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Belgium-Japan Association
Chamber of Commerce
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EDITORIAL

The future ahead

By HE Mr Gunther Sleeuwagen, Ambassador of Belgium to Japan

By the date of publication of this new issue of the BJA Magazine, we will have officially closed the celebratory year commemorating the 150th anniversary of Friendship between Belgium and Japan. I believe we can all proudly look back on the achievements of the past year.

Together with the Japanese Embassy in Belgium and thanks to the tremendous support of so many Belgian and Japanese partners and sponsors, not in the least the Belgium-Japan Association and Chamber of Commerce, we were able to accomplish an impressive and diverse programme of cultural, academic and economic events, as well as many new people-to-people contacts, in Belgium as well as in Japan. I was personally very touched by the high number of individuals and organisations that approached us spontaneously to offer their contributions to the success of the commemoration. This truly exemplifies the deep-rooted nature of our friendship.

The State Visit to Japan in October 2016 by Their Majesties the King and the Queen upon the invitation of Their Majesties the Emperor and Empress was the culmination of the celebratory year. The programme of the State Visit rightly emphasized the complementarity and added value of our trade, investment, cultural and academic relations. More importantly, the high-level meetings, round tables, seminars and presentations showed that the relationship is not only one of looking back but also one of looking forward.

The official visits by the Prime Minister of Japan to Belgium and by the Speaker of the Belgian House of Representatives to Japan showed that, at the political level too, our relations are solid.

Anniversaries are important. They allow us to renew the awareness of our common past and to remind us of the richness of our relationship. But their true strength lies in their capacity to reinforce the foundations for our future endeavours. The challenges of the international political and economic environment are unprecedented. They affect businesses, communities and individuals everywhere, whether in Europe or East Asia. In such an environment, Belgium and Japan are fortunate to share the same values. Our mutual trust and continued cooperation will be key to tackle future challenges.

For the coming years, we plan to keep creating the environment in which our cultural, academic, and business relations can thrive. Belgium will keep investing in human capital, innovation and research. Belgium will remain a safe and reliable destination for Japanese investors and an efficient logistics centre for Japanese companies in the centre of the EU. Belgium will tap all its European experience and skill to make sure that the EU remains a valuable strategic partner for Japan. The finalisation and implementation of the Economic Partnership / Free-Trade Agreement and the Strategic Partnership Agreement between Japan and the EU are important tools to harness our stability and prosperity and to generate new opportunities which we need to identify and grasp together.

I would like to thank and congratulate the Belgium-Japan Association and Chamber of Commerce and its numerous members for their support and their important role in giving voice to our common goal of strengthening Belgium-Japan friendship. I look forward, together with my team, to welcoming you in Tokyo to discuss and support your projects.



HE Mr Gunther Sleeuwagen

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BJA Exclusive visit to the Belgian Federal Parliament BJA特別訪問ベルギー連邦議会議事堂

Tuesday 25 October 2016 - Brussels



The participants enthusiastically listen to the history and some anecdotes related to the many intriguing rooms inside the Parliament



Mr Siegfried Bracke, President of the Belgian Chamber of Representatives and Chairman of the Belgium-Japan Interparliamentary Committee greets Mr Takashi Kiyomizu, Manager of Sumitomo Rubber Industries



During the guided visit, the participants could feel like real parliamentarians

On Tuesday 25 October 2016, the Cultural Committee of the Belgium-Japan Association and Chamber of Commerce had the pleasure to invite the BJA members for a visit of the Palace of the Nation, the seat of the Belgian Federal Parliament.

The guests first enjoyed a thorough guided visit inside the Palace, while having the opportunity to hear interesting episodes about Belgian history and to take a seat in the Senate and Chamber of Representatives' chairs.

The tour was followed by a networking opportunity with Mr Siegfried Bracke, President of the Belgian Chamber of Representatives and Chairman of the Belgium-Japan Interparliamentary Committee, together with other Parliamentarians.

On the occasion of 150th anniversary of friendship between Japan and Belgium, Mr Bracke was very pleased to welcome the BJA members who received an exclusive opportunity to know more about the decision-making in Belgium.



The Young Executive Stay Program YES X in Japan

9 -16 October, 2016



After going through a strict selection procedure, being instructed by experts and business people about dealing with business in Japan during two briefing sessions, being introduced to all facets of what to expect in Japan, all the hard work in Belgium ended, and Japan was waiting. The YES candidates were ready to do business, and meet His Majesty King Filip of Belgium under whose auspices the program is held.

Tokyo welcomed the YES participants in a warm atmosphere of 20 degrees Celsius on the 10th of October for one busy week. The Young Executives, the BJA and the BLCCJ directors met up with the respective business coaches, Sophia University students, sponsors and

other parties involved in the program during the Welcome Reception at the Belgian Embassy in honor of HM King Filip and HM Queen Mathilde. A meeting that will be long remembered! The week then filled with a BLCCJ panel discussion, meetings with the Belgian Ambassador and other staff of the Embassy and Regions, Belgian Ministers and members of the Belgian business and academic delegation of the State Visit, and of course YES business-to-business contacts and potential business partners!

Some of our dynamic YES participants would like to share their experience of doing business in Japan in the following articles.



IMMUNXPERTS

Sofie Pattijn, Founder & CTO

This big adventure started when two nice people pointed us in the direction of the YES program and explained the benefits and potential of this program. As a young start-up company with international ambitions there was only one answer: YES we will apply to participate!

I still remember the selection interview in Brussels on a rainy day in April when travelling by train was not as easy as it used to be due to the attacks a couple of weeks earlier. We were excited to be one of the lucky eight – proud to represent Wallonia together with Desorby! Now it was getting real, briefing session, emails and calls with our coach and student and preparing for the student visit in September. We learned about each other's cultures and habits and how to translate that in doing business with Japan.

Yuta, our student, visited our labs in Gosselies on the day that the closure of Caterpillar was officially announced. We needed to pass by the site and witnessing the upset workers, numerous TV

cameras and police was an eye opener for him as situations like this rarely happen in Japan. Thibault showed us around in Brussels and took us to a typical restaurant in the 'Marollen'. The owner/cook gave us a tour in his 'private museum' which he opened especially for our Japanese guests. It has a unique collection of comics, play-cards and posters that enlighten the history of Belgium in a very original way!

In the upcoming weeks, market studies were performed, presentations translated and visits planned. The second briefing session taught us some basic communication skills in Japanese and helped us in understanding the culture and politics of this beautiful country.

We combined the YES program with BioJapan, the biggest partnering event in our sector that took place in the same week in Yokohama. It was a busy but amazing week. We had productive meetings during our visits with various pharmaceutical companies. Having the opportunity to meet our king and queen and so many other interesting people



at various receptions and events was a remarkable experience. The information session at the Embassy of Luxembourg was extremely helpful and informative. Getting first-hand information and tips from people who established their business in Japan is the best way to learn and adapt. Also, hearing the stories and adventures of the other participants was unique. Although most of

us work in a completely different sector with either products or services, we all have the same dreams and ambitions!

The whole YES program was a unique learning experience and made my already big love for the Japanese culture and people even bigger. No better way to end such a productive week with a team visit to Kamakura!

With this I would like to say a big 'MERCI' to the organizers and coaches, the participants, Els Verhulst- our business coach and Yuta Yamomoto, our brilliant student who did a great job in explaining our services which is not that straightforward! And finally, to my colleagues Thibault Jonckheere and Ma-yuko Oh, thanks for being part of this adventure!

GBO INNOVATION MAKERS

Eric Dumortier, Director

While I am wringing this article, 2 months have passed since we were in Japan working hard and following the YES program. And I just booked my return trip to Kyoto. Yes! In 2 weeks I'll pack again and am grateful to sign our second contract with a new Japanese client.

