



TRADE FLOWS & CULTURAL NEWS Number 108 - September 2015

EDITORIAL

150 years history

By Mr Koji Waki, President & Managing Director, Sumitomo Benelux
President Nihonjinkai and Vice-President BJA

It is my great pleasure and honor to be invited to be Vice-President of BJA.

I am excited to work for the development of BJA by supporting Prof. Declerck, President of BJA. I would like to fulfill the expectations of BJA and contribute to the relationship between Belgium and Japan as much as possible.

One of the important things to do this year is the preparation for "150 years of friendship between Belgium and Japan" for next year 2016. A lot of events are planned already to celebrate our long relationship. As a President of Nihonjinkai, I am a member of the preparation committee and I would like to have this anniversary to be enjoyable and fruitful.

In 1866 when Treaty of Amity and Commerce was agreed between Belgium and Japan, our diplomatic history started. It was 36 years after Belgium was formed and 12 years after Japan opened the country to the outside, 2 years before the Meiji democratic revolution in Japan.

Since then, what was changed and what has not changed?

Please have a look at the photo below.



This photograph was taken about 150 years ago and retouched by adding some colors recently. It shows a few typical Japanese women at a typical Japanese wooden house at that time. Their hair style, clothes, shoes and houses were totally different but their faces look the same as we are now. This convinced me that, even though time passed by and things are changed, people's feelings and thoughts did not change so much. So I hope we can recall what we thought, expected and wished 150 years ago to build up the good relationship with our two countries.

Let's think of what our predecessors did and have even more enjoyable 150 years from now on.



Mr Koji Waki

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BJA REPORT

Sweet life of Belgium – Exclusive Visit to Maison Dandoy
メゾン・ダンドワへの特別訪問

Thursday, 28 May 2015 – Atelier Maison Dandoy



Mr Serge Laeuffer, Director General of Maison Dandoy, welcomes the BJA members.



The BJA members tasting freshly baked traditional 'pain à la grecque'.



The Chef biscuiter of Maison Dandoy demonstrating how to make speculoos using precious hand-carved wooden moulds.

Thanks to the generous support by Mr Serge Laeuffer, Director General of Maison Dandoy, the BJA had the privilege to invite the members to an exclusive visit of the brand new ateliers of the famous Brussels artisan biscuiter.

The group also visited ovens, packing and storage spaces, where they were explained the technical challenges of storing and exporting fragile biscuits, especially to a far away and high-end consumer market such as Japan.

After welcome words by Mr Laeuffer, the participants put on their protective hygienic suits and hats and entered the ateliers, where they could see artisans making Dandoy's signature speculoos, 'pain à la grecque', almond biscuits, etc. To the delight of the BJA visitors, the tasting of freshly baked biscuits was included in the tour.

The visit ended with a networking cocktail with even more delicious biscuits for the participants to taste and bring home. Sweet life of Belgium indeed!





150 YEARS OF FRIENDSHIP BETWEEN JAPAN AND BELGIUM GUIDELINES TO APPLY FOR ENDORSEMENT OF EVENTS

The Embassy of Japan in Belgium, under the conditions written below, takes applications for events related to the 150 Years of Friendship between Japan and Belgium and acknowledges events as 150 Years of Friendship between Japan and Belgium events. The organizers of endorsed events/projects are entitled to use the official logo in publicity materials (i.e. posters, pamphlets, website, signboards, banners, publications etc.).

Eligibility for endorsement

- › The event should take place in Belgium between January 1st and December 31st of the year 2016 in principle.
- › The event should aim to promote Japanese-Belgian relations, encouraging exchange and/or strengthening the friendship between Japan and Belgium, in various fields such as politics, economy, education, science and technology, culture, society, sports etc. This includes events related to corporate contributions to society.
- › The objective of the event should not be to advocate any particular principle, ideology or religion, any political activity or election campaign and must not violate public order or standards of decency.
- › The logo will not be used for commercial purpose.
- › Financial costs of the events should be fully borne by the organizer.
- › The rules and regulations of the event venue should be adhered to and the rights of other persons (including copyright) will not be infringed.

Privileges of endorsed events

- › The organizers of endorsed events are entitled to use the title of the 150 Years of Friendship between Japan and Belgium and the official logo in publicity materials (i.e. posters, pamphlets, website, signboards, banners, etc).
- › Endorsed events will be listed on the official calendar of the 150 Years of Friendship between Japan and Belgium on the Embassy's Website.

Application procedure

- › Organizers who wish to obtain endorsement should submit the following necessary documents at the Embassy of Japan in Belgium 1 month prior to the event.
 1. Event endorsement application form
 2. Letter of commitment
 3. Description of the event
 4. Description of the organizer
 5. Income and expenditure plan

- › Upon receiving the documents for application, the Embassy of Japan in Belgium will examine the applications on the basis of the present guidelines.
- › The Embassy of Japan in Belgium will send the results of the decision to the organizer. Upon request, endorsed organizers will be provided with the logo as digital data and a summary of the event will be placed on the event list of the 150 YEARS OF FRIENDSHIP BETWEEN JAPAN AND BELGIUM on the website of the Embassy of Japan in Belgium.

Where to submit the application forms / inquiries

The Embassy of Japan in Belgium

- › Address:
Rue Van Maerlant - Van Maerlantstraat 1
1000 Bruxelles - Brussel
- › Tel: 32-(0)2-513-2340
- › Fax: 32-(0)2-513-1556
- › E-mail: 150logo@bx.mofa.go.jp

Notes

- › Application forms will not be returned. Please make a copy beforehand if needed.
- › Inquiries regarding the examining process will not be responded.
- › Organizers of endorsed events/projects will bear the entire responsibility for their implementation including financial costs and public advertisement.
- › The Embassy will bear no responsibility for any consequences related to the event/project.
- › Should the event/project be cancelled or a substantive change be made, the organizers are required to promptly inform the Embassy of the relevant circumstances. In case of substantive changes, the Embassy reserves its right to withdraw the endorsement.
- › Organizers of events may not use the logo in other events hosted by the organizer or in any other manner outside the endorsed event or project without appropriate authorization.
- › After the event organizers are requested to submit a brief report (in free form) on the event including some photos (no video) to the Embassy. Contents of the report may be referred to on the Embassy's website.

For further documentation and information,
please consult the website of the Japanese Embassy in Belgium
www.be.emb-japan.go.jp/english/archives/news_150126.html

The Membership Committee

The goals of the Membership Committee are to develop and sustain membership. We strive to respond to the needs of the members. We are constantly searching ways to expand membership and to offer more qualitative networking opportunities to our members. We develop tools such as the annual Directory, organise seminars on specific subjects, and prepare some recommendations and proposals to the Executive Committee to develop the scope of the BJA for the benefits of all stake holders. Members of the Committee are businessmen and women from well-known Belgian and Japanese companies from a variety of sectors.

Chairman: Nicolas Sepulchre

BJA 会員管理委員会は会員の発展と維持管理を目的に活動しております。皆様の満足を目指して、各種会員の方のニーズにお答えするべく日夜努力を重ねております。会員管理委員会では質の高いビジネスチャンスを提供する為に、様々なトピックのセミナー、年間会員名簿をはじめ、会員全ての利益となる様々なイベントの提案をエグゼクティブ・コミッティーにしております。同委員会のメンバーは、ベルギー及び日本の企業人で構成されております。

委員長：ニコラ・セブルク

› KOH ICHI MASAKI

Head of European Affairs and Agency, Brussels Office at Japan Management Association Group – JMA. Major responsibilities for JMA: to provide advice and solution in the automotive distribution and retail network through its consulting wing and to promote multiple business exhibitions hosted by JMA, e.g. Foodex through its industries development centre. Over 27 years living outside Japan with various international assignments at different global organizations. Chairman of Cultural Committee, BJA Board Director and member of the Membership Committee.



