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TRADE FLOWS & CULTURAL NEWS

Number 119 - June 2018

EDITORIAL

Horizon 2025

By Mr Wim Eynatten, BJA Legal & Tax Committee Chair and BJA Board Member, Japanese Desk Leader and International Tax Partner Deloitte

It is a great privilege to write this issue's Editorial of the Trade Flows & Cultural News in my capacity of BJA Board Member. I recently took up this board mandate in addition to my chairmanship of the Legal & Tax Committee. I look forward very much to work together with my fellow board members in further promoting business and cultural relations between Belgium, Europe and Japan.

On the tax and legal front, there have been many interesting developments recently restoring the attractiveness of Belgium as a regional headquarter and investment location for Japanese companies and other multinational enterprises.

During the last couple of years, there was increasing pressure on the attractiveness of Belgium for hosting headquarters, holding companies and centers of excellence compared to other EU Member States.

The long awaited Belgian corporate tax reform was finally adopted and published end December 2017 and introduced measures improving Belgium's investment climate and making Belgium attractive again as a tax-efficient location for hosting regional headquarters of multinational enterprises. Thanks to these new measures including the introduction of 100% participation exemption for dividend income, the abolition of fairness tax, the introduction of group taxation and the reduction of the standard corporate tax rate to 25% by 2020 many multinational enterprises including Japanese MNEs will keep their regional headquarters and centers of excellence in Belgium. Belgium furthermore reinforced its attractiveness for R&D investments and hosting R&D/IP centers by introducing a very attrac-

tive BEPS and EU compliant Innovation Income Deduction regime and extending the scope of the R&D wage tax exemption to certain bachelor degrees. Furthermore, Belgium-Japan investments will also be supported by the new Double Tax Treaty signed between Japan and Belgium in 2016. In Japan this new double tax treaty has already been ratified in 2017. Once it has also been ratified at all parliamentary levels in Belgium this new double tax treaty can finally enter into force and further stimulate Belgium-Japan investments.

In addition to tax reforms also a big reform of Belgian company law is expected. This company law reform will further reinforce the attractiveness of Belgium as an investment location.

However, notwithstanding all above-mentioned positive developments and good news, we are not there yet. These improvements of the Belgian tax and legal system may be sufficient to keep foreign investment and regional headquarters in Belgium and to attract additional investments in Belgium of multinational enterprises which are already present in Belgium. However, these recent tax reforms may not be sufficiently ambitious in view of attracting new foreign investment into Belgium. Foreign direct investment will result in creation of employment, which results in collection of social security contributions and individual income taxes.

Belgium has many assets for hosting regional headquarters of international groups (e.g., central location of Belgium, proximity of European and international institutions, availability of highly educated

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Mr Wim Eynatten

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BJA REPORT

**BJA New Year Cocktail Reception
BJA 新年カクテルパーティー**

Monday, 29 January 2018 – Deloitte Gateway Building



The “Kagamiwari», traditional sake barrel breaking, performed by HE Ambassador Hayashi, Japanese Ambassador to Belgium, Mr Declercq, Managing Partner Tax & Legal, Deloitte Belgium, Mr Wim Eynatten, Partner at Deloitte, and Prof Declerck, BJA President.



The evening continued with delicious sushi and drinks for all to enjoy. What a perfect way to start 2018!



HE Ambassador Hayashi together with the team of Araumi Daiko, Mr Hitomi of Sumitomo Benelux and Mrs Kiyoshima of Deloitte.

With the generous support by Deloitte, the Belgium-Japan Association & Chamber of Commerce was thrilled to invite the members to celebrate the New Year at the beautiful new venue of Deloitte at Brussels Airport.

Araumi Daiko - always much appreciated by the BJA members.

The evening continued with delicious sushi and drinks for all to enjoy. What a perfect way to start 2018!

After welcome words by Mr Tom Declercq, Managing Partner Tax & Legal, Deloitte Belgium and Professor Gilbert Declerck, BJA President, His Excellency Ambassador Hajime Hayashi, Japanese Ambassador to Belgium, shared his hopes for 2018 with over 120 guests. His speech was followed by the “Kagamiwari», traditional sake barrel breaking, performed by HE Hayashi, Mr Declercq, Mr Wim Eynatten, Partner at Deloitte, and Prof Declerck, and a thrilling Taiko performance by





ST. JOHN'S WILL OFFER FULL AND WEEKLY BOARDING FROM THE 2018-19 SCHOOL YEAR ONWARDS

The boarding facility will have a capacity of 30 beds with shared bathrooms up to two (single) or four (double) students. The residence will have gender divided areas and the house parents are based in the same building. It includes a social area with living room and entertainment area, and is a safe, guarded building located on campus. General: Laundry, cafeteria, lounges for recreation, as well as supervised home-

work and study sessions. Cultural: Ballet and dance studio, a drama theatre, an art atelier and individual music pods for practice sessions. Sports facilities: All-weather sports field, two gymnasiums, fitness room, tennis courts, running trails around campus. Academic excellence: Supervised homework programme with staff on call to assist with queries.

