



TRADE FLOWS & CULTURAL NEWS

Number 111 - June 2016

EDITORIAL

A dynamic, proactive and cooperative relationship

By His Excellency Mr Gunther Sleenwagen, Ambassador of Belgium to Japan

2016 is the celebration of 150 years of dynamic, proactive and cooperative relationship between Belgium and Japan based on common values and shared interests. More than that, however, 2016 is the celebration of 150 years of friendship underpinned by cultural differences or geographical distance.

This celebration of the past must be used as a platform to focus our attention to the future and maintain such cooperation over a wide range of global issues. Challenged by increasingly global issues such as migration, population ageing, economic slowdown and climate change Japan and Belgium must continue to cooperate ever more closely. Notably, we warmly welcome the continued negotiations between the EU and Japan on a Free Trade Agreement and a Special Partnership Agreement, sure to bolster the economic ties between our two countries.

The call for more cooperation was even reinforced after the March attacks in Belgium which left us with much grief. Even Japanese persons were wounded in the attacks and we hope they will recover soon and well. Many people in Japan, from the highest level up to people in the street, sent their heartfelt messages of care to us in Belgium. Through this, I would like to personally thank everybody who expressed these warm regards of support.

A major contributor and facilitator of the cooperation is of course the introduction in October 2015 of ANA's direct flight between Brussels and Tokyo, providing a boost to every aspect of exchange between our two countries. The establishment of the daily ANA flight from Tokyo to Brussels will be

determinant in increasing touristic, economic and cultural exchanges. Brussels and Belgium can expand their role as a culturally rich, safe and welcoming destination for Japanese tourists and the ANA flight opens the doors of Japan's culture, heritage and natural beauty to Belgian visitors.

While you may already be aware of the many activities taking place in Belgium, I would like to highlight the cultural events marking the celebrations in Japan. Belgium will be culturally represented in Japan by diverse artistic events including the "Pearls of Belgian Modern Art" Exhibition taking place in several museums throughout Japan or by the Pierre Alechinsky Exhibition in Tokyo. The Belgian Beer Weekend will bring music and high quality Belgian beer to several cities in Japan. Music will also play a prominent role with, amongst many others, a Belgian opera, "House of the Sleeping Beauties", at the Tokyo Bunka Kai Kan as well as a tour of Japan by Belgian jazz artist Jeff Neve. Film will be represented through screenings of the Belgian producer Jaco van Dormael's latest film, "The Brand New Testament". Also, for the first time, the city of Brussels will be bringing its world famous flower carpet to Tokyo during the Brussels Days in May. Many paired towns in Belgium and Japan will also be hosting commemorative events. Celebrating our academic bonds, we look forward to this year's academic symposium on the theme of Belgium to be held in Tokyo in December. Furthermore, we are also looking forward to welcoming several very high-level state visits on both sides.

All these events will be placed under the patronage of their Majesties the Emperor of Japan and the

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His Excellency Mr Gunther Sleenwagen

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contact: BJA Office
avenue Louise 287, box 7
1050 Brussels

info@bjabe
T 02/644 14 05

YES Promotion seminar: Doing business with Japan YES プロモーション・セミナー: 日本市場への参入にあたって

Tuesday, 23 February 2016 – ING, Brussels



The panelists lined up to give insights on Japan



Many questions popped up and were answered eagerly



An exchange of experience and stories while enjoying the cocktails kindly offered by ING

Thanks to the generous support of ING, the YES Committee of the BJA, in co-operation with AWEX, BIE, FIT, Unizo International and UWE, had the pleasure to invite 80 entrepreneurs from promising SME's and established companies to attend a Seminar on doing business with Japan at the ING headquarters in Brussels.

This seminar was organized in the framework of the Young Executive Stay YES X program, an export program to Japan under auspices of His Majesty King Philippe, enjoying its 20th year in 2016. After some welcome words by Mr Emmanuel Verhoosel, Head of Commercial Banking and member of Executive Committee of ING Belgium and Mrs Ann Blondé, Managing Director of zeal and YES Committee Chair, Ms Saori Nishida and Mr Marc Popelier of Japan

Business Advice gave the participants valuable insights on various aspects of the Japanese business culture and how to best approach this vast market full of opportunities.

Following this rich presentation, Mr Goswin Timmermans, Director of Débe Insoles and former YES participant, shared his experience of the Japanese market and how helpful the Yes program had been. Mr Reiji Matsushima, Corporate Clients Japan, Senior Relationship Manager of ING then focused his presentation on negotiating with Japanese clients.

After the question time and some closing words by Mrs Blondé, the participants enjoyed a networking cocktail offered by ING.





150 YEARS OF FRIENDSHIP BETWEEN JAPAN • BELGIUM EVENTS IN JAPAN

Note: All details are subject to change. Many more events are to be held throughout the year 2016. Please visit the 150th anniversary website (<http://belgiumjapan150.jp>) for updates and contact organizers for further information.

DATES	EVENT	VENUE
16 - 18 May 2016	Brussels Days	Tokyo
19 - 22 May 2016	Belgian Beer Weekend (Belgian beer and music festival)	Yokohama
27 May 2016	Film "The Brand New Testament"	Tokyo and Theatres all over Japan
28 May 2016	Film "The Surprise"	Tokyo
May 2016 (Brussels Days) and October 2016 (tour)	Film "Snake Dance" and piano recital	Tokyo, Hiroshima, Nagasaki, Osaka, Sendai
25-29 May 2016	Belgian Beer Weekend (Belgian beer and music festival)	Kanazawa
8 dates from 27 May to 5 June 2016	Play "Wanikan" by 4Hoog	Tokyo (several locations)
1 - 5 June 2016	Belgian Beer Weekend (Belgian beer and music festival)	Osaka
2 - 13 June 2016	Short Shorts Film Festival – Focus on Belgium	Six theaters in Tokyo and Yokohama
June 2016	Gathering of JP alumni of Belgian universities and JP academics with interest in BE	Tokyo
22 - 26 June 2016	Belgian Beer Weekend (Belgian beer and music festival)	Sapporo
2 June 2016 to 25 August 2016 (Himeiji); 3 September 2016 to 9 October 2016 (Shimane); 26 November 2016 to 11 December 2016 (Tokushima)	"Pearls of Belgian modern art - From Ensor, Khnopff, Delvaux to Magritte" Exhibition	Himeiji, Shimane, Tokushima
14 - 18 July 2016	Belgian Beer Weekend (Belgian beer and music festival)	Sendai
23 July 2016	Flanders Day Anniversary of 150 Years of diplomatic relations between Japan and Belgium	Itami City Arioka Castle Ruins
10 September 2016 to 16 October 2016 (Ogaki); 22 October 2016 to 27 November 2016 (Ichikawa); 3 December 2016 to 22 January 2017 (Tahara)	Prints by Paul Delvaux Exhibition, from the collection of Himeiji City Museum of Art	Suitopia center art gallery (Ogaki, Gifu) / Yoshizawa garden gallery (Ichikawa, Chiba) / Tahara city museum (Tahara, Aichi)
16 - 25 September 2016	Belgian Beer Weekend (Belgian beer and music festival)	Tokyo
27 September to 9 October 2016	Japan Belgium International Art Exhibition in Kanazawa - "TRANSIT - Intersect Landscape"	21 st Century Museum of Contemporary Art, Kanazawa
01 October to 30 October 2016	Belgium Japan Contemporary Art Exhibition	Kinyu Yurikan and other galleries, Gunma Prefecture
1-2 October 2016 (Tokyo), October 2016	Sidi Larbi Cherkaoui - "SUTRA"	Tokyo (Bunkamura Orchard Hall), Nagoya, Kyoto
October 2016	Steve Vandendorpe - "The scent of four seasons" exhibition	Tokyo
October - November 2016	Jef Neve and Miho Hazama tour	Tokyo, other cities
19 October to 8 December 2016 (Tokyo); 28 January to 16 April (Osaka)	"Pierre Alechinsky" Exhibition	Bunkamura Museum (Tokyo); National Museum of Art (Osaka)

Board of Directors

The Board of Directors of the Belgium-Japan Association & Chamber of Commerce consists of professionals who bring a wealth of skills, experience and diversity of Belgium-Japan relations to the BJA. The Board of Directors helps to develop the plans, the policy objectives, and the future strategy of the BJA. Through regular meetings, the Board helps to ensure effective organizational planning and sees that the BJA's resources are managed effectively. The Board of Directors has the aim to improve the relations between Belgium, Europe and Japan on a multitude of levels, and to contribute to the success of the BJA and its members.

