

## TRADE FLOWS & CULTURAL NEWS

Number 97 - December 2012

### EDITORIAL

### Celebrating 50 years of BJA in 2013

By Mr Thomas Leysen, BJA President and Chairman of Umicore



Mr Thomas Leysen

While still feeling very youthful and dynamic after half a century, we are very pleased to announce our 50th anniversary to you and to invite you to a year of celebrations in 2013.

The Belgium-Japan Association was founded and officialised in 1963, just after the return to Belgium of a Princely Economic Mission to the Far East.

Already at the time, the members of the mission had the opportunity to observe the strength of the Japanese industry and economy in general. Consequently, they thought it would be a wonderful idea to create an association having as purpose to organize meetings between Belgians and Japanese living in Belgium (about 400 at that time).

This initiative was supported by HRH Prince Albert of Belgium who personally attended the inauguration ceremony. Viscount Obert de Thieusies, Honorary Ambassador and Chairman of the Federation of Belgian Chambers of Commerce Abroad, took up the chairmanship of the new association.

In the early nineties, the Belgian-Japan Trade Federation (BEJAT) merged with the Belgium-Japan Association and hence the name became the Belgium-Japan Association & Chamber of Commerce. The aim of the new association was to develop not only cultural and social events, but to even focus more

on the promotion of the commercial, industrial and financial relations between Belgium and Japan.

The association at present counts over 650 members, including Belgian, Japanese and multinational companies as well as numerous individuals residing in Belgium. It has evolved into a very positive organization offering a wealth of activities. Our publications, books on Japanese investments in Belgium and Belgian export to Japan, our newsletters, our lobbying with regards to the Social Security Treaty, Visa and Immigration Procedure improvements, our support to trade missions and other visits to Japan, surveys conducted in the framework of improving trade, the YES Program, our many events – seminars, business luncheons and cultural visits succeed in their goals because of our dedicated members and our small but highly professional and motivated staff. Thank you for supporting the goals we share together.

In 2013, our association will celebrate its 50<sup>th</sup> year of existence with a spirit that remains unchanged since our inception 50 years ago. The 50<sup>th</sup> anniversary is a fantastic opportunity to rejoice in the strength of the long-standing Japan-Belgium bonds.

It would be a great honor to celebrate with all of you together.

### In this issue

- 2 The 8<sup>th</sup> BJA Golf Cup and Golf Initiation
- 3 VIP VISIT to AW Europe in Baudour
- 4 Friendship Cafe
- 5 JAXA: reaching for the skies and exploring space
- 6 The Belgian Koi Society stands for: keeping Nishikigoi in a responsible way
- 7 EU-Japan News
- 10 News for the members
- 12 News from the members
- 18 FDI in Japan 2011 (Japanese fiscal year)
- 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@bja.be  
T 02/644 14 05  
F 02/644 23 60



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

## BJA REPORT

# The 8<sup>th</sup> BJA Golf Cup and Golf Initiation 第8回BJAゴルフコンペとゴルフイニシエーション

Saturday, 22 September 2012 - Golf de L'Empereur



During the prize giving dinner ceremony, the guests were over excited with joy on the result of the team competition where EU Team won again in two consecutive years, beating the so-called 'unbeatable Japan Team'.



Ambassador Shiojiri of the Mission of Japan to the EU, receiving the winning trophy as the captain of the EU team.



H.E. Ambassador Yokota of the Embassy of Japan enjoying the prize giving dinner ceremony together with Mr Edward De Beukelaer, President CEO of H. De Beukelaer & Co. and Vice-President of BJA.

The Cultural Committee of the BJA had a pleasure in organizing the 8<sup>th</sup> BJA Golf Cup and Golf Initiation this year at the L'Empereur Golf Club in Ways.

Under the great support by the BJA company members, again the BJA welcomed over 65 participants including two honorable guests, H.E. Ambassador Yokota of the Embassy of Japan to Belgium and H.E. Ambassador Shiojiri of the Mission of Japan to the EU. The sponsors provided us with a fresh lunch buffet, special massage service throughout the day, refreshments during and after the game, and delivered a number of fantastic prizes for both the Golf Cup and Golf Initiation group. This year nearly 36 golf players and 24 golf initiation players joined together to share this moment of fun together. After the game, the highlight of the day was definitely the prize giving dinner. Since the thrilling first victory by the EU team for the team competition 'EU vs Japan' last year, everyone was excited to know the result of 2012... And it was H.E. Ambassador Shiojiri, the captain of the EU team, who proudly seized back the winning replica in his possession on behalf of the EU team. Towards the end of the prize giving ceremony, to bid farewell to H.E. Ambassador Yokota, Mr Edward De Beukelaer, Presi-

dent CEO of H. De Beukelaer & Co. and Vice-President of BJA, expressed his sincere appreciation on behalf of the BJA for His Excellency's kind support to BJA and passionate dedication towards promoting the Belgium-Japan relations during the time of his post in Belgium.

BJA thanks wholeheartedly to the generous sponsorships and the enthusiastic participation by the members and partners to realize this BJA sporting event once again so exclusive.

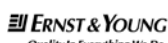
Players receiving a participation prize.



ZEN KOT



CONTRASTE EUROPE



Pioneer



kaneka



HOTEL METROPOLE



ICMA GROUP



JAPAN CONSULTING OFFICE



Sumitomo Corporation Europe



## VIP VISIT to AW Europe in Baudour VIP 訪問 エイ・ダブリュ・ヨーロッパ

Thursday, 11 October 2012 - Baudour, Mons



The participants enthusiastically listening to the company presentation.



(left to right) Mr Doppagne, Business Development of Telelingua and Mr Van Overstraeten, Partner of Linklaters LLP and Vice-President of BJA, getting dressed for the VIP tour.



The team of AW Europe who gave their entire attention to welcome the BJA members at their facility.

Thanks to the generous support by AW Europe, the Belgium-Japan Association & Chamber of Commerce (BJA) took pleasure in inviting the BJA company members to an exclusive visit to the Electronic and Mechanic Assembly facility of AW Europe in Baudour.

Over 35 BJA members were welcomed and offered refreshment drinks, followed by a presentation of the company. Firstly Mr Yoshinari Kuwayama, President & CEO of AW Europe, gave a few words of welcome, then Mr Thierry Kaisin, Director of AW Europe, made a brief introduction on AW Europe and the plant organization. Secondly the participants were divided into two groups to visit the two parts of the plant – one for the re-manufacturing of automatic gearboxes and the other for the production of car multimedia & navigation systems. Lastly the participants fully enjoyed some tasty local beers and champagne during the networking cocktail. Mr Tanguy Van Overstraeten, Partner at Linklaters LLP and the Vice-President of BJA, thanked on behalf of the BJA the team of AW Europe for dedicating their precious time to make this VIP visit so exclusive.

(left to right) Mr Saito, Senior Manager of Deloitte, Mr Miwa, President of NGK Ceramics Europe, Mr Furugaki, General Manager of Tokio Marine Europe Insurance Ltd., and Mr Kuwayama, President & CEO of AW Europe, sharing business insights on running an industry.





## Friendship Cafe フレンドシップ・カフェ

Sunday, 30 September 2012 - Cafe "Moeder Lambic Fontainas", Brussels

BJA Friendship Committee を通して、日本に興味、関心を持って下さっているベルギー人の方々と交流をする事で、楽しいおしゃべりもさることながら、ベルギーという国を今まで以上に知ることのでき、また日本に関して私たちとは違った視点から見ている方々の考え方を学ぶ事が出来ました。そして、日本をとてんよく思って下さって居る方が大勢いたことに、とても嬉しく思いました。是非、次回も参加したいです。

Ayumi Shibata





## JAXA: reaching for the skies and exploring space

By Mr Piet Van Tieghem of Yamagata Europe

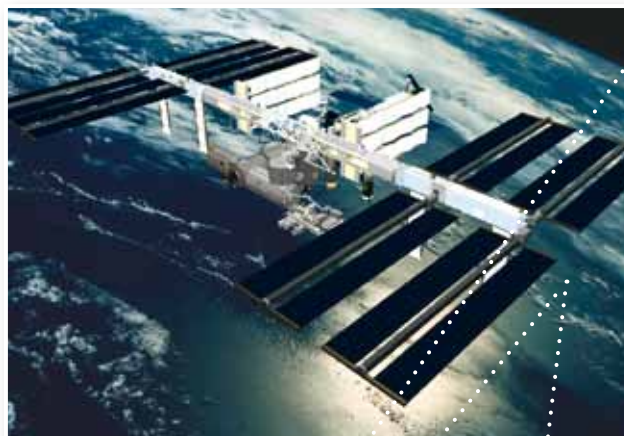
JAXA, Japan's space exploration agency, was founded in 2003 as a merger of the "Institute of Space and Astronautical Science (ISAS)", the "National Aerospace Laboratory of Japan (NAL)" and the "National Space Development Agency (NSDA)". The activities of this newly-formed agency range from basic research and technical development to practical utilizations in different fields, from satellite launches to more advanced missions such as space exploration.