› PHILIPPE BECO

Philippe Beco is head of business development at Linklaters Brussels. He dedicated his whole career path to marketing for professional services firms. He also worked two years in Cambodia where he was the business editor of a monthly magazine covering the Southeast Asian Region. From his first trip to Japan Philippe remembers in particular the lively streets of Tokyo and Osaka and the delicious Hida Beef (Hida-gyu) he discovered in Takayama.



› MARC EVRARD

Marc Evrard, 53, is Founder and COO of Contraste Europe, a company active in Computer Services in Belgium, Luxembourg and France. He holds a Master's degree in Computer Science and a MBA, and is CFA Charterholder. Passionate for remote travelling and the study of languages, Marc has developed a special interest for the Far-East and especially Japan and the Japanese language. Married to a Japanese and father of a 6 year old "bi-cultural" son, Marc is heading for many more years of crossed interests between Belgium and Japan. Beside the BJA Membership Committee, he is also involved in the Investment Committee.



› PHILIPPE BORREMANS

As account manager (Attaché de direction) focusing on International companies, I am working with the International department of Group S. When you would like to hire workers in Belgium, as an employer you are confronted with a whole series of obligations to comply with and formalities to complete for different authorities. By entrusting the management of your payroll to us, you outsource all these related obligations. I am thus helping Japanese companies to settle in regarding the payroll management. I did spend a lot of time abroad, collaborating with Nato projects in Russia and following UNFPA - EPF projects in Azerbaijan. As a member of the Lions club and current President of my Club, I am looking forward to attend the International convention that will take place on June 24-28 in Fukuoka, Japan. We also do organize each year a Bonsai event with our club focusing on this millenary Japanese tradition.



› NICOLAS SEPULCHRE

Since 1989, I have been working in B2B services as a founder and executive. I cover all the corporate challenges from fixing operation practices to developing new activities, surviving a competitive turmoil and crafting sustainable long term strategies. I directly manage transition projects across EMEA. At Graebel, I am accountable for identifying long term strategies that are aimed at exceeding Graebel's customers expectations in EMEA. Graebel helps Fortune 500 companies mobilize their talents all over the world. Graebel offers a variety of solutions including assignment cost projections, assignee expense tracking and reporting, visa and immigration, relocation, cross cultural, ... With over 750 employees located throughout Europe, Apac and the Americas, Graebel maintains a network of dedicated professionals who fulfill together every relocation needs worldwide.



IBASHO - 'A PHYSICAL AND EMOTIONAL PLACE WHERE ONE FEELS COMFORTABLE AND AT EASE'

By Martijn van Pieterse, IBASHO

IBASHO is a new gallery and art dealership in Antwerp that specialises in Japanese and International Fine Art Photography. In its physical space at 'het Zuid' in Antwerp (Tolstraat 67) that opened in March this year, you can feel at ease in a homely atmosphere while looking at works from well-known Japanese photographers, from younger contemporary Japanese artists as well as from Western photographers who were inspired by Japan.

IBASHO intends to show the versatility and beauty of Japanese photography in its many guises, from the raw and unpolished to the minimalist and still. The international photography works compliment and deepen the Japanese collection and focus on the beautiful that can be called 'Japanese aesthetics'. As photo books are an important medium for presenting photography in Japan, IBASHO also deals in new and antiquarian Japanese photo books.

Since the opening of the gallery space in March IBASHO has had four exhibitions. After the pre-openings show 'Under Construction' during the Antwerp Art Weekend in January, the gallery opened with the exhibition 'Shashin yo Konnichiwa' which had the purpose to show the concept of IBASHO and the Japanese photography we wish to show. We showed works from our collection from Eikoh Hosoe, Issei Suda, Daido Moriyama, Asako Narahashi, Naoya Hatakeyama, James Osamu Nakagawa, Naoyuki Ogino, Yosuke Takeda, William



Martijn van Pieterse en Annemarie Zethof



Tolstraat 67, Antwerpen

Klein, Aaron Siskind, Harry Callahan and Jeanloup Sieff. Next to the opening exhibition we had a solo show of Yoshinori Mizutani's work at a second venue, Graanmarkt 13 in Antwerp. Our third exhibition 'Photographs from the Floating World' was focused on showing photographs related to 'Ukiyo-e', 'images from the floating world' and its traditional and beautiful themes, such as geisha's, cherry blossom trees, traditional clothing and landscapes. In this group show works by Taichi Gondaira, Keiichi Ito, Yoshihiro Tatsuki and Naoyuki Ogino were exhibited. IBASHO has also participated at two international fairs this year, namely Photo London in May and Asian Art in Brussels in June.

This Autumn IBASHO has an exciting program of both exhibitions and art fairs. Firstly it will participate at the photography fair UNSEEN at the Westergasfabriek in Amsterdam from Friday 18 - Sunday 20 September. This international photography fair focuses on undiscovered photography talent and unseen work by established photographers. Here IBASHO will show work

by Motohiro Takeda, Photographer Hal, Yoshinori Mizutani and Naoyuki Ogino.

From 25 September - 1 November 2015 IBASHO will have a large pop-up solo exhibition of Photographer Hal's work combined with a second exhibition of contemporary Japanese photography in the beautiful industrial space of HAL Antwerp, Bleekhofstraat 22, Borgerhout.

Approaching winter, there will be a second solo exhibition showing the atmospheric work of Akiko Takizawa, who has won the HSBC Prix pour la Photographie in 2014, at IBASHO's space in the Tolstraat 67 Antwerp from 12 November - 20 December.

And IBASHO is very proud to be able to exhibit at the important fair for Art, Antiques and Design PAN at the RAI in Amsterdam from 22 - 29 November 2015, showing a range of Japanese and international photography from vintage and earlier photography as from the 1950s to contemporary photography by the masterly Toshio Shibata.



© Yoshinori Mizutani, courtesy of IBASHO



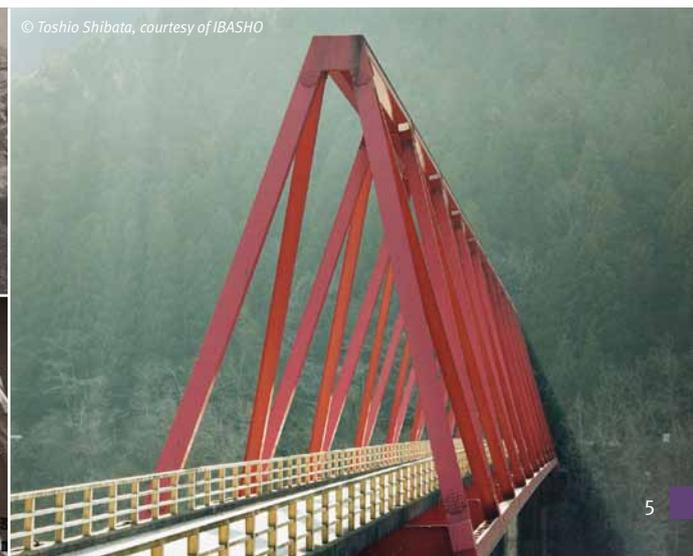
© Keiichi Ito, courtesy of IBASHO



© Eikoh Hosoe, courtesy of IBASHO



© Naoyuki Ogino, courtesy of IBASHO



© Toshio Shibata, courtesy of IBASHO

Aesthetic Life of Belgium – Porcelain Painting Workshop 陶磁器上絵付け-「ポーセリンペインティング」ワークショップ

Thursday, 2 July 2015 – Atelier Catherine Sevrin



Atelier of Mrs Catherine Sevrin where she teaches the traditional technique of porcelain painting is appreciated also by many Japanese ladies living in Belgium.



Mrs Catherine Sevrin, the Porcelain Artist, giving an introduction on the art of porcelain painting to the participants.



The participants are intensely engaged in painting on their porcelains.

On a very warm afternoon, the BJA welcomed a selected and enthusiastic group of members to polish their artistic skills at porcelain painting, a traditional craft both in Belgium and Japan, in the atelier of Mrs Catherine Sevrin, porcelain artist, in Brussels.

After some welcome words by Mr Koh-Ichi Masaki, Representative of JMAC and Chairman of the BJA Cultural Committee, Mrs Sevrin introduced the history and techniques of porcelain painting.

