



## TRADE FLOWS & CULTURAL NEWS

Number 115 - June 2017

### EDITORIAL

## Sharing the dream – Tokyo 2020

By Mr Philippe Vander Putten, CEO BOIC (Belgian Olympic and Interfederal Committee)

On 7 September 2013, our compatriot Jacques Rogge, Honorary President of the International Olympic Committee, revealed Tokyo as host city for the 2020 Olympic Games (100 years after the Olympic Games took place in Antwerp in 1920). Since that day, Tokyo 2020 is working hard to make the Games - the largest event of the world - the most innovative ever. Although the distance between Brussels and Tokyo is more than 9.000 km, our countries have a strong historical bond. Last year, Their Majesties King Philippe and Queen Mathilde were invited to Japan to celebrate 150 years of diplomatic relations between our countries. We share a passion for technology and innovation, many Belgian companies belonging to the top of the international technological industry.

But Japan and Belgium also have a passion for sport. The mission of the Belgian Olympic and Interfederal Committee (BOIC) is to contribute to the image of a successful country by increasing considerably the number of Team Belgium athletes in the world top 8 at the Olympic Games. We consider the values of excellence, friendship and respect of paramount importance.

Moreover, Belgium has good memories of the former Games in Japan's capital in 1964. It was in Tokyo that Gaston Roelants won the gold medal in the 3.000m steeplechase and that Patrick Sercu brought home gold in cycling. Both gold medalists will of course be invited to Tokyo in 2020.

The past summer Olympic Games in Rio were a great success for Team Belgium: 6 medals and 40% of our athletes in the Top 8. We will strive to do even better in Tokyo. That is why Team Belgium needs every-

one's encouragement and support, including from the corporate world.

The BOIC has already signed several strategic cooperation agreements, including with All Nippon Airways (ANA). This partnership will largely contribute to creating an optimal, stimulating and comfortable environment for the athletes, allowing them to prepare their competitions under optimum conditions and perform at their best during the next Olympic Games. As mentioned by His Excellency Mr Masafumi Ishii, Japanese Ambassador in Belgium, in the December Editorial: "Let us make the best use of the direct flight and I am sure 2020 Tokyo Olympics will help boost our exchange even further."

Furthermore, through the framework of the Belgium-Japan Association & Chamber of Commerce (BJA), the BOIC offers companies the opportunity to connect with Team Belgium by participating in unique events and linking their company with Team Belgium and the Olympic Rings.

Our partnership with BJA adds to both organizations' endeavors to elevate the friendship between Japan and Belgium, a friendship which has arisen from our strong bond and mutual respect. It will further strengthen our relationship in various fields, and will certainly enrich our actions and competences, not only for Tokyo 2020, but also after the Olympic Games.

Belgium has great sport talents and our Team Belgium athletes look forward to participate in the Olympic Games in beautiful Japan. Top athletes are our core business, let us help them in making their Olympic dream come true. Thank you for sharing their dream!



By Mr Philippe Vander Putten

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**BJA REPORT**

**Tokyo 2020 Olympics: Meet Team Belgium!**

**Tokyo 2020オリンピックに向けて:“チーム・ベルギー”の講演とベルギーオリンピック選手との交流**

Thursday, 23 February 2017 – BOIC, Brussels



BJA members enjoyed a light lunch while networking with the athletes and the BOIC.



BJA members listening to the insightful presentation from BOIC's CEO Mr Vander Putten.



2016 judo Bronze Medallist Dirk Van Tichelt sharing his experience of the Games.

Thanks to the generous support of the Belgian Olympic & Interfederal Committee (BOIC), the BJA had the pleasure to invite over 60 members to BOIC HQ for a seminar on the opportunities and benefits of the Tokyo 2020 Olympics for companies.

Before the seminar, the members could enjoy a light lunch and meet three Belgian Athletes of London 2012 and Rio 2016: Ms Ann Zagré (110 hurdles), Mr Simon Gougnard (2016 Silver medallist in hockey) and Mr Dirk Van Tichelt (2016 Bronze medallist in judo).

Mr Philippe Vander Putten, CEO of BOIC opened the seminar with some remarks on Team Belgium's past performances and future challenges, followed by HE Mr Ishii, now former Ambassador of Japan to Belgium, on the Tokyo 2020 Olympics. Mr Rob Vanhees, Marketing & Partnerships Manager of BOIC then gave a presentation on Tokyo 2020 & Team Belgium: opportunities & benefits.

To close the session, the three athletes shared their experience of the 2016 games and their hopes for the Tokyo 2020 games with the members, who had the occasion to take pictures with them and see the famous medals up-close!



Mr Oji Hitomi, President and Managing Director of Sumitomo Benelux & BJA Board Member, 2016 hockey Silver Medallist Simon Gougnard and Olympian 110 hurdles Ann Zagré



## Yokoso Festival – 25 years Japanese Garden in Hasselt

By Ms Sara Davidson, Coordinator of the Japanese Garden

In 2017 we celebrate the 25<sup>th</sup> anniversary of our Japanese Garden in the city of Hasselt. The garden will be full of people and fun events throughout the year. Earlier this year we celebrated the beautiful cherry blossoms in traditional Japanese fashion with a big festival.

Unfortunately the blossoms went back to sleep and won't show again until next year's spring. But this doesn't mean that our garden does! The Japanese garden in Hasselt, is the biggest one of its kind in Europe and forms the perfect setting for all of the following celebrations:

- › **2 June – 2 July:** Exposition Kris Van de Sande
- › **7 June:** Evening workshop 'Evening photography' in the Japanese Garden
- › **11 June:** Dansei Festival – Men's day
- › **21 June:** International Yoga Day
- › **24-25 June:** Open Garden Days
- › **24-25 June:** Koishow in the Kapermolenpark
- › **5 July:** Evening workshop Haiku
- › **9 July:** Tanabata – Festival of wishes
- › **18-31 July:** B-and-Bee spending the night in the garden
- › **2 August:** Evening workshop Origami, Kirigami, Kumihimo
- › **5-20 August:** Virga Jesse (Major street in the city center will be decorated in a Japanese fashion)
- › **6 August:** Origami for peace
- › **16 August:** Obon Matsuri – Nocturne
- › **30 August:** Evening workshop board games
- › **2-3 September:** Manga & Cosplay Festival Momiji-edition
- › **5 September – 31 October:** Photography exposition Municipal Academy for the Fine Arts
- › **16-17 September:** Respect for the aged Day
- › **14-22 October:** Chrysanthemum Festival
- › **25 October:** Evening workshop Japanese cuisine
- › **29 October:** Flower offering ceremony
- › **20 November:** Birthday party Japanese Garden



These activities offer a variety of unique opportunities so everybody can find his or her perfect fit. For those of you who can't decide, our personal favourites might be a guideline. During the Obon Matsuri, we open our doors in the evening to offer our visitors a truly magical experience. The atmosphere created by the lanterns and decorations is unique and will give the visitors a fairy-tale like experience that they will not easily forget. During the festival you can submerge yourself in the Japanese lifestyle by attending a Bon dance demonstration or allowing a gifted storyteller to take you on a journey. The highlight of the night is when we burn the written wishes of the festival in July and send them to the gods in order to make them come true. This promises to be a spectacular sight.

Or what about the Chrysanthemum Festival in the fall? Where in the western culture this flower is often associated with funerals, in Japan it is the symbol of happiness and joy. This flower, Kiku in the Japanese language, is even used as a symbol of the emperor. Enough reasons to honour this beautiful flower in our gardens and give it a place in the spotlights.

Of course we cannot place all of our events in the picture, otherwise we would. But we hope to see you at a lot of them, so you we can enjoy our magnificent garden together!