日白協会兼商工会議所 (BJA) 理事会は、日本とベルギー間の交流に豊富な知識と経験持つ両国のトップ企業の代表者で構成されています。理事会の主な役割は各委員会が提出する活動計画を支援することです。又、定期的な会合を通じて組織の運営状況や今後の運営方針を管理し、組織力の向上に取り組んでいます。BJA 理事会は日本、ベルギー並びに欧州他国間と様々なレベルでの交流関係をより一層深めることはもとより BJA と会員の皆様の更なるビジネスの発展に貢献できるよう努めています。

› ANN BLONDÉ

I am the chairwoman of the Yes Committee since the 4th edition of the program. In 2016, the 10th edition of the program will be organized. As a Chair it is always a pleasure to see the efficiency of the program: only 1 week in Japan and participants end up with concrete business results and this thanks to a careful preparation. I am Managing Director at zeal, a company that specializes in touch screen marketing.



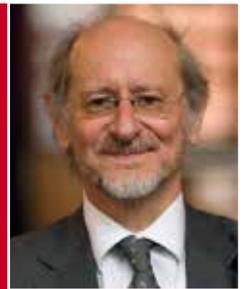
› EDWARD DE BEUKELAER

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 large 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 the publication you are now kindly reading.



› GILBERT J. DECLERCK

Gilbert J. Declerck was born in Oostende, Belgium in 1946. He received the Ph.D. degree in Electrical Engineering from the KULeuven in 1972. From 1973 to 1974 he spent one year at the IC laboratories of the Stanford University. He then joined KULeuven in 1974, where he became Professor in 1983. In 1984 he moved to imec in Leuven, Belgium, as Vice President of the Advanced Semiconductor Processing Division. He authored and co-authored over 200 papers and conference contributions. In 1993 Dr. Declerck was elected fellow of the Institute of Electrical and Electronics Engineers (IEEE) for leadership and contributions to Metal-Oxide-Semiconductor device physics, Charge Coupled Device technology and Very Large Scale Integration processing techniques. In 1998 Dr Declerck was appointed as Chief Operating Officer of imec and from June 1999 till July 2009 he was President and CEO of imec. From July 2009 till January 2012 he was Executive Officer and Member of the Board of imec International. As of January 2012 he is acting as independent advisor and remains Member of the Board of imec International. Since October 2012 he is Professor Emeritus at the KULeuven. In May 2014 Dr. Declerck became President of the Belgium Japan Association (BJA) and in September 2015 Chairman of Leuven Mindgate. In September 2015 Prof. Declerck was elected International Fellow of the Japan Society of Applied Physics (JSAP).



› LUC GELLENS

I am working with Umicore for 34 years in different places and roles. Currently I am the Senior Vice President, leading the Precious Metals refining unit with headquarters in Hoboken, Belgium. From 2010 until 2014 I had the opportunity to be assigned to Japan as Country Manager of Umicore. Living and investing in Japan has been a very special experience, which created a special bond with this country. I am now serving on the Board of BJA, which allows me to continue to have some contacts with the country and its people.



› OJI HITOMI

President & Managing Director, Sumitomo Benelux. Born in Hamburg, West Germany (At that time!) and the name OJI writes in Japanese with Chinese character meaning Europe. Having worked with Sumitomo Corporation for more than 36 years now, specialised in automotive field. I stayed in Belgium during 1994-2000 and also worked in France, Ivory Coast, Cameroun, Senegal and Algeria, all francophone countries. I am very glad to come back to Belgium again, and looking forward to meet all of you in the near future.



› YUJI KAWASE

President, Mitsui Benelux. I'm working for Mitsui for 30 years, especially in petro-chemical field and I spent half of my career abroad such as France and Houston in USA. I started working in Brussels since June 2015 as the 4th overseas assignment. I am also Vice President of Nihonjinkai now. When I was in Japan, I enjoyed sailing yacht during weekend. Now I'm enjoying jogging with my dog (Golden Retriever) during the weekend.



› MARTYN GRIFFITHS

I was born in England and after I completed secondary school moved with my parents to South Africa in 1976. Having graduated from the University of Natal, Pietermaritzburg I began my working career with Unilever South Africa. I then joined R. J. Reynolds International in 1992 - which was subsequently acquired by JT International - and I have been with the company ever since. My career with the company has taken me to many different markets within Europe and Asia. I assumed responsibility for our JTI Benelux business based in Brussels in 2012, and together with my family have been enjoying discovering Belgium over the past four years. As an employee of a Japanese company, I have been fortunate to have had the opportunity to visit Japan and enjoy the wonderful culture on several occasions.



› FRANS HOORELBEKE

I am chairman, member of the board of Daikin Europe N.V. with 40 years at Daikin on my account and was the first non-resident to be appointed member of the board of our mother company Daikin Industries Ltd.. Travelling very frequently to Japan to attend board meetings, gives me a better understanding of the way of life in Japan, the changing business environment which are positive assets in my management responsibilities of the Daikin Europe Group. I joined BJA to keep in touch with other Japanese based companies as exchange of business experience & culture can create a win-win situation for both countries.



› CHARLES-ALBERT SNOY

Born in December 1943, Charles-Albert Snoy is graduated in Commercial & Financial Sciences from ICHEC in 1969. He spent all his professional life in the same group, MARSH & Mc LENNAN (Top world Insurance broker & Consultants).

After nearly three years stay in Brazil, he was based in Brussels and devoted the last thirty years of his professional career in handling and developing insurance portfolio for Japanese companies across Europe. He was elected member of the board of directors of the BJA on November 1995. Until his retirement in January 2009, he went 38 times to Japan. Hobbies: golf, hunting, oenology, Japanese cuisine.



› KOH ICHI MASAKI

Chairman of Cultural Committee, BJA Board Director and member of the Membership Committee. 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 center. Over 27 years living outside Japan with various international assignments at different global organizations.



› MASATOMO NOMURA

Masatomo Nomura is the founder of Nomura Consulting Europe and is a leading consultant on the EU business affairs for Japanese businesses. He is also a veteran in the Belgian business scene with more than 20 years of experience. For relaxation, he rides his beloved horse Reykjavik in the Forêt de Soignes.



› DANIEL KROES

Daniel is audit and advisory partner at Deloitte. Daniel provides accounting, business advisory and auditing services to a wide variety of international organizations and multinationals (including IFRS and JSOX). Daniel assists companies in the development of internal control structures and accounting and reporting systems. He is also in charge of the Japanese services group of Deloitte Belgium, focusing on Japanese clients. Between 2013 and 2016, he was the President of the Belgian Institute of Registered Auditors. In this capacity, he led the discussions with the Belgian authorities related to the implementation of the audit reform in Belgium, one of the major reforms in the history of audit.



› WILLY VANDE WALLE

Prof. Dr. W.F. Vande Walle is the founder of the department of Japanese Studies at Leuven University, which he headed until 2015. Now an emeritus and specially appointed professor, he is chairman of the European Association of Japanese Resource Specialists. His publications, in English, Dutch, French and Japanese cover a wide range of Japan-related topics. He is the recipient of the Japan Foundation Special Prize, the Yamagata Bantô Prize, and an honorary doctorate from Kansai University. In 2006 he was decorated with the Order of the Rising Sun. Exploring historic sites and the countryside with wife and family is one of his favourite pastimes.



› HARUHIKO OKADA

Brussels, where I reside since 2011, is my third foreign post after Lyon and Paris. JETRO Brussels, where I am the Director-General, covers EU issues, FDI to Japan, market expansion of Japanese products, support for Japanese companies, etc. I am also Vice President of Nihonjinkai. I am happy to work in Brussels full of green, nice food and people. For my free time, I work out to get off weight from Belgian beer and fries.



