



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



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EDITORIAL

Deepening friendship between two countries

By Mr Atsushi Sudo, President of Mitsui & Co Benelux, BJA Vice-President and Nihonjinkai President



Mr Atsushi Sudo

When I am interviewed about business in Belgium, I always reply "Belgium is small enough to try something new in business, and large enough to influence the whole EU market". I always wanted to contribute to the social development through the internal relationship and was so happy to have an opportunity to work and live in Belgium.

Indeed, the experience here has been better than expected. The interesting combination of an exciting business environment and the opportunity to meet so many people from a variety of cultural backgrounds is so valuable to me. Further, I am always impressed to see people respect their life style, history and culture.

It is a great honor and privilege for me to assume the role of Vice-President of the Belgium-Japan Association & Chamber of Commerce (BJA), whose mission is to promote business and cultural relations between Belgium, Europe and Japan.

In the long history of friendship between two countries, this 2012 will become one of the significant years. The trade mission presided over by HRH Prince Philippe of Belgium visited Japan in June with a great success participated by around 300 members from around 130 industries and institutions.

In just a week stay, many alliances were press-released and conferment of decorations took place. It contributed a lot in encouraging and enhancing joint research

and economic activities between Belgium and Japan. We note BJA, especially the secretariat played an important role to plan, prepare and coordinate some aspects of the trade mission including publishing "The Experience of Japanese Companies in Belgium - 2012". The mission was joined and vitalized by many BJA members. We also recognize that their commitment and goodwill to Belgium and Japan helped the mission to succeed.

Recently, European countries are having a difficult time. Belgium is not an exception. However, I admire that the government stands resolute and people are resilient, which results in a certain level of stability and credibility for Belgian economy and politics. In addition, it is encouraging that industries with unique technology and quality are leading the economy through the globalized network.

Japan has many issues common to Europe and Belgium. Japan has many opportunities to learn from Belgium, and therefore I refer to the fore-mentioned quote, "we need to be cautious enough to respect something classic, and brave enough to go more global".

Through the activity as the Vice-President of BJA and also concurrently as the President of the Nihonjinkai in Belgium, I am honoured to support to further expand the relationship between Belgium and Japan.

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Security Seminar Debriefing 企業・在留邦人向け安全対策セミナー

Thursday 19 April 2012 - Japanese School, Brussels



The room was filled with an interested audience at the Japanese School in Brussels.



Mr Joto, Consul of the Embassy of Japan in Belgium, inspects the tools of the Police.



Many questions were raised to the main speakers after the seminar as well.

BJA（日白協会兼商工会議所）では、在ベルギー日本国大使館、日本人会及びブリュッセル日本人学校、更にベルギー側からは内務省及びブリュッセル警察の協力を得て、「企業・在留邦人向け安全対策セミナー」を開催しました。

セミナーは直接ベルギー治安当局から、安全対策に関する助言を受け、日常感じられている治安に対する不安を払拭するとともに、防犯意識の向上を目的とし、約 100 名以上のブリュッセル日本人学校生徒の保護者並びに B J A 及び日本人会会員の皆様にお集まり頂き、PTA 総会後に実施されました。

当日は、内務省総合地域セキュリティー課技官のヴァレリオ氏及びブリュッセル警察技術防犯担当参事官のフーバンクス氏より日本とベルギーの犯罪形態の違いや当地における内務省及び警察の取り組み、手口別防犯対策、警察による住民向け各種サービスをご説明頂きました。

セミナー終了後、多くの参加者の方々よりアンケートにご回答頂き、ご協力賜りましたこと、お礼申し上げます。

On April 19th, 2012, the Belgium-Japan Association and Chamber of Commerce organised a seminar in cooperation with the Japanese Embassy and the Nihonjinkai, held at the Japanese School in Brussels, on (personal) security matters. This seminar was held in the Japanese language only with the aim to enhance the awareness of the Japanese community in Belgium on security measures.

With kind cooperation by the Belgian Federal Ministry of Internal Affairs and the Brussels Police Department, two representatives gave a thorough presentation to over 100 parents of the Brussels Japanese School, members of the Japanese Association in Belgium and the BJA.



Seminar Business with Japan Second Briefing Session YES VIII

Thursday 10 May 2012 - BECI offices



The YES Participants – full force ahead to Nonbe Daigaku Restaurant.



Mr Serge Laeuffer of Dandoy, Mr Lebrun of ANA and Mrs Matsumoto of the BJA discussing transport of delicious Belgian goods to Japan.



The people of ONDD gathering to take the questions.

This seminar was a BECI-seminar in cooperation with Berlitz Consulting and ONDD | Nationale Delcrederedienst, supported by the Belgium-Japan Association & Chamber of Commerce - just one month in advance of the Princely Trade Mission to Japan. It served also as the Second briefing session for the YES Participants with an additional private luncheon.

The Program of the Seminar consisted of a presentation by the Office national du ducroire | Nationale Delcrederedienst (ONDD), the Belgian public credit insurer. They gave an overview of the economical situation in Japan and explained which support they can offer in export activities.