In very short, GBO Innovation makers helps companies to lead their markets by creating and realizing their product innovations. Recently we have started to export our innovation services to China and Japan.

The YES program has been such a great experience for me. First of all I have met a group of enthusiastic entrepreneurs, YES'sers, with who I was able to share lots of ambitions, ideas and laughs.

The program started earlier this year with some preparation workshops, dealing with cultural and business approaches, but quickly turned into a strict and professional cooperation between my local coach Gregory Van Bellinghen, my local business student Ryohei Enomoto and me. With the 3 of us, we tried to prepare as much as possible my appointments



for the YES-week, resulting in tons of e-mail and online communications with our Japanese business leads.

During the week in Japan, my agenda was fully booked with appointments and very interesting encounters. To do so I have travelled big distances by Shinkansen and have been 'packed' in overloaded subways (always on time no matter the distance) during daytimes. At night I have enjoyed very professional network receptions and shared inspiring drinks with the YES participants. Simultaneously with the YES program, the Royal mission to Japan crossed our program. Through the YES program and FIT

I have had the opportunity to meet with our King Filip and have been able to sign a contract with one of our first Japanese clients Roland Corporation.

Needless to explain my enthusiasm towards the YES program. I have found the YES' intense preparations approach very useful, and the one week in Japan too short...

My deep respect goes to the BJA and the BLCCJ members for offering us this worthwhile experience.

Thanks a lot and see you in Belgium, Luxembourg or Japan!



BEFORE THE WAVE

Peter Van Riet & Johan van Mol, Managing Partners

Before The Wave is a strategic and creative design studio. We design products, services and digital experiences, ranging from baby strollers, furniture and health-care products to banking apps. We participated in the YES program to explore opportunities - more specifically - we sought collaborations with Japanese design studios and manufacturers on one hand to help them enter the European market and on the other hand to bring our expertise and approach to the Japanese market.

Apart from our business objective, Japan is a fascinating country. And we'd like to share 5 things we learned that affect our way of communicating, designing and doing business.

Group-centricity

Japanese people are group-centered as opposed to our self-centered western culture. This shows in almost everything, but very striking are the anti-smoking messages. While we get the message that smoking is bad for us "you'll get cancer", the Japanese are told that smoking is bad for other people "You carry a 700° fire at the height of a child's face".

Information, rules and efficiency

Walk around 10 minutes in the Tokyo metro and you'll see that Japanese people like lots of information and clear instructions. There are plenty of lines, arrows and information on the ground, which shows you the most efficient way to go from point A to B. And the Japanese follow these instructions consciously. If not Shinjuku station wouldn't be able to handle over 3,5

million people on an average weekday. That's right, 3,5 million people. This is almost 1/3rd of the Belgian population. We Belgians don't like to follow rules, and it shows: it takes us 4 hours to move 50.000 people on an average rock festival.

Uncharted territory for business model innovation

Japan is a country of engineers. Our jaw dropped, looking at the technical innovation, ranging from high-tech toilets, to ultra-fast ticket processing metro gates and gigantic underground flood prevention canals. But in terms of business model innovation or service innovation, Japan is an uncharted territory. We were invited by the Business Model Innovation Association (BMIA), to exchange ideas on innovation with Directors Taisei Miyake and Shin Yamamoto. While lots of innovators in the West, are pretty familiar with tools such as the Business Model Canvas, the BMIA plays a pioneering role in Japan. The BMIA was very interested in our book "Create Meaningful Stuff", in which we explain our approach to design and design thinking.

The quintessential product designer still exists

While most product designers in Belgium are also designing brands, websites and services, in Japan the quintessential product designer still exists. We had the honour to be invited by Kasushige Miyake to his Tokyo based design studio. The studio designs products ranging from electronic devices to furniture for clients such as Muji, Yamaha and Mondo.

Miyake's studio reflects the products they design: simple, aesthetic, honest in nature. The set-up was the archetypical product design studio: an office, a workshop with some essential tools to make foam models and a material and sample library.

Domestic robots

In Belgium, domestic robots are making their first appearances. In Japan robots seem to be all over, and not only in the infamous robot restaurant. We met Yasuko Akutsu, president of MT Health Care Design Research, a pioneer in emotional robots. Her team developed an award-winning app for the Pepper Robot. This robot chats with dementing elderly to exercise their mind. But amazingly enough, we also saw a Pepper robot in a corner of a general store in Tokyo, helping people to get around.

Outcomes

In addition to the great experiences with our business coach, our business student and the other YES participants and staff, we had interesting and inspiring conversations with designers and innovators. At this point we keep in touch with two contacts to initiate first projects.



BJA New Year cocktail reception BJA新年カクテルパーティー

19 January 2017 – BNP Paribas Fortis, Brussels



(Left to right) Mr Orlando, Head Expatriate Affairs of BNP Paribas Fortis, Mr Claeys, Head of Commercial Banking Belgium of BNP Paribas Fortis, H.E. Ambassador Ishii of Embassy of Japan, Mr Dierckx, Vice-Chairman of the Executive Board of BNP Paribas Fortis, Professor Declerck, President of the BJA, and H.E. Ambassador Kodama of the Mission of Japan to the EU, breaking the Sake barrel together.

(Left to right) Mr Yamada, Deputy Chief of Mission of the Embassy of Japan, having a pleasant evening with Mrs De Smet, Business Development Manager of Port of Antwerp, Mr Shiga, Director of East Japan Railway, and Mrs Shiga, Senior Manager of KPMG.

(Left to right) Mr Morikawa, Secretary General of Nippon Shokubai Europe, Mr Yatagai, President of Nippon Shokubai, Mrs Takano-Gasol, Business Development of Yamagata Europe, Mr Kawachi, Managing Director of Nippon Express Belgium, and Mr Kamikochi, Senior Sales Executive VP Japan Client Services of Marsh, wishing a good start of the year together.

Thanks to the generous support by BNP Paribas Fortis, the BJA had a great pleasure in inviting members to celebrate an inspiring New Year at the exclusive Tapestry room of BNP Paribas Fortis in Brussels.

On this occasion, Mr Claeys, Head of Commercial Banking Belgium of BNP Paribas Fortis, followed by Professor Declerck, the President of the BJA, gave welcome words to over 150 BJA members. After the New Year greeting speech by H.E. Ambassador Ishii of Embassy of Japan, the traditional sake barrel breaking ceremony, ‘Kagamiwari’, was held together with H.E. Ambassador Ishii, H.E. Ambassador Kodama of the Mission of Japan to the EU, Mr Dierckx, Vice-Chairman of the Executive Board of BNP Paribas Fortis, Professor Declerck, President of the BJA, Mr Orlando, Head of Expatriate Affairs and Mr Claeys, Head of Commercial Banking Belgium of BNP Paribas Fortis.

During the cocktail, the guests had ample opportunity to enjoy the guided visit through the gorgeous historical Tapestry Room inside the Bank while they continued their amiable conversation with many delicious sushi, sake and appetizers - what a way to begin a joyous New Year!



The guests are enjoying the guided visit through the gorgeous historical rooms during the Cocktails.





Team Belgium is focusing on Tokyo 2020 together with the Belgium-Japan Association & Chamber of Commerce

The Olympic summer games of the XXXII Olympiad will be held from 24 July to 9 August 2020 in the Japanese capital city Tokyo.

Japan is no newcomer to the Olympic Games. Tokyo has already organised the summer games once before in 1964 and Japan has organised the winter Games on two previous occasions: in 1972 in Sapporo and in 1998 in Nagano.



