



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



TRADE FLOWS & CULTURAL NEWS

Number 110 - March 2016

EDITORIAL

2016

By His Excellency Mr Masafumi Ishii, Japanese Ambassador to the Kingdom of Belgium

Finally, the year 2016 has come and, thanks to the full cooperation of friends and colleagues, in particular, those from BJA, the celebration of the 150th anniversary of Japan-Belgium Friendship has been launched successfully.

As most of you know, the opening ceremony took place at the Egmont Palace on the 19th of January. The Official Opening Conference and the Kagamiwari, - Sake barrel breaking -, were done, among other, by two Deputy Prime Ministers, Mr Reynders and Mr Peeters, the former EU President Mr Van Rompuy, who is also the 150 year Friendship Ambassador, as well as the State Minister of Foreign Affairs of Japan, Mr Muto who came all the way from Tokyo to participate in this memorable occasion. Last but not least, the BJA President, Professor Declerck and the Nihon-jinkai President, Mr Waki also joined.

It is easy to say “150 years”. But this means our relationship started in 1866. The date is only 12 years after Japan opened its doors to the outside world, having been closed for almost 3 centuries. Belgium was among the first 10 countries we established diplomatic ties with then.

We have come very far since then. Now, about 240 Japanese companies are operating in Belgium while about 70 Belgian companies are in Japan. Belgium is the 3rd largest destination of Japan's investment in Europe in terms of stock.

If there is one word to describe our relation, I believe it is “Solidarity” based upon “Friendship in Need”. Friends in need are friends indeed.

The Japanese people will never forget the solidarity expressed by the Belgian friends at the time of

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HE Mr Masafumi Ishii

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BJA REPORT

BJA exclusive visit to Brussels Airport BJA特別訪問：ブリュッセル・インターナショナル空港

Thursday 19 November 2015 – Brussels Airport



The Brussels Airport generously welcomed the participants at the Airport and gave a presentation on its new facility and its vision for the future.



ANA 787 aircraft, a direct flight between Brussels and Narita, preparing for the flight back to Japan.



The participants keenly listening to the explanation by Mr Evenepoel, Manager Aviation marketing of Brussels Airport, who is leading the behind the scene visit of the airport facility.

In October 2015, All Nippon Airways (ANA) launched a direct flight between Tokyo and Brussels. This much anticipated flight will further strengthen Belgium-Japan relations and cement the role of Brussels as a major European hub for Japanese travellers.

In honour of this important milestone, and thanks to Brussels Airport and All Nippon Airways (ANA), the BJA was pleased to

invite the members to an exclusive behind the scene visit of the airport facility.

During the visit, members had the privilege to discover the Airport Operations Centre as well as get a view of tarmac from the Stand & Gates tower. It was an exclusive insight into the workings of a place so many travellers frequent, but never have the chance to look behind the scenes.





150 YEARS OF FRIENDSHIP BETWEEN JAPAN • BELGIUM EVENT CALENDAR

Note: All details are subject to change. Many more events are to be held throughout the year 2016. Please visit the 150th anniversary website (www.be.emb-japan.go.jp/150jb/en/index.html) for updates and contact organizers for further information.

DATES	EVENT	VENUE
early March	Japan Month: Doll presentation, doll making lecture	JICC (tbc)
10-25 March 2016	Invisible Needs of Life - Reconstruction 5 years after 311 tsunami (exhibition & symposium)	JICC
11 March 2016	Japan Month: Fukko concert	Flagey
11-13 March 2016	East Japan Great Earthquake 5 th Commemorative Event	Hasselt Japanese Garden
11-13 March 2016	Made in Asia	Brussels Expo
18 March 2016 - 14 August 2016	Game Changers - The Radical Silhouette from Balenciaga to Kawakubo (fashion exhibition, Japanese and Belgian designers)	MOMU, Antwerp
24-25-26 March 2016	Japan Month: "Matsuri" Festival	BOZAR, KUL, Liege
April	Art Nouveau glass collection exhibition and art nouveau seminar (tbc)	JICC
22 April 2016 - 1 May 2016	FLORALIËN Gent	Bijloke (Ghent)
23-24 April 2016	Meiji Shrine Gagaku Concert and Martial Arts Demonstration	Ghent, Brussels
25 April 2016	Bi Japon fashion show	JICC
30 April 2016 (tbc)	Jef Neve & Miho Hazama Jazz concert (tbc)	Bijloke (Ghent)
18 March - 25 April and 29 April - 1 May 2016	Japan Festival & International Two days walk of Flanders	Blankenberge
May to September	Traditions Masques du Japon by Mask Museum	JICC
1 or 2 June 2016	Urasenke tea ceremony lecture and demonstration	JICC
10-14 June 2016	"The Tale of Genji" by Ebizo Ichikawa (tbc)	De Singel
24-26 June	Brugge Japan Day	Brugge

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Great East Japan Earthquake. It should not be a coincidence that this year also marks a 5 year commemoration of the disaster and there will be a lot of events in Belgium to remember it as part of the celebration for 150 years of friendship, including a Charity Concert in Flagey on 11th of March. I hope many of you have contributed to this long standing initiative!

On the other hand, the past few months have not been the best months for Belgium. Since a series of terrorist incidents happened in Paris, France last November, Belgium has not been free from discussions over the potential threats we are all facing. I believe that now is the time to show Japan's solidarity to the Belgian people. We really appreciate what the Belgian government has been doing for maintaining security. We commend the endless efforts of police and military personnel to that end. Now that we

have a daily direct flight between Tokyo and Brussels, I do hope the number of tourists from Japan will pick up again in the near future. It is also important to see more Belgian tourists go and visit Japan.

My sincere hope is that this year works as catalysis for strengthening further our existing solidarity and it is part of my job to make sure it will happen. But for that to be realized, your support is also indispensable. There will be many events during this year. So, please enjoy them but at the same time, please be ready to give your contribution for the better future so that our relation prospers many more hundred years as that of friends in need. I also believe the BJA have been and will continue to be in the center of our solidarity. Thank you BJA!

By His Excellency Mr Masafumi Ishii,
Japanese Ambassador to the Kingdom of Belgium

Editorial Committee

This committee is responsible for drafting and editing the quarterly newsletter Trade Flows & Cultural News (March, June, September, December), as well as for most other BJA publications.

The Trade Flows & Cultural News focuses on the following subjects: Facts & Figures on Japan and Belgium, EU-Japan relations, Success Stories, Cultural News, Actions/Events/Fairs, Agenda, Personalia.

This newsletter has a run of printed and digital copies on-line as well. The Editorial Committee meets four times a year.

Chairman: Edward De Beukelaer

出版委員会は、“Trade Flows and Cultural News” という英字ニュースレター（四半期毎）を編集しています。この出版物にはベルギー、欧州及び日本の商業・経済の動向、日・EU 関係、文化ニュース、他イベント情報、新会員のご紹介などが掲載されています。

委員長：エドワード・ドゥブケラー

› EDWARD DE BEUKELAER

Together with my son Stefaan I am managing a family owned company with large experience in the distribution of high quality Japanese opto-electronics in the photographic and medical area. This experience made me understand the opportunities a better mutual understanding of the Japanese and Belgian culture offers to the development of both countries. I trust the BJA will keep developing such relations and further stimulate economic and political cooperation between the two countries. Together with a most dynamic team, I am responsible for the Editorial Committee, taking mainly care for this publication. This presentation offers me the chance to thank you, readers, for the inputs you give us, the members of our Committee and especially the Staff at the BJA for their devotion to this publication.



