



## TRADE FLOWS & CULTURAL NEWS

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### EDITORIAL

### Bilateral relations between Japan and Belgium

By His Excellency Luc Liebaut, Ambassador of Belgium to Japan



HE Ambassador Luc Liebaut

As some of you might know I landed at Narita airport on 16th March 2011, five days after the triple catastrophe that hit the Tohoku region. I arrived in a country that was courageously trying to cope with the immediate effects of the disaster. I witnessed how, with remarkable strength, Japan tackled the many challenges it was facing. The Japanese people's resilience, unity and determination in the face of misfortune added a particular dimension of respect and admiration to an instant feeling of shared grief and solidarity. The experiences of these first months in office, especially the visits to the devastated areas and the contacts with some of the afflicted communities, have left a lasting impression on me, one that will stay with me for the duration of my mission in Japan and beyond.

Solidarity has been the key-word for a number of charity activities that the Belgian Embassy, together with the different Japan-Belgium associations and with Belgian and Japanese volunteers, have been organizing since the 11th March 2011. The proceeds from these initiatives – which will continue till the end of 2012 – have helped finance urgent relief efforts by "Save the Children Japan" in Higashi Matsushima and are being channelled via the Japanese Red Cross to contribute to the reconstruction of the hospital of Motoyoshi (Kesennuma). The Belgian charity initiatives have been met with sympathy and gratitude. In this respect, I was particularly honoured by the presence of Her Majesty the Empress of Japan at one of the charity events organized at the Belgian Embassy last February.

Economic diplomacy is an important aspect of the duties of the federal diplomatic corps, even though the centre of gravity with regard to export and investment promotion lies with the regional authorities as a consequence of consecutive state reforms.

With the presence of over 200 Japanese companies

in Belgium, the Belgian Embassy in Tokyo has a useful role to play in keeping close contact with the headquarters and the management of these companies. Ever since my arrival I have visited over 40 Japanese investors in Belgium (and some 10 Belgian investors in Japan). Each time, the representatives of the regions participated in the visits. Their objective stretches well beyond the level of a courtesy call. The discussions invariably focus on the economic and political situation in the EU, on the experiences of the Japanese investors – some of which have been developing activities in Belgium for over 30 years now – with the current investment climate in Belgium, on Belgium's strengths and 'imperfections', on the companies' future plan in Europe in general and in Belgium in particular, as well as on specific problems they may be encountering and on how the government authorities in Belgium could possibly assist in solving them. It goes therefore without saying that I am a faithful reader of the BJA publications and that I look forward to cooperating with the BJA in these fields.

This year's single most important event in the bilateral relations between Japan and Belgium is no doubt the economic mission to Japan, presided over by His Royal Highness Prince Philippe, which will be taking place from 10th to 16th June 2012. The mission is organized jointly by the Belgian Foreign Trade Agency and by the regional institutions for foreign trade and investment promotion (AWEX, Brussels Export and Flanders Investment and Trade). H.E. Didier Reynders, Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs in the Belgian Federal Government, will join the mission. Moreover, three regional ministers have also confirmed their participation: H.E. Jean-Claude Marcourt, Vice-President and Minister of

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## BJA New Year Cocktail Reception BJA 新年カクテルパーティー

Thursday 26 January 2012 - Egmont Palace



Mr Jeroen Dhanens, Corporate Affairs & Communications Director Belux of JTI (second from right) together with his guests enjoying the exceptional evening.



(from left to right) H.E. Ambassador Yokota of the Japanese Embassy, Mr Hermann of FPS Foreign Affairs, H.E. Ambassador Shiojiri of the Japanese Mission to the EU, and Mr Van Overstraeten of Linklaters LLP all together performed "Kagamiwari", traditional sake barrel breaking.



(from left to right) H.E. Ambassador Liebaud of the Embassy of Belgium to Japan, honours us with his presence to the BJA New Year Party and is delighted to meet with Mr Hoorelbeke, Chairman of Daikin Europe and BJA Board Member, and H.E. Ambassador Yokota of Embassy of Japan to Belgium.

In honor of Belgium-Japan relations and the upcoming Princely Trade Mission to Japan in June 2012, the Belgium-Japan Association & Chamber of Commerce had the pleasure in celebrating the promising New Year at the prestigious setting of the Egmont Palace.

Mr Tanguy Van Overstraeten, BJA Vice-President and Partner at Linklaters LLP, opened the evening with thanking the members for their continuous support to the BJA and to the FPS Ministry of Foreign Affairs for their generosity in welcoming us.

Mr Patrick Hermann, Bilateral Affairs & Economic Diplomacy, Office of the Deputy Prime Minister, FPS Foreign Affairs on behalf of His Excellency Minister of Foreign Affairs, Mr Didier Reynders, welcomed the BJA members and guests, praising the good relations both nations and its citizens have with each other.

After the new year greetings delivered by H.E. Ambassador Jun Yokota, of the Japanese Embassy, the traditional 'Kagamiwari' - breaking of a sake barrel ceremony - was performed together with H.E. Ambassador Yokota, H.E. Ambassador Kojiro Shiojiri of Mission of Japan to the EU, Mr Hermann, and Mr Van Overstraeten. After the successful sake barrel breaking, the guests continued to enjoy the evening with delicious sushi, sake and canapés, which were generously sponsored by JTI. The participants left the venue full of smiles and joy... it certainly was a promising start of the year 2012, the year in which His Royal Highness Prince Filip of Belgium will lead the trade mission to Japan in June.





## Seminar “Doing Business with Japan” First YES VIII Briefing Session

Thursday 9 February 2012 – Diegem



Mr Olivier van Beneden, Managing Director Japan Consulting Office, sharing some experience and advice on how to communicate with Japanese business people.



H.E. Ambassador Jun Yokota with Mrs Fabienne l'Hoost of the Belgian Foreign Trade Agency, Mr Gijs Kooiken, Attaché, Unizo International and Mrs Anja Oto-Kellens, Executive Director at the BJA.



Mr Eric Resler, Attorney-at-law, Reslex, discussing the legal aspects of distribution in Japan with Mr Wim Eynatten, Partner at Deloitte (left) and Mr Peter Moreau, Partner at Ernst & Young (right).

UNIZO International, in co-operation with the Japanese Embassy in Belgium, FIT, KBC Bank NV and the Belgium-Japan Association & Chamber of Commerce, invited all to a seminar to discover the challenges and opportunities of Japan and doing business with Japanese. The event was also the first briefing session for the YES VIII selected companies, who could have a first taste of what doing business in Japan is all about.

This session gave opportunities to listen and raise questions to successful business leaders and experts: H.E. Mr Jun Yokota, Ambassador of Japan to Belgium, Mr Eric Resler, Attorney-at-law at Reslex, Mr Olivier van Beneden, Managing Director of Japan Consulting Office, Mrs Fabienne l'Hoost, Deputy Director-General at the Belgian Foreign Trade Agency, Mr Edward De Beukelaer, CEO & President of E. & H. De Beukelaer & Co.,

and BJA Vice-President, and Mr Karel De Wolf, Export Manager of Ganda Ham.

Firstly, Mr Gijs Kooiken, Attaché at UNIZO International opened the seminar with his welcome words. He was followed by Mrs Ann Blondé, Managing Director zeal and BJA YES Committee Chairwoman who pointed out the opportunities of the Young Executive Stay (YES) Program, which has its 8<sup>th</sup> edition this year.

Mr Karl Verlinden, Managing Director Qualiphar and Chairman of UNIZO International concluded this evening rich of experience and advice on the Japanese market, followed by a lovely networking cocktail.

Mr Edward De Beukelaer, President CEO E. & H. De Beukelaer & Co. and BJA Vice-President, giving insight into importing from Japan.





# Day of Remembrance 東日本大震災一周年追悼記念式典

Sunday 11 March 2012 - Japanese Garden, Hasselt



H.E. Ambassador Yokota, Embassy of Japan to Belgium together with Mr Thomas Leysen, Chairman of Umicore and President of BJA, plants a cherry tree as symbol to remember the fragility and the resilience of life.



The Ajisai Choir group from the Japanese School of Brussels kindly performed a few memorial songs on this special occasion, following the Tâtake!-Taiko performance.