“The Green Games: Tokyo 2020”

The opening and closing ceremonies will be held in the Olympic Stadium in Tokyo. This stadium has been newly designed and built especially for the 2020 summer Games. It has a seating capacity of 80,000 and has been built extremely sustainably. The Olympic stadium is in fact CO₂ neutral and only uses natural energy sources such as solar and wind energy. Rainwater will be used for watering the sports fields and supplying the sanitation system. The 2020 summer Games are already being dubbed “The Green Games: Tokyo 2020”. The Olympic stadium will be built on the same spot where the Olympic Stadium stood in 1964.

Team Belgium’s Preparations for Tokyo 2020 already in full swing

Although the success of last summer’s Olympic Games in Rio is still fresh in our minds, for the Belgian Olympic and Interfederal Committee (BOIC), its partners and the athletes who all want to make the Olympic dream a reality, preparations for the Games in Tokyo

2020 are already in full swing. Action plans are being discussed with sports administrations and policy makers.

Thanks to the support of the Team Belgium partners the National Lottery, Belfius, Delhaize, EY, AG Insurance, Toyota and Fonds Baillet Latour the necessary budgets have already been secured.

So, training has already been organised for Team Belgium athletes, in Lanzarote. Team Belgium is also delighted to welcome Toyota to the Olympic family as a Gold partner.

A partnership has also been forged with the largest Japanese airline ANA (All Nipon Airlines). Thanks to ANA, Team Belgium will be travelling to Japan in true comfort.

In October of last year, the BOIC’s CEO Philippe Vander Putten and Tsunekazu Takeda, chairperson of the Japanese Olympic Committee in Tokyo signed a “Memorandum of Understanding”.

The athlete is the focus of the memorandum of Understanding. This collaborative agreement that is intended

to allow the athlete and his/her coach to develop and grow, covers, among other things, the two Olympic committees exchanging training, medical, scientific, doping and marketing expertise.



Philippe Vander Putten: “I am convinced that this agreement will lead to optimal collaboration between the BOIC and the Japanese Olympic Committee, with the objective of sending the athletes to Tokyo’s 2020 Olympic Games in the best possible conditions to perform as well as possible with respect for the Olympic values.”

Team Belgium needs everyone’s support

Team Belgium believes in striving for sporting success based on optimum preparation, scientific support and specific training. The best possible preparation for and organisation during the Games in collaboration with the coaches, federations and the sports administrations is the BOIC’s responsibility.

International competition in top sport is a fact that we have to take into account nowadays. That is why Team Belgium needs everyone’s encouragement and support now more than ever.



THE SUMMER GAMES IN TOKYO

- › Tokyo is the perfect host city for the summer Games, millions of people are transported around the city every day. This means the city's infrastructure is already prepared for the large numbers of tourists the Games will attract in 2020. But a number of extra stadiums and sports facilities are being created to accommodate all of the athletes. The official website for Tokyo's Olympic Games gives 10 reasons why Tokyo is perfectly suited to the Games.
- › Tokyo is one of the safest and tourist-friendly cities in the world.
- › Tokyo has an extensive infrastructure, high quality accommodation and experience with organising Olympic Games.
- › Tokyo has the highest GNP of any city in the world. This means that organising the Games here is financially responsible.
- › There will be special zones where the athletes can stay, with fast and efficient transport to their competition location.
- › Japan is expecting to welcome more than 35 million people from Japan and the rest of the world.
- › Tokyo is a lively cosmopolitan city with countless sights of interest, great places to eat, culture entertainment and plenty of shopping opportunities.
- › Japan's innovative solutions will be reflected in all of the sports facilities, not to mention the sustainable Olympic stadium.
- › Tokyo is one of the forerunners in digital technology. Consequently, all of the televised sports programmes will have extra dimensions to them making them even more entertaining to watch.
- › Tokyo is the capital city of the future, setting trends that many other cities follow, particularly when it comes to technology and fashion.
- › Japan is a country that respects old and young alike, including the diverse and sometimes strange youth cultures.



Events Road to Tokyo

In Belgium, the Olympics have never been so popular and it's thanks to the excellent results of Team Belgium at the last Games in Rio.

The campaigns developed by the BOIC and its commercial partners also contributed to the success of the Olympics in Belgium.

Within the framework of the Belgium-Japan Association & Chamber of Commerce (BJA), the BOIC is offering companies the opportunity to connect with Team Belgium at a very affordable price and to benefit from a significant marketing-return that could include:

- › Exclusive association with the Olympic Rings within the context of Road to Tokyo

- › Participation in unique events alongside Belgian Olympians between 2017 and 2020 for the customers and/or staff
 - Golf to Tokyo (2017 + 2019)
 - Run to Tokyo (2017 -> 2020)
 - Catwalk to Tokyo (2020)
 - Tokyo House (2020)
- › Travel packages to the Tokyo Games, together with the Belgian delegation.

If your company is interested or wants more information on Team Belgium and its 'Road to Tokyo', please contact: Rob Vanhees, Marketing & Partnership Manager BOIC, r.vanhees@olympic.be, tel. +32 2 474 51 50.



Networking Night: Exciting futuristic insights on Smart Technology – Beyond Boundaries 「限界を超えたスマートテクノロジー」についての講演並びに特別ネットワーキングイベント

Monday 28 November 2016 – Bourla Theatre, Anwerp



Mr Alexander Mityashin, Program Manager Thin-Film Electronics of imec, took us from the past into the future of business



The guests were treated to a lovely Belgian dinner in a most beautiful and historical room inside the Bourla Theatre



Mr Peter De Henau, Managing Director of Swisslog Benelux, unraveled the secrets of the future to come

In 2016 Belgium and Japan were celebrating 150 years of friendly relations. In honor of this special anniversary vzw Antwerp Headquarters, in cooperation with the Belgium-Japan Association & Chamber of Commerce, invited the members and friends to an exclusive networking night with exciting futuristic insights on Smart Technology – Beyond Boundaries.

The program started with an aperitif, followed by an intro and keynote speeches.

Mr Alexander Mityashin, Program Manager Thin-Film Electronics, imec, enlightened the audience with a presentation on *Technology brains for future logistics*. Mr Peter De Henau, Managing Director, Swisslog Benelux, elaborated on *Insights in the journey of SMART Intralogistics*.

The very insightful presentations were followed by a delicious dinner in one of the beautiful rooms of the Bourla Theatre.



Belgium will introduce new Innovation Income Deduction regime replacing the Patent Income Deduction regime effective as from 1 July 2016

By Mr Wim Eynatten, Chairman Legal & Tax Committee and International Tax Partner at Deloitte

On 21 December 2016 the Belgian Government submitted its bill introducing an Innovation Income Deduction (“IID”) to Parliament. This bill was expected to be voted into law before 31 December 2016, but is currently still under consideration by Parliament. It is expected that this IID bill will be adopted by Parliament shortly and published in the Belgian State Gazette. Once adopted and published, the IID law will be applicable retroactively as of 1 July 2016.

The present article highlights the main features of the new IID regime and compares the new IID regime with the “old” PID regime. Although considered unlikely, it cannot be fully excluded that this summary of the main features of the new IID regime may still be subject to possible changes until adoption of the IID bill.

Qualifying IP rights

Compared to the Patent Income Deduction (“PID”) regime, the benefits of the IID regime have been extended to other IP rights.

The list of qualifying IP rights for the application of the IID is as follows:

- › Patents;
- › Supplementary protection certificates (SPC’s);
- › Plant Breeders’ Rights (1);
- › Orphan Drugs (1),(2);
- › Data or market exclusivity granted by a public body (3); and,
- › Computer programs protected by copyright (4).

(1) Applied as of 1 July 2016 or acquired after 30 June 2016.

(2) Limited to the first 10 years of registration in the European Register of orphan drugs.

(3) Granted after 30 June 2016. The data or market exclusivity focuses primarily on medicinal products for human and veterinary use and orphan drugs according to European Regulations and Directives, but also refer to similar provisions in national and international law.