### For more information:



## Tokyo Street Food

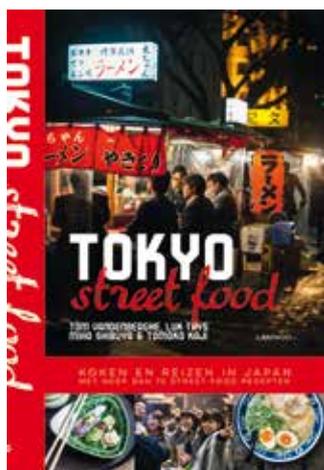
By Mrs Tomoko Kaji of Yamagata Europe



味の探究者、Tom Vandenberghe とフードフォトグラファー、Luk Thys が今度は日本へ向かった。バンコク、ハノイ、シンガポール&ペナン、ニューヨークに次ぐ彼らの「Street Food シリーズ」第5弾。食の道で経験豊富な彼らが各地の美味しい料理を求めて東京、福岡、大阪などの街を散策する。Tom はゲントでクッキングスタジオ Kookstudio Eetavontuur とラーメンバー Ramen を経営 ([www.eetavontuur.be](http://www.eetavontuur.be))。彼にとっては3度目の来日だ。Ramen バーでは、本場の味を追求し、且つオリジナルラーメンを全て手作りで提供、Kookstudio Eetavontuur では、アジア料理に限らず世界の料理を取り入れたクッキングワークショップを毎日開催。友人グループや職場のチームビルディングとしても人気である。昨年秋からはランチレストラン Haven( 蘭語で「港」の意) もスタートし、アジア各国のメニューを提供している。欧州人としてアジア料理の世界で成功している稀な例と言える。今回の Tokyo 版では、副業としてケータリングを営む渋谷美穂と鍛治智子の2名が参加。彼らは共にアントワープ、ゲントの日本企業に勤める傍ら、趣味が高じてゲントを拠点にケータリング業を行っている ([www.gohan.be](http://www.gohan.be))。

「Tokyo Street Food」は純粋なレシピ本ではなく、旅レポートもあり、美味しいお店のアドレスも紹介されている。取材旅行の最初の前半は、Tom がスタッフ全員を連れての日本でのチームビルディングでもあり、美味しい料理を求めて大阪から西へ旅行し、大きな街のみでなく、地方の穴場、小さい個人店なども訪れる。各地の人々との出会いや温かいホスピタリティ、美しい景色なども旨い料理と共に紹介されている。後半では、美穂と智子が参加し、主に大阪と東京を探索。大阪では日本で一番長い商店街、天神橋筋商店街を訪れ、商店街や天満の賑やかな飲食街の人たちとの触れ合いも紹介。東京では小さいが旨い居酒屋、下町のおにぎり屋やビル街に出没するフードトラックなどを訪れる。これらは全て Tom's story として紹介され、智子は料理や食材に困った子供の頃の思い出などを語る。お好み焼きの部分では、広島焼きと大阪焼きの違いも紹介される。

彼ら4人の旅の発見やホットなお店、美味しい料理が美しい写真と共に満載。料理好きの人のみでなく、日本に行ってみたい、行った事がある人にも面白い1冊。日本の文化とグルメに埋もれてみよう!



This is the 5<sup>th</sup> book in the Street Food series. After Bangkok, Hanoi, Singapore & Penang and New York, this time culinary explorer Tom Vandenberghe and food photographer Luk Thys journeyed to Japan in search of new tales about cooking and eating. With their usual eye for authenticity and nose for delicious food, they strolled the bustling cities of Tokyo, Fukuoka and Osaka in their quest for culinary discoveries.

Tom runs a cooking studio ('Kookstudio Eetavontuur') and a noodle bar ('Ramen') in Ghent. At Ramen he offers authentic but original noodles, all handmade, and at Eetavontuur he organizes daily cooking workshops on world kitchen, which are popular as events with friends, or as team building with colleagues, etc. Last autumn he also opened a lunch restaurant 'Haven' (which means 'harbour' or 'port'), offering various Asian foods. It's very rare for a non-Asian chef to succeed in delicious Asian food. You can check out his website [www.eetavontuur.be](http://www.eetavontuur.be) for more information.

This was Tom's third visit to Japan. For this Tokyo edition, he was also accompanied by Miho Shibuya and Tomoko Kaji – two Japanese ladies who have cooking in their genes. They both work for a Japanese company, in Antwerp and Ghent (Yamagata Europe) respectively, but together they also run a modest catering business on the side, called Gohan ([www.gohan.be](http://www.gohan.be)).

Tokyo Street Food is not just a conventional cookery book with recipes, but also contains travel stories and plenty of addresses of places to go for great food. The first part of Tom's Japan trip was a kind of team building with his staff at Eetavontuur. Together they discovered delicious dishes and cosy spots, not just in the big city but also on the less beaten track. Apart from these food discoveries, you can read about their encounters, the warm hospitality of the Japanese, splendid views, etc. For the second part he and Luk were joined by Miho and Tomoko, and the four of them mainly visited Osaka and Tokyo. Among many other places, they walked through Tenjinbashi-ji-shotengai, the longest shopping street in Japan, and through a nice quarter with small restaurants in the Tenma area of Osaka. In Tokyo they also paid a visit to small but cosy izakaya's, an old onigiri-restaurant in downtown Asakusa, food trucks that appear at noon in a busy business district, and so on. You can read all about this in the book, in the part called 'Tom's story'. Tomoko writes about her childhood memories about food: certain dishes, ingredients, smells, restaurants... She also explains the difference between two types of okonomiyaki (Hiroshima style and Osaka style).

So, Tom, Luk, Miho and Tomoko share their most remarkable findings, the hottest addresses and the tastiest Japanese dishes, accompanied by beautiful pictures. It is not just interesting for people who like to cook, but also for those who have travelled or would like to travel to Japan. Immerse yourself in Japan's inspirational culture and gastronomy.

オリジナルオランダ語版 : [www.lannoo.be/nl/tokyo-street-food](http://www.lannoo.be/nl/tokyo-street-food)  
英語版 : [www.lannoo.be/nl/tokyo-street-food-english-version](http://www.lannoo.be/nl/tokyo-street-food-english-version)

The original Dutch version and the English version are available from Lannoo:

[www.lannoo.be/nl/tokyo-street-food](http://www.lannoo.be/nl/tokyo-street-food)

[www.lannoo.be/nl/tokyo-street-food-english-version](http://www.lannoo.be/nl/tokyo-street-food-english-version)

## Security Seminar

## 第5回企業・在留邦人向け安全対策セミナー

2017年、4月20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5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50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/ワーテマル・ボ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 20th 2017, 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 (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 thorough presentation to over 50 participants of the Brussels Japanese School, members of the Japanese Association in Belgium and the BJA.



## United Fund for Belgium, the link between companies and charity

By Mrs Catherine Alexandre, Executive Director of United Fund for Belgium



United Fund for Belgium helps companies and their staff to offer donations and time to charitable causes, safe in the knowledge that this is being done in the most effective and reliable way possible. Through the efforts of more than 50 companies, UFB is responsible for ensuring that around EUR 700,000 of donations are well spent. These companies include members of the Belgium-Japan Association & Chamber of Commerce, such as Japan Tobacco International, Linklaters or Marsh & McLennan. As a non-profit organization, United Fund for Belgium channels the entirety of these donations to around 80 charity organizations. It finances concrete projects focusing on 4 social areas: the reduction of poverty, child welfare, support for handicapped children and adults, and social integration.

According to Catherine Alexandre, Executive Director at United Fund for Belgium, “Our partners and supporters are essential to our existence. United Fund for Belgium only exists thanks to its donors, which are all companies that are committed to being responsible corporate citizens and making a positive impact in the communities in which they operate”. She goes on explaining that, “It is our role to create a direct link with the social network on behalf of the CSR departments of these companies. Every year, thousands of persons benefit from the actions we organize. We especially favour small and medium sized associations that do not dispose of a highly developed fundraising system”.