› 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 accross 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, ...



› TANGUY VAN OVERSTRAETEN

I started to be active in our Association immediately after I returned from Japan where I worked and studied Japanese in 1991-1992. With the support of our members, I launched the BJA Legal and Tax Committee in March 2001. Besides my Board membership, I am Vice-President of the Association and Chair of its Executive Committee. I graduated from the Law School of the Brussels University (ULB) and hold a Master in Law from the University of Chicago. I started my professional career in 1987 at Linklaters (formerly De Bandt van Hecke & Lagae) where I became a partner in 1998. My practice is highly international, across the European Union and beyond (I have worked extensively in Africa and the Middle East). Japanese corporations are a significant part of my client portfolio. Over the years, I have been involved in many areas of the law and today I am heading Linklaters TMT (technology, media & telecommunications) practice in Brussels and I am Global Head of Data Protection and Privacy. Besides my passion for law, my heart is very close to Japan, both professionally and personally. This is why I am so glad to contribute to the Marilo Fund and to the organisation of the Fukko concerts. In my leisure, I am a dedicated film watcher and a comics collector.



› MASATSUGU MINAKA

I am working at Daikin Europe N.V. since 2005 in Ostend, where its factory is located. I have been working for more than 20 years in Belgium, which is more than half of my working life. In March I was appointed as President of Nihonjinkai. Although I look forward to playing golf on weekends, I travel around so frequently being responsible for EMEA region that I have hardly time to enjoy playing which I regret very much.



› JOHAN VAN ZYL

It was only in April 2015 that I arrived in Belgium as newly appointed President and CEO of Toyota Motor Europe. Together with my other functions in Europe and Africa, I also have the honour to be a Managing Officer of Toyota Motor Corporation. Consequently, today, my life is divided between Belgium, Japan and South Africa mainly. All three cultures are very different but equally enjoyable. When time permits, I enjoys sport, and in particular rugby, cycling and motorsports. For those interested, the passion in motoring extends to restoring classic cars. I'm looking forward to learn more about Belgium via the BJA.



› keep reading from p.1

King of the Belgians, Honorary Presidents of this year's celebrations. Indeed, the close ties between the Imperial Family of Japan and the Royal Family of Belgium play an important role in the strong relationship between Belgium and Japan.

It is my firm hope that many Japanese and Belgians will be able to join us and join together to celebrate our anniversary at the various events hosted in both Belgium and Japan and that this festive year will be used to consolidate and deepen the bond that unites Belgium and Japan.

*By His Excellency Mr Gunther Sleuwagen,
Ambassador of Belgium to Japan*

news for the members

INAUGURATION OF THE 'WASEDA UNIVERSITY'S EUROPE OFFICE' ON THE PREMISES ON THE UNIVERSITÉ LIBRE DE BRUXELLES (ULB)

Visit of H.R.H. Princess Astrid at the Université libre de Bruxelles (ULB)

On Monday 25 April 2016, H.R.H Princess Astrid attended the academic inaugural ceremony of Waseda University's Europe Office. Both the ceremony and the inaugurated Waseda Europe Office were to be hosted by on the premises of the ULB.

This ceremony was held in the newly renovated building of the ULB rectorat located on the Avenue Franklin Roosevelt at the heart of the ULB's Solbosch campus. The Waseda Europe office for its part is located on the same campus at 1 avenue Depage, a stone's throw from the ULB's historic buildings.

Besides H.R.H Princess Astrid, the inaugural ceremony saw several European and Japanese authorise in attendance among which: HE Mr. Masafumi Ishii, Ambassador of Japan in Belgium; a large Waseda delegation headed by Professor Kamata, President of Waseda University; several members of the ULB's authorities including Professor Didier Viviers, Rector of the University; as well as European Commission members, amongst whom Ms C. Russo, Director of Directorate C for international cooperation in research and innovation management.

Following the academic ceremony both Universities signed a series of agreements set to renew their bilateral collaboration and launch the newly created 'Waseda Europe Office' in Brussels.

To this effect, 2 agreements were signed between Waseda University and the ULB

A first general agreement allowing for the reciprocal opening of a Waseda and an ULB office on each other's main campuses aimed at:

- › Serve as support for joint academic and research activities;
- › Facilitate recruitment and student exchanges;
- › Provide a place for alumni activities.

The Waseda Europe Office in Brussels will function under the direction of Frederik Ponjaert, a researcher at the University libre de Bruxelles.

A second specific agreement details the objectives and functioning of the Waseda Europe office hosted at the ULB and whose main purpose will be to:

- › Encourage the development of joint research initiatives involving all European and Waseda university partner;
- › Support joint academic and research activities, notably with regards to project writing and the provisions of the necessary infrastructure for transcontinental videoconference meetings;
- › Collect information on research projects funded by the EU;
- › Facilitate the recruitment for the Waseda entrance exam (at EU level);
- › Orient visiting Waseda academics students hosted at the ULB;
- › Provide a place for alumni activities.

A recently privileged partnership renewed

On 11 April 2016, the privileged partnership agreement binding the ULB and Waseda University, which has been in place since 2010, was renewed at is an official ceremony in Tokyo.

This agreement aims to:

- › Distinguish Waseda University among all universities with which ULB maintains exchanges;
- › Encourage the academic community to develop relationships with colleagues and teams of these universities;
- › Facilitate contacts between research-

ers partner institutions by maintaining regular links with services of international relations;

- › Financing of priority trade with these institutions.

Following said signing ceremony in Tokyo, the Rector of the ULB, Didier Viviers officially opened a dedicated ULB workspace at Waseda University. The ULB office in Tokyo is located in the international relations building of Waseda University and can accommodate up to two visiting ULB academics in Tokyo for either research or teaching purposes. The ULB space in Tokyo serves as the counterpart to the Waseda Europe office in Brussels.

A short overview of the institutional co-operation between the ULB and Waseda University

- › First general agreement signed in 1996
- › First privileged partnership agreement in 2010 (renewed on April 11th 2016)
- › General Student Exchange Agreement (renewed on 11 April 2016)
- › Joint involvement in the Erasmus Mundus Joint Doctorate GEM PhD School (2009-2014)
- › Specific Exchange Agreement b/w the Business Schools on either side (renewed in 2013)
- › Specific Exchange Agreement b/w the Political and Science Schools on either side (signed in 2013)
- › From 2014-2015, student exchange agreement under the Master QTEM Network (SBS -EM)
- › Joint involvement in GEM-STONES European Joint Doctorate Program (2016-2020)

Source: ULB



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
18 March - 14 August	Game Changers - The Radical Silhouette from Balenciaga to Kawakubo	MOMU, Antwerp
8 April - 20 November	Sounds of clay	Ceramic Museum, Andenne
23 May - 2 September	Traditions Masquées du Japon by Mask Museum	JICC
02 June	Urasenke tea ceremony lecture and demonstration	JICC
22 June	Dozan Fujiwara X SHINSUKE vibraphone and shakuhachi concert	JICC
24 - 26 June	Bruges Japan Day	Stadsschouwburg, Bruges
25 - 26 June	Aikido Seminar	Brussels
27 June	Mishoryu Ikebana Grandmaster Demonstration	JICC
30 June	Opera singer's concert	JICC
5 - 7 July	Ommegang	Grand Place, Brussels
8 July	Baritone Saxophone Concert by Tokyo Chutei iki	JICC
10 - 21 July	Ghent Jazz Festival	Ghent
12 - 15 August	Brussels Flower Carpet	Grand Place, Brussels



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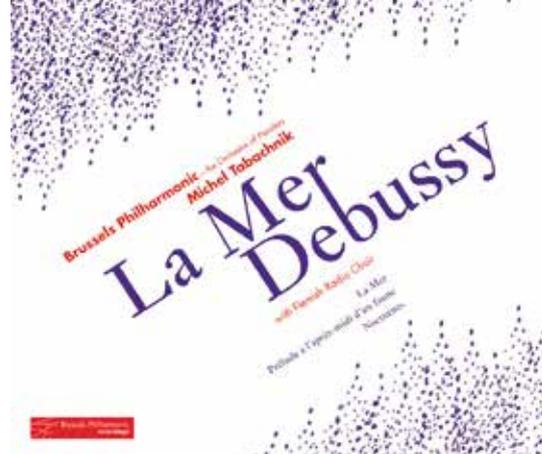
Mrs Oki from Japan, who chose BSB for her twins Aika and Kaito (Year 1)



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BRUSSELS PHILHARMONIC AND JAPAN

By Prof. Dr Kristin Van den Buys

In 2017, Japanese audiences can get to know the Brussels Philharmonic during the orchestra's very first tour of the land of the rising sun. In fact, the Japanese classical musical culture has already become, directly or indirectly, part of the Brussels Philharmonic. Indirectly, via the many performances and award-winning recordings of Debussy's *La Mer*, among other works, which was strongly inspired by the Japonism that played such an important role in the Impressionist movement. Directly, via performances of works by contemporary Japanese composers such as Toru Takemitsu and working with Japanese conductors who are or were prominent on the European musical scene, such as Hiroshi Wakasugi and Mishiyoshi Inoue.