› GEERT BENOIT

Mr Benoit is CEO of Yamagata Europe and director at Yamagata Corporation in Japan. He holds an MA in Chinese and Japanese languages and an MBA from Vlerick Management School.
“I did +50 trips to Japan already, but my finest memories come from the Worldcup match between Japan and Belgium in 2002, the Sunday swim in the pool of the Belgian Embassy in the summer of 1990 (Thank you Nothomb-san) and every visit to “Brussels”, the oldest Belgian beer bar in Jinbōchō.”
 LinkedIn: www.linkedin.com/profile/view?id=6641883



› DIRK DEHAENE

I am founder and managing partner at OSKAR D, a creative agency based in Antwerp for more than 20 years. Before that I worked for a Belgian product design agency and was responsible for projects in Japan and South Korea. I used to live in Japan for one year, followed by numerous travels to both Japan and Korea. Still now I consider Japan as my second home, and my Japanese friends and relations among the most precious I have. As a hobby project, I take a great interest in saké, Japanese contemporary ceramics and graphics. For this reason I started the ‘HopSaké’ project.
www.oskard.com - www.hopsake.be



› YURI KIYOSHIMA

I am a Senior Consultant in the Immigration and Social Security Team of Deloitte. Within this team, I assist Japanese companies with their immigration and international social security matters.
 I first arrived in Belgium in 1995, as the child of a Japanese expat assigned to Brussels. Since that time, my life is divided between Belgium and Japan.



BJA new year celebration at the European Motor Show Brussels ヨーロッパ・モーターショー見学並びにBJA 新年カクテルパーティー

Wednesday 13 January 2016 – Heysel, Brussels



The Participants received a special performance of the 'Wadaiko' – Japanese drums by the Taiko group 'Tatake!' at the Isuzu Motor stand.



With the kind courtesy of the Beherman Motors, a distributor of the Mitsubishi cars, the participants were welcomed at the Mitsubishi stand with refreshments.



(Left to right) Baron Moorkens, BJA Honorary Vice-President, Mr Van Hoof, Partner of EY, Professor Declerck, BJA President, and HE Ambassador Ishii of the Japanese Embassy joined together for the Kagamiwari, the sake barrel breaking.

The BJA cordially invited the members to the 94th European Motor Show Brussels in Heysel to celebrate the New Year 2016, a special year where we celebrate 150 years diplomatic relations between our countries.

Thanks to the courtesy of the Belgian Association of Automotive & Cycle Industry (FEBIAC), over 120 BJA members joined on the 'Japan Day' of the Motor Show, on the Exclusive Professional VIP Day before opening to the public. On this occasion, they had an ample opportunity to visit the stands of all Japanese car manufacturers and to witness some of their dream cars. This special

visit was kindly guided by the automotive experts Mr Eric Janssen and Mr Rodolphe Bensel.

After the visit, with generous sponsorship by EY, the BJA welcomed the members and guests to its traditional New Year Cocktail in honour of HE Ambassador Masafumi Ishii of the Embassy of Japan. After the 'Kagamiwari', the traditional sake barrel breaking ceremony, performed by HE Ambassador Ishii, Professor Declerck, BJA President, Baron Moorkens, BJA Honorary Vice-President, and Mr Van Hoof, Partner of EY, the guests savoured the delicious sushi and sake to start this anniversary year together!



Back to Belgium after 20 years

By Mr Masahiro Sato, Director of Intercultural Research Institute of Meiji Jingu

It is always a great pleasure to recall my memories of the days I spent in Belgium: In fact, I stayed 3 years in Belgium between 1992 and 1995 as General Manager of Bank of Tokyo (now Bank of Tokyo - Mitsubishi UFJ) Brussels office.

In 1993, I was elected president of Nihonjinkai, the Japanese Association which is composed of Japanese companies established in Belgium. What happened during that year still remains vividly in my memory. In August, to our great sorrow the late King Baudouin passed away suddenly, and Their Majesties the Emperor and Empress of Japan took the immediate decision to come to Brussels to attend the funeral. In September, the following month, Their Majesties visited Belgium once again, this time officially as it had been previously agreed by the two governments. To have witnessed the two consecutive visits of the Imperial couple was convincing enough to understand the close friendship existing between Japanese Imperial Family and the Belgian Royal Family. This conviction became even firmer when I joined later the Imperial Household Agency as Emperor's chamberlain, where I served for 17 years.

Another memory of that year is the charity music concert that Nihonjinkai has organized. As a Japanese violinist named Ms Yayoi Toda won the first prize at the Elizabeth Concours that year, we have asked her to play for the sake of fund raising. The concert was held in November at Palais des Beaux Arts (now BOZAR), in the presence of His Royal Highness Prince Laurent of Belgium. The big concert hall was filled with people, Japanese and Belgian together. The raised fund was donated to the Baudouin Foundation, and it was much appreciated as a gesture of friendship between Japan and Belgium.

This year 2016 marks the 150 years of Friendship between Japan and Belgium. Taking this opportunity, in April this year, I will have the pleasure to be back to Belgium after 20 years. This time as a member of Meiji Jingu, a Shinto shrine located in a big forest at the center of Tokyo. The Shinto, being the traditional religion of the

Japanese people is at the base of their culture. Thus, our mission is to promote the Japanese culture so that foreign people will know more about Japan and its culture, in order to deepen the mutual understanding. For the sake of this promotion, we will make presentations of Gagaku, the traditional music and Budo, the martial arts, as representative examples of our tradition and culture.

Gagaku is the traditional court music which has been transmitted from generation to generation at least for 1500 years in its unchanged original form. It is composed of the original indigenous music with the transfusion of other music imported from various parts of Asia. It has been under the protection of the Imperial court but also played in major Shinto shrines and Buddhist temples to accompany the ritual ceremonies. The instruments used are traditional drums, flute and other winds. It is often accompanied with dances. Our Gagaku presentation will be performed by the priests and the maidens of Meiji Jingu.

As for Budo, spectacular performance of Aikido and Kenjutsu will be demonstrated. The performance will be executed by the masters of Meiji Jingu together with the European amateurs who once experienced the training course at Meiji Jingu.

As you may know, Budo consists of the training of spirit and body, in which the former is considered as important as the

latter. The spirituality is said to have originated from our indigenous religion and therefore very much related to Shinto and Buddhism which became integrated into Japanese culture after the 6th century.

Gagaku and Budo, both represent the condensation of Japanese spirit which has been cultivated during the past long years. Thus, watching and listening to the presentation will permit you to have a glimpse into Japanese culture and its spirit. I hope you will enjoy them.

The performances will be held in Ghent at De Bijloke (Saturday 23 April) and in Brussels at BOZAR (Sunday 24 April). As for Brussels, what a coincidence or rather a predestination for me to be back after 20 years, to the same city, the same venue with the same aim of strengthening the ties between our two peoples!

The admission is free of charge. For further details, please refer to our website www.meijijingu.or.jp/miri/about/index.html

Hoping to see you at the venues.

I would like to take this opportunity to thank all the sponsors who cooperated to the realization of this project, including ANA which helped us a great deal with their direct flight between our two capitals, inaugurated last October.