Those remarks are echoed by Japan Tobacco International: “It is fantastic that UFB screens and selects projects throughout Belgium (the entire country) which are worthy of our support. That reassures us that the donations are well allocated. In addition, 100% of the donations are distributed to charities and that is exceptional”. Indeed, UFB distributes the full amount (100%) of the donations it receives. It is able to do this because it covers its operational costs through special donations, proceeds from events and the income from an endowment fund – the Martin Kallen Fund – that has been created for this purpose. Redistributing 100% of donations is unique in Belgium.

Another particular feature of UFB’s activities is the care with which it selects

projects for support. UFB funds projects in a balanced way in all regions and all provinces of Belgium, and its representatives visit every association before any project is financed, to assist the association and to ensure that the project is worthy and viable. The members of the Allocation Committee which selects the projects to be financed are all volunteers who have long been active in their local communities and are very familiar with charitable activities in their local areas.

This is important to Linklaters, an international law firm that wants to be an active and positive contributor to society at large. As Linklaters says, “UFB has proven over the past few years to be a very reliable, well governed and professional association that Linklaters can trust”. Linklaters refers to “UFB’s excellent screening and selection skills in relation to charities”.

### So, what kind of projects are financed by UFB?

As explained earlier, the focus is on the reduction of poverty, child welfare, support for handicapped children and adults, and social integration. An excellent example is the Home Baudouin, supported by Japan Tobacco International (JTI). The Home Baudouin is a shelter for people at the margin of society and in urgent need due to the misfortunes of life – whether due to family tragedy, addiction to alcohol or drugs, or other reasons. It can provide accommodation for up to 70 people, spread over the three dormitories of a building situated close to

the Brussels Grand-Place, as well as in 5 individual studios elsewhere in the city. The home also provides meals and social guidance in order to get people out of their situation. Its staff can offer help in French, Flemish, Arabic and English, and there is a weekly medical service.

Last year, King Philippe visited the Home



Baudouin to mark its 130<sup>th</sup> anniversary – it is the oldest such shelter in Brussels. But the Home Baudouin had a very practical problem. Its kitchen no longer satisfied the standards of the Federal Agency for Food Security (AFSCA). It needed renovation, which is where United Fund for Belgium - and Japan Tobacco International - came in. Thanks to funding provided by Japan Tobacco International and its staff, the kitchen was fully renovated and the vital work of the Home Baudouin could continue.

Another example is the Marjan association based in Duffel, in the Province of Antwerp. Its activities include the provision of information, awareness raising, advocacy and lobbying for people with disabilities. It also organises all kinds of activities for people with disabilities, including swimming for people with physical, sensory, cognitive, auditory or visual impairments at the pool in Duffel. But it is difficult for some people to participate in this enjoyable activity, simply because there is no lift to help them in and out of the water. The UFB is now helping to finance the installation of a lift.

In more detail, last year around 38% of the funds provided were meant for projects to support handicapped children and adults, around 35% went to child welfare, and around 27% to the reduction of poverty and the promotion of social integration. This included 25 projects for the improvement of facilities (kitchens, window frames, carpentry, etc.), 26 projects for specialized equipment (lifting aids, adapted playground, material for physiotherapy rooms) and the provision of 35 specially adapted vehicles (minivans, refrigerated food delivery vehicles, etc.).

In that context, Linklaters describes why it works with UFB: “Our community investment programme in Belgium focuses on two major themes: growing the capabilities of non-profit organisations, and helping young people to realize their aspirations. The activities of United Fund for Belgium fit perfectly into this programme, and Linklaters fully endorses UFB’s mission to efficiently support small- and medium-sized charitable institutions and projects located in Belgium with a focus



on child welfare, the reduction of poverty, supporting disabled people and social integration”.

United Fund for Belgium tries hard to be responsive to the needs of the Corporate Social Responsibility programmes of its partners. Marsh & McLennan, a group active in businesses such as insurance broking, risk management, talent, health, retirement, investment and management consulting, explains that, “Our Corporate Social Responsibility programs are led from the top and focus on partnerships that make a lasting difference and we want to help the local community. Since 2011, UFB is a solid partner, and we have a strong relationship, focus on Belgian charities. UFB makes a substantial difference to underprivileged people and communities across Belgium and all the money we give going directly into programs. That is also important for us.”

UFB recognises the desire on the part of donors to enhance the quality of their corporate commitment, either by establishing a closer relationship with some of the supported charities, or by stimulating

a higher level of employee involvement, or both. The UFB team acknowledges these trends, and wants to be responsive, whenever feasible, to requests from CSR or HR departments of corporate donors to give presentations, identify particular types of social initiatives, and help organize volunteering activities or in-house campaigns.

Indeed, Linklaters’ experience shows that working with UFB need not involve only making donations. Many people want to volunteer their time as well, and UFB helps companies help their staff in doing exactly this. Linklaters has assisted UFB by giving legal advice on a regular basis, as well as by running the Brussels 20K race and participating in UFB’s Christmas market and Easter egg actions. In 2016, Linklaters also hosted UFB’s annual “hand-over ceremony”, at which multiple charitable organisations presented their activities and explained how the gifts received from UFB will benefit the people they care for.

Marsh & McLennan has a similar perspective of its cooperation with United Fund for Belgium. According to Jean-Pierre de Chestret, the Chief Financial Officer of Marsh Belgium, “We encourage people to take one day, during their working days, to be a volunteer. 42% of our employees are engaged in these volunteers’ days. And our annual engagement survey shows that they are happier at work than the others!”

If your company wants to help people in need in Belgium by supporting United Fund for Belgium, please contact: C. Alexandre, Executive Director UFB, tel 0475 919103.



## There is tea, and there is tea, and then there is tea for Summer!

By Mr Michael van den Puttde of Azumaya Antwerp

### Real Japanese green tea

Many people who have visited Japan have noticed green tea tastes very different from what they are used to in Europe. Once they have experienced the taste of this real Japanese green tea, they also find it difficult to find this quality of green tea in Europe.



### Black tea vs green tea

To find out where this problem comes from, it is important to understand the difference between black tea and green tea. Black tea is oxidated under controlled circumstances in the country of origin. By oxidating the tea, it can be transported and stored open to air. In Europe, the tea business as well as the consumers know the handling of black tea and herbal infusions, which are often stored and treated open to air for years.

In Japan, the process of steaming is kept very short. After steaming the tea is dried, rolled and packed in sealed packaging. Usually everything is done in 1 day: harvest in the morning, then steamed dried and packed on the same day.

Because green tea is steamed to stop the oxidation, it needs to be protected from exposure to air. This is why storage is crucial to preserve the freshness and taste of the tea. Many European tea drinkers store green tea in the wrong way, because they do not understand the difference. Japanese green tea is very sensitive to exposure to air, humidity and sunlight. It is advised to open only one or 2 packs at the same time, and to finish it within 4-6 weeks. This is why Japanese green tea is often sold in smaller sealed packaging.

The best way to store the tea is in special cans with double closure, or in re-closable packaging. For the best taste, fresh tea leaves need to be used.

### Hard vs soft

The water quality, temperature and infusion time are very important. Hard water will give little umami taste, which is an important aspect of Japanese green tea. Many tea drinkers in Europe use soft mineral water, like Spa or Mont Roucoux. An even better way of preparing the water is to use Nanbu Teki, a Japanese high quality iron that improves the water quality drastically.

### How to brew the tea

After boiling the water with Nanbu Teki, depending on the kind of tea, the water is cooled down before making the tea.