The relationship between Japan and the Brussels Philharmonic had its high point with *Europalia Japan* in 1989, and was nurtured in the first instance by the International Queen Elisabeth Competition.

The Brussels Philharmonic was founded in 1935 as the Great Symphony Orchestra of the NIR/INR (National Institute for Radio Broadcasting), and in 1978 renamed the BRT Philharmonic Orchestra. (of the Belgian Radio and Television). From the outset, the orchestra became renowned for its performances of the premières of new compositions, and worked with composers such as Bartók, Prokofiev, Messiaen, Stravinsky and Boulez.

Brussels Philharmonic and the International Queen Elisabeth Competition

One of the most important points of contact between Japan and the Brussels Philharmonic is the International Queen Elisabeth Competition. This prestigious competition is held for violin, piano, composition, voice and, from 2017, for the first time also for the cello. The Brussels Philharmonic was involved from the competition's birth. The event is held under the auspices of the Belgian royal family, which has extremely good relations with the imperial family of Japan. This, too, is a significant connection.

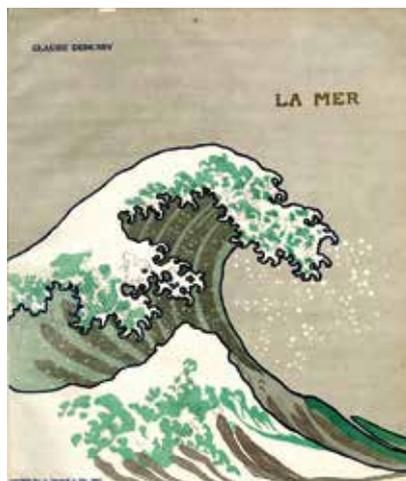
From the first competition, in 1937 - then still known as the Eugène Ysaÿe Competition - the orchestra along with its then-chief conductor, Franz André, accompanied the laureates. This tradition has continued to this day under the current chief conductor, Stéphane Denève.

In 1951, the event was renamed the International Queen Elisabeth Competition. Once again, Franz André and the Great Symphony Orchestra of the NIR/INR were present. From the outset, the competition enjoyed great international prestige. A rivalry seemed to set in between candidates from the Soviet Union and the United States. The two superpowers took it in turns to provide winners. When, in the 1960s, bilateral economic relations between Japan and Belgium began to pick up speed, the number of Japanese candidates also increased. They posed a formidable challenge to the Russian and American musicians. It would be impossible to give an overview of all the results, so we will focus here only on the violin competitions. From 1963 on, Japanese musicians took at least one prize at each edition. Japanese musical education was strongly focused on taking part in international competitions, and produced brilliant interpreters of classical music. Europe, and Brussels, as cradles of classical music, thus held great attraction for Japanese musicians. The high point can be said to have been

1980, when Yuzuko Horigome won first prize and Takashi Shimizu came in third. The two prizewinners performed with the BRT Philharmonic Orchestra at the laureates' concert. On the eve of the next violin edition, in 1983, Yuzuko Horigome once again appeared with the orchestra, at the competition's *Prelude Concert*. Besides these particular laureates, prizewinners were often invited to appear as soloists with the BRT Philharmonic Orchestra and to make recordings for radio or TV. Thus Takashi Shimizu, for example, performed as a soloist with the orchestra in 1983 at the Centre for Fine Arts in Brussels. This tradition has continued with the renamed Brussels Philharmonic. Sakea Matsuyama and Tatsuki Narita have performed together with the orchestra. In the last edition for violin, in 2015, laureate Fumika Mohri also appeared as soloist at the laureates' concert of 9 June 2015 under the baton of the former chief conductor, Michel Tabachnik.

Brussels Philharmonic and *Europalia Japan 1989*

The then BRT Philharmonic Orchestra also took part in *Europalia Japan* in 1989. *Europalia* took a first glimpse behind the eastern horizon and wanted to familiarize the European public with the riches of Japanese culture, certainly now that Japan had become so prominent in economic terms. In cultural terms, this was the largest event Japan ever organized in Europe. The musical component brought a diverse programme of traditional Japanese music, contemporary music, jazz, performances by three of the best Japanese symphony orchestras under renowned conductors such as Seiji Ozawa, as well as rock. On 29 October 1989, the BRT Philharmonic Orchestra performed the world premiere of the *Concerto for Orchestra and Piano Fourhands 'sur les arbres'* by Akira Miyoshi with the Duo Crommelynck: Patrick Crommelinck and Taeko Kuwata. The concert was conducted by Mishiyoshi Inoue. The programme also included *Green* by Toru Takemitsu.



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

Sunday, 3 April 2016 - Hasselt



Since the terrorist attack, I have been seeing a lot of beautiful sakura pictures on my friends' Facebook posts. I was in Japan until the day of the attack, so sakura pictures on Facebook made me really sad. How ironic to leave Japan when sakura started to bloom and come back to a city attacked by terrorists...!

On the day of the hanami event, I was already happy to see beautiful sakura blossoms in the Japanese Garden. I felt happier to see so many faces – from babies to grandparents, sit together near the sakura trees, watch the special taiko performance, and share what we brought from home and also snack and sake provided by BJA. Smiles on more than 70 people gathered for the event made me feel better about coming back to Brussels. I hope everyone also had a good time and enjoyed our exclusive hanami before all the crowds hit the Japanese Garden.

During the opening speech, I asked 3 things, which I would like to ask the readers of BJA newsletters as well. The Friendship Committee exists to have fun together to experience and learn more about something Belgian and Japanese. My requests to you are:

- 1) to share if you have any suggestion / idea for future Friendship events;
- 2) to contact me if you would like to organize one of the Friendship Committee events with us; and
- 3) to join our events to meet new friends and have fun together.

I would like to thank BJA team for their support to organize the Hanami event to kick off 2016 Friendship Committee activities and the Japanese Garden of Hasselt for opening the garden in advance just for us. I am already in touch with a few organisations to plan our next events, so stay tuned! If you haven't, join our FB group page for the latest information. Looking forward to seeing you soon at our next event.

P.S. Here is my best sakura photo, which received a lot of LIKES on Facebook!

*by Mrs Saori Nishida,
BJA Friendship Committee Chairwoman*



The Union Customs Code

By Elke Van de Perre and Nicolas Khedir [EY Indirect Tax – Global Trade]

On 1 May 2016, the Union Customs Code (UCC) and its Delegated Act (DA), Implementing Act (IA) and Transitional Delegated Act (TDA) entered into force, providing a new, streamlined and codified framework for the European customs legislation. The UCC is up-to-date with recent developments, and replaces the current Community Customs Code (CCC). Implementing the UCC provisions is a gradual process which started as from 1 May 2016 and is expected to deploy its full effect by 31 December 2020. The UCC essentially aims at modernizing the customs operations and transactions of the economic operators and the customs authorities of the Member States.

The UCC entails a very important reform, affecting the cost of importing goods into the EU and impacting business operations, processes, reporting and IT systems. As certain currently existing concepts, authorisations and relaxations will either disappear or change in the future, companies need to re-consider their supply chain structures, distribution strategies and operational procedures. In this article we have provided an overview of the major changes by which your company's operations and financials might be impacted.