Although JAXA has a relatively small budget (2.5 billion dollars) compared to its bigger brother NASA (8 billion dollars), this is still a substantial amount of money, especially during times of global economic crisis. As always during a crisis, space exploration is the subject of much debate. People wonder whether space programs are something the government should continue to fund. Furthermore, many people also claim that the money should be used for practical purposes on Earth instead of being spent on space exploration. On the other hand, when we look at the results of the Space Race between the US and the USSR during the Cold War it is obvious that investing in space has led to many technologies which people use and enjoy today that would never have been possible without studies conducted for space exploration. These "spin-off technologies" can now be found everywhere and improve lives all around the world. We need only think of the benefits of micro-processors and satellites.

It is undeniable that investing in space research eventually led to a better understanding of everything from the weather, to crops and vegetation rates, pollution and even floods. Much of this research also proved very useful for disaster management after the Tohoku earthquake in 2011. Using the Advanced Land Observing Satellite (ALOS), it was possible to make emergency observations of the affected areas. The ALOS can observe a wide area at one time, making it easy to assess within 10 minutes which areas were affected by the tsunami. The ALOS was also used to determine the boundaries of the Fukushima no-fly zone.

Investing in space exploration also has other, less visible benefits. This is especially the case for Japan, a relatively small coun-

try with few natural resources. For Japan, developing advanced technologies is the only way to maintain continuous growth while ensuring national security. Space technology is the field where all advanced cutting-edge technologies are combined.



But not only is technological progress important in itself: investing in space also encourages children to be passionate and enthusiastic about science. In this way it helps to nurture the human resources of the future, both for space development and for various other fields. All this is set out in JAXA's long-term Vision, JAXA 2025: turning Japan into the world's leading science center and promoting the space industry.

JAXA and other global space programs also promote international peace and cooperation. For example, the International Space Station is occupied by astronauts from several nations, and was built by many nations working together. Missions to Mars and other places would most likely require the cooperation of several countries. If we look more closely, we can see in the space program something which was not so apparent at first glance: far from being a waste of money which could be used to improve the world, space exploration is a noble pursuit which promotes world unity and is much less costly than other activities which serve only to tear the world apart.





## ARTICLE

# The Belgian Koi Society stands for: keeping Nishikigoi in a responsible way

By Mr Jos Vandermeulen of Belgian Koi Society



As a club, we aim to promote Nishikigoi: keeping Nishikigoi in good and healthy water and taking care about our swimming jewels the way everyone should do.

We are not just a Nishikigoi club: we are the only ZNA club or ZNA related department in Belgium. For those who are not familiar with Nishikigoi, please let me explain what ZNA stands for. ZNA is an association of Nishikigoi lovers, founded in 1962 by its first chairman Dr. Takeo Kuroki and stands for Zen Nippon Airinkai. The main purpose of this association is to strengthen the friendship of those who keep Nishikigoi and to share the information about keeping Nishikigoi, the most beautiful and largest ornamental fish in the world. ZNA has members all over the world but only allows one club per country. For Belgium, the Belgian Koi Society is this club. It is clear that the ZNA Headquarters are still in Japan as the main activities still take place in this country... and the most beautiful Nishikigoi are still bred in Japan by famous breeders who export their products all over the world. That is how we are capable to have real jewels swimming in our ponds. According to Japanese tradition, we don't have plants or flowers in our ponds as it might distract the attention of visitors from the real flowers: the Nishikigoi.

### Our activities

As the Belgian club within the ZNA organization, we take part in and support the ZNA activities and we spread the 'Nishikigoi cult' among the members.

The Belgian Koi Society organizes its own ZNA Nishikigoi Show every year. Next year, the show will be in Bokrijk, during the weekend of June, 22<sup>nd</sup> - 23<sup>rd</sup> where Nishikigoi enthusiasts and shopkeepers expose their most beautiful fish and compete in the different varieties. For judging during these shows, we invite ZNA certified judges from Japan as well. Our reputation brings them without hesitation from Japan, the homeland of Nishikigoi, to our show. Our chairman, Dirk De Witte, is a ZNA certified judge as well and he travels around the world to judge on various Nishikigoi shows.

During our yearly show, we do not only expose beautiful fish, we also attract other clubs with Japanese related activities and attractions (Shodo, Ikebana and Bonsai, Martial Arts, Taiko performances,...). Our show is not limited to some 'vats' with fish: it is built and subjects are exposed in a Japanese atmosphere where ever possible. Our magazine 'Koi Wereld' full of Nishikigoi information, does not only has 140 pages, but is bilingual to attract and please more enthusiasts. We aim for



**For more information** about the club, ZNA or keeping Nishikigoi in general, please don't hesitate to contact us:

- › Dirk De Witte (Chairman) at [voorzitter@bkskoi.be](mailto:voorzitter@bkskoi.be)
- › Jos Vandermeulen (POC for the sponsors) at [sponsors@bkskoi.be](mailto:sponsors@bkskoi.be)
- › Eddy Leysen (Public Relations) at [pr@bkskoi.be](mailto:pr@bkskoi.be)

or visit our website [www.belgiankoiociety.be](http://www.belgiankoiociety.be) where you can find more information about the club and its activities. Maybe we can work together as a team in a symbiotic way...

both the French and Dutch speaking populations in Europe.

A club doesn't live only by its yearly show and magazine. Therefore, we have a very nice and up-to-date website ([www.belgiankoiociety.be](http://www.belgiankoiociety.be) or [www.bks.be](http://www.bks.be)), we send electronic newsletters to the members and we also organize colleges (practical and theoretical ones) to improve the knowledge of our members and teach them about Nishikigoi. As we organize activities all over Belgium, our region-coordinators keep in touch with the local sponsors and visit them regularly to hear what is going on in the Nishikigoi minded brains. By taking part in the ZNA activities around the world, we are kept informed about the latest news and results of studies about Nishikigoi. The members who are interested can have a copy of the English version of Nichirin, the Japanese monthly magazine about Nishikigoi and shows.

As the years went by, the number of sponsors and members is increasing every year. This proves that the Belgian Koi Society is heading into the right direction and that we are trustworthy! Without members and sponsors, there is no BKS, there wouldn't be a Koi Wereld and no yearly Belgian ZNA Koi Show...



### **JAPAN, EU COULD START EPA TALKS NEXT SPRING**

A senior European Commission official has said talks between the EU and Japan on an economic partnership agreement will likely begin around March.

It would come as a surprise if EU member countries are unable to agree by Christmas to launch EPA negotiations with Japan, the official said Tuesday.

But even if discussions start next spring as hoped, it would still take about four years to conclude a pact and an additional two for it to be ratified and take effect, the official added, indicating an EPA would take effect in 2018 at the earliest.

The European Union needs to win consent from all of its 27 member states to start talks on a free trade accord with a country outside the bloc. But Germany, France and Italy, which all have major automotive industries, remain wary of kicking off talks because it might result in a flood of Japanese imports that would harm their own carmakers.

The European Commission has indicated to member countries that any future EPA negotiations between the EU and Japan would be discontinued if Tokyo fails to remove nontariff trade barriers within a year of their launch.

According to the official, this should go some way to convincing Germany, France and Italy to give their consent by the end of the year to start the trade talks.