The performances will be held in Ghent at De Bijloke (Saturday 23 April) and in Brussels at BOZAR (Sunday 24 April). The admission is free of charge. For further details, please refer to www.meijijingu.or.jp/miri/about/index.html



COLLEGE OF EUROPE STUDENTS TAKE PART IN A SPECIAL STUDY TRIP TO JAPAN AS PART OF THE MIRAI PROGRAMME

By Elena Moreno with the collaboration of Jordan Hill, Jonas Roleder, Zrna Pavlicevic, Thomas Adam, Eva Sali and David-Jan Bosschaert, Students of the College of Europe (www.coleurope.eu)

For someone who has never been in Japan before, the first impressions are always about immediate and daily things; like having fish and miso soup for breakfast instead of your usual toast and coffee, or like greeting with a bow instead of a handshake. These are things that one can note instantly, small differences that indicate: “you are in Japan”. But after spending a week there and meeting local people, one gradually pays less attention to those first impressions and begins to wonder how different Japan and its people really are.

We were given the chance by the Japanese MOFA to live the first ever MIRAI 2015 experience, a cultural exchange programme where we not only learnt about Japan, but also about each other, as we were 150 students of 54 different nationalities from Europe, Russia, Central Asia and the Caucasus.

During the first two days in Tokyo we visited places that not everyone can easily get the chance to see. The Mori Corporation Building in Roppongi is one of them. Looking at the view from the 53rd floor, we felt enveloped by buildings of all sizes, with the Tokyo Sky Tree Tower being the centre of attention thanks to its 634 metres, making the city the host of the tallest telecommunication tower in the world. The building also housed a 1:1000 scale model of the city, which further emphasised the varied skyline of Tokyo, and served as the presentation material for the former Ambassador of Japan to the UK, Hiroaki Fujii, to explain the corporation’s vision of modern Japan. This included its city planning, with a focus on hosting the 2020 Olympics and on developing more underground projects in order to build a greener city on the surface level.

Another fascinating experience was to attend seminars at Keio University. As we walked through the campus and on to the conference room, it wasn’t hard to imagine ourselves being students there. In the morning, the seminar was opened by the remarks of Prof. Toshiro Tanaka, Professor Emeritus of European Political Integration at Keio University and Jean Monnet Chair ad personam since 2003. In his conclusions, Prof. Tanaka described the “Expectations Deficit” in EU-Japan relations, mainly marked by an underestimation from the EU towards Japan and vice versa. He stressed the need to enhance mutual understanding and trust through dialogue, cooperation and exchanges between Europeans and Asians. Finally, he urged for the conclusion of the Japan-EU Economic Partners and Strategic Partners Agreement.

After two days learning about Japan and visiting all the inter-

esting places in our packed schedule, we had already started to build an attempted image of Japanese culture in our heads. We had also been taught some theory, the famous “Do’s and Don’ts”, such as: don’t kiss or hug in public, don’t eat while you’re walking, don’t sit on a table, don’t put make-up on public... and always be on time (i.e. 15 minutes early)! However, everything we learnt was nothing compared to what we were going to experience the next two days. What truly changed our perception about Japan, and gave us a deeper insight into the values of Japanese culture, was spending two days and two nights as part of a Japanese family away from the capital. Given the number of different locations we went to, each with its own distinct local character and history, it is difficult to summarise the overall experience. However if we had one word to define all our homestays it would definitely be ‘hospitality’. Not only were we treated like one more member of the family but most importantly we also felt like part of a new household. Sleeping on a futon, cooking together, sharing a glass (or two) of sake, playing with the children as if they were your own brother and sister, singing Japanese songs in a karaoke bar, realizing that your host grandmother also wants to make sure you eat more than enough or teaching them games and songs from your own culture and finding out that they also have their Japanese version.

Upon our return to Tokyo we were not the same people and our perceptions had changed a lot. Even though we had learnt not to kiss or hug in public, there we were, hugging our Japanese friends every morning with our very well learnt “Ohayo!” (Good morning).

From Japan we learnt the importance of harmony, of respect, and the contrast between traditional –wearing a kimono and celebrating the tea ceremony or witnessing a Shinto wedding– and the modern–visiting a manga museum or seeing the kawaii (cuteness) culture in the way youngsters dress, act or even speak. But most importantly we learnt that we can achieve much more if we are open minded and put aside any fear of the differences. Indeed not only were there far fewer differences than expected, but we also learnt that appreciation of and respect for these differences form a cornerstone of prosperous relations between nations.

The word ‘MIRAI’ means ‘future’ in Japanese. This experience only lasted seven days but it was so deep and powerful that the lessons, memories, and relationships will stay with us indefinitely and encourage future visits.

Belgian tax reforms: changes & opportunities for japanese companies ベルギー税制改革:日本企業への影響と好機

Monday 25 January 2016 – De Warande, Brussels

With H.E. Minister Johan Van Overtveldt, Federal Minister of Finance

ヨハン・ヴァン・オーヴァフェルト財務大臣に聞く



Members of the BJA Legal & Tax Committee exchanging interesting insight with each other: Mr Dhanens of JTI, Mr Eynatten of Deloitte and Chairman of the Legal & Tax Committee, Mr Broekhuizen of Toyota Motor Europe and Mr De Muynck of Jones Day



An interactive and interesting Q&A with His Excellency Ambassador Ishii asking the first question, and many others following.



During the luncheon H.E. Minister Van Overtveldt gave his insights on the implementation of the Tax Shift as well as on other interesting items of discussion.

The Belgium-Japan Association & Chamber of Commerce invited the members to an exclusive luncheon with HE Minister Van Overtveldt, Federal Minister of Finance, preceded by a networking moment with aperitifs.

Tax is very high on the agenda of both governments and businesses, as the Belgian government is currently implementing the Belgian Tax Shift, as well as various measures proposed by the OECD & G20 BEPS Project.

These tax developments will impact Japanese multinational enterprises doing business in Belgium. During the luncheon H.E. Minister Van Overtveldt gave his insights on the implementation of the Tax Shift as well as on the Belgian government's position regarding the implementation of BEPS Action Points in Belgium.

The members savored the delicious lunch at De Warande and enjoyed the Minister's insights together with an interactive and interesting Q&A, with His Excellency Ambassador Ishii asking the first question, and many others following.



Real Japanese green tea meets modern lifestyle in Antwerp

By Mr Michael Van den Putte of Azumaya



Most Japanese people feel it is very difficult to find good quality, flavorful Japanese green tea in Europe. Azumaya started to research the situation in Europe, and found there is limited knowledge, experience and understanding about Japanese green tea in Europe. Most Japanese green tea in Europe is somehow not very fresh (even damaged), because the tea leaves are often not handled correctly. Water quality has a strong influence on the taste of the tea. Especially with the overall lesser quality of hard European water, it is difficult to prepare tasty tea. Also, many people don't know that Japanese green tea has an "umami" taste: umami is the Japanese 5th taste. These findings provided Azumaya with a strong motivation to introduce real Japanese green tea in Europe, and to make the authentic taste and quality popular



in Europe.

In the production process, Japanese green tea is steamed to stop the oxidation of the tea leaves, so the tea does not ferment. After steaming the tea is dried, rolled, and packed in sealed packages. In Japan, this process is kept very short: usually one day. Tea is harvested early in the morning, then on the same day the tea is steamed immediately, then dried and packed.