Valuation

First of all, there will be changes to customs valuation which might trigger considerable financial consequences for multinational companies that import goods into the EU. These changes relate

inter alia to royalties and license fees, to the existing “first sale for export rule” and to the transaction value to be used when importing goods through a customs warehouse.

First sale for export (“FSFE”) valuation abolished

The customs value is generally based on the transaction value of goods, meaning the price actually paid or payable for the goods when sold for export to the customs territory of the Union. Under the previous legislation, importers could use the so called FSFE customs value. This allowed, provided that certain conditions were met, that the customs value upon import was based on a sale which took place earlier in the supply chain.

For example, a Japanese manufacturer is selling goods for export to a (related) entity in the United States, which is selling the goods to a European (related) company. The goods are directly shipped from Japan to Europe. Under the previous rules, the European importer could declare the value of the first sale, i.e. the one between the Japanese manufacturer and the US intermediate, which is generally lower than the subsequent sale between the US intermediate and the EU distributor. As a result, the FSFE rule led to a lower duty cost.

Under the UCC, importers must use the value of the sale occurring immediately before the goods were brought into the customs territory of the Union. This will

eliminate the possibility to use an earlier sale in a chain of sales as the basis of the customs value at import into the EU.

To come back to our example, this means that the transaction value must be based on the sale between the US company and the EU distributor, which results in a higher duty cost.

As a transitional measure, the FSFE may still be applied until 31 December 2017, provided that certain conditions are met. After that date, FSFE will be definitively abolished.

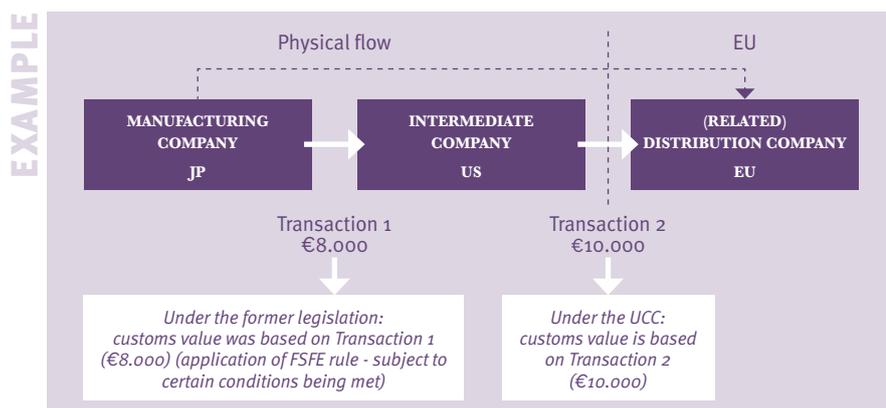
Customs valuation of goods entered into a customs warehouse

A sale preceding the entry of the goods in the warehouse, can qualify as basis for determining the customs value. Only when no such ‘sale’ occurs, one should use the sale which occurs in the bonded warehouse as basis for determining the customs value. This happens for instance when goods are transferred from abroad into an EU bonded warehouse (but not yet sold).

Royalties, license fees and trademarks for Intellectual Property and other intangible rights

ROYALTIES AND LICENSE FEES

Under the former rules, royalties and license fees were dutiable for customs purposes upon import insofar they were related to the goods being valued and their payment were regarded as a “condition of sale” for the goods. The new rules regarding the taxability of royalties and license fees for customs purposes are formulated more strictly. In the UCC, the “condition of sale” requirement is considered to be fulfilled if “the goods cannot be sold to, or purchased by the buyer without payment of the royalties or license fees to a licensor”. Now, industry practice shows that in many cases, a licensor can indeed block the sale if the royalty or license fee is not paid by the buyer; consequently, in the UCC rules, those situations may result in royalties and license fees becoming duti-



able for customs purposes in cases where this is not so today.

TRADEMARK ROYALTIES

Under the former rules, trademark royalties were treated differently from other royalties and license fees as described above. A trademark royalty was not dutiable to the extent the buyer of the goods was free to source his products from a seller of his choice. Industry practice shows that many businesses are in this situation, and are not required to include the trademark royalty in the customs value of the imported goods. Under the new legislation, these relaxed conditions are abolished. This may imply that, for businesses importing goods into the EU and paying trademark royalties in connection to those goods, the trademark royalty will become dutiable for customs purposes. This directly increases the cost of importation.

AEO

Another remarkable feature of the UCC is that it strongly encourages companies to comply with the requirements of an Authorized Economic Operator (AEO) and even makes it a compulsory requirement in order to benefit from various customs-related facilitations such as financial guarantee waivers for customs procedures, customs simplification measures, like Self-Assessment and Centralized Clearance. Undoubtedly, obtaining this “Holy Grail” is expected to be on numerous companies’ agenda as the facilitations it entails are critical for them to reach an efficient and cost-saving supply chain structure. It is also to be noted that the conditions the operators need to comply with to obtain the certification are stricter than before.

New definition of ‘exporter’

The UCC has redefined the concept of “exporter” for customs purposes with a strong emphasis on ‘being established in the customs territory of the Union’, ‘holding the contract with the consignee in the third country’ and ‘having the power to determine that the goods be transported out of the Union’. Especially the require-

ment of being ‘established in the customs territory of the Union’ may make it problematic for Japanese and other non-EU established businesses to export from the EU.

Only a few days before the entry into force of the UCC, the EU Commission have shed some more light on this provision, indicating that it may be possible for a non-EU established company to appoint an EU-established “indirect representative for customs purposes”, acting in its own name, but on behalf of the represented (Japanese) company. In the Commission’s view, the representative could assume the role of exporter (instead of the represented company). However, at the time of writing (late April 2016), it seems that this will only occur after a transitional period. Before that time, current practice will remain in place.

Companies should assess whether their business is being affected by this new “exporter” definition. It must be noted that also in situations where the export is handled by a Belgian group entity, or in complex supply chains involving (several) group entities, it is worthwhile to do this check: the new “exporter” definition may cause a shift in identifying the exporter.

The new “exporter” definition only pertains to customs matters: as such, it does not affect the existing VAT rules on export.

Other

One of the key principles of the UCC is that customs processes should become fully electronic, including the exchange of information between Member States and with the Commission, as well as the storage of that information such as those needed to (better) manage Binding Tariff Information (BTI), customs decisions, transit systems (NCTS), export control systems (ECS), centralized clearance, guarantees, etc. For these purposes, the UCC introduces a number of new concepts and modernizes many existing procedures. Some of these changes will require the development of new IT systems and en-

hancements to existing ones. However, as not all of these IT applications were ready when the UCC became applicable on 1 May 2016, specific transitional measures have been established, allowing Customs Authorities to continue using any existing IT systems and/or paper-based systems as long as the new systems are not up and running. These transitional measures have been captured in the Transitional Delegated Act, and are applicable as from 1 May 2016.

Furthermore, the UCC offers a large set of opportunities for improvement, such as the instauration of a comprehensive guarantee covering several customs procedures at one time and the possibility to reduce the amount of such guarantee in function of certain compliance standards. This may directly lead to a substantial financial or cash-flow benefit. Among the other improvements offered by the UCC, there is the propagation of more simplified and flexible means to declare goods to Customs, which results in reducing companies’ total delivery lead-times. The use of customs warehousing for Internet sales and the movement of goods between Temporary Storage facilities constitute additional opportunities. However, it is again to be emphasized that part of those facilities are only available for AEO-accredited companies, or for those complying with certain AEO criteria.

Taking the above elements into account, EY advises companies to evaluate the impacts of the UCC in order to properly tackle the changes and maintain current facilities and/or simplifications. Please do not hesitate to contact us in case you would like to obtain more information or advise from our Global Trade service line. We look forward to hearing from you and wish you success with your activities in Belgium.