Mrs Sevrin and two of her master students then taught the participants how to mix colours and paint (prepared) motives on porcelain plates. A few participants executed their own motives directly on the plates as well.

The workshop ended with a drink. While quenching the thirst, the participants could marvel at the works realized by Mrs Sevrin, and of course at their own creation, which they could bring home a few days after they were fired in a special oven at around 800°C!



JAPANESE STUDIES INVITES BJA MEMBERS TO PARTICIPATE IN STUDENT INTERNSHIP PROGRAM AND ALUMNI NETWORK

By Dr Nele Noppe, on behalf of the staff of the Japanese Studies program at the KU Leuven

Over the past three decades, the Japanese Studies program at the KU Leuven has played a crucial role in economic exchange between Japan and the EU. More than four hundred of our alumni work around the world not only as cultural ambassadors for Japan and Belgium, but also as valued staff members of companies that connect both countries, as high-level government employees, and as business owners and entrepreneurs who keep the EU-Japan business relationship vibrant and innovative.

For the Japanese Studies program, supporting business innovation means constantly looking for newer and better ways to integrate high-level academic education and research with the practical needs of a professional environment. That is why we are proud to inform BJA members of two new initiatives to encourage such integration: a business internship program for students, and a professional network for Japanese Studies alumni.

Student internships at Japanese companies

Japanese Studies students want to connect with Japanese companies whose growth they can support with their communication skills, deep knowledge of intercultural issues and opportunities, and eagerness to learn and contribute. This is particularly true for Master-level students, who have already spent one year living in Japan and have close to professional-level language abilities that they are ready to make use of.

However, up until now it has been difficult for students to gain real business experience before graduating. This constitutes a missed chance not just for young people eager to work with Japanese companies. It is also a missed chance for companies, because they have no chance to make early connections with promising future employees and guide their development - or to simply support future economic relations between Japan and Belgium by teaching young Belgians to apply their academic skills to real Japan-Belgium business situations.

This is set to change. In the past few years, Japanese Studies has launched several test initiatives in which Master-level students worked with Japanese companies for several weeks. These tests were highly promising not only for the students, but also for the participating companies. They found hosting interns not only useful for their businesses, but also a highly rewarding experience.

We are excited to announce that starting in September 2015, the internship program is open to any Japanese company in Belgium that wants to connect with promising Japanese Studies students. The duration and form of internships can be adapted as required, with the full support of the university's job services and their extensive experience in internship organization. Master-level Japanese Studies students have a wide variety of backgrounds and skills, and

participating companies will be carefully matched with students who can meet their needs.

Companies who are interested in the internship program are warmly encouraged to contact Professor Dimitri Vanoverbeke (dimitri.vanoverbeke@arts.kuleuven.be).

A professional network for Japanese Studies alumni, students, and companies

Internships are only a first step in improving contact between Japanese Studies students and companies. We need a more permanent structure through which to explore potential partnerships between the business community and the academic environment, discover ideas for new initiatives, and act on those opportunities. Such synergy can only come about through better communication between all the people who have a stake in our program - not only current and former students, but also companies who have an interest in the people, research, and connections of Japanese Studies.

That is why we are launching a professional Japanese Studies network that can operate as a platform through which these stakeholders may keep in touch and inform each other of new opportunities for cooperation. These opportunities could range from individual job offers to large projects such as the student internship program. To determine what the stakeholders in this network want and need, we are currently conducting surveys and interviews with all the groups who will benefit - alumni, students, and Belgian and Japanese organizations employing Japanese Studies alumni. This research will allow us to make sure that the network has a solid foundation from which to grow and thrive.

All news about the professional network and its activities will be disseminated through an open LinkedIn group. For more information about the network, contact either Professor Dimitri Vanoverbeke or alumna and network organizer Dr Nele Noppe (nele@openjapangroup.com).

The Japanese Studies program wants to thank everyone who has already contributed to the success of these new initiatives. We look forward to helping BJA members build even more excellent relations between the EU and Japan.

Please join the Japanese Studies LinkedIn group for more news!

www.linkedin.com/grp/home?gid=23214

The group is open to all Japanese Studies alumni, to current students, and to any companies who want to benefit from being connected to the Japanese Studies program.

Belgium-Japan-Africa news

A SHARED INTEREST IN AFRICA: ANA'S DECISION TO ESTABLISH A NEW ROUTE TO BRUSSELS NEATLY COINCIDES WITH A GROWING JAPANESE APPETITE FOR AFRICA

"I say to you that African nations are no longer Japan's aid recipients. They are Japan's partners for growth." These were the words of Prime Minister Shinzo Abe during a speech he made at the 2015 Asian-African Summit held in Jakarta last April. Findings published in a recent report by Linklaters could not epitomise Mr Abe's statement better.

According to our research, the level of project finance investments sponsored by Asian funds in Africa has increased by over 160% in the last ten years. The surge, especially in the last five years, is attributable to Japanese investors, who have ramped up their project finance commitments in Africa by a staggering 576%, culminating with \$3.54 billion invested in last year alone as a result of a large focus on projects in Morocco. In recent years, Japanese companies have significantly increased their North African footprint. For example, Sumitomo Wiring Electric Systems (SEWS), a major manufacturer of cables for the car industry, owns eight production plants in Morocco employing around 16,000 people, according to the French business magazine "L'Usine Nouvelle".

More widely, our research shows that Japan now ranks as the most active Asian project finance sponsor in Africa, investing almost three times as much as China, which is often regarded as the most active Asian investor on the continent. Japan has made slow but significant inroads in growing its influence across Africa.

This Japanese investment appetite is driven by a number of fundamentals supporting outbound investment including domestic demographics and a declining population, ambitious corporate investment plans, the export of world-class Japanese equipment and technology, strong policy support from the Government and its financial institutions and an increasingly competitive global market.

Japan's need for energy sources is another factor. Within 10 years, as things currently stand, Japan will have a large liquefied natural gas demand for which it does not currently have long-term contracted supply commitments. According to the Wall Street Journal, Japan's annual LNG demand has risen roughly 25% to nearly 90 million tons since 2011.

This underpins why many in the market are expecting African countries to remain significant investment destinations for Japanese capital over the next decade. Ranking as the number one project finance investor in Africa, over two thirds of all Japanese-led deals over the past decade have focused on Nigeria, making Japan the biggest Asian investor in the West African country.



Source: citifmonline.com

In January 2015 Ghana's Vice President Kwesi Amissah-Arthur inaugurated the construction work on the Kpone Independent Power Project (IPP). Sumitomo Corporation is one of the key investors in this 340-megawatt combined cycle power plant project about 25 kilometres from Accra. The project is mainly funded through project finance and Sumitomo acquired 28% of the project company's shares. The plant will generate electric power for approximately 600,000 households in Ghana, and will be sold to Ghana's public electricity distribution company over a period of 20 years from the start of commercial operation. This is the first project covered by the Nippon Export and Investment Insurance (NEXI) in sub-Saharan Africa. The Sumitomo Corporation Group has designated sub-Saharan Africa and other countries as areas for "Strategic Regional Focus" for the strategic allocation of management resources in a medium to long-term perspective.



Belgium-Japan-Africa news



Telecom towers in Africa: Telecommunications are expected to spur economic growth in Africa this year, according to *The Economist* magazine.

Belgium as a Japan-Africa hub

Other countries emerged in our study as attractive project finance investment destinations in Africa for Asian sponsors over the last ten years. They include South Africa, Mozambique, Egypt, and the Democratic Republic of Congo (DRC). Belgium has a strong relationship with the latter, rooted in their common history. More than fifty years after Congo's independence, Belgium and the DRC have maintained close diplomatic contacts and privileged and durable economic ties.

Today Belgium remains one of the key partners in the development of the African giant. Numerous Belgians live and work in the DRC and the natural resource-rich country hosts a significant number of Belgian businesses that are active in many sectors. The DRC and Belgium also share a common language - French - and a legal system based on civil law.