The President and Board of Directors of the Belgium-Japan Association & Chamber of Commerce invited the members and guests in remembrance of 11 March 2011, the day which will remain in our memories as the moment the worst of Mother Nature and the best of Human Nature encountered. Over 100 guests registered to the Ceremony of Remembrance, which Mr Thomas Leysen, BJA President, opened with his speech, followed by Mrs Brigitte Smets of the City of Hasselt who gave short words on behalf of the City Mayor of Hasselt. H.E. Mr Jun Yokota, Japanese Ambassador to Belgium and Mrs

Yokota honoured us with their presence and delivered his speech on this memorial occasion. To honour the lives lost, H. E. Ambassador Yokota and Mr Leysen planted a cherry tree as symbol to remember the fragility and the resilience of life. After the moment of silence, the Taiko group Tâtake! together with the Japanese Ajisai Choir performed songs and music, a program originally created for 'Remembering'. After the official end of the ceremony, the City of Hasselt generously offered the guests with warm drinks, which they enjoyed while walking through the garden under the warm spring sunshine.





## Annual General Assembly of the BJA: Concert by the “Kansai Clarinet Ensemble” BJA 定例総会並びに ‘関西クラリネット・アンサンブル’ のコンサート

Monday 26 March 2012 – Solvay Library, Brussels



(left to right) Mrs Catherine Vanhove, Marketing Manager of Dimension Data with her colleagues, Mr Philippe Urban, Sales Operation Director, and Mr Christophe Masse, Solutions Director, enjoy refreshment on the terrace together with Mr Nicolas Sepulchre, Chairman of BJA Membership Committee, Mr Tanguy Van Overstraeten, Vice-President of BJA, and Mr Frederic Holding, Business Development Manager of Dimension Data.



(left to right), Mr Thomas Leysen, Chairman of Umicore and President of BJA, joined by Mr Tanguy Van Overstraeten, Partner of Linklaters LLP and Vice-President of BJA, Mr Nicolas Sepulchre, Managing Director of Sogeman and Chairman of BJA Membership Committee, and Mr Koh ichi Masaki, Head of Brussels representative of JMA and Chairman of BJA Cultural Committee, thank the members for their continuous support.



Over 80 BJA members and guests join the General Assembly which took place in the beautiful premises of Solvay Library.



On 26 March, the BJA organised the Annual General Assembly, held in the beautiful Library of Solvay in Brussels, thanks to the generous sponsoring by Dimension Data. The Assembly began with an opening speech and an introduction to the main issues by Mr Thomas Leysen, President of BJA and Chairman of Umicore. To an audience of over 80 members, Mr Leysen firstly extended his deep sympathy to the victims of the disasters in Japan one year ago, and also towards the passing away of Mr le Hodey, former BJA Vice-President.

After a minute of silence in remembrance, the Assembly continued, firstly with Mr Van Overstraeten, Partner Linklaters LLP & BJA Vice-President, who reported on the financial results of 2011. The 2012 budget was presented by Mrs Oto-Kellens, BJA Executive Director.

Mr Van Overstraeten continued, focusing on the activities of the Executive Committee, representing all business committees. He was followed by Mr Sepulchre, Chairman of the Membership Committee, who delivered a report on the 2011 membership situation. The Chairman of the Cultural Committee, Mr

Masaki, kindly explained the variety of cultural events as well as the ones by the Friendship Committee. To end the AGM, Mr Leysen asked for approval of the statutory nominations. Before adjourning to the cocktails, there was a concert by the “Kansai Clarinet Ensemble”, under the direction of Professor Mr Iwai, emphasizing the importance of human bonds through music, a universal language.



The Kansai Clarinet Ensemble headed by Professor Hideki Iwai (second from left) from Osaka, Japan, performs at the Solvay Library after the AGM.





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

Sunday 15 April 2012 - Japanese Garden, Hasselt



The BJA Friendship Committee Hanami Picnic event held on 15 April began with a meeting in front of the Japanese Garden in Hasselt, one of the biggest Japanese gardens in Europe, at 2 pm.

After given our entrance tickets every participant had one hour free time to enjoy visiting this wonderful garden. At 3 pm we met in the middle of the garden to listen to the FCOM organizing team's welcome speech. After that we started to chat together and shared Japanese snacks and sake. There was a great atmosphere in the garden with some Japanese traditional music.

Personally my wife and I have just arrived in Belgium two months ago, and it was really nice to meet Japanese speakers and European people who like Japanese culture and to discuss with each other about our life in Belgium. We had a fantastic time sharing our stories and it helped me a lot to learn some (new) Japanese expressions.

*Benoît Serage*

ヨーロッパ最大の日本庭園でお花見ができるということでルクセンブルク地方より参加させて頂きました。曇り空で少々寒い日ではありましたが、庭園はとても美しく、持ち寄りの手巻き寿司、日本酒などを頂きながら久々の「和」を満喫できました。初めての参加でしたので、少し緊張もしていましたがスタッフの方々も親切で、また他に参加されていた方々ともお知り合いになることができ、とても有意義で楽しい会でした。

奈美



## The Queen Elisabeth Competition for Violin

By Mr Geert Benoît, Managing Director of Yamagata Europe

In 2012, we celebrate the 75<sup>th</sup> anniversary of the Eugène Ysaÿe Competition, known as the Queen Elisabeth Competition since 1951. This year, it's the violinists' turn again. They will perform at Flagey and the Brussels' Centre for Fine Arts from 30 April to 14 June.

When you are reading this, the finalists will have been announced already. What we know today, is that there are six Japanese and four Belgian violinists among the candidates. As always, many talented Japanese will find their way to Brussels, because this violin competition is of particular interest in Japan. Let's have a look at its history. It all started around the year 1900 with a meeting between two great personalities that resulted in a flood of novel and highly promising projects. The one, Elisabeth von Wittelsbach, a duchess from Bavaria, had just married Crown Prince Albert of Belgium and had come to live in Brussels. She inherited an overwhelming passion for music from her father, and was an accomplished violinist herself. The other, Eugène Ysaÿe, had just reached the pinnacle of an exceptional career. He performed world-wide and also taught at the Brussels Conservatory. He was hailed as the most famous virtuoso of the day.

The competition that we know as the Queen Elisabeth Competition today, was established in 1937. At the time it was known as the Eugène Ysaÿe Competition. It was first held thanks to the financial support provided by the de Launoit family and a number of personalities from the Belgian artistic milieu and business world. It was not until after the war, in 1951, that the Queen Elisabeth Competition really came into its own.

By then, a talented Japanese violinist, Shinichi Suzuki, born in 1898 as the son of a Nagoya based Japanese violin manufacturer, had already established a music centre in Matsumoto to develop his own ideas about teaching the violin. Today, this method is known as the Suzuki method, and over 8000 teachers and a quar-

ter of a million pupils are said to enjoy the violin using this method. The company established by his father in 1887 is still making violins in Nagoya today (primarily for the educational market). Suzuki was nominated for the Nobel Peace Prize for his international contributions and his philosophy on teaching music.

Suzuki, who studied violin in Germany during the 1920's and married a German soprano, was convinced that children can naturally learn to play a musical instrument in the same way they learn their native language. He called his method 'Talent Education' because he believed that every child, if properly taught and immersed in the beauty of music, is capable of a high level of achievement.

Koji Toyoda, who was a laureate in the Elisabeth competition of 1959, was the first Suzuki method pupil who made it to the finals, however, we had to wait many more years for the first Japanese to win in Brussels.

This honour went to Yuzuko Horigome in 1980, who created a boom in things Japanese at the Palais des Beaux-Arts. Horigome, who studied with Toshiya Eto in Japan (a Suzuki method teacher and a friend of the Suzuki family), is a guest teacher at the Brussels Conservatory today, and has been a member of the jury for the Violin competition since 1993. That year, 1993, Yayoi Toda won the competition. Toda started playing the violin at the age of four and was also taught by Toshiya Eto.

With or without the Suzuki method, it is time again to enjoy violin music in Brussels, and who knows, it may be time for another Japanese victory.

Japanese candidates, we are ready to support you! In addition to the financial rewards and a lifetime of glory, the Nippon Music Foundation will also grant you the use of the 'Huggins' Stradivarius (1708) until the next violin competition.