Regarding the tea leaves, the tea is steamed to stop the oxidation; it should be prevented from contacting air after this process. The preservation of the green tea is therefore crucial for maintaining the freshness and taste of the tea. Many European tea drinkers preserve Japanese green tea the wrong way, because they don't understand the difference between Japanese green tea and other kinds of tea and infusions. Japanese green tea is very sensitive to exposure to oxygen, humid-

ity and sunlight. Therefore, for Japanese green tea, it is best to open only 1 or 2 packs at the same time and consume within 4 weeks, before opening a new package. That is why Japanese tea is usually offered in smaller sealed packages. In order to prevent the tea from coming into contact with air after opening the package, the tea should be kept in special cans with a double closure (ochakan), or in the reclosable packaging. For optimum flavor, one should use fresh tea leaves as much as possible.

Concerning the water used for tea preparation, temperature and infusion times are very important. Many Europeans think that green tea is too bitter. This is actually caused by preparing the tea the wrong way. If the water is too hot or the infusion time is too long, an excess of tannins are released from the tea leaves, and then indeed the tea will be too bitter. Each tea has slightly different requirements, but as a rule of thumb these guidelines can be followed:

- > Gyokuro: approx. 3 minutes infusion, water temperature 50°C
- > Sencha: 1-2 minutes infusion, water temperature 65-70°C
- > Hojicha, Bancha, Genmaicha: 2-5 minutes infusion, water temperature 90°C

Many people don't realize that you can make 2 infusions with Japanese green tea – Gyokuro can even be infused 3 times. The tea leaves can also be eaten after the 3rd infusion!

Azumaya Antwerp



In order to promote the understanding of Japanese green tea amongst Europeans, Azumaya selects high quality Japanese green teas from Japan. By working directly with several Japanese tea producers, they can keep control over packing and

shipping, and introduce the real taste of Japanese green tea in Europe.

Japanese green tea can be tasted just like wine. In fact, wine lovers easily appreciate the different tastes of Japanese green tea. Sometimes strong, sometimes very delicate, there are many sensations to delight the palate when enjoying Japanese tea. As with wine production, for Japanese green tea there are hundreds of producers in Japan, each region offering its own tastes and specialties. Depending on the region, from North to South Japan, you can find many variations in taste and color of the tea. To offer an even wider selection of Japanese green tea in Europe, Azumaya introduced "Club 88". This is a Japanese green tea subscription service. Members of the club receive a different Japanese green tea every month. Most of these teas cannot be found anywhere in Europe.

Tea café, teashop, workshops and events

At the Azumaya tea café in Antwerp, you can stop in for a cup of Japanese green tea with a special selection of sweets or sushi, try a green tea degustation menu, or follow a Japanese green tea workshop. Besides tea, Azumaya offers a full range of quality Japanese green tea accessories and gifts, like stoneware teapots, nanbu teki cast iron teapots and Matcha accessories.



Azumaya supplies Japanese green tea to other professionals, premium restaurants and cafés, and advises them on the preparation and storage. Azumaya also offers several events packages for Japanese green tea-related events. Events can be organized at Azumaya, or on location. Together with their partner Ko'uzi Sushi, Azumaya serves a sushi cha-kaiseki menu.

Ko'uzi Sushi

Ko'uzi Sushi is located at the same location as the Azumaya tea café in Antwerp. An award-winning Japanese chef, Junko Kawada is proud that sushi has become an internationally recognized dish – appreciated all over the world, including Belgium. Ko'uzi translates the Japanese spirit into sophisticated European variations of sushi.



Gyokuro

top quality green tea, which has been covered with shadow nets prior to harvest.



Matcha

powder tea made of grinded tea leaves, very high in anti-oxidants.



Sencha

the most popular green tea in Japan, available in many different tastes.



Genmaicha

Sencha tea with roasted rice.



Hojicha

roasted green tea



Bancha

mild green tea from the last harvest.



Kyo-Bancha

a smoked bancha tea with a very fine smoked taste.



Visit the Azumaya website for more information about Japanese green tea. Azumaya offers a special discount to BJA members for all online orders in February and March. By using the coupon 'BJA-Newsletter' during checkout, Azumaya will ship your order for free in Belgium.

NEWSLETTER

news for the members

SPRING, ARE YOU HERE ?

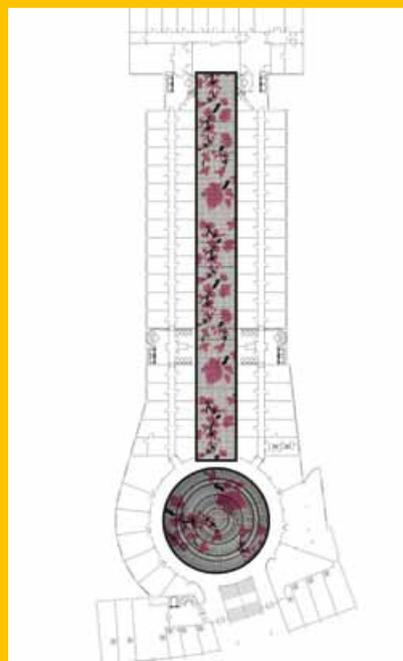
You might already know that this year 2016, Japan & Belgium are honored. To celebrate the 150 years of diplomatic relation between the two countries, different events are foreseen in the months coming.

One of them will take place all year long in the famous Galerie Ravenstein in Brussels. Linked to the central station, this passage will coat the Japanese colors already from March & the beginning of the spring. On this occasion, the canopies will all be covered with giant cherry flowers. As they were falling from the sky, the floor will also be covered with petals with natural colors & shapes. On the pathway, some seatings will allow

to relax & admire the real cherry trees brought for the celebration and arrange all along the gallery till the fountain under the dome. The event called "Sakura 2016", will offer some bento tasting that will be available on some Sundays and/or on order. So save the date & don't forget to share one of those wonderful traditional Japanese picnic moments at the Galerie Ravenstein while welcoming the arrival of the Japanese spring in Belgium.

Other cultural & artistic events will be scheduled during the year.

Contact:
sakura2016.bruxelles@gmail.com





150 years of diplomatic relations Belgium-Japan is an important milestone in a relationship. It is a symbol of growth towards a common goal: fostering the economic and cultural ties between our two countries and the friendship between our people. We have become deeply indebted to our networks between Belgium and Japan – on so many levels too many to mention. In this Special Series we will bring you some of the unique stories of people who brought Japan and Belgium closer.

THE HOBO FAMILY: 80 YEARS OF JAPANESE INNOVATIVE ENTREPRENEURSHIP IN WAREGEM

By Mr Geert Benoît, Managing Director of Yamagata Europe, Editorial Committee Member

On the road from Waregem towards Anzegem, in South West Flanders, you can find a restaurant with a Japanese name: Hobo's, and next to the restaurant, a remarkable company: Hobo C&S, a company that recruits and dispatches "chick sexers" for hatcheries around Europe.

I am heading to the company that is located just in the middle between the famous hippodrome of Waregem (Waregem Koerse is the Ascot of Belgium) and the American Cemetery that was honoured by a visit of president Obama last year. Waregem is famous for horse-racing and is the home to the only WWI American cemetery in Belgium but these two touristic hotspots are not on my to-do list today. I have an interview with Takashi Hobo and his son Koichi Hobo. Among the locals the Japanese Hobo family is popular and well known and the story of the family deserves a special place in the history of the relations between Japan and Belgium. The Hobo's are the descendants of Junichi Hobo who arrived in the area in 1935. The language for the interview is not Japanese, but West-Vlaams, our common mother tongue.