The enthusiastic and convincing testimonial of Mr Serge Y. Laeuffer, Director General of Dandoy SA, and BJA company member, guided the audience into being successful in the Japanese market.

To complete this session, Berlitz Consulting informed about the Cultural Navigator and the Cultural Orientations Indicator.

The Program was followed by a private luncheon for the YES VIII Participants to discuss their preparations and strategy approaches, 3 weeks before departure, in an informal manner.



Mrs Ann Blondé, YES Committee Chairwoman (lady in the middle) encourages the YES Participants for the 16th year!



Savoring Delicious Life of Belgium – Japanese Cuisine Workshop with Mr Kamo, Master Chef

Saturday 12 May 2012 - Restaurant Kamo, Brussels



Participants enthusiastically observing the cooking demonstration by Mr Kamo.



(from left to right), Mrs Katalin Buday, General Manager of Sumitomo Benelux, Mrs Masako Kato, Managing Director of Many Truths, Mr Eric Resler, Lawyer of Reslex, Mrs. Izumi Kasayanagi of Sumitomo Benelux, Mr Yoshitaka Oto, Manager of Mitsui & Co Benelux, and Mrs Zarife Duysak of Sumitomo Benelux, all listening carefully to Mr Kamo who was explaining the procedures.



(from left to right), Mr Jean-Claude Dom, Senior Manager Finance & Purchasing, Mr Nino Pellegrini of Daikin Europe, and Mrs Yumiko Shimizu of Sumitomo Rubber, taking the challenge to cut fish in a proper way.

Thanks to the generous support by Mr Tomoyasu Kamo, Owner and Master Chef of Restaurant Kamo in Brussels, the Cultural Committee of Belgium-Japan Association & Chamber of Commerce had a pleasure in inviting the members in May and again in June to an exclusive work-



Mr Tomoyasu Kamo, Master Chef of Kamo Restaurant, introducing his philosophy on Japanese cuisine.

shop in the widely appraised “Restaurant Kamo”, the first Asian restaurant in Belgium ever to receive a star in the Michelin Guide in 2012. The afternoon was opened by Mr Kamo’s introduction on the Japanese Cuisine where he highlighted the concept of “Ichiju Sansai” – one soup and three side dishes, the keyword for “Washoku”, Japanese cuisine. The workshop began firstly with the demonstration of cooking by the Chef Mr Kamo himself. After the demonstration, the participants were divided into 4 groups and each group took turns to put their aprons and to be the chef. While some devoted their time in observing, most of the participants challenged in cutting up vegetables and slicing fish with super sharp knives (without cutting their fingers!). At the end of the workshop, all the participants had the opportunity to savor the ‘Ichiju Sansai’ meal which they just accomplished and everyone was over the moon when they tasted the delicious creations, all thanks to the Chef Mr Kamo.



Savoring Delicious Life of Belgium – Japanese Cuisine Workshop with Mr Kamo, Master Chef

Saturday 30 June 2012 - Restaurant Kamo, Brussels



(left to right) 'Kimpira' – sauté of Potatoes and Fennel, 'Agebitashi' - deep fried Eggplant and Chicken, marinated in Soy and Mirin sauce, 'Teriyaki' of Japanese sea bass, and 'Tonjiru' - Pork soup with vegetables.



(left to right) Men at work, Mr Alexis Van Oostende, Managing Director of FUJIFILM Europe and Mr Patrick Grosfils, cooking hard.



(left to right) Women at table, Mrs. Isabelle Pollet and Mrs. Catherine Collet, Project Manager – Asia Pacific of AWEX, savoring hard.

TODAY'S MENU

(Recipe for 4 persons)

'TERIYAKI' OF JAPANESE SEA BASS

4 slices Japanese sea bass +/- 80g
Teriyaki sauce 50cc each Soy sauce and Mirin,
1 soup spoon Sugar

'KIMPIRA' - SAUTÉ OF POTATOES AND FENNEL (FENOUIL)

1 Fennel
1 Potato
Small portion of Carrot
60cc Sake, 40cc Soy sauce, 20g Sugar
Bit of Sesame

'AGEBITASHI' – DEEP FRIED EGGPLANT AND CHICKEN, MARINATED IN SOY AND MIRIN SAUCE

1 Chicken leg
1 Egg plant
450 cc Dashi (Katsuo Broth), 75cc Soy Sauce, 75cc Mirin 6 1 1

'TONJIRU' – PORK SOUP WITH VEGETABLES

100g Pork (belly part)
Carrot, Japanese White radish, Silky peas, Burdock, Lotus root, and Pumpkin
5 soup spoon Miso Paste
1000 cc Dashi (Broth)

Tomoyasu Kamo



» keep reading from p.1

ベルギーでのビジネスに関してインタビューを受けると、私はいつもこう答える。“Belgium is small enough to try something new in business, and large enough to influence the whole EU market.” 国際関係を通じて社会の発展に貢献したいと考えてきた私にとって、ベルギーで働き、住む機会を得たことはとても嬉しいことだった。

実際、ここでの経験は期待を上回るものだった。活気のあるビジネス環境、多様な文化を担う様々な人との出会いは私にとって貴重なものである。又、人々が自身の生活様式や歴史、文化を大切にすることに感銘を受けている。