Source: St. John's International School

FUJITSU OPENS BLOCKCHAIN INNOVATION CENTER IN BRUSSELS TO ACCELERATE DEVELOPMENT OF NEXT GENERATION APPLICATIONS

Fujitsu inaugurated on 21 March its international Blockchain Innovation Center in Brussels, Belgium. Located in the heart of Europe, the center underscores Fujitsu's commitment to blockchain and other distributed ledger technologies as a means to revolutionize the way consumers and enterprises buy, sell and exchange goods and services and for organizations to transform their commercial and operational models.

The new center will undertake research with external partners, collaborating on specific projects to explore the technology's potential. With growing interest from customers in better understanding blockchain technology and its impact on business, Fujitsu aims to develop blockchain beyond financial services – where it has already created widespread disruption to business models – as a new architecture for information systems and sectors of all kinds. Blockchain has the potential to be applicable to a variety of areas where a ledger-based audit trail is needed, including logistics, supply chain, public ledgers such as real estate ownership, voting ID and smart contracts.

Yves de Beauregard, Head of Fujitsu Benelux, comments: "We are already seeing high levels of interest from our customers in better understanding how they can integrate blockchain into business processes. Our new Blockchain Innovation Center in Brussels demonstrates the importance Fujitsu attaches

to blockchain as a technology, and to Brussels as location for supporting our international customers investigating or already implementing blockchain solutions. The underlying principle of blockchain is that transactions are virtually impossible to alter, creating a high level of trust. This is just the beginning, as we intend to explore the wider potential use of blockchain in a variety of commercial areas."

Kris Peeters, Deputy Prime Minister of Belgium, says: "Belgium is the ideal place to establish an international competence center such as the Fujitsu Blockchain Innovation Center. Belgium is located in the center of Europe. Moreover, Belgium's economy is driven by innovation. Furthermore, our people have great language skills, which make them great collaborators in any multinational company or international project. It is important that all levels of government continue to actively work with innovative companies to sustain the overall economic fabric in Belgium."

Smart Cities

One particular area of expertise that Fujitsu plans to develop in the Innovation Center is the use of blockchain for the design and implementation of Smart City services, focusing not only on technology, but also on important aspects of the city of the future, such as sociological and demographic factors, societal organization, economic functioning

and ecological challenges. The center will support and encourage research, development and innovation both for Brussels and for other cities, through the funding of innovative projects by companies, research organizations and the non-commercial sector.

Frederik De Breuck, Presales and Business Assurance Director at Fujitsu Benelux, comments: "We believe that blockchain will play a crucial role in the development of Smart Cities. According to the National League of Cities, more than half the world's population currently lives in urban areas, and this proportion is expected to increase to 66 per cent by 2050. This trend will place increased demands on local governments and give rise to new ecosystems with multiple challenges to address - from public safety, infrastructure, transportation and housing. This development will drive the need for cities to adapt and evolve into Smart Cities, which combine ICT with infrastructure and architecture to address social, economic and environmental problems. The use of blockchain technology, with its potential in public ledger and voting ID, and its capacity to automate processes and auditing in smart contracts, will doubtlessly play an important role in this changing ecosystem."

Source: www.fujitsu.com/be/about/resources/news/press-releases/2018/emeal-20180321-fujitsu-opens-blockchain-innovation-center.html

news from the members

BY BRINGING LOGIC PRO TO BELGIUM, JTI BECOMES THE FIRST MAJOR TOBACCO COMPANY TO LAUNCH AN E-CIGARETTE IN THE COUNTRY

“Our data tells us that there are over 250,000 smokers in Belgium already using vapor cigarettes, of which more than half alternate between traditional and e-cigarettes,” explains Jeroen Dhanens, Corporate Affairs and Communication Director at JTI BeLux. “It was logical for us to take the next step and become the first major player to launch a high-quality e-cigarette in the market, thereby establishing ourselves as the reference for e-vaping in Belgium and with the aim of being N°1.”

Launched in the country’s five main cities, where the demand is greatest, Logic Pro will initially only be available through JTI’s existing and reliable customer base, who have the advantage of being familiar with JTI brands and products. Distribution will be expanded in 2019 with a target set for national

distribution in all channels by 2020. The sale of e-vapour products is strictly regulated in Belgium and online sales are prohibited.

Logic Pro is being marketed as a high convenience product, with the focus on its sleek design, reliability, ease-of-use and safe technology. Its European-made e-liquid, available in five different flavors, is also key selling point.

Feedback following presentations to the trade was unanimously positive, with retailers remarking: “Finally a high-quality device we can rely on” and “I believe that Logic Pro will convince my customers.”

Source: JTI Belgian branch

JSR CORPORATION RECEIVES INTEL’S PREFERRED QUALITY SUPPLIER AWARD

JSR Corporation has been recognized by Intel as a recipient of a 2017 Preferred Quality Supplier (PQS) award. The PQS award recognizes companies like JSR that Intel believes have relentlessly pursued excellence and conducted business with resolute professionalism.

“The dynamic nature of our business necessitates continuous improvement and an unrelenting focus on quality,” said

Jacklyn Sturm, Vice President of Technology and Manufacturing Group and General Manager of Global Supply Management at Intel. “As Intel transitions to become a more data centric company, our award winning suppliers are embracing the most difficult challenges with rapid innovation and bold strategies.”

To qualify for PQS status, suppliers must exceed high expectations and un-

compromising performance goals while scoring at least 80 percent on an integrated report card that assesses performance throughout the year. Suppliers must also achieve 80 percent or greater on a challenging continuous improvement plan and demonstrate solid quality and business systems.

Source: www.jsrmicro.be/news/jsr-corporation-receives-intels-preferred-quality-supplier-award

TV PROGRAM: THE DRIVING FORCE OF JAPAN - SMALL AND MEDIUM ENTERPRISES

Small and medium enterprises account for 90% of the total number of companies in Japan. The various products and services supplied by small and medium enterprises continue to form the foundation of the Japanese economy. However, in reality, many small and medium enterprises have few opportunities to be globally recognized.

In order to promote the potential of Japanese small and medium enterprises to the world, the program will focus on the companies’ spirit, quality supported by technology, and the corporate

culture that is being passed down through generations.

What are the characteristics and the strength of those companies, which are said to be one of the driving forces of Japan?

Interested in watching this program?

Program website:

www.jibtv.com/programs/driving_force_of_japan

Source: www.jetro.go.jp/belgium/topics/_418244.html

IMEC REACHES MILESTONE FOR NEXT-GEN SOLID-STATE BATTERIES TO POWER FUTURE LONG-RANGE ELECTRICAL VEHICLES

Imec, the world-leading research and innovation hub in nanoelectronics, energy and digital technologies and partner in EnergyVille, has fabricated an innovative type of solid-state Li-ion battery achieving an energy density of 200 Wh/liter at a charging speed of 0.5C (2 hours). This battery is a milestone on our roadmap to surpass wet Li-ion battery performance and reach 1000Wh/L at 2C by 2024. With this clear performance engineering path, imec's battery technology is ready to become a contender to power tomorrow's fast-charging, long-haul vehicles.

The future of mobility will be largely electrical, powered by fast-charging, safe, and compact batteries. Today's rechargeable Li-ion batteries have some room for improvement, but not enough to allow vehicles sufficient range and autonomy. Imec's researchers are working on a next generation of batteries, replacing the wet electrolyte with a solid, in order to increase the energy density of the cell.

Recently, imec developed a solid nanocomposite electrolyte with an exceptionally high conductivity of up to 10 mS/cm and with a potential to increase this even further. With this new electrolyte, imec has now made a prototype battery. The electrolyte was applied into the battery cell as a liquid precursor, and solidified afterwards. The prototype battery achieved a volumetric energy density of 200 Wh/liter at a charging speed of 0.5C (2 hours).

"Our results show that we can make solid-state batteries that have the potential to reach the capabilities of wet batteries, and this using manufacturing processes similar to those for wet batteries," says Philippe Vereecken, principal scientist and program manager at imec, "But unlike wet-batteries, our solid-state batteries will be compatible with metallic lithium anodes with a target of 1,000Wh/liter at a charging speed of 2C (half an hour). This, together with their longer lifetime and improved safety, makes them a promising compact battery technology for tomorrow's long-range vehicles."

To further improve the battery performance, imec is looking into combining nanoparticle electrodes with its solid nanocomposite electrolyte. Imec uses ultra-thin coatings as so-called buffer layers to control the interface between the active electrode and electrolyte. This technology can also be used to improve the performance of standard liquid cells and even for all-solid-state batteries with pressed and sintered inorganic electrolytes.

Bringing innovative battery technology to fruition and transfer it to the market will require the involvement and commitment of the world's major material suppliers and battery producers. Therefore, imec performs its battery R&D as a collaborative program for open innovation to which it invites all interested parties.

Source: imec

About imec

Imec is the world-leading research and innovation hub in nanoelectronics and digital technologies. The combination of our widely acclaimed leadership in microchip technology and profound software and ICT expertise is what makes us unique. By leveraging our world-class infrastructure and local and global ecosystem of partners across a multitude of industries, we create groundbreaking innovation in application domains such as healthcare, smart cities and mobility, logistics and manufacturing, energy and education.

As a trusted partner for companies, start-ups and universities we bring together close to 3,500 brilliant minds from over 70 nationalities. Imec is headquartered in Leuven, Belgium and has distributed R&D groups at a number of Flemish universities, in the Netherlands, Taiwan, USA, China, and offices in India and Japan. In 2016, imec's revenue (P&L) totaled 496 million euro. Further information on imec can be found at www.imec-int.com.

Imec is a partner in EnergyVille (www.energyville.be), an collaboration of the Flemish research centers KU Leuven, vito, imec and UHasselt in the field of sustainable energy and intelligent energy systems.

Imec is a registered trademark for the activities of IMEC International (a legal entity set up under Belgian law as a "stichting van openbaar nut"), imec Belgium (IMEC vzw supported by the Flemish Government), imec the Netherlands (Stichting IMEC Nederland, part of Holst Centre which is supported by the Dutch Government), imec Taiwan (IMEC Taiwan Co.) and imec China (IMEC Microelectronics (Shanghai) Co. Ltd.) and imec India (Imec India Private Limited), imec Florida (IMEC USA nanoelectronics design center).

news from the members

KANEKA BELGIUM WINS FIT TROPHY 2018



For the sixth time in a row, Flanders Investment & Trade (FIT) hosted the Foreign Investment Trophy on February 27th, 2018. The Deloitte Gateway Office at Brussels Airport provided a setting fit for this international investment competition, which recognizes some of the most remarkable investments made by foreign firms in Flanders, the northern region of Belgium.

Kaneka won the Foreign Investment of the Year Trophy 2018 at FIT’s Foreign Investment Trophy, emerging victorious from a pool of 5 nominees after 3 rounds of voting—by a professional jury, the public and the audience.

Kaneka Belgium was recognized for the recent expansion of our MS Polymer production facility in Westerlo, Flanders. The Minister-President of Flanders, Geert Bourgeois, presented the trophy to Jean Vandael, plant general manager, and Katsutoshi Shichijo, president of Kaneka Belgium.

Source: www.foreigninvestmenttrophy.be, www.kaneka.be/news/press-release--kaneka-to-enhance-production-capacity-of-expanded-polyolefin-foam-in-westerlo



Pictures courtesy of FIT

» keep reading from p.1

and multilingual workforce, high standard of living as well as accessibility including daily direct flight between Brussels and Tokyo) but some elements can still be improved. The priorities for attracting foreign investment into Belgium include a stable and competitive corporate tax regime and investment climate. A corporate tax rate of 25% by 2020 is no longer competitive for a small country like Belgium with a small domestic market.

The next Belgian federal government should consider further reducing the corporate tax rate to 20% by 2025 and also further work on reducing the high labor cost.

I look forward to continuing to work with all BJA stakeholders and other organizations on promoting and reinforcing the attractiveness of Belgium as a headquarter and investment location.

By Mr Wim Eynatten, BJA Legal & Tax Committee Chair and BJA Board Member, Japanese Desk Leader and International Tax Partner Deloitte

BELGIUM ATTENDS FOOD EX JAPAN 2018

By Mr Victor Dulait, BIE

With the finalization of the EU-Japan Partnership Agreement in December 2017, the relation between the EU and Japan has never been so close.

The best way to celebrate this historical moment is with food and drinks! In that spirit, the Belgian Regions decided to attend Asia's biggest food and drink trade fair, FOOD EX Japan. The 43rd International Food and Beverage Exhibition took place between 6 and 9 March at the Makuhari Messe, not far from Tokyo.

During the four days of the fair, Belgium was represented with no less than 62 stands: 7 from Brussels, 22 from Wallonia and 32 from Flanders. To no surprise, most of the products on display were the famous Belgian chocolates, waffles and beers. The Belgian exhibitors were very much aware of the success of these particular products with the Japanese consumers, and they made sure to focus on the high quality of their products to meet the equally high expectations of the Japanese market.

As with the previous editions, a special effort was put of the visual identity of the Belgian booths, with one common sleek design, thanks to the support and collaboration from the three regional agencies for foreign trade: Brussels Invest & Export (Region of Brussels-Capital), AWEX (Region of Wallonia) and FIT (Region of Flanders).

In addition to these remarkable efforts, the Belgian presence at FOOD EX was further reinforced by the presence of the Embassy of Belgium in Japan, which actively encouraged a deepening of Belgium-Japan business relations. H.E. Ambassador



Gunther Sleeuwagen expressed his support to all the participants with a few welcome words.



Cross Chamber Young Professionals Networking Night

Wednesday, 28 February 2018 – VOKA Brussels



Mr Jan Vermeiren, networking coach, explaining how to make the best out of a LinkedIn profile.



Mrs Laurentine Van Landeghem, Founder of Clouds of Fashion, gave an insightful speech on how she made a career out of her passion for fashion.



Mr Jeroen Dhanens, Corporate Affairs & Communications Director at JTI, demonstrating his skills at the "Be Generous" networking game.

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

Together with Amcham Belgium, AmCham EU, the Belgian-Chinese Chamber of Commerce, the Belgian-Italian Chamber of Commerce, the Brussels Chamber of Commerce, ICC Belgium & VOKA, and with the support of 5 other chambers of commerce, the BJA invited young professionals to a thrilling networking night kindly hosted by VOKA Brussels.

After welcome words by Mr Hans Maertens, Chief Executive of VOKA, more than 80 young professionals from different nationalities, careers and industries learned how to make the best of online branding, during a Keynote by networking coach Mr Jan Vermeiren, Founder of The Compassionate Leader and author of Let's connect! How to REALLY use LinkedIn. The keynote was followed by an inspirational speech by Mrs Laurentine Van Landeghem, Founder of Clouds of Fashion and author of From Blog to Brand.

The evening was followed by the very successful Be Generous networking game, moderated by Mr Vermeiren, a tombola sponsored by Lanieri, Hard Rock Café and Theresa Eccher wines and a networking cocktail.



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BJA Exclusive Luncheon – The EU on the move: a Japanese view. A conversation with HE Ambassador Kazuo Kodama BJA 特別昼食会 日本の立場から見たEUの将来について 児玉和夫大使に聞く

Tuesday, 6 February 2018 - Steigenberger Wiltcher's Brussels



HE Ambassador Kazuo Kodama discussing with some high-level guests.



The guests enjoyed listening to HE Ambassador Kodama's insightful and inspiring lecture.



Mr Piet Steel, Honorary Consul of Flanders to Japan, took the opportunity to ask some questions to HE Ambassador Kodama.

The BJA EU Committee with the great support of JTI had the pleasure to invite the members to an exclusive luncheon with HE Ambassador Kazuo Kodama of the Mission of Japan to the EU at the famous Steigenberger Wiltcher's Hotel.

As the Economic Partnership Agreement (EPA) between the EU and Japan is finalized and Europe's future, in light of Brexit, is also being actively debated, HE Kazuo Kodama, one of the highest ranking Japanese diplomats, kindly offered Japan's

views regarding the future of the continent.

After a welcome drink and some opening remarks by Baron Jan Grauls, BJA EU Committee Chair and Senior Adviser at EY, the guests enjoyed a gourmet lunch before listening to HE Kodama's insightful and inspiring lecture. Following the dessert, the members had ample time to ask questions to HE Kodama, which he gladly answered.



BJA Annual General Assembly BJA定例総会

Tuesday, 27 March 2018 – Jones Day Brussels



Journalist Filip Huysegems, Marilo Fund Laureate - sharing his findings on the role of robots in popular culture with the members.



The members are listening attentively to the annual reports.



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 2017, followed by Mrs Oto-Kellens, BJA Executive Director, who presented the 2018 budget.

Thanks to the generous support of Jones Day, the BJA invited the members to their beautiful offices for the General Assembly. An audience of over 50 members was present.

After some welcome words by Mr De Muynck, Partner at Jones Day, 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 2017, followed by Mrs Oto-Kellens, BJA Executive Director, who presented the 2018 budget. Mr Borremans, Business Development Advisor at Group S and Acting BJA Membership Committee Chairman presented the membership situation of 2017.

Mr Van Overstraeten continued to report on the activities of the Executive Committee, representing all business committees, followed by Mr Lambrechts, Director of Ichiban Consult and BJA Cultural Committee member, who gave a review of all the activities organized by the Cultural and Friendship Committees in 2017.

The statutory nominations were voted afterwards, allowing Prof Declerck to close the meeting and give the floor to Mr Filip Huysegems, a 2017 Marilo Fund Laureate, who gave an insightful presentation about the role of robots in the Japanese society. After this presentation, Prof Declerck invited all the participants for a networking cocktail, kindly offered by Jones Day.



EU-Japan news

KEY ELEMENTS OF THE EU-JAPAN ECONOMIC PARTNERSHIP AGREEMENT

The negotiations for the EU-Japan Economic Partnership Agreement were launched in 2013. This Economic Partnership Agreement will boost trade in goods and services as well as create opportunities for investment.

The agreement will further improve the position of EU exporters and investors on Japan's large market, while including strong guarantees for the protection of EU standards and values. It will help cement Europe's leadership in setting global trade rules and send a powerful signal that cooperation, not protectionism, is the way to tackle global challenges. Following the breakthrough announced at the EU-Japan Summit held in Brussels on 6 July 2017, the negotiators finalised their work on 8 December 2017. On 18 April 2018, the text of the agreement was presented by the Commission to the Council. This step marks the beginning of the ratification process at the EU level. This is the first step towards the signature and conclusion of the agreement. Once approved by the Council, the agreement will be sent to the European Parliament, aiming for the entry into force before the end of the current mandate of the European Commission in 2019.

At the same time, negotiations with Japan continue on investment protection standards and investment protection dispute resolution. The firm commitment on both sides is to move towards an agreement in the investment protection negotiations as soon as possible, in light of the shared commitment to a stable and secure investment environment in Europe and Japan.

Transparency

Throughout the negotiation, the Commission has put transparency first. The Commission negotiated based on a mandate approved unanimously by all EU governments. Member States and the European Parliament have been informed each step of the way. Dozens of meetings to discuss the ongoing negotiations were held with members of national parliaments and civil society. The Commission made negotiating documents and reports of the negotiating rounds available online. On the day of the announcement of a political agreement, the Commission published the political agreement sent to all 28 EU capitals and the European Parliament to inform them about what was agreed. Following the finalisation of the negotiations on 8 December 2017 all the texts of the agreement were immediately made available online.

An Economic Partnership Agreement

Since the beginning of the negotiations in 2013, the agreement negotiated with Japan has grown in scope and depth to

an extent that is more accurately reflected in the designation "Economic Partnership Agreement". In the same vein as other agreements concluded recently by the EU, the partnership with Japan goes beyond trade issues only. This is a significant strengthening of our partnership which will be further developed. The name of the agreement has no legal implications. Elimination of customs duties – tariffs on more than 90% of the EU's exports to Japan will be eliminated at entry into force of the economic partnership. Once the agreement is fully implemented, Japan will have scrapped customs duties on 97% of goods imported from the EU (in tariff lines), with the remaining tariff lines being subject to partial liberalisation through tariff rate quotas or tariff reductions. This, in turn, will save EU exporters around €1 billion in customs duties per year.

Agriculture and food products – Japan is a highly valuable export market for European farmers and food producers. With annual exports worth over €5.7 billion, Japan is already the EU's fourth biggest market for agricultural exports. Over time around 85% of EU agri-food products (in tariff lines) will be allowed to enter Japan entirely duty-free. This corresponds to 87% of current agri-food exports by value.

The agreement will eliminate or sharply reduce duties on agricultural products in which the EU has a major export interest, such as **pork**, the EU's main agricultural export to Japan, ensuring duty-free trade with processed pork meat and almost duty-free trade for fresh pork meat exports. Tariffs on beef will be cut from 38.5% to 9% over 15 years for a significant volume of beef products.

EU wine exports to Japan are already worth around €1 billion and represent the EU's second biggest agricultural export to Japan by value. The tariffs on wine (presently at 15%) will be scrapped from day one, as will tariffs for other alcoholic drinks. In addition, a process was put in place to facilitate and accelerate the approval by Japan of key additives used by European producers.

As regards **cheese exports**, where the EU is already the main player on the Japanese market, high duties on many hard cheeses such as Gouda and Cheddar (which currently are at 29.8%) will be eliminated, and a duty-free quota will be established for fresh cheeses such as Mozzarella. The EU-Japan agreement will also scrap today's customs duties (with a transitional period) for **processed agricultural products** such as pasta, chocolates, cocoa powder, candies, confectionary, biscuits, starch derivatives, prepared tomatoes and tomato sauce. There will also be significant quotas for EU exports (du-

ty-free or with reduced duty) of malt, potato starch, skimmed milk powder, butter and whey.

Geographical Indications – the EU-Japan agreement recognises the special status and offers protection on the Japanese market to more than 200 European agricultural products from a specific geographical origin, known as **Geographical Indications** (GIs) – for instance Roquefort, Aceto Balsamico di Modena, Prosecco, Jambon d’Ardenne, Tiroler Speck, Polska Wódka, Queso Manchego, Lübecker Marzipan and Irish Whiskey. These products will be given the same level of protection in Japan as they have in the EU today.

Industrial products – tariffs on industrial products will be fully abolished, for instance in sectors where the EU is very competitive, such as chemicals, plastics, cosmetics as well as textiles and clothing. For **leather and shoes**, the existing quota system that has been significantly hampering EU exports will be abolished at the agreement’s entry into force. Tariffs on shoes will be cut from 30% to 21% at entry into force, with the rest of the duties being eliminated over 10 years. Tariffs on EU exports of leather products, such as handbags, will be eliminated over 10 years, as will be those on products that are traditionally highly protected by Japan, such as sports shoes and ski boots. Fisheries – all tariffs will be eliminated on both sides, meaning better prices for EU consumers and big export opportunities for EU industry.

Forestry – tariffs on all wood products will be fully eliminated, with seven years staging for the most important priorities. Most tariffs on wood products will be dropped immediately, with some less important tariff lines being scrapped after 10 years.

Whaling and illegal logging

The EU has banned all imports of whale products for more than 35 years, and this will not change with the Economic Partnership Agreement. The EU and its Member States are committed to the conservation and protection of whales and have consistently expressed their strong concerns about whaling for scientific purposes. Whales receive special protection under EU law and the EU strictly enforces the ban on trade under the international Convention on Trade in Endangered Species (CITES). The EU addresses whaling by all third countries, including Japan, both in bilateral relations and the international fora that are best suited to deal with this issue – for example, at the International Whaling Commission, where we work with like-minded partners to address whaling with Japan. When it comes to the agreement announced today, it will include a

chapter on sustainable development which will provide for an additional platform to foster dialogue and joint work between the EU and Japan on environmental issues in a trade context. The EU and Japan share a common commitment to combat illegal logging and related trade and this will be reflected in the text of the agreement. The EU has a very clear legislation on illegal logging, just like Japan. Both partners have surveillance and certification systems in place to prevent the import of illegal timber. The two partners also work closely with third countries to support them in setting up efficient mechanisms to address the problem.

Non-tariff barriers – the EU-Japan negotiations addressed many non-tariff measures that had constituted a concern for EU companies, as some Japanese technical requirements and certification procedures often make it difficult to export safe European products to Japan. The agreement will go a long way in facilitating the access of EU companies to the highly regulated Japanese market. Examples of such barriers that were successfully addressed include:

- › **Motor vehicles** – the agreement ensures that both Japan and the EU will fully align themselves to the same international standards on product safety and the protection of the environment, meaning that European cars will be subject to the same requirements in the EU and Japan, and will not need to be tested and certified again when exported to Japan. With Japan now committing itself to international car standards, EU exports of cars to Japan will be significantly simplified. This also paves the way for even stronger cooperation between the EU and Japan in international standard-setting fora. It includes an accelerated dispute settlement between the two sides specifically for motor vehicles. It also includes a safeguard and a clause allowing the EU to reintroduce tariffs in the event that Japan would (re)introduce non-tariff barriers to EU exports of vehicles. The agreement will also mean that hydrogen-fuelled cars that are approved in the EU can be exported to Japan without further alterations.
- › **Medical devices** – In November 2014, Japan adopted the international standard on quality management systems (QMS), on which the EU QMS system for medical devices is based. This reduces the costs of certification of European products exported to Japan considerably.
- › **Textiles labelling** – In March 2015, Japan adopted the international textiles labelling system similar to the one used in the EU. Textiles labels therefore do no longer need to be changed on every single garment exported to Japan, as was the case before.
- › **“Quasi drugs”, medical devices and cosmetics** – a com-

EU-Japan news

plicated and duplicative notification system that hampered the marketing of many European pharmaceuticals, medical devices and cosmetics in Japan was finally abolished on 1 January 2016.

- › **Beer** – From 2018 onwards, European beers can be exported as beers and not as “alcoholic soft drinks”. This will also lead to similar taxation, thus doing away with differences between different beers.

In addition, the Economic Partnership Agreement also contains general rules on certain types of non-tariff barriers, which will help level the playing field for European products exported to Japan, and increase transparency and predictability:

- › **Technical barriers to trade** – the agreement puts the focus on Japan and the EU’s mutual commitment to ensure that their standards and technical regulations are based on international standards to the greatest possible extent. Combined with the provisions on non-tariff measures, this is good news for European exporters of electronics, pharmaceuticals, textiles and chemicals. For instance, reliance on international standards will be helpful for easier and less costly compliance of food products with Japanese labelling rules.
- › **Sanitary and phytosanitary measures** – the agreement creates a more predictable regulatory environment for EU products exported to Japan. The EU and Japan have agreed to simplify approval and clearance processes and that import procedures are completed without undue delays, making sure that excessive bureaucracy does not put a spanner in the works for exporters. The agreement will not lower safety standards or require parties to change their domestic policy choices on matters such as the use of hormones or genetically modified organisms (GMOs).

Trade in services – the EU exports some €28 billion of services to Japan each year. The agreement will make it easier for EU firms to provide services on the highly lucrative Japanese market. The agreement contains a number of provisions that apply horizontally to all trade in services, such as a provision to reaffirm the Parties’ right to regulate. It maintains the right of EU Member States’ authorities to keep public services public and it will not force governments to privatise or deregulate any public service at national or local level. Likewise, Member States’ authorities retain the right to bring back to the public sector any privately provided services. Europeans will continue to decide for themselves how they want, for example, their healthcare, education and water delivered.

- › **Postal and courier services** – the agreement includes provisions on universal service obligations, border procedures, licences and the independence of the regulators. The agreement will also ensure a level-playing field between EU suppliers of postal and courier services and their Japanese competitors, such as Japan Post.
- › **Telecommunications** – the agreement includes provisions focused on establishing a level-playing field for telecommunications services providers and on issues such as universal service obligations, number portability, mobile roaming and confidentiality of communications.
- › **International maritime transport services** – the agreement contains obligations to maintain open and non-discriminatory access to international maritime services (transport and related services) as well as access to ports and port services.
- › **Financial services** – the agreement contains specific definitions, exceptions and disciplines on new financial services, self-regulating organisations, payment and clearing systems and transparency, and rules on insurance services provided by postal entities. Many of these are based on rules developed under the World Trade Organisation, while addressing specificities of the financial services sector.
- › **Temporary movement of company personnel** – the agreement includes the most advanced provisions on movement of people for business purposes (otherwise known as “mode 4”) that the EU has negotiated so far. They cover all traditional categories such as intra-corporate transferees, business visitors for investment purposes, contractual service suppliers, and independent professionals, as well as newer categories such as short-term business visitors and investors. The EU and Japan have also agreed to allow spouses and children to accompany those who are either service suppliers or who work for a service supplier (covered by so-called “mode 4” provisions). This will, in turn, support investment in both directions.

State owned enterprises – state-owned enterprises will not be allowed to treat EU companies, services or products differently to their Japanese counterparts when buying and selling on commercial markets. The aim is to ensure a level-playing field between public and private companies.

Public procurement – EU companies will be able to participate on an equal footing with Japanese companies in bids for procurement tenders in the 48 so-called ‘core cities’ of Japan with around 300.000 to 500.00 inhabitants. The agreement also removes existing obstacles to procurement in the railway sector.

Data protection

Data protection is a fundamental right in the European Union and is therefore not up for negotiation. Privacy is not a commodity to be traded. Since January 2017, the European Union and Japan are in a dialogue to facilitate the transfers of personal data for commercial exchanges, while ensuring the highest level of data protection. The aim is to bridge data protection laws through a so called “mutual adequacy decision” which will guarantee high standards of data protection in both the EU and Japan. Such adequacy decisions can complement trade agreements and amplify their benefits. An adequacy decision is taken by the Commission establishing that a third country provides a comparable level of protection of personal data to that in the European Union, through its domestic laws or its international commitments.

Intellectual Property Rights (IPR) – the agreement builds on and reinