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EDITORIAL

Belgium-Japan relations

By Mr Koh-ichi Masaki, Head of European Agency Brussels Office, Japan Management Association, and BJA Cultural Committee Chairman

One year ago, I was appointed Chairman of the BJA Cultural Committee. It is my great honour to be the successor of the late Mr le Hodey, who committed himself to serving the BJA for many years. He was highly esteemed by Belgians and Japanese alike. This year the BJA celebrates its 50th anniversary. The original association, the "Association Belgo-Japonaise" was established in 1963, as the embodiment of the intimate relationship between the Royal Family of Belgium and the Imperial Family of Japan. In January 2013, the BJA was bestowed the "Royal title" by King Albert II of Belgium, a very generous gesture from His Majesty who, along with King Philippe, has always supported us.

Considering the prestigious and long history of the BJA, I am aware that I, together with the other dedicated committee members, should do my best to build an even more fruitful relation between Belgium and Japan through cultural activities.

As head of the European Agency of the Japan Management Association (JMA: 日本能率協会), I have a certain experience in membership organizations. The primary objective of the JMA at its inception was to promote the concept of Scientific Management into industries in Japan. Based on this concept, which nowadays is known as IE method, JMA have been developing various management systems and production techniques. One of the noticeable achievements was Toyota's basic production method. JMA and Toyota came up with the epochal procedure that dramatically reduced the setup time of production lines from several hours to less than 10 minutes.

Along with the rapid growth of Japanese economy,

JMA spun off several entities for responding to the needs from diversified and increasingly complex Japanese industries. Currently, there are nine organizations forming the JMA Group. The Group is devoting itself in the fields of consulting, research, R&D, innovation, ISO audits, maintenance management, automotive retail management, trade exhibition, forum and publication.

One of the key activities of JMA is Foodex Japan. This is particularly important for the development of Belgium-Japan relations. Foodex provides an opportunity for Belgian companies not only to enter the Japanese market but also the entire Asia Pacific markets. Since its second show in 1977, Belgium has always been a loyal participant to Foodex. Initially there were only a few Belgian companies present in Tokyo, but by March 2013 the number of Belgian exhibitors had increased to 76.

Looking at this long standing relation, Belgium is a very successful working partner for Japan in the light of globalization. So is Japan to Belgium, I believe.

I landed in Brussels for the first time in 1987 to work as an intern for DG X (current DG Environment) at the European Commission. For the last 26 years, along with my business carrier path, I had several opportunities to live in different countries in Europe: Switzerland, Sweden, Germany, UK, France, Netherlands, Spain, Hungary and Croatia. Of all those countries, I feel Belgium is my second Heimat. That is why I've now chosen Belgium as my home base and taking business trips from here to everywhere, including to Japan.

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Mr Koh-ichi Masaki

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BJA REPORT

BJA Exclusive Visit to the Castle of Corroy-le-Château BJA VIP 訪問 Corroy-le-Château

Friday 13 September 2013 - Corroy-le-Château



The Marquis de Trazegnies (first on the left), Owner of the Castle, with some BJA Members and guests.



BJA guests wondering at the Castel's marvels while listening to the Marquis' explanations during the visit.



The Marquis de Trazegnies (left) discussing with His Excellency Ambassador Sakaba of the Japanese Embassy to Belgium and Mrs Sakaba after the visit.

On Friday September 13th, the Cultural Committee of the BJA had the privilege to invite the members and their friends to an exclusive discovery of the famous castle of Corroy-le-Château, one of Belgium's oldest and best preserved medieval castles.

Despite the rainy weather, many enthusiastic members, including HE Ambassador Sakaba and Mrs Sakaba of the Embassy of Japan, joined the visit. We were welcomed by the castle's current owner, Marquis Olivier de Trazegnies.

The evening was opened by Mr Koh Ichi Masaki, the Chairman of the BJA Cultural Committee, who gave a few welcome words

to the participants. The highlight of the event was a special tour inside the castle by Marquis de Trazegnies, whose ancestors built the Castle between 1265 and 1280. He gave a thorough explanation on the Castle's history and legends, to the delight of the visitors.

After visiting this major testimony of the region's rich and fascinating history, the participants gathered together for refreshments, and continued to admire the beauty of the Castle and its precious collections. It was an enchanting visit on Friday the 13th!



Exclusive BJA luncheon: insights into future EU-Japan relations 特別昼食会 - 日本とEUの経済連携の将来

Tuesday 22 October 2013 – De Warande, Brussels



Mr Didier Stevens (front left), Chairman of the BJA EU Committee, discussing with Mr Geir Ulle, International Trade Director at JTI (front right) and Mr Marc Jacobs (AON), Mr Andrew Elliot (Toyota Material Handling Europe) and Mr Edward De Beukelaer (H. De Beukelaer & Co.).

His Excellency Ambassador Jun Yokota, Ambassador Extraordinary and Plenipotentiary, Special Representative of the Government of Japan in charge of the Japan-EU EPA negotiations, exchanging views with BJA members.

BJA Members listening to His Excellency Yokota's speech on the current EU-Japan EPA negotiations.

On a sunny day, the BJA welcomed a small group of dedicated members to the prestigious venue of De Warande in the center of Brussels, for an exclusive lunch meeting with His Excellency Mr Jun Yokota, Chief Negotiator for Japan at the EU-Japan Free Trade Agreement negotiations. After warm welcome words by Didier Stevens, BJA Chairman of the EU Committee, all the guests enjoyed refined food and wine.

After the starter, His Excellency Ambassador Yokota took the floor for an insightful speech on the current negotiations. He stressed the need for the EU and Japan to build an even closer relation, based on the values and ideals shared by both sides. He concluded by ruling out some preconceived ideas on the

Japanese market and insisted on the mutual benefits an EU-Japan comprehensive agreement would bring.

After the main course, the guests had the opportunity to ask specific questions related to their field of expertise to His Excellency, as this agreement will have important consequences for the industry in Europe and Japan.

The meeting ended with a nice dessert and many words of gratitude for His Excellency, who, despite his busy negotiation schedule, managed to meet BJA members for this informal lunch meeting.



YES IX 2014: 19-26 October 2014 - Japan

By Mrs Ann Blondé, Chairwoman BJA YES Committee, and Managing Director zeal



In 2014 the Belgium-Japan Association & Chamber of Commerce will co-organise the 9th edition of the YES program.

YES, Young Executive Stay, is an export program organised every two years together with the Belgium Luxembourg Chamber of Commerce in Japan.

The YES program aims to send out 10 young Executives from small and medium sized Belgian companies, wanting to export to Japan.

The program starts with 2 training sessions in Belgium, informing the candidates on the main focus of the program and introducing them to Japanese business etiquette and various topics related to business in Japan.

Before the actual stay in Japan, Japanese MBA students will come and visit the candidates to prepare the visit to Japan and execute the necessary market research.

In October 2014 the selected candidates will spend 1 week in Japan, mainly visiting prospective clients, and this under the guidance of experienced business (wo) men, explaining the do's and don'ts of Japanese business practices, resulting in concrete sales results.

After the organisation of earlier 8 editions of YES, we can say that the program has proved to be highly effective. The Japanese market, considered as one of the most difficult markets to start business in, becomes accessible thanks to YES.

Japanese companies are eager to find reliable Belgian business partners - Belgian companies, having an extremely good reputation in view of the quality of their products. And then we are no longer only speaking about food delicacies, but also sectors as Automotive, Bio technology, Environmental technology, Pharmacy, Energy

Every past edition, concrete sales were realised, following business participation to the YES Program.

That is why I address myself to all young executives, owning or working at a SME, having a nice product with a distinguishable USP. Your product might be the next to conquer the Japanese market!