» keep reading from p.1

Economy, SMEs, Foreign Trade and New Technologies of the Walloon Government and Minister of Higher Education of the Wallonia-Brussels Federation; H.E. Ingrid Lieten, Vice-Minister-President of the Flemish government and Flemish Minister for Innovation, Public Investment, Media and Poverty Reduction and H.E. Benoît Cerehxe, Minister of the Government of the Brussels-Capital Region in charge of Economy, Employment, Scientific Research and Foreign Trade. More than 200 businessmen will take part in the mission representing various sectors of the Belgian economy. The target sectors are: pharmaceuticals and 'life sciences', biotechnology, new materials, logistics and quality consumer goods. Moreover, businessmen of many other sectors also participate in the mission. The presence of H.R.H. Princess Mathilde will add grace and charm to the mission. The many events (company visits, individual B2B-contacts, seminars, workshops, networking lunches and dinners, ...) will no doubt provide numerous occasions to the participating Belgian businessmen to further develop their businesses in Japan or, for the newcomers, to set foot on the Japanese market. The mission will also provide a good opportunity to highlight (recent) success-stories in trade and investment, and to pay tribute to the important contributions that Belgian-Japanese Associations, such as

the Belgium-Luxembourg Chamber of Commerce in Japan (BLCCJ), the Belgium-Japan Association & Chamber of Commerce (BJA), the Belgo-Luxembourg Market Council, the Japan-Belgium Society, etc. have been making to the development of our relations.

In this regard, it will be my pleasure to host at the Embassy, in presence of H.R.H. Prince Philippe, a reception on the occasion of the closing days of the 8th cycle of the Young Executive Stay (YES)-programme, which is being co-organized by the BJA and the BLCCJ. Organized under the auspices of H.R.H. Prince Philippe, this export-promotion programme allows young executives to come to Japan to learn about business practices and explore the Japanese market for their products. By teaming up the Belgian executives with Japanese MBA-students and with a coach/businessman in Japan, this programme goes further than the mere commercial prospection, bringing important added-value to the participants, both Belgian and Japanese. With the support of the YES-programme, some of the young businessmen should become Belgium's next success stories in Japan.

Luc Liebaut  
Ambassador of Belgium to Japan



## EU-Japan news

**AGEING POPULATIONS AND NEW OPPORTUNITIES FOR BUSINESS IN EUROPE AND JAPAN**

Ageing populations and falling population rates pose two of the greatest challenges faced today by both Japan and the EU. In Europe 16% of people are now aged 65 or over, whereas in Japan this figure has reached 22.9%.

2012 is the European Year of Active Ageing and Intergenerational Solidarity, and given the fact that Japan appears to be a couple of decades ahead of Europe in terms of fiscal, social and economic 'experience', it is vitally important to exchange best practices with Japan to examine the challenges posed by an ageing population and how best these can be met by businesses and other interested parties.

The economic effects of an ageing population are considerable. Ageing populations' impact public spending, especially in the long term, as well as on patterns of consumption and on the production of goods and services. It is noted that older age brings new challenges, not least through limited or outdated skills with regard to new technology, together with a diminished propensity to be innovative, creative or flexible. It is essential to change this preconception and to focus on the fact that older employees can be a valuable asset, for example through their wealth of experience, their reliability and proven commitment. Enabling careers to be extended requires a change of mindset, as well as active support from employers, and particularly solidarity between generations. An ageing population also offers new opportunities for businesses in Japan and in Europe, notably in the fields of healthcare, ICT, robotics, nutrition, tourism and others.

To enable an essential exchange of best practices and share experience, the Employers' Group of the EESC - European Economic and Social Committee, together with the EU-Japan Centre for Industrial Cooperation and the EU Institute in Japan Kansai, organised a key Conference entitled "Ageing Populations and New Opportunities for Business in Europe and Japan". Presentations and input were given by European stakeholders and enterprises, Japanese authorities and companies, together with research institutions.

This event took place on 15 March 2012 in Brussels.

**Source:**

[www.eesc.europa.eu/?i=portal.en.events-and-activities-ageing-business-europe-japan](http://www.eesc.europa.eu/?i=portal.en.events-and-activities-ageing-business-europe-japan)

**Report:**

[www.eesc.europa.eu/resources/docs/report-aging-population-and-new-opportunities-for-business-15-03-2012-eesc-final.pdf](http://www.eesc.europa.eu/resources/docs/report-aging-population-and-new-opportunities-for-business-15-03-2012-eesc-final.pdf)

All the presentations and the list of participants can be downloaded on the website above.

**EU ASSESSES PROGRESS OF ITS STRATEGY TO DISMANTLE TRADE BARRIERS**

The European Commission published its second Trade and Investment Barriers Report, which describes the progress achieved in dismantling barriers to the markets of six strategic economic partners - China, India, Japan, Mercosur, Russia and the US.

The report recognises some success stories in the removal of certain trade barriers, such as in India, but also underlines the overall persistence of barriers for European business to access key markets. Dismantling these barriers would improve and open up new export and investment opportunities for European companies and people. The report has been presented to the European Council on 1 and 2 March.

"With protectionism an ever present threat, we need to make sure that trade remains open in order to boost jobs and growth. The report shows that our enforcement strategy is paying off in fighting unfair barriers to trade and investment; yet, we need to strengthen our vigilance and double our efforts in order to make sure that openness is maintained worldwide. The EU's commitment to ensuring trade openness remains firm", stated EU Trade Commissioner Karel De Gucht.

The Trade and Investment Barriers Report 2012 assesses the progress achieved on the 21 barriers which were selected in 2011 in the first edition of the report:

**Two trade barriers were fully removed in India:**

export restrictions on cotton and security requirements for telecommunication equipments.

**Progress was achieved in:**

› **China:** indigenous innovation and export restrictions on raw

**EU DELEGATION'S POPULAR 'EUROPE' MAGAZINE GOES ELECTRONIC**

The Delegation of the European Union to Japan has launched a new electronic Japanese-language publication titled 'europe magazine' available free of charge at <http://eumag.jp>. Nicknamed the EU MAG, it offers a wide variety of articles, ranging from comprehensive, analytical pieces on the policies and activities of the EU and developments in EU-Japan relations, to lighter stories on culture.

europe magazine  
**EU MAG**



materials (on the latter, WTO Appellate Body report confirmed the incompatibility of the Chinese measures with WTO rules and China's WTO accession commitments IP/12/87)

- › **India:** sanitary and phytosanitary rules
- › **Japan:** government access to procurement and regulatory requirements for medical devices
- › **USA:** 100% scanning of containers and "Buy American"

**No positive movement could be seen in the following cases:**

- › **China:** investment catalogue and IT security
- › **India:** equity caps
- › **Japan:** financial services
- › **Argentina and Brazil:** restrictions in maritime transport and export restrictions on raw materials
- › **Argentina:** import licensing
- › **Brazil:** 25% preference margin in government procurement.

A specific section of the report is dedicated to Russia due to the nature of the WTO accession process, which can potentially lead to the removal of the selected priority barriers (trade-related investment measures in automotive and car components sector; customs practices; Intellectual Property related issues; Sanitary and Phytosanitary issues).

**The report also identifies 6 new priorities of barriers to trade and investment:**

- › **China:** national security review mechanism for mergers and acquisitions involving foreign investors and export financing and subsidies
- › **India:** National Manufacturing Policy
- › **Brazil:** tax on industrial products (IPI) and import procedures for textiles and clothing
- › **Argentina:** restrictions in reinsurance services.
- › The report highlights a recent trend in emerging economies where industrial policies contain trade-restrictive elements.

**These often take the form of:**

- › local content requirements (such as in investment policy and government procurement),
- › overly burdensome standardisation and conformity assessment requirements, which discriminates against foreign products,
- › measures having an equivalent effect to quantitative import restrictions,
- › and export restrictions particularly applied to raw materials.

**Background**

The Trade and Investment Barriers Report is part of a broader enforcement strategy that aims at ensuring that the EU's trade partners abide by their commitments and maintain open markets. The purpose of the report is to focus attention on efforts needed – including at the highest political level – to ensure market access for European companies in important markets outside the EU. In order to make this effort more effective, the Member States also have to share it by conveying commonly agreed messages in their bilateral contacts with these countries.

The report is a vehicle to set priorities on an annual basis among the market access barriers to 6 key trading partners (China, India, Japan, Mercosur, Russia and the US) and provides an assessment of progress achieved. These 6 countries together covered 45.7% of the EU's trade in goods in 2011 and 44.8% of EU's trade in commercial services in 2010. As far as foreign direct investment is concerned, these countries counted for 47.7% of EU's FDI in 2010.

**For further information:**

Trade and Investment Barriers Report 2012

Trade and Investment Barriers Report 2011

On the Market Access Strategy

*Source EU Commission press release IP 12/185*

[www.brusselsnetwork.be/eu-news-m/1194-eu-assesses-progress-of-its-strategy-to-dismantle-trade-barriers.htm](http://www.brusselsnetwork.be/eu-news-m/1194-eu-assesses-progress-of-its-strategy-to-dismantle-trade-barriers.htm)

The new publication, which replaces the Delegation's quarterly print magazine 'europe', aims to attract a wide readership, not least by helping make the EU's complex and elusive mechanisms more comprehensible. The electronic format now makes it possible to present even better content, on a more frequent basis; EU MAG, while taking the form of a monthly, will see constant updates throughout the course of the month. It can also be read on mobile phones, including smartphones (QR code is attached below).