For more information, please contact Mr Nicolas Khedir, Senior Manager EY Indirect Tax – Global trade, nicolas.khedir@be.ey.com

Day of Remembrance in the Japanese Garden of Hasselt 東日本大震災5周年追悼式

Friday, 11 March 2016 - Hasselt



After 5 years, over 70 BJA members and friends gathered together at the Japanese Garden of Hasselt to remember the tragic events of 11 March 2011.



The moment of silence joined by Professor Declerck, President of BJA, HE Ambassador Ishii of Japanese Embassy, and Mrs Hilde Claes, Mayor of Hasselt



Yukine, a bell musician, performing beautiful pieces including the original music creation 'Ode to water'.

On a chilly but sunny morning, about 70 BJA members and many other guests gathered in the Japanese Garden of Hasselt to remember the tragic event of 11 March 2011, the day which, even after 5 years, remains in our memories as the moment the worst of Mother Nature and the best of Human Nature encountered.

After moving speeches by Mrs Hilde Claes, Mayor of Hasselt,

H.E. Mr Masafumi Ishii, Japanese Ambassador in Belgium and Prof. Gilbert Declerck, BJA President, who all stressed the solidarity and strong bonds of friendship between Belgium and Japan, everyone respected a minute of silence.

Coming especially from Japan for this occasion, Yukine, a bell musician, performed three beautiful pieces including the original music creation 'Ode to water'. The soothing and delicate sounds of the bells warmed the hearts of many.

The ceremony was followed by the official opening of the reconstruction exhibition 'Invisible Needs of Life' by SHSH Architecture + Scenography/Shizuka Hariu and Shin Bodgan Hagiwara. The event ended with drinks and sushi kindly offered by the City of Hasselt, and an opportunity to walk through the garden or enjoy a Japanese Green Tea Experience by Azumaya.





IBASHO PHOTO COMPETITION

In 2016, Japan and Belgium mark the 150th anniversary of the diplomatic relations, which were established in 1866. As a celebration act, IBASHO, the Belgian gallery specializing in Japanese photography, would like to commemorate this milestone by issuing a photo competition around the theme of Japan. This international competition is open for professional and aspiring amateur photographers whose work has been made in or inspired by Japan. Based on the results of the jury, an exhibition at IBASHO will be curated presenting the winners of the competition.

IBASHO is looking for partners to make this Photo Competition a success. On the one hand, the ambition of this competition is to give the opportunity to the many (and often very good) photographers to let their work be judged by a professional jury.

On the other hand, this contest also aims to put together an exhibition of the work of several photographers to give a new and surprising look at Japan with their photos. We greatly hope we can count on your collaboration in this exciting project.

Timings

- › Submission deadline:
15 September 2016
- › Winner announced:
2 November 2016
- › Exhibition:
24 November - 18 December 2016

Contact

IBASHO
Tolstraat 67 - 2000 Antwerp
Tel: +32 3 216 20 28
E-mail: info@ibashogallery.com
Contact: › Annemarie Zethof
+32 473 13 93 28
› Martijn van Pieteron
+32 473 13 93 29

ON EASTERN SHORES - ARAUMI DAIKO CONCERT

In the tradition of her long lasting friendship with Japanese musicians, Araumi Daiko npo has invited Takuya Taniguchi (taiko), Akihito Obama (shakuhachi) and Aki Sato (koto, shamisen) -all masters in their discipline- to join Araumi Daiko's president Grete Moortgat for a classical concert on 17 June 2016 in Antwerp. Come and enjoy the rich sound palet of flute, strings and drums!

On 17 June 2016 in Amuz - Kammenstraat 81 - Antwerp

More info at: www.inamuz.be/nl/concert/on-eastern-shores

TAIKO MARATHON: 11 & 12 JUNE 2016

As you probably have heard or read, AraUmi Daiko's truck with 22 Taiko drums was stolen in December. They took a big hit, but with the help of their students and the international Taiko community, they are collecting funds to buy new drums and materials to build drums. But the transport to the various classes and performances is also a problem, since they lost their truck. They are organizing various activities to collect some money to buy another used truck. One of these initiatives is a "Taiko marathon"; on Saturday June 11 and Sunday June 12, they are holding taiko classes at their Dojo (Deurnestraat 239, Mortsel). Anyone can participate; beginner or advanced, kids or adults, everyone will be challenged in a fun way. It costs 20€ per hour to participate, and it is possible to book an hour for your own group (up to 20pp). So if you or your friends would like to give Taiko-drumming a go, this is the perfect opportunity! Araumi Daiko hopes to see you there!

Contact: Araumi Daiko vzw, Grete Moortgat, Voorzitster/President
Tel: +32485 50 89 47, www.fenikstaiko.be, info@fenikstaiko.be

SIGI AWARD FOR THESE DAYS AND MAZDA

Antwerp advertising agency These Days was one of the laureates at the annual SIGI Awards. The Mazda Open Air B&B campaign won the SIGI Award in the Promo category.

The **Mazda Open Air B&B campaign** was the campaign set up by These Days last summer to launch the brand-new MX-5. The car goes back to the essence of the convertible roadster and gives its passengers an instant holiday sensation. The MX-5 is not a status symbol but happiness on wheels, a car that invites you to just get in and take off. Those interested in trying the new car booked more than just a standard test drive; it was more of a test trip. They got to spend a full day in the MX-5

including an overnight stay in the Mazda Open Air B&B.

These Days conceived and designed a container room that was fitted with all modern comforts and – obviously – inspired on the concept of the MX-5, including a specially designed open roof with a view of the night sky. Go to www.mazda.be/openair for a virtual check-in. The SIGI Awards are organised each year within the worldwide Wunderman network. More than 50 agencies from 11 countries sent in their best campaigns. The jury then selected the strongest cases that best illustrate the network's philosophy: Creatively Driven. Data Inspired.

Source: these-days.prezly.com/sigi-award-for-these-days-and-mazda#

Security Seminar 第4回企業・在留邦人向け安全対策セミナー

2016年、4月21日(木)、ブラッセル日本人学校



この度、BJA(日白協会兼商工会議所)、在ベルギー日本国大使館、ベルギー日本人会は、日本人学校の協力を得て、第4回「企業・在留邦人向け安全対策セミナー」を開催しました。

セミナーは3月に起きたブリュッセルでの自爆テロ事件を受け、ベルギーにおけるテロの脅威等について在ベルギー日本国大使館公使、山田洋一郎氏からご説明を頂いた後、当地における犯罪の状況および防犯対策を説明することにより、在留邦人(特に最近当地に来られた方々)が日常感じられている治安に対する不安の払拭を図るとともに、防犯意識の向上を目的とし、約110名のブラッセル日本人学校生徒の保護者並びにBJA及び日本人会会員の皆様にお集まり頂き、PTA総会後に実施されました。

当日は、在ベルギー日本国大使館警備対策官、長野栄三氏並びにオールドゲム/ウックル/ワーテマール・ポアフォール警察区域5342警察官、盗難防止アドバイザー、ルック・ストルム氏よりベルギー警察組織、路上における注意事項と

自宅に関する注意事項、当地警察の取り組みについてご説明頂きました。

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

On April 21st 2016, the Belgium-Japan Association and Chamber of Commerce organised a seminar in cooperation with the Japanese Embassy and the Nihonjinkai, held at the Japanese School in Brussels, on terrorism and (personal) security matters. This seminar was held in the Japanese language only with the aim to enhance the awareness of the Japanese community in Belgium on security measures. With a kind cooperation by the Police department of the area of Auderghem, Uccle, and Watermael-Boitsfort communes, an advisor for protection on robbery and burglary gave a through presentation to over 110 parents of the Brussels Japanese School, members of the Japanese Association in Belgium and the BJA.





NIPPON SHOKUBAI EUROPE N.V. WINS THE “INVESTMENT OF THE YEAR TROPHY 2016”

Wednesday, 24 February 2016, chosen from nine nominees, NIPPON SHOKUBAI EUROPE N.V.(Belgium) has won the much-coveted ‘Investment of the Year Trophy 2016’ at the 4th edition of the Foreign Investment Trophy. An initiative of Flanders Investment & Trade (FIT), this award honors the stand-out foreign investment in Flanders of the past year.