To strengthen their long-standing economic relationship, the countries also signed a tax treaty in 2007, which came into effect on 1 January 2012.

DRC is a member of the Organization for Harmonization of Business Laws in Africa, also called OHADA. Formed in 1993, this organization created unified business codes largely derived from civil law that cover 17 African countries. They include Cameroon, Senegal, Ivory Coast, Guinea and Equatorial Guinea as well as Benin and Mali to name a few.

Interestingly for investors, laws relating to the establishment, maintenance and winding-up of companies, as well as to the raising of capital, are all governed by OHADA rules in these countries. In the case of disputes OHADA also created its own arbitration system that is managed by the Common Court of Justice and Arbitration.

Linklaters advisors who are well versed in both civil law and OHADA laws and who

have knowledge of both Asian and African cultures have been entrusted by clients on a number of projects and deals across Africa in recent years and, whenever required, represented them before the international arbitration bodies.

Japanese investors can also turn to experienced Belgian experts (including at Linklaters) for international tax advice on how to structure their African investment in an optimal way. For Japanese companies searching to develop and secure their business in Africa, Belgium is therefore the ideal place to find the right legal and tax support.

This is particularly the case when doing business in DRC but also in Rwanda, Burundi and across Western and Northern Africa where Japanese companies have significantly invested in recent years.

Combined with relative geographic proximity, this wealth of legal and tax advisory resource makes Belgium an ideal business hub for Japanese investors wishing to invest in Africa.



Source: japan.kantei.go.jp

Japanese Prime Minister Shinzo Abe and Ivory Coast President Alassane Ouattara exchange their football national team's uniforms during a summit meeting in Abidjan in January 2014

Welcoming ANA

This assertion has been even further reinforced recently by the decision of All Nippon Airways (ANA) to open a direct flight route between Tokyo and Brussels. The major Japanese airline is expected to commence operations to Brussels on 25 October this year. The move, which will surely be applauded by both the Japanese and Belgian business communities, will also put Belgium, with its many direct flights to Africa, on the map for Japanese investors who need to travel to that continent.

ANA and Brussels Airlines, both members of the world's largest airlines network "Star Alliance", will provide Japanese passengers with excellent intercontinental connections and easy access to African business centres.

Over the years, Brussels Airlines has developed an impressive destinations network in the region. According to the airline's website, it connects Belgium to 19 destinations in 16 African countries today such as DRC, Rwanda, Kenya, Senegal, Cameroon and Ivory Coast, making Brussels a perfect connecting hub for Japanese travellers en route to Africa.

As we prepare to celebrate 150 years of diplomatic relations between Japan and Belgium, this is the right time for both Japanese and Belgian business makers to explore ways to help each other tap into the vast growth potential offered by Africa. We look forward to contributing to this fruitful venture.

- › **Tanguy Van Overstraeten**,
BJA Vice-President and Chair of the BJA Executive Committee, Partner at Linklaters Brussels
- › **Philippe Beco**,
member of the BJA Membership Committee, Business Development Manager at Linklaters Brussels

EU-Japan news

FUKUSHIMA PREFECTURE: SUBSIDIES FOR FOREIGN CORPORATIONS

The Fukushima Prefecture currently offers special subsidies for foreign companies operating within the medical, renewable energy and robotics industries. These industries are considered growing industries that might contribute a great deal to the reconstruction and revitalisation of the prefecture. The scale of the subsidy is unprecedented in Japan: companies that establish a base in Japan (for R&D, manufacturing, sales, marketing, etc.) can apply for up to JPY 28 million (approx. some €200,000).

The application period is from 01 April 2015 to 29 January 2016. However, the call for applications will close when the subsidy reaches the budgeted amount. Who is eligible for these subsidies? Foreign corporations (at least 51 % of the capital being held by a foreign corporation) that are involved in the industries of pharmaceutical, medical equipment, renewable energy, and/or robotics and want to establish facilities for manufacturing, research and development, sales, etc. within the Fukushima Prefecture for the first time. Interested com-

panies should contact the Fukushima Prefecture for further details: Foreign Corporation Investment Promotion, Commerce, Industry & Labor Department. Tel: +81-24-521-7282, E-Mail: medical-unit@pref.fukushima.lg.jp

Source: www.eu-japan.eu/sites/eu-japan.eu/files/june15.pdf

EU AND JAPAN MOVE TOWARD DIGITAL CUSTOMS PROCEDURES

The EU and Japan signed the Interface Control Document on June 10 in Brussels. This marks the first step towards the development and implementation of a digitalized customs procedure. During the 7th EU-Japan Joint Customs Cooperation Committee on 10 June, top-level customs officials discussed bilateral cooperation and took an important step towards the creation of an IT system which will support automatic data exchange between Japanese and EU customs authorities.

Exporters across the world can be certified as an Authorised Economic Operator, or a trusted trader, in order to facilitate access to simplified customs regimes and be granted more favourable treatment when complying with new security requirements. The EU and Japan have mutually recognised programmes in place since 2010, and recognition has been fully implemented since 2011. The digitalisation of customs procedures is crucial in order to ensure that these programmes function properly.

The EU and Japan also confirmed their willingness to strengthen cooperation between their customs authorities with the objective of identifying and mitigating threats which may affect international trade routes. Facilitating trade by exploring new mechanisms, such as accelerated trade lanes, to support exporters in both the EU and Japan was also a key priority of the meeting. The objective of such innovations is to provide concrete benefits for businesses trading across borders.

Source: www.euinjapan.jp/en/media/news/news2015/20150611/123451/

**APPOINTING “HAIKU AMBASSADOR FOR JAPAN-EU FRIENDSHIP”**

On Wednesday, 2nd June, Foreign Minister Fumio Kishida appointed the title of the “Haiku Ambassador for Japan-EU Friendship” to Mr Herman Van Rompuy, the former President of the European Council (for the duration of 2 years).

The former President Van Rompuy, as a haiku lover, has been contributing to the promotion of understanding on Japanese culture through haiku and thereby strengthening of Japan-Europe relationship through haiku. Building upon his achievements, the appointment is aimed to receive his further cooperation in this area.

At the ceremony hosted by Foreign Minister Kishida on the occasion of the appointment, Foreign Minister Kishida presented haiku “Nichiou no shinkou hiromu kunpu ya (Japan-Europe friendship, ever boundlessly growing, in the fresh summer breeze”, and Mr Van Rompuy presented two haiku--- “On the green mountains, the woods in light and shadow, Fertile Haiku ground”, and “All over the world, Poets sing life and nature, Sharing makes peace”.

Source: http://www.mofa.go.jp/erp/ep/page2e_00023.html

TAXES HELPDESK: UPDATES

Changes in Japanese taxation FY 2015

On 1 April 2015, the start of the new business year in Japan, a number of significant changes in the Japanese taxation system came into force. Among these changes is the start of a steady decrease in corporate taxation. The Abe government has set a goal of lowering the effective corporate tax rate to the 20% range in the coming years in order to attract more foreign investment. The Japan Tax and Public Procurement (JTTP) Helpdesk explains the main changes.

Tax measures to strengthen companies' local presence

In its attempts to stimulate local economies, the Japanese government has introduced new fiscal measures. Companies are eligible to receive special tax credits for corporate tax (max 20%) for the acquisition of buildings in local areas and if they expand or relocate head-quarter functions to areas outside of the main metropolitan areas. There are also tax credits to promote regional employment and transfer of employment to the regions (Max. 30% of corporate tax liability).

Requirement to report financial account information of non-residents

Financial institutions in Japan will be required to submit account information of non-resident from 2017 onwards, in order to make automatic exchange of financial account information with other countries possible.

Consumption tax

The next increase in consumption tax has been postponed to April 1, 2017, after the increase to 8% last year caused

major negative effects on consumer spending. The government is currently looking into diversification of consumption taxes, and is considering lower rates for items such as food.

