



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



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EDITORIAL

2012 – a year of renewed strength and consolidation

By HE Mr Didier Reynders, Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs

Dear readers,

This is the first edition of the BJA magazine for 2012, a year which will prove to be filled with exciting opportunities for the Japanese-Belgian cooperation.

Belgium and Japan have a longstanding history of close and friendly relations. Particularly, our economic and trade relations are excellent. Japan is Belgium's 10th supplier worldwide and the 2nd in Asia. Japan is also the 16th client of Belgium. About 270 Japanese companies are located in Belgium, accounting for some 25,000 jobs. These economic ties proved crisis-resistant as demonstrated through the challenging years of 2008-2011. For years, the BJA has been a cornerstone of the Belgian-Japanese relations, assisting both parties in their investment and trade projects. Moreover, the BJA plays an important role in the ties between people. Through the impressive number of yearly events, the BJA brings Belgian and Japanese together, facilitating also the communication between the two cultures. I very much appreciate this important support provided by BJA.

In March 2011 already almost a year ago, Japan was struck by a devastating earthquake and tsunami, which led to a nuclear disaster. This horrifying event left me and my fellow Belgians shocked, and we continue to feel a deep sympathy for those who have lost loved ones and for those whose lives have been affected. But, if we were stunned by the power of nature and its devastating impact, we were also immensely impressed by the wonderful courage, resolve and resilience of the Japanese people in overcoming this severe setback and moving forward. In the aftermath of this unprecedented

disaster, and with a difficult global economic context, Japan still faces daunting challenges in 2012, but I fully trust it will be surmounting these with the same vigor and resourcefulness it has shown last year.

Europe too will be facing difficult challenges in 2012. But, the same way the Belgian government took decisive actions last year in the face of a grave financial emergency, I am convinced that European leaders will this year adopt the bold mix of discipline and solidarity necessary to dissipate the current monetary and fiscal uncertainties. I therefore believe that, for both Japan and the EU, 2012 will prove to be a year of renewed strength and consolidation, thus bringing us great opportunities to deepen our partnership and longstanding friendship.

One such opportunity is indeed already well known. From the 10th until the 16th of June, His Royal Highness Prince Philippe, Crown Prince of Belgium, will lead an Economic Mission to Japan, with Tokyo and Osaka so far on the program. Organized by the Belgian Foreign Trade Agency and the foreign trade and investment agencies of our three regions, this mission has already attracted a huge interest from some of the most innovative and competitive segments of Belgium's manufacturing sector, service industries and knowledge communities. I personally look very much forward to take part to this important event.



HE Mr Didier Reynders

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BJA REPORT

**VIP VISIT to AGC Moustier Float Glass Plant
VIP 訪問AGC Moustier フロートガラス工場**

Thursday 27 October 2011 - Moustier-sur-Sambre



-  The process of glass making through a peeking hole.
-  Mr Rysman, Moustier Plant Manager of AGC Glass Europe, giving passionately explanations of the plant to one of the smaller groups.
-  The finished product on the right, ready to be transported to a happy customer.
-  The whole BJA VIP Group with on the utmost left Mr Tetsuo Tatsuno, Vice-President AGC Glass Company.

Thanks to the generous support by AGC Glass Europe, the Belgium-Japan Association & Chamber of Commerce (BJA) took pleasure in inviting the BJA company members to an exclusive visit to the Float Glass Plant of AGC Moustier.

Firstly Mrs Dhondt, Communication Manager of AGC Glass Europe introduced the company briefly. Mr Tetsuo Tatsuno, Vice-President of AGC Glass Company then gave short welcome words, followed by a presentation of the plant by Mr Rysman,

Moustier Plant Manager of AGC Glass Europe. The guests were guided through the plant in the order of glass making process: melting of bases of glass in the extremely hot furnaces, floating glasses in the water for cooling, cutting precisely into different sizes, then delivering of the fragile finished glasses by special trucks to the customers. After the visit, the guests received a unique opportunity to Q&A while enjoying some refreshments.



BJA Bonenkai – Ending the year 2011 in beauty BJA 忘年会

Thursday 8 December 2011 – MoMu Fashion Museum, Antwerp



Beautiful people: Mrs Leysen, Mr Van Beirendonck and Mr Dejager, CEO of Europal Group.



Mr Van Beirendonck brings the members into the world of inspirational ideas - fashion and wonder walls.



The members in awe of beauty.



With generous sponsorship by Europal Group of Companies, the Belgium-Japan Association & Chamber of Commerce was thrilled to invite its members and partners to an exclusive evening through ‘Dream the World Awake’, the first large-scale retrospective exhibition by an extraordinary men’s fashion designer from Antwerp, Walter Van Beirendonck, at MoMu – Fashion Museum Antwerp, followed by a walking dinner.

The evening was opened with a few words from Mr Koh-ichi Masaki, Chairman of BJA Cultural Committee and Head of JMAC Brussels Office, followed by Mrs Kaat Debo of MoMu Fashion Museum, welcoming the guests to the MoMu. Then Mr Walter Van Beirendonck honoured the guests with his presence and personally welcomed them to his exhibition.

After the speeches, the group was kindly guided through the exhibition where the guests discovered a number of impressive artistic creations, generated from the diverse sources of inspiration, ranging from technology, pop culture, to ethnography.

At the end of the exhibition, the guests savored delicious canapés, champagne and other delicacies offered during the reception. Again the initiator of this lovely event, Mr Patrick Dejager, President CEO of Europal Group, BJA sponsor member, and his team have succeeded in bringing smiles on the faces of the invitees.



BJA REPORT

Visit to the 90th European Motor Show 'ヨーロッパ・モーターショー・ブリュッセル' への訪問

Friday 20 January 2012 - Brussels Expo



Mr Eric Janssen, automotive expert and BJA VIP guide, and Mr Hendrickx of Suzuki welcoming the delegation at the VIP lounge of Suzuki.



From right to left: Mr Famaey, Head of Asia Desk of ING; Mrs Rock, Director, Japan Cultural Centre; Mrs Takano, Business Development Manager, Yamagata Europe; Mr De Saedeleer, Vice-President, Port of Zeebrugge; and Mrs Toguchi, Corporate Clients Japan, Senior Relationship Manager, ING.



HE Ambassador Shiojiri surrounded by Mr Ono, General Manager of the Bank of Tokyo-Mitsubishi-UJ, and Mr Matsumoto, Managing Director of Cast. Inc, Mr Sudo, President of Mitsui & Co Benelux, and Mr Morishita of the Japanese Mission to the EU.

On Friday, 20th of January, a Japan Day was celebrated at the 90th European Motor Show – Brussels 2012 organized by FEBIAC (the Federation of the Belgian Automobile and Cycle Industry). Thanks to the courtesy of Mr Thierry van Kan, Chairman of FEBIAC, the members were cordially invited to a cocktail offered by the Committee of the Motor Show in honour of HE Ambassador Shiojiri, Japanese Ambassador to the EU and Minister Kazuyuki Katayama of Embassy of Japan.

Mr Eric Janssen, an automotive expert, expressed his warm welcome to the participants and guided the group through the stands of 9 Japanese automakers - Honda, Suzuki, Nissan, Subaru, Mitsubishi, Isuzu, Lexus, Toyota, and Mazda, at which the members enjoyed discovering so many stylish and eco-friendly new car models. In addition, the management teams of Suzuki and Lexus have kindly extended a special welcome by inviting the members to their VIP rooms where some nice refreshments were served.



Mr Schlögel and Mr Gevers of Sumitomo Benelux inquire on the capabilities of the new Toyota vehicles.

The visit ended with a networking cocktail offered by the Committee of the Motor Show in honor of HE Ambassador Shiojiri, Japanese Ambassador to the EU, where the members and the Ambassador enthusiastically exchanged comments about their dream cars.