"Allez, kom we hoan d'ran behinn"
(Let's start)

For the Hobos the most important question in life is not the philosophical question "what comes first: the chicken or the egg?", but the more practical question: "what came out of that egg? A pullet or a cockerel?". And since the establishment of restaurant Hobo's 15 years ago, another question for the family could be the one Louis the Funès asked us "l'aile ou la cuisse?"

Takashi and Koichi Hobo passionately tell me the story of their (grand)-father who was born in 1916 in Mizunami (Gifu, Japan), one hour by train from Nagoya. Junichi was the oldest son of a family of four. You would assume in those days he would stay in the farm to take over the responsibilities as pater familias and run the business. The family ran a poultry hatchery, Nagoya was the poultry center in Japan, like Kruishoutem (near Waregem) is in Flanders. Junichi was attracted by new technologies and was sent to study chick sexing in Nagoya, where he was introduced to a revolutionary and world first technique that enabled the detection of the sex of one day old chicks. The technique, called cloaca sexing method was developed at Tokyo Imperial University during the late 1920s and early 1930s. The breeding sector soon recognized the huge savings on feeding, labour & space if you are able to detect the sex of your chickens 2 months earlier than the competition. From 1934 The Japan Chick Sexing Association sent out accredited sexers all over the world to evangelize the technique. As such, in 1935, 18 year old Junichi was put on a boat headed for the UK with four other Japanese chick sexers. An accredited chick sexer is a trained person who can successfully detect the sex of a chick at a rate of around 1,000 chicks per hour at an accuracy rate of 98%. This is done under the light of a 200 Watt lamp with the human eye. The 5 travelled by boat during six weeks from Japan to Europe,

and leaving the others in UK and France, Junichi was welcomed in Kaster (Avelgem) at the chick hatchery of the Stepman family, who showed interested in this innovative Japanese technique. During his first months, his employer, Gaston Stepman, who was convinced of the power of the technique went to visit farmers and breeders in the area to promote the services of his unique Japanese specialist. He introduced Junichi as Mister Hobo, but the locals quickly called him "miester" Hobo because Mister sounds as meester in the local dialect. (meester means sensei, not a bad choice by the locals). No one in Flanders had ever encountered a chick sexer and they considered the new technique very suspicious and thought the guy was crazy or a magician. Pre-industrial hatching was a seasonal business in those years, so the sexers were only needed for a few months. Junichi was planning to go back to Japan towards the end of the season, but Gaston, who was convinced that the idea of chick sexing would eventually take off, suggested that he'd stay, study Flemish so that by the next year he could better explain the technique to the hatchers and breeders. Junichi accepted, stayed with the family where he was welcomed as the son of the family and started his language course.

The investment in language learning paid off. That is probably the reason why many years later (in 1964), Junichi send his son Takashi to Himeji for a three year-long study of Japanese to make him fit for the business.

During the following years (1936-38), while his popularity grew among the local hatcheries, but apparently even more and more among the oldest of the four daughters of Gaston, Junichi travelled back to Japan each year after the busy season. The money he earned in those three/four months being more than sufficient for the whole year. He



Diploma awarded to Junichi (Junichi) Hobo, November 1, 1935, (Examiner of Takashi Hobo, Belgium)



travelled by boat and later via the Trans-Siberian railway to continue from Vladivostok on by boat to Japan. In 1939, just before the war, on his way home, he was refused to travel to Japan, and was sent back to Kaster. Later he admitted that he was not entirely unhappy that he was refused to travel, because he also had private reasons to return to the Stepman family...

In 1941, after being converted to Catholicism and receiving the name Paul, he married Marie-Louise, the oldest daughter of his employer in 1941. It was the first mixed marriage in the small village Kaster. In an interview with the Nihonjinkai in 1995 (published in the 日本人会会報 第152号), he explained that it took him two years before his employer approved of the marriage with his daughter Marie-Louise. Although Gaston really liked and appreciated Junichi, he had difficulties to get used to the fact that his daughter would marry somebody from another race.

By the end of the war the young family already had three children: Takashi, Miyako and Miyoshi, and in 1945 the family of five moved into a new house in Waregem, where Junichi soon started the Hobo Chick Sexing company to organise and manage the Japanese chick sexing activities in Belgium and later all over Europe. The Hobo family and company in Waregem was the home to

hundreds of Japanese chick sexers that came to Europe to offer their speedy and accurate services. Junichi further improved the technique and grew his company into an absolute market leader in Europe and was in charge of the dispatch of the mainly Japanese chick sexers for the whole of Europe. At its heydays, Hobo used to contract up to 150 specialists per season who would fly all over the continent within to detect the sex of the chicks barely 1 hour after the eggs hatched.

A true international success story, the company photo album looks a bit like a holiday picture book with pictures of cities in any European country, even behind the iron curtain. Junichi made Waregem into the European foothold of the Nagoya based Zen-Nippon Chick Sexing School and just like in Japan he organized chick sexing championships every year. Belgium was the only country outside Japan organizing these kinds of championships.

In the meantime he prepared the succession of the company and the three children were sent to Japan when they were 18 years old for a short period. The oldest son, Takashi, who now runs the business with his son Koichi, was sent to Himeji after he finished his studies in Belgium to study Japanese, because in the business of European chick sexing, speaking Japanese was indispens-

able. Today Japanese sexers still represent 35% of their specialists, the others mainly being Korean.

For all these achievements, he was awarded several awards in different countries in Europe, but according to Takashi the award Junichi was most proud of was the “Flag of the Rising Sun Award” he received in November 1986 from the Japanese First Minister Yasuhiro Nakasone.



One of the things the horse loving community of Waregem remembers Junichi for is his special contribution to the success of Waregem Koerse by getting the horse racing photo-finish equipment that was used at the Tokyo Olympics (1964) to Waregem. Photo finishing is all about speed and accuracy, just like chick sexing. This combination of skills was Junichi's unique and magic strength that brought him to Waregem where he stayed and spent a wonderful long life with his wife Marie-Louise. Junichi died peacefully in 2006.

His home today hosts the outstanding restaurant Hobo's that is run by his son Miyoshi. No better place to muse about this story than this restaurant that serves a unique mix of Japanese and Belgian food. For the nijikai (after party), I would suggest the stylish pub “Den Hemel” in the centre of Waregem run by grandson Koichi. I am quite sure the pub was named after the place from where Junichi and Marie-Louise are looking at their busy descendants taking care of his business, his friends in Waregem and those far beyond.

HONDA BELGIUM, THE FIRST JAPANESE COMPANY IN BELGIUM

By Mrs Yuri Kiyoshima, Consultant Immigration Services of Deloitte, Editorial Committee Member

A little known fact is that Honda Belgium NV was the first Japanese company to be established in Belgium, doing so in 1960 as a precursor to participate in the European market as a competitive automotive company.