In addition to original articles, readers will also find information on upcoming EU-related events taking place in both Japan and in Europe, basic data on the EU and links to the EU's networks. An easy-to-use search function will also allow users to access the PDF data of the old quarterly magazine. Readers can receive content update notices by registering their e-mail addresses with the e-mail alert service indicated at the bottom of the magazine's Website.

Complementing its official Website (<http://eeas.europa.eu/delegations/japan>) and its social media channels such as Facebook and YouTube (whose landing page is [www.euinjapan.com](http://www.euinjapan.com)), the Delegation hopes to continue to utilise new tools to maximise its public diplomacy efforts in the digital age.

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**Source:**

Delegation of the EU to Japan; [http://www.deljpn.ec.europa.eu/modules/media/news/2012/120217.html?ml\\_lang=en](http://www.deljpn.ec.europa.eu/modules/media/news/2012/120217.html?ml_lang=en)



## EU-Japan news

## JAPAN TO LOAN IMF \$60BN

Japan has agreed to loan the International Monetary Fund (IMF) \$60bn after repeated calls from the organisation for additional funds to help it tackle the eurozone crisis.

The loans from the world's third largest economy, worth £38bn, come ahead of a visit by European leaders to IMF headquarters in the US.

The IMF has asked for extra cash from its members to shore up its finances and help deal with problems stemming from Europe, having already provided assistance in the region.

The IMF has helped bailout countries including Greece and Portugal as the crisis has deepened, but further funding is likely to be needed as some of the largest economies now face funding pressures.

Spain, the fourth largest economy in the region, saw yields on its 10-year debt jump above 6%.

Japan, which was hit by a devastating earthquake and tsunami

last year, said it now expected other IMF members to also contribute to the fund.

"I am confident that many other countries will pledge contributions to the IMF," said Jun Azumi, Japan's finance minister, according to the BBC.

"Following a series of eurozone's policy responses, it is important to strengthen IMF funding and pave the way for ensuring an end to the crisis, not only for the eurozone, but also for Japan and Asian countries."

The head of the IMF, Christine Lagarde, said that the deal with Japan was an important step forward and would help promote global economic stability.

The UK resisted calls for additional funding late last year, with Prime Minister David Cameron capping UK contributions to the £40bn ceiling previously agreed by MPs.

*By Mr Nick Paler*

**Read more:** [www.investmentweek.co.uk/investment-week/news/2168105/japan-loan-imf-usd60bn#ixzz1tWfGQg9P](http://www.investmentweek.co.uk/investment-week/news/2168105/japan-loan-imf-usd60bn#ixzz1tWfGQg9P)

#### 14TH BRT ANNUAL MEETING - TOKYO, 3 & 4 APRIL 2012: "UNLOCKING GROWTH POTENTIAL IN EU-JAPAN BUSINESS"

The EU-Japan Business Round Table took place on 3 and 4 April 2012 at Imperial Hotel in Tokyo, under the co-chairmanship of Messrs. Jean-Yves Le Gall (Chairman & CEO, Arianespace) and Hiromasa Yonekura (Representative Director and Chairman, Sumitomo Chemical Co., Ltd.). At the meeting, European and Japanese members of the BRT set out their recommendations. The main themes of discussion for this year's meeting included: (1) EU-Japan FTA/EPA: Opportunities and Challenges, (2) Europe-Japan Cooperation in Energy Related Issues, and (3) Growth Strategies and Re-industrialisation of Advanced Economies.

The EU-Japan Business Round Table (BRT) was created in 1999 and is made up of around 50 CEOs/senior executives from leading EU and Japanese firms and meets once a year to review the factors affecting all aspects of business cooperation between the EU and Japan, and to make policy Recommendations to the European Commission and Japanese Government. The BRT Annual Meeting concludes with the submission of detailed Recommendations to the EU and Japanese Authorities on how they can promote trade, particularly focusing on recommendations for regulatory reform.

Each year, the Japanese Government and European Commission submit Progress Reports outlining how they have enacted

the Recommendations submitted at the previous BRT Annual Meeting. EU Commissioners, Japanese Government Ministers and senior civil servants always attend the Round Table, to give oral reports and take part in a Q&A session.

The work of the BRT is prepared by the Round Table's working parties. Currently there are working parties on: "Trade Relations, Investment and Regulatory Cooperation", "Life Sciences & Biotechnology; Healthcare & Well-Being", "Innovation; Information & Communication Technologies", "Financial Services; Accounting & Taxation", "Energy, Environment and Sustainable Development". New ones are created in response to need.

#### Press Release and other documents are available online on:

##### > EN version:

[http://documents.eu-japan.eu/roundtable/press\\_releases/press\\_release\\_04042012\\_en.pdf](http://documents.eu-japan.eu/roundtable/press_releases/press_release_04042012_en.pdf)

##### > JP version:

[http://documents.eu-japan.eu/roundtable/press\\_releases/press\\_release\\_04042012\\_ja.pdf](http://documents.eu-japan.eu/roundtable/press_releases/press_release_04042012_ja.pdf)

#### Source:

[www.eu-japan-brt.eu/index.php?content=round-table](http://www.eu-japan-brt.eu/index.php?content=round-table)



## news from the members

**WHITE & CASE HELPS NYCOMED  
RESOLVE ITS CASE WITH  
THE EUROPEAN COMMISSION**

Global law firm White & Case LLP successfully represented Nycomed, a pharmaceutical company recently acquired by Takeda, the largest pharmaceutical company in Japan, in a European Commission ("the Commission") antitrust investigation. Following a detailed examination of the facts, the Commission closed the case without making any finding that Nycomed violated the law and without imposing any fine.

"We are very pleased for Nycomed that the Commission has closed this case," said Axel Schulz, a White & Case partner based in Brussels. "The result confirms that Nycomed has been fully compliant with Article 101 of the Treaty on the Functioning of the European Union, which prohibits anti-competitive practices between companies."

The White & Case team advising Nycomed included Pontus Lindfelt and Axel Schulz.

This achievement adds to other recent notable successes for the Brussels based competition team which include victories for Toshiba, Unipetrol and Uralita in three major cartel cases heard before the European General Court.

**About White & Case**

White & Case LLP is a leading global law firm with lawyers in 38 offices in 26 countries. Among the first US-based law firms to establish a truly global presence, we provide counsel and representation in virtually every area of law that affects cross-border business. Our clients value both the breadth of our global network and the depth of our US, English and local law capabilities in each of our regions and rely on us for their complex cross-border transactions, as well as their representation in arbitration and litigation proceedings.

**Source:**

[www.whitecase.com/press-03012012/](http://www.whitecase.com/press-03012012/)

**MITSUMI GLOBAL INVESTMENT BACKS  
BELGIAN PHARMA FIRM**

Mitsui Global Investment, a subsidiary of Japan's Mitsui & Co, has participated in a Series B round worth EUR23.6 million (\$31.4 million) for Belgian pharmaceutical company Promethera Biosciences.

The financing package comprises EUR17 million in equity capital and another EUR6.6 million in debt. Other investors include the venture arms of pharmaceutical industry leaders Boehringer Ingelheim and Shire, US-based life science company ATMI and Belgian venture capital fund Sambrinvest.

Promethera Biosciences is a spin-off of the Université Catholique de Louvain (UCL). It develops innovative therapies for the treatment of liver disease and raised EUR5.3 million in its Series A round in October 2009. This enabled the company to upgrade to industrial pharmaceutical scale.

Commenting on the fundraise, Eric Halioua, CEO of Promethera Biosciences, said: "Achieving all our objectives a year ahead of plan, the quality of the team, the attractiveness of the company's business model and the proof of concept obtained in humans have been key factors in our investors' decision."

Headquartered in Tokyo, Mitsui Global invests in opportunities that have potential for growth. The company has offices in Silicon Valley, New York, Shanghai, Beijing, Mumbai and London.

**Source:**

[www.avcj.com/avcj/news/2164513/mitsui-global-investment-backs-belgian-pharma-firm](http://www.avcj.com/avcj/news/2164513/mitsui-global-investment-backs-belgian-pharma-firm)

**AW EUROPE:  
GROUND-BREAKING CEREMONY FOR THE CONSTRUCTION OF A NEW WAREHOUSE**

On Wednesday 18 January 2012, AW Europe staged a ceremony on Japanese traditional standards to mark the start of construction works on its Mons site for the building of a new warehouse and offices area on a surface of 6590 m<sup>2</sup>.