Conferral Decoration “The Order of the Rising Sun, Gold Rays with Rosette” to Mr Edward De Beukelaer, BJA Vice-President and Chairman of the Editorial Committee

The Belgium-Japan Association & Chamber of Commerce would like to congratulate Mr Edward De Beukelaer on the conferral of decoration “The Order of the Rising Sun, Gold Rays with Rosette” to him by the government of Japan. The BJA is honoured to have him as Vice-President, and indebted to his expertise and wisdom he gladly shares to the benefit of Belgium-Japan relations. His zeal and dedication, together with his kindness of heart, will lead us to take example in contributing to the friendship between our two nations.

The Press Release from the Japanese Embassy in Belgium

Award of the “Order of the Rising Sun, Gold Rays with Rosette” to Mr Edward DE BEUKELAER

On November 3rd of 2011, the Government of Japan has decided to award the “Order of the Rising Sun, Gold Rays with Rosette” to Mr Edward DE BEUKELAER for his great contribution to the promotion of friendly relations and to the enhancement of economic relations between Japan and Belgium.

Mr DE BEUKELAER is a member of Board of Directors and a member of Executive Committee of Belgium-Japan Association & Chamber of Commerce (BJA). He has devoted himself to promoting Japan-Belgium economic and cultural relations as Chairman of the Editorial Committee of BJA.

Mr DE BEUKELAER has been fascinated with the rich culture of Japan and its humble and skilled people through his business contacts with Japanese companies. In 1987, together with other members, he founded the Belgian-Japanese Trade Federation (BEJAT) which became the Belgium-Japan Association & Chamber of Commerce with the merger of the “Association



Belgo-Japonaise” in 1991. As Chairman of the Editorial Committee of BJA, he has made a very important contribution to the expansion of BJA through the editing of BJA’s Newsletter, “Trade Flows & Cultural News” and by providing BJA with the necessary materials.

Mr DE BEUKELAER is President and CEO of H. DE BEUKELAER & CO..

Mr De Beukelaer’s acceptance speech

*“Excellencies,
Mrs Yokota,
Ladies and gentlemen,*

Through your Excellency I wish to express my sincere gratitude to the Government of Japan and thus finally to His Imperial Highness The Emperor of Japan for the generous decision to award me this order of the Rising Sun, Gold rays with Rosette.

I feel overly honored with this award. >>



Overly, because it honours in fact a lot of people who helped me to discover the importance of relations between our two countries.

Professionally, it went through the contacts with the representatives of, among others such leading companies as Minolta, Nikon, Olympus, Tamron, Pentax, Ricoh and Velbon we have served or still proudly serve in finding their inroads into the Belgian market.

Culturally, it went among others through the trips we made to Japan. We there always included visits to an unbelievable number of temples and shrines in such places as Kyoto, Tokyo, Nara, Nikko and others, telling us so much about the culture of Japan.

Socially, it went through discovering how so many people could live so peacefully together and at the same time be so devoted to their social role.

If we take a closer look into all these values, we find out that our countries are very similar in many ways and complementary in other ways.

Baron Moorkens asked me to join him in setting up the Belgian Japanese Trade Federation later merged into the Belgium-Japan Association and Chamber of Commerce. It was quite natural that I took part in it.

We represented very quickly about 80% of the import into Belgium.

Enough to ask our counterparts in Japan to look into how importing more from Belgium and strengthening our mutual understanding.

Be it in the Board, be it in the Executive Committee, be it in the Editorial Committee and above all be it in the daily management of the BJA Office, led by Mrs Anja Oto-Kellens, we could observe a similar commitment of all the members.

We could immediately enjoy spontaneous support from your Embassy in Belgium and ours in Tokyo and from many other bodies on both sides so we could play our role as a solid go between.

It is truly a pleasure to see the effect of this common effort growing day by day.

So this award is not only mine, but sincerely ours.

To You, Your Excellency and Mrs Yokota: thank you for your kind hosting this ceremony.

To my family and especially my wife: thank you for having supported me.

To all of you: Excellencies, colleagues, ladies and gentlemen, thank you for your friendship and let us continue on the same path."



Sakura: a short but intense and beautiful life!

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

*If there were no
cherry blossom
in this world
How much more tranquil
our hearts would be in spring*

by Ariwara no Narihira from the 10th century Kokinshū
"Collection from Ancient and Modern Times"



For a few weeks around April, every park in Japan springs to life. As the winter snows recede and trees burst into bloom, a cloud of cherry blossom gradually spreads over the islands. It starts from Kyushu in March, reaches Tokyo around April and arrives in northern Hokkaido by May, on its way transforming the entire country into a pale pink fairyland...



Spring in Japan is the hanami season. Hanami - literally "flower viewing"- is the custom of appreciating the beauty of the cherry blossom or sakura. But it's more than that. It's a social event, where family and friends gather together under the cherry trees, to eat, drink, sing and have a good time. Usually, blue plastic carpets are spread on the ground and as workers leave the offices and students pour out from their classes, every square meter of ground in the parks becomes a sea of blue plastic sheeting.

Since ancient times, the Japanese culture is one of the most popular cultures for showing the importance of flowers. The first records of hanami date from the Nara Period (710-784) with the nobility holding flower parties and praising the blossom in poems. In this period, the blooms of choice were fuji (wisteria) and plum blossom (ume) that had been brought from China and were a symbol of foreign culture. During the Heian period (794 – 1185) the nation stopped sending envoys to China and the court in Kyoto began to appreciate Japan's culture more. It's also around this time that plum blossom was taken over in popularity by the cherry blossom. One of the first written references using the word hanami comes from the Tale of Genji, when wisteria viewing is also described but

hanami itself referred exclusively to the appreciation of cherry blossom.

According to another theory, the origin of hanami dates back to ancient Japanese rural culture, before the Nara period. The rice farmers believed that sagami, the deity of the rice fields who lived in the mountains during the cold winter season, came down from the mountains in spring to temporarily stay in the cherry trees and later move to the rice fields. The farmers believed that the blossom of the cherry trees was a physical manifestation of the arrival of the deity. When full bloom was reached, the farmers made offerings of food and sake, praying for a rich harvest in autumn.

In Japan, many elements in nature have a deep symbolism attached to them. Cherry blossom is revered for having such a brief but incredibly beautiful existence; it blooms and falls within a single week. It is seen as a reminder of our humanity and mortality, and a metaphor for the ephemeral nature of life, symbolising beauty as an awareness of the transience of all things, evoking a gentle sadness at their passing. This aspect of cultural tradition can also be found in Buddhism's concept of "mono no aware" (pathos of things), which, especially in the Heian period, tinted many poems, songs and works of art. Although less poems and songs are involved in contemporary hanami events, the ancient element of mono no aware is still evident albeit in a more active "carpe diem" approach.

The cherry blossom season coincides with the fiscal and calendar year in Japan and therefore joyfully marks the start of new beginnings. Students start their first day at school and new employees start their first day at work. In this sense, the vibrant and intense cherry blossom is also associated with hope – it's a way to forget about past disappointments and to look ahead with optimism and enthusiasm. Let's start the new fiscal year with beauty, let's go hanami!



Conference on Japanese Diaspora - June 2012



Bachelor and master students at the Ghent University are working on a scientific project to gain insight into the reactions of the Japanese communities around the world in the aftermath of the disaster in March 2011, when Northeastern Japan was struck by the double disaster of an earthquake and a tsunami. Combined with the ensuing problems at the Fukushima power plants, these catastrophes brought destruction in their wake. However, the strength and determination with which the Japanese people stood up to the challenge was an inspiration to people all over

the world. While still mourning the dead, the Japanese people, East and West, started rebuilding the country and supported each other both in material and psychological ways. Such efforts as those of the 'Fukushima Fifty' were widely praised also by international media. "Gambatte Nihon" became a banner behind which the entire country could unite.