In 1962, Honda sent a delegation of Japanese employees, led by Mr Iwamura, to Western Europe in order to research the possibility of entering the European market. Among the Western European countries, Belgium was chosen as the location for a factory to produce “mopeds”. The reasons behind the decision were the following:

- › The city of Aalst was enthusiastic about attracting Honda
- › Being at the centre of Europe, the transportation of goods was made convenient by the ports and road network
- › Several dominant moped manufacturers, such as BMW, existed in other EEC member countries (France, Eastern Germany, Italy, and the UK).
- › Talented human capital was available due to the textile industry’s decline

The first difficulty Honda faced was to obtain the Japanese government’s approval to set up operations. Since Honda Belgium was the first company expanding its production site to the EEC, they needed to frequently clarify the objectives to the Ministries and the Bank of Japan. A key reason was the need to obtain substantial amounts of foreign currency. Finally, the government did approve the amount of BEF 75,000,000 (JPY 540,000,000), which enabled Honda to build its factory of 90,000 m² for welding, painting, assembling and testing its products.

The construction started in 1962 and was organised by Marubeni. Mr André Meganck, an engineer in electronics and talented in communication, was hired to supervise the works.



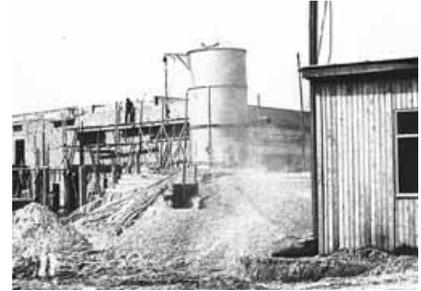
After 8 months (4 months of interruption due to heavy snow and cold climate), the factory began operating on 27 May 1963, when Honda started to produce the c100 moped, which was a successful model in the United States.



Since the pedals were obligatory due to European regulations, they needed to adapt the model to one with pedals. They named it “c 310”.



Unfortunately however, the first mopeds were not successful in the European market. The Honda mopeds were loaded with 4 strokes, which did not exist in Europe at that time. The lesser known



technology proved difficult to support for engineers and the mopeds were quite heavy compared to the European models. Although Honda’s model was successful in Japan and in the United States, it did not reach the same heights in Europe. At the same time, Honda faced a mixture of European rules. Each country had its own distinct regulation and a common European regulation as a whole did not exist. Honda had to invest in learning the complex regulations of countries such as France, The Netherlands, Germany and Italy, in order to allow them to sell the products in those countries.

The other challenge the company faced was logistics. In Japan, Honda only produced the parts necessary at the time, assembling them according to the “just in time” manufacturing principle. In Belgium however, they had to stock a large amount of parts in warehouses. The warehouse became one of the largest sections of the factory.

During this time, there was a noticeable difference in labour law between Japan and in Belgium. In the 1960s, Belgian workers were much more protected by law than in Japan. The labour union functioned differently and strikes were organised; this did not exist in Japan. It was therefore difficult for the Japanese management to understand why operations had to be stopped due to the strikes. Mr Ryoji Matsui, who was in charge of factory completion, landscap-



ing and power, said “In Japan, when construction falls behind schedule, the contract assignor and the contractor know what to do without having to discuss much. They will try hard to catch up, even if it means increasing the number of workers or speeding up construction by working overtime, during weekends and holidays. Things however did not work in the same way in Belgium. In fact, the law prohibited them from working during weekends or holidays”. Mr Proth, the President of Honda between 1962-1993, spent hours explaining Belgian labour law to Japanese expats, but as time went by, Japanese employees started to leave Human Resource matters to him.

Despite the difficulties, the factory served as an important site, where cultures mixed. It served as a training centre to learn and communicate in other languages and to build trust among Belgian and Japanese employees.

Not many Japanese expats spoke English fluently in the beginning. In order to help the Belgian employees understand their messages, they asked for Mr André Meganck’s assistance. The Japanese expats were frustrated with the inability to communicate directly with their Belgian colleagues, since it was a time consuming process for their opinions to be transmitted to all employees. Mr Meganck remembers the communication difficulties during that time. “There were enormous differences in culture. Their body languages were different and Yes did not always mean Yes”. Mr Proth agrees: “When we were looking for an apartment for a Japanese expat, we asked him whether he liked the apartment and he said Yes. How-

ever, this only meant that he considered the offer.” Although they faced such minor misunderstandings, the relationship between the Belgian employees and the Japanese expats were never antagonistic and were in fact rather amicable.

Together with their families they celebrated local holidays, such as Saint-Nicolas, Saint-Martens (similar to Saint Nicolas), Saint Eloi (the blacksmith

saint). In the 1960s, Japanese expats and their families lived in Aalst or nearby cities, with spouses and children learning to speak Dutch. Mr Proth remembers that his daughter even shared a same communion dress with a Japanese expat’s daughter during that time.

The Japanese employees, assigned to Belgium during that period are grateful for the experiences they gained in Belgium.

“It is extremely difficult to work with the local people who speak different languages and who have different ways of thinking, but I learned in Belgium that we can always find a way by respecting others and dealing with sincerity”

Mr Ryoji Matsui

“Belgium’s treasure is its people, the respect for one another is what I learnt in Belgium. I will never forget their names”.

Mr Tetsuo Iida assigned from 1979 until 1984, 1989 until 2002

“I am grateful for the Belgian culture which I came to know during my assignment in Belgium, where I spent time with my family and gave me the enjoyment and the dynamism of my retirement life. Belgium is a second home to our family without any doubt”.

Mr Koichi Iimure assigned from 1976 until 1985

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Basic compliance column especially for Japanese managements

By Mr Peter Suykens, Director of HVG advocaten-avocats

Overview of the most important corporate legal compliance formalities of a Belgian Company.

After having incorporated a company under Belgian law, there are some corporate legal obligations that should be complied with. We will provide you in this article with a brief overview of the most important ones for non-quoted companies.

1. Yearly approval of the annual accounts

Within six months after the end of the financial year the annual accounts of a company have to be approved by the shareholders of the company. Please find below a brief description of this yearly compliance process:

STEP 1

Preparation of the annual accounts

The annual accounts are prepared under the responsibility of the board of directors in the official language of the region, where the registered seat of the company is located (i.e. either Dutch, French or German). The annual accounts have to be prepared in EUR, but it is possible in exceptional circumstances

to obtain approval from the competent Minister to keep the books in another currency, and consequently prepare financial statements in that other currency.

STEP 2

Preparation of the management report

Depending on the size of the company, the board of directors is obliged to draft a report on the management during the past financial year. This report should contain at least the mandatory requirements as provided by the Belgian Company Code and should be sent to the statutory auditor at least one month prior to the date of the shareholders' meeting.

STEP 3

Preparation of the statutory audit report

Depending on the size of the company, the statutory auditor, has to draft a report on the annual accounts, which should be available at least 15 days prior to the shareholders' meeting.

STEP 4

Shareholders' approval

The annual accounts, together with the

board and audit report are submitted to the annual general shareholders' meeting for approval within six months after the closing of the financial year. The date for the approval of the financial statements is determined in the Articles of Association, however the general meeting of shareholders can postpone the approval of the financial statements if needed and provided that this occurs within the six months of the closing date. It is recommendable to consult your legal advisor in case you need to postpone the meeting in order to discuss the options and the legal consequences.

STEP 5

Filing of the annual accounts

The annual accounts, as approved by the shareholders, together with the board and audit report must be filed with the National Bank of Belgium. This should be completed within one month after the annual general shareholders' meeting and at the latest within seven months after the closing of the financial year. Failure to comply with these deadlines also leads to additional fees to be paid to the National Bank of Belgium and could provoke directors' liability.