ベルギー、欧州と日本の間でのビジネス及び文化交流の推進を使命とする BJA の副会長に任ぜられたことは、とても誇りであり名誉なことと感じている。ベルギーと日本の長い友好関係の中でも、経済ミッションの訪日と成功という点で今年は特に意義深いものであろう。フィリップ皇太子殿下は、約 130 社の企業と大学関係者を含む約 300 人からなる経済ミッションを率いて訪日した。1 週間という短い期間のうちに、多くの提携発表や叙勲がなされ、ベルギーと日本の技術発展および経済活動を深めた。

“The Experience of Japanese Companies in Belgium - 2012” の発行を始め、この経済ミッションに関連した企画、準備、調整にあたっては BJA 事務局が重要な役割を果たしたことはご承知の通り。又、多くの BJA メンバーがミッションに参加し活動した。ベルギーと日本の友好関係は、多くの個人の責任感と善意で支えられているとあらためて実感した。近年、欧州では政治経済での厳しい状況が続いている。ベルギーも例外ではないが、政府が毅然とした政策を取り、国民も粘り強く対応することで、政治経済面で一定の安定感を確保していることは敬服に値する。ベルギーらしい品質と技術を保ちながら、グローバルに事業を展開している産業が経済を牽引しているのも力強い。

日本は欧州、ベルギーと共有する課題は多い。少なくともビジネスにおいては、今まで以上に、日本はベルギーから学ぶことが多いのではないだろうか。冒頭の引用を踏まえるなら、「我々は伝統を大切にする一方で、勇気をもって更なる国際化を果たすべき」であろう。

BJA の副会長ならびに日本人会会長の活動を通じて、私は謹んでベルギー・日本両国の関係の更なる発展を支援していく所存である。



ベルギー進出日系企業の状況 - 2012 年版

THE EXPERIENCE OF JAPANESE COMPANIES IN BELGIUM - 2012

Order now!

Price

MEMBERS: 15 €
NON-MEMBERS: 30 €
+ MAILING COSTS

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Like in 2000 and 2006, the Belgium-Japan Association & Chamber of Commerce (BJA) is publishing a review of Japanese companies which have invested in Belgium. The purpose of the book is to share their views and experience regarding the Belgian environment and market conditions.

This bilingual document (English and Japanese) is based on interviews of executives of the companies which volunteered to participate, representing a variety of industry sectors and a geographical footprint across all regions (Brussels, Flanders and Wallonia). The book also covers the views of Belgian research institutes in relation with Japanese businesses and institutions.



Book launch & official handover to HRH Prince Filip of Belgium

Monday 11 June 2012 – Hotel Okura, Tokyo



「ベルギー進出日系企業の状況(2012年版)」- 'EXPERIENCE OF JAPANESE COMPANIES IN BELGIUM - 2012'
 BY MR MASATOMO NOMURA, BJA INVESTMENT COMMITTEE CHAIRMAN AND DIRECTOR KPMG

BJA 投資委員会は、このたび「ベルギー進出日系企業の状況(2012年版)」を刊行しました。2000年と2006年の出版に続くものです。本書の出版発表は、6月11日に、ベルギー貿易使節団長として訪日中の、フィリップ皇太子殿下へ献上する形で行われました。

今回の調査は、2008年の世界的経済危機からの回復もままならぬうちに、東日本大震災、タイの洪水、ユーロ危機、円高に襲われるという、日系企業をとりまく厳しい状況が続く中で行われました。日系企業がベルギーの地の利、人の利を最大限に利用して奮闘している様子がうかがわれるかと思えます。

今回の版では、ベルギーのブリュッセル、フランダース、ワロン地域に進出しているさまざまな業種業態の日系企業に加え、日本と深い関係を持っているベルギーの研究機関も含めました。日系企業のグローバル化が進み、進出の形態が多様化していることを考慮したものです。

ベルギーが欧州の玄関口に位置し、整ったインフラを備えていることは周知の事実ですが、同時に、研究開発要員を含め、レベルの高い人材が揃っていることも注目されています。これは、ベルギーで長年事業を発展させてきた日系企業関係者が実感している点で、ベルギーの教育の成果であると共に、ベルギー人の仕事に対する高い意欲および多言語能力に由来するものといえるでしょう。またベルギー連邦・地域政府の日系企業を歓迎する姿勢と暖かい協力も、大切な理由のひとつに挙げられます。

本書では、改善されるべき点についても積極的に意見を聴取しました。日系企業の投資対象先として、ベルギーの魅力を一層増すためには、人件費、特に雇用主負担の社会保障掛け金を抑制する努力をすべきこと、また規制を緩和し、各種行政手続きを簡素化すべきこと、英語文書を行政手続きにおいて認めるべきこと、さらに両国間の直行便を実現すべきこと、などが多くの企業の共通意見としてあげられています。

また、本年1月にBJA企業会員並びに在ベルギー日系非会員企業を対象として行われた、ベルギーのビジネス環境に関する調査結果が、14-15ページに掲載されておりますので、あわせてご覧ください。

BJA 投資委員会委員長
野村正智

The Investment Committee of BJA has just published the 'Experience of Japanese Companies in Belgium - 2012'. The new book was presented to HRH Prince Philippe on 11 June during his mission to Japan. The book follows up its previous editions in 2000 and 2006.