However, the people who live in Japan were not the only ones rallying behind this slogan. All over the world Japanese communities permanent or temporal heard the plea for help: housing people who had lost everything, raising funds and emergency supplies, promoting awareness within the societies in which they live - these are only a few examples of the many ways in which these Japanese outside of Japan sought to help out their fellow countrymen.

The disaster that collided with the everyday life of the Japanese people so unexpectedly was bound to leave many problems, ranging from ecological, political and economical on the global level to the personal scale of psychological and health issues. Looking at the arduous coordinated efforts the Japanese communities spread all over the world are investing in dealing with the difficulties at hand, one cannot help but admire them and want to inquire deeper into how it is made possible. Ghent University will be holding an international conference in cooperation with Düsseldorf University and Kobe University dedicated to this topic of transnational response of Japanese communities worldwide to the catastrophe of March 2011.

The conference, scheduled to take place in Ghent on 22nd to 24th of June 2012, is an international endeavor jointly undertaken by the three universities to examine and assess the impact that the disaster has had on the Japanese communities

globally. A multicultural focus is intended, using varied scholarly data obtained by research in areas such as Belgium, Germany, the US and South America. Demographical variables, media coverage and leverage, historical perspective, political impact and more will be taken into consideration. The focus, however, will be on the identity formation of Japanese communities in the wake of March 2011.

Student research projects will be providing additional material. Two BA student groups from Düsseldorf University will share their findings on German media coverage of the catastrophe and present a case study scrutinizing the course the tragic events have taken in Iwate. MA and BA students of Ghent University have also launched a research program which aims to trace and perceive the impact the Japanese community had to suffer in the wake of the calamity. The investigation, supervised by the head of Japanese studies department of Ghent University, Andreas Niehaus, will be based on thorough fieldwork conducted across the country with kind help of the Japanese Embassy in Belgium and the Belgium-Japan Association. The research will be based on the data procured through an online questionnaire, completed with entirely anonymous interviews.

In view of the above we would like to make a humble request.

Dear reader, if you are of Japanese origin, more than 16 years of age, your current country of residence is Belgium and you are willing to contribute to advancement of student knowledge, please do not hesitate to take part in our project by following the link added below.

Estimated completion time for the questionnaire is just 15 minutes, but it is these minutes that will provide invaluable information for the research on Japanese communities and the catastrophe in March 2011.

*We would be very grateful for cooperation. You can contact us through **Andreas.Niehaus@UGent.be**.*

We are looking forward seeing you at the conference!

Jekaterina Bält - Jonathan Friedman - www.diasporaenquete.ugent.be



SIGNING CEREMONY OF THE EU FOR THE ANTI-COUNTERFEITING TRADE AGREEMENT

January 26, 2012 - The ceremony for the European Union (EU) and its Member States to sign the Anti-Counterfeiting Trade Agreement (ACTA) was held on January 26 at the Ministry of Foreign Affairs.

- › Representatives from the European Union (EU) and 22 Member States, attended the ceremony and signed the Agreement. The Member States which did not sign the Agreement are expected to do so on the completion of respective domestic procedures. *
- › Mr Joe Nakano, Parliamentary Vice-Minister for Foreign Affairs, and Mr Keiro Kitagami, Parliamentary Secretary for Economy, Trade and Industry, attended the ceremony on behalf of Japan – the depositary of the Agreement. **

* In his opening remark, Parliamentary Vice-Minister Nakano expressed his welcome for the signing on the Agreement by the EU and its Member States and stated that he was confident that this signing would create a further momentum towards early entry into the force and expansion of participation

to the Agreement, and that Japan intended to cooperate with the EU and other ACTA Participants to reach out to other countries for this purpose.

** On behalf of the EU, His Excellency, Mr Hans Dietmar Schweisgut, Ambassador and Head of the Delegation of the European Union to Japan, stated that ACTA, an initiative led by Japan, aims to improve enforcement mechanisms to help its members combat IPR infringement more effectively. This is an objective that the EU and its MS share with its trade partners (Note 1: EU and its Member States that signed the Agreement at this ceremony are: the EU, Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxemburg, Malta, Poland, Portugal, Romania, Slovenia, Spain, Sweden and the United Kingdom) (Note 2: Australia, Canada, Japan, South Korea, Morocco, New Zealand, Singapore and the United States signed the ACTA on 1 Oct 2011.)

Source: www.mofa.go.jp

EUROPEAN BUSINESS COUNCIL IN JAPAN ELECTS DUCO DELGORGE AS NEW CHAIRMAN



Mr Duco Delgorge, Founder and President of MIE PROJECT Co., Ltd. and current Chairman of the Netherlands Chamber of Commerce in Japan, has been elected Chairman of the European Business Council in Japan (EBC). Mr Delgorge assumed the position on January 1, 2012 from the previous Chair, Mr Tommy Kullberg, who will be leaving the EBC after many years of dedicated service to the EBC, including the last three years as the Chairman.

Mr Kullberg is Chairman of Kullberg & Partners, and during his 23 years in Japan, managed one of the largest Greenfield investments in Japan's history as founding CEO of IKEA Japan, and also served as a Director of H&M Japan. His tangible contributions to both the EBC and to furthering relations between the EU and Japan, bringing the two economies closer to achieving a balanced trade agreement, is deeply appreciated by all.

Background

About Mr Delgorge

Mr Delgorge is a Netherlands national who has a long history of senior executive experience in the food sector, currently serving as the President of MIE PROJECT Co., Ltd., an importer and distributor of European organic food products in Japan. Mr Delgorge has been a member of the EBC's Executive Operating Board for both the Belgium-Luxembourg and the Netherlands Chambers of Commerce, and currently as a member of the

EBC Board of Governors as the president of the Netherlands Chamber of Commerce. He has held the position of EBC Vice-Chairman for six years and is an active member of two EBC committees, presently serving as the Chairman of the EBC Sustainable Development Committee.

About the EBC

The European Business Council (EBC) is the trade policy arm of 17 European national chambers of commerce and business associations in Japan. It is also registered with the Ministry of Trade, Economy and Industry as the European (EU) Chamber of Commerce in Japan. Established in 1972, the EBC works to improve the trade and investment environment for European companies in Japan. The EBC currently represents more than 3,000 local European companies and individuals who are members of their national chambers of commerce. Some 400 of these companies participate directly in the EBC's 30 sector-based committees.

For more information on the EBC and its activities, please contact: Ms Alison Murray, EBC Executive Director Tel: +81-3-3263-6225 | E-mail: ebcam@gol.com

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

EU-Japan news

EU-JAPAN MEMORANDUM OF UNDERSTANDING TO PROMOTE CUTTING EDGE GLOBAL IOT TECHNOLOGIES

Tokyo, December 12, 2011 - On December 14, 2011, during the TRONSHOW 2012 in Tokyo, the Ubiquitous Networking Lab of Yokosuka Telecom Research Park, Inc. (UNL for short) and a consortium of European Stakeholders known as the European Internet of Things Alliance “EIoTA”, signed a Memorandum of Understanding to promote cutting edge global IoT technologies, with an initial focus on the ucode and T-Engine technologies. The aim of this MoU is to help promote co-operation between different regions of the world within the area of the IoT and the alliance as well as the MoU is open to any organisation that is supportive of the over-arching goals of the EIoTA Alliance.