Please apply for YES IX. The number of places is limited to 10.

Looking forward to talking to you!

For **more information**, please consult www.bja.be

Candidates interested to apply for the program should send **the necessary files** to the Belgium Japan Association & Chamber of Commerce **on-line by March 2014**.

Criteria to apply:

- > Being a Young executive
- > Working in a SME
- > Have a nice, attractive product, with a distinguishable USP
- > Have the motivation to start up business with Japan and be prepared to do efforts to make your product sell.
- > Have the motivation to work on a long term based business relationship
- > etc.

» keep reading from p.1

The mission of BJA is to support a thorough and mutual understanding between Belgian and Japanese citizens and companies, thus strengthening Belgium-Japan ties. This goal is in synergy with the mission of JMA, which is the development of the Japanese economy by encouraging the growth of the global society.

In this age of super rapid progress through information technologies, Japanese businesses require continuous efforts to become active global players. More and more Japanese companies ally with foreign partners. Understanding overseas consumers' trend is thus vital for the success of Japanese companies, so is to find wonderful products in foreign countries. This should be also true for Belgian companies.

Taking the successful Belgium-Japan relation as an advantage, we should now work on raising the future presence of the two nations as vigorous partner in the global playground.

Koh-ichi Masaki
Head of European Agency Brussels Office, Japan Management Association, and BJA
Cultural Committee Chairman

Long-term B2B Sales Strategy in Japan Outside one's "comfort zone" - in the Country of the Rising Sun

By Philippe Huysveld, BJA Member



Hard sell or cold calling techniques can work very well in Europe, when used

in one's own "comfort zone" or sales territory. The sales executive might be able to pass the "gate keeper" or even to convince the initially hostile client of the beauty of his product or service, using local recommendations or referrals available in quantity.

This is no more the case for a European sales representative having to develop his customer network from scratch, outside his "comfort zone", in a new sales territory and even more in a remote and exotic country like Japan. Here, in addition to dealing with cross-cultural issues and language barriers, soft sell techniques are more appropriate.

The Concept of time in Japan

In Asia and in Japan, time (long-term relationships) is perceived differently. Decision making is slow, but execution is fast, as the company wishes to know in depth the subject or the partner. As you will discover below, for different reasons, you might have to wait for two years or even more before starting selling your products or services in Japan.

Indeed, unless there is a pressing need, negotiating a contract usually takes a long time and requires extensive travel. Typical steps are: company & product presentation, sample receipt, testing & evaluation by the customer (in terms of delivery time, service & product quality), the actual order if all goes well. Everything is in the form of a ritual until the signing of the contract. The decision is rather formal: the agreement will be made automatically, when there are no more objections (consensus).

Japan is a country with a "monochromic" culture, individuals generally doing one thing at a time. Thus, achieving a goal will always be in stages ("junban" in Japanese) and it will not generally be allowed for Japanese to get around this system.

The need for Trust and Relationship Building

The usual short-term "sales tricks" can always be tried but the sales person might not get through to the initially hostile and distrustful clients. This is why he has to come up with a specific long-term strategy based on trust and relationship building.

Let us take the example (this really happened in 1995) of a young Sales Executive landing in Tokyo and working for a Belgian video projector manufacturer starting up an operation in Japan. On his own, with only his carefully acquired knowledge of Japan and of the Japanese language, he is left in charge of

developing the Industrial Market segments, trying to sell to large Japanese Simulator Integrators. Without any introduction or local contacts, he does not know who or where to call.

First, he manages to find a few specialized Industry (Simulation) Magazines and starts to call any phone number he can find in the relevant ads. With a lot of cold calling, and after having been transferred from one person to another, he finally manages to make a few significant contacts but no sales and even no sales enquiry.

This is where the long-term strategy comes in. Instead of making a time-consuming Newsletter, he goes for a Mailing List. Every month, he collects and sends by post to selected potential customers a set of interesting documents related to worldwide Simulation Applications or Installations. This is crucial: send information that is hard to obtain (locally) and that is educational.

So, his potential clients are grateful to him for the (free of charge but precious) received information. Of course, since he has got their attention, in the same mail he also includes a new product leaflet or a press release about his company activities, making it a win-win situation.

Let's take a concrete case: the TT company

This part is about how to manage in about two years to land a prestigious key account (a Simulation Integrator, a subsidiary of one of the big Japanese electronics groups) which had been initially distrustful.

Following cold calling about an advert in an Industry magazine, he gets in touch with their sales team (sales people are usually more open). After a first visit, they give him the contact details of related colleagues from engineering. Thanks to their introduction, he manages to get an appointment and to visit them but nothing special comes out of it: the engineers were polite but distrustful and doubtful about the local capabilities of the new supplier, since they had been working well with the same local suppliers for over a decade.

Next, he keeps in touch and starts a monthly mailing. After each mailing, he calls the engineers in order to review and discuss the content of the mailing. After speaking about related subjects, he manages to visit them for a first presentation. This soon becomes a habit and this is how they start a cycle of regular meetings. This is his first breakthrough. The lesson? Keep the communication channels open.

After 6 months, he receives a phone call from one of the engineers regarding one of the documents included in his mail-

ings. The TT engineer asks him if he could try to find out more details about a Simulator Project in the States, as it is directly related to something he is working on. Great Opportunity! The young Sales Engineer immediately contacts his US colleagues in order to find out as much as possible and he really does his client a favour! At the same time as improving the relationship, he earns his client's respect, trust and gratitude. He even becomes a kind of "Simulation Guru". This is his second breakthrough: his potential customer is now personally indebted to him.

A few months later, the young sales person hears from TT sales people that the company is exhibiting at a Simulation Event in Japan and he immediately proposes to support them (free of charge) with the needed projectors for the show. This becomes another way for him to bind with the engineers in charge of the booth set up. It is also a unique opportunity to show the Belgian products & know-how off to many of the TT company staff. This point is crucial: presenting the new products to their colleagues, it gives the engineers and other decision makers the needed company backing to buy from the Belgian company and therefore to switch suppliers. This is the third breakthrough.

After the successful show, regular monthly meetings and information exchanges continue until the day the young Sales Engineer is asked for his opinion and advice about a difficult and complex project. By that time, the client already knew the Belgian products very well and what the company could do. The happy young man goes back to the office with his homework and, with the help of the headquarters, he manages to put together a great proposal, which got him the business and, later, some repeat orders. This is the fourth and last breakthrough: he has been put to the test and has brilliantly passed it. After nearly two years of hard work, he has finally done it, grabbing the business and the monopoly from his mighty competitors!

A last point: in his offer, instead of just quoting projectors (that is, "box sales"), he also includes screens and the necessary blending equipment (that is, "system sales"). By doing so, he is proposing to his client to delegate part of the simulation system (in fact, the "display sub-system") to his company, allowing his client to concentrate on other parts of the system, of higher importance to him. All this makes part of the service!

How does this relate to you?

Well, some of these techniques can be used in Europe or in Japan, in other Industries and with other products (it might take less time)! So, whatever the products or services you are providing, a long-term approach towards initially hostile clients aimed at gaining their trust and respect, especially in Japan, will serve you well in order to build the foundations of a sustainable business or even alliance.



'Money grows on the tree of persistence'

(Japanese Proverb)

GC's commitment to excellence



AT GC EXCELLENCE IS NOT A DESTINATION; IT IS A CONTINUOUS JOURNEY



From its beginnings in Japan in 1921, GC has made the journey to excellence a hallmark of all its activities and to this day, every new associate is aware of the role that he or she plays in helping the company to achieve this.

Global agenda

By 2021 GC aims to be the world's leading oral health company. GC products are sold in over 100 countries across the world, which include well-known brands that have been used and trusted by dentists for decades. GC believes that by raising standards of oral healthcare, the general wellbeing and quality of life of people will also improve.