Many Europeans think green tea is bitter. This is because the water used is too hot, or the tea is infused for too long. Then too many tannins are released, and the tea will indeed be bitter. Every tea has its specifics, but as a rule of thumb you can use these guidelines:

- > Sencha: 1-2 minutes, water 65-75°
- > Hojicha, Bancha, Genmaicha: 2-5 minute, water 90°
- > Gyokuro: 3 minutes, water 50°

### Cold tea in Summer

Summer can be a difficult period for tea lovers. Many people prefer cold drinks instead to hot ones during hot summer days. Many of the commercially available ice tea in Europe are not tasty and contain huge amounts of sugar. In Japan you can buy sugar-free green tea everywhere, but these are very difficult to find in Europe. But don't despair: there is an easy solution to make good Japanese ice tea yourself: cold brew.



### Cold brew

In cold brew, cold water is used to infuse the tea with cold water for several hours. Because of the cold water, the tannins are not released, so there will be no bitterness. On the other hand the tea has up to 24 hours time to release its flavor, so it has a very rich taste. Sencha Fukamushi is a very good tea for this: it has a strong taste, even when adding ice cubes it will keep its taste.



Gyokuro can also be infused with cold water. Because of the high quality of Gyokuro, it will have a great taste already after 15 minutes of infusion. In very hot climate condition, like in Kyoto, they even infuse Gyokuro using ice cubes instead of water!

### Cocktails

Finally, you can even use the cold green tea for cocktails! Try mixing 24 hr. infusion Sencha Fukamushi with gin and sake, for a dry Martini. If you prefer a more sweat cocktail, you can add a drop of lemon syrup to sweeten it up. Cheers!



For more information, please contact [Michael@azumaya.eu](mailto:Michael@azumaya.eu) or visit [www.azumaya.eu](http://www.azumaya.eu)



## FULL-SERVICE COMMUNICATIONS AGENCY VINTAGE PRODUCTIONS CELEBRATES ITS 25TH ANNIVERSARY

Vintage Productions is located in Antwerp, Belgium, and provides multinationals with integrated communication concepts and tools to get their messages across. Today, on the occasion of Vintage's 25th anniversary, CEO Claudia Voss takes the time to look back at 25 years of international communication. "It's incredible how drastically communication has evolved," she says, "and it's still changing rapidly. I remember, about fifteen years ago, how revolutionary it was when we introduced Ricoh and Honda to CD-ROM as a new way to distribute press information at fairs. Those were the good old days, when the entire Vintage team was involved in packing CD discs and booklets in our office kitchen."

"As a matter of fact, Vintage has always

been a pioneer in digitizing communication. After the CD-ROM, we took the next big step by developing an online platform which serves as a central repository of marketing information for our clients."

### Cross-platform interactive tools

Later on, Vintage invested heavily in 3D virtualization and online, interactive tools as part of marketing communication. "It took us years of studying and continuous development of skills to reach the top-quality level that we offer today," Claudia Voss says, "but we took the right decision! Vintage was one of the first agencies to provide 3D photo-realistic images, state-of-the-art animations, responsive websites and interactive brochures that can be used on iOS and Android tablets as well as

PCs. As well as that, we offer our own e-learning platform, which is developed in-house."

And it doesn't stop there. Nowadays, communication is constantly exploring new horizons. "Our focus has also shifted to Virtual Reality," she continues. "From a communication point of view, VR [Virtual Reality] improves the user experience enormously. For one of our clients, we are currently working on a VR project which will certainly set a new benchmark and prove our capabilities once again."

Vintage's products and services range from corporate identity design and brochures to websites, animations, e-learning tools, augmented reality apps and more. Visit [www.vintage.eu](http://www.vintage.eu) to see some reference cases.

## NIPPON EXPORT AWARD 2017-2018

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is happy to announce the 9th edition of the Nippon Export Award. With this prize we want to reward those companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

### Where and when?

A first selection of 3 candidates will be made by the BLCCJ Organizing Committee in September, the final winner will be chosen by a professional jury after jury presentations in October. The official announcement of the winner will take place during the annual BLCCJ gala ball in November, and will be confirmed at an award ceremony at the Belgian or Luxembourg Embassy before the end of the year.

### Conditions for Application

- > The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services (so non-members are welcome too)
- > Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.
- > Companies without representative office in Japan are also eligible
- > Previous winners can only reapply four years after their last participation.

### Selection Criteria

The winning company will be the one who has shown the greatest export achievements in its sector. The selection

will be based on the following criteria:

- > The presence in the Japanese market and the company significant achievement (either growth or size) in trade with Japan.
- > Showing vision in new niche markets, daring innovation to embark on new opportunities.
- > Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards.
- > Originality of approach (marketing, distribution, environment protection, design, research...)
- > The company's spirit (marketing, merchandising...)



For more information please contact the BLCCJ office:  
E-mail: [info@blccj.or.jp](mailto:info@blccj.or.jp), Tel: +81 (0)3 6457 86 62  
Website: [blccj.or.jp/nippon-export-award](http://blccj.or.jp/nippon-export-award)

news from the members



**JAPANESE GARDEN FROM KANAZAWA OPENED AT GHENT UNIVERSITY**

In 2016, the city of Kanazawa presented a Japanese garden to the city of Ghent to celebrate 45 years of sister city relations, as well as to mark 150 years of diplomatic relations between Japan and Belgium. The garden was first built by Japanese gardeners from Kanazawa for the 2016 Floralties flower exhibition at the historical Bijloke site in Ghent and has now found its final location at the Faculty of Arts and Philosophy of Ghent University, which is also home to the Institute of Japanese Studies. The garden was now officially opened by the mayor of

Kanazawa, the Japanese ambassador and the dean of the Faculty of Arts and Philosophy. Its name, “Ranshō”, alludes to the teachings of the Chinese philosopher Confucius, who taught his students: “Even a river as big as the blue river will start as a small beck, which is not deeper than a cup of water.” The layout of the garden refers to Kanazawa’s famous Kenroku garden as well as to the city’s traditional crafts and arts.”

See also: [www.southandeastasia.ugent.be/Ransho\\_tuin](http://www.southandeastasia.ugent.be/Ransho_tuin)

**ISTART DESK – A “ONE-STOP” SOLUTION FOR INTERNATIONAL EMPLOYMENT SERVICES AND SETTING UP YOUR BUSINESS IN BELGIUM**

In April 2017 a partnership between Multiburo and Be Welcome, resulted in the launch of a new concept “iStart Desk” with offices in Brussels and Antwerp.

A perfect match between complementary services of Multiburo, with 30 years experience in flexible office solutions and Be Welcome, a specialist in international employment services & business start-ups.

This new concept will be the first “one-stop” solution in Belgium, supporting

companies with their international employment questions and assisting new & foreign investors in Belgium.

The “iStart Desk” office in Antwerp was opened by Mr Marc Van Peel – Port Alderman and Chairman of Antwerp Port Authority during an exclusive network event on April 27th. In September, a network event will be organized in the Brussels “iStart Desk” offices.

Be Welcome, being a BJA & committee member for many years, and Multiburo,

have both serviced many Japanese companies over the past years. With their “iStart Desk” concept they hope to service the Japanese companies in Belgium in an even more efficient way.

For more information, please contact:

- › Mr Marc Van Hoof  
Be Welcome – iStart Desk
  - › Mrs Vicky Stroobants  
Multiburo – iStart Desk
- Website : [www.istartdesk.com](http://www.istartdesk.com)  
Tel.: +32 3 304 96 00  
Email: [info@istartdesk.com](mailto:info@istartdesk.com)

**GOLF TO TOKYO - WITH THOMAS PIETERS & NICOLAS COLSAERTS**

*By Team Belgium*

The BOIC already has its preparations fully underway for the next summer Olympics, both in terms of sporting events and fund raising, in order to support our athletes better than ever before on their preparation for the Olympic Games in Tokyo in 2020.