NIPPON SHOKUBAI CO., LTD. (Japan) announced its plans to set up a new factory in Zwijndrecht, near Antwerp, in May 2015. The plant will be the company’s largest production facility outside Japan and represents an investment of EUR 350 million. Recently, we have started the recruitment of 70 new employees.

As such, NIPPON SHOKUBAI CO., LTD. (Japan) acknowledges the business advantages of Belgium, particularly of Antwerp as a major chemical cluster. With an annual capacity of 100,000 tons of Superabsorbent Polymer (SAP) and 100,000 tons of Acrylic Acid (AA), the

new plant will be NIPPON SHOKUBAI’s largest production facility outside Japan. Construction started in January 2016; full commercial run is scheduled for May 2018.

Headquartered in Osaka, Japanese chemical company NIPPON SHOKUBAI was established in 1941 and employs around 4,000 people worldwide with a yearly turnover of about 3 billion Euro. The core business of the company is the production of AA and its derivatives, including SAP.

Used as raw materials for paints, adhesives, diapers and so on, these

products are in high demand. That is why NIPPON SHOKUBAI has been expanding its core business globally. To provide a stable supply of the products on a global scale, the company now has production bases in Japan, the US, Belgium, China, Indonesia and Singapore.

Belgium isn’t exactly uncharted territory. The company already has an installation for SAP on the site of chemical company INEOS Oxide in Zwijndrecht since 1999, where we employ 90 people and have an annual production capacity of 60,000 tons.



Annual General Assembly Meeting 定例総会

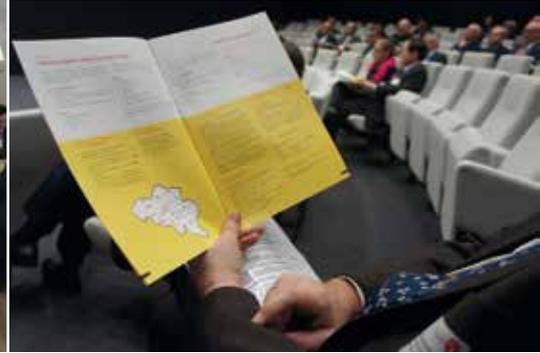
Thursday, 17 March 2016 – imec, Leuven



Mr Tanguy Van Overstraeten, Vice-President of BJA and Partner of Linklaters LLP, Professor Gilbert Declerck, President of BJA and Member of Board of imec International, and Mrs Anja Oto-Kellens, Executive Director of BJA, explaining to the members about the BJA in 2015.



The guests are enjoying networking over delicious food and drinks kindly offered by imec.



The newest BJA brochure 'Research and Innovation in Belgium'.

On 17 March, the BJA Annual General Assembly meeting was generously hosted by imec at its Leuven headquarters. An audience of over 60 members was present.

After some welcome words by Prof Declerck, Board member of imec International and BJA President, Mr Van Overstraeten, Partner at Linklaters LLP and BJA Vice-President, reported on the financial results of 2015, followed by Mrs Oto-Kellens, BJA Executive Director, who presented the 2015 budget. On behalf of the Membership Committee, Mr Durnez of the BJA office presented the membership situation for 2015.

Mr Van Overstraeten continued to report on the activities of the Executive Committee, representing all business commit-

tees, followed by Mr Jan Lambrechts, Director of Ichiban Consult and member of the Cultural Committee, who gave a review of all the activities organized by the Cultural and Friendship Committee in 2015.

The statutory nominations were voted afterwards, allowing Prof. Declerck to close the meeting and give the floor to Mr Masatomo Nomura, founder of Nomura Consulting Europe and Chairman of the BJA Investment Committee, for the official presentation of the newest BJA brochure 'Research and Innovation in Belgium', followed by questions from the audience.

After this insightful presentation, Prof Delcerck invited all the participants for a networking cocktail.



Research and Innovation in Belgium

Masatomo Nomura
Chair, BJA Investment Committee
Founder, Nomura Consulting Europe

The Investment Committee of the BJA has created a new brochure 'Research & Innovation in Belgium' that provides an overview of the landscape of research and innovation activities in Belgium.

The landscape of research and innovation in Belgium has been evolving. There have been consistent signals from the Federal and Regional authorities to reinforce research and innovation activities in the country as a matter of policy priority. This has been maintained throughout the recent economic crisis despite the fact that many of their other policies have been reviewed in order to improve the budgetary balance.

As a matter of fact, research and innovation is a priority for many countries all over the world. It is necessary to see, therefore, how Belgium is positioned internationally in various studies.

According to the 'Innovation Indicator 2015', a German study, Belgium is ranked 4th in the world. It describes that Belgium has established itself in the top group and is characterised by a well-functioning, well-balanced innovation system.

The fundamentals of research and innovation activities in Belgium are characterised by high-quality research institutions, strong academia-industry collaboration and one of the best education systems in the world with particular strength in math and science education.

According to the World Economic Forum, the quality of scientific research institutions in Belgium is in the top 5 in the world, university-industry collaboration in R&D in the top 6, and the quality of math and science education in the top 3.

Strong collaboration between research institutions and business is also confirmed by a study published by the European Commission. According to this study, Belgium, United Kingdom, Denmark, Netherlands and Sweden are the overall leaders in the EU in linkages & entrepreneurship.

Research and innovation activities are known to thrive in clusters. A cluster can be described as a geographic area in which academic research institutions are surrounded by high-tech companies and knowledge-based services. Such a cluster tends to induce the setting up of university spin-off companies, and attract start-up companies and highly qualified personnel. Such an environment will stimulate further research and innovation activities.

The brochure focuses on the following 6 areas:

1. Strategic research centres and R&D clusters
2. Life sciences and biotechnology
3. Hybrid-ecosystem in the Brussels, Leuven and Louvain-la-Neuve area
4. Advanced manufacturing
5. Digital economy and security technology
6. Support and incentives

We, the members of the BJA Investment Committee, hope that this brochure will help companies expand their R&D activities in Belgium.

ベルギーにおける研究とイノベーションの動向

BJA投資委員会委員長
野村コンサルティング・ヨーロッパ代表
野村正智

BJAの投資委員会は、このたび、ベルギーにおける研究とイノベーションの動向を伝えることを目的として、新しい小冊子「ベルギーにおける研究とイノベーションの動向」を作成しました。

ベルギーにおける研究とイノベーションは、発展を続けています。連邦政府と地域政府は、研究とイノベーション強化政策の重視を一貫して堅持してきました。過去数年に渡る経済危機のために、多くの政策が、財政均衡の観点から見直しの対象となりましたが、研究とイノベーション強化政策は、常に維持されてきました。

研究とイノベーション強化は、ベルギーだけでなく、世界中の国々で、重要視されています。従って、各種調査において、ベルギーの国際的位置づけを見ることが必要です。

ドイツの調査機関によって作成された、「2015年イノベーション指標」によると、ベルギーは世界第4位に位置付けられています。同調査によると、ベルギーのイノベーション・システムは、バランスが取れ、うまく機能しており、ベルギーは世界のトップ・グループでの位置を確立しているとされています。

ベルギーの研究とイノベーション活動の基礎は、質の高い研究機関と、強力な産学協同、数学と科学教育に優れた世界最高レベルの教育システムを持つことに特色づけられます。

世界経済フォーラムによると、ベルギーの科学研究機関の質は、世界第5位、研究開発における産学協同は、世界第6位、数学と科学教育の質は、世界第3位とされています。

研究機関と企業の協力関係が強力なことは、欧州委員会の調査でも明らかです。この調査によると、連携と起業家精神において、ベルギーは、イギリス、デンマーク、オランダ、スウェーデンと共に、EUの総合的なリーダーとされています。

研究とイノベーション活動は、クラスターで発展することが知られています。ここで言うクラスターとは、学術的な研究機関を中心に、ハイテク企業と知識ベースのサービスが集積している地域を指しています。そのようなクラスターでは、大学からのスピノフ企業の設立や、スタートアップ企業や高度な人材が集まりやすくなります。そして、そのような環境の中では、研究とイノベーション活動がさらに活発になります。

この小冊子では、次の6分野に焦点を絞っています。

1. 戦略的研究所と研究開発クラスター
2. ライフサイエンス、バイオテクノロジー
3. ハイブリッド・エコシステム: ブリュッセル、ルーヴェン、ルーヴァン・ラ・ヌーヴ地域
4. アドバンスト・マニュファクチャリング
5. デジタル経済とセキュリティ技術
6. サポート体制と補助金

BJA投資委員会を代表して、この小冊子が、企業のベルギーにおける研究開発活動拡大の一助となることを祈念しております。

Passing away of Mr Frans Blondé BJA Honorary Director & Co-Founder of the Marilo Fund



It is with great sadness we have to inform you about the passing away on Sunday 27 March 2016 of Mr Frans Blondé, BJA Honorary Director & Co-Founder of the Marilo Fund.