The ceremony was attended by members of the Japanese Embassy in Belgium and by the local economic development agency IDEA. This new investment amounts to 4 million euro

and will enable the concentration and future extension of their logistics activity on the Mons site.

The construction works are planned till November 2012.

**Source:**

[www.aweurope.eu/](http://www.aweurope.eu/)

## news from the members

**AXA BELGIUM AND AGC GLASS EUROPE HAVE SIGNED AN AGREEMENT FOR CONSTRUCTION OF AGC'S NEW EUROPEAN HEADQUARTERS.**

The company AGC Glass Europe has decided to move its European corporate headquarters into a new office building to be constructed at Rue Jean Monnet in Louvain-la-Neuve/Ottignies.

The location was chosen by AGC, which also selected the building concept on the basis of an international architects' competition. AGC then set up a construction team made up of the general contractor Van Roey together with a general design team headed by the architectural firms of Samyn & Partners and Beai.

To finance the project AGC called upon a financial and real estate partner, AXA Belgium. The latter was advised in this operation by the Bopro company.

AXA Belgium acting as project owner will have the new headquarters built and will then rent it to AGC on a 15-year lease.

The new headquarters will be sited in the Louvain-la-Neuve science park, near the exit of the E411 motorway. The building will have a total floorspace of around 9,800 m<sup>2</sup> made up of offices, meeting rooms, kitchens and a high-class restaurant, offering maximum convenience in a modern setting. It is designed to accommodate at least 500 members of personnel.

**The design of the project is based on the following principles:**

- › A building that is "green" both in construction and in operation. The aim is to obtain an "Excellent" rating on the Building Research Establishment's Environmental Assessment Method (BREEAM);
- › High-class, timeless design, without ostentatious luxury;
- › Innovative architecture, with maximum use being made of AGC's architectural and decorative glass in combination with simple, natural materials;
- › A work environment based on flexibility and efficiency, promoting informal communication and discussion.

The necessary permits have been issued by the competent authorities, and the building will be operational at the very beginning of 2014.

For AXA Belgium, the building represents an investment for its insurance activities.

**AXA Belgium** is the leading private real estate owner in Belgium, with a portfolio of nearly 3 billion euros representing about 10% of the total assets under management of AXA Belgium. Its real estate activities form part of a strategy of sustainable entrepreneurship, combining the choice of real estate investments with "green" renovation, using environment-friendly techniques and materials along with sustainable solutions in terms of mobility.

**AGC Glass Europe** produces, processes and distributes flat glass for the construction industry (external glazing and interior decoration), car manufacture, solar power applications and various specialised industries. It employs around 13,000 people and is the European branch of AGC Glass, the world's leading producer of flat glass. AGC Glass Europe has its own R&D Centre and operates more than 100 production sites throughout Europe, from Spain to Russia.

**More information:**

press.axa@axa.be  
 www.axa.be  
 marieange.dhondt@eu.agc.com  
 www.agc-glass.eu



## THE FLANDERS SYMPHONY ORCHESTRA TO JAPAN IN APRIL 2013 UNDER THE BATON OF THEIR PRINCIPAL CONDUCTOR, SEIKYO KIM.

The Flanders Symphony Orchestra (FSO) is proud to announce the first tour to Japan in April 2013 with their Principal Conductor Seikyo Kim. The tour will include 4 to 5 concerts in different concert halls in Japan from 7 to 13 April 2013.

Beginning 7 April 2013 the Flanders Symphony Orchestra (Symfonieorkest Vlaanderen) embarks on its first concert tour to Japan under the leadership of their Principal Conductor Seikyo Kim. The tour will open in Osaka and will include 3 other concerts: Kanazawa, Mi-hama and Yokohama.

"I am very pleased to be making my first international tour with my wonderful orchestra," said Seikyo Kim. Part of my goal for the Flanders Symphony Orchestra is to bring this great orchestra to wider recognition. I'm sure that our concerts will be enjoyed by the audiences, and will contribute to greater international artistic friendship."

From 2010 on, Seikyo Kim is the Principal Conductor of the orchestra. Known for his versatility as a musician, Seikyo Kim shows an incredible hand and baton technique and a delicate approach of the orchestral repertoire. He has es-

tablished a reputation as one of Japan's leading young conductors, developing a wide-ranging repertoire and enjoying strong relationships with the country's leading orchestras.

The orchestra is very well known for its own concert series in the major venues of Belgium. In order to strengthen its presence and effect through Brussels, it has recently established a regular concert cycle in the Centre for Fine Arts (Bozar). In addition to a strong presence in the capital, the orchestra invests a great deal of effort in being represented throughout Flanders. The orchestra performs regularly in the major Flemish concert halls such as the Concertgebouw in Bruges, the Muziekcentrum de Bijloke (Ghent), and deSingel (Antwerp). Through its high orchestral standards and exciting committed performances, these concert cycles annually reach a very large and loyal public.

The repertoire for the tour includes two symphonies from the standard repertoire: Beethoven's Symphony No. 5 and Brahms Symphony No. 1. These symphonies will be coupled by Beethoven's Piano Concerto No. 5 and Rachmaninov's Piano Concerto No. 2.

Keisuke Toyama, the soloist in each of the Piano Concertos, was born in Sapporo (Japan) in 1984 and began studying the piano at the age of 5. In 1998, Toyama went to Europe on AOCC's study trip program and performed in a concert at Cortot Hall in Paris. Since then he has been awarded several international first prizes. Toyama has performed with many renowned orchestras including the Tokyo Philharmonic, the New Japan Philharmonic, the Sapporo Symphony Orchestra, the Japan Philharmonic Orchestra and so on. With the delicate, colourful and distinctive tones, Toyama is now attracting a lot of attention from various fields as one of the most promising young pianists in Japan.

Before the FSO travels to Japan, the Orchestra will devote its subscription concerts in March 2013 throughout Belgium (Brussels, Bruges, Antwerp, Ghent, Heist-op-den-Berg) to preparation of the tour repertoire. In addition the orchestra will perform a concert in Germany (Viersen) with the same repertoire.

Stay tuned for more information, visit the website [www.symfonieorkest.be](http://www.symfonieorkest.be) for the latest news!



Mr Keisuke Toyama, soloist Piano Concertos

### Programmes and Dates on Tour

Sunday 7 April 2013 .....	Symphony Hall, Osaka
Wednesday 10 April 2013 .....	Location, Kanazawa
Joint Concert with Orchestra Ensemble Kanazawa	
Thursday 11 April 2013 .....	Location, Mihama
Friday 12 April 2013 .....	Location, Yokohama
Saturday 13 April 2013 .....	Location, Utsunomiya or Chofu or Karuizawa



### ツアー日程 2013 年

4 月 7 日	大阪 ザ・シンフォニーホール
4 月 10 日	金沢 石川県立音楽堂
4 月 11 日	福井 敦賀市(新ホール)
4 月 12 日	横浜 みなとみらいホール
4 月 13 日	調整中

4 月 10 日の金沢公演はオーケストラ・アンサンブル金沢との合同演奏会

## フランドース交響楽団 日本ツアー2013

2013 年 4 月、フランドース交響楽団は首席指揮者である金聖響、そして現在最も日本で注目される若手ピアニスト外山啓介と共に初の日本ツアーを行います。

### 主な演目

ベートーヴェン：交響曲第 5 番「運命」、ピアノ協奏曲第 5 番「皇帝」  
 ブラームス：交響曲第 1 番  
 ラハマニノフ：ピアノ協奏曲第 2 番  
 ※ ピアノはすべて外山啓介

### 金聖響

[www.seikyokim.com/biography.html](http://www.seikyokim.com/biography.html)

1970 年大阪府生まれ。14 歳で渡米、ボストン大学哲学科を経て、ニューイングランド音楽院大学院指揮科修士課程修了。タングルウッド音楽祭に奨学聴講生として参加し、小澤征爾氏に師事。ウィーン国立音楽大学指揮科で湯浅勇治、レオポルド・ハーガーの各氏に師事。1998 年「ニコライ・マルコ国際指揮者コンクール」で優勝。その後「パシフィック・ミュージック・フェスティヴァル (PMF)」等の音楽祭で実績を重ね、国内外のオーケストラへ客演。海外ではデンマーク国立放送交響楽団、パリのラムルー管弦楽団、ソウル・フィルハーモニー管弦楽団、ベルギー・フランドース交響楽団などへの客演で好評を博した。また国内では全国の主要オーケストラに客演を重ねている。2009 年 4 月から神奈川フィルハーモニー管弦楽団の常任指揮者に就任し、同年 12 月よりオーケストラ・アンサンブル金沢のアーティストティック・パートナーに就任。また 2010/11 年シーズンからベルギー・フランドース交響楽団の首席指揮者に就任した。