With regard to consumption tax for cross-border service provision, such as digital services, a number of revisions will come into force this year. From October 1, 2015:

- › Place of supply criteria will change to those receiving these services such as books, music or adverts instead of the provider
- › A reverse charge mechanism will be implemented for B2B transactions
- › For international B2C transactions, providers of these digital services will have to pay consumption tax
- › An overseas business registration system will be established
- › Tax exemptions for SMEs will be in place if the taxable sales do not exceed 10 million yen
- › From April 1, 2016 the reverse charge mechanism for consumption tax will come into effect for overseas entertainment and sports providers, where the tax obligation will shift from recipient to provider

Corporate taxation

The effective corporate tax rate is lowered in FY 2015 from 34.62% to 32.11% and will decrease further in 2016 to 31.33%. However, the taxation base is broadened to keep up revenues and limits to carry forward losses are lowered. The special tax benefit for SMEs is extended for another 2 years, as SMEs have yet to profit from the economic stimulus policies by the Abe government. The tax rate applicable to the an-

nual income of SMEs up to 8 million yen will remain at a lower 15% instead of the regular 19%.

New exit tax (capital gains taxation)

This measure, meant to prevent tax evasion by moving to another country, is a capital gains tax for unrealised capital gains of stocks and assets at the time of departure from Japan. Long-time foreign residents (i.e. total of more than 5 years) should be aware of this as they can expect to be taxed for this when they leave the country.

Other changes

These are only some of the changes that have come into effect this year, other revisions include:

- › Revision of dividends received deduction system
- › Changes in R&D tax credits for general R&D expenses
- › Revision of foreign dividends exclusion system
- › Revisions of special provisions on assessment of eligibility pertaining cross-border reorganisations
- › Revisions of controlled foreign company rules

Centre's Japan tax helpdesk

EU Small and Medium-sized Enterprises looking for more information about the changes, and support with your taxation matters, consult the JTTP Helpdesk website.

www.eubusinessinJapan.eu/issues/financial-issues/taxes-accounting

Source:
www.eu-japan.eu/sites/eu-japan.eu/files/june15.pdf

Belgium – Japan joint seminar: ‘Belgium, your gateway to Europe & innovation’

By Mr Masatomo Nomura, Chairman BJA Investment Committee and Founder of Nomura Consulting Europe

An investment seminar focused on research & innovation in Belgium was held in Tokyo on 12 May 2015 in the presence of H.E. Charles Michel, Prime Minister of Belgium, and H.E. Kris Peeters, Deputy Prime Minister and Minister of Economy, Labour and Foreign Trade. Prominent speakers presented business conditions and case studies in Belgium at the headquarters of JETRO where the seminar took place.

The seminar was well attended. 238 people from 197 companies registered and 154 people from 127 companies turned up despite the threat of an approaching typhoon.

The focus of the seminar on research and innovation in Belgium was well received. According to the feedback of the participants, 97.5% of respondents described that the seminar was useful.

The following comments by participants are a good indication of how successful the seminar was. There are also comments that will be useful for future seminars.

- › The seminar has clearly demonstrated how Belgium attaches great importance to R&D and innovation.
- › The seminar gave me a very good overview of Belgium. Especially, tax-

ation, incentives and case studies related to R&D were very good.

- › I have received information about the areas in which Belgium has advantages.
- › I have understood the high quality of Belgian R&D environment.
- › I have learned more about Belgium than expected.
- › Previously, we focused more on information about Germany and the Netherlands and the gathering of information about Belgium lagged behind. However, thanks to the seminar, key information on Belgium has been obtained.

At the request of the cabinet of the Deputy Prime Minister and the Embassy of Belgium in Tokyo, the BJA was heavily involved in the preparation of the seminar and the mission of the Prime Minister and Deputy Prime Minister. Gilbert Declerck, the president of the BJA, Wim Eynatten, the chair of the Legal and Tax Committee and, Masatomo Nomura, the chair of the Investment Committee, contributed to the programme of the mission and the seminar through the cabinet of the Deputy Prime Minister and the Belgian Embassy in Tokyo.

From the outset, the BJA advocated making research and innovation the focus of

the seminar. With world-class research institutions, well-developed university-industry collaboration, highly educated population and steady public support, research and innovation is one of the areas that this country has a clear competitive advantage. In addition, the BJA is also aware of the fact that Japanese investors are, in general, less tax driven than other foreign investors and that Japanese businesses follow keenly such development as the internet of things.

The BJA, furthermore, fielded key speakers in the seminar and published the 2015 edition of the ‘Belgium and its Neighbours’ Business Climates Compared’ in support of the mission and the seminar in particular. This publication is available for downloading from the website of the BJA. (http://www.bja.be/publications_statistics.php?&l=1)

Apart from the seminar, the Prime Minister and Deputy Prime Minister spent 2 days in Tokyo visiting various businesses and public institutions including the meetings with the Emperor and the Prime Minister Abe. They also went to Nagoya and the Deputy Prime Minister went to Osaka.

As many of the readers already are aware, the All Nippon Airways has an-



PROGRAMME OF THE SEMINAR ON 12 MAY 2015

Mr Hiroyuki Ishige	Chairman & CEO, JETRO	Welcoming speech
Mr Shinsuke Sugiyama	Deputy Minister for Foreign Affairs	Message from H.E. Abe, Prime Minister of Japan
H.E. Charles Michel	Prime Minister of Belgium	The economic program of the new Belgian Government (2014-2019)
H.E. Kris Peeters	Deputy Prime Minister and Minister of Economy, Labour and Foreign Affairs	Invest in Belgium
Mr Bart Adams	Fiscal Department for Foreign Investments, FPS Finance	Tax reasons to use Belgium as a hub in Europe - Decrease your cost for Logistics and R&D – Increase your IP-profits
Mr Masatomo Nomura	Chair of the Investment Committee of the BJA, Nomura Consulting Europe	Belgium and its neighbours' business climates compared
Mr Wim Eynatten	Chair of the Legal and Tax Committee of the BJA, Partner, Deloitte	Competitiveness as HQ and R&D location compared with other European countries
Mr Luc Van den hove	CEO and President, imec	The imec case: innovation in partnership with belgian research institutes
Mr Mitsunobu Koshiba	Representative Director and President, JSR Corporation	The case of JSR Micro N.V - Investment in the microelectronic sector
Prof Dr ir Eric Haubruge	Prime Deputy Rector, University of Liege	Innovation and Business Partnership with Universities
Mr Hitoshi Yahara	Officer, General Manager, QOL Division, Kaneka Corporation	The case of Eurogentec S.A., investment in Life Sciences sector.

nounced the launch of Brussels-Tokyo direct flights from October this year. It can be said that the mission and the seminar contributed to this successful outcome. In addition to the continuous lobbying by the Belgian government and institutions at the highest level, including this organisation, it appears that the seminar convinced ANA of the level

of the interest in Belgium by Japanese businesses.

The idea of holding an investment seminar in Japan and in Belgium alternately was agreed by the Prime Ministers of Belgium and Japan in 2014 to promote mutual investment. The seminar on 12 May 2015 was the first result of this

agreement. The second seminar will be held in Belgium in 2016 to promote investment in Japan. It will coincide with the 150 Years of Friendship between Japan and Belgium during which many events related to Belgium and Japan will take place.



news for the members

54° BEERVELDE GARDEN DAYS - JAPAN

Twice a year, in spring and autumn, the delightful Park of Beervelde opens its gates. Over 200 exhibitors fill the Park and bring their own excitement and magic to one of the most vibrant garden shows in Northern Europe. Plants, accessories and original works of art combine with a perfect setting to produce a stunning celebration of horticulture. Some of the magic and freshness that must have invigorated Chelsea in the 1930's still resides here.

Established as the country's most outstanding garden festival, Beervelde attracts thousands of visitors from all parts of Belgium and abroad. The show's success is due to the high standard of displays and the quality of the exhibitors' stands, but above all due to the very special atmosphere that prevails in Beervelde.

In fact, Beervelde pioneered in Belgium a fresh way to discover

plants: in the open air and in an exquisite setting - quiet, congenial and elegant. Since the very first show, Beervelde has gained and retained the reputation of "Belgium's must for all garden lovers".