Sources: Jiji; The Japan Times  
<http://www.japantimes.co.jp/text/nb20120927a3.html>

## EU-Japan news

**KEIDANREN CHIEF OPTIMISTIC ABOUT JAPAN-EU FREE-TRADE TALKS**

Keidanren Chairman Hiromasa Yonekura said he isn't overly concerned about the outlook for free-trade talks because business circles in Japan and Europe have been exchanging views on how to open up their respective markets.

The head of Japan's most influential business lobby said during a recent visit to Europe that he understands some EU members are cautious about starting trade talks with Japan, but he is "not so pessimistic about the outlook because we are deepening mutual understanding on how to open markets through dia-

logues between Japanese and European businesses."

The European Commission in July proposed to the 27 EU member nations that free-trade negotiations begin with Japan. The International Trade Committee of the European Parliament passed a resolution last week to approve such talks.

While some say a South Korea-EU free-trade deal has not brought about benefits for the European side due to a surge in imports of South Korean vehicles,

Yonekura said such a trade imbalance is unlikely to be a major concern in the case of Japanese carmakers as they typically have integrated local production in Europe.

"If Japan and Europe, both aspiring to high quality and advanced technology, collaborate, contributions to the world would be possible in such areas as standardization (of engineering specifications)," he said.

*Source: kyodo news agency; the Japan Times  
<http://www.japantimes.co.jp/text/nb20121019a6.html>*

**START FREE TRADE TALKS WITH JAPAN, SAY TRADE MEPS BUT LOOK OUT FOR EU CAR SECTOR**

The international trade committee gave its green light for free-trade talks with Japan on Thursday, pointing to the huge gains for jobs and growth offered by deeper ties with Japan, a strategic partner of the EU. But negotiations should be suspended if Japan fails to remove barriers in key sectors including cars, say MEPs.

The non-binding resolution, which also points out that Parliament can block trade deals, was passed by 23 votes to 2, with 3 abstentions.

"The EU's trade policy needs a game-changer: a free trade agreement with Japan. The huge untapped trade potential could boost the EU's GDP, create jobs and increase exports. That is why I recommend launching negotiations. We know it won't be easy - the key lies in removing non-tariff barriers, particularly in crucial sectors such as cars and medical devices. If Japan fails to deliver, the negotiations should be suspended", said the rapporteur, Metin Kazak (ALDE, BG).

**Concerns for cars, postal services, public procurement**

The committee stresses that non-tariff barriers (NTBs), which often take the form of regulatory or traditional advantages for local business and are harder to eliminate than customs duties, have prevented EU businesses from benefiting fully from commercial ties with Japan.

It points out that trade in goods between the EU and Japan was worth only € 116.4 billion in 2011, against € 444.7 billion for EU-US trade or € 428.3 billion for EU-China trade. It quotes estimates of a potential 71% boost for EU exports to Japan if tariffs and non-tariff barriers are reduced to their fullest possible extent.

MEPs insist that the mandate for the talks should include "clear and measurable targets" for the removal of NTBs and point specifically to barriers in the car sector, such as "zoning regulations", restrictions on electric and hybrid vehicles and preferential treatment for "kei cars" (very light class cars) in Japan.

Restrictions to market access in electronics, postal services and railway public procurement must also be lifted, says the committee. It wants a 'safety clause' to ensure that sensitive EU tariffs are not reduced without a corresponding elimination of Japanese non-tariff barriers and obstacles to public procurement. If Japan does not show "sufficient ambition in meeting the EU's priority demands", the negotiations should be suspended, say MEPs.

**What next?**

The resolution will be debated and voted by the full House in October (tbc). Parliament asked the Council in June to wait for its opinion before deciding whether to launch free trade talks with Japan as proposed by Commission in July this year.

*Source: EU Parliament:  
<http://www.europarl.europa.eu/news/en/pressroom/content/20121008IPR53129/html/Start-free-trade-talks-with-japan-say-trade-MEPs-but-look-out-for-EU-car-sector>*



## LOOKING FOR COMPANIES WILLING TO HOST A JAPANESE TRAINEE - VULCANUS IN EUROPE STUDENT TRAINING PROGRAMME

### Programme Objective

Through the Vulcanus in Europe programme you can offer a Japanese student an 8-month traineeship within your company, providing you with a valuable addition to your workforce and the trainee with the experience of a lifetime. The Vulcanus in Europe programme has the following objectives:

- › To provide EU companies with skilled Japanese students as trainees to help them in the development of their business with Japan;
- › To familiarise a pool of future Japanese executives with Europe's business culture, its economic structure and its institutions, so that they will be well-placed to help their future employers in their business relations with Europe.

### Background

The programme was launched in 1996 on the initiative of the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI) with the purpose of contributing to the improvement and stimulation of industrial cooperation and of improving mutual understanding between Japan and the European Union. The EU-Japan Centre for Industrial Cooperation is responsible for the actual organisation of the programme.

### Who is your trainee?

Your trainee is chosen from among Japan's best students, either in the third or fourth year of their undergraduate studies or following a postgraduate course in one of the following disciplines: engineering (mechanical, electrical, electronics, civil, nuclear, etc.) / architecture / biology, chemistry, biotechnology, physics / metal materials, ceramics / computer

science, telecommunications / production systems....

The students are selected on the basis of your needs.

The student's academic record, the opinion of his/her tutors and the student's motivation and ability to adapt are all factors which are taken into consideration in his/her selection. Your company will propose the contents of the traineeship. Should suitable students apply and be selected by the Centre, you will make the final decision as to which of them to accept.

Before the start of the traineeship the EU-Japan Centre will arrange and fund a 16-week intensive course in the language spoken in your company, giving him/her a working knowledge of the language you have chosen.

Your trainee will already be generally familiar with European culture, industry and the EU. The EU-Japan Centre for Industrial Cooperation will organise and fund a seminar in Brussels for this purpose, immediately after the trainee's arrival in Europe.

### Eligibility

All EU companies in the industrial sector within the EU are eligible to apply for the Vulcanus in Europe programme, whether or not established business contacts with Japan already exist.

### Length, timing and costs of traineeship

You will receive a Japanese student as a trainee for a period of eight months (August 2013 to March 2014).

Your company will be responsible for covering the following costs: a contribution of €6,600, to be paid to the EU-Japan Centre (who will forward this amount to the student), or directly to the student if a direct payment is requested by your national law.

In both cases the beneficiary shall receive this amount NET of all national taxes. national taxes & costs linked with wages, visas, work permits, if applicable

Laws on issues such as visas and social security contribution within the EU are set at national level. Vulcanus is normally exempt from social security contributions. Nonetheless your company will be liable for any further costs arising from applicable law in the Member State in question. Please do not hesitate to contact us for further information or assistance.

### Traineeship contract

Prior to the trainee's arrival in Europe, i.e. four months before the traineeship begins, you will sign a traineeship contract with the trainee and the EU-Japan Centre for Industrial Cooperation, which lays down the rights and the responsibilities of all parties.

### Contact

#### EU-Japan Centre for Industrial Cooperation

Margherita Rosada

Vulcanus Manager

Tel: +32 (0)2 282 37 15

Fax: +32 (0)2 282 00 45

## news for the members

**9<sup>TH</sup> ASIA/EUROPE SUMMIT (ASEM):  
EU MEETS JAPAN**

The participation of Herman van Rompuy, President of the European Council and José Manuel Barroso, President of the European Commission.

On 5 November they met Mr Yoshihiko Noda, Prime Minister of Japan. They discussed bilateral relations and the regional situation.

**Background**

This ASEM9 Summit brought together 51 ASEM Partners from Europe and Asia. Norway, Switzerland and Bangladesh were joining for the first time. The two-day talks focused on economic, financial, global and regional issues, social and cultural cooperation and the future direction of ASEM and Asia/Europe relations.

Source: EU delegation in Japan  
<http://www.euinjapan.jp/en/media/news/news2012/20121107/151627>

**MAISON DANDROY EXCLUSIVE  
DISTRIBUTION CONTRACT AGREEMENT.**

Maison Dandroy, created in 1829 is the last traditional Belgian family owned biscuitery. The 6<sup>th</sup> generation in charge today, has developed this local institution throughout the last two decades.