STEP 1

Preparation
annual
accounts

STEP 2

Signing
management
report

STEP 3

Signing
statutory
audit report

STEP 4

Annual General
Meeting of the
Shareholders

STEP 5

Filing annual
accounts Belgian
National Bank

END OF
FINANCIAL
YEAR

1 month prior to
the Annual
General Meeting

15 days prior to
the Annual
General Meeting

Within 6 months
following the end
of the financial year

1 month following
Annual General
Meeting

2. Publication formalities

The directors of the company should also take care of the publication in the Belgian Official Journal of specific decisions passed by them or the shareholders. Please find below a limitative overview of decisions that have to be made public:

- › Every change to the composition of the board of directors
- › The appointment, reappointment and resignation of the managing directors
- › The appointment, reappointment and resignation of the statutory auditor
- › The change of the registered address
- › The withdrawal of special powers in case the granting has been published
- › Etc. ...

The Belgian Company Code does not contain a specific term to make these

publications. However, in order to avoid any liability issues it is recommendable to take care of this as soon as possible after the decision has been taken.

3. The keeping of an updated share register

When the share capital of a Belgian company is represented by registered shares, the board of directors of a Belgian company should keep a share register which reflects the shareholders structure and which should be kept up to date. The share register is the sole document that establishes proof of the ownership on a share of a Belgian company. Consequently, it is very important to keep the register up to date. The directors should record all transactions on the shares of the company and duly identify the own-

er. Upon registration in the share register, the board of directors should provide the shareholders with a certificate confirming such registration.

In case you are in doubt whether or not your company is compliant with any of these requirements a corporate legal health check might be a good idea. Please do not hesitate to contact us in case you would like to obtain more information. We look forward to hearing from you and wish you success with your activities in Belgium.

For more information: Please kindly contact: Mr Peter Suykens, Director HVG advocaten-avocats
peter.suykens@hvglaw.be

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YES

YES X 2016 - 9-16 October 2016 in Japan

YES, Young Executive Stay, is an export program program under the auspices of His Majesty King Philip, organised every two years together with the Belgium-Luxemburg 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 students will come and visit the candidates to prepare the visit to Japan and execute the necessary market research.

In October 2016 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 9 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, becomes accessible thanks to YES.

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

Apply for YES X! The number of places is limited to 10.

In 2016 we celebrate 150 years of diplomatic relations Belgium-Japan. The timing to export to Japan could not have been more auspicious.

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 30 March 2016.

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.

DEBRIEFING

Cross-Chamber's Third Young Professional Networking Night

Thursday 5 November 2015 – BECI, Brussels

The Cross Chamber Network is an initiative born out of the wish of several chambers of commerce, including the BJA, to increase their visibility and organize events together in order to expand the networking opportunities of their members, especially the younger generation.

Together with Amcham Belgium, BCECC

and Brussels Chamber of Commerce, and with the support of 9 other chambers of commerce, the BJA invited young professionals to a thrilling networking night at BECI's premises. After two insightful interventions by Mrs Suyin Aerts, Administrator at X-Treme Creations, and Mr Bernie Caessens, Managing Partner at RESOLVED, on the benefits of networking, all 150 partici-

pants went on to try out their networking skills during the much-appreciated "speed networking session", animated by representatives of each chamber of commerce.

The evening ended with a more informal cocktail reception, where the participants continued to exchange ideas and build their future networks.



CHEF TOMOYASU KAMO AMONG SIX AMBASSADORS FOR GASTRONOMY DECORATED

In the name of His Majesty King Philippe, His Excellency Mr Didier Reynders, Minister for Foreign Affairs, bestowed upon six foreign chefs the Title of Knight of the Order of Leopold II for their roles as ambassador of their culinary tradition to Belgium. Among the laureates was Mr Tomoyasu Kamo, Chef of the Michelin Star Restaurant Kamo in Brussels.



Gastronomy is an essential part of culture, contributing to a better understanding of foreign culture and bringing people together. The six laureates contribute to the quality and diversity of the Brussels gastronomy.

Source: www.didierreynders.be/2015/12/11/six-ambassadeurs-de-la-gastronomie-decores-a-bruxelles/

この度、フィリップ国王陛下承認の下、ディディエ・レンダース外務大臣よりミシュランガイドの一つ星レストランのシェフ、賀茂友康氏を含む6人の外国人シェフのシュバリエ・レオポルドII勲章の受賞式が行われました。

ガストロノミーは重要な文化の一部であり異文化への理解と人々のふれあいを促すことに深く関わっています。今回選ばれたシェフ6名はブリュッセルの外出産業の美食の幅広さとその洗礼された質に深く貢献し、その功績を認められました。

また、賀茂友康氏はEU圏以外の料理人では初めての名誉な受賞となり、在ベルギー特命全権大使の石井正文氏にも受賞式にご列席して頂きました。

THE INTERNATIONAL SCHOOL OF LEUVEN

The International School of Leuven is a dynamic, fast growing private school. It started 2 years ago and is founded and supported by IMEC, VIB, KU Leuven and the City of Leuven. ISL is located on the modern and spacious Campus Proximus in Heverlee, only 20km away from Brussels.

Even though ISL is still a small school of 43 students from Pre-Primary to Grade 6, it is continuously working on expanding the ISL community. At this moment, ISL consists of 17 different nationalities with Japanese and US-nationalities topping at 22%. The school welcomes any culture and is sensitive to each culture's beliefs, religion and standards.

ISL offers students a safe and challenging, child-centered learning environment with excellent teachers

who offer individual attention and world class teaching methods. Students follow the IPC-curriculum, which is being used in more than 900 schools around the globe.

ISL also has a transition programme set up to help prepare students to move to a local school. All education is in English, but students also follow Dutch and French classes. ISL has an after-school care service and a wide range of after-school activities.

ISL has a democratic fee system and is open for visits all year round.

We look forward to welcoming you and your family to the International School of Leuven!

For more information, visit www.isleuven.org

International School of Leuven

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news from the members

TOYOTA EMPLOYEES DONATION TO NGO SERVE THE CITY

Cake bake sales, book sales, parties, quiz nights, lotteries, photo sessions and many different fundraising activities became a second job for various Toyota Motor Europe’s teams over a two-month period leading up to December 2015.

It all started with one team baking cakes over a weekend and selling slices to colleagues to raise funds to support the non-profit organisation Serve the City, Brussels. The initiative caught on, and in no time homemade cakes became the after lunch dessert for almost each of over 1600 employees in the Toyota’s European Headquarters in Brussels.

This is the third year that Toyota Motor Europe members have volunteered to support Brussels based NGO Serve the City.

In 2013 they filled three Toyota PROACE vans with food donated by employees in their offices in Evere and in the Technical Centre in Zaventem, which allowed

Serve the City to feed the homeless in and around Brussels during the harsh winter period.

In 2014 Toyota members filled a Toyota PROACE van with 250 gift boxes for children in need, and this year ...it was the PROACE itself that they aimed to gift.

By donating a van, Toyota is supporting Serve the City to maximise every opportunity to help people in and around Brussels. Prior to the donation Serve the City relied solely on volunteers with cars for transport. With a van they are now able to maximise every missed opportunity - to pick up food or clothing and transport vulnerable people in various communes around Brussels.

After the two months of fund raising, Toyota Employees could add a cheque for 26 000 Euros to the Toyota PROACE van handed over to Serve the City. The support given by the company and its employees underlines Toyota’s commit-



ment to actively contribute to Societies in which it operates.