This Agreement will promote EU-Japan co-operation activities in the following areas:

1. Support the goals of European Internet of Things Alliance and its co-operation with UNL and other relevant Japanese partners.
2. Elaborate and support the implementation of EIoTA plan.
3. Collaborative research activities and publications in the fields of “Unique Identification technologies”, especially ucode and “embedded real-time systems”, especially “TRON” and “T-Engine”, and “Internet of Things” and their applications.
4. Promote the awareness and adoption of the above mentioned technologies.
5. Exchange of invitations to scholars for lectures, talks and sharing of experience.
6. Exchange of invitations to scholars to participate in conferences, colloquia and symposia, for example in the TRONSHOW.
7. Exchange of information in the fields of interests to signing parties.
8. Exchange of faculty members and students for education and research.

Together with the above mentioned MoU the EIoTA has elaborated a plan to set up the necessary supporting structures to enable the cooperation between Europe and Japan as well as any subsequent regions, to take hold. The EIoTA will be an independent, non-profit European multi-stakeholder interest group geared to initiate, support and organise activities that promote the beneficial use and further development of IoT-

related technologies within the European Union and abroad. Initially the EIoTA will foster close co-operation with the UNL in Japan.

The EIoTA aims to set up the following structures within the first year of operations:

- › A network of Research teams or lablets concentrating on the development, application and exploitation of the above mentioned IoT technologies;
- › A Communication Office with the responsibility of relations to industry and business, public authorities and Japanese partners;
- › One or more Showcases with the task of promoting awareness of possibilities opening with the application of IoT in various domains;
- › Support, Training and Services Operations, in charge of disseminating the technology, to implement specific developments and to provide any value-added service needed by the EU industry to successfully adopt t-kernel based systems;
- › A Management Structure, providing the glue for all the above branches and in charge of strategy.

The EIoTA is started by a limited number of partners from industry, research community and public authorities. However, widening the participation of industrial and academic partners from all over Europe and other regions of the world is seen as a key factor to the long-term success of the venture.

For more information about the MoU and the EIoTA please contact:

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Brussels, Belgium
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Source: www.theinternetofthings.eu

THE FIRST ISSUE OF THE ETP NEWSLETTER IS NOW AVAILABLE.

In this first edition, the organizers take a look back at the important milestones in the history of ETP, present the new cycles for the period 2012-2015, explain the application and selection process, and outline the promising results of our economic analysis on future EU Trade with Japan and Korea. The newsletter also includes an interview with Eberhard Baehr, an ETP alumnus, as well as a case study showing the benefits to ECCO (a Danish shoe manufacturer) of participating in ETP.

Source: Executive Training Programme www.euetp.eu



ONE EARTH EUROPEAN TOUR 2012 WITH PERFORMANCES IN BELGIUM

Dear BJA member,

As presenter of the Japanese KODO drummers we are proud to announce our ONE EARTH European tour 2012 with also performances in Belgium.

Friday 16th and 17th of March we perform in The Royal Elisabeth hall in Antwerp. On Friday the 16th you can enjoy a VIP-Diner with family, friends or business associates in the beautiful marble hall around 18.00h.

Saturday 24th of March we perform in Kursaal Ostend. Also here you can enjoy a very nice VIP-Diner in the high quality restaurant "Ostend Queen".

Monday 26th of March we perform in the beautiful BOZAR in Brussels.

We're looking forward to welcome HE Mr Ambassador Jun Yo-

kota, and the Royal Family of Belgium who we invited to this spectacular performance.

Information and tickets for Brussels

02 507 82 00 - www.bozar.be

Information and tickets for Antwerp and Ostend,

0900 00 487 or www.eventually-productions.be

We hope to welcome you on one of the performances.
All performances start at 20.00h.

If you have any further questions, please do not hesitate to contact us directly.

Sincerely,

Mrs Chris Leon

EVENTually Productions - Mobile +32 (0) 477 752 487

news for the members

**“SINGING GARDEN”. BELGIAN PREMIERE AT THE KLARAFESTIVAL - 7 SEPTEMBER 2012.
TOSHIO HOSOKAWA’S NEW SINGING GARDEN IN VENICE VS. VIVALDI’S FOUR CONCERTO’S
FROM THE CONCERTI, OP.10**

Every year in September, the cultural agenda of Brussels is dominated by the International Brussels Music Festival, better known as KlaraFestival, a partnership between radio Klara and Flanders Festival Brussels. The Festival’s qualitative impressive programme is both musically diverse and thematically homogenous, with this year’s theme evolving around man’s position between heaven and earth, nature and spirit, mind and body and his individual relation towards these contradictory terms that define human beings.

On 7 September, at the Royal Opera house of La Monnaie in Brussels, the focus will be on the depiction of nature in music in a new concert installation named “Singing Garden”.

The portrayal of nature in music is not new! Nobody doubts the central role of nature that is inherent to Japanese tradition, and the way it has always been depicted in the Japanese arts, including music. But in Europe as well, we hear pieces conveying storms, seasons and birds mating and this already in early Baroque music, often in operatic scenes. Whereas Antonio Vivaldi’s 4 seasons is probably the most famous example of this, it is not the only work resulting from Vivaldi being inspired by Mother Nature.

With the knowledge that pieces have been created using a common inspirational source, it can be an interesting exercise to compare both cultures and musical perceptions of nature in one single performance.

Toshio Hosokawa, born in Hiroshima in 1955, is today’s most prominent living Japanese composer. Nature and his personal experience thereof have always been a defining element in his work, which for this reason cannot be lacking in this year’s KlaraFestival. With an educational background in both western classical and Japanese traditional music, his compositions are known for examining the relationship between both musical cultures. And in the “Singing Garden”, this results in an actual east-west musical dialogue merging his work together with Vivaldi’s ‘Four concertos from the Concerti, op 10’ into one homogenous piece of art.

For “Singing Garden”, Mr Hosokawa worked closely together with recorder/conceptualist Jeremias Schwarzer and spatial artist Claudia Doderer. The stunning result is a concert installation that depicts an abstract idea of a garden throughout one full day, all the while combining the finest Italian baroque with Hosokawa’s sensitive contemporary music.

The act is being performed by the world-renowned baroque orchestra Akademie für Alte Musik Berlin, resident artists of the KlaraFestival, the musicians of which have played an active role in the conceptualization and realization of the project. Their position on stage, their posture and look, the intricate stage lighting, every single aspect of the performance is worked out in such way that it contributes to an intense & contemplative experience of the music and its actual meaning.

Boxoffice: May 2012, www.KlaraFestival.be



Support Hosokawa’s premiere in Brussels !

Organise your client-event in the framework of this concert.

KlaraFestival concert-sponsoring with custom made return. The KlaraFestival also offers high level business seats.

More information: Festival van Vlaanderen Brussels, contact Muriel Van der Aa on +32 2 5489595 or via Muriel@festival.be

JAPAN - TWO-PHASE 5% POINT CORPORATE TAX RATE REDUCTION PROPOSED

The Japanese government has proposed a reduction of the effective corporate income tax rate in two phases: first by approximately 2.7% points for three years and another 2.3% points thereafter, from the current approximately 41% to approximately 36%.

Two tax bills that are before the Japanese Diet are expected to be enacted shortly.

Corporate tax rate reduction

A draft bill for the 2011 Tax Reform submitted to the Japanese Diet on 25 January 2011 included a proposed 5 percentage point reduction in the corporate tax rate. As a result of the Tohoku earthquake, however, the majority of the draft bill, including the proposed corporate rate reduction, was not enacted.

The Japanese Diet is now taking up proposals for the corporate tax rate reduction, a net operating loss (NOL) limitation and an

extension of the NOL carryforward period, which are discussed below. The current proposal is to reduce the corporate tax rate by approximately five percentage points (4.5% point reduction in the national corporation tax rate and 0.5% point reduction of local taxes). The corporate rate reduction would be effective for fiscal years beginning on or after 1 April 2012.