The interviews were carried out when business conditions were extremely difficult for Japanese companies. While they were recovering from the global economic crisis of 2008, they were struck by the disaster of March 2011 in Japan, flooding in Thailand, the euro crisis and a high yen value. Their stories show that they are trying to maximise the benefits of Belgium and Belgian people even under such circumstances.

We have, for the first time, included Belgian research institutes that have strong ties with Japanese businesses and institutions. It reflects the globalisation of Japanese companies and the resulting expansion of the ways that they come to invest in Belgium.

It is well-known that Belgium is located at the gate of Europe and that it has well developed infrastructure. More importantly, Japanese managers tend to echo that it is easy to find highly qualified people in Belgium including those who could be engaged in R&D activities. As many companies with long years of experience have testified, this derives from the fact that Belgium has an excellent education system, that Belgians are highly motivated and that many of them command multilingual skills. In addition, warm welcoming attitude and generous support by the Federal and Regional authorities are well known.

We have actively sought comments on issues that should be improved as in our previous books. To make Belgium more attractive to investors, many have suggested that employment costs, especially employers' social security contributions, should be reduced, that administrative procedures should be simplified through deregulation, that English documents should be accepted in administrative procedures and that direct flights from Japan should be realised.

Please also have a look at the results of the BJA survey on the business environment in Belgium in pages 14-15. The survey was conducted in January 2012 among BJA member companies and non-member Japanese companies in Belgium.

Masatomo Nomura
The chairman of the Investment Committee of BJA

BJA REPORT

The Young Executive Stay Program YES VIII in Japan

3-12 June 2012

After going through a strict selection procedure, being instructed by experts and business people about dealing with business in Japan during two briefing sessions, and being introduced to all facets of what to expect in Japan, all the hard work in Belgium ended and Japan was awaiting. The YES candidates were ready to do business.

YES Ending Ceremony - Monday 11 June 2012

At the last day of the program in Japan a wonderful ending ceremony at the Belgian Embassy finalized the YES and the YES Participants had the honor to meet the initiator of the YES Program, His Royal Highness Prince Philippe of Belgium.



Before the Ending Reception on the 11th of June with HRH Prince Philippe of Belgium, the program started already a week earlier in Tokyo, where the young executives, the BLCCJ directors met up with the respective business coaches, Sophia University students and other parties involved in the program. One full week filled with seminars and business-to-business contacts lifted off. A very dynamic YES participant, Mr Geoffroy Moreels, Owner of MyBob, shares his experience of doing business in Japan in the following article.





The Young Executive Stay Program YES VIII in Japan

3-12 June 2012

MY BOB IN TOKYO THANKS TO THE YES PROGRAM BY MR GEOFFROY MOREELS, OWNER OF MY BOB

Yesterday, I was selling MY BOB to a few Japanese customers. Today I am selling already to some more Japanese fashion shops. Tomorrow, I might sell MY BOB to the major department stores thanks to the YES program.

Beginning of this year, I was informed by a fashion friend, Mrs. Marie Martine Israel about the YES program. I was advised to try it as it is a very good program for young companies such as mine that want to develop in Japan.

I can say today, that the YES program is a huge opportunity that helps my company to gain market share in Japan, a very important potential market for MY BOB.

The introduction to Japan in Brussels or Tokyo was interesting and helpful for the preparation of the trip. Knowing some words and customs can be very useful in a country full of symbolic and tradition.

My biggest trump in this preparation was Teruyuki, the student from the Sofia University. He assisted me for about three months in the preparation to my visit. We had a weekly skype meeting where we got to define our way in the Japanese fashion market. He is a very motivated, professional and conscientious person. He took his responsibilities very seriously, which helped me a lot in exploring the fashion market. He translated MY BOB presentations; send it to the different customers, finding contact details, called, mailed, made appointments. Thanks to his entrepreneurship we got also published in the press and a famous theatre player is wearing MY BOB. Who could expect more ?!

My agenda was fully booked with an average of 2 meetings a day. After my arrival in Tokyo I visited existing customers and potential customers together with him or a translator. It is very useful to have a person with you that speaks Japanese even if most of the people could speak English. It makes it easier for them.

At the end of each meeting I gave the customers some hand-made hat-shaped chocolate, ideal for MY BOB and very much appreciated. I already received some presents back.

Beside my professional visits I had the pleasure to be guided by Teruyuki around Tokyo. He explained me constantly about his culture and history.

Some highlights during the trip were:

- › The imperial gardens in a sunny day.
- › Finding my way with the underground.
- › A cool beer in the office district close to Tokyo station.
- › The amazing department stores and shops in Ginza.
- › The hot springs.
- › An amazing noisy Pachinko gambling place near the hotel.
- › The fish market and its Tuna sushi.

One magic moment was the visit of the Meiji Jingu Shrine in Shibuya during a rainy afternoon. The walk to the temple through the woods was beautiful.