It is therefore not surprising that quality management has become entrenched in GC business operations globally. What was known as GCQ or GC Quality Control was first introduced into the company in 1981 by its president, Mr Makoto Nakao. Practices and benchmarks were created across the company to implement this initiative and were regularly reviewed by Mr Nakao himself through detailed visits to each department. GC has since coined the term 'GQM' or GC Quality Management, to describe its unique all-encompassing approach to excellence.

International recognition

Headquartered in Tokyo, Japan, GC Corporation has received a number of accolades for business excellence. Similarly, GC Europe, based in Leuven, Belgium is a frequent winner of EFQM awards and other international prizes. Below is an outline of GCC and GCE's most prominent awards and certification, starting with the most recent:

> 2013

EFQM EUROPEAN EXCELLENCE AWARD FINALIST

The EFQM Excellence Model is implemented by 30 000 organisations worldwide and GC Europe adopted it in 2006. GC Europe strives to be a leading example of excellence in business in Europe and was proud to be one of 10 finalists in 2013 for the EFQM European Excellence Award. Having successfully qualifying for the first two EFQM awards, GC Europe was eligible to apply for the prestigious third-level European Excellence Award. During this stringent application process, GC Europe will be compared against other world-class leaders based on complete assessment by an expert assessment team spending on average 500 hours on each application.

> 2010

EFQM RECOGNISED FOR EXCELLENCE 5 STARS

GC Europe was granted the second-level EFQM award in 2010 after being assessed at its headquarters as well as regional branches against the EFQM Excellence Model, providing the organisation with feedback, a plan for progress, and acknowledgement for obtained results.

> 2008

EFQM RECOGNISED FOR EXCELLENCE 4 STARS

GC Europe was granted the second-level EFQM award in 2008 after being assessed at its headquarters against the EFQM Excellence Model, providing the organisation with feedback, a plan for progress, and acknowledgement for obtained results.

> 2006

EFQM COMMITTED TO EXCELLENCE

GC Europe was granted the first-level EFQM award in 2006 showing that it aimed not only to offer dentists and dental technicians the products they need for their current and future work, but that it also wanted to measure its performance against that of other firms, especially those which EFQM regards as being the best and most

widely respected in Europe. Based on a self-assessment, GC Europe was asked to identify, prioritise and implement improvement projects, which were then validated by an external assessor after 6-9 months.

› 2004

JAPAN QUALITY MEDAL

GC Corporation was the 18th company in the world to receive the Japan Quality Medal, regarded worldwide as the highest recognition for quality management in organisations. The Japan Quality Medal was established to commemorate the first International Conference on Quality Control (ICQC), which was held in Tokyo in October 1969. It is given to a company or business unit each year that has received the Deming Prize and applied total quality management continuously for three years or more (including the year of conferment of the Deming Prize), and has thereby achieved a remarkable business result.

The reason for GC's winning this prize is as follows: "(GC) has steadily implemented its policy based on a Mid-Term Management Plan to achieve the 2010 VISION initiative, and has achieved steady outcomes in the running of the company through active promotion of excellent quality management efforts, such as the development of new technologies and products, the improvement of productivity under factory innovation programs, the establishment of an onsite quality-assurance system, the innovation of production management systems, the centralisation of information using IT, human resource development based on a skills list, quality management, and environmental management".

› 2000

DEMING AWARD FOR BUSINESS EXCELLENCE

GC Corporation was the first company in the dental industry to receive the internationally renowned Deming Award for Business Excellence. The Deming Award (Japanese Administra-



tion Office: Union of Japanese Scientists and Engineers) is the highest honour in the area of quality control, and is conferred upon companies (or individuals) that have made a significant improvement in business results through total quality control implemented company-wide. The award is given annually to the company that has made significant improvements in business results through the application of total quality control.

GC received this coveted prize for its business activity, which is aimed at becoming a company that improves quality throughout the organisation and provides true health for people around the world, and is implemented through GQM to form the basis of the management approach.

Why EFQM?

The European Foundation for Quality Management (EFQM) exists to inspire organisations to achieve sustainable excellence by engaging leaders to learn, share and innovate using the EFQM Excellence Model. It was a natural choice for GC Europe to become a member of the EFQM and to apply the model to its own operations. GC Europe has been successful at every stage of EFQM awards by demonstrating it has applied the model to its leadership, company strategy, people, partnerships and resources, processes, products and services as reflected in its customer results, people results, society results and business results.

Worldwide over 30 000 organisations use the EFQM model and GC Europe is proud to achieve recognition across industries for its benchmarks and processes.

Further international accreditation

In alignment with global and European standards, GC has achieved a number of key Management Systems Certificates. ISO 9001 is an international standard for quality management systems encompassing all areas of quality assurance as well as some aspects of organisational management, such as customer satisfaction and improvement. GC, as a global company, became one of the earliest to receive an ISO 9001 certification in 1994. In April 2004 GC received ISO 13485 certification, which specifically provides for the quality assurance of medical devices. GC was the first dental equipment/material manufacturer to receive either certification. Currently, all partner companies of GC are certified under ISO 9001 and ISO 13485.

Below is an outline of GC's certificates:

- › 1994 ISO 9001
- › 1996 EC Certificate of Production QA
- › 2004 ISO 13485
- › 2005 ISO 14001
- › 2006 OHSAS 18001

Our partners and customers

As a general manufacturer of dental care products, GC Europe is in the business of protecting people's health. By applying quality control systems and receiving international accolades, partners and customers can trust that GC Europe products and services are delivered to the highest of standards. This is also evidence of GC Europe's commitment to continual growth and innovation, based on feedback for improvement. The teams work tirelessly to ensure that benchmarks are met and expectations are risen above. For GC Europe, this is how business should be done.

For more information

www.gceurope.com

December: House cleaning, yuzu baths, New Year's markets and daruma dolls

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

December is a busy month in Belgium as well as in Japan. In Japan, December is the start of winter, yuzu baths and preparations for the New Year celebrations.

Susu Harai

The New Year is the most important holiday in Japan, and traditionally preparations start on the 13th of December with the cleaning up of houses and offices. Originally a religious rite in preparation of the welcoming of the deity for the incoming year, the cleaning is still an actual practice that holds the idea of purifying everything so that one can make a fresh start for the twelve coming months.

Yuzu baths

December is a dark month, with the 21st being the winter solstice and the shortest day and longest night of the year. In Japan there are several customs focused on fortifying the body for the cold weather to come and also adding color to these darkest and gloomiest of days. One of these customs is preparing a hot bath with Yuzu. Yuzu is a winter citrus fruit with a knobby skin, resistant to cold temperatures. The color ranges from green in June, to yellow in December. The Yuzu bath has a long tradition and is believed to keep away illness for the coming year.



You may know Yuzu as in recent years, it became a trendy ingredient in Western cuisine and hyped by many chefs. As for myself, during my last stay in Japan I tasted the “yuzu highball”, a trendy and tasty cocktail.

New Year's Market: Toshi no Ichi

Preparing for the New Year's festival in Japan is no easy task, as the New Year's dishes require typical ingredients and the houses typical decorations. While in Europe we have Christmas markets to make sure our Christmas trees are ornamented well, in Japan there are traditional New Year's markets. One of the oldest markets is held at Tokyo's Sensoji Temple in Asakusa: Hagoita Ichi, held every December before Christmas. This market specializes in selling Engi Mono, “little things for good luck”.

Daruma Doll

One of the little things that are sold a lot around the end of the year, are the Daruma dolls. If you have visited a temple or shrine in Japan, you surely have seen the red-robed dolls without arms, legs and eyes. These papier-mâché figures are not typical New Year's decorations, but these handmade wishing dolls are believed to bring good luck and are popular gifts.