Given that golf will be in the spotlight more than ever before at Tokyo 2020, the BOIC organises the next Golf to Tokyo on Monday 4 September in Château golf de La Tournette (Nivelles), an exclusive golf tournament in the presence of Belgium’s golfing elite Thomas Pieters,

Nicolas Colsaerts, Thomas Detry, Chloë Leurquin and numerous other Olympians.

**Practical info**

- › Monday 04/09/2017 – 11 am to 11 pm
- › Château golf de la Tournette in Nivelles
- › Format : 4 balls 2 best balls
- › Star chef dinner

**Be one of the happy few**

You have the opportunity to take part in this unique event with your company. One team of 4

players costs €1,020. You have the option to play with an Olympian in your team. Thanks to your participation, your company is supporting Team Belgium on the Road to Tokyo. For further info, visit the website [teambelgium.be](http://teambelgium.be) or contact [l.benlahssen@olympic.be](mailto:l.benlahssen@olympic.be).



## news from the members

**FIVE-YEAR DEAL FOR PIONEERING RESEARCH CENTRE IMEC**

Flanders has renewed its five-year agreement with the technology innovation centre imec, increasing its financial support from €9 million to €08 million a year. Innovation minister Philippe Muyters signed the agreement this week at the Flanders After Tomorrow conference, held in Ghent's opera house.

The Leuven-based nano-technology research centre merged with Ghent's iMinds incubator last year, adding business development to its portfolio – a combination the government of Flanders is now keen to capitalise on.

Muyters said that it's time for Flemish companies to make the shift to Industry 4.0, the current trend of automation and data exchange in manufacturing technologies. The signing of the funding agreement gives the task of facilitating this shift to imec.

"This is Flanders' best business card," said Muyters. "We need to guarantee that it can maintain its high level of performance. Most importantly, the extra €9 million is also meant to develop services to support local players."

Imec applies for 120 patents a year. Its annual revenue runs close to half a billion euros, 80% of which comes from contracts with major international technology companies, creating 6,000 jobs in Flanders.

**World renown**

"Everyone at Stanford University and in Silicon Valley knows our name, even though there's no imec in California," said imec's general director, Luc Van den Hove. "So we attract innovation from around the world. Now we need to exploit our position to the benefit of the Flemish economy."

With the extra means, we'll be able to do this more efficiently than ever before."

Research has shown that each € invested in imec leads to €1 of added revenue and € of extra investment in new jobs. Together, imec and iMinds have created 78 spin-offs, of which 60 are still in operation.

Eight of these presented their products at Flanders After Tomorrow. NeoScores, a digital platform for sheet music based in Kontich, Antwerp province, demonstrated its abilities with a live concert. Hasselt start-up Airobot presented its collision avoidance software for drones used in building inspection, and Small Town Heroes from Ghent gave an exclusive preview of its platform combining kids' TV with on-line messaging.

Source: [www.flanderstoday.eu/innovation/five-year-deal-pioneering-research-centre-imec](http://www.flanderstoday.eu/innovation/five-year-deal-pioneering-research-centre-imec)

**NEW ARRIVAL!  
PREMIUM JAPANESE SAKE FROM FAMILY BREWERY KONISHI**

Konishi Brewing Company is one of Japan's oldest sake breweries, with a family history going back to the year 1550. The brewery is in the hands of the 15th generation today.



The household brand Shirayuki ("White Snow") is based on this family tradition and age-old brewing techniques. The brewery also produces a range of innovative, premium sake which is sold under the family name "Konishi".

In 1988, leading to the sistership relation between the cities of Hasselt and Itami, Konishi pioneered the import of Belgian specialty beers to Japan. Among the imported beers are the award-winning "Gouden Carolus" beers of Het Anker, the city brewery of Mechelen.

The long-standing personal relationship between both family breweries and the solid belief in the quality of each other's products results in this new exchange: starting May 2017, Het Anker will start the distribution of Konishi's premium sake in the Benelux.

**About Brewery Het Anker**

Het Anker started brewing beer 5 generations ago in the Grand Beguinage of Mechelen. Over the years, it developed into an internationally renowned brewery. To this day, the traditional recipes remain the foundation of the brewing process and a variety of hops and spices gives the beers their characteristic taste and aroma. Visitors can unwind at the on-site brasserie and hotel or visit the nearby whisky distillery. The guided brewery tour can be booked every day of the week (excl. Mon). For more information, check [www.hetanker.be](http://www.hetanker.be).

For any sake-related inquiries, please contact Het Anker by email: [info@hetanker.be](mailto:info@hetanker.be)



## BJA REPORT

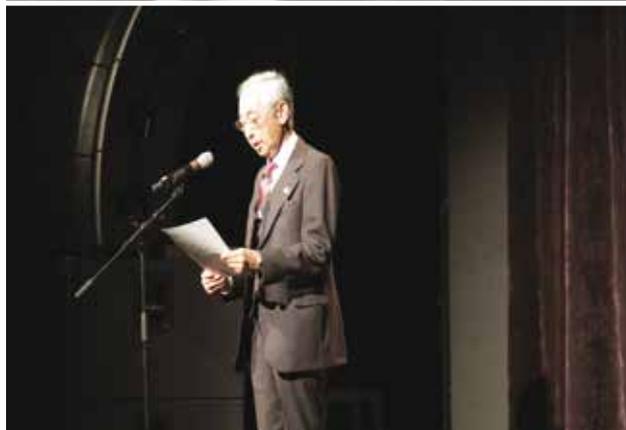
### Gagaku & Budo: Japanese court music and martial arts performance

#### 雅楽&武道の夕べ

Sunday, 29 January 2017 – Bozar, Brussels

In the spirit of the 150<sup>th</sup> anniversary of diplomatic & cultural relations between Belgium & Japan, Meiji Jingu, a prominent Shinto shrine in Tokyo, decided to showcase performances of Gagaku (Ancient Imperial Court Music and dance) and Budo (Martial Arts), two of the jewels of Japanese tradition and culture to the Belgian public. The BJA had the pleasure to invite 80 members to attend this exceptional event.

After some welcome words by Mr Masahiro Sato, Director of the Meiji Jingu Intercultural Research Institute and an introductory



film about the Meiji Jingu shrine's history and missions, Prof. Dr. Andreas Niehaus, of the Department of Japanology of the Ghent University, explained to the audience the history of Gagaku and the various instruments used by the ensemble.

Following these explanations, the audience could admire three short Gagaku performances by Shinto priests and shrine maidens of Meiji Jingu in full costume. The event ended with a dazzling demonstration of Aikido and Kenjutsu by the masters of the Meiji Jingu Budojo.

## THE EU GATEWAY TO JAPAN: BUSINESS MISSION ON RAILWAY TECHNOLOGIES & SERVICES 27 NOVEMBER – 1 DECEMBER 2017

The EU Gateway to Japan is an initiative funded by the European Union to help high potential European companies establish long-lasting business collaborations and accelerate their expansion into the Japanese market. The programme will organise 12 market-scoping missions in the next 3 years.

EU Gateway | Business Avenues will hold a Market Scoping Mission in the Railway Technologies & Services sector, from 27 November – 1 December 2017 in Chiba City, in the Tokyo Metropolitan area, Japan.

This will be the first mission in the Railway Technologies & Ser-

vices sector and the second mission to Japan.

The participating companies will travel to Japan to attend the Mass-Trans Innovation Trade Fair with a built-up booth, hold pre-arranged business to business meetings and attend a networking reception. You can find the Business Mission Information via following URL.