2010 年からスタートした神奈川フィルとの「マーラー・シリーズ」は大変好評を博しており、引き続き 2013 年まで行われる。

CD はオーケストラ・アンサンブル金沢を指揮して 2003 年にスタートしたベートーヴェンの交響曲全曲録音プロジェクトが 2011 年 5 月「ベートーヴェン：交響曲第 4 番、第 8 番」をリリースして完結した。また 2007 年からスタートしたブラームスの交響曲全曲録音プロジェクトは、2009 年 9 月に交響曲第 4 番および全集をリリースし完結。著書では、作家・

玉木正之氏との共著・第 3 弾となる「マーラーの交響曲」が 2011 年 12 月に講談社現代新書より発売された。

### 外山啓介

<http://keisuke-toyama.com/profile.htm>

1984 年、札幌市生まれ。5 才からピアノを始める。2004 年、第 73 回日本音楽コンクール第 1 位。併せて増沢賞、井口賞、野村賞、河合賞、聴衆賞を受賞。

2006 年、東京芸術大学卒業。2008 年よりドイツハノーファー音楽演劇大学) 留学を経て、2011 年東京芸術大学大学院を卒業。2007 年 1 月、エイベックス・クラシックスより CD デビュー。サントリーホールを始め全国各地で行なわれたデビューリサイタルは完売、新人としては異例のスケールでデビュー。

2008 年 7 月、2nd アルバムのリリースと同時に、全国 13 ヶ所でのリサイタル・ツアーを行ない、サントリーホール(東京)、ザ・シンフォニーホール(大阪)などが満席となり、各地で話題となった。

2009 年 6 月、ワルシャワ国立フィルハーモニー管弦楽団とショパンのピアノ協奏曲を共演。7 月、3rd アルバム『ラフマニノフ』をリリース、「レコード芸術」誌特選盤に選出。

2010 年 7 月、4 枚目のアルバム『幻想ポロネーズ』をリリース。同時にショパン生誕 200 年を記念するオール・ショパン・プログラムでのリサイタル・ツアーを各地で実施。12 月 31 日には「東急ジルベスターコンサート」に出演(テレビ東京系にて全国ネット生中継)。

2011 年は、6 月に過去 4 枚のアルバムから選曲した『外山啓介 BEST』を発売し、全国各地でベートーヴェン・プログラムによるリサイタル・ツアーを実施。

これまでに、東京フィルハーモニー交響楽団、新日本フィルハーモニー交響楽団、日本フィルハーモニー交響楽団、読売日本交響楽団、札幌交響楽団、など多くのオーケストラと共演している。植田克己、ガブリエル・タッキーノ、マッティ・ラエカリオの各氏に師事。

その繊細で色彩感豊かな独特の音色を持つ演奏は各方面から注目を浴びており、今後最も活躍が期待される若手ピアニストである。



## news for the members

## CEREMONY MARKS INSTALLATION OF HAIKU BOX IN BRUSSELS

Brussels, 19 April (Jiji Press) - A ceremony to mark the installation of a "Tourist Haiku Post Box" in Brussels was held on Thursday, joined by EU President Herman Van Rompuy, a big fan of haiku poems.

The box was placed at the Mission of Japan to the European Union by the western Japan city of Matsuyama, which promotes tourism through haiku poems.

In his speech at the ceremony, Van Rompuy delivered a haiku that portrays a spring scene. "Flowering orchard, born again every year. I welcome the blossoms," he wrote and dropped it in the box.

Matsuyama, the hometown of renowned Japanese haiku poet Shiki Masaoka, has placed haiku boxes, along with paper strips, at 90 locations in the city so that tourists can enjoy the traditional poem casually, while selecting well-written work on a regular basis.

Brussels, where the EU headquarters is located, is the first overseas site the city has installed such a box.

<http://jen.jiji.com/jc/eng?g=eco&k=2012042000558>

## FLEMISH MASTERS ON SHOW IN THE AMERICAS AND JAPAN

Friday 3 February 2012 - Several key works by leading Flemish artists will soon be on show in exhibitions in Florida, Mexico City and Tokyo. The works come from the Royal Museum of Fine Arts in Antwerp that is closed until refurbishments are complete in 2017.

Works are heading for the Flemish art exhibition "Arte flamenco del siglo XVII" in Mexico City that opens on 1 March, while an exhibition of prints by Rubens

already starts in Sarasota in Florida in mid-February.

Works have also been loaned to "Ensor in Context", an exhibition on the Ostend painter and his contemporaries spread over 5 locations in Japan.

Paul Huvenne, the museum's head, told the daily De Standaard: "Now art lovers across the globe can get to know Flanders' fantastic heritage."

[www.deredactie.be/cm/vrtnieuws.english/news/1.1211439](http://www.deredactie.be/cm/vrtnieuws.english/news/1.1211439)



## JAPANESE GARDEN

Do you like Japanese cultural events? For twenty years, there has been a piece of Japan in Hasselt. An idealized portion of nature: a miniaturization of reality reconstructed like the Japanese have been doing for centuries. The garden is actually the largest Japanese Garden in Europe. The garden is a symbol since 1992 for the intense friendship between the inhabitants of Hasselt and those of Itami (Japan). It is an authentic symbol of inner peace and natural beauty.

## 20 years of Japanese Garden

To celebrate its twentieth birthday, join its extra events. Each season gets specific activities: the perfect occasion to fully enjoy magnificent nature with your friends or family, and to get to know Japanese culture.

## Festival calendar

- › 17 June: bonsai exhibition
- › 7 and 8 July: tanabata (star festival)
- › 8 August: night visits
- › 18 August: obon-matsuri (ancestors' remembrance and lantern festival)
- › 8 and 9 September: Cosplay and Manga weekend
- › 13 to 21 October: kiku-matsuri (chrysanthemum exhibition and festival)

## More info

on [www.20jaarjapansetuin.be](http://www.20jaarjapansetuin.be)

## AND THE NIKON PRESS PHOTO AWARD GOES TO...

Tuesday 17 April 2012 - Jorge Dirx, a press photographer from Antwerp, has won the Nikon Press Photo Award 2011, the only prize that focuses on Belgian press photographers only. The winner received the award in the Brussels Bozar this afternoon.



Jorge Dirx is a freelance photographer from Antwerp. He won the prize for the

best press photo of 2011 with a picture taken during the protests in Egypt. The jury praised the way the picture was framed, pointed to its technical perfection and added that it also brings a strong message.

Dirx already won the Nikon Young Promising Photographer Award in 2009. This year, this honour goes to Titus Simoens of Ghent. Simoens is cooperating with the IBIS boarding school in Ostend to make a series of photos of children who want to become fishermen.

Source: De Redactie - VRT

## Opening hours

Open from 1 April until 31 October

- › Tuesday to Friday from 10:00 to 17:00
- › Saturday, Sunday and holidays from 14:00 to 18:00

Free for children under 12 years.

\*Last ticket sales: 30 minutes before closing time.

## For more information

Japanese Garden  
Gouverneur Verwilghensingel 23  
BE-3500 Hasselt  
T +32 11 23 52 00, F +32 11 23 93 93  
(1 April - 31 October)  
T +32 11 23 95 40  
(outside this period)  
[toerisme@hasselt.be](mailto:toerisme@hasselt.be)  
[www.hasselt.eu](http://www.hasselt.eu)

## news for the members

## SUMITOMO ESTABLISHES NEW DISTRIBUTION CENTER IN FLANDERS

Warehousing services company Sumitomo Warehouse plans to establish a new distribution center in Grobbendonk in Flanders. The site will house the stock of Japanese sports goods manufacturer Mizuno and will come into service in October.

The new center will be located on the logistic site of Antwerp East Port, near the inland container terminal of operator DP World. "The operation in Grobbendonk (Flanders) allows us to avoid the Antwerp ring-road for a large proportion of our traffic by making use of inland waterways", says Tom Leys, Sumitomo's Key Account Manager, who will manage the new center.

For nine years now, Sumitomo has organized the logistics of Mizuno at its site in Wilrijk, where the European branch of the company is headquartered. There, the company exploits 22,000 square meters for a range of corporate clients. With the operation, the Kempenland region in Flanders thus becomes the logistic center for yet another sports brand besides Nike, which is located in the town of Geel. Mizuno specializes in technically advanced golf and running equipment.