(4) Which did not yet generate income before 1 July 2016.

Regarding computer programs protected by copyright, a link should be established with R&D projects or programs as defined in the legislation related to the wage tax exemption for R&D personnel. An advice may be obtained regarding the existence of an R&D project or program from the Belgian Science Policy Office (known as Belspo).

The company should be owner, co-owner, licensee (exclusive or non-exclusive) or rights holder of the intellectual property.

Qualifying IP income

The following income streams may qualify for the application of the IID:

- › Revenues from licenses;
- › IP income embedded in products or services;
- › IP income embedded in the application of production processes;
- › Damages from IP infringement awarded on the basis of a judicial or arbitral decision, amicable settlement or an insurance agreement; and,
- › Income of alienation of IP rights, subject to a re-investment condition.

Income generated after filing, but before obtaining the qualifying IP right, qualifies as an exempt innovation income, provided specific provisions are applied. Under the “old” PID regime it was only possible to apply PID as from grant of the patent.

Net income approach

The IID regime only applies to the net amount of qualifying IP income that exclusively relates to a qualifying IP right, i.e.:

- › the gross qualifying IP income related to the qualifying IP right of the taxable period; less
- › the overall expenditure (see below for definition) taken as an expense and borne in the taxable period.

The net income must in principle be determined separately for each qualifying IP right (although this may, subject to some conditions, also be determined on the basis of type or group of products or services).

A “recapture” rule has been introduced (subject to exceptions) which requires taxpayers to first consume all overall expenditure (allocable to a qualifying IP right) expensed in taxable periods ending after 30 June 2016, before being able to claim the IID on the net income arising thereon. The taxpayer can irrevocably opt to spread this “recapture” over a period of maximum seven years; a correction will be applied in case the qualifying IP right will be alienated during said period of maximum seven years.

Furthermore specific provisions are foreseen to deduct negative innovation income for the IP right (or product /service type or group of products/services) from innovation income calculated in subsequent taxable periods.

Finally, unused IID can be carried forward to future taxable periods. Under the “old” PID regime it was not possible to carry forward unused PID.



Modified nexus fraction

The amount of net qualifying IP income should subsequently be multiplied by the following “modified nexus fraction”, which also needs to be determined separately for each qualifying IP right (or type or group of products or services):

$$\frac{\text{Qualifying expenditure (A+B+C)} \times (\text{max}) 1.3}{\text{Overall expenditure (A+B+C+D+E)}}$$

Qualifying expenditure is, as a general rule, defined as consisting of the following expenses:

- › R&D expenses made by the taxpayer (A);
- › R&D expenses made by the taxpayer in the context of outsourcing to an unrelated party (B); and,
- › R&D expenses made by the taxpayer in the context of outsourcing to a related party, as far as that related person outsources the R&D and invoices, without mark-up, its outsourcing cost to the taxpayer (C).

Qualifying expenditure must directly relate to a qualifying IP right, and does not include (e.g.) interest payments and costs related to real property.

Overall expenditure, as a rule, comprises the same expenses as qualifying expenditure, with the addition of:

- › expenses made by the taxpayer for acquiring the qualifying IP right (D); this expense is therefore not included in item A mentioned above;
- › expenses made by the taxpayer in the context of outsourcing R&D to a related party (E), with the exception of expenses listed under item C.

Within the “modified nexus fraction” framework, qualifying and overall expenditure are in principle calculated on a cumulative basis. Qualifying expenditure may be increased by 30%, but the amount of overall expenditure constitutes the maximum amount.

Specific transitional provisions have been added for expenditure until tax year 2019.

Subject to certain conditions, taxpayers can request permission from the Ruling Commission to deviate from the modified nexus fraction.

IID rate

The resulting amount after calculating net income and applying the “modified nexus fraction” will be eligible for a 85% deduction (compared to 80% under the old Patent Income Deduction regime).

Assuming a 100% modified nexus fraction, qualifying net innovation income will be subject to an effective corporate tax rate of 5.1% (i.e. 15% x 33.99%). Assuming the Belgian corporate income tax rate will reduce in the future, the effective corporate tax rate on qualifying innovation income will further reduce.

Entry into force

The new IID regime will apply (retroactively) from 1 July 2016.

Taxpayers that are eligible to continue applying the PID regime until 30 June 2021, under the grandfathering rule, will need to choose irrevocably between claiming the PID or IID regime (for the period running until 30 June 2021). Hence, taxpayers that have opted to apply the PID regime under the grandfathering rule will not be able to “switch back” to the IID regime, and vice versa.

The Belgian tax authorities will require documentation to verify the taxpayers’ correct application of the IID. In order to support the IID quantification, taxpayers would have to prepare and retain documentation (“tracking & tracing”) regarding every IP right (or each type or group of products or services), such as the amount of qualifying IP income, the amounts of qualifying and overall expenditure and the amount of overall expenditure deducted for tax purposes. A royal decree is expected to provide terms, conditions and deadlines to be met. A specific form will also be foreseen for the tax return.

Companies may have to rethink their organisation, processes, intellectual property strategy and implementation to take full advantage of the new IID regime.

Concluding remarks: Belgium reinforces attractiveness for R&D centres and investments

In combination with the wage tax exemption for R&D personnel, the R&D tax credit regime for R&D investments and cash grants for R&D projects, the new IID regime will reinforce the attractiveness of Belgium for R&D centres and investments.

The attractiveness of Belgium for R&D centres and investments is further supported by the proximity of excellent scientific research institutions and universities as well as a very active university-industry collaboration.



2016 Autumn Conferment of Decorations on Foreign Nationals



On November 3rd, 2016, the Government of Japan announced its 2016 Autumn Conferment of Decorations on Foreign Nationals including one Belgian citizen among the 96 recipients. Prof. Gilbert Declerck, President of the Belgium-Japan Association and Chamber of Commerce and former President and CEO of the IMEC, received the Order of the Rising Sun, Gold Rays with Neck Ribbon for his outstanding contribution to the enhancement of economic relations between Japan and Belgium.

The Belgium-Japan Association & Chamber of Commerce would like to congratulate Professor Declerck on the conferment of the *Order of the Rising Sun, Gold Rays with Neck Ribbon* to him by the Government of Japan.

The BJA is honoured to have Professor Declerck as BJA President, and indebted to his expertise and wisdom he gladly shares to the benefit of Belgium-Japan relations. His continued efforts to strengthen the bonds of the community will lead us to take example in contributing to the friendship between our two nations.



Acceptance Speech of Professor Declerck at the ceremony held at the Residence of the Japanese Ambassador Mr Ishii in Brussels

Your Excellency,

Dear colleagues, friends and family,

Let me first of all express my deepest gratitude to the Japanese Government, to Kishida-san, Minister of Foreign Affairs, to the Japanese Embassy here in Brussels, especially to you, Your Excellency Mr Ambassador Ishii, for the great honour in receiving this Order of the Rising Sun, Gold Rays with Neck Ribbon.

How did I fall in love ... with Japan ?

I still remember my very first visit to Tokyo in 1985, more than thirty years ago. I was invited by Professor Shono from the Sophia University to help him and his students during a full week with their projects. They reserved a room in the New Otani Hotel and every morning I walked to the Yotsuya campus. At the end of the week, Prof. Shono took me to Kyoto for a few days. I was immensely impressed by the Japanese high tech. I was overwhelmed by the beauty of temples and shrines, And, of course, as a Belgian, I enjoyed the delicacy of the Japanese food, beer and sake. This first visit for sure triggered my interest in Japan, in its people and its culture.