It works in **5 simple steps**:

1. Decide on a specific goal you wish to achieve
2. Draw one of Daruma's blank eyes to signify your commitment to achieving the goal
3. Place Daruma somewhere visible in your home or office so that you will keep focus on your goal
4. Once you've achieved the goal, draw in Daruma's other eye
5. Write the goal you achieved on the back of your Daruma

The Daruma doll is modeled after Bodhidharma, the credited founder of the Zen sect of Buddhism. According to one tradition, Bodhidharma sat facing a wall in meditation for a period of nine years without moving, which caused his legs and arms to fall off.

I hope this article gives you some inspiration to brighten up the darkest days of the year. Taking a Yuzu bath after doing some house cleaning or Christmas shopping will surely be a healing activity. And in lack of inspiration for a good Christmas gift, a Daruma doll will certainly be a good and prosperous choice!

ARTICLE

Ports of Nagoya and Antwerp sign Sister Port Agreement アントワープ港と名古屋港、提携契約更新

Wednesday 28 August 2013 - Antwerp

The port of Antwerp and the port of Nagoya have renewed their collaboration agreement. The agreement expands on the treaty of friendship that was first signed 25 years ago. The formal signing of the renewed twinning agreement was held on 28th August during a ceremony on the construction site for the new Deurganckdock-lock, giving access to the left bank of the river Scheldt. This lock will enter operation in 2016 and will be the biggest in the world. The agreement was signed on behalf of Nagoya Port Authority by executive vice president Takayuki Kondo. The signatories for Antwerp Port Authority were port alderman and Port Authority chairman Marc Van Peel and CEO Eddy Bruyninckx. The governor of the province of Antwerp, Mrs Cathy Berx attended the ceremony.

Nagoya is the fourth-largest city in Japan and capital of the prefecture of Aichi, with some 2.3 million inhabitants. The city has also developed into a centre of trade and industry. Important industries include car manufacturing, chemicals, paper and toys. Nagoya is also a major port, with a freight volume of 203 million tonnes in 2012 including 2.7 million TEU of containers.

The port of Antwerp for its part had a freight volume of 184 million tonnes in 2012 and handled just over 8.6 million TEU, making it the second-largest port in Europe. It is also home to the largest petrochemical cluster in Europe. In the meantime a number of Japanese companies have established a firm footing in Antwerp. Thus the Japanese forwarder Meiko Europe recently celebrated 35 years of presence in Antwerp. The NYK shipping company for its part has been established in Antwerp for more than 100 years and now has its own ro/ro terminal here. The car company Mazda has its European hub in the port of Antwerp.

In the new twinning agreement the Nagoya and Antwerp port authorities emphasise that they will collaborate in projects that further strengthen the links between the two ports, that they will share best practices in port management, and that they will examine ways of further promoting trade between the ports.

The first treaty of friendship between the ports of Antwerp and Nagoya dates from November 1988, 25 years ago. During this period it contributed to good relations between the two ports and the development of sustainable commercial relations between them. The treaty was first renewed in 2002 on the occasion of a visit to Japan by crown prince Philip of Belgium.

過去25年にわたる友好関係に基づいて更新された今回の提携契約では、共通プロジェクトを通して2つの港のをより深めるためしていくことを港の責任者らは強調しました。更新契約の正式な署名は、ドゥエルガング・ドックの新しい門の建設セレモニーにて行われました。2016年に完成するこの閘門は、世界一の規模となります。



名古屋港は、大きな港で2012年には270万TEUのコンテナを含む2億300万トンの貨物体積が入港しました。アントワープ港も、2012年の統計によると、貨物体積1億8400万トン、コンテナ860万TEU強、とヨーロッパで二番目に大きい港でした。加えて、石油化学クラスターにおいてはヨーロッパでナンバー1です。そういったこともあり、アントワープには多くの日系企業のオフィスがあります。例えば、名港海運株式会社はアントワープでの現地法人設立から35周年を迎えました。日本郵船株式会社は、アントワープにおいて100年以上もの歴史を誇り、自身のRO・ROターミナルも保有しています。さらに、マツダ株式会社はアントワープ港をヨーロッパのハブ港として利用しています。



Partnership Agreement between Port of Nagoya and the Port of Zeebrugge

Wednesday 17 July 2013 - Nagoya

1.1 The Port of Nagoya is Japan's No.1 port in terms of cargo throughput and total value of cargo handled. With its strategic location at the center of Japan, bolstered by a highly advanced road network and coastal shipping services, cargoes are forwarded efficiently throughout the nation, thus reducing transportation costs and leadtimes.

The Port of Nagoya provides customer-oriented port functions for a wide range of industries located in its hinterland: automotive, aerospace, industrial machinery, ceramics, and many others. Cutting-edge technologies have also been adopted in port facilities, including the nation's first automated container terminal.

Having operations from key industries within its boundaries, the Port of Nagoya is an integrated general port that handles all types of cargo. The Port achieves well-balanced volumes in incoming and outgoing goods, importing large volumes of raw materials and exporting finished products to all parts of the world. Notably, the Port of Nagoya has established itself as a leading automobile handling port that also serves the regional market as a vehicle shipment hub.

1.2 The port of Zeebrugge is a major coastal port on the Belgian North Sea Coast that serves as a highly productive hub for a wide range of shipping companies. With an array of both deep sea and short sea distribution capacities, a network of intermodal services to reach the markets and distribution facilities within the port area, the site is a logistic turntable that meets the demands of a very diverse customer base.

In the short sea trade, Zeebrugge is the prime continental port serving the United Kingdom and Irish markets in transshipment with multiple daily freight services covering all major destinations on the East coast of the United Kingdom, Scandinavia and the Baltic in the North and Spain in the South are also served.

The port of Zeebrugge offers its network and expertise to the automotive industries, handling large number of shipments, being one of the major hub ports for vehicles and also to the container services, functioning as a major gateway to and from Europe.

1.3 The Flemish ports of Antwerp and Zeebrugge work together on a framework called Flanders Port Area, to strengthen their competitive position in the world. Flanders Port Area is set up to promote Flanders as a magnificent logistics area in West-Europe, with different Seaport Gateways, each having its own strengths and characteristics. The Port of Nagoya recognizes this framework, and keeps in that same spirit of good collaboration a close link to the port of Antwerp, her friendship port since 25 years, with whom a renewal agreement of sisterports will be signed later this year.

1.4 Both ports, the Port of Nagoya and the port of Zeebrugge, are convinced that logistics is a prime tool to improve service levels and customer care. Moreover as global trade equals maritime transportation and both ports are gateways into Japan and Europe they see it as a strategic task to share their expertise with their markets - counter parts.

Both ports realize that they share many similarities both in port layout, served sectors and strategies. As such, parties undertake to:

- › Exchange information on port development and port systems
- › Launch a mutual platform to increase visibility both in Japan and Europe.
- › Support mutual development in the port and shipping sectors through functions, seminars and commercial contacts.
- › Initiate joint marketing endeavors with national and international shipping lines to promote Japan - Europe trade relations over both ports.
- › Exchange governmental officials and port experts through mutual understanding and
- › agreement.
- › Both ports will mutually draw up an action plan for cooperation.

Costs occurred in relation to this agreement shall be born separately unless otherwise agreed upon in advance.