Teruyuki and myself had the temple just for us. He explained me the rituals of the Shinto religion and the Shrine. There was also an impressive exhibition of Bonsai trees. You couldn't imagine being more in Japan than this.

The YES program ended with a very nice reception at the beautiful Belgian Embassy. This meeting was a great opportunity to introduce the program, its advantages and MY BOB to H.R.H. Prince Philippe of Belgium, accompanied by Belgian politicians and journalists. We also had the great pleasure to meet the Japanese sponsoring companies and not to forget the Belgium-Luxembourg Chamber of Commerce in Tokyo as well, as this program is co-organized by the BJA in Belgium and the BLCCJ in Japan.

All these contacts and people involved gave me a nice article in one of the leading Belgian newspaper and a good contact with some ministers of Brussels' government.

Today, I already have concrete results from the YES program. Some of the people I met have ordered MY BOB accessories last week in Paris. I have a meeting with the most important department store in September in Paris and I am starting a closer cooperation with one of my existing customers.

The YES program is a fantastic opportunity that I would advice to every company that can and wants to develop in Japan. It allows you to meet customers, to have a better understanding of the market. It even gave me some inspiration for the creation of a cap. I can just say, "Do it and make the best out of it!"



Impressions of the Princely Economic Trade Mission to Japan

June 2012

BELGIAN INDUSTRY SHOWS ITS BEST SIDE ON TRADE MISSION TO JAPAN

A Belgian delegation of 229 business people from 70 Flemish, 29 Walloon and 30 companies from the Brussels Region, have accompanied the royal couple Prince Filip and Princess Mathilde on a trade mission to Japan. The stately ceremony in Tokyo was attended by Prince Filip, Flemish deputy Minister-president Ingrid Lieten (SP.A) as well as her Walloon and Brussels colleagues Jean-Claude Marcourt (PS) and Benoît Cerexhe (cdH). It took less than one day for the first contracts to be signed between Belgian and Japanese business partners. Seven representatives from the Flemish region promote Flemish interests on a full time basis in Tokyo. "Japan is the fourth biggest investor in Flanders after all," explains Claire Tillekaerts, CEO of Flanders Investment and Trade (FIT). The country of the rising sun is particularly interested in the chemical, pharmaceutical and biotechnological expertise in Flanders, with the chemical

industry alone representing 45% of all exports to Japan. "There are a number of criteria to respect when doing business with Japan," says Tillekaerts. "First and foremost one must establish trust. Only then can you enter into business." Jean-Claude Marcourt (PS), Walloon Economy Minister, is keen to highlight the drawcards of his region: "Here we can introduce businesses that are at the forefront of innovation and research & development as well as those renowned for their nanotechnology and ICT." Walloon exports to Japan increased by 29.9% between 2010 and 2011 after a spectacular jump of 70% between 2009 and 2010. "A royal mission opens new doors," says Cerexhe: "It makes it much easier to establish contact with the CEOs of top companies. Everyone here is also familiar with the Brussels 'brand' which also benefits the other regions."

Source : De Morgen ; Tue, 12 Jun 2012; p.6



JAPAN-BELGIUM FOREIGN MINISTERS' MEETING

On Tuesday, 12 June, Mr Koichiro Gemba, Minister for Foreign Affairs, held a foreign ministers' meeting with H.E. Mr Didier Reynders, Federal Deputy Prime Minister and Minister of Foreign Affairs, Foreign Trade and European Affairs of the Kingdom of Belgium, who was visiting Japan, from 7 PM for approximately 35 minutes. An overview of the meeting is as follows: Foreign Minister Gemba welcomed the visit to Japan by Minister Reynders and by Their Royal Highnesses Prince Philippe and Princess Mathilde of the Kingdom of Belgium, and their economic mission, and stated that on this occasion, he would like to further strengthen bilateral relations. Foreign Minister Gemba also stated that, as many Japanese enterprises had advanced into Belgium and set up their headquarters for operation in Europe, Belgium has become an important economic base for Japan in Europe. While expressing his gratitude for Belgium's efforts in preparation of an investment environment, Foreign Minister Gemba requested further efforts for improvement.

In response, Minister Reynders stated that although the current mission mainly comprises people of the business circle, there are also people in the fields of education and research; that he expected that Japan-Belgium relations would be further enhanced on the occasion of the current visit; that he was

impressed by the Japanese people who have achieved restoration after the Great East Japan Earthquake occurred last year; and that Belgium would be able to cooperate with Japan in the field of decontamination of the soil.

Concerning the Japan-EU Economic Agreement (EPA), Minister Reynders stated that he expected progress in terms of the Japanese side's non-tariff measures and the participation of European enterprises in government procurement, that he supported the Japan-EU EPA and that he had stated his support on occasions such as the Council of European Union. In response, Foreign Minister Gemba requested cooperation from the Belgium side for the launch of negotiation for the Japan-EU EPA, and stated that he would like to solve the problems of non-tariff measures and government procurement during the negotiation.