Since then I travelled to Japan 2 - 4 times a year for a number of occasions like scientific workshops and conferences, official Belgian delegations, business meetings with industrial partners and family related visits during the five years our daughter Annelies lived in Japan. That was also the time I put my spouse on the SABENA flight to Tokyo for the Easter Holidays. She could visit Annelies, while Karlijn and myself survived with a lot of help from our friends and family ...

Our family link to Japan indeed got intensified when Annelies started Japanese studies at the Leuven University in 1991 under the leadership of Professor Vande Walle. She received a Monbusho fellowship in 1995, studied at Osaka University and got a Masters Degree in Asian Studies from Sophia University, the same Yotsuya campus where I was years before. After her return to Belgium at the end of 2000 she first worked for the BJA, later on she joined the department of Japanese studies at the KULeuven for a few years, and since about ten years, she runs a shiatsu and yoga practice IYASHI together with Ronny, her husband in Leuven.

In 2000 imec held its first Imec Technology Forum (ITF) in Tokyo at the Belgian Embassy. In fact, this was at the Residence of the Ambassador and we had to move the furniture from the living room before the seminar could take place. The Forum was attended by some 70 Japanese executives from government, industry and universities. In following years the Tokyo ITF seminar grew into a major annual networking event, bringing together imec top scientists and more than 500 representatives from the Japanese industrial and academic nanoelectronics community. Because of the growing number of participants the seminar moved from the Belgian Embassy to the nearby New Otani Hotel. However the seminar is still concluded with a highly appreciated reception at the Belgian Embassy with Belgian food and beer. Over the years imec built strong partnerships with more than 50 Japanese companies and hosts about 70 visiting researchers from Japan in its research labs in Belgium. Imec also has a representation office in Tokyo.

Several times I have been a member of an official Belgian delegation visiting Japan

in order to strengthen the economic and scientific relations. A special visit was the one linked to the 2002 World Cup Soccer when the Japan - Belgium game, played in Saitama, ended at a 2 – 2 score, a very diplomatic score, making the two countries happy. My most recent official travel to Japan was in October 2016 at the occasion of the Belgian state visit as a member of the business delegation.

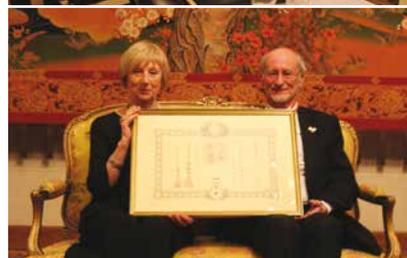
I am also happy to mention that I was nominated as International Fellow of the Japan Society of Applied Physics in September 2015 in Nagoya with following nomination: 'For contributions to collaborations between Japan and Europe in semiconductor physics through imec'.

During my many visits to Japan, I collected beautiful memories from Hanami in Yoyogi and Ueno Park and from colourful autumn leaves in Arashiyama; I was emotionally shocked at the Peace Park in Hiroshima and strongly impressed by the temples and shrines in Nara, Kyoto, Kamakura and Niko. I enjoyed the Aoi Matsuri Festival in Kyoto, the Culture Day parade in Tokyo and my several visits to the Tokyo National Museum.

When in March 2014 Thomas Leysen invited me to become the new president of the Belgium-Japan Association and Chamber of Commerce, I accepted this new challenge mainly because of my warm feelings towards Japan, towards its people and companies, and towards its culture. During my many travels through Japan and my many business negotiations with Japanese executives, I have learned that true appreciation for Japanese culture and doing business are tightly linked to each other.

Let me conclude by expressing again my sincere thanks to the people of Japan, their Government and the Embassy for the honour, to friends and colleagues in Belgium and Japan for the help and support in building up the relationships, to my family and especially my spouse Marie-Claire for letting me travel so many times to the country of the rising sun! Many thanks to all of you!

Thank you all!



EU-Japan news

JAPAN, EU SET 2017 AS THE NEW DEADLINE FOR FREE TRADE AGREEMENT: EU NEGOTIATOR

The European Union and Japan will seek a broad agreement on a bilateral free trade deal next year, EU chief negotiator Mauro Petriccione said Saturday, setting a new deadline partly due to dairy sector tariff issues.

“We will need to continue working in the next few weeks in order to bridge the remaining distance and reach an agreement in principle, with the right balance, as early as possible at the beginning of next year,” Petriccione said at a news conference in Tokyo.

Both sides were aiming to broadly agree on the bilateral free trade deal by year-end.

Japan is keen to advance its trade talks with the European Union given the dim prospects for a U.S.-led Pacific Rim free trade deal after President-elect Donald Trump said he will withdraw the United States from it.

Wrapping up five-day talks with his Japanese counterpart through Friday, Petriccione said, “These negotiations are very close to a conclusion” but added that “there are some issues where compromises are more difficult than either of us had thought.”

In negotiations between Japan and the

European bloc, which will be reduced to 27 nations after Britain’s withdrawal is finalized, Tokyo is seeking the removal of tariffs imposed by the region on Japanese cars and electronics products, while Brussels wants Japan to eliminate duties on such farm products as pork and cheese.

Reaching an agreement on cheese and other dairy products is “much more complicated,” the lead EU negotiator said, while adding there is still “room for a very good compromise.”

According to Japanese government sources, the European Union is calling for Japan to slash tariffs on farm products such as cheese more than the levels agreed to in the 12-nation Trans-Pacific Partnership trade deal.

Petriccione said he will head home on Sunday to report to EU trade chief Cecilia Malmstrom and other officials about the outcome of the meetings in Tokyo, and expects discussions will resume “as early as possible in January.”

Japan and the European Union, whose economies account for about 28 percent of global gross domestic product, began free trade negotiations in April 2013 and set the initial deadline for reaching a deal by the end of 2015.

Arrangements were being made so that if Tokyo and the European bloc had succeeded in working out a framework here, Malmstrom and Foreign Minister Fumio Kishida would have held talks next week, sources close to negotiations said.

The chief EU negotiator said there could still be contacts between the two sides next week but did not elaborate.

Japan hopes the European Union will scrap its current 10 percent tariff at an early date. The European Union, meanwhile, wants Japan to open its agricultural product market, but concerns persist in Japan that such a move could affect domestic farmers.

Petriccione said the EU side has “given very clear indication to Japan that we are ready to satisfy Japan’s exporting interest in particular in the automotive sector at the right conditions in exchange for satisfaction of our own interests.”

As for discussions on pork trade, Petriccione said these are “very good” and “well advanced,” and that he is “confident” about achieving a solution “sooner rather than later.”

Source: www.japantimes.co.jp/news/2016/12/17/business/japan-eu-set-2017-new-deadline-free-trade-agreement-eu-negotiator/#.WIX-sPrKUK

EU AND JAPAN BROADEN RESEARCH COOPERATION WITH LAUNCH OF NEW CO-FUNDED PROJECT

The European Union (EU) and Japan will see bilateral cooperation in the area of research broadened with the launch on 1 January, 2017 of the co-funded research cooperation project InRel-Npower, which will focus on advanced materials for power electronics. Improvement in wide-band gap material properties are expected to lead to a substantial improvement in device performance, reduced in-service degradation and lower maintenance needs and costs. The research consor-

tium will involve nine European and two Japanese partners.

This project, which comes under the EU’s Horizon 2020 research and innovation programme, is co-funded together with the Japan Science and Technology Agency (JST) in the context of a scheme developed by JST to facilitate participation of Japanese researchers in Horizon 2020.