Attracting highly qualified and qualified third country nationals

By Mrs Evelyne Van der Elst, Lawyer (member of the Brussels bar)
and Mrs Jo Antoons, Lawyer (member of the Brussels bar), Practice Leader Fragomen Benelux, Fragomen Global LLP



Mrs Jo Antoons

Fragomen, a US law firm, was selected by the Belgian authorities to prepare the Belgian contribution to a study for the European Commission and the European Migration Network (EMN) on “attracting highly qualified and qualified third country nationals”. The study aims at providing an overview of Belgian strategies and measures to attract a highly qualified workforce and at identifying the existing challenges and barriers. This study created the possibility to meet with all stakeholders at the administrative and governmental level. The study was warmly welcomed by the relevant authorities in Belgium who gave the authors the opportunity to present the results during a seminar on September 30, 2013 to which all policy officers and decision makers in labour migration were invited.

In order to remain globally competitive the European Union strives to develop strategies, which address the existing labour market demands and demographic developments. One of these labour market demands concerns the need for skills, knowledge and competences that cannot immediately be found amongst the domestic workforce. In this regard the Europe 2020 strategy emphasizes the need to make the best of use of migrants already legally residing in the member states, while at the same time enabling new economic migrants to enter the Union in order to fill the gaps in labour and skills demands.

Commissioned by the EU, EMN launched a focused study on attracting highly qualified and qualified third-country nationals. The study seeks to explore strategies and practical measures that national authorities of the member states employ in order to attract highly qualified and qualified third-country nationals. By collecting information on the national strategies and measures to attract these labour migrants, by generating evidence and information

on the effectiveness of the measures in place, by mapping the existing labour migration agreements and by listing the challenges or barriers which may be affecting the effectiveness of the policies, the study aims to identify good practices regarding successful practical measures to attract these specific labour migrants. The study builds on the contributions from 22 EMN National Contact Points. For Belgium, EMN’s national contact point selected Fragomen to conduct a focused study on the national measures in place to attract highly qualified and qualified third country nationals to Belgium.

The general conclusion of the study is that Belgium has no specific policy in place to attract highly qualified and qualified third country nationals. There are however concrete measures in the Belgian legislation that facilitate the access of highly qualified third country nationals to the labour market. Various categories of highly qualified third country nationals are exempt from the work permit requirement or can obtain a work permit via a simplified application procedure. A third option is to use the European Blue Card, recently introduced through the implementation of the European Blue Card Directive. Compared to other member states, relevant factors in facilitating the access of highly qualified foreigners to the labour market are the application of low salary thresholds and fast processing times. However, it has to be noted that contrary to the highly qualified third country nationals, there is no specific Belgian policy on attracting qualified third country nationals. Skilled workforce that is not highly qualified should as a rule complete the procedure of the labour market test.

In addition to these general conclusions, the main achievement of the study is the identification of the challenges and barriers that need to be addressed in future legislative changes. The study established that there is

clearly room for the development of a more effective and concrete policy on economic migration in Belgium. One of the challenges for the policy makers will be to differentiate (more) between economic migration and other types of immigration. By doing so they should move towards an active economic market- and migration- policy alongside the other existing migration policies.

One of the main gaps in the existing legal framework is the lack of a policy regarding the skilled workforce. The legislation should expressly address the skilled workforce and elaborate on a broad and flexible definition of specialists possessing unique, essential and specific business, technical and/or scientific knowledge and having relevant professional experience. In this way, the access to the labour market for third country nationals with specific work experience should be facilitated in a similar way as for the highly qualified third country nationals today.

Another identified challenge is the need to draft a policy that is adapted to the new forms of employment. Both the modernization and the globalization of the economy have led to new forms of employment. There is an increase in short-term cross-border travel such as business travellers or qualified workforce involved on rotation in a client project. An economic migration policy has to be adjusted to these current business trends in order to stay competitive.

According to the authors of the Belgian study, the authorities should also boost the mobility of students as well as enable these students to enter the Belgian labour market easier after finishing their studies in Belgium.

Since the authorization to work in Belgium is not the same as the authorization to reside in Belgium, there is an apparent need to develop a more transparent and clear residency legis-

lation for foreigners who stay in Belgium for work purposes.

The study also indicated the need to modify the existing administrative processes. The visa- and registration procedures for highly skilled and skilled foreign nationals should be simplified, harmonized over all town halls and accelerated. Economic migrants may have to spend hours queuing in their local town hall to start up the registration and the process often takes several months which creates major administrative issues for the individuals concerned. In order to solve these issues it is recommended to set up specialized relocation offices at major town halls throughout the country. A second enhancement would be to shift towards a system that enables work permit applications to be submitted electronically and to have all relevant data interlinked in central databases.

The study concludes by highlighting the importance of the upcoming implementation of the single permit directive as well as the upcoming regionalization of several competences related to the work permit. The EU single permit directive has to be implemented before 25 December 2013. This directive requires one single application procedure for a combined work and residence permit. In Belgium this entails a shift in the existing procedures, as these provisions no longer allow a separate procedure for the work permit issuance and the residence permit. The authors emphasize that both necessary legislative changes create the 'unique' opportunity to equally address the issues mentioned above.

For more contact details

www.fragomen.com

FRAGOMEN



Mrs Evelyn Van der Elst

EU-Japan news

TASTES OF EUROPE, QUALITY GUARANTEED: EUROPEAN COMMISSIONER’S OFFICIAL VISIT WITH A BUSINESS DELEGATION TO PROMOTE EUROPE’S UNIQUE FOOD AND BEVERAGES IN JAPAN

On 10 November, the European Commissioner for Agriculture and Rural Development, Dacian Cioloş, will arrive on an official three-day visit to Japan with 35 European business delegates. The attendees represent a variety of high quality, exquisite food and beverage products from all over Europe. This impressive list includes Jambon de Bayonne from France, Madeira wine from Portugal, Münchener bier from Germany, and West Country Farmhouse Cheddar cheese from UK. Some of the less known products include Lokoumi Geroskipou sweet from Cyprus, Zatecky Chmel, a special ingredient to produce beer from the Czech Republic, and Masticha Chiou, a gum that comes from mastic tree (used in several products including pastry, health foods, liquors) which is only produced on the Greek Island of Chios.

Composed of 28 Member States, the European Union (EU) is a rich and varied area

producing unique quality products linked to their geographical origin, based on traditions and cultural heritage (know-how, taste, etc) that frequently go back centuries, while respecting modern high quality standards and consumer demands. An important element of EU agriculture quality policy is a focus on the preservation and protection of these unique and diverse foods and beverages. “We now have more than 3.200 registered food, wine and spirits products which have been granted special status as geographical indications (GIs) because they have been produced in a given geographical area using recognised know-how” explains EU Commissioner Cioloş.

The EU has created quality schemes that identify and protect products of genuine quality and authenticity to help consumers recognise these standards within national and international market places.

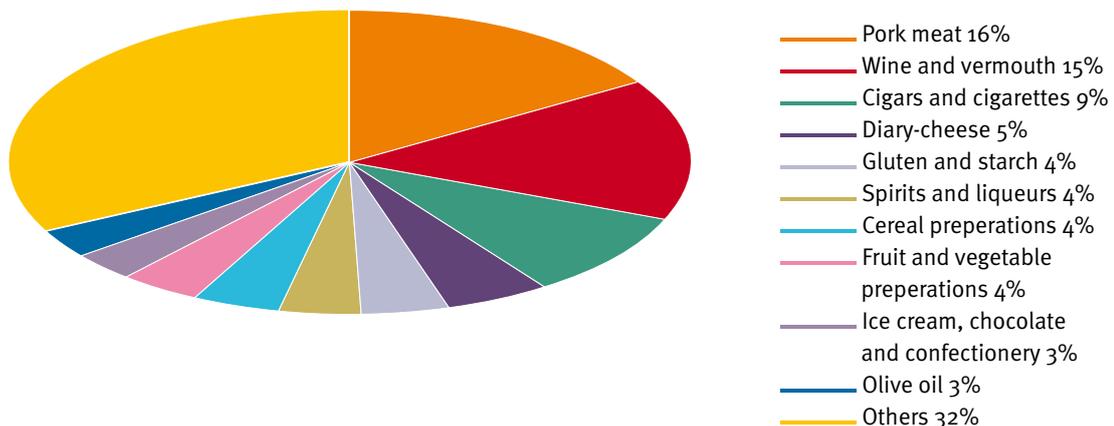
The quality logo on each of the product packages guarantees that the product is produced according to rigorous specifications and its contents are genuine and not counterfeited.