“We are very grateful and we could never thank you enough... but on behalf of all the people, whether the homeless, or underprivileged kids, or the very many in need in our community that this van and money will help - I thank you from them”, said Chalks Corriette, Director Serve the City.

“Thank you to all employees for this wonderful achievement and team spirit”, said Dr. Johan Van Zyl, President and CEO of Toyota Motor Europe. “Your contribution will make a difference in the lives of many in Brussels and all other cities in Belgium.”

Other Toyota entities offered their support to Serve the City. Toyota Belgium offered five years free servicing of the PROACE and Toyota Insurance Management funded two years of free insurance.

Source: Toyota Motor Europe

NIPPON EXPORT AWARD 2015-2016

The Nippon Export Award (an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan) is a biennial award, given to the most successful company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products or services. The Award 2015-2016 went to UCB JAPAN Co. Ltd., one of Belgium’s leading pharmaceutical companies active in Japan since 1988.

The jury praised UCB Japan for its continuous focus on the patient and the involvement of all its employees in this patient-centered approach, its constant search for new ways and new drugs to help patients getting back to a normal

life, and the fact that UCB Japan has been working hard for more than 25 years to obtain its position as a leading pharmaceutical company in Japan.

The winner was made public during the annual gala ball of the Belgian-Luxembourg Chamber of Commerce on 19 November 2015. The Award Ceremony was held at the Belgian Embassy in Tokyo on Thursday 17 December 2015.

Source : BLCCJ



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

Corporate Member

Grayling

Grayling Brussels is a public affairs, public relations, and communications agency employing a team of around 35 consultants from 11 different countries including Japan.

We have been active within Brussels for over 25 years, have grown to become a key player within our business sector, and are specialists in government relations in the EU as well as public relations within Belgium itself.

Grayling Brussels also has a Japan practice which first formed in 2011 and has since grown exponentially, acting as a bridge between the EU institutions (Commission, Parliament, Member States) and Japan.

We are part of Grayling's international network which includes offices throughout Europe, USA, the Middle East & Turkey, Africa, and Asia Pacific.

As a result of our collaboration with Japanese clients as well as our network throughout the world, we have perfected our understanding of Japanese businesses' specific needs and preferences in Brussels and across Europe.

Grayling Brussels は、パブリックアフェーズ (PA) やパブリックリレーションズ (PR) を専門とするコミュニケーションコンサルタント会社です。日本を含む 11 カ国出身の約 35 人のコンサルタントが所属しています。

Grayling Brussels は、ブリュッセルの地で 25 年以上にわたっ

て、ベルギー国のみならず EU (欧州連合) に関するコミュニケーションサービスを提供し、多くのお客様に高い評価をいただいております。

Grayling Brussels は、2011 年に日本デスクを組織して以来、欧州委員会、欧州議会、EU 理事会 (EU 加盟国) といった EU の機関と日本をつなぐ架け橋として、急速に成長してまいりました。

Grayling は、欧州、米国、中東、アフリカ、アジア太平洋といった世界各地にオフィスを設置しております。

こうした豊富な経験と世界的ネットワークのもと、日本企業の皆さまのニーズに精通したコンサルタントが、ブリュッセルはもちろん EU 各地におけるきめ細かいサービスを提供致します。

GRAYLING

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> Ms Yuki Hirajo, Manager

> Mr Russell Patten, CEO

> Mr Carole Pouliquen, Manager

> Mr Silvia Romano, Manager

City of Hasselt (Japanese Garden)

Since Claire Lelièvre retired on November 1st as coordinator of the Japanese Garden in Hasselt, Japanologist Sara Davidson has taken on the task of continuing her work. She is very grateful that Mrs Lelièvre has already laid a steady foundation, so that now the Garden holds a profound position in Belgium and the Meuse–Rhine Euregion. Ms Davidson will do her utmost to make the Japanese Culture even more widely known by the Belgian people and beyond.

This is why one of the first goals will be setting up educational programs for schools and creating a splendid program for the festive year 2016. In previous years, the Japanese Garden also held at least one event every month, but this year our program



PERSONALIA

is much more extensive. The remembrance of the tsunami, a rakugo-performance, and a 'Japan Month' are just some of the new happenings that will occur in Hasselt this year.

Of course, the Garden was originally not only built for cultural reasons, but also with an eye on the Japanese business life. With the building of the new pavilion, also named 「桜観堂」 (ōkandō, pavilion to watch cherry blossoms) an opportunity



has risen to revive this purpose. It is the ideal location for a meeting in an authentic Japanese setting or for corporate events in which the Japanese culture will be introduced. The possibilities are enormous.

The Garden itself is located at Gouverneur Verwilghensingel 23, 3500 Hasselt. Tel: +32 (0)11 23 52 00 (only during opening hours).

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Contacts: > Mr Katleen Bosmans, Head of Tourism

> Ms Sara Davidson, Coordinator of the Japanese Garden

> Mr Luc Mercken, Department Head Culture and free time

Terumo Europe nv

Terumo Europe, founded in 1971, is a core player in the EMEA healthcare market by providing best in class quality medical products and services. Terumo Europe produces, distributes, markets and sells a vast range of medical devices in four main business units: Hospital and Laboratory Systems, Global Pharmaceutical Solutions, Interventional Systems and Cardio Vascular Products. Terumo Europe EMEA headquarters and production facilities are located in Leuven (Belgium). The European Distribution Center is based in Genk (Belgium). Terumo Europe has a production facility in Liverpool (UK) and sales units across EMEA. Terumo Europe is a strong actor of the Tokyo-based Terumo Corporation, is one of the world's leading medical device manufacturers with over \$4 billion in sales and operations in more than 160 nations. Terumo Corporation's shares are listed on the first section of the Tokyo Stock Exchange.



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Associate Member

Yotsume bvba

YOTSUME provides a range of services to facilitate business relationships between Japanese and European companies. The services include advising on business culture, negotiation and transaction support, business development support,

translation services and customized support based on specific needs. In addition, it aims to introduce Japanese fine arts to the European market.

The company was founded in 2014 by Toshiko Sasaki, who is based in Antwerp, Belgium. She has extensive business and cultural experiences in Japan, US, and Europe through management positions in Japanese organizations, a Belgian multinational technology company, German and Swiss SMEs, and EU-Japan related government entity.

By joining BJA as an associate member, YOTSUME wishes to make further contributions to the relationship between Belgium and Japan together with the other long standing BJA members and to develop new business opportunities.

YOTSUME は、ヨーロッパ企業と日本企業間との間のビジネスの促進を支援する広範なサービスを提供しています。サービスの内容は、ビジネス文化に関するアドバイス、商談や取引等のサポート、事業開発サポート、通訳・翻訳サービス、各社のニーズに合わせたカスタマイズされたサポートなどです。また、日本のアート作品の欧州市場への紹介も手がけています。

YOTSUME は、2014 年にアントワープで設立されました。創立者は、日本、米国、欧州において、日本企業・団体、ベルギーの多国籍企業、ドイツ及びスイス企業、EU - 日本間

の政府系機関などで、長年にわたりビジネス経験及び異文化体験を蓄積してきました。

YOTSUME は、この度 BJA に加盟することにより、先輩のメンバー企業の皆様と共に、ベルギーと日本間の関係強化のために、貢献していきたいと考えています。



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- * 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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