Source: www.euinJapan.jp/en/resources/news-from-the-eu/20161220/114017/

Marilo Fund Seminar Inspiring Belgium-Japan Relations

Thursday 24 November 2016 – KBC, Brussels



Mr Francis Tanaka, Owner of Irasshai, discussing Belgium-Japan relations with Mr Frederic Papeians, Chief Operating Officer of Softkinetic



(left to right) Mr Luc Gellens, Senior Vice-President of Umicore and BJA Board Member, meeting with Mrs Ann Blondé, Director of the Marilo Fund, together with her son, Mr Benoit Jr. Plaitin



(left to right) Mr Thomas Leysen, Chairman of the Marilo Fund, and Mrs Ann Blondé-Eelen, Co-founder of the Marilo Fund, conversing with HE Ambassador Ishii

The Marilo Fund was founded by Mr and Mrs Blondé-Eelen within the King Baudouin Foundation (KBF) and in partnership with the BJA to support journalists contributing to a better understanding of Japanese society for Belgian entrepreneurs and thus the wider public.

In honour of the late Co-founder, Mr Frans Blondé, The BJA and KBF organized a lecture by Prof. Dr. Willy Vande Walle on 150 years Belgium-Japan relations, on the occasion of the publication of his newest book *Japan & Belgium: an Itinerary of Mutual Inspiration*.

Welcoming the guests, Mr Thomas Leysen, Chairman of the Marilo Fund and Honorary BJA President, explained the importance of Mr Blondé's contribution to Belgium-Japan relations. Mrs Ann Blondé, daughter of Mr Blondé and Director of the Fund, retraced the history of the Fund.

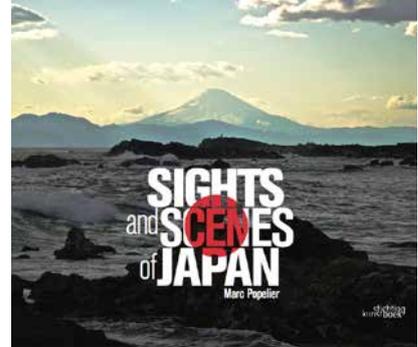
Following these interventions, Professor Vande Walle gave a vivid and fascinating lecture on the history of Belgium-Japan relations and answered the many questions of the audience. After the lecture, Mrs Vera Billen of the Marilo Fund Secretariat gave details on the application process for the 2017 grant of the fund. To close the event, Mr Leysen kindly invited all the participants to enjoy a networking lunch buffet in the magnificent tapestry room.



Professor Vande Walle presenting his new publication on the history of Belgium-Japan relations



news from the members



DISCOVER UNKNOWN JAPAN WITH THE BOOK “SIGHTS AND SCENES OF JAPAN”

Japan’s tourism industry is booming. The annual number of inbound tourists increased from 6 M in 2011 to 24 M in 2016 and is expected to reach more than 40 M in 2020, the year of the Olympics (source JNTO).

For many tourists Japan is perceived as an attractive and safe country and Tokyo and Kyoto have become popular destinations. Yet a McKinsey study from October 2016 documents that among Western travelers there is a very low awareness of Japan’s other major tourist attractions. For example less than 8% are aware of the stunningly beautiful UNESCO heri-

tage sites of Nikko and Nara, Japan’s first permanent capital. Even the very attractive Kamakura area, only one hour by train from Tokyo, once residence of the first shogun and home of many temples and shrines is only known by 9% of the overseas Western tourists.

The book “Sights and Scenes of Japan” is built around a collection of 200 photos accompanied from text that give an introductory insight in the history, culture, geography and climate of Japan. Not only Tokyo and Kyoto but many other beautiful locations such as Niseko, Nikko, Hakone, Kanazawa, Ise, Kagoshima and

the Yaeyama archipelago near Taiwan receive a prominent place. As such this book is a perfect introduction to Japan for the first time traveler and will surely tempt many others to re-visit Japan and discover previously unknown fascinating places.

“Sights and Scenes of Japan” is available in most bookstores in Belgium and all major bookstores abroad.

For more:

Marc Popelier (author/photographer)
 info@japanadvice.be,
 Tel +32 495 80 05 62



INTEGRATION OF BRUSSELS AIRLINES WITHIN LUFTHANSA GROUP IS POSITIVE EVOLUTION FOR BELGIAN ECONOMY

Brussels Airport is delighted with the decision by the Lufthansa Group to integrate Brussels Airlines within the Eurowings Group according to the hybrid hub model. Brussels Airport will become an Africa hub for the Lufthansa Group and the network of our home carrier, both intra-European as intercontinental, will remain anchored at the airport. This offers additional opportunities to further strengthen the network of Brussels Airlines at the airport. A firmly anchored home carrier is essential for the Belgian economy.

Lufthansa Group has announced that it will exercise the call option to acquire 100% of the shares of SN Air Holding, the parent company of Brussels Airlines. Brussels Airlines will be integrated within the Lufthansa Group under the flag of Eurowings according to the hybrid hub model. In other words, the airline will continue to offer both short-haul and long-haul flights, with a diversified tariff structure for the different target groups.

“The integration of Brussels Airlines into the Eurowings Group within Lufthansa is a positive evolution, both for the airline and its home base Brussels Airport. The integration within an international group such as Lufthansa will give Brussels Airlines more commercial opportunities, advantages to renew the fleet and further develop its network in Africa, North-America and India. The anchoring and further development of a strong home

carrier is crucial to the connectivity, the employment and the economy in general of our company”, comments Arnaud Feist, CEO of Brussels Airport Company.

As shareholder, Brussels Airport Company was closely involved in the integration of Brussels Airlines within Lufthansa’s Eurowings Group. During these talks the Lufthansa Group has recognised the unique network of Brussels Airlines within the Star Alliance group at Brussels Airport and has confirmed that Brussels Airlines will play an important role in the further development of the Eurowings Group into a pan-European platform with both short-haul and long-haul flights.

“Lufthansa Group has confirmed that it intends to sustainably develop Brussels Airlines’ network at Brussels Airport and sees Brussels Airport as Africa hub for the entire group. Brussels Airport has the largest passenger catchment area among the hubs of the Lufthansa Group and has sufficient capacity to expand the hub. This strengthening of the Star Alliance network at our airport improves the connectivity of Brussels with the rest of the world and therefore also the opportunities for companies in our country to do business across the world”, Arnaud Feist continues.

www: www.brusselsairport.be/pressroom/integration-of-brussels-airlines-within-lufthansa-group-is-positive-evolution-for-belgian-economy

BRUSSELS PHILHARMONIC ON TOUR IN JAPAN

After having toured China in 2010-2011, the Brussels Philharmonic is once again heading East. This time Japan is on the itinerary, a country that is famous for its music lovers and great musical culture. It is thus a great honour to be able to offer an extensive series of concerts in various big cities in the Land of the Rising Sun.

Chief conductor Stéphane Denève has put together a programme with a number of classics that have now become the orchestra's calling card: works such as Debussy's *La Mer* or Ravel's *La Valse*. And of course, he has included a 21st-century work: given the new CD released with Deutsche Grammophon, it will be a work by Guillaume Connesson.