"Japan" will be the theme and host country for this edition. Established as the country's most outstanding garden festival, Beervelde attracts thousands of visitors from all parts of Belgium and abroad. The show's success is due to the high standard of the displays and the quality of the exhibitors' stands, but above all to the very special atmosphere that prevails in Beervelde. More than 220 exhibitors and over 20 000 visitors each edition.

For more information:

+32(0)9 356 81 82
 info@parkvanbeervelde.be
 www.parcdebeervelde.be



“BONTEN CLASSIC” TOUR 2016

“Japanese Drums meet Classic”

On the occasion of the 150th anniversary of diplomatic relations between Japan and Belgium in 2016 there will be a concert tour with a Japanese-Flemish production.

Only female Japanese drummers together with a classical Orchestra, conducted by Dirk De Caluwé from “Brussels Philharmonic”... Real Girl Power! There will be concerts throughout the BeNeLux in cities such as Antwerp, Bruges, Brussels, Ghent, Liege, Charleroi, Hasselt, Luxembourg, Rotterdam, Nijmegen, The Hague etc.

The audience will be able to enjoy this beautiful, breathtaking production where not only the group's own works will be performed but also beautiful film and series music such as Games of Thrones, Hunger Games, Horn of Plenty, Gladiator, The Might of Rome, The Last Samurai or Spectres in the Fog... and Music by Gustav Holst, Jupiter & Mars, etc.

The tour starts on 12 February 2016 until 5 March 2016. An experience for young and old to remember!

Tickets and info at www.ng-events.be

BELGIUM INVESTMENT PROMOTION VISIT TO JAPAN 11 - 15 MAY 2015, TOKYO, JAPAN



At their Summit in May 2014, the Prime Ministers of Belgium and Japan emphasised the strong and long-lasting investment relations between their two countries and expressed their wish to further strengthen them. Japan is the second largest source of non-EU foreign investment in Belgium after the United States. More than 300 Japanese companies have an affiliate or a subsidiary in Belgium, where they directly employ more than 27,000 people. Similarly, more than 80 Belgian companies have invested in Japan. A key initiative conceived on the occasion of the 2014 Summit was the organisation of a high level seminar for the promotion of bilateral investments in each country.

The first of these events took place on the premises of JETRO in Tokyo on Tuesday 12th of May, in the presence

of H.E. Charles Michel, Prime Minister of Belgium, and H.E. Kris Peeters, Deputy Prime Minister and Minister of Economy, Labor, Consumer Protection, in charge of Foreign Trade. About this event you can read in detail the debriefing of Mr Masatomo Nomura, Chairman of the BJA Investment Committee, on pages 12-13.

The following day, Prime Minister Michel and Deputy Prime Minister Peeters were hosted at a Summit Meeting by H.E. Prime Minister Shinzo Abe. Stressing that Belgium is an 'extremely attractive country for Japanese companies', Prime Minister Abe confirmed that he would preside over an investment promotion seminar which will be organised in 2016 by Japan in Brussels with the support of the Belgian authorities.

The Summit Meeting also provided the opportunity for both sides to reaffirm their commitments to making every effort to reach an agreement in principle on an ambitious free trade agreement between the EU and Japan by the end of the year. In addition, the two Prime Minister welcomed the commemoration of the 150th anniversary of the establishment of bilateral diplomatic relations in 2016 as an opportunity to intensify political, economic, commercial, cultural and scientific ties.

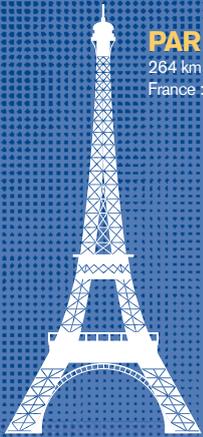
Source

www.eu-japan.eu/sites/eu-japan.eu/files/june15.pdf



Source: Embassy of Belgium in Japan

While in Tokyo, Nagoya and Osaka, Prime Minister Michel and Deputy Prime Minister Peeters also met a number of existing and potential investors. They welcomed in particular an announcement by Nippon Shokubai of plans to invest €350 million to expand its production capacity in Antwerp. They also officially signed a letter of intent between IMEC and JSR Corporation to partner in the area of enabling manufacturing and quality control of the next generation of EUV lithography materials for the semiconductor industry.



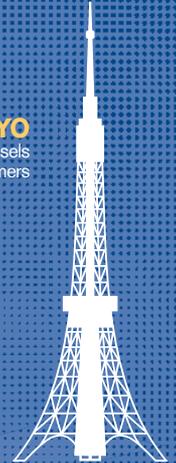
PARIS

264 km from Brussels
France : 66 M consumers



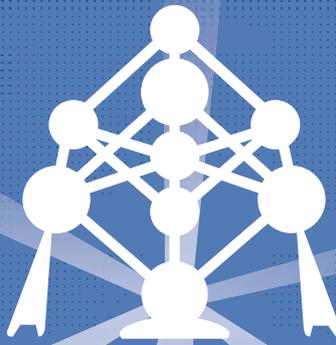
NEW YORK

5,897 km from Brussels
USA : 319 M consumers



TOKYO

9,465 km from Brussels
Japan : 127 M consumers



BRUSSELS

**CAPITAL OF EUROPE
KEY TO 500 M EUROPEAN CONSUMERS
& SPRINGBOARD TO THE WORLD**



LONDON

321 km from Brussels
United Kingdom : 64 M consumers

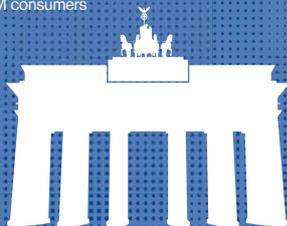


RIO DE JANEIRO

9,443 km from Brussels
Brazil : 203 M consumers

BERLIN

652 km from Brussels
Germany : 81 M consumers



BRUSSELS REGIONAL PUBLIC SERVICE



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Mrs Yuko Miyake, T. + 81 3 35 56 24 31, tokyo@brusselsinvestexport.com



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news from the members

LINKLATERS - BELGIUM LAW FIRM OF THE YEAR PRIZE

Linklaters won this year's Belgium Law Firm of the Year prize awarded by Chambers and Partners, the reference guide to the legal profession. This award recognised Linklaters pre-eminence in key practice areas



in Belgium. It takes into account growth figures, market feedback and involvement in market-leading deals. The firm also received the Trends Belgian Legal Award for Best Corporate Law Firm of the year. The Trends awards are the most renowned prizes in the Belgian legal community.

Linklaters Belgium has been involved in major deals this year including among others the mega merger of food retailers Delhaize and Ahold, the acquisition of flooring manufacturer IVC by Mohawk Industries (US) and Joint Venture between AGC Glass Europe and Obeikan Glass for the building of special glass production units in Saudi Arabia.

Source

Linklaters LLP

OFFICIAL WEBSITE OF THE 150 YEARS OF FRIENDSHIP

A special website for the 150 Years of Friendship between Japan and Belgium has been launched.

The URL is www.be.emb-japan.go.jp/150jb/jp/index.html

You will find all information concerning the anniversary in due time on this special website. If time allows, please kindly visit!

**NEW MASTER STUDIES AT THE UNIVERSITY OF LIÈGE**

A brand new Master programme related to Japan will start this autumn at the University of Liège in cooperation with the Centre for Japanese Studies (CEJ).

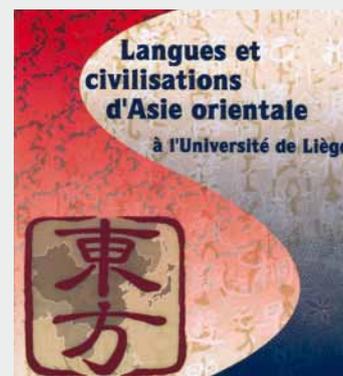
Hosted by the section of Oriental studies of the Faculty of Philosophy and Letters this is the first Master programme of that kind at a University in the French speaking regions of Belgium.

