Wakatsuki Shiran (1879-1962) published a full translation on the basis of the English version. In his foreword he notes that he received the permission for translation directly from Maeterlinck himself, and even reproduces the letter from Maeterlinck to that effect. In 1915 Shiran published a revised translation based on both the English version and the French original.

L'oiseau bleu was first staged in Japan in 1920, by the theatre group Minshû-za, directed by Hatanaka Ryôha (1877-1959). Osanai Kaoru (1881-1928), the godfather of Japanese theatre in his days and one of the founding fathers of Japanese realistic theatre in the Western style (shingeki), wrote a favourable review of the performance, and the audience was even more enthralled. The cast was impressive: more than eighty actors made their appearance on the stage in the course of the play. Most of them were impersonations of things and phenomena, such as the night, sugar, stars, cold etc. The rehearsals took between four and five months. The script for this production was not based on Shiran's translation, but on that of Kusuyama Masao (1884-1950), who published his version especially for the stage in 1919. In fact there is not much difference between the translations of Shiran and Kusuyama. Both of them happened to be journalists. Shiran was a graduate of the English department of Tokyo University, while Kusuyama was a graduate from the English department of Waseda University. Generally speaking, subsequent stage productions tended to rely more often on the Kusuyama version than on the one by Wakatsuki Shiran. According to the late Professor Tomita Hiroyuki, an authority on youth theatre in Japan, this premiere of the Blue Bird marked the true beginning of serious youth theatre in his country. Since then, its popularity has been virtually unabated in Japan. Roughly 170 different publications bearing the title Aoi tori (blue bird) have been inventoried. Although this figure includes all formats and categories, it is impressive by any standard. Incidentally, during his lifetime Tomita collected everything relating to the Blue Bird in Japan he could put his hands on, and in the process suc-

ceeded in building up a unique "Blue Bird library," which is now housed in the institute he used to be affiliated with, Shirayuri University College, Tokyo.

Wakatsuki Shiran's version went on to serve as the basis of many adaptations of L'oiseau bleu as a story for children. Subsequent adaptations were increasingly enriched with illustrations and simplified and thus further deviated from the original narrative. Blue Bird quickly took on the stature of a classic of youth literature, and has been firmly entrenched in that category until today, although Maeterlinck presumably did not intend it like that. In some cases the name of Maeterlinck disappeared from among the credits, as in the case of the adaptation by the Nobel Prize winning author Kawabata Yasunari. Here the story is passed off as if written by Kawabata himself.

After the Second World War, as manga and anime became an all-pervasive, it was natural for Blue Bird to be adapted for these new formats of popular culture. In 1980 Blue Bird: Tytyl and Mytyl's Adventurous Journey was aired on Japanese Fuji Television as an anime series, directed by Hiroshi Sasagawa, with character designs by Leiji Matsumoto. It ran over 26 episodes. This in turn gave rise to anime ehon, illustrated books based on anime, and manga versions, usually adopting the same style for their characters.

To return to our author: in the meantime Maeterlinck had moved on and so had the world. When the First World War broke out, there was little room left for fantasies. Maeterlinck made lecture tours for the Allied cause in Europe and in the United States. During that time his relationship with Leblanc ended and in 1919 he married Renée Dahon, who had acted in one of the performances of L'oiseau bleu. The couple made their home outside Paris at the Château de Médan and spent their winters at a villa near Nice. Maeterlinck's interest now gradually shifted from fantasies toward naturalistic and psychological topics and themes.

During the interwar period, he wrote essays and plays, among others *La Vie des Termites* (1926), in which he examined totalitarian systems in the light of the ethology of the termite. In 1932 he was made a count by King Albert. On the eve of World War II he travelled to Portugal, where he enjoyed the protection of Antonio Salazar, and from where he fled to the United States. During these years he fell on hard times because his writings had lost much of their appeal and he was in no position to collect royalties from the sales of his books in Europe. In 1947 he returned to his home in Nice. Maeterlinck died of a heart attack on May 6, 1949. He was buried in accordance with his agnostic world view without religious rites. His last book, *Bulles Bleues*, a collection of happy reminiscences, appeared in 1948.

More on the Maeterlinck programme on [www.tinyurl.com/Maeterlinck2011-2012](http://www.tinyurl.com/Maeterlinck2011-2012)



Cover illustration of Aoi tori in the adaptation of Kawabata Yasunari (1949)

Not yet a BJA member? Join us now and benefit from membership 2012 already!