Other topics were discussed as well:

- > European debt crisis;
- > Afghanistan;
- > Syria

Source: http://www.mofa.go.jp/announce/announce/2012/6/o612_01.html

Impressions of the Princely Economic Trade Mission to Japan

June 2012



Visit to Bruges
 ブリュージュ歴史地区めぐり

Sunday 1 July 2012 - Bruges



Mr Arnaud Jamar, new Chairman of the BJA Friendship Committee (completely on the right) explaining the beauty of the city.

Dear Member,

I am honored to assume the position of Chairman for the BJA Friendship Committee. My first thoughts are to thank the BJA staff who encouraged me to take up this position. I must also thank our outgoing FCOM Chairwoman, Ms Saito. The counsel and enthusiasm of my predecessors will be hard to replace. My gratitude also extends strongly towards the remaining FCOM team that supports me, especially Mr Pierre Brauwiers, who has served the FCOM for over ten years. He has been regularly organizing events which are always attended by the young, the less young, and the old(er) generations. Volunteers like him and also many others are what make the FCOM the great organization that it is.

For myself personally, I was born and raised in Belgium, but I always liked travelling and discovering other cultures. My passion for Japan started the first time I came in contact with anime and... a Japanese wedding. I started to learn the language when I started my Bachelor in Communication management.

The ongoing fusion of the traditional and the new that defines Japan truly conquered my heart.

When people ask me why I fell in love with Japan, I answer them this poem of Motoori:

*Shikishima no
 Yamato-gokoro wo
 Hito towaba,
 Asahi ni niou
 Yamazakura-bana*

We go on with the young-of-mind-spirit, ready to exchange interests, experiences, languages, and culture in a friendly and relaxing atmosphere. I hope that you, with your family and friends, will attend the various events we have arranged for this year. It is a varied programme and I personally look forward to meeting you at these events.

Arnaud Jamar, Chairman of the Friendship Committee
www.bja-fc.be - info@bja-fc.be

After meeting at Bruges train station we received a warm welcome from the BJA-FC Committee and its new chairman Arnaud in his very first task following his nomination.

The multicultural group of +/- 20 people composed of Japanese, Belgians, Italians, Luxembourgish... started its tour walking in the direction of Bruges' centre.

Despite living in Belgium for around 2 years it was my first visit to the city and didn't know at all about it.

During the walk people started to introduce each other and immediately lively talks in every language began. Main subjects: Japan, of course, Belgium and each personal experience about living abroad.

In his role of guide, Arnaud provided us with detailed history of visited places. The "Venice of the North" really deserves its name due to the numerous canals of the city.



Well organized, the tour took us to the Church of Our Lady, the City Hall, the Belfry and other beauties of Bruges. A planned boat tour in the canals showed us the city from a different angle, the stop-over in a hidden and very nice Irish pub during lunch break and the tasting of some local sweets and beers was superb.

Despite the cool day and the sun playing hide and seek with the clouds, the beauties of Bruges and the easygoing group made the too short day a brilliant one. I think everyone really enjoyed it and I am looking forward to the next BJA-FC event. Mata ne!

Alessandro Perna



MESSAGE FROM THE NEW FRIENDSHIP COMMITTEE CHAIRMAN

BJA Survey Results

This survey was conducted by the BJA Investment Committee in the month of January 2012 among 250 BJA corporate members and non-member Japanese companies doing business in Belgium. In the survey, we asked 48 questions in a wide range of issues. We received 29 replies in total. Please kindly find below a summary of the results.

1. GENERAL MATTERS

1.1 Governments

- › 65% of respondents agree that the Belgium Federal government and its officials are business friendly.
- › 68% of respondents agree that the Belgian Regional government and their officials are business friendly.
- › 78% of respondents believe that the Belgian legal and regulatory framework restricts the competitiveness of their business.
- › 93% of respondents confirm that the presence of the key European and international institutions is important for their businesses.
- › 70% of respondents believe that Belgium is a politically stable country.

1.2 Quality of life

- › 93% of respondents think that health services are good in Belgium.
- › All respondents believe that education available for the children of Japanese expatriates is good.
- › 96% of respondents feel that the quality of life is high in Belgium.

1.3 Personal security

- › 89% of respondents feel safe in the area where they live.
- › 56% of respondents believe security is an issue in Belgium.
- › 32% of respondents have had a security problem in Belgium personally or to their family members.

2. DOING BUSINESS

2.1 Tax

- › 69% of respondents believe the corporate taxation system in Belgium including Notional Interest Deduction is advantageous for their businesses.
- › 52% of respondents think that the personal taxation is investor-friendly for expatriates in Belgium.
- › 74% of respondents feel that the personal taxation for local employees restricts the employment in their businesses in Belgium.
- › 84% of respondents agree that the social security contributions restrict employment in their businesses in Belgium.

2.2 Customs Authorities

- › 79% of respondents agree that the Belgian customs officials are business friendly.
- › 88% of respondents think that the Belgian customs authorities were good at preventing counterfeit goods.