The aim of this visit is to stimulate interest among Japanese consumers in high quality European products; informing them about a range of sweet and savoury delights. As the EU Commissioner puts it: “These products are like European gastronomic ambassadors, offering Japanese citizens a taste of some of the finest food and beverages in the world. These specialities should not be limited to a few connoisseurs, but rather available to all. This is why I am visiting Japan and organising several promotion events to offer a taste of Europe.” The promotion events will be organised under the campaign name “Tastes of Europe” – designed with the aim of helping Japanese consumers to recognise

BACKGROUND INFORMATION

1. EU-Japan Trade information (data from 2012)

- › Japan is the 7th trading partner of EU globally and the 2nd in Asia (after China)
- › The EU is the 3rd trading partner of Japan (after China and US)
- › Japan ranks 5th among the main export destinations for EU agricultural products
- › In 2012 the EU sold some € 5,2 billion of agricultural products to Japan and imported slightly less than € 180 million



the quality labels on their food and encouraging them to experience high quality European products in their daily cuisine. With the on-going negotiations for a possible future EU-Japan FTA (Free Trade Agree-

ment), this visit will be an opportunity to further this two-way relationship. The EU is already Japan's 3rd most important trading partner. In Europe, there is a growing interest in Japanese food, and Japanese

agricultural exports to Europe is now worth 23 billion Yen / 180 million EURO and is expected to increase in the coming years.

2. EU quality schemes (GIs, organic products)

- › EU schemes known as PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional specialty guaranteed) promote and protect names of quality agricultural products and foodstuffs
- › Geographical indications (GIs) recognised by the PDO and PGI labels on the package identify a product originated/produced in a specific territory, region or country where its quality, reputation or other characteristics are linked to its geographical origin
- › Since July 2010, pre-packaged food produced in the EU that claims to be organic must carry the EU organic logo



Protected
Designation of Origin
(PDO)



Protected
Geographical Indication
(PGI)



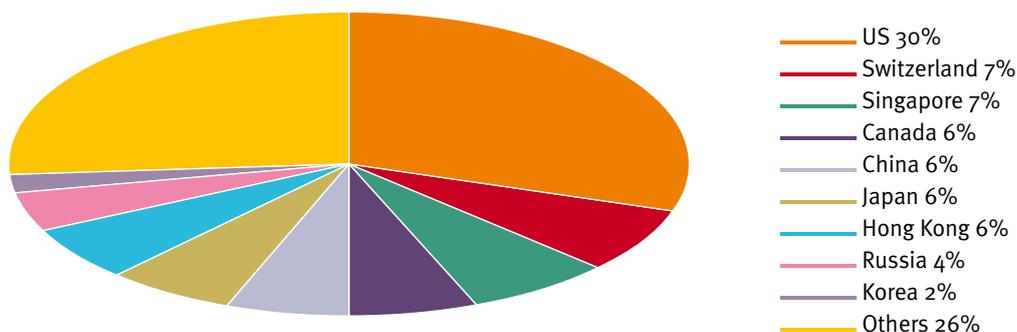
Traditional
Speciality Guaranteed
(TSG)



Organic Farming
Logo

3. Sales destination of the GI's

- › The total value of GI products exported outside the EU is estimated at € 11,5 billion. This represents 15 % of the total EU food and drinks exports
- › In value, wines account for 47% of exports, spirits for 44% and agricultural products and foodstuffs for 10%



source:

www.euinjapan.jp/wp-content/uploads/131001_1st-press-release_Japan_ENG_FINAL.pdf
www.euinjapan.jp/en/media/news/news2013/20131001/170014/?utm_source=mail&utm_medium=text&utm_campaign=bulletin

EU-Japan news

RESULT OF THE FOURTH JAPAN-EU ENGLISH HAIKU CONTEST**MONDAY 1 OCTOBER 2013**

The Ministry of Foreign Affairs of Japan and the European Union (EU) hosted the Fourth Japan-EU English Haiku Contest on the theme of “Rainbow” from June 3 to August 1.

The total number of entries was 710: 185 entries from Japan and 525 entries from the EU member states.

After careful examination, Ms Misato Oi and Mr Giorgos Paximadis were awarded First Prizes on the Japanese and EU sides respectively. The Ministry of Foreign Affairs of Japan will invite Mr Giorgos Paximadis to Matsuyama City, which is considered to be the birthplace of modern Haiku in Japan. The Delegation of the European Union to Japan will invite Ms Misato Oi to Belgium, the home country of European Council President Mr Herman Van Rompuy, an avid haiku poet himself as well as the place where several EU Institutions are headquartered.

Five honorable mentions were also selected in each section. Those who won honorable mentions will be offered commemorative gifts from Matsuyama City or the EU.

EU SECTION

rainbow of hope
amidst ocean breeze
the lone pine tree
Giorgos Paximadis (Greece)

JAPAN SECTION

Heading to the rainbow
—we are the one
on the same boat
Misato Oi (Kyoto, Japan)

Source:
www.be.emb-japan.go.jp/english/index.html
www.mofa.go.jp/files/00012958.pdf
www.euinjapan.jp/en/media/news/news2013/20130902/120033/?utm_source=mail&utm_medium=text&utm_campaign=bulletin

EU AND JAPAN JOIN FORCES TO TACKLE DATA EXPLOSION AND BUILD 100GBPS INTERNET

In July, the European Commission and Japan announced six research projects aiming at redefining internet architectures to increase the efficiency of networks in carrying data. One project aims to build networks 5000 times faster than today’s average European broadband speed (100Gbps compared to 19.7Mbps).

There is a pressing need for new and more efficient networks in light of a massive online data explosion that is expected to continue over the next decade.

The world generates 1.7 million billion bytes of data per minute; data traffic volumes doubled between early 2012 and early 2013 and are expected to grow 12- fold by 2018. Such big data is growing faster than networks’ capacity to carry it.

The projects, will receive around €18m in funding, and touch on challenges such as cyber security, network capacity, storage, high density data traffic and energy efficiency.

European Commission Vice-President Neelie Kroes, said: “Our Future Internet should know no barriers, least of all barriers created because we did not prepare for the data revolution.”

Source:
www.eu-japan.eu/sites/eu-japan.eu/files/october13.pdf
europa.eu/rapid/press-release_IP-13-646_en.htm

TRAINING PROGRAMMES TO JAPAN**HUMAN RESOURCES TRAINING PROGRAMME – JAPAN INDUSTRY INSIGHT (HRTP) CALL FOR APPLICATIONS FOR HRTP 50**

Since 1987, nearly 600 companies across Europe have benefited from the 4-week “HRTP – Japan Insight” programme. European companies willing to handle or who are already handling business with Japan usually lack knowledge of Japanese business culture.

The programme is open to all-sized companies and will include Japanese language courses; lectures on Japanese culture and history, economics, politics and legal matters; joint seminars with Japanese business people (with role-play exercises about decision-making, team management and negotiation); field trips and optional individual company visits with BtoB meetings.