Indeed, its flagship store has seen six new store openings since 1995. The core business of producing authentic Speculoos, Almond Breads, Greek Bread and distributing these handcrafted biscuits in the Brussels area has further evolved in '95 with the opening of a unique Tea Room, just round the Brussels Grand Place.

Following a two year preparation involving a complete restructuring of the company and its branding, we are pleased to announce the finalisation of our partnership with the Japanese company C>Select. Our partnership is set to open the first Maison Dandroy Japanese flagship store within the newly refurbished Daimaru Matsuzakaya Department Stores KK (Daimaru) at the Tokyo Station. The exclusive distribution contract is set for an initial seven year period.

The refurbishing of the Daimaru Tokyo Station store will open 12 new floors, increasing the commercial floor space from 34.000 to 46.000m<sup>2</sup>. Out of the 12 new floors, two will be solely devoted to Food & Beverages. Within this area, close to 30 new international labels will be introduced to the Japanese market.

This Grand Opening, planned for August 22nd represents a great challenge for Maison Dandroy on more than one account. Indeed, besides being Maison Dandroy's First international partnership, it will lead to opening the first official Dandroy store outside of Belgium, retailing imported biscuits and manufacturing locally Dandroy traditional recipe based Brussels and Liège waffles under license. Further openings within strategic Japanese cities are planned within the years to come.

With this licensing contract Maison Dandroy aims to not only challenge its capacity to succeed into such a high connoisseur market but also to promote this unique concept of a one stop Belgian Traditional Tea Room. All parties involved, Daimaru KK, C>Select KK and Maison Dandroy SA are convinced of the added value and success of this skillful partnership.

We are honoured by the presence of HRH Philippe for the official partnership signature and trust this will be of good omen to our future business relationship.

Source: <http://www.biscuiteriedandroy.be>



## GALLER CHOCOLATIER AND TAKEMOTO FOODS RENEW THEIR LONG TERM PARTNERSHIP

Galler Chocolatier, one of the Belgian leaders in the chocolate market, and Takemoto Foods Japan have agreed on an exclusivity distribution and licence contract for the Japanese market. The agreement is a two folds agreement and covers the whole distribution of Galler products and the development of the Galler Cafe.

Mr Armand Simonian, CEO, Galler Chocolatier, commented: 'Selecting an exclusive partner for developing a brand abroad is never an easy task. After 10 years when we look backward, we have no doubt that we made the right choice. Takemoto Foods has completely adopted and transposed the Galler foundations to the Japanese market: Passion for Chocolate, Pride in Perfection and Constant Creativity. The role played by Takemoto Foods has been instrumental in the development of Galler brand in Asia. Today, in a fast moving context, Takemoto Foods has showed again its capacity to innovate by launching jointly with us the first Galler Cafe in the world. We are therefore very excited about this new agreement and convinced that it is a key milestone in the development of our brand not only in Japan but in the whole Asian region'.

The distribution agreement will run for several years and represents a multi million Euro contract. The licence agreement will reinforce the establishment of the Belgian brand in the Japanese market by developing the Galler Cafe concept.

The renewal consolidates the excellent relationship with Galler Chocolatier brand and strengthens Galler's position as one of the leaders in the Japanese chocolate market.

Mr Takemoto, CEO, Takemoto Foods said: 'We are extremely proud to continue the partnership with Galler, an exclusive

brand that combines quality, passion and innovation. The excellent results achieved, confirm our capacity in developing gourmet brands that require top quality and utmost attention to detail.'

### About Takemoto Foods

TAKEMOTO FOODS is a GLOBAL MERCHANDISING Group founded in 1989. The Groups develop restaurants and food court (more than 100 in Japan) and also manufacturing & importing foods products for retail market and food service.

Recently Takemoto foods expended its business in Hong Kong, China and Singapore.

### About Galler Chocolatier

Galler Chocolatier is a high quality chocolate confectionary founded in 1976 in Belgium by Jean Galler. For the past 36 years the foundations have remained the same: Passion for Chocolate, Pride in Perfection and Constant Creativity.

Every day Galler continues to develop generous and sophisticated products that rediscover the genuine flavours of chocolate.

The company has been frequently honoured with official recognition. The most prestigious is undeniably the appointment as Belgian Royal Warrant Holder.

Jean Galler's distinctive and original Chocolate world of chocolate is appreciated worldwide and sold in prestigious stores. Since 1995, Jean Galler has also owned his own global network of boutiques all over the world.

source : [www.galler.com](http://www.galler.com)

## CALL FOR APPLICATIONS: JAPAN-IMF SCHOLARSHIP PROGRAM FOR ADVANCED STUDIES

The Japan-IMF Scholarship Program for Advanced Studies (JISP) is financed by the government of Japan and administered by the IMF Institute with assistance from the Institute of International Education (IIE) and International Education Blueprint (IEB) in Japan.

The goal of JISP is to support Japanese scholars during their doctoral studies

and help them join the IMF as applied macroeconomists.

The JISP scholarship grant covers two years of doctoral studies at universities located outside Japan.

All JISP scholars are required to complete a 10-13 week summer internship (paid) at the IMF, apply to the IMF's

Economist Program (EP) upon completion of their PhD and accept an EP position if offered.

Application deadline is 15 January 2013

For more information and application procedure, please visit the following link: [www.iie.org/jisp](http://www.iie.org/jisp)

## news from the members

**住友化学、ロッテルダム港からアントワープ港利用に切替え**

住友化学の子会社 Sumitomo Chemical Europe S.A./N.V. は、自社のポリエチレンおよびポリプロピレンの欧州販売において、アントワープ港を利用してサプライチェーンの見直しを図ります。

従来は貨物をサウジアラビアからオランダのロッテルダム港に降ろしていましたが、今後はアントワープ港に荷物を降ろし、Schmidt Belgium 社などと協働してアントワープから欧州全域に製品を発送するように変更します。

Source : <http://www.investinlanders.com/jp/home>

**90 YEARS OF AGC IN MOL**

A success story in which people, expertise and technology all go together

On the first of July the AGC glass factory in Mol was celebrating its 90th anniversary. The occasion is being marked by an official ceremony attended by Employment minister Monica De Coninck and numerous other prominent people. The factory was opened in 1922 and quickly developed into a specialist facility for making high-quality glass. Today Mol continues to innovate, offering products that meet the most stringent requirements for comfort, safety and the environment. A powerful illustration of this forward-oriented thinking is the production of glass for the Tesla, the electric car of the future.

**Innovative force thanks to a broad view of technology**

AGC in Mol has always been an innovation leader, thanks to a mix of people, expertise and technology. Already in 1948 Mol showed its innovative strength with the production of Thermopane, the first double glazing, which represented a breakthrough in building insulation.

Today the plant responds to the growing demand for new materials and the need to use less inputs. One example of this is the

super-thin high-quality flat glass with a thickness of 0.5 mm – no thicker than a sheet of paper – used mainly in touchscreens. AGC in Mol is the only one in Europe to make and export this product.

Other examples of innovation are clear glass with the highest energy transmission in the world, used for parabolic solar mirrors; glass for energy-saving, quick defrosting windscreens with a triple silver coating, which reduces the weight of the car and lowers consumption and CO<sub>2</sub> emissions; and glass for self-dimming rear view mirrors for increased driving safety. Finally, Mol is the only plant in the Benelux to produce “Thermobel Green” insulating glazing, which is not only environment-friendly and fully recyclable but also beautiful in appearance.

**Call for labour competitiveness**

With this attention to innovation AGC seeks to remain at the forefront. In particular it calls on the authorities to promote labour competitiveness. “We plead for the authorities to support initiatives by employers and employees alike to seek ways of creating new forms of work,” says Jean-François Heris, CEO of AGC Glass Europe. “We have to think in terms of longer careers, as well as training and innovative forms of work organisation. Examples might include less rigid employment legislation, with the number of working hours calculated over a period of a year so that we can react to the seasonal variations in demand that are typical of the glass industry. This would give us more flexibility to cope with peak periods.” The company also pleads urgently for legislative measures to lower wage costs while nevertheless assuring a sufficient net income for employees.