Just recently, Antwerp East Port has been active as a detached logistic center of the Port of Antwerp, situated alongside the Albert Canal. A quarter of the available

ten hectares has been built on already. The first containers in the new terminal were handled by DP World at the end of December. A letter of intent was signed with DHL to develop the terminal as a hub for traffic between the Netherlands, Germany and Belgium.

Apart from its headquarters in Wilrijk, Sumitomo Warehouse Europe also has a company site in Machelen and regional sales offices in London and Dusseldorf. Founded in Japan, the company is part of the Sumitomo business group, alongside ca. 30 other companies, with subsidiaries worldwide.

*Source: Trends.be*

## TAKEDA COMPLETES ACQUISITION AND NAMES NEW CEO OF NYCOMED

Takeda Pharmaceutical Company Limited ("Takeda", TSE: 4502) announced it has completed its acquisition of Nycomed A/S ("Nycomed") for 9.6 billion Euro on a cash-free, debt-free basis and made Nycomed a wholly owned subsidiary of Takeda effective the same day. Dr. Frank Morich has been named CEO of Nycomed in addition to his current role as Executive Vice President (EVP), International Operations (Americas/Europe), Takeda Pharmaceuticals International, Inc., a wholly owned subsidiary of Takeda America Holdings, Inc.

The transaction fits in with Takeda's sustainable growth strategy outlined in its 2011-2013 Mid-Range Plan (MRP). Takeda has a strong presence in the Japanese and U.S. markets, while Nycomed has a significant business infrastructure in Europe and high-growth emerging markets that will enhance Takeda's regulatory development expertise and commercialization capability. In addition, the acquisition will bring Takeda an immediate and stable increase in cash flow generated from annual revenue of more than 2.8 billion Euro from the acquired business.

"The combination of both organizations will strengthen Takeda's performance during the 2011-2013 MRP period, and enable us to sustain medium and long-term growth targets starting in fiscal 2015 and extending into the next decade," said Yasuchika Hasegawa, President & CEO of Takeda. "Partnering the two organizations will have complementary effects and further increase our potential to become a truly global pharmaceutical company."

"I look forward to bringing Takeda and Nycomed together to ensure we can achieve enhanced revenue, growth and diversification, while maintaining the strong momentum of both companies," said Frank Morich. "The combined company significantly broadens our coverage of the global pharmaceutical market to more than 70 countries, increasing our global Rx sales ranking to 12<sup>th</sup> and further strengthening our position in the industry."

The combined company will have an active commercial presence in the therapeutic areas of metabolic diseases, gastroenterology, oncology, cardiovascular health, CNS diseases, inflammatory and immune disorders, respiratory diseases and pain management, as well as having a well-balanced presence in pharmaceutical markets of Japan, North America, Europe and Asia/Emerging Markets.

The integration enhances the 1,260 billion yen of projected FY 2013 sales in 2011-13 MRP by more than 30 percent and improves the 280 billion yen of projected FY 2013 operating income (excluding special factors derived from business acquisition) in 2011-13 MRP by more than 40 percent. Takeda will now start preparation of the consolidated financial outlook for its fiscal 2011 ending 31 March 2012, and is planning to announce it upon announcement of its financial results of fiscal 2011 2Q scheduled in November.

**Source:**

[www.takeda.com/press/article\\_43116.html](http://www.takeda.com/press/article_43116.html)



## YES VIII Program (Young Executive Stay) - Commercial export mission to Japan

3 to 12 June 2012

## THE SELECTED CANDIDATES FROM BELGIUM

This year, the YES program, a commercial export project under the auspices of H.R.H. Prince Philippe of Belgium will be held for the 16<sup>th</sup> year (the so called 8th edition YES VIII).

The YES program aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, the Belgium-Japan Association & Chamber of Commerce, in cooperation with the Belgian-Luxembourg Chamber of Commerce in Japan will organize a one-week training program in Japan, beginning with two briefing sessions in Belgium.

The training in Japan will consist of 1 day of intensive seminar training and company visits and the remaining days of introducing each participant to the potential partners and customers in his/her business area. Each participant will enjoy the support of a 'business coach', an experienced business person residing in Japan. In addition, students of Sophia University will help the participants with market studies and preparation.

The YES Closing Reception will be held in the presence of HRH Prince Filip of Belgium in Tokyo this year.

We hereby would like to thank the organizations that support the preparation and the briefing sessions: The Embassies, the FPS Foreign Affairs, Foreign Trade, Cooperation & Development, the Regional Export Agencies (AWEX, BIE & FIT) and the industry.

The co-organizers hereby proudly present the selected YES VIII participants from Belgium:

- › Belgemo- MY BOB
- › Dely Waffles
- › Elisa Lee
- › Luked
- › Psychomed
- › Remi Claeys Aluminium



## BELGEMO – MY BOB

<b>Sector</b>	Fashion
<b>Candidate</b>	Mr Geoffroy Moreels, Owner and Managing Director (43 years old)
<b>Target</b>	“BELGEMO has a fashion brand called “MY BOB, use your head!” specialised in accessories such as headwear, scarves and cufflinks. MY BOB is a young brand (2 years) but developing very well. Our first objective is to strengthen our position here in Europe and Asia is our second priority. Already with the first collection we have achieved a nice portfolio with good Japanese customers. The Japanese market is very important in fashion and luxury, which is the segment of MY BOB. Our major Japanese customers order each year thanks to our quality. This is a very good beginning. Now we need to increase our market.”
<b>More info at</b>	<a href="http://www.mybob.be">www.mybob.be</a>





## DELY WAFFLES

**Sector** Frozen Bakery Product

**Candidate** Mr Davy Van Poucke,  
Owner (35 years old)

**Target** “We believe the Japanese market has a high potential for us because our type of product is not known there, but at a European food fair we have encountered a big interest for the foodservice we offer. Later on, we gained the trust of retail groups who are also interested in our products. This year we were for the first time present at a fair in Japan (Foodex). This Yes program will maybe speed up things.”

**More info at** [www.dely.be](http://www.dely.be)



## ELISA LEE

**Sector** Jewellery

**Candidate** Mrs Heleen Veys, assistant designer (31 years old)

**Target** “We would like to get acquainted with the Japanese culture of doing business, get in contact with several interested and motivated agents and with a variety of department stores, galleries and museum shops. Our target is to have at least 10 selling points all over Japan and if possible our own flagship store.”

**More info at** [www.elisa-lee.be](http://www.elisa-lee.be)



## LUKED

**Sector** Sports Nutrition

**Candidate** Mrs Caroline Noeyens, Manager (35 years old)

**Target** “We expect the visit to Japan to be very interesting, to get to know the country, its people and its culture. We expect the trip with the Yes program to be of a great value in finding the right persons/companies to import. We expect the visit to Japan to be very interesting, to get to know the country, its people and its culture. We expect the trip with the Yes program to be of a great value in finding the right persons/companies to import our products on the Japanese market. In 5 years we hope to have found a good partner/distributor on the Japanese market, who then has built a dealer network for our 3Action products.”

**More info at** [www.3action.be](http://www.3action.be)







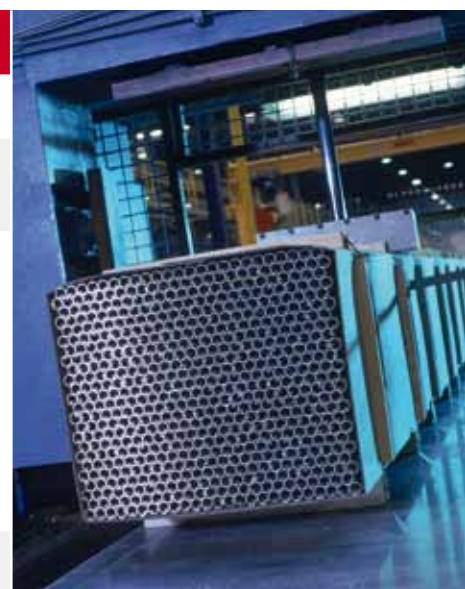
## PSYCHOMED

<b>Sector</b>	Consumer electronics
<b>Candidate</b>	Mr Stephane Krsmanovic Dumonceau, CEO (53 years old)
<b>Target</b>	“We wish to develop an interesting, strong and fruitful collaboration with a Japanese company for launching our superlearning and stress management technology, the “PSIO”, in Japan, to then develop the sensitivity of the Japanese market for our products.”
<b>More info at</b>	<a href="http://www.psychomed.com/psio.PDF">www.psychomed.com/psio.PDF</a>