### For more information

[www.eu-gateway.eu/sites/default/files/collections/document/file/Railway-Technologies-and-Services-Japan-November-2017.pdf](http://www.eu-gateway.eu/sites/default/files/collections/document/file/Railway-Technologies-and-Services-Japan-November-2017.pdf)



**25 YEARS OF COMMUNICATION** *with bite*

As an independent full-service communication and marketing agency, Vintage Productions provides multinationals with integrated communication concepts & tools that can be used throughout Europe. Ranging from corporate identity design, brochures and advertisements to websites and 3D animations, we offer the right mix of effective marketing communication tools to get our customers' messages across.

**Make sure to check the reference cases on our website!**

**VINTAGE**  
PRODUCTIONS

### Vintage Productions

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[www.vintage.eu](http://www.vintage.eu)

## EU-Japan news

## COOPERATIVE DIALOGUE BETWEEN COMMISSIONERS KUMAZAWA AND JOUROVÁ

On 20 March 2017, the Commissioner of the Personal Information Protection Commission Japan (PPC) Haruhi Kumazawa and the European Commissioner for Justice, Consumers and Gender Equality Věra Jourová held a cooperative dialogue on the personal data transfer between EU and Japan where the following issues were discussed.

1. An enormous amount of trans-border data flows including personal information have been increasingly arising accompanied with the globalization of economic and social activities and the development of information and communications technologies. In this situation, as the EU and Japan are mutually important partners, for the purpose of further developments of both economies, it is highly important to ensure mutual and smooth cross-border personal data flow while guaranteeing a high level of protection of personal information. This is also what Japanese and European stakeholders desire. Together, we also want to promote at international level our common vision of how strong privacy standards, as a central factor for consumer trust, can contribute to the further development of the data economy.
2. So far, Japan's objective has been to facilitate coordination directed toward setting up a bilateral meeting on a regular basis with the European Union, with putting into perspective the possibilities of establishing a framework to enhance mutual and smooth data transfer based on the PPC's decision "New Initiatives for Ensuring Smooth Cross-Border Personal Data Flows", made on 29 July 2016. Meanwhile, in the EU, the Communication "Exchanging and Protecting Personal Data in a Globalised World" adopted by

the European Commission on 10th January, 2017 stated that the European Commission will actively engage with key trading partners starting from Japan in 2017, including by exploring the possibility to adopt an adequacy finding. According to that Communication, discussions on a possible adequacy finding are a two-way dialogue that includes providing any necessary clarifications on the EU data protection rules in view of the entry into application of the General Data Protection Regulation. As such, Japan and the EU are sharing the same goal of realization of mutual and smooth cross-border transfer of personal data.

With a view to improving the mutual understanding on personal information protection systems, the Directorate-General for Justice and Consumers and the Secretariat of Personal Information Protection Commission have held cooperative dialogues vigorously.

3. They agreed to intensify this cooperative dialogue and make efforts to build a consensus to realise mutual and smooth cross-border transfer of personal data, including through further meetings between the European Commissioner and the Commissioner of the Personal Information Protection Commission.

(...)

In relation to the above-mentioned dialogue, Prime Minister Shinzo Abe at a Japan-EU Summit Meeting held in Brussels on 21 March made his welcome remarks to the significant progress underway by the Japan-EU personal data protection authorities.

Source: [www.ppc.go.jp/en/aboutus/roles/international/cooperation/20170320/](http://www.ppc.go.jp/en/aboutus/roles/international/cooperation/20170320/)

## EU AND JAPAN CONCLUDE 18TH ROUND OF TRADE TALKS

The 18th round of negotiations between the EU and Japan took place in Tokyo on 3-5 April 2017. This was the first round of negotiation held since the leaders meeting of 21 March 2017 between President Juncker, President Tusk and Prime Minister Abe during which they all reconfirmed their commitment to conclude the negotiations as early as possible.

The meeting was attended by, on the Japanese side, Ambassador Yoichi Suzuki, Representative of the Government of Japan for Free Trade and Economic Partnership Agreements Negotiations

(Chief Negotiator) and representatives from other relevant ministries and on the EU side, Mr Mauro Petriccione, Deputy Director-General, Directorate-General for Trade, the European Commission (Chief Negotiator) and other representatives. Work progressed in a constructive atmosphere, with both sides working with a renewed sense of urgency in order to respect the objective set by the leaders to conclude as soon as possible in 2017. All issues to be covered by the agreement were discussed, including the market access for goods and services, intellec-

tual property rights, non-tariff measures, government procurement, and investment.

The EU exports over €obn of goods and services to Japan every year. More than 600,000 jobs in the EU are linked to exports to Japan. Japanese companies employ more than half a million people and form an integral part of the EU's economy.

Source: [trade.ec.europa.eu/doclib/press/index.cfm?id=1649&title=EU-and-Japan-conclude-18th-round-of-trade-talks](http://trade.ec.europa.eu/doclib/press/index.cfm?id=1649&title=EU-and-Japan-conclude-18th-round-of-trade-talks) and [http://www.mofa.go.jp/ecm/ie/jpa-ge24e\\_000205.html](http://www.mofa.go.jp/ecm/ie/jpa-ge24e_000205.html)



## A YOUNG BELGIAN PROFESSIONAL'S JAPAN ASSIGNMENT AND HIS ENCOUNTER WITH JAPANESE BUSINESS CULTURE

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

As an immigration and social security consultant at Deloitte Belgium, I am involved in the international mobility aspects of Belgian professionals completing an assignment in Japan. Together with our tax colleagues, we assist our clients and their employees throughout the entire assignment cycle. We make sure that they are able to smoothly proceed with their assignment and that their specific requirements are met while they are in Japan, in collaboration with our Japanese colleagues.

This article tells the tale of a young Belgian professional, Adriaan De Geyter, who recently returned from his 1-year-assignment in Japan. The article focuses on his experiences and acclimatisation to Japanese culture and local business habits.

Having obtained his Master in Engineering and General Management, and gaining a first working experience in the energy and chemistry sector for three years, Adriaan felt that it was time to broaden his horizons. With a clear preference for a professional experience in Asia, he was successful in receiving a grant from the Prince Albert Fund (PAF). The PAF is dedicated to helping young talented Belgian professionals acquire international project experience abroad. With the grant secured, he approached Umicore, a Belgian-based global materials technology and recycling group with operations in Japan among other countries. Their activities are seamlessly linked with Adriaan's studies and initial experience. Given this clearly mutually beneficial opportunity, Umicore and Adriaan decided to take up the challenge and organised an international assignment in Japan.

Umicore Japan has offices in Tokoname-city (Aichi Prefecture), Tokyo, Tsukuba (Ibaraki prefecture), and Himeji (Hyogo prefecture). During his assignment, Adriaan worked both at the Head Office in Tokyo and the Tsukuba Technical Center / Plant. Umicore employs approximately 50 employees at their Tokyo office, and Adriaan was one of the few foreigners during that time.

Adriaan received a warm welcome from his Japanese colleagues. They helped him with many practicalities, such as finding his apartment, accompanying him to the city hall, etc.

His colleagues also introduced him to genuine Japanese cuisine during lunch times (in the centre of Tokyo, which is host to an extensive choice of restaurants!). Adriaan often joined his colleagues for evening activities and during weekends, exploring more and more of the rich Japanese culture.

Acclimatisation to local business culture is very important when working in Japan. Adriaan's Japanese colleagues showed him how to greet a Japanese client during a client visit, in addition to other important DOs and DON'Ts. For example, he learnt that in Japanese business culture, exchanging business cards is essential for a positive first impression when meeting clients for the first time. These lessons were a good addition to some of the preparatory trainings he had already received from the Prince Albert Fund before his departure.