Plant Manager Ronny van Broekhoven adds that the strength and success of Mol lie not only in technology but also in the know-how that people share with each other on a daily basis. “Thanks to our ‘agile’ organisation and the commitment of employees we are constantly able to meet new challenges, keeping us at the forefront of the technological innovation and changes that the future brings. In the latest example of this, we are proud to announce that we in Mol are producing the glass and the coating for the amazing electric car of the future, the Tesla.”

**AGC Glass Europe, a European leader in flat glass**

Based in Brussels, AGC Glass Europe produces, processes and markets flat glass for the construction industry (external glazing and interior decoration), car manufacture, solar power applications and various specialised industries. It has more than 100 production, processing and distribution facilities throughout Europe, from Spain to Russia. It is the European branch of AGC Glass, the world’s leading producer of flat glass.

- › [www.agc-glass.eu](http://www.agc-glass.eu) (corporate site)
- › [www.yourglass.com](http://www.yourglass.com) (glass for the construction industry and interior decoration)
- › [www.agc-automotive.com](http://www.agc-automotive.com) (automotive glass)
- › [www.agc-solar.com](http://www.agc-solar.com) (glass for solar applications)



## news from the members

**EUJC 25<sup>TH</sup> ANNIVERSARY! (1987 – 2012)**

Established in 1987 as a non-profit organisation, the EU-Japan Centre for Industrial Cooperation is a unique venture between the European Commission (Directorate General for Enterprise & Industry) and the Japanese Government (Ministry of Economy, Trade & Industry). With two offices (Tokyo and Brussels), it is co-financed and co-managed by both Authorities.

**Effective bridge between Europe and Japan**

In 25 years the EU-Japan Centre has become an effective bridge between European and Japanese business people by developing a full range of activities having an impact on business in both regions, such as seminars, reports, business round tables, training programmes for executives, internships for students, information services, promotion of R&D cooperation....

In 2012, it maintains 6 websites and employs a staff of 30 persons. To date, more than 2,600 executives, students and researchers have benefited from the Centre's various training schemes in Japan and the EU.

In line with the priorities of the European Commission and the Japanese Government, the activities of the EU-Japan Centre are reviewed permanently in order to match, as closely as possible, the needs of industry in both the EU and Japan:

In 2010, the EU-Japan Centre launched 'J-BILAT', a 3-year project, to foster the participation of the Japanese research community in the EU's 7<sup>th</sup> Research Framework Programme and to assist in the implementation of the EU-Japan Science and Technology Agreement.

In 2011, the EU-Japan Centre joined the 'Enterprise Europe Network', as its first

member in Japan, and signed a Memorandum of Understanding with the European Cluster Cooperation Platform to formalise its role as a helpdesk for EU and Japanese clusters seeking to internationalise.

In 2012, the EU-Japan Centre has as its main strategic priorities the reinforced support for the internationalisation of SMEs, the post-Fukushima economic and business opportunities (i.e. clean energy, raw materials, smart cities etc.) and, as a new exploratory area, the potential of EU-Japan cooperation on satellite navigation-related industry and services (GALILEO).

Also, given the importance of public procurement in the EU-Japan trade and investment dynamics, the EU-Japan Centre has started a new comprehensive info service in English on government procurement tender notices in Japan.

Source: <http://documents.eu-japan.eu/media/publications/newsletter/june12.pdf>

**FOCUS ON THE ASIAN MARKET**

During the recent fair "Music China 2012" in Shanghai, a new company has been founded: "United Music & Media Publishers Ltd.": a Hong Kong based joint venture, uniting 6 prominent sheet music publishers: Metropolis Music Publishers (BJA member), Andel Music, Euprint, Golden River Music, Digital Music Print and Les Editions du Nord.

This joint venture is set up to join forces in promoting the members' mutual catalogs, including the Music of Belgium's very best composers...

Especially in Asia, joining forces enables us to establish important licensing deals with leading local publishing companies. Furthermore, the vast catalogue of more than 30.000 titles is very appealing to local distributors, who have now a single point of contact.

In the future, United Music & Media Publishers will participate in the major music industry fairs all over the world, with a strong focus on the Asian market.



United &  Media Publishers



## news from the members

**UMICORE AND NIPPON SHOKUBAI FORM AUTOMOTIVE CATALYST JOINT VENTURE**

In the presence of HRH Prince Philip of Belgium, materials technology company Umicore and Japanese chemicals company Nippon Shokubai have announced the creation of a new joint venture in the field of catalysts for reducing vehicle emissions. The venture, Umicore Shokubai, will focus on providing automotive catalyst systems for Japanese manufacturers of light and heavy duty vehicles around the world. Umicore and Nippon Shokubai have been producing automotive catalysts together since the early 1990s. The new joint venture is owned 60% by Umicore and 40% by Nippon Shokubai. The joint venture is expected to be incorporated in the third quarter of 2012 subject to the standard regulatory approvals.

Umicore Shokubai will have its manufacturing and R&D centre in Himeji, Japan. It will deploy its technology to Japanese customers globally by using Umicore's production and commercial infrastructure in North and South America, Europe and The joint venture will profit from Nippon Shokubai's reputation as a renowned and respected Japanese company with international reach and its established relationships with Japanese OEMs Umicore provides extensive product and process know-

how, a global manufacturing footprint, a world-wide sales & marketing and applied technology network.

Umicore Shokubai has the intention to invest in a new automotive catalyst Technical R&D Centre to be built in Tokoname City, Aichi Prefecture, Japan. This technical R&D centre will have state of the art equipment and improved capabilities and capacity to enable Umicore Shokubai to serve its customers in Japan and elsewhere. The investment has qualified for subsidies from the Japanese government as well as local incentives from the Aichi Prefecture.

Marc Grynberg, CEO Umicore commented: "Growing our catalyst business with Japanese automotive producers is a key element of our Vision 2015 strategy. This single global organization will enable us to better serve the needs of our Japanese customers and to play an even more significant role in their on-going success around the world."

Masanori Ikeda, Executive President of Nippon Shokubai added: "Providing automotive catalysts for emission control

**IMEC (FLANDERS) ANNOUNCES FUTURE PLANS IN JAPAN**

During the recent royal trade mission in Japan, Flanders-based research institute imec announced both an extension to its collaboration agreement with Panasonic (Japan) and a EUR 1 billion investment in a new generation of chip technology.

Electronics manufacturer Panasonic (Japan) and imec (Flanders) signed a comprehensive and broadened three-year collaboration agreement for joint R&D on healthcare, wireless communication, flexible electronics and advanced CMOS process technologies. Imec and Panasonic have been core partners on advanced semiconductor process technologies since 2004. The ceremony took place in Osaka (Japan), in the presence of Prince Philippe of Belgium and the Flemish Minister of Innovation, Ingrid Lieten. Furthermore, imec's president Luc Van den Hove and Flemish Minister of Innovation Ingrid Lieten also announced that the research institute will invest EUR 1 billion in a new generation of chip technology used in cardiology and the early detection of cancer cells. It will be imec's largest project to date, creating 2,000 new jobs. EUR 100 million will be provided by the Government of Flanders, the rest comes from European institutions and technology multinationals.

Source: <http://www.flanderstoday.eu/aggregator/sources/3?page=2>

Tobacco giant Japan Tobacco has acquired West Flemish roll tobacco producer Gryson for a hefty 475 million euros. This is 12.3 times the expected cash flow of 38.7 euros for the year. This Wervik-based business owned by the Vandermarliere family produces brands like Domingo, Fleur du Pays, Orlando and Arizona. The 3 900 tons of roll tobacco they sold last year translates as 5.2 billion cigarettes and puts them among the global top ten in their market. In Spain the company ranks fifth, in France second and in Belgium number five with a market share of 5.9%. Under the Japan Tobacco International banner, Gryson will now be the biggest player in France with its 34% share of the market. From a financial point of view, Gryson is riding the wave, earning a trading profit of 29 million on its net turnover of 86.7 million euros last year. One could well



## news from the members

is in line with our corporate philosophy of 'techno amenity'. This involves providing affluence and comfort to people and society, with our unique technology. The new organization can grow further by providing technologies and products to a global customer base".

#### Umicore profile

Umicore is a global materials technology group. It focuses on application areas where its expertise in materials science, chemistry and metallurgy makes a real difference. Its activities are centred on four business areas: Catalysis, Energy Materials, Performance Materials and Recycling. Each business area is divided into market-focused business units offering materials and solutions that are at the cutting edge of new technological developments and essential to everyday life.