He will be immensely missed by many amongst us and will be remembered as an active friend of our association and a lover of Japan, always willing to contribute in strengthening the ties between our two countries.

Mr Blondé was a resourceful and inspiring Director of BEJAT and later played an important role in the merging of BEJAT with BJA, where he became Board member. He always supported and assisted Belgian exporters to Japan and was highly appreciated by Belgian and Japanese businessmen alike. Passionate about Japan, he initiated a Christmas Cards charity sell to support the victims of the 1995 Kobe earthquake.

Mr Blondé gave his full support to the YES program, convinced this program would increase the knowledge of Japan Business culture in Belgium. He later co-founded the Marilo Fund to further increase the bonds between Belgium and Japan. In recognition for all these efforts, he was awarded the exceptional decoration of the Order of the Rising Sun.

All our deepest and most sincere condolences go to Mrs Lieve Eelen-Blondé, his wife and to his children.



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

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SoftKinetic, a wholly-owned subsidiary of Sony Corporation since October 2015, is the leader in 3D vision and gesture recognition technologies. The company's DepthSense® 3D CMOS Time-of-Flight sensors and cameras, together with advanced middleware, provide cutting-edge 3D vision capabilities for a wide variety of industries including gaming, augmented reality (AR) & virtual reality (VR), PC, mobile and automotive.

SoftKinetic was founded in July 2007 following five years of fundamental R&D. SoftKinetic's global business headquarters are in Brussels, Belgium, with additional operations in Sunnyvale, California (USA).

SoftKinetic licenses a complete portfolio of 3D Vision technologies, including software, systems, and sensors IP, for conceiving, developing and commercializing 3D Vision-enabled products. We are delighted to be a member of the BJA and are convinced it will broaden our understanding and insight of the Japanese market by meeting other professionals willing to share their experiences.



Boulevard de la Plaine 11 – 1050 Brussels
Tel: +32 2 888 42 60
Fax: +32 2 647 48 55
E-mail: fpa@softkinetic.com
Website: www.softkinetic.com
Contact: Mr Frederic Papeians, COO

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Herfurth Group



The Herfurth Group has been expanding continuously since 1899 and now provides several links in the transportation chain such as liner agency, tramp agency, chartering and brokerage, logistics and forwarding, air freight, customs clearance, consolidation, warehousing, stuffing and stripping, value added services, road transport, container depot, container maintenance and repair, travel agency, and back-office services. Today the Group has offices in 16 locations and employs around 500 people in 5 different countries. The Group's strategy involves creating independent, self-governing companies or organizations, called front offices, supported by a large administrative entity, called the back office.

Knowledge of the market and its mentality, a longstanding relationship with customers and local authorities, financial strength and efficient administrative and ICT support have enhanced the local and international reputation of the Group for reliability.

By joining the BJA, we hope that we will be able to further strengthen the ties, both economical and cultural, that are already existing between both our countries. As a Group we are proud that we can be of service to several Japanese companies both in- and outside our Kingdom.

ハーファース・グループは 1899 年から継続的に拡大しており、現在は定期船代理店、不定期船代理店、用船および仲介業務、

物流および運送、空輸、通関手続き、混載、倉庫保管、梱包および開梱、付加価値サービス、道路輸送、コンテナ倉庫、コンテナのメンテナンスおよび修理、旅行代理店、バックオフィス業務など、輸送事業の様々なサービスを提供しております。今日では、5 か国に 16 の支店を展開し、約 500 名の従業員を抱えております。

当グループの戦略として、包括的な事務組織（バックオフィス）に支持された、独立し、自主的な会社や組織（フロントオフィス）を創出します。

市場やその志向についての知識、顧客および地方当局との長期的な関係、財務力、そして効率的な事務および IT サポートによって、当グループの国内外での信頼性が高められてきました。

BJA に加盟することで、既に両国間にある経済および文化的な関係をさらに強化できるように願っています。ベルギー国内外で日本の会社のお役に立てることをグループとして誇りに思います。

Cassiersstraat 19 – 2060 Antwerp
Tel: +32 3 221 20 00
E-mail: herfurthgroup@sdsbo.com
Website: www.herfurth-group.com
Contact: Vincent Maldague, Managing Director





Mizuho Bank Nederland Brussels Branch

As one of the largest Japanese Banks with around 55,000 employees worldwide and 920 offices spanning 38 countries and regions, Mizuho Financial Group operates their Brussels Branch through its office of Mizuho Bank Nederland NV which has a European Banking license (EU passport) under the Dutch banking law, enabling the Brussels Branch to offer full financial products and services to its corporate clients in Europe. Mizuho Brussels was established in 2006 and is located at Avenue Louise 480, 1050 Brussels in a quiet place near La Cambre Abbey.

Our main business activities are corporate banking such as commercial banking (Deposit, Loan, Settlement, Forex and remittance etc.) and investment banking such as M&A advisory through Mizuho securities. Through BJA activity from now on, Mizuho Brussels aims to be the trusted bank with a global presence and a broad customer base, contributing to the prosperity of Belgium, Japan and the world.

この度、みずほ銀行（ブリュッセル支店）は、新たな企業会員としてBJAに入会させて頂きました。我々は、みずほフィナンシャルグループの一員としてオランダみずほ銀行（現地法人）の傘下であり、EU認可の銀行ライセンスを保有し、ベルギーの日系企業様を中心に営業活動を行っております。みずほ銀行としては、2006年にブリュッセルに支店を開設し、まだ10年の歴史でございますが、今回の入会を機に、より一層、皆様と交流を持たせていただき、皆様との活動を通じて、ベルギー・日本の友好に少しでも貢献できるようにとの思いから、この度入会させて頂きました。弊社オフィスはカンブル修道院近くのアベニュールーズ沿いのITタワー地上階にございます。お気軽にお立ち寄り頂ければ幸いです。今後とも、何卒よろしくお願い申し上げます。



Avenue Louise 480 – 1050 Brussels

Tel: +32 2 645 52 80

Fax: +32 2 649 25 80

E-mail: info@mizuho-cb.be

Website: www.mizuho-fg.co.jp/english

Contacts: > Mr Masato Kimoto (木元将人)
masato.kimoto@mizuho-cb.be
 > Mr Yosuke Tsunoda (角田洋介)
yosuke.tsunoda@mizuho-cb.be
 > Mr Atsuhiko Takahara (高原敦彦)
atsuhiko.takahara@mizuho-cb.be
 > Ms Ayaka Inubuse (犬伏アヤカ)
ayaka.inubuse@mizuho-cb.be
 > Mr Raf Poot
raf.poot@mizuho-cb.be

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Simmons & Simmons has built up its close association with Japan over a period of more than 40 years. Through our office in Tokyo, as well as our Japan Business Group, we have devoted significant time and resources to the development of a team of experienced lawyers who are well-equipped to respond to the legal and commercial needs of the Japanese business community. We are experienced in dealing with complex, high-value, cross-border transactions and projects which are central to our Japanese clients' commercial strategies. Our membership of

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the BJA reflects our wish to deepen the relationship with the Japanese business community in Belgium.

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Avenue Louise 149/16 – 1050 Brussels

Tel: +32 2 542 09 60

Fax: +32 2 542 09 61

E-mail: sabine.bryssinck@simmons-simmons.com

Website: www.simmons-simmons.com

Contact: Mr Koen Platteau, Partner

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- * 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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