However, a 10% surtax on the national tax would be imposed for three years, effective for fiscal year beginning on or after 1 April 2012 and the two subsequent fiscal years, to assist in financing the reconstruction after the Tohoku earthquake. The surtax would result in a temporary increase of the effective corporate income tax rate by approximately 2.3% points.

If both bills are enacted, the Japanese effective corporate income tax rate for a company located in Tokyo that is subject to a factor-based enterprise tax (i.e. a corporation in Tokyo whose share capital is more than JPY 100 million) would be as follows:

Current effective corporate income tax rate

$$\begin{aligned} & 30\% \text{ (corporation tax)} + (30\% \times 20.7\% \text{ (inhabitant tax)}) + 7.552\% \text{ (enterprise tax)} \\ & 1 + 7.552\% \text{ (enterprise tax)} \\ & = 40.70\% \end{aligned}$$

Temporary effective corporate income tax rate during designated period

$$\begin{aligned} & 25.5\% \text{ (corporation tax)} + (25.5\% \times 10\% \text{ (surtax)}) + (25.5\% \times 20.7\%) + 7.552\% \\ & 1 + 7.552\% \text{ (enterprise tax)} \\ & = 38.01\% \end{aligned}$$

(Designated period: 31 March year-end companies: 1 April 2012 - 31 March 2015
31 December year-end companies: 1 January 2013 - 31 December 2015)

Permanent effective corporate income tax rate after designated period

$$\begin{aligned} & 25.5\% \text{ (corporation tax)} + (25.5\% \times 20.7\%) + 7.552\% \\ & 1 + 7.552\% \text{ (enterprise tax)} \\ & = 35.64\% \end{aligned}$$

A company's actual combined effective tax rate may vary from the above rates depending on its particular enterprise tax circumstances.

Restrictions on use of NOLs

Under current law, there are generally no limitations on the use of NOLs.

Under the proposed new rule, however, only 80% of a company's taxable income for a fiscal year could be offset by NOLs. In other words, at least 20% of the taxable income for a fiscal year would be subject to corporate tax, even if a company has NOL carryforwards greater than its taxable income for the fiscal year. The proposed rule would apply to fiscal years starting on

or after 1 April 2012. A small or medium-sized company would be exempt from the new NOL restrictions (a small or medium-sized company is a company whose share capital is JPY 100 million or less and that is not wholly owned by one or more companies whose share capital is JPY 500 million or more).

Extension of NOL carryforward period

The NOL carryforward period would be extended from the current seven years to nine years and would apply to NOLs in-

news from the members

curred during fiscal years ending on or after 1 April 2008. A small or medium-sized company also would be able to enjoy the extension.

Deferred tax assets/liabilities

The impact on deferred tax assets/liabilities with respect to Japanese operations would need to be considered in light of the reduced tax rates and the changes to the NOL rules.

Change of fiscal year to accelerate reduced tax rates

Since the reduced corporate tax rate would apply to fiscal periods beginning on or after 1 April 2012, a December year-end company could expedite the application of the rate reduction by changing its fiscal year-end to 31 March, and later changing its fiscal year-end back to 31 December. Thus, the fiscal year-end would actually change twice such that there would be one short period from 1 January 2012 through 31 March 2012 (three months) and another short period from 1 April 2012 through 31 December 2012 (nine months).

Companies should act early because various procedures, such as revising the articles of incorporation and filing a notification of changes, are required when changing the fiscal year-end. Year-end closing work would increase due to the multiple fiscal years.

Careful planning should be performed since changing the fiscal year-end may also affect other items. As such, it may be prudent to perform an in-depth analysis/tax simulation prior to actual implementation of the change in the fiscal year.

Source: Deloitte Belgium – International Tax News January 2012

FRIENDSHIP COMMITTEE NEWS

Friendship Cafe: 忘年会

Friday 9 December 2011 - Mort Subite Cafe in Brussels



今回の BJA-FC(Friendship Committee) は、Friendship Cafe: 忘年会です。

金曜日の夜、ブリュッセル中央駅にほど近いカフェ "A La Mort Subite" に、20 名を超える参加者が集まりました。ブリュッセルはもちろん、ゲントやルーヴァンなど近郊の町からの参加者もあり、ベルギーの様々な地域の方とお話することができました。カフェはベルギーの伝統的なスタイル。ベルギービールを片手に会話が弾みます。

3RD EDITION JAPAN-SQUARE FILM FESTIVAL
7 March – 11 March 2012, Studio Skoop Gent

After 2 very successful editions in 2010 and 2011, Japan-Square Film festival is back with another five days of Japanese film delight in the center of Gent.



From social documentary over sweet love story to no-nonsense cult, from black-and-white classic to brand new material: through a diverse and surprising film line-up, the Japan-Square Film festival shows Japan and Japanese cinema in all its glory, leaving its clichés far behind.

Place to be is again Studio Skoop, renowned art-house cinema complex in the heart of Gent.

For more details please check the website www.japan-square.be and/or subscribe to the newsletter to receive the latest film festival news in your inbox.

Source: Japan Square

あっという間に 2 時間が過ぎましたが、みなさん時間の許す限りお喋りに興じていました。

"アフターファイブに気軽に参加できるイベント"ということもあり、半数近くが初めて参加された方。

私は 2 度目、今回はひとりでの参加でしたが、みなさん日本に興味のある方ばかりですので積極的に話しかけてくださり、すぐに打ち解けることができました。

一年の締め括り、とても楽しい夜を過ごしました。

普段の生活ではなかなか機会がありませんので、このような出会いの場に感謝しています。

Mrs Aiko Kimura

Belgium's Trade relations with Japan

Some economic indicators - 2010

Economic structure:

GDP	5,460.6 billion USD
GDP growth	4.0%
Inflation	-0.7%
Exports of goods (FOB)	730.1 billion USD
Imports of goods (FOB)	639.1 billion USD
Trade balance	91.0 billion USD
Population (est.)	126.8 million
Unemployment rate	5.0%

Main clients: % of total

China	19.4
United States	15.4
European Union	11.2
South Korea	8.1
Taiwan	6.8

Main suppliers: % of total

China	22.1
United States	9.7
European Union	9.6
Australia	6.5
Saudi Arabia	5.2

Major exports: % of total

Transport equipment	22.6
Non-electrical machinery	19.8
Electrical machinery	18.8
Manufactured goods	13.0
Chemicals	10.3

Major imports: % of total

Mineral fuels	28.6
Electrical machinery	13.4
Chemicals	8.9
Manufactured goods	8.9
Food	8.6

Bilateral trade relations

Trade of goods between Belgium and Japan in 2010

In 2010 Japan ranked 16th among Belgium's main clients, just after Russia but before Austria. Belgian exports to Japan amounted to EUR 3,054.8 million compared to EUR 2,215.5 million in 2009, a 37.9% rise. This increase by 37.9% is noteworthy, since it is by far the biggest increase in five years. Belgian exports to Japan accounted for 1.0% of Belgium's total sales.

Japan was the 9th supplier of Belgium in 2010. It ranked after Italy, but preceded Russia. Total Belgian imports from Japan dropped by 3.5%, from EUR 6,852.6 million in 2009 to EUR 6,614.5 million in 2010.

Approximately 2.2% of total Belgian imports came from Japan. The following table shows the evolution of Belgium's trade with Japan for the period 2006-2010.