THIRD ROUND OF EU-JAPAN STRATEGIC PARTNERSHIP AGREEMENT NEGOTIATIONS CONCLUDED

The EU and Japan today concluded the third round of bilateral negotiations toward a Strategic Partnership Agreement. The talks were productive, advancing the text and usefully clarifying the understanding of the positions on each side. The next round of negotiations will be held in Brussels in January.

The EU negotiating team was led by Mr Viorel Isticioaia Buda, managing director for Asia and the Pacific at the European External Action Service, while the Japanese side was headed Mr Koichi Hasegawa, deputy director general of the European Affairs Bureau of the Ministry of Foreign Affairs of Japan.

European Council President Herman Van Rompuy and European Commission President José Manuel Barroso agreed with Japanese Prime Minister Shinzo Abe in March to launch these negotiations to strengthen the bilateral partnership, in parallel to negotiations toward a deep and comprehensive free trade agreement.

Source:
www.euinjapan.jp/en/media/news/news2013/20131011/142648/?utm_source=mail&utm_medium=text&utm_campaign=bulletin

A NEW ORGANISATION AND A NEW PROGRAMME FOR THE EU STUDIES LAUNCHED BY KOBE UNIVERSITY

Kobe University has created a new organisation, called “Centre for EU-Japan Collaborative Education” in October 2013, supported by the Ministry of Education, Culture, Sports, Science and Technology of the Japanese government. The aim of this Centre is to introduce a new programme in order to encourage Japanese students to study more about the EU from wider perspectives; European culture, economy, politics, law, science and technology etc.

To attain its objective, it will soon introduce double degree master programmes in collaboration with European universities.

The unique and innovative six-year degree programmes (4 year undergraduate programme at Kobe University and 2 year MA double degree programme which involves 1 year study in Europe) will entitle students to MA degree from Kobe University and another MA from the EU. The programmes are interdisciplinary in nature, which will offer students a much broader and deeper analysis of the EU.

In order to facilitate students in acquiring a MA degree in Europe for one year, the Centre will invite 3 European researchers to be Kobe University professors.

Furthermore, it will invite 16 visiting professors for the coming 4 years. To support their stays in Kobe, one academic coordinator and two supporting staff and four administrative staff have already been appointed. These European researchers will give their lectures by European ways in the EU’s official languages. In the next 3 years Kobe University is aiming to establish a course for “MA in EU studies” which will be an entirely new MA programme in Japan.

The Centre’s website will be launched in December 2013. For more information, please contact Professor Kubo at: kubo@econ.kobe-u.ac.jp

Source:
www.eu-japan.eu/sites/eu-japan.eu/files/october13.pdf

H RTP 50: from 12 May to 6 June 2014 - Application deadline on Thursday, 13 February 2014.

Participants from SME can benefit from up to EUR 3000 scholarship.

www.eu-japan.eu/detail-business-programmes/H RTP

Source:
www.eu-japan.eu/sites/eu-japan.eu/files/october13.pdf

news from the members

BELGIAN BEER AND FOOD ACADEMY: THE BLCCJ FIRST EVER FOOD PAIRING EVENT

TUESDAY 1 OCTOBER 2013, HILTON TOKYO

Thanks to the Belgian Beer Weekends in Japan (5 different locations in 2013: Nagoya, Yokohama, Osaka, Fukuoka and Tokyo), Belgian beer has become a well known product in Japan. In the hope that Belgian food pairing becomes the next hot topic, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) - with the support of the Federal Public Service Foreign Affairs of Belgium, Flanders Investment and Trade (FIT), Walloon Export and Foreign Investment Agency (AWEX), Brussels Invest & Export (BI&E), and Flanders Agricultural Marketing Board (VLAM) – organized the “Belgian Beer & Food Academy”, the BLCCJ’s first food pairing event.



On Tuesday 1 October 2013 about 90 people gathered at Hilton Tokyo to attend a seminar about Belgian food products, their pairing with Belgian beer, and the relation with Belgian history and tourism. 4 panelists shared their passion and their insights: Hilton Tokyo Executive Chef, Mr Philippe Egalon; Director Belgian Beer Information Center, Ms Hitomi Sato; Japan Representative Flanders Investment & Trade, Mr Dirk De Ruyver; and MC, interpreter and coordinator, Ms Pascale Oba.

The seminar was followed by a tasting of Belgian dishes paired with Belgian beers: Ganda ham and gratin of Belgian endives as canapés, served with Vedett Extra White and Primus Haacht; as an appetizer royal crab timbale and celeriac remoulade, served with Charles Quint; soup of Brussels sprouts, paired with Orval; cod fish on a fondue of leek and potatoes en papillote, served with Tongerlo Blond; as a main dish vol-au-vent with mushroom and leek, served with Belgian fries and chicory on the side, paired with Gouden Carolus Classic; and to finish a traditional chocolate mousse, pistache waffle and cherry ice cream, paired with Duchesse de Bourgogne.

The menu was focused on the Belgian vegetables chicory, celeriac and leek, which were sent over from Belgium especially for this event. The aim of the event was to increase the export of Belgian F&B to Japan by increasing the awareness among Japanese F&B professionals of the potential of Belgian food and Belgian beers. The large attendance from Japanese side showed that there is indeed a growing interest in the Belgian cuisine.

By Mrs Sophie Bocklandt, General Manager BLCCJ



DAIKIN EUROPE N.V.: FORTY YEARS OF EXPERTISE IN OSTEND

Exactly forty years ago, Daikin Industries Ltd. opened its European headquarters in Ostend. Since 1973, the resort town has served as a key hub in the international activities of the Japanese climate-control specialist. From Ostend, Daikin Europe N.V. serves the European market, Africa and the Middle East. The headquarters in Ostend have grown to become an important site for research, development and production. This brings about innovative products with which the company responds to new requirements in the market and further strengthens its competitiveness.

The past forty years, Daikin Europe N.V. has developed to become a leading player in the European climate-control market. At the same time, the company has firmly embedded itself since 1973 in the economic life of the Ostend region. Daikin Europe N.V. in Belgium now boasts some 1,600 employees. Some 1,000 workers and 500 administrators work in Ostend. In addition, the company has another 100 employees in Brussels. The production branch in Ostend has grown to become one of the most advanced of its type. Production – spread over a site that covers a whopping 150,000 square metres – focuses mainly on advanced heating and cooling systems for residential, commercial and industrial applications. Besides Ostend, Daikin Europe N.V. has other production branches in Plzen and Brno (Czech Republic), Cecchina and Milan (Italy), Guggingen (Germany), Cramlington (UK) and Hendek (Turkey). All told, Daikin Europe Group employs about 5,400 people. Last year, they accounted for a turnover of 1.85 billion euros. This means that Daikin Europe N.V. accounts for 20.1% of the total turnover of the Daikin Group.

Ostend sets its sights on innovation

Daikin has never underestimated the complexity and heterogeneity of the European market. It is exactly why the company established the branch in Ostend as early as 1973. The expertise that Daikin Europe N.V. has accumulated throughout the years in Ostend subsequently formed an excellent basis for the Daikin Group for the EMEA Development Center (EDC). The decision in 2011 to embed a development centre



news from the members



in Ostend gave the company a significant push. The EDC plays an essential role as a conceiver of innovative, energy-efficient alternatives to traditional heating solutions. The EDC has testing rooms where researchers can simulate all possible climatological conditions from the European market. The arrival of the EDC has only strengthened the presence of Daikin in Ostend. Daikin Europe N.V. is a major, respected employer in the region. The company received the Top Employer 2013 certificate. The strong ties between Daikin and the city of Ostend can now be recognised from the streetscape. The city and company collaborated to complete the Japanese garden Shin Kai Tei in Koningspark. The Noriyuki Inouepad in Zandvoorde, part of the green belt around Ostend, is named after the CEO of Daikin.