2.3 Immigration

- › 71% of respondents think it is easy to transfer Japanese to Belgium.
- › 60% of respondents feel that it is easy to obtain Belgian work permits for expatriates.
- › 72% of respondents think that it is easy to obtain Belgian long-term staying visas (type D visas) for expatriates (work permit holders).
- › 68% of respondents think that it is easy to obtain Belgian long-term staying visas (type D visas) for their accompanying family members.
- › 73% of respondents agree that it is easy to obtain staying permits (IDs) at the commune of residence for expatriates (work permit holders).
- › 59% of respondents believe that it is easy to obtain staying permits (IDs) at the commune of residence for their family members.



BJA Survey Results

2.4 Recruitment

- › 67% of respondents think that skilled employees are readily available in the labour market for their businesses.

2.5 Employees

- › 74% of respondents feel that the employment law and practices hinder business activities in Belgium.
- › 96% of respondents agree that the labour relations in their businesses are positive.
- › 89% of respondents believe that the overall productivity of their work force is high.
- › 81% of respondents agree that Belgian employees are good when they are confronted with new challenges.
- › 89% of respondents think that employee training is necessary to bring up new employees to the level required for the jobs.

2.6 Environmental regulations

- › 80% of respondents feel that procedures in Belgium to obtain environmental permits are unnecessarily complicated.

2.7 Investment incentive

- › 78% of respondents agree that investment incentives in Belgium are attractive to their businesses.

2.8 An FTA/EIA between the EU and Japan

- › 96% of respondents believe that a free trade agreement/ an economic integration agreement between the EU and Japan will have a positive impact for their businesses.

3. INFRASTRUCTURE IN BELGIUM**3.1 Basic infrastructure**

- › 85% of respondents think that international connections for goods are efficient.
- › 83% of respondents feel that international connections for business trips are efficient.
- › 55% of respondents believe that Belgian roads are good and well-maintained.
- › 56% of respondents agree that energy supply to business is cost effective.

3.2 Technological infrastructure

- › 89% of respondents believe that the communication infrastructure meets the business requirements.
- › 93% of respondents feel that information technology skills are readily available on the market for their businesses.

3.3 Education

- › 96% of respondents think that the level of technological education in Belgium meets the needs of their businesses.
- › All respondents believe that the level of management education in Belgium meets the needs of their businesses.
- › 96% of respondents agree that the level of language skills meets the needs of their businesses.

4. R&D

- › 95% of respondents feel that innovation is important for their current activities in Belgium.
- › All respondents think that R&D activities will play a more important role in Belgium in the future.
- › 90% of respondents believe that qualified R&D personnel is readily available in Belgium.
- › 85% of respondents agree that the presence of world class research institutes/universities is important for their R&D activities.
- › 87% of respondents think that business environment in Belgium support business development and innovation.
- › 85% of respondents agree that subsidies and incentives for R&D activities are important for their R&D activities.

5. FUTURE ACTIVITIES

Finally, we have asked the areas of business activities that they have a plan to expand (multiple answers):

(European) Headquarters	21%
Holding	0%
Logistics/distribution	26%
Manufacturing	16%
Research & development	26%
Sales & marketing	63%

We thank all the companies who have cooperated to send us their replies.

PERSONALIA

Certificate of Commendation by H.E. Ambassador Jun Yokota, Japanese ambassador to Belgium



H.E. Mr. Jun Yokota, Ambassador of Japan, bestowed upon several persons a Certificate of Commendation during a ceremony on the 31st of July at his residence.

This Certificate of Commendation is a distinction offered in order to thank the chosen people listed below (in alphabetical order) for their distinguished service in contributing to the deepening of mutual understanding, enhancement of economic and cultural relations and friendship between Japan and Belgium.

- › Mr Salvatore Adamo, Belgian composer/singer
- › Mrs Monique Dassesse, Master Ikebana
- › Mrs Nicole Hönen, President of the “Thé de l’Amitié”
- › Mr Thomas Leysen, President of BJA and former President of FEB
- › Prof. Andreas Niehaus, Professor at the University of Gent
- › Mrs Anja Oto-Kellens, Executive Director at the Belgium-Japan Association & Chamber of Commerce



Certificate of Commendation by H.E. Ambassador Jun Yokota, Japanese ambassador to Belgium



The Belgium-Japan Association & Chamber of Commerce would like to congratulate all the bestowed, but especially Mr Thomas Leysen, BJA President, and Mrs Anja Otokellens, BJA Executive Director, for this deserved honor.



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

Sponsor Member

Bruno Lussato Foundation

The Bruno Lussato-Marina Fédier Foundation aims to continue the works and honour the memory of Bruno Lussato, a protean man who died in 2009 and occupied the Systemic chair at the National Higher School of Arts and Crafts (l'Ecole Nationale Supérieure des Arts et Métiers), in Paris, and the University of Pennsylvania. Seen as a Pope of microcomputer science – a term he claimed to have coined –, this specialist in organisation of complex systems was also an eminent musicologist, specially versed in the works of Wagner, to which he devoted a monumental work in two volumes, published by Fayard.



His pioneering vision of the blurring of boundaries between arts, science and thought, a holistic approach of great civilisations and paradigm changes in the dawn of the 21st century, led him to publish numerous articles, which were considered forerunners in fields as diverse as musicology, computer science, misinformation and culture.