Umicore generates the majority of its revenues and dedicates most of its R&D efforts to clean technologies, such as emission control catalysts, materials for rechargeable batteries and photovoltaics, fuel cells, and recycling. Umicore's overriding goal of sustainable value creation is based on an ambition to

develop, produce and recycle materials in a way that fulfils its mission: materials for a better life.

The Umicore Group has industrial operations on all continents and serves a global customer base; it generated a turnover of 14.5 billion (2.3 billion excluding metal) in 2011 and currently employs some 14,600 people.

#### Nippon Shokubai profile

Since 1941, Nippon Shokubai has grown its business through unique catalyst technology. Nippon Shokubai is a global chemical company with the following motto: "Providing affluence and comfort to people and society, with our unique technology".

Nippon Shokubai traditionally has supplied ethylene oxide, acrylic acid, automotive catalysts, process catalysts and many more products to its customer base. Today Nippon Shokubai has the number one position worldwide in superabsorbent polymers. The Nippon Shokubai Group generated net sales of 320,704 Mio JPY in 2011 and currently employs 3,779 people.

Source: <http://www.shokubai.co.jp/en/news/news0030.html>

## WERVICK SHAG CIGARETTES TO BECOME JAPANESE

question their decision to sell, but Guido Vandermarliere, the son of the founder, explains: "During the past years this market has been increasingly up against competition from the four biggest cigarette producers Philip Morris, BAT, Imperial and Japan Tobacco. At some stage you have to do something to prevent your business from eventually going under, so we decided to sell it to a bigger contender who could ensure continuity and protect jobs." Vandermarliere is not fearful of suffering the same fate as Baelen, the Menen-based neighbouring producer of the shag brands Wervicq and Interval which had to close its Interval site last year after being taken over by British Imperial in 2000. When Altadis was taken over by the group, the competitions authorities forced it to sell Interval. Vander-

marliere points to the fact that the Japan concern is very careful when it comes to takeovers and that they sets their sights on Gryson as their European outfit after careful consideration. In Ireland they produce roll tobacco for the British market, outsourcing part of their production to a third party. With their Gryson takeover they plan to push their own production in view of the additional capacity at Wervicq. Says Vandermarliere: "We specialise more in ryo (proper rolling by the smoker) whereas Japan Tobacco focuses more on myo (machine rolling)." Japan Tobacco is set on increasing its presence in the growing and profitable European roll tobacco market, "with the well managed, innovative and successful Gryson as foothold". Roll tobacco has become a growing market and more and more smokers

are rolling their own cigarettes in view of ever increasing prices. Factory-made cigarettes still represent about 90% of the market, but the share of roll tobacco increased from 7% to 8% last year, with the remaining 2% claimed by cigars. The Vandermarliere family will retain their cigar factory in Zwevegem-Moen which produces brands such as J. Cortès (known for its blue box), Neos and Amigos. J. Cortès Cigars, the most important cigar exporter in Belgium, currently sells 416 million cigars in a falling market.

Source:  
<http://www.flanderstoday.eu/aggregator/sources/3?page=2>

## news from the members

### JAPAN CONSULTING OFFICE IS PROUD TO ANNOUNCE THE OPENING OF SINGAPORE OFFICE

On 1 October 2012, Japan Consulting Office opened a new branch in Singapore, headed by locally-based Japanese expat Sunao Fujii. With more than 15 years of consulting and training experience, Mr Fujii is familiar with the different working behaviours, management

styles and leadership methodologies of Japanese and non-Japanese. Mr Fujii's hands-on method, with a particular focus on cultural diversity challenges, is a perfect match with JCO's values of interactive, practical and relevant training seminars.

"I have every confidence that our new office in Singapore will be a great success precisely because Singapore is a meeting point for many cultures with a high awareness of the need to address those differences when doing business. Sunao Fujii is well-placed to apply JCO's methods to increase the efficiency of companies working with multicultural teams in the broader South-East Asia region," said JCO Founder and Managing Director Olivier Van Beneden.



Japan Consulting Office has been working since 2006 to increase effectiveness in the workplace through overcoming cultural differences between Europeans and Japanese. It offers in-house and open business seminars worldwide. Headquartered in Brussels, Belgium, JCO has offices in Germany, the Netherlands, the UK, France, Japan and Singapore.

Source: <http://www.japanconsultingoffice.com>

### YOKOGAWA BELGIUM

is pleased to announce that, after 20 years in the Minervastraat 16 – Zaventem, our Belgian office has moved to a new location in Zaventem. We moved on the 1<sup>st</sup> of July 2012 to Ikaroslaan 36 at 1930 Zaventem. The new building is situated in a business park near the Leuvensesteenweg in Zaventem.

We are one of the world leaders in industrial automation and control, test and measurement, information systems and industrial services.

For more information, please take a look at our website [www.yokogawa.com/be](http://www.yokogawa.com/be)



#### YOKOGAWA BELGIUM

Ikaroslaan 36  
1930 Zaventem  
Tel. +32 (0)2 719 55 11  
Fax +32 (0) 2 725 34 99

#### E-mail

[info@be.yokogawa.com](mailto:info@be.yokogawa.com)

#### Contact Yokogawa

Kristina Verheijen

#### Website

[www.yokogawa.com/be](http://www.yokogawa.com/be)



## CHANGE OF THE RESIDENCE CARD EXTENSION PROCESS FOR JAPANESE EXPATRIATES

Since last year, Japanese companies in Belgium have requested the improvement of procedures of the residence card extension process. The current process to renew the cards takes a long time and the residence cards often expire while the individuals are still waiting for the extension. This obviously often interferes with the business (e.g. the individual can no longer plan a business trip during this period).

Recently, the Belgian Ministry of Internal Affairs announced the following new process, with the aim to accelerate the residence card extension process for Japanese expatriates and their family members.

## 企業日本人駐在員の方々に対する滞在許可証の更新手続きの変更について

昨年来、当地日系企業関係者より、コミューンでの滞在許可証の更新までにかかなりの時間を要するため、更新を待っている間に滞在許可証の有効期限が切れてしまい、国外出張にも出られず企業駐在員の業務に支障を来す例もあるとして、ベルギー当局による滞在許可証の更新手続の改善につき要望がなされておりました。

こういった問題に対し、昨今ベルギー内務省から下記の方法により現状を改善するとして通報がありましたので、以後、新たな手続に従って日本人駐在員（及び家族）の滞在許可証の更新をお願いいたします。

1. When your company receives the approval of the work permit (arbeidsvergunning or authorization de travail) a copy of the above-mentioned document can be sent to the Belgian Ministry of Internal Affairs together with a copy of the residence cards of the individual concerned and his family members as well as a letter from the service provider or employer demanding the extension of the residence card.
2. Normally, it is required to apply for the extension 30~45 days before the residence card expires. However, Belgian Ministry of Internal Affairs will also accept requests introduced prior to this period.
3. The Belgian Ministry of Internal Affairs will instruct the commune to extend the residence cards and at the same time, they will also inform the individual him/herself.
4. Once the individual concerned is contacted by the Belgian Ministry of Internal Affairs, he/she can go to his/her commune to extend the residence card as previously. The new residence card will be issued much more quickly than before since the Ministry of Internal Affairs has already instructed the commune to proceed with the approval hereof.

1. 企業から日本人駐在員の労働許可の更新申請に対する政府当局の承認書類 (arbeidsvergunning or authorization de travail) が企業に届きましたら、上記の承認書類の写しを当該駐在員（及び該当する場合はご家族の分も含めて下さい。駐在員ご本人とご家族は同時に更新できるようになります）の滞在許可証の写し及び当該企業からの滞在許可証の更新を要請する書簡とともに、内務省にご送付下さい。
2. 本来であれば、滞在許可証の有効期限が切れる 30 日前～45 日前に更新手続をすることになっていますが、45 日前以前であっても内務省では申請を受け付けるとしています。
3. 内務省では、受け取った書類を元にコミューンに対し滞在許可証の更新を指示し、同時に上記 1. に明記された駐在員ご本人の連絡先へもその旨が伝達されます。
4. 上記 3. の連絡を受けた後、コミューンに出向き駐在員（及びご家族）から従来通り滞在許可証の更新申請を行って下さい。コミューンには既に内務省からの更新指示が出ているので、これまでより迅速に滞在許可証が発給されます。

As this is a new procedure, the process may not be going as smooth in all different communes.