To further understand the culture and improve communication with clients and colleagues, he followed some evening courses to learn the Japanese language. Despite the language barrier, Adriaan was encouraged and helped by his Japanese hosts and was able to act as a bridge between the Belgian and the Japanese colleagues.

During his assignment in Japan, Adriaan learned to adapt to the local culture and the Japanese way of working with clients. Satisfying the demands of Japanese clients was a very enriching experience for him.

One of the most important lessons from his assignment was that building and maintaining long-term trustful relationships with Japanese clients is crucial for business development. Being adaptable to other cultures and environments (in this case the unique Japanese culture) is crucial when building a career, especially an international one. Adriaan's Japanese experience and his newfound ability to view things differently not only enhance his daily job performance at Umicore Belgium, but will also prove very useful for his future international ventures.

A big thank you to Mr Adriaan De Geyter, Value Chain Manager and Ms Ines Tomassi (Umicore International Mobility Manager).

## Friendship Committee Events

By Mrs Saori Nishida, Director Japan Connection and BJA Friendship Committee Chair

### Ukiyo-e exhibition – 12 February 2017

On Sunday, 12 February, the Friendship Committee visited the Ukiyo-e exhibition at the Cinquantenaire Museum as our first event of the year 2017. The museum has an enormous collection of Ukiyo-e prints – some of them are so rare and precious that you cannot even find them in Japan. We spent a few hours there to learn how Ukiyo-e is printed and to enjoy many beautiful Ukiyo-e prints.



### Visit to the Christmas Market – 11 December 2016 at St Catherine Square

On 11 December, the Friendship Committee organised its last event of 2016 and visited the Christmas Market to see the Japan-inspired light show on the Saint Catherine Church facade, which was also a part of the celebration events marking the 150th year of friendship between Japan and Belgium. At the square in front of the church, there were several stands selling Japanese food and drinks. We surely enjoyed Belgian Christmas with a Japanese touch!



### Ramen Night – 13 November 2016 at Kokuban Restaurant

Winter arrived in Brussels and we felt it was time to organise an event to warm up. On 13 November, the Friendship Committee hosted Japanese noodles 'Ramen' Night to enjoy the ramen and hot sake together. With a generous support from Kokuban restaurant at Schuman, 27 participants enjoyed several appetiser dishes, a bowl of ramen of their choice and hot sake.

Many participants enjoyed meeting new people. Love for ramen connected us and we all had a great time!



### Friendship Committee

The objective of the Friendship Committee is to promote relations between Belgians and Japanese living in Belgium through informal contacts. For that purpose, the Friendship Committee members organise regular activities of interest to both communities. Activities are open to everybody. Family and friends are very much welcome to share a wonderful time together.

友好委員会の目的は、ベルギー在住の日本人とベルギー人との気楽な普段着の交流を促進することにあります。そのために、委員会ではベルギー人・日本人双方が楽しめる活動を定期的に開催しており、どなたでもご参加いただけます。ご家族、お友達と一緒に是非お楽しみ下さい。

Chair: Mrs Saori NISHIDA

- > Mr ADANT, WALTER
- > Mr BRAUWERS, PIERRE
- > Ms NAKAZONO, CHIHIRO
- > Ms NISHIDA, SAORI
- > Ms RASSON, ANAÏS
- > Mr STEFANI, UMBERTO
- > Ms VAN OVERSTRAETEN, MINAKO

**Come join us on Facebook!**

[www.facebook.com/groups/bja.fc](http://www.facebook.com/groups/bja.fc)

### GOVERNMENT OF JAPAN - SPRING 2017 CONFERMENT OF DECORATIONS ON FOREIGN NATIONALS

On April 29, 2017, the Government of Japan has decided to confer Mr Jacques Paul Beherman, Managing Director of Park Raghenon and former Director of the Belgium-Japan Association and Chamber of Commerce (BJA) the Order of the Rising Sun, Gold Rays with Rosette for his contribution to the strengthening of economic relations between Japan and Belgium.

The Belgium-Japan Association & Chamber of Commerce would like to congratulate Mr Beherman for this prestigious Decoration.

You can also find this message on the Japanese Embassy's website:  
[www.be.emb-japan.go.jp/itpr\\_en/news\\_170429.html](http://www.be.emb-japan.go.jp/itpr_en/news_170429.html)

## OFFICIAL VISIT TO JAPAN OF THE PRESIDENT OF THE HOUSE OF REPRESENTATIVES OF BELGIUM

A Belgian parliamentary delegation headed by the Speaker of the House of Representatives, Mr Siegfried BRACKE, conducted an official visit to Japan from 26 February until 3 March, upon the invitation by the Speaker of the House of Representatives of Japan, Mr Tadamori OSHIMA.

After a ceremonial visit to the Meiji Shrine in Tokyo, Mr Bracke received an audience by His Majesty the Emperor and met His Imperial Highness Crown Prince Naruhito, Prime Minister Shinzo ABE and the President of the House of Councillors. The parliamentary delegation also held meetings with the Europe Committee of Keidanren and with the Board Members of the Belgium-Luxembourg Chamber of Commerce in Japan. Besides Tokyo, the delegation also visited Kanazawa, the sister city of the Belgian city of Ghent, including visits to the famous Kenrokuen Gardens and the 21<sup>st</sup> Century Art Museum.

The last leg of the visit took the delegation to Hiroshima where Mr Bracke laid a wreath at the monument in the Hiroshima Peace Memorial Park to honour the victims of the 1945 atomic bomb. The visit was concluded with a visit and short concert at the Elizabeth University

of Music in Hiroshima, which was founded by a Belgian in 1947. The visit underlined the close relations and closed the 150<sup>th</sup> anniversary year of friendship between Belgium and Japan.

*Source: Belgian Embassy in Tokyo Newsletter*

### Belgian beer culture and amendment to the beer taxation regime in Japan

End of last year “Belgian beer culture” was added to the UNESCO ‘Representative List of the Intangible Cultural Heritage of Humanity’. UNESCO was particularly impressed with the way the Belgian beer culture is intertwined with daily life. Making and appreciating beer is part of the living heritage of a range of communities throughout Belgium and plays a role in daily life, as well as for festive occasions. Almost 1,500 types of beer are produced in the country using different fermentation methods.

In this context, we were all the more pleased with the approval by the Japanese Parliament of an amendment to the Beer Taxation regime. Finally, different types of beer (fruit beers, wheat beers, etc.), amongst which of course the Belgian beers, will be recognized in Japan as full beers, against a unified tax rate.

Remarkably, the excellent timing of this vote coincided with the visit to Japan of a delegation of the Belgian House of representatives headed by its President, Mr Siegfried Bracke, and added to the successful conclusion of the 150<sup>th</sup> anniversary of friendship between Belgium and Japan.

*Source: Belgian Embassy in Tokyo Newsletter*

## AGREEMENT ON OOSTERWEEL ENDS TWO DECADES OF DISPUTE

The parties involved in negotiations over the Oosterweel Connection on the Antwerp ring road have agreed to the proposal drafted by the mediator brought in by the government of Flanders. The compromise was accepted by activist groups last month and has now also been accepted by the government and Antwerp’s city council.

The Oosterweel Connection will close the circle of Antwerp’s ring road, providing a means for traffic from the port area to travel north without having to drive in a large circuit around the ring as is now the case.

The original plan for the connection was fiercely opposed by three com-

munity groups – which formed specifically to fight Oosterweel – because it brought heavy freight traffic through populated areas of the city. A planned viaduct, which would have passed over a school for disabled children, was struck down by the popular vote in a 2010 referendum.

The proposal put forward by Flemish architect and mediator Alexander D’Hooghe – brought in from the US to develop a compromise option – replaced the original plan with a two-part solution. The original route would remain, but would be scaled back to serve only local traffic; traffic from the port, on the other hand, would be routed to a northern bypass far from the city centre.