The Master "China-Japan" gives students the opportunity to combine a second language of East-Asia with their main language. Students who for example followed Japanese language courses during their undergraduate studies will get two years' training in Chinese, and vice versa. This shall help them to get a better understanding of East-Asia geopolitics.

Besides the language courses, there will be courses on East-Asian philosophy and thought, Japanese International relations, Japanese Arts, Religion, Introduction to Classical Chinese, etc.

In 2014 the Faculty of Philosophy and Letters already started a two-year "Minor" programme, during the first year 20 students followed the option "Japan".

Prerequisite to follow the Master programme is to hold at least a Bachelor's degree and to have a basic knowledge of the first language (equivalent to 120 h teaching) and a general knowledge of the civilization (equivalent to 60 h teaching). Students who have not followed the prerequisite studies at an undergraduate level, but possess an equivalent knowledge, e.g. having worked for a Japanese company or institution, having stayed in Japan, can under certain circumstances also be accepted by the jury.



For more information please see the website of the University of Liège www.ulg.ac.be, the Centre for Japanese Studies www.cej.ulg.ac.be or contact the Director of the CEJ, Professor Andreas Thele (Andreas.Thele@ulg.ac.be).

news from the members

23RD EU-JAPAN SUMMIT

The 23rd EU-Japan bilateral summit took place in Tokyo on 29 May. The EU-side was led by Donald Tusk and Jean-Claude Juncker (Presidents of the European Council and the European Commission) and the Japanese side was led by PM Shinzo Abe. The wide-reaching Summit addressed bilateral political and economic relations, regional issues and global challenges in detail. The Summit leaders agreed to accelerate the on-going negotiations for a Strategic Partnership Agreement and for a Free Trade or Economic Partnership Agreement; and decided to enhance the security partnership. Prior to the Summit, the EU and Japan reached an agreement on 5G to work towards a common understanding and standards, new harmonised radio bands and cooperation on 5G applications. They also

adopted a ‘joint vision’ for a new strategic partnership in Research and Innovation.

The Summit communiqué outlined how the EU and Japan are developing their Strategic Partnership; considered how they are acting together for global peace and security; addressed how they foster growth, prosperity and sustainable development and emphasised the link between mutual understanding and future cooperation.

Source:

www.eu-japan.eu/sites/eu-japan.eu/files/june15.pdf

ANA TO LAUNCH NEW TOKYO-BRUSSELS SERVICE FROM 25 OCTOBER

ANA, Japan’s leading airline, is to launch its new service from Tokyo’s Narita Airport to Brussels on 25 October. This will be the first time ANA has flown to the Belgian capital and will make Brussels its sixth destination in Europe. The flight will be the only non-stop service from Japan to Belgium, playing an important role in ANA’s strategy to expand its international route network and enhance the airline’s brand awareness in Europe.

ANA will operate a daily service in each direction using Boeing 787-8 Dreamliner aircraft.

ANA aims to provide added convenience to passengers flying from Brussels Airport, with connections through its joint venture partners Lufthansa, Swiss International Airlines and Austrian Airlines, as well as Brussels Airlines, Star Alliance member. Beyond Europe, ANA serves 50 destinations throughout Japan, as well as 23 destinations across Asia. The travellers can explore ANA’s domestic destinations through its special discounted “Experience JAPAN Fare”.

Osamu Shinobe, President and CEO of ANA, said: “As a major economic, commercial and political center Brussels is

an increasingly important market for us. More and more passengers are flying between Tokyo and Brussels but they currently have to do so by transiting through other cities. By becoming the only Japanese airline to offer direct flights to the city, ANA will dramatically improve access for passengers to and

from Japan. We look forward to inviting passengers on board and enabling them to experience ANA’s quality of service.”

Contact

Ryosei Nomura and Maho Ito,
ANA Corporate Communications,
Tel: +81 3 67 35 11 11

Route	Flight No.	Dep. Time	Arr. Time	Aircraft	Service Starts
Tokyo(Narita) - Brussels	NH231	11:15	15:15	B787-8 (C46/PY21/Y102)	25-10-2015
Brussels - Tokyo(Narita)	NH232	20:50	16:10(+1)		25-10-2015

About ANA

All Nippon Airways (ANA) is the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA flies today on 73 international routes and 117 domestic routes. The ANA group has 35,000 employees and a fleet of 245 aircraft. In FY2014, it carried 50.4 million passengers and generated revenues of 1.71 trillion Japanese yen. ANA has been a member of Star Alliance since 1999, and has joint-ventures with United Airlines on trans-Pacific and Asia routes, and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and in 2015 was awarded five stars for the third consecutive year by the world’s leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.

JSR AND IMEC PARTNER TO ENABLE NEXT GENERATION EUV LITHOGRAPHY RESIST SOLUTIONS

JSR Corporation, a leading materials company and imec, a world-leading nanoelectronics R&D center, signed a Letter of Intent (LOI) to partner in enabling manufacturing and quality control of EUV lithography materials for the semiconductor industry. This partnership will be formalized by establishing a joint venture with imec as minority shareholder. The signing ceremony was held at the Embassy of the Kingdom of Belgium in Tokyo (Japan) on 12 May 2015.

EUV lithography is considered as one of the main drivers to extend Moore's law towards single digit nanometer technology nodes. Imec and JSR's collaboration, will allow both companies to leverage their strengths when developing photoresist solutions for the semiconductor industry to manufacture the most advanced devices. JSR will provide manufacturing technology to the joint venture including upgrading the facility at its wholly-owned subsidiary in Belgium, JSR Micro NV, by installing manufacturing and analytical equipment. Imec will provide expertise and services to the joint venture for quality control on materials. In addition to the manufacturing of JSR brand photoresists, the joint venture will offer toll-manufacturing capability to other material suppliers with confidentiality secured.

"JSR has been a strategic partner of imec for a long time, and I am excited with this intensified collaboration," stated Luc Van den hove, President and CEO at imec. "This collaboration strengthens our supplier hub concept, a neutral open innova-

tion R&D platform that involves suppliers more deeply and at an early stage of process step and module development. The partnership enabled through close proximity between the JSR manufacturing facility and the imec technology platform will allow our partners to gain access to best-in-class materials for next-generation technologies."

"We know that EUV lithography is required to realize Moore's law in semiconductor manufacturing technologies and we continuously focus our R&D efforts to meet industry needs," said Nobu Koshiba, President of JSR Corporation. "JSR has successfully developed not only chemically amplified photoresists, but also newly designed chemistries with very high sensitivity and good productivity. Our strength has also extended to peripheral materials, such as multilayer materials. The industry is requesting material suppliers to prepare manufacturing infrastructure and quality control capabilities for defect-free lithography solutions, as well as to improve photoresist performance to match EUV exposure equipment. It is by knowing those industry needs and requirements very well, that we, two world leading organizations that have supported the semiconductor industry for a long time, come to this unique idea to form a manufacturing joint venture to support those future industry needs. This is done based on our very long, trust-worthy relationship with imec. This is a very exciting challenge for us and I have great respect for imec for their brave and challenging spirits."

UMICORE SHOKUBAI JAPAN WAS AWARDED THE OUTSTANDING TECHNICAL PAPER AWARD BY SOCIETY OF AUTOMOTIVE ENGINEERS OF JAPAN

Umicore Shokubai Japan Co., Ltd. ("Umicore Shokubai Japan"), an affiliated company of NIPPON SHOKUBAI CO., LTD. [Headquarters: Chuo-ku, Osaka; President: Masanori Ikeda, TSE:4114.T] ("Nippon Shokubai") was awarded the Outstanding Technical Paper Award (65th) by the Society of Automotive Engineers of Japan ("JSAE") for "Development of Iron Catalyst Technologies to Improve Exhaust-emission Purification Performance for Gasoline Engines" Joint development with Mitsubishi Motors Corporation.

This paper was reported at 2013 JSAE Annual Congress (Autumn) and published in Transactions of Society Automotive

Engineers of Japan (2014).

JSAE Awards recognize scholars and engineers who have made a significant contribution to the advancement of automotive technology. The awards were established with the aim of promoting the development of the automotive industry and its technology in 1951.