This new procedure will be implemented as from July 1, 2012.

以上になりますが、新たな滞在許可証の更新手続きですので運用当初には内務省やコミューンにおいて混乱が予想されます。

上記の新手続きは 2012 年の 7 月 1 日から施行されております。

Source: Deloitte Belgium Contacts

### Contacts

Matthias Lommers  
Kohtaro Hirota

+ 32 2 600 65 44  
+ 32 2 600 67 57

mlommers@deloitte.com  
kohirota@deloitte.com

## FDI in Japan in 2011 (Japanese fiscal year)

The generalized economic down-turn that global markets have been experiencing in recent years has engendered new programs to stimulate FDI in Japan. The Ministry of Economy, Trade and Industry's (METI) Subsidy and Promotion programs, Reconstruction Zone System, and Asian Site Location Promotion Program have all been launched in order to aid the economy recover.

In terms of FDI by region the largest investor in Japan is obviously Asia, however Europe is a close second. Figures show that in 2011 the regional investment in Japan from Asia was approximately US\$1.4 billion, with Europe at a close US\$1.2

billion. In terms of FDI by country the spectrum is still very much in favor of Europe with the top three investors in 2011 being France, Britain and Singapore respectively. The investment inflow from France which has been sizeable has been mainly in the market for insurance & finance sectors and the transport machinery sector. Investment inflow from the UK has been predominantly for the bio and pharmaceutical sectors as well as the finance insurance sectors. From January 2012 to April of the same year, FDI to Japan posted a net inflow of US\$ 920 million due to the increased investment from Asia (Singapore and Taiwan primarily), Switzerland and the US.

### Inward FDI in Japan by Industry (net)

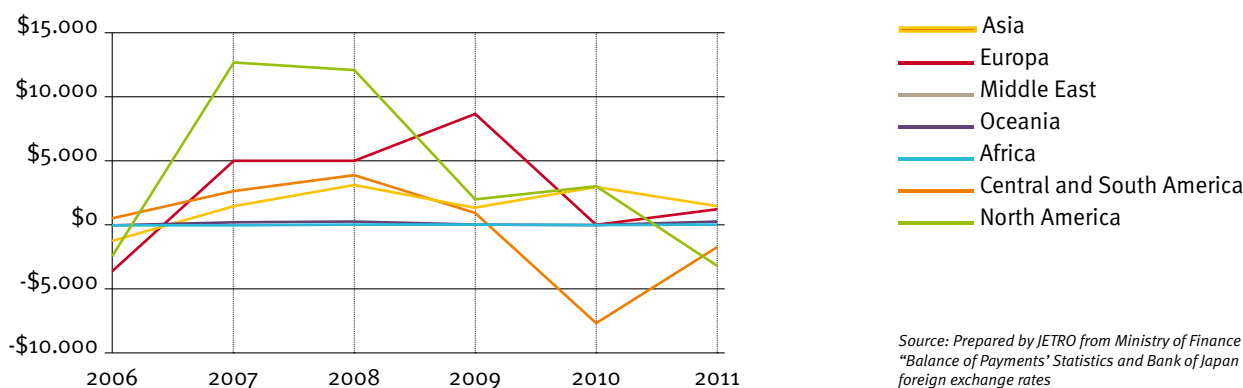
(US\$100 Million)

	2006	2007	2008	2009	2010	2011	Q1 2012
Manufacturing	2.5	13.8	22.6	34.9	17.7	24.1	8.0
Non-manufacturing	-70.4	208.0	222.9	83.5	-31.2	-41.1	-1.6
Total	-67.9	221.8	245.5	118.4	-13.6	-17.0	6.4

Source: "Balance of Payments Statistics" Ministry of Finance, Bank of Japan, compiled by the 2012 JETRO Global Trade and Investment Report

Foreign-affiliated firms are establishing and expanding production and R&D bases in Japan in fast succession, regardless of the pressures and restrictions due to the earthquake in March 2011. During 2011 up until the first quarter of 2012 there were numerous green field investments from foreign investors. In terms of production and R&D bases in this time frame the notable companies setting up were Eurocopter (France), L'Oreal (France), Dou Yee International (Singapore), and Umicore (Belgium). This demonstrates the level that foreign companies are attracted to Japan's high R&D competences, not to mention the manufacturing technologies, know-how, and the brands of Japanese companies to develop and manufacture high cost value added products.

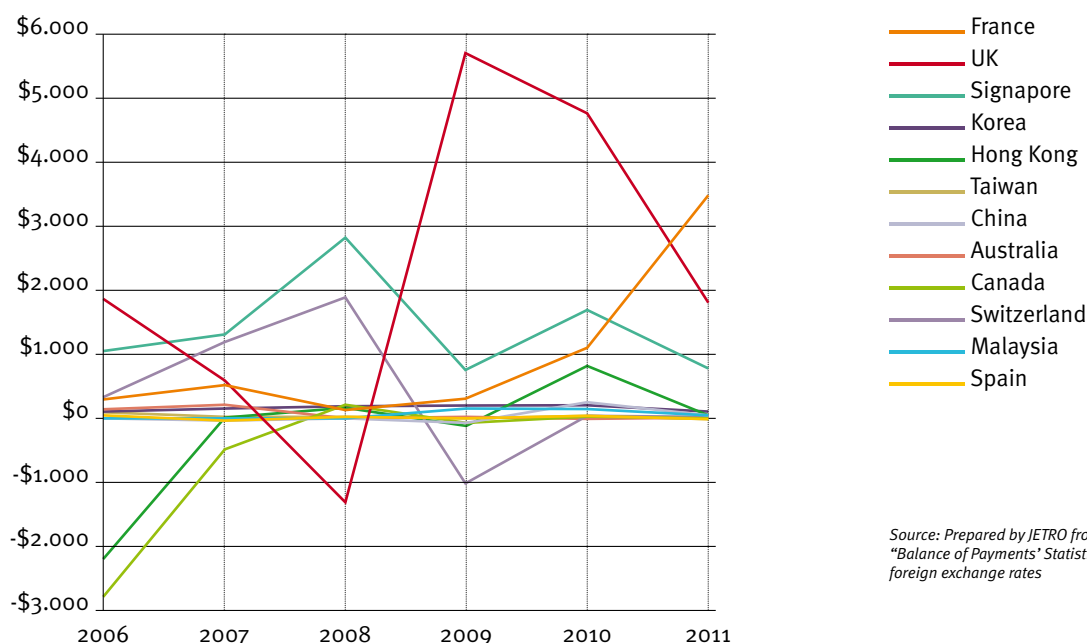
Graph I: FDI towards Japan by Region



Source: Prepared by JETRO from Ministry of Finance "Balance of Payments" Statistics and Bank of Japan foreign exchange rates



Graph II: FDI towards Japan by Country



Source: Prepared by JETRO from Ministry of Finance  
"Balance of Payments" Statistics and Bank of Japan  
foreign exchange rates

### Supported foreign companies from Investment Business Support Center in JETRO

One of JETRO's key missions is to promote FDI in Japan. The four key areas that Japan focuses on for its investments are the Environment, the Biomedical, the ICT, and the Energy sectors. In 2011 (during the Japanese fiscal year), JETRO supported more than 650 companies in which roughly 70 companies successfully established subsidiary offices, production sites or R&D sites. Below are some examples of successful European investments in Japan, which were supported by the JETRO IBSC in 2011 (Japanese fiscal year):

#### UMICORE

In the fall of 2013, in the area of Tokoname, in Aichi Prefecture. Umicore will open their second location in Japan (the first being in Kobe, opened in 2011). The new Research Centre will be opened with the Nippon Shokubai Co. The center will receive subsidies from a Ministry of Economy, Trade and Industry program for foreign companies opening cutting-edge R&D sites in Japan.