## REMI CLAEYS ALUMINIUM

<b>Sector</b>	Aluminium HF welded tubes
<b>Candidate</b>	Mr Hubbe Vanneste, Sales & Marketing Mgr (32 years old)
<b>Target</b>	“Being an experienced partner in traditional sectors throughout Europe for many years, Remi Claeys aluminium started in 2011 to approach more global markets. The far distance export strategy is based on niche markets with high added value such as HVAC&R, sea water desalination technology and automotive subcontractors. Japan is part of the internationalization strategy for Remi Claeys Aluminium and our goal is to find partners in products and R&D to create a stable base for the coming years and future challenges in climate control/ water scarcity control/etc...”
<b>More info at</b>	<a href="http://www.remi-claeys.be">www.remi-claeys.be</a>



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

### Corporate Member

#### AFJ.BE

Act for Japan.be is a NPO organization founded after the Tōhoku earthquake and tsunami on 11 March 2011. Our principle members are Japanese artists in Belgium. We organize or assist charity events to raise fund and awareness to support the people in the devastated area. We also try to stimulate the cultural exchanges between Japanese people and European people. Thanks to the encouraging support from individual people in Belgium, local authorities, theaters and sponsoring companies, Act for Japan.be is stepping into the next stage of organizing original cultural events. In 2012, we invited 2 pottery craftsmen from Fukushima to give a series of workshops in Europe. And a symposium at BOZAR in Brussels took place to share experience and opinions for city planning of Miyagi

prefecture. Act for Japan.be aims to contribute to the reconstruction of Tōhoku through our efforts in Belgium where we are blessed with the rich cultural environment.



**ACT  
FOR  
JAPAN  
.BE**

AFJ.BE

80 rue de Hennin, 1050 Bruxelles  
Tel: +32 (0)476 464 827  
E-mail: [info@actforjapan.be](mailto:info@actforjapan.be)  
Website: [www.actforjapan.be](http://www.actforjapan.be)  
Contact: Ms Sally Warihashi, Co-founder

#### Eventually Productions

Concertpromoter: Presenter of KODO Japanese Heartbeat Drummers in BENELUX and Greece.

KODO

For thirty years, Kodo has explored the boundless potential of

the ancient Japanese drum, the taiko. Inspired by the powerful natural beauty of their home on Sado Island in the Sea of Japan, Kodo infuses traditional forms with fresh global influences to create new and unique musical expressions.

Two meanings are embedded in the Japanese characters for Kodo. First, heartbeat: the primal, tender sound as heard in the womb. Second, children of the drum: reflecting Kodo's intent to play their drums simply, with the heart of a child.

Since 1981, Kodo has delivered over 3,400 performances in 46 countries, becoming Japan's most critically acclaimed performing arts group.

#### Eventually productions

Mottaart 2, 2230 Herselt  
Tel: +32 (0)477 752 487  
E-mail: [info@eventually-productions.be](mailto:info@eventually-productions.be)  
Website: [www.eventually-productions.be](http://www.eventually-productions.be)  
Contact: Ms Chris Leon, Director



#### St. John's International School

St. John's International School ([www.stjohns.be](http://www.stjohns.be)) provides an English-speaking education to 900 students from more than 60 countries. Widely regarded as one of the best international schools in Europe, St. John's offers a wide variety of academic, arts and athletic programs.

St. John's International School provides an English-language education based on Christian values, demands personal excellence and stimulates individual responsibility within a culturally diverse environment. The school embraces its historical tradition and, in particular, the Christian values of:



- › Companionship - the gentleness to befriend and strength to accompany



- › Integrity - being true to ourselves, to each other, and to our world
  - › Respect - of people, languages, cultures, beliefs and values
- We hope we can help Japanese companies who employ expat workers to provide information on options for international schools for their families.

For more information or to make an appointment to see the school and speak to teachers and students, please contact Marcia De Wolf, Community Relations Director at [mdewolf@stjohns.be](mailto:mdewolf@stjohns.be)

#### St. John's International School

Drève Richelle 146, 1410 Waterloo  
 Tel: +32 (0)2 352 06 10, Fax: +32 (0)2 352 06 30  
 E-mail: [mdewolf@stjohns.be](mailto:mdewolf@stjohns.be)  
 Website: [www.stjohns.be](http://www.stjohns.be)  
 Contact: Mrs Marcia De Wolf,  
 Director of Community Relation

### Tokio Marine Europe Insurance Limited

We are the Belgian branch of Tokio Marine Europe Insurance Ltd. headquartered in London, belonging to Tokio Marine Group Ltd., the oldest Japanese insurance group since 1879.

Present in Europe since 1890, Tokio Marine started undertaking insurance business in Belgium back in 1930. The Belgium Branch office opened in 1973.

Our business model is to deliver to our Japanese customers in Belgium the following services:

- › Insurances: Property, Business Interruption, Machinery Breakdown, Builders' Risk, Liability and Marine
- › Risk Engineering and Damage Prevention: we have our own team of engineers available to help our customers anticipate risk and take preventive measures to protect their tangible assets and business.
- › Claim services and claim data management: we help our customers to understand damage mechanisms and so to improve their product quality.

Our high quality business standards allow us to enjoy the trust of many major Japanese corporations who gave us a leading position in their insurance programmes. Most of these corporations are also members of the BJA. Beyond its core business, our Branch



also feels a part of the Belgian-Japanese community. In that sense we find the BJA an excellent platform for mutually sharing ideas and experiences among the participants in the inner heart of Europe.

#### Tokio Marine Europe Insurance Limited

Avenue du Port 86C box 119, 1000 Brussels  
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 E-mail: [takashi.furugaki@tokiomarine.eu](mailto:takashi.furugaki@tokiomarine.eu)  
 Website: [www.tokiomarine.co.uk](http://www.tokiomarine.co.uk)  
 Contact: Mr Takashi Furugaki, General Manager,  
 Belgium Branch

### Vinowa Co Ltd

Cross cultural marketing and trade facilitator



VINOWA bridges products and ideas across Japan and Belgium to facilitate trade, exhibition and cultural activities with dedication to creating a new model for approaching wellness, empowering general public through sharing expertise and knowledge, and preservation of cultures. We find solutions by partnering with like-minded practitioners and partners who have the ability and commitment to change for the better society and better world.

In May 2012, VINOWA has collaborated with Tea World Rendez-Vous®, a Belgium event facilitator to welcome a prestigious Japanese Sencha School HIGASHIABERYU at an international tea exhibition in Brussels. VINOWA will continue striving to create opportunities for the communities in Japan and Belgium to share a collective wisdom cultivated by generations through introduction of craftsmanship and innovative programs.



#### Vinowa Co Ltd

Rue de Hennin 80, 1050 Brussels  
 Tel: +32 (0)2 647 3051  
 Fax: +32 (0)2 648 1088  
 E-mail: [sally@nagomi.be](mailto:sally@nagomi.be)  
 Website: [www.vinowa.com](http://www.vinowa.com)  
 Contact: Ms Sayuri Warihashi, Managing Director

### Associate Member

#### ICHIBAN Consult BVBA

ICHIBAN Consult is a new consulting firm, specialised in tax and legal consulting for individuals. We assist individuals, assigned from abroad to work in Belgium and Belgian nationals, who work abroad. We offer a service package including tax returns (including the special tax regime for foreign nationals), employment law, tax calculations and legal assistance.

We render services in a personal way, with the highest standards of quality, timely delivery and responsiveness. We believe that the commitment of a consultant to serve clients prevails over the size of the consulting firm.

Membership to BJA meets our passion for Japan and the Japanese people and helps us to better connect with them.



#### ICHIBAN Consult BVBA

Mijlsteen 3, 9031 Drogen (Ghent region)

Tel : +32 (0)9 224 15 72, Mobile: +32 (0)476 49 09 01

E-mail : [info@ichibanconsult.be](mailto:info@ichibanconsult.be)

Website : [www.ichibanconsult.be](http://www.ichibanconsult.be)

BJA Contact : Mr Jan Lambrechts,  
Director and Specialist Human Capital



### Individual Members

#### Couple members

Mr & Mrs B. Peeters

#### Regular members

Mrs J. Kanno

Mr L. Peirlinckx

Mr H. Yamamoto

#### Student members

Ms G. Bart-Plange

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





# PENTAX K-5

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# YAMAGATA EUROPE

## TRANSLATING KNOWLEDGE

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

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

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

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

[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)

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