An adviser to leaders of great multinational companies, close to many statesmen in Europe and the United States, a friend of artists, he devoted his entire life to teaching his principles, contributing to a better mutual understanding of the economic, political, philosophical and artistic domains.



Born in Paris, it was in Brussels that he chose to place the seat of the foundation he gave his name to, placing it in a fine private house of approximately 600 m² in the Avenue de la Sapinière, in Uccle (Brussels). This building, drawn by the architect Antoine Pompe, a pupil of Victor Horta, combines the latest traits of modern architecture with Art Deco aesthetics.



The foundation keeps and increases an important collection of Mingei art, popular Japanese art, which Bruno Lussato was very fond of, with his sister Marina Lussato-Fédier.

The collection is one focus of activity of the foundation, in that it brings together many objects of quality, authentic and beautiful, of all ages, illustrating the most successful arts and crafts of Japan, in their application to everyday life. The Foundation will open to the public in October 2012.

Its goals and aims are to facilitate the meeting of people from business world (Japanese and Belgian) and let them discover the power of the beauty through this important Mingei collection. The facilities of the Foundation are also a good opportunity for companies to support the Foundation's activities by using the infrastructure and the services of this beautiful and very exclusive location.

A first presentation session will take place in October 2012, organized by the BJA for its members. An invitation will follow in due time.



ブルノルサト 財団

ブルノルサト - マリナ財団はパリ国立芸術工芸学院 (l'Ecole Nationale Supérieure des Arts et Metiers) およびペンシルバニア大学の常任理事として多才な業績を残し 2009 年に亡くなったブルノルサト氏の偉業と名誉を引き継ぐことを目指し設立されました。

マイクロコンピューターサイエンスの分野での標準的な方式の確立、複雑なシステムの組織化など開発の父としての顔をもつ反面、著名な音楽学者として活躍、特にワーグナーの作品に精通し、2 巻におよぶ注目すべき文献を Fayard から出版しています。

芸術、科学、思考、偉大なる文化への全体論的考察、そして 21 世紀初頭における、論理的枠組みの変化などの漠然とした境界線への、彼の鋭い観察力は数々の出版物を生み出し、音楽学、コンピュータ科学、誤情報と文化など多様な分野における先駆的な役割を果たしています。

多国籍企業の経営者へのアドバイザーとして、欧米の政治家達との親密な関係を持ち、また芸術家たちの友人として、その一生を政治、経済、哲学、芸術などの分野におけるより良い相互理解を提言するという、彼の意思を伝えることに捧げて来ました。

生まれはパリでしたが、彼の名前を拝したこの財団を立ち上げたのはブリュッセルの Avenue de la Sapiniere (Uccle) にある約 600 平方メートルの個人所有の家屋です。

この家屋は後期モダン建築様式、アールデコ建築家、Victor Horta の流れをくむ Antonie Pompe の作品です。

この財団はブルノルサト氏と実姉の Marina Lussato-Fedier 女史が愛好していた日本の民芸、大衆芸術作品などのコレクションを有し、常に新しい作品を探しています。

このコレクションはこの財団の活動の一環です。これにより各年代の作品の真価、純粋な美しさなど、日本の美術工芸、人々の日々の暮らしの素晴らしさに光を与えることとなります。この財団は 2012 年 10 月より一般に公開されます。

これを機に、BJA の会員の皆様を対象としたブルノルサト財団が誇る民芸コレクションのプレゼンテーション並びに鑑賞を兼ねた特別訪問を予定しております。BJA 主催のこのプライベート訪問の招待状は BJA より追って送らせて頂きます。この財団の目標は日本とベルギーの企業の人々の交流の場となること、貴重な民芸コレクションを鑑賞することにより、その美しさを再発見することにあります。

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2 Win Limited is a new consultant company in the health and wellness field. Christine Verboomen, the owner, is a former nurse and former branch manager of an international company, manufacturing implants and prostheses in orthopedy. She personally had to face several surgeries and an autoimmune disease and was cured by two medical devices : ENAGIC KANGEN WATER and HHP ANDULLATION THERAPY SYSTEM.



After the wonderful results she herself had, she became consultant for those two companies and products to help other people and to spread this wellness.

1. ENAGIC KANGEN WATER medical devices: manufactured by a Japanese company based in Japan, worldwide known,



making ionizers, to get alkaline, hexagonal and antioxidant healthy water. This water is to prevent diseases, cancer, and maintain a healthy body by hydrating better and faster and also cleaning better every cell.

2. HHP, Belgian company based in Belgium, manufacturing a portable Andullation Therapy System , based on low frequencies stochastic vibrations and infrared hea. It reduces acute pains, especially in joints and spine problems, it prepares the body before efforts (sports) and helps to recuperate after it. Fibromyalgia is a very good indication, and disorders due to the stress or problems of sleep.

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www.enagic.org/index.shtml

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As a former participant to the YES-Program, we are delighted to be a member of BJA. Thus we hope to be able to broaden our understanding and insight of both Japanese and international markets by meeting other companies and professionals who are willing to share their expertise and experiences.

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

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

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

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