Total solutions to measure

The Japanese parent company Daikin Industries Ltd. started in 1924 in Japan as a manufacturer of air-conditioning systems. The company now leads the industry for HVAC-R systems worldwide: solutions for heating and cooling, ventilation and air-conditioning. It is about heating using energy-efficient heat pump technology and climate systems for the residential market, as well as cooling and freezer systems, chillers and solutions for air treatment for professional and industrial environments. In Ostend, the company invariably adapted the Japanese technology to suit the requirements of the local markets. That resulted in a very specific approach. The expertise of the company

ensures that Daikin Europe N.V. can offer the most fitting total solutions in each of those markets. Innovation, sustainability and energy-efficiency take top priority. That is evident from the growing local development of residential, commercial and industrial applications, among other things, that deal more efficiently with energy and release less CO₂.

Green heart

As part of the increasing demand for energy-efficient alternatives to traditional solutions of Daikin Europe N.V. the EDC continues to play a significant role. Through the efforts of the EDC, Daikin Europe N.V. hopes to contribute to the 20-20-20 targets of the European Union: reducing the emission of greenhouse gases by 20 per cent compared to 1990, increasing energy efficiency by 20 per cent and generating 20 per cent of energy in a renewable manner. Daikin Europe N.V. of course also makes its own efforts. The company is a 'Green Heart Factory': it ensures that no energy, water, heat or coolants are lost and this reduces the ecological footprint by dealing smartly with transport and packaging.

Innovative applications

A prime example of the innovation that Daikin Europe N.V. achieves at the EDC is the Daikin Altherma Hybrid heat pump. This air-water heat pump offers a good solution for those who want to reduce their energy bill. Existing homes without sufficient insulation often obtain insufficient yield however from a traditional

heat pump. The hybrid heat pump of Daikin Europe N.V. provides an answer to this. This is a combination of a heat pump with a traditional gas boiler. The system automatically selects the solution with the highest efficiency. During the largest part of the year, it is the heat pump. On days when it is really cold and the temperature dips below 2°C, the gas boiler takes over heat production. The hybrid heat pump readily generates savings on the energy bill of 20 to 25%. The innovative and ecological nature of Daikin can also be seen at Daikin Altherma ground source heat pump. This heat pump derives its heat from the ground. Since the ground has a virtually constant temperature of approximately 10°C all year round at a depth of 200 metres, this system is much more efficient especially in the winter than the heat pumps that get their heat from the air. The new heat pump was developed for countries with cold winters like in Scandinavia.

The continuous technological developments of the past 40 years have made Daikin a world leader. With its dedication to quality, service and efficiency, the company is ready for a brilliant future in Ostend.

For more information

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Mr Frans Hoorelbeke
via Senior Executive Secretary Els Boute
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Contact: Mr Olivier Caeymaex, Finance
and Administration Director

we look forward to promoting the business relations between Belgium, Europe and Japan.

ICBA (International Credit Brokers Alliance) は国際的な取引信用保険専門の独立系保険ブローカーの世界最大のネットワークです。1999年に設立され、現在は5大陸30カ国に50の拠点があります。ICBAのパートナーはそれぞれの国でのサービスと経験、ネットワークによる国際的な協力により、様々な企業に取引信用保険及びポリティカルリスク保険のソリューションを提供します。ICBAのネットワークは300の多国籍企業を含む8000社以上のお客様にサービスを提供しています。ICBAの国際的なチームとともに、それぞれのICBAパートナーは国際市場でビジネスを行う企業に対して効果的で柔軟性を持った取引信用保険とポリティカルリスクのソリューションを提供します。

ICBA ジャパン（ヨーロッパ）はベルギーとヨーロッパの日系企業のために新しい取引信用保険ソリューションのマーケティングリサーチと商品開発を行うためにベルギーに駐在員事務所として設立されました。BJAに参加することにより、ベルギー、ヨーロッパと日本のビジネスの促進に向けて努力していきます。

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The BJA would like to express its gratitude to the great supporters of the **BJA 50 Years Anniversary Celebration and Exclusive Sponsors of the Gala Event of November 9.**

Lieve Blondé-Eelen
with a warm & active heart to
Japan-Belgium connection
(and this since **1974**)

Frans Blondé
founding director of **BJA**
& Chamber of Commerce





One lens.
Every moment.

Focal length: 270mm (equivalent to 419mm) Exposure: F/6.3 1/640 sec ISO320 WB: Auto Handheld



Focal length: 18mm
(equivalent to 28mm)
Exposure: F/5.6
1/1600 sec
ISO320
WB: Auto Handheld



18-270mm F/3.5-6.3 Di II VC PZD

(Model B008) Compatible mounts for: Canon, Nikon, Sony. With flower-shaped lens hood.

World's lightest, most compact 15x zoom (i).
Tamron's first piezoelectric autofocus motor PZD (Piezo Drive).
Built-in VC (Vibration Compensation).

Di II **PZD** **VC**

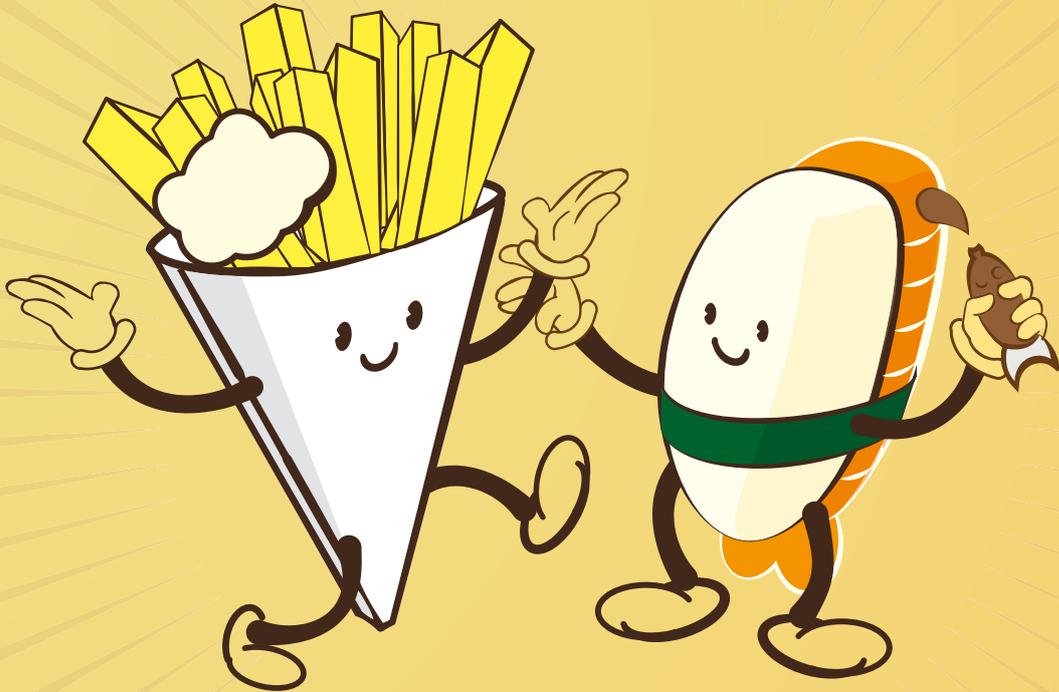
(i) For SLR camera high-zoom-ratio lenses with 15x magnification capability.
Current as of December 2010. (Source: Tamron).

- * The Sony mount does not include the VC (Vibration Compensation) image stabilization functionality, as the body of Sony digital SLR cameras includes image stabilization functionality.
- * This lens is not designed for use with 35mm film cameras and digital SLR cameras with image sensors larger than 24x16mm.

5 year
warranty

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