Brussels Philharmonic

Stéphane Denève, conductor
Mona Asuka Ott, piano

Programme includes:

- › Ludwig van Beethoven – 5. Konzert

- › fur Klavier, op. 73 in Es-Dur
- › Maurice Ravel – Concerto pour piano et orchestre, en sol majeur
- › Ludwig van Beethoven – 3. Sinfonie in Es-Dur, op. 55 “Eroica”
- › Claude Debussy – *La Mer*
- › Maurice Ravel – *La Valse*
- › Guillaume Connesson – *Flammenschrift*

Dates & Locations:

- › MUSASHINO - SHIMIN BUNKA HALL
Friday, 9 June 2017 - 19:00
- › NAGOYA - AICHI GEIJUTSU BUNKA CENTRE
Saturday, 10 June 2017 - 13:30
- › TOKYO - METROPOLITAN ART THEATRE
Sunday, 11 June 2017 - 14:00
- › SAPPORO - CONCERT HALL KITARA
Monday, 12 June 2017 - 19:00
- › KANAZAWA - ISHIKAWA KENRITSU ONGAKUDO
Wednesday, 14 June 2017 - 19:00
- › HIROSHIMA (TBC) - HIGASHIHIROSHIMA GEIJUTSU (BUNKA CENTER)
Thursday, 15 June 2017

- › HIMEJI - HIMEJI-SHI BUNKA CENTER
Friday, 16 June 2017 - 19:00
- › KAGAWA (TBC) - KAGAWA KENMIN HALL
Saturday, 17 June 2017
- › FUKUOKA - ACROSS FUKUOKA
Sunday, 18 June 2017 - 14:00

Facts & Figures

- › 85 musicians
- › 10 production & staff
- › 2.500 kilo cargo
- › 30 cubic meter instruments and material
- › 4.370 kilo luggage
- › 35.000 km distance covered

For more information:

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- › www.brusselsphilharmonic.be

150 YEARS OF FRIENDSHIP BETWEEN JAPAN AND BELGIUM

This anniversary was a great opportunity to bring Japanese and Belgian artists together in order to create new artistic designs.



A very exclusive design is a Japanese-Belgian Medal-Sculpture that looks like a Japanese garden. It is a composition made by 30 small artworks in cast bronze. The idea was discussed between the artists Keiko Kubota-Miura, Tetsuji Seta from Japan and the Belgian sculptors Lucas Van Haegenborgh and Paul Huybrechts. Everyone put a part of his knowledge into the design. The choice for a “Japanese garden” was almost an instinctive one, due to the fact that it reflects beauty and peace, the right theme to commemorate friendship.

A second design is a Japanese-Belgian friendship medal with a Japanese side which represents the last scene of a Japanese folktale: “Tsuru-no-ongaeshi” (The Grateful Crane). The story goes that an innocent man broke a promise with a girl dear to him because of the temptation of money. This scene offers an opportunity to think about the importance of the virtue. This side was created by Sumio Saito. The Belgian side was created by Paul Huybrechts and represents “the Glory of Belgium” certainly recognised by the Japanese visitors, with many details to discover...

For both creations it is the first time ever that Japanese and Belgian artists worked together on a common artwork. All participants have an international reputation with running and upcoming exhibitions.

For more information:

Art-Valley 51 vzw
Swertmolenstraat 3
3020 Herent
Tel +32(0)16 232295
medailles@telenet.be



JAPANESE ROBOT LEADER AND ZORA BOTS (FLANDERS) TEAM UP

“More humanoid robots are being used in Flanders; we’re even surpassing Japan in that regard,” says Fabrice Goffin, CEO of Zora Bots, which has been working with the Japanese Softbank Group in the development of its Zorabot robot.

Added value for healthcare

Humanoid robots have shapes resembling the human body. Despite its familiar form, Zora Bots admits that a humanoid robot will never be able to fully replace a human being. “The innovation contributes real added value in terms of care, though,” the company says. But not every healthcare institution can afford such a robot. That’s why Zora Bots is encouraging other companies to become ‘ambassadors’ and sponsor these institutions.

Benefactors help boost sales

Today, Zora Bots has supplied about 350 humanoid robots to health care facilities, of which 35 were sponsored by another company. Flanders-based IT expert Hestia has made a major contribution: it purchased 17 robots that are currently being used in pediatric wards in hospitals for rehabilitation. In the long term, Hestia aims to donate 30 robots.

Cross-continental collaboration

The body of the Zorabot was developed in France by the Japanese world-leading Softbank Group. The software, however, was developed by Zora Bots itself. Total price tag: EUR 15,000.

Source: www.flanderstrade.com, *De Morgen Newspaper*

FUJIREBIO EUROPE LAUNCHES LUMIPULSE® G B-AMYLOID 1-42, A FULLY AUTOMATED ASSAY AIDING IN THE EARLY DIAGNOSIS OF NEURODEGENERATION

Fujirebio Europe announced on 23 January 2017 the release of the Lumipulse G -Amyloid 1-42 assay for its fully automated LUMIPULSE immunoassay systems. This CE-marked CLEIA (chemiluminescent enzyme immunoassay) kit allows the quantitative measurement of -amyloid₁₋₄₂ in human cerebrospinal fluid within just 30 minutes. The Lumipulse G -Amyloid 1-42 assay is based upon Fujirebio’s well established, pioneering ELISA-based INNOTEST® assay (the first neurodegeneration testing kit launched in 1995) and the know-how of Fujirebio in robust and automated CLEIA testing since the first LUMIPULSE instrument was released in 1992.

“The anticipated dramatic increase in the number of people with Alzheimer’s disease must make us prepare,” said Christiaan De Wilde, CEO of Fujirebio Europe. “As pioneers in the fight against neurodegeneration for more than 15 years we know that the best way to predict the future is to create it. The Lumipulse G -Amyloid 1-42 assay is the first fully automated testing solution for early detection of Alzheimer’s disease. It gives clinical laboratories access to

more precise and reliable neurodegeneration testing and, of course, significantly faster results.”

About Alzheimer’s disease

Alzheimer’s disease (AD) is a widespread condition that occurs in 50% to 60% of individuals suffering from dementia. Globally, it is one of the most disabling and burdensome of health conditions and its incidence is rising rapidly due to increasing life expectancy. From the age of 65 the incidence of AD doubles every five years (from around 2-3% to no less than 35-40% after 85 years of age). This public health care issue translates into 46.8 millions of people suffering from the condition worldwide today. The number is set to reach 74.7 million in 2030, surging to 131.5 million in 2050.

The challenge of early, accurate diagnosis

Alzheimer’s disease starts silently, and develops several years before clinical symptoms appear. Until recently, it has been difficult for physicians to predict which individuals with memory problems will eventually develop AD, and

which ones will not. Even when clinical symptoms of dementia are present, the clinical diagnosis of AD is reported to be correct in only 65% to 96% of the time. Accuracy rates tend to be especially low in the earlier stages of AD. New diagnostic tools to help detect AD as early as possible, and make early diagnosis with the highest level of certainty are of fundamental importance for both physicians and the patients and families involved. This is because memory complaints can result from several causes and may be reversible. In its early stages, it is especially difficult to discriminate AD from any other type of dementia, depression, or even normal aging.

Another reason that early detection tools are urgently needed is because it is believed that the treatment of diseases such as AD ideally should begin as soon as possible. Pharmaceutical companies trying to develop new AD treatments need reliable tests to establish clear-cut treatment groups, and means of monitoring the effectiveness of candidate treatments.

Source: www.fujirebio-europe.com



MITSUBISHI CORPORATION PARTICIPATES IN BELGIUM'S LARGEST OFFSHORE WIND FARM PROJECT

Mitsubishi Corporation (MC) has reached an agreement with Eneco, an integrated energy company from the Netherlands, to establish a new fifty-fifty joint venture for investing in the Norther offshore wind farm project to be established off the coast of Belgium. The new joint venture, through an agreement to be executed by MC's wholly owned UK-based subsidiary Diamond Generation Europe Limited, will hold 50% of shares in Norther, while the remaining 50% will be held by energy and technology services provider Nethys of Belgium. The project will be developed, constructed and operated by a partnership comprising these three companies. The Norther project (44 MHI-Vestas 8.4MW wind turbine generators), with a

maximum capacity of 370MW and a total project cost of 150 billion JPY, will be established in the North Sea (at a 20m water depth) 23km off the coast of Belgium, and will be the country's largest offshore wind farm, generating enough energy to supply nearly 400,000 households. Construction is slated to get underway in January 2017, with operations set to start around the summer of 2019.