Regarding the exhaust gas purifying catalyst for gasoline engine, the researchers focused on iron as an alternative to expensive palladium. They investigated the fundamental characteristics of the iron catalyst and revealed the mechanism of catalytic activity. Improved iron catalyst

which suppresses the performance deterioration after aging has good potential to replace palladium catalyst, so the paper is highly recognized as promising an economic impact and energy saving through the developed catalyst.

Umicore Shokubai Japan strives to achieve its corporate philosophy of "Clean Air is Our Business" and contributes to global environmental protection through development of superior catalyst technology.

Source

www.shokubai.co.jp/en/news/newso116.html

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

Corporate Member

TANUKI

Tanuki is a renowned Japanese restaurant in a typical atmosphere, located right in the heart of Bruges. This year Tanuki celebrates its 25th birthday. Chef Ivan Verhelle and his second chef Akihisa Kawakami are specialized in the Japanese cuisine and serve delicious homemade sashimi, sushi, tempura- and teppanyaki. Pure and healthy, an attractive offering 'à la carte', various menu's (also for groups) and take away.

レストラン たぬき

この度、BJAに参加することになりました、レストランたぬきです。1989年よりブルージュにて、和食レストランを営んでおります。当店では、新鮮なお刺身やお寿司をはじめ、鉄板焼きも人気です。

冬には、フランス産和牛肉を使用したすき焼き・しゃぶしゃぶや、寄せ鍋も楽しんでいただけます。オープンキッチンなので、お客様の目の前でシェフたちがお料理を仕上げます。皆様のご来店を心よりお待ちしております。

定休日 毎週月・火
 営業時間 昼 12:00 から 14:00 (ラストオーダー)
 夜 18:30 から 21:30 (ラストオーダー)

BJAメンバーの皆様と、今後のベルギーにおける日本を盛り上げていけたらと思っています。宜しくお願いいたします。

Japanese Restaurant Tanuki

Oude Gentweg 1, 8000 Brugge
 Tel: +32 50 34 75 12
 E-mail: info@tanuki.be
 Website: www.tanuki.be



DS AVOCATS

Founded in 1972, DS Avocats is an international business law firm based in Paris with approximately 250 lawyers. We have 15 offices in Europe (including Brussels) and in Asia (3 offices in China, 2 offices in Vietnam and 1 office in Singapore) where we are established since 1986.

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

Through tight connections with Japanese law firms and the permanent presence of Japanese lawyer, we assist multinational companies including Japanese companies with a true understanding of their values and individuality.

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 E-mail: shimizu@dsavocats.com
 Website: www.dsavocats.com
 Contact: Mrs Reiga Shimizu, Lawyer



EIZO Europe

Eizo Europe is a commercial subsidiary of Eizo Corporation, based in Kanazawa, Ishikawa-prefecture. The Belgian-Luxembourg subsidiary promotes LCD monitor solutions manufactured both in our Japanese and German factories.

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Eizo Europe offers major accounts the possibility to test solutions in their own environment, free of charge, in order to examine how well Eizo solutions would fit in their company. Afterwards, with the partner of your choice, we can implement the chosen solution.

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www.eizo-or.com, www.eizo-tech.com

THE BRITISH SCHOOL OF BRUSSELS (BSB)

In membership of HMC and COBIS, as well as being accredited by CIS, BSB is one of the leading international schools in Europe. Officially opened in 1970, BSB is highly successful with superb facilities. We occupy a beautiful site of 10 hectares, surrounded by woodlands and lakes, in a leafy suburb just 20 minutes by car from Brussels, and near the Royal Museum of Central Africa in Tervuren. The site belongs to the Donation Royale, the foundation which manages the estates left to the Belgian people at the beginning of the century by King Leopold II.

We are an independent, fee-paying, not for profit international school which meets the needs of internationally mobile and expatriate families in Belgium as well as local families who want an international education. With 1,350 students from approximately 70 nations, we are made up of two schools:

- › Primary School - ages 1-11
- › Secondary School - ages 11-18

All students follow a British-based curriculum up to age 16 - (I) GCSE. This is adapted to our European context and international cohort and is followed by the choice of three internationally recognised pre-university examination courses from age 16-18 - English A Level, the International Baccalaureate Diploma and a range of vocational courses including BTEC Business, Hospitality and Sport. English is the main language of tuition, with options available to follow a Bilingual French/English programme for children aged 4 - 14 years. Our academic results are outstanding. 2014 saw a 100% pass rate across all three pre-university routes and 98% of students went on to study in their first choice university worldwide.

HMC および COBIS のメンバーであり、CIS の認可を受けている BSB は、ヨーロッパの主要なインターナショナルスクールの一つです。1970 年に正式に開校した BSB は、優れた施設を備え、大きな成功を収めています。BSB はブリュッセルから車でわずか 20 分という緑の多い郊外にあり、森林や湖に囲まれた 10 ヘクタールの美しい敷地を持っています。タービュレンの王立中央アフリカ博物館も近くにあり、この敷地の所有者は、レオポルド 2 世国王によって 21 世紀の初めにベルギーの人々に残された資産を管理する基金である Donation Royale です。

BSB は独立した、授業料が必要な、非営利のインターナショナルスクールであり、ベルギーの海外駐在者の家族と国際教育を望むベルギーの家族のニーズに対応しています。約 70 か国から 1,350 人の学生が集まり、次の 2 つの学校があります。

- 幼稚園・小学校 : 1 ~ 11 歳
- 中学校・高等学校 : 11 ~ 18 歳

すべての学生は、16 歳まで英国のカリキュラム (I)GCSE に従います。これは BSB のヨーロッパ教育システムと各国から集まる学生に合わせて調整されています。16 ~ 18 歳からは、英国 A レベル、国際バカロレア、および BTEC ビジネス、ホスピタリティ、スポーツを含むさまざまな専門コースという、国際的に認定された大学入試コースのいずれかを選択することになります。授業は主に英語で行われ、4 ~ 14 歳では、バイリンガルフランス語 / 英語プログラムを選択することもできます。BSB の学業成績は優れています。2014 年には全員がすべての大学入試コースに合格し、98% の生徒が世界各国にある第一希望の大学に入学しています。



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OPEN JAPAN GROUP

The Open Japan Group is a two-person startup that provides research and language services related to Japan. Our clients are people and organizations who want to change the world - businesses, non-profits, educators, and academics from Japan, the United States, Canada, and Belgium. We do translations (Japanese, English, and Dutch), editing and rewriting of English texts, copywriting (English and Dutch), consulting on media and digital business models, and customized research projects. Find us in the historic university city of Leuven, or online.

オープン・ジャパン・グループでは、2名のスタッフにより日本に関する研究と、言語サービスを提供しています。世界を変えるために活躍している日本・米国・カナダ・ベルギーの企業、非営利団体、教育移管、研究機関等を顧客などを顧客に持ち、日本語・英語・オランダ語の翻訳、英文編集、英語・オランダ語のコピーライティング、メディアとデジタルビジネスコンサルティング、そして研究プロジェクト等のニーズに対応しています。歴史的な大学都市ルーヴアンで、またはネット上で会いましょう。



Open Japan Group

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



The Board Members of the Marilo Fund have the pleasure to announce that Mrs Catherine Vuylsteke, free lance journalist, filmmaker and writer was selected as the 2015 winner of the Marilo Fund. With this scholarship she will spend some weeks in October/November in Japan to write about the growing phenomenon of highly educated women who choose to remain single in order to concentrate on their careers and to escape from the pressure of married life. But that also means that they will not know the joy of motherhood. A difficult choice, which society finds equally hard to swallow.

Through this topic Vuylsteke intends to look into gender issues in general. How are traditional expectations translated into a high-tech society as contemporary Japan? The story will be published in December in De Standaard Magazine.



NEWS FROM THE MARILO FUND



One lens.
Every moment.

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Focal length: 18mm
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Exposure: F/5.6
1/1600 sec
ISO320
WB: Auto Handheld



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(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.

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