Belgium's trade with Japan

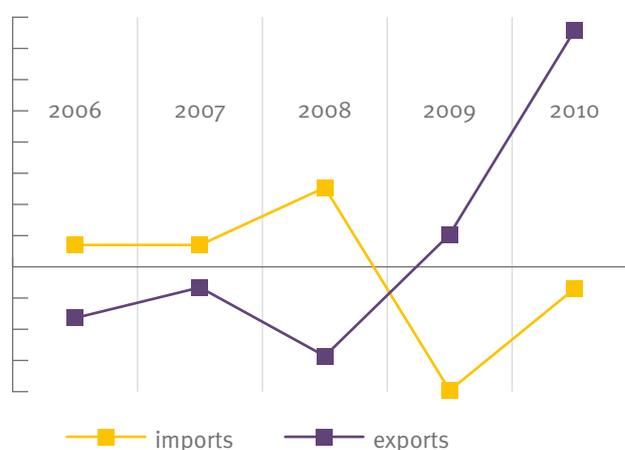
In million €	2006	2007	2008	2009	2010
<i>Exports</i>	2,538.6	2,455.2	2,105.4	2,215.5	3,054.8
<i>Imports</i>	7,325.4	7,582.1	8,542.9	6,852.6	6,614.5
<i>Trade balance</i>	-4,786.8	-5,126.9	-6,437.5	-4,637.1	-3,559.7
<i>Exports: variation in %</i>	-8.2	-3.3	-14.3	5.2	37.9
<i>Imports: variation in %</i>	3.5	3.5	12.7	-19.8	-3.5

Belgium traditionally runs a merchandise trade deficit with Japan. This deficit, which amounted to EUR -4,786.8 million in 2006, grew to EUR -6,437.5 million in 2008. The fall of imports and the increase in exports explain why Belgium's trade deficit with Japan narrowed to EUR -4,637.1 million in 2009 and to EUR -3,559.7 million in 2010.

After an increase of 3.5% in 2006, Belgian imports from Japan rose by exactly the same rate in 2007. This growth rate was exceeded in 2008, when imports jumped by 12.7%. Due to the global economic crisis, total imports fell by 19.8% in 2009. Purchases continued to decline in 2010, resulting in a fall of 3.5%.

In 2005 exports from Belgium to Japan registered a cutback of 8.2%, before dropping by 3.3% in 2007 and 14.3% in 2008. In 2009 exports recovered and registered a 5.2% jump. The positive trend continued in 2010 with sales soaring by no less than 37.9%.

Variation of exports and imports



Interest in Japan

The database of the Belgian Foreign Trade Agency records 1,775 Belgian companies that export to Japan and another 2,170 companies that show an interest in the Japanese market.

For more information: Mrs I. Delvoy, tel.: 02 206 35 29;
e-mail: ingrid.delvoy@abh-ace.be

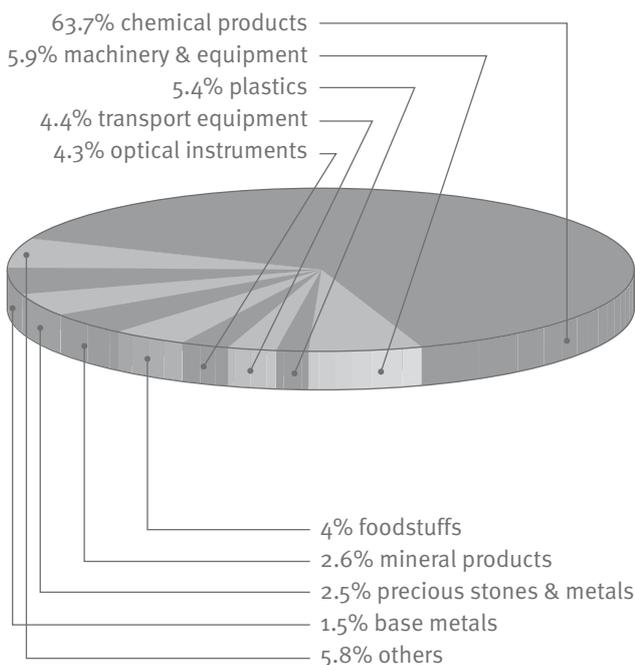
Main export sections

In 2010 Belgian exports to Japan were composed for more than half (63.7%) of chemical products. Sales of this section increased by 47.8% to EUR 1,945.0 million. This product group consisted primarily of 'medicaments consisting of mixed or unmixed products for therapeutic or prophylactic uses' and 'heterocyclic compounds with nitrogen hetero-atom(s) only'.

Other sections exported by Belgium to Japan were:

- › machinery & equipment; sales of this section reached EUR 179.4 million (+35.3%) and represented 5.9% of total exports;
- › plastics, which amounted to EUR 164.3 million and accounted for 5.4% of total Belgian exports, i.e. a surge of 49.1% and
- › transport equipment; this section totalled EUR 134.7 million (-14.1%) and stood for 4.4% of total sales.

Belgian exports to Japan by principal commodities 2010



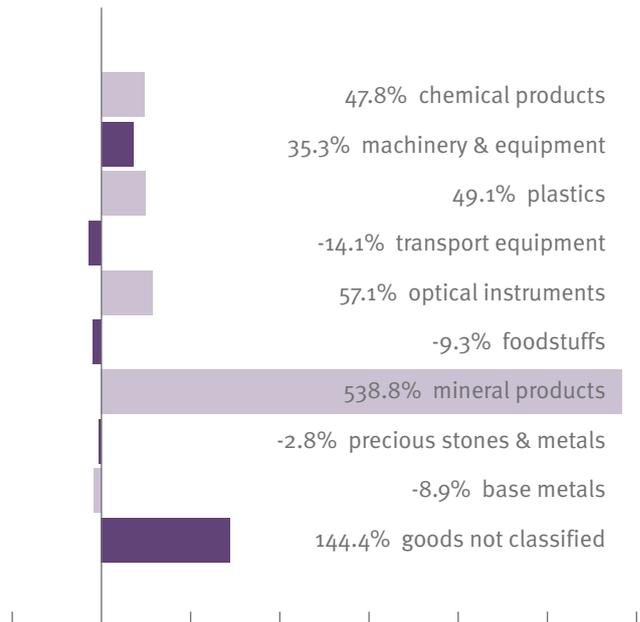
Of all the sections listed below, mineral products recorded by far the most impressive growth rate (+583.8%) in 2010. This increase followed a plunge of 84.0% in 2009. This section was composed primarily of 'molybdenum ores and concentrates' and 'petroleum gases and other gaseous hydrocarbons'.

Another strong performance - albeit somewhat less impressive - was registered by the goods not classified. Sales of this group of products surged by 144.4% after a drop of 29.5% in 2009.

Next to the six sections whose exports increased, there were four product groups that registered a drop in sales. These decreases varied from 2.8% (precious stones & metals) to 14.1% (transport equipment).

Thanks in large part to the fact that sales of the three most important sections all grew considerably, total Belgian exports to Japan increased by 37.9% in 2010, after rising by 5.2% in 2009.

Export variation by principal commodities



Main import sections

In 2010, three product groups accounted for 82.6% of total Belgian imports from Japan. These sections were:

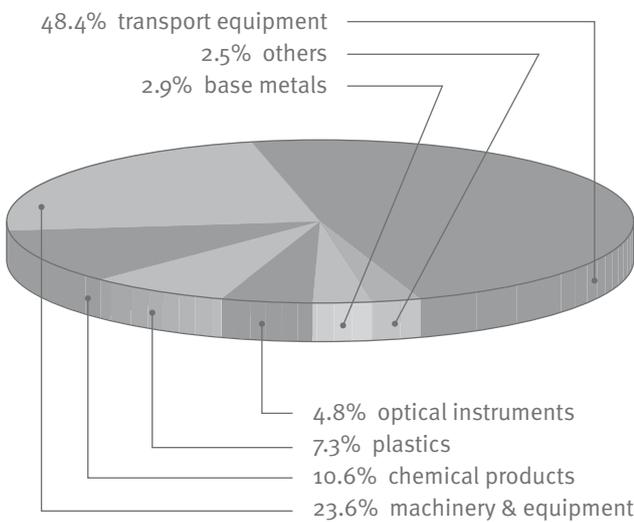
- › transport equipment with EUR 3,202.6 million or 48.4% of total Belgian imports from Japan. This section consisted primarily of motor cars and other motor vehicles principally designed for the transport of persons;
- › machinery and equipment; this section reached EUR 1,563.9 million (+12.7%) and stood for 23.6% of total purchases and
- › chemical products which amounted to EUR 697.7 million

and accounted for 10.6% of total Belgian imports, a 3.0% decrease.