The compromise covers the broad lines of the Oosterweel Connection. Matters such as investment in public transport and other alternatives to the car, budgetary considerations and the enclosure of sections of the ring still have to be worked out.

In the meantime, the agreement was welcomed by Flemish minister-president Geert Bourgeois, who thanked the civil activist groups for their “special expertise, admirable perseverance and readiness to seek a solution in the general interest”. The agreement was also, he said, “a model for future co-operation”.

*Source: FlandersToday*

## news for the members

## STUDYING JAPANESE IN BELGIUM 日本語を学びませんか？

Any plans already for the new school year? If not, why not Japanese? As a hobby, a career improvement, a career, or just for love?

Here is a non-exhaustive list to find information about studying Japanese in Belgium.

## TALK MEETINGS:

“Let’s talk Japanese” or Hanasookai organized by BNK (see [www.bnk-nihongo.be](http://www.bnk-nihongo.be) for the schedule).

## LIST OF EDUCATIONAL INSTITUTIONS

## University: Japanese Studies

- › FREE UNIVERSITY OF BRUSSELS  
Faculté des Lettres, Traduction et Communication  
Avenue Franklin Roosevelt 50  
1050 Brussels  
Tel: 02 650 21 11  
Website: [www.ulb.ac.be/facs/ltc/japonais.html](http://www.ulb.ac.be/facs/ltc/japonais.html)
- › GHENT UNIVERSITY  
Department Languages and Cultures of South and East Asia  
Blandijnberg - 9000 Gent  
Tel: 09 264 41 56  
Fax: 09 264 41 94  
E-mail: [Brigitte.Vanwambeke@rug.ac.be](mailto:Brigitte.Vanwambeke@rug.ac.be)
- › KATHOLIEKE UNIVERSITEIT LEUVEN  
Leuven  
Departement Oosterse en Slavische Studies Japanologie  
Blijde-Inkomststraat 21 - 3000 Leuven  
Tel: 016 32 49 31  
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### ASTELLAS TO ACQUIRE OGEDA SA

Astellas Pharma Inc. (President and CEO: Yoshihiko Hatanaka) and Ogeda SA (CEO: Jean Combalbert) announced today that Astellas and Ogeda shareholders have entered into a definitive agreement under which Astellas has agreed to acquire Ogeda a privately owned drug discovery company. Ogeda is a clinical-stage drug discovery company that discovers and develops small molecule drugs targeting G-protein coupled receptors (GPCRs). The lead investigational candidate, fezolinetant, is a selective NK<sub>3</sub> receptor antagonist, and the positive data from a Phase 2a study result for the non-hormonal treatment of menopause-related vasomotor symptoms (“MR-VMS”) was announced in January 2017. This transaction expands Astellas’ late stage pipeline and is expected to contribute to its mid-to-long term growth.

Under the agreement, Astellas has agreed to pay up to a total of EUR 800 million. Astellas will make an initial payment of EUR 500 million in consideration of 100% of the equity in Ogeda at the closing of the transaction. Then Ogeda shareholders will be eligible to receive an additional EUR 300 million with attainment of certain clinical development and regulatory milestones for fezolinetant. Upon completion of the transaction, Ogeda would become a wholly owned subsidiary of Astellas. The closing of the transaction is subject to certain conditions, including the expiration of the waiting period under the Hart-Scott-Rodino Antitrust Improvements Act of the United States, and is expected to be finalized in the second quarter of 2017.

“The transaction fits with our strategy to deliver innovative drugs in therapeutic areas with high unmet medical needs. Ogeda has been pioneering the development of a NK<sub>3</sub> receptor antagonist fezolinetant for the treatment of MR-VMS”, commented Yoshihiko Hatanaka, President and CEO, Astellas.

“We are committed to advancing science to deliver life changing medicines to people most in need. Astellas has a history of discovery and development of the unique medical treatments to improve patients’ quality of life. By leveraging this strength, we aim to deliver this potential new therapeutic option to those patients who are suffering from MR-VMS.”

Jean Combalbert, CEO of Ogeda said, “We welcome the acquisition by Astellas and look forward to developing fezolinetant, first non-hormonal treatment of Hot Flashes (HF)/ MR-VMS, inside a leading global pharmaceutical company. With its strong development and commercialization capabilities, resources and vision, I am convinced that Astellas will be able to turn fezolinetant promising clinical results into near-term value for patients”.

A recently announced Phase 2a study of fezolinetant met its primary endpoints, demonstrating significant improvement by fezolinetant compared to placebo in 80 menopausal women suffering from MR-VMS also known as HF. Fezolinetant reduced the frequency of moderate-to-severe HF at week-4 by 89% from baseline compared to 38% for placebo (p<0.001), and 93% at week-12, compared to 54% for placebo (p<0.001). Fezolinetant also reduced HF severity at week-4 by 60% from baseline compared to 12% for placebo (p<0.001), and 70% at week-12 compared to 23% for placebo (p<0.001). No severe adverse events were reported in either treatment group. Mild-to-moderate adverse events (such as headache and nasopharyngitis) were reported in 67% of the fezolinetant group and 80% in the placebo group.

Astellas is still reviewing the impact of this transaction on its financial forecasts for the fiscal year ending March 31, 2018.

Source:  
[www.prnewswire.com/news-releases/astellas-to-acquire-ogeda-sa-300433141.html](http://www.prnewswire.com/news-releases/astellas-to-acquire-ogeda-sa-300433141.html)

**BJA REPORT**

**BJA Annual General Assembly Meeting  
BJA 定例総会**

Monday 20 March 2017 – ING, Brussels



Mr Deruytter, Head of Expatriates & Non-Residents at ING, Mr Verhoosel, Member of the Executive Committee - Head of Wholesale Banking of ING, and Prof. Declerck, Member of the Board imec International and BJA President



Mr Kiyohiro Nakamura, Associate Director – Japan Business Services at EY, Ms Saori Nishida, Director of Japan Connection and BJA Friendship Committee Chair and Mr Reiji Matsushima, Director Asia Desk – Japan wholesale banking at ING, enjoying the evening



Mr Frederic Papeians, COO of Softkinetics, Mr Vincent Schepens, Assistant Manager, Sales & Marketing at ANA and BJA Membership Committee Chair, and Mr Tanguy Van Overstraeten, Partner at Linklaters LLP and BJA Vice-President, talking together about Belgian-Japanese business opportunities



Mrs Véronique Bossaert, Director of Marketing and Communication of Brussels Philharmonics detailing the upcoming Japan Tour of the prestigious orchestra to the members

Thanks to the generous support of ING, the BJA invited the members to the beautiful Brussels headquarters of ING Belgium for the General Assembly. An audience of over 60 members was present.

After some welcome words by Mr Verhoosel, Member of the Executive Committee - Head of Wholesale Banking of ING, and 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 2016, followed by Mrs. Oto-Kellens, BJA Executive Director, who presented the 2017 budget. Mr Vincent Schepens, Assistant Manager Sales and Marketing at ANA and new BJA Membership Committee Chairman

presented the membership situation for 2016.

Mr Van Overstraeten continued to report on the activities of the Executive Committee, representing all business committees, followed by Ms Saori Nishida, Director of Japan Connection and BJA Friendship Committee Chairwoman, who gave a review of all the activities organized by the Cultural and Friendship Committee in 2016.

The statutory nominations were voted afterwards, allowing Prof Declerck to close the meeting and give the floor to Mrs Véronique Bossaert, Director of Marketing & Communication of Brussels Philharmonic, who introduced the famous orchestra to the members and presented its upcoming Japan tour.

After this insightful presentation, Prof Delcerck invited all the participants for a networking cocktail where they could enjoy the beautiful music played by a guitarist and a contrabassist of the orchestra.





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