Membership is open to small, medium and large companies and organisations, as well as to individuals who subscribe to its objectives. The BJA currently has about 650 members.

**Sponsor Member**

This category grants recognition of its full support to the BJA. Sponsor members receive full membership, services, benefits and privileges.

Annual fee: € 2 700

**Corporate Member**

This category gives access to full range of services and benefits including activities, committees, publications and library.

Annual fee: € 800

**Associate Member**

This category is granted by the Board of Directors to companies whose turnover does not exceed € 2.5 million.

Annual fee: € 600

**Individual Member**

This category gives an access only to cultural activities and regular publications (except commercial).

Annual fee: € 70

(students: € 30, couples: € 100)

弊会の目的にご賛同頂けるのであれば、規模の大小に関わらず企業及び団体、並びに個人は会員となることができます。現在の会員数は約 650 名です。

**スポンサー会員**

BJA の活動をフル・サポートして下さるスポンサーは、全ての特典・サービスを受けることができます。

年間費 : 2,700 ユーロ

**コーポレート会員**

BJA の委員会やイベントへの参加から、刊行物、図書室の利用など、ほぼ全ての特典・サービスを受けることができます。

年間費 : 800 ユーロ

**アソシエーツ会員**

取引高 250 万ユーロを超えない企業が対象となります。理事会の承認により年会費が 600 ユーロとなります。

年間費 : 600 ユーロ

**個人会員**

文化関連のイベントや定期刊行物のサービスを受けることができます。

年間費 : 70 ユーロ

(学生 : 30 ユーロ、夫婦 : 100 ユーロ)

Join today!

Complete and post or fax this form and we will send you our agenda and our newsletter.

We, the undersigned, hereby apply for the membership to the Belgium-Japan Association & Chamber of Commerce (BJA) in the following category (please tick as appropriate):

Corporate members/法人会員:

- Sponsor/スポンサー € 2.700,00
- Corporate/コーポレート € 800,00
- Associate/アソシエーツ € 600,00

Individual members/個人会員:

- Couple/夫婦 € 100,00
- Regular/本人 € 70,00
- Student/学生 € 30,00

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Nr. \_\_\_\_\_ Box \_\_\_\_\_ Zip code \_\_\_\_\_

City \_\_\_\_\_

Tel. \_\_\_\_\_ / \_\_\_\_\_

Fax \_\_\_\_\_ / \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Business \_\_\_\_\_

Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Signature: .....

1. Please fill in this form and return to BJA by E-mail: info@bjabe or by fax: +32 2 644 23 60  
本申込書に必要事項をご記入の上、E-mail: info@bjabe 又は Fax : +32 2 644 23 60 にて当会議所までご返送下さい。

2. Upon receipt of the approval of your application by the Board of Directors, you will receive an invoice for your membership fee.  
後日、当会議所役員より入会の承諾が認められましたら、年会費の請求書を送らせて頂きます。