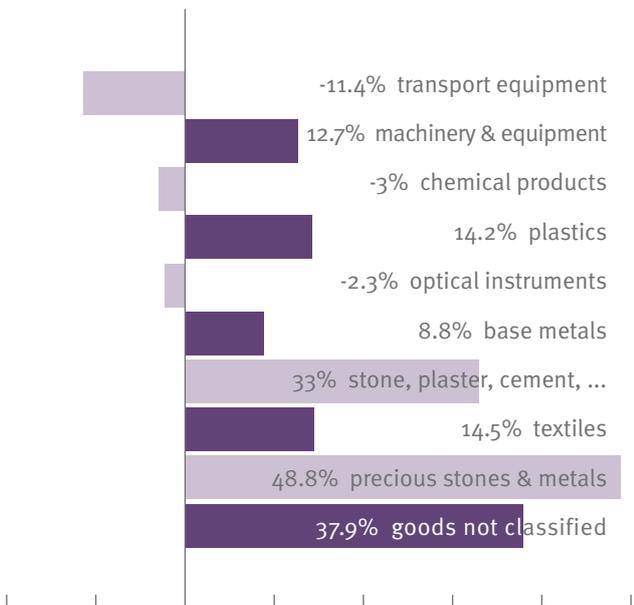
Other product groups imported by Belgium from Japan were:

- > plastics: EUR 480.5 million or 7.3%;
- > optical instruments: EUR 315.9 million or 4.8% and
- > base metals: EUR 190.0 million or 2.3%.

Belgian imports from Japan by principal commodities 2010



Import variation by principal commodities



The above graph shows that in percentage terms, the precious stones & metals' section realized the most impressive growth in 2010. This section jumped by 48.8%, from EUR 14.5 million in 2009 to EUR 21.6 million in 2010. This increase can be attributed almost exclusively to the subsection 'diamonds,

whether or not worked'.

Other strong performances were recorded by goods not classified and the section of stone, plaster, cement,... Imports of these two product groups rose by 37.9% and 33.0% respectively.

Purchases of transport equipment, the most important import section, fell by 11.4% in 2010 after a drop of 6.9% a year earlier.

Two other sections of graph 5 registered a contraction: chemical products (-3.0%) and optical instruments (-2.3%).

These evolutions have caused Belgian imports from Japan to decrease by 3.5% in 2010.

General pattern of development after the first 9 months of 2011

Exports

According to the data available for 2011, Belgian exports to Japan amounted to EUR 2,440.1 million after the first nine months. This is an increase of 22.0% compared to the same period of 2010.

Chemical products were the main export section after the first 9 months of 2011. This group of products accounted for EUR 1,393.1 million or 57.1% of total exports. Sales of this section grew by 16.6%.

Sales of transport equipment grew by 159.6% in 2011, reaching EUR 219.1 million or a 9.0% share.

With EUR 149.9 million, machinery & equipment completed the list of Belgium's top 3 most exported products to Japan. With a rise in exports of 14.0%, this section represented 6.2% of total sales.

Imports

Belgian imports from Japan totaled EUR 5,040.3 million after the first 9 months of 2011. This is a 2.5% increase in comparison to the same period of 2010, when imports reached a total of EUR 4,915.9 million.

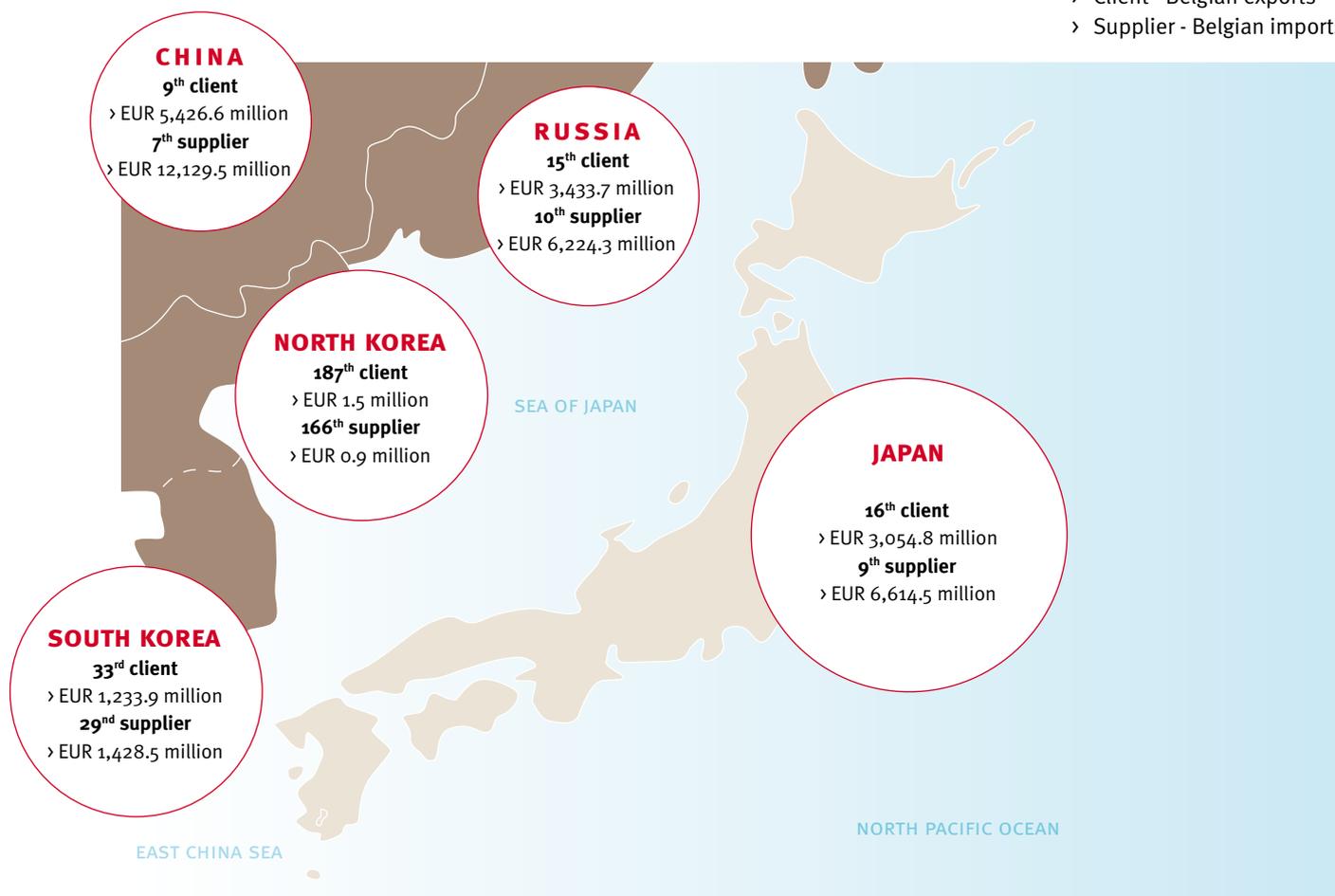
After the first nine months of 2011, purchases of transport equipment took the lion's share (40.3%) and reached EUR 2,031.3 million. Imports of this section fell by 14.6%.