MC's participation in Norther is based on a Long-Term Partnership Agreement established with Eneco in 2012. The project is their second collaborative effort after the Luchterduinen offshore wind farm in the Netherlands, which started operations at the end of 2015. Also a fifty-fifty joint venture between MC and Eneco,

Luchterduinen has a generating capacity of 130MW.

MC's focus on the development of offshore wind projects is part of a policy to increase its presence in the renewable energies sector, and part of efforts to contribute to the realization of a "low-carbon society". Having already installed a team of offshore wind experts, MC is now taking greater initiative to develop, construct and operate wind energy projects as it evolves its business model from investing to managing in accordance with Midterm Corporate Strategy 2018, the company's current management strategy.

Source: www.mitsubishicorp.com/jp/en/pr/archive/2016

**MC has entered into a Long-Term Strategic Partnership Agreement for undertaking off shore wind activities in Europe with Eneco, whose stated mission is: "Sustainable energy for all".*

UNESCO APPROVES BELGIAN BEER AS CULTURAL HERITAGE

by Alan Hope

The United Nations organisations has kept Belgium waiting awhile, but has finally approved beer culture on its prestigious list of intangible heritage.

'A really fine accolade'

Belgian beer culture in all of its aspects has been approved by Unesco for inclusion on its list of the world's intangible heritage, the organisation announced yesterday. "Belgium has won the world cup for beer culture," said Flemish culture minister Sven Gatz, formerly director of the Belgian Brewers federation. "This is a really fine accolade for everyone in this country who is working with beer."

Unesco, the United Nations educational, social and cultural organisation, keep a register of invaluable and protected cultural heritage – not buildings or artefacts, but rituals and traditions such as polyphonic singing in southern Portugal,

Momoeria New Year celebrations in the Kozani region of Greece and the making of kimchi in South Korea. Flanders features on the list several times, with carnival celebrations in Aalst, carillon culture, the Holy Blood Procession in Bruges, traditional games in Flanders and horseback shrimp-fishing off the coast of Oostduinkerke. Unesco's newest entry cites 1,500 types of beers produced in Belgium, as well as the growth of craft beer and beer gastronomy and the increasing use of sustainable practices in the industry. "Making and appreciating beer is part of the living heritage of a range of communities throughout Belgium. It plays a role in daily life, as well as festive occasions."

"We have a suitable beer for every occasion," Gatz said. "We drink beer as a thirst-quencher after an exhilarating walk, during a friendly evening in the local pub, or as part of our gastronomy. In Belgium,

beer does not have to give way to wine or other drinks in terms of quality and diversity. We love our beer and appreciate its endless diversity, something that cannot be equalled anywhere else in the world."

The application for inclusion on the list of intangible heritage was made jointly by the three communities – Flemish, French-speaking and German.

"The Unesco recognition is the pinnacle of the work done by countless beer brewers, beer lovers, beer promoters and zythologists who have lifted our beer culture to such a level that it is worth protecting," said Isabelle Weykmans, culture minister for the German community. "This recognition will give Belgian beer culture even more gloss and attitude around the world."

Source: www.flanderstoday.eu/living/unesco-approves-belgian-beer-cultural-heritage

Belgium: A Hub for Japanese Investors in Africa ベルギー: アフリカを目指す日本投資家たちのネットワーク拠点

Thursday 8 December 2016 – Linklaters LLP, Brussels



A generous welcome awaited the BJA members at Linklaters LLP



Mr Tanguy Van Overstraeten, Partner at Linklaters LLP, Chair of BJA Executive Committee, opens the seminar with insights on the link Japan-Belgium-Africa



The audience appreciated the shared views and advice of all speakers from the different sectors

On 8 December 2016 the Executive Committee of the Belgium-Japan Association and Chamber of Commerce had the pleasure to invite the BJA members to the beautiful venue of Linklaters LLP, who graciously hosted the Seminar *Belgium: a hub for Japanese investors in Africa*.

As part of the celebration of 150 years of diplomatic relations between Japan and Belgium, the time was right for African, Belgian and Japanese business makers to gather and explore ways to further work and develop together the vast growth potential offered by Africa. Belgium has a strong relationship with several African countries, rooted in their common history, which became obvious during the seminar.

The guests first enjoyed a delightful lunch, while having the opportunity to network with Minister De Croo, speakers and other experts in the field.

Legal, financial and trade expertise were exchanged and brought by Mr Tanguy Van Overstraeten, Partner at Linklaters LLP, Chair of BJA Executive Committee, Mr Philippe Saeys, Vice-President Sales Africa, Brussels Airlines, Mr Yukishige Sanada, General Manager Africa Business Division, Terumo Europe, Mr Patrick Limbos, Senior Banker Africa Division Partner, BNP Paribas

Fortis, and Mrs Françoise Lefèvre, Dispute Resolution Partner, Linklaters LLP.

The presentations were preceded by interesting views on the topic by Minister Alexander De Croo, Deputy Prime Minister and Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services of the Federal Government of Belgium, and Minister Yoichiro Yamada, Deputy Chief of Mission, Japanese Embassy to Belgium. The event was a great success, with many participants taking home food for thought with regards to the interesting stories, the useful advice and the precious insights.



Minister Yoichiro Yamada, Deputy Chief of Mission, Japanese Embassy to Belgium, Mr Tanguy Van Overstraeten, Partner at Linklaters LLP, Chair of BJA Executive Committee, Mrs Françoise Lefèvre, Dispute Resolution Partner, Linklaters LLP and Minister Alexander De Croo, Deputy Prime Minister and Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services of the Federal Government of Belgium, discuss the experience of investing in Africa



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

Corporate Member

BRUSSELS PHILARMONICS (Vlaams Omroeporkest en Kamerkoor vzw)

Brussels Philharmonic is a symphony orchestra and was founded in 1935 by the Belgian public broadcast. Over the years, the orchestra has performed with many top conductors and soloists. It enjoys an excellent international reputation and performs regularly in the main European capitals.

A speciality for which the Brussels Philharmonic has gained an international reputation is film music. For the performance and recording of soundtracks it regularly partners with Film Fest Ghent and Galaxy Studios (where the technology for remote scoring is present). International recognition has come, among others, in the form of the Oscar-winning score for "The Artist™ (music by Ludovic Bourque). Imuze nv is a spin-off of Brussels Philharmonic and facilitates the recording of soundtracks for movies, series and games by the musicians of Brussels Philharmonic.



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Contact: Ms Véronique Bossaert,
Director of marketing & communication

GRAS SAVOYE (Belgium), a group of WILLIS TOWERS WATSON BELGIUM

Willis Towers Watson Belgium (Gras Savoye Belgium) is part of the Willis Towers Watson group (NASDAQ: WLTW), active in more than 120 countries worldwide with 39,000 employees. Willis Towers Watson is a leading global advisory, broker and solutions company that helps clients around the world turn risk into a path for growth. We design and deliver solutions that manage risk, optimise benefits, cultivate talent, and expand the power of capital to protect and strengthen institutions and individuals.



Thanks to its regional offices in Liège, Brussels, Zellik, Hasselt and Courtrai, Willis Towers Watson Belgium remains close to its clients-entrepreneurs. Every day, our 250 associates in Belgium commit themselves to delivering service excellence to both local and international clients.

We really believe we can build a strong relationship with Japanese companies present in our country trying to understand their culture and needs. We look forward meeting all other members.

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Associate Member

OKOZ

OKOZ is a young new company that brings Japanese common food to Europe and the western world. We call OKOZ since this would be a new version of okonomiyaki as the known version are fairly different. Our Okonomiyaki is also very healthy as it is made only from organic ingredients. We are 3 founders who are passionate about our product and company. We started with a food truck in our learning and testing phase and looking to expand with restaurants and converted containers. Our

food is very authentic very Japanese yet a bit different, a bit European.



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 > Mr Paul Petit Jean, Founder

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