#### MAG-ISOVER K.K.

Announced in 2011, Mag Isover will be building a new Glass Wool Plant in Tsu City in Mie Prefecture. This will be the 4th location for Mag Isover in Japan, which has been on the Japanese market since 1987. JETRO Kansai actively supported Mag Isover's move to Tsu City by working closely with the local government to provide information on candidate sites for the new plant.

### MCLAREN AUTOMOTIVE ASIA

In October 2011, McLaren Automotive Ltd., the high performance sports car manufacturer, established a branch of McLaren Automotive Asia in Tokyo, a subsidiary wholly owned by McLaren Automotive Ltd. With the establishment of a McLaren Automotive Tokyo branch, the company aims to enhance its customer service while supporting sales activities of its dealers in Japan. JETRO's Invest Japan Business Support Center (IBSC) provided free temporary office space, tax and legal consultation related to establishing its base in Japan, and information on real estate, employment, permitting process and the Japanese market.

### Promoting Asian Site Location in Japan

In the view of the recovery of the Japanese economy, the Japanese government launched the Program for Promoting Japan as an Asian Site Location. The Program is intended to sustain and strengthen high-value-added business locations in Japan and to achieve sustainable growth of the Japanese economy by assisting global companies' establishment of new high-value-added business locations in Japan, such as Head Office Sites or R&D Sites. Both of which have been proven to have a significant impact on the Japanese economy; through strategically and proactively inviting and building high-value-added business functions that match the strength of the Japanese economy. With JETRO's aid in promoting these incentives, providing market information, assistance, and the complete IBSC facilities the Japanese Market is more welcoming than ever.

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

#### Corporate Member

### DS Avocats

Founded in 1972, DS Avocats is an international business law firm, based in Paris, with approximately 200 lawyers.



We have 15 offices in Europe (including Brussels) and in Asia (3 offices in China, 2 offices in Vietnam and 1 office in Singapore) where we are established since 1986.

Based as a hub of world affairs in Europe, our Belgium team, whether admitted to French-speaking or Dutch-speaking bars, provide companies with a large scope of advisory and legal defense services in various branches of Belgian and international business, mainly on the following areas:

- › legal and tax advices for all forms of investment in Belgium
- › corporate law including mergers and acquisitions
- › tax and litigation
- › commercial law
- › real estate law
- › labour law
- › custom and anti-dumping law
- › arbitration and alternative dispute resolution.

Through tight connections with Japanese law firms and the permanent presence of Japanese lawyer, we assist multinational companies including Japanese companies with a true understanding of their values and individuality. Beyond our close relationship with Japan and Belgium, we also feel close to the Belgium-Japanese community and will be pleased to share our ideas and experiences with the participants of the BJA.



#### DS Avocats

Rue blanche 15/9 – 1050 Brussels

Tel: +32 (0)2 374 57 77

Fax: +32 (0)2 375 59 69

E-mail : [salva@dsavocats.com](mailto:salva@dsavocats.com)

Website : [www.dsavocats.com/index.php4](http://www.dsavocats.com/index.php4)

Contacts:

Mr Jean-Marie Salva, Partner

Mrs Helena Debacker, Partner

Mr Olivier Monange, Partner

Mrs Reiga Shimizu, Lawyer

### Shiseido Deutschland GmbH

Shiseido was founded as Japan's first Western-style pharmacy in Tokyo's Ginza district in 1872.

Since then, Shiseido Group has expanded its business not only in the cosmetics but also in various domains and has led the Japanese cosmetics technology and culture for over 140 years.

With the creation of beauty and wellness as a mission, Shiseido Group is a multi-brand company which operates its businesses over the world including Europe, United States and Asia/Oceania.

Shiseido brand products are sold in 88 countries and regions including Japan (as of April 2012). To deliver Shiseido brand products to more customers around the world, we are accelerating the speed with which we are exploring new markets.



#### Shiseido Deutschland GmbH

Kaistrasse 20 - 40221 Düsseldorf, Germany

Tel: + 49 211 9176 0

Fax: + 49 211 9176 333

E-mail: [info@shiseido.de](mailto:info@shiseido.de)

Website: [www.shiseido.de](http://www.shiseido.de) and [www.shiseido.be](http://www.shiseido.be)

Contact: Mr Masaki Douzono, President & CEO



## Glaxosmithkline Vaccines

GSK Vaccines is the world's leading vaccine company.

We produce the highest quality vaccines to protect children and adults against a range of infectious diseases. We are active in vaccine research and production with over 30 vaccines approved and 20 more in development.



Headquartered in Belgium, we operate in more than 100 countries and have 14 manufacturing sites strategically positioned around the globe. We employ more than 12,000 people throughout the world, 2,500 of which are scientists.

As a global vaccines company, our success depends on creating innovative new vaccines and making them accessible to as many people who need them as possible.

By achieving this, we will be able to grow our business and provide benefits to individuals, our communities, our employees and our shareholders.

By working together we can achieve more for people than we can alone. Our partnerships emphasize our commitment to delivering vaccine solutions to all regions of the world. Over 100 collaborations with external partners were ongoing in 2011 for prophylactic and therapeutic vaccines.

GSK Japan contributes to the health and well-being of the people of Japan through our business in prescription pharmaceuticals, vaccines for disease prevention, OTC medication and other consumer related healthcare products.

Our heritage company in Japan, Shin Nihon Jitsugyo K.K., was established in 1953 as a pharmaceutical import company, so GSK has nearly 60 years of history of serving the Japanese society.

### Joint Venture: Japan Vaccines Co.

In March 2012, we announced an agreement with Daiichi Sankyo Co., Ltd. to form a Joint Venture (JV) which is expected to create the number one vaccines company in Japan. The JV will be named Japan Vaccine Co., Ltd.

The JV will hold the development and commercial rights for already existing preventative vaccines from both parent companies. It will supply globally recommended vaccines to help protect people of all ages in Japan including Human Papillomavirus

(HPV) vaccine, Rotavirus vaccine, Seasonal flu vaccine, Mumps vaccine, Diphtheria Pertussis (DTP) vaccine, and Measles Rubella (MR) vaccine. The business will be expanded in the future as new vaccines in the JV development pipeline are approved.

Both companies will sell their respective vaccines into the JV and expect synergies from the JV. The companies will have an equal stake in the joint venture. The profits generated by the JV will mainly be invested into development of new vaccines.

Christophe Weber, President of GlaxoSmithKline Vaccines, commented, "This collaboration marks another step in our strategy to build our presence in key growth markets and will create the first and largest company dedicated solely to vaccines in Japan. We are very pleased to be partnering with Daiichi Sankyo, a highly regarded company and an established leader in Japan. Both companies have strong track records in commercialization and, in combination, will create further significant economies of scale in the development and distribution of vaccines in the Japanese market."

### Why GSK Vaccines decided to become a member of the BJA?

Japan is very important partner for GSK Vaccines. We are keen to share and develop new technologies in the vaccine domain and we are convinced that the Belgium-Japan Association and Chamber of Commerce will be a platform for valuable exchange.

#### Glaxosmithkline Vaccines

Avenue Fleming 20 – 1300 Wavre

Tel: + 32 (0)10 85 51 39

E-mail: [pascal.m.lizin@gsk.com](mailto:pascal.m.lizin@gsk.com)

Website: [www.gsk.com](http://www.gsk.com)

Contact: Mr Pascal Lizin, Director External & Public Affairs & President Essenscia Wallonia



### Individual Members

#### Regular members

Mrs Claire Lelievre

Mr Marc Verachtart

Mr Dimitri Piot

#### Student members

Mr Guillaume Hennequin

Mr Thomas de Block



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

**AGC**



**D-I GROUP**



**Deloitte.**



**HONDA**

**ING**



**Linklaters**

**MarilO Fund  
Connecting:  
Japan&Belgium**



**TOYOTA**



## DIRECTORY 2012 年度會員名簿

Order now!



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

Company	<input type="text"/>
Name	<input type="text"/>
Title	<input type="text"/>
Address	<input type="text"/>
Nr.	<input type="text"/> Box <input type="text"/> Zip code <input type="text"/>
City	<input type="text"/>
Tel.	<input type="text"/> / <input type="text"/> Fax <input type="text"/> / <input type="text"/>
E-mail	<input type="text"/>

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 ninth 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.

# 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)