Thanks to a 27.4% increase, machinery and equipment accounted for EUR 1,459.3 million or a 29.0% share.

Finally, imports of chemical products grew by 0.5%. Purchases totaled EUR 529.1 million or 10.5% of total Belgian imports from Japan.

Overview (2010) | Importance of Japan and neighbouring countries in Belgium's foreign trade

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



Trade in services between Belgium and Japan

In 2010, Belgium's exports of services to Japan were down by 17.5%, falling from EUR 985.0 million to EUR 813.1 million. This made Japan the 14th most important client of Belgium with a share of 1.2% in total exports of services.

Belgian imports of services from Japan represented EUR 742,4 million in 2010. They dropped by 9.5% in comparison to 2009 and accounted for 1.3% of total Belgian imports of services. This made Japan the 12th most important supplier of services to Belgium.

The following table shows the evolution of Belgium's trade in services with Japan for the period 2008-2010.

Belgium - Japan

Services (x EUR 1,000)	2008	2009	2010
Exports	839.889	984.970	813.091
Imports	722.316	678.088	742.395
Trade balance	117.573	306.882	70.696
Exports: variation in %	-15,8	17,3	-17,5
Imports: variation in %	89,4	-6,1	-9,5

From 2008 to 2010 Belgian exports of services (in value terms) to Japan were more important than imports from this country. Hence, Belgium's services trade balance remained positive during this period. Although the services trade surplus nearly doubled from 2008 to 2009, it narrowed considerably in 2010. The positive trade balance in services stands in stark contrast to the trade balance in goods, which is traditionally in favor of Japan.

Belgian exports of services to Japan

Of the three main commercial services, other business services (including triangular trade) was by far the largest category. Although this section narrowed by 34.6%, it accounted for 53.4% of Belgium's exports to Japan. Sales of this group of services amounted to EUR 434.5 million. Transport and travel took 2nd and 3rd place with a share of 31.6% and 4.9% respectively.

Services (x EUR 1,000)	2009	2010	share in %	
			2010	2010/2009
<i>other business services</i>	664.145	434.458	53,4	-34,6
<i>transport</i>	208.683	256.968	31,6	23,1
<i>travel</i>	37.193	39.973	4,9	7,5
<i>financial services</i>	21.988	22.153	2,7	0,8
<i>computer and information services</i>	20.227	19.424	2,4	-4
<i>remaining services</i>	32.734	40.115	4,9	22,5
total	984.970	813.091	100	-17,5

Belgian imports of services from Japan

Transport ranked number one on the import side with a share of 50.5% and an amount of EUR 374.8 million. Royalties and licence fees and other business services completed the top 3 in 2010 with a share of 17.7% and 16.8% respectively.

The most significant increase was recorded by services not allocated. Imports of this section jumped from EUR 4.6 million in 2009 to EUR 68.2 million in 2010, a growth rate of no less than 1,388.7%.

Services (x EUR 1,000)	2009	2010	share in %	
			2010	2010/2009
<i>other business services</i>	245.762	124.428	16,8	-49,4
<i>transport</i>	245.348	374.836	50,5	52,8
<i>travel</i>	15.902	16.715	2,3	5,1
<i>royalties and licence fees</i>	136.153	131.545	17,7	-3,4
<i>services not allocated</i>	4.578	68.156	9,2	1.388,7
<i>other services</i>	30.345	26.715	3,6	-12
total	678.088	742.395	100	9,5

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Corporate Members >

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We take great interest in the activities of the Belgium-Japan Association & Chamber of Commerce.

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Contact: Mr Marc Evrard, COO

Liege Airport

LIEGE AIRPORT is Belgium's largest cargo airport and the 7th largest cargo airport in Europe. Indeed, 2011 has ended with a new record as a total of 674,469.82 tons, a growth of 5.47% despite the difficult global economical environment. Also, for the same period, the number of passengers increased by 3.4% with 309,206 passengers using the airport facilities.

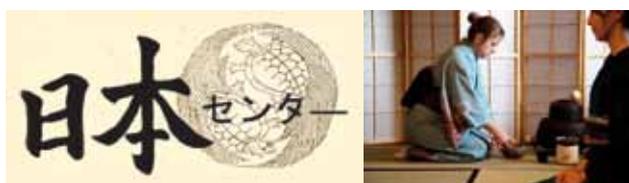


LIEGE AIRPORT ambition is to play the role of an economic partner efficiently and comprehensively, mainly in the field of logistics. Its development will also depend on synergies that the airport has to find and effectively co-ordinate with other multimodality operators in the region, in order to make Liege a major centre of excellence in logistics. The port of Liege, the third largest inland port in Europe, the TGV station, businesses operating in the logistics chain and the University of Liege are all working with LIEGE AIRPORT towards the success of this ambitious project.

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Associate Members >

Japan Cultural Centre npo



The Japan Cultural Centre npo is an independent private organisation which actively promotes Japanese arts in Belgium, in particular arts that are not or less known. As a crossroad for networking activities, it provides an operational platform to individuals and organisations to demonstrate their expertise on Japanese disciplines. The Japan Cultural Centre npo provides information and courses for individuals, companies and ngo's on Japanese arts such as Ikebana, Shibori, Sumi-E, Taiko, Washoku, Chado, etiquette, etc. The infrastructure of the Japan Cultural Centre, situated in a 17th century farm in Flemish Brabant, is also a venue for seminars and company events.

The Taikoschool, Belgium's largest organiser of taiko drumming classes, holds divisions in Ghent, Antwerp and Zoutleeuw and organises weekly classes in all aspects of this visually impressive art form. Classes are taught by members of the professional band Tātakel-Taiko. The Taikonauts, students of the Taikoschool, can also practice their art during public appearances on festivals in Belgium and abroad.

This year the Japan Cultural Centre npo will be organising the 20th anniversary of the Japanese Garden in Hasselt, offering you a myriad of events related to Japanese culture in the beautiful setting of Europe's largest Japanese Garden.



More information on www.20jaarjapansetuin.be

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 Contact: Mrs Saskia Rock, director Japan Cultural Centre npo

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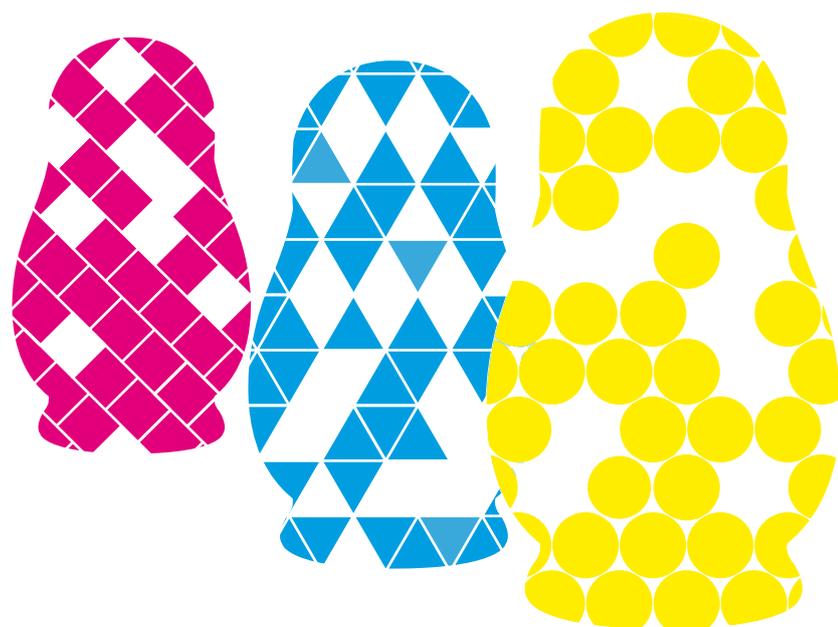
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