## Membership benefits

	Individual Member	Associate Member	Corporate Member	Sponsor Member	
Invitation to general member and cultural activities	●	●	●	●	BJA主催のビジネス並びに文化関連のイベントにご招待
1 free copy of the BJA Newsletter "Trade Flows"	●	●	●	●	BJA発刊の英文四半期毎ニュースレター Trade Flows を一部無料で配布
Possibility of CV inclusion on website	●	●	●	●	履歴書をBJAのホームページに掲載
Sponsorship opportunities	●	●	●	●	寄付、協賛活動
Authorship opportunities for BJA Newsletter	●	●	●	●	BJA独自のニュースレターに記事の掲載
Assistance in issues related to B-J (non-business level)	●	●	●	●	日本・ベルギー両国に関する一般情報などの提供
Access to committee network (non-business level)	●	●	●	●	BJAにおける設置委員会(ビジネス関連を除く)のネットワークに参入
Assistance in issues related to B-J (business level)		●	●	●	日本・ベルギー両国に関するビジネス情報などの提供
Access to committee network (business level)		●	●	●	BJAにおける全ての設置委員会のネットワークに参入
Company press release on website & newsletter		●	●	●	BJAのホームページとニュースレターに企業広報の掲載
Company references in BJA website		●	●	●	BJAのホームページに社名の記載
Invitation to BJA business events		●	●	●	BJA主催のビジネス関連のイベントにご招待
Invitation to BJA business conferences & seminars		●	●	●	BJA主催のセミナー、講演会にご招待
Company references in BJA annual Directory (printed & on-line)		●	●	●	BJA発行の会員名簿に社名の記載
On-line access to company database with personal login & password		●	●	●	BJAホームページに記載されている会員企業のリストにオンラインアクセス(パーソナルログインとパスワード必須)
Prints of label members' list (company level)		250 euro	150 euro	50 euro	ダイレクトメール用のラベル(BJA企業会員リストのみ)の購入
Website banners (1 month)			-10%	-25%	BJAのホームページに掲載の広告費用(1ヶ月期間)会員割引
Number of BJA contact names for mailings & Directory		2	5	15	BJA独自のデータベースに無料で記載可能な社員数
Possibility to be guest speaker at BJA business events			●	●	BJA主催のセミナーにて講演
Free copy of BJA annual Directory			●	●	BJA会員名簿を無料で配布
Free access to on-line Directory of Japanese companies in Belgium			●	●	BJA独自制作のベルギーにおける日本企業のリストにオンラインアクセス(パーソナルログインとパスワード必須)
Hyperlink of company on BJA website, accessible for everyone			●	●	BJAのホームページと社ホームページとのリンク
Job offers & offers of services postings in newsletter & on website			●	●	求職・求人情報をBJAのニュースレター及びホームページに掲載
Business proposals			●	●	事業提案
Discount on advertising in BJA Directory			-10%	-25%	BJA会員名簿に掲載する広告費の割引
1 month free website banner usage				●	BJAのホームページに広告掲載を1ヶ月間無料で提供
Additional 2 free copies of BJA annual Directory				●	BJA会員名簿を追加で2冊無料提供
Company logo with hyperlink in BJA website, accessible for everyone (on special webpage)				●	BJAホームページにハイパーリンクされた社名ロゴマークを掲載
Recognition of status in each issue of the BJA newsletter (+logo)				●	BJA発刊の英文四半期毎ニュースレターにスポンサーとしてのステイタスと社名ロゴマークを表記
Recognition of status in each issue of the BJA Directory (+logo)				●	BJA会員名簿にスポンサーとしてのステイタスと社名ロゴマークを表記
Special mention at the Annual General Meeting in March (+logo)				●	BJAの3月年度総会にてスポンサー企業への感謝意を社名ロゴマークを添えて表明
Exclusive invitations to receptions organized by the Japanese Ambassador				●	駐ベルギー日本大使館主催のレセプションに特別ご招待
Complimentary copies of all BJA publications upon request				●	BJA出版物につき、全て無料で提供
Exclusive business proposals				●	スポンサー会員限定の事業の提案
Exclusive invitations to events organized by BJA or sister organizations				●	BJA並びにBJAの姉妹団体が主催するイベントに特別ご招待

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

**Corporate Member**

**ICMA + GMC Group**

ICMA+GMC Group is worldwide active in the field of Market Research and specialises in measuring Customer Satisfaction as well as Employee Satisfaction. Unique is that we benchmark the results of each project with the results in our database. This database contains the results of our 1.000 most recent surveys (data no older than 2-3 years). On top of that ICMA+GMC is also active in Mystery Shopping & Mystery Calling.

Chaussée de Louvain 47, b1 - 1410 Waterloo  
Tel: +32 (0)2 389 00 89, Fax: +32 (0)2 389 00 70  
E-mail: daels@icma.be  
www.icma.be  
BJA contact: Mr Peter Daels, CEO

**Iseki Europe**

Our company has been established in 1971 in Belgium as a sole European representative of ISEKI & CO., LTD. ISEKI has contributed to the modernization of Japan's agricultural industry since its foundation in 1926, besides we have also consistently pursued efficient and laborsaving for huge maintenance work of landscaping in Europe.

ISEKI EUROPE is dedicated to Sales and Technical co-ordination between European distributors and our Head Quarters in Japan with aiming to maintain close and tight relationship.



Sterrebeekstraat 179 D4 - 1930 Zaventem  
Tel: +32(0)2 725 22 80, Fax: +32(0)2 725 19 51  
E-mail: k.seri@iseki.be  
www.iseki.co.jp  
BJA contact: Mr Kazuya Tani, Managing Director

**McDermott Will & Emery / Stanbrook LLP**

McDermott Will & Emery is a premier international law firm with a diversified business practice. Numbering more than 1,000 lawyers, we have offices in Boston, Brussels, Chicago, Düsseldorf, Houston, London, Los Angeles, Miami, Milan, Munich, New York, Orange County, Paris, Rome, Silicon Valley and Washington, D.C. Extending our reach to Asia, we have a strategic alliance with MWE China Law Offices in Shanghai.

McDermott has over 75 years of serving a broad range of client interests. Established in 1934 as a tax practice in Chicago, Illinois, McDermott has grown its core practices and offices around the globe. The expansion of our international platform has supported numerous cross-border transactions and litigation matters, while providing the experience necessary to offer corporate and commercial, international and domestic tax, labor and benefits, competition, intellectual property and regulatory counsel to clients across all industries. In the years to come, we will continue to expand geographically and enhance our existing practices and industry-focused strengths. We are committed to building from these strengths in order to best serve our clients and communities.

Rue Père Eudore Devroye 245 - 1150 Brussels  
Tel: +32 (0)2 282 35 65, Fax: +32 (0)2 230 57 13  
E-mail: wvanweert@mwe.com  
www.mwe.com  
BJA contact: Mr Wilko van Weert, Partner

**White & Case LLP**

White & Case is a leading global law firm with lawyers in 37 offices across 25 countries, including an office in Tokyo. We advise on virtually every area of law that affects cross-border business and our knowledge, like our clients' interests, transcends geographic boundaries. We work with some of the world's most well-established and most respected companies - including two-thirds of the Global Fortune 100 and half of the Fortune 500 - as well as start-up visionaries, governments and state-owned entities.



Mrs Jacquelyn MacLennan

Our Brussels office opened in 1967 and is home to our Belgian Transactional Practice and European Union Law Practice. The Transactional Practice advises businesses and financial institutions in and outside Belgium on a wide range of legal matters including corporate transactions and joint ventures, financial and capital markets transactions, banking, real estate, dispute resolution, restructuring & insolvency, as well as general corporate law. Our multinational European Union Law team provides comprehensive advice on all substantive areas of EU law and on the process by which law and policy are made.

Rue de la Loi 62 - 1040 Brussels  
 Tel: +32 (0)2 239 26 20, Fax: +32 (0)2 219 16 26  
 E-mail: jmaclennan@whitecase.com  
 www.whitecase.com  
 BJA contact: Mrs Jacquelyn MacLennan, Executive Partner

**Individual Members**

**Regular members**

Mr P. Charels  
 Mr P. Van der Weeen

**Student members**

Ms N. Kawada  
 Mr C. Swinnen

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



**DIRECTORY 2011 年度會員名簿**

Order now!

FAX TO BJA +32 (0)2/644 23 60

Company

Name

Title

Address

Nr.  Box  Zip code

City

Tel.  /  Fax  /

E-mail

N° of copies requested

Price: € 5 for BJA members, € 25 for non-members  
 + mailing costs ( depending on quantity )

The Belgium-Japan Association & Chamber of Commerce is happy to present you our eighth issue of the BJA Directory. The BJA Directory has the objective to be a comprehensive source of information on the BJA-members. In addition, a list of the data of 260 Japanese companies in Belgium is added as well. The directory is a handy reference on Belgian-Japanese business performance.

By introducing the members, it has the aim to be a powerful resource for building, managing and expanding networking and business opportunities, cultural exchange, finding jobs, evaluating goods and services, and

researching trends or publications. Our directory puts our members in direct contact with other members, and interested parties can easily locate and contact our members. It assists business expansion on a local, regional, national and/or international level, as well as it enhances the opportunities for fostering cultural and friendship relations between the citizens of the two nations. It offers an excellent view on the importance of the network of the Belgian and Japanese companies in Belgium, and therefore is a unique resource publication to identify "who is who" in Belgium with regard to Japanese business and vice versa.



BeforeTheHype

Perception is everything

make sure you get it right



Strategic and creative marketing communications for growth

BeforeTheHype . Dok Noord 4 D002 . B-9000 Gent . +32 (0)9 329 69 29 . [www.beforethehype.com](http://www.beforethehype.com) . [info@beforethehype.com](mailto:info@beforethehype.com)

# 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.

[www.yamagata-europe.com](http://www.yamagata-europe.com)

[www.qa-distiller.com](http://www.qa-distiller.com)

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

32.9.245.48.31

# PENTAX K-5

## HIGHLY SENSITIVE...



## PENTAX K-5

- ▶ 16.3 Megapixel stabilized CMOS sensor
- ▶ Sensitivity range: ISO 80 to 51 200
- ▶ Weatherproof body with 77 independent seals
- ▶ Video recording in Full HD format
- ▶ 7 fps high-speed continuous shooting
- ▶ Live View on a 3" LCD monitor, 921 000 dots

**PENTAX**  
▶ PIX YOUR LIFE

[www.pentax.be](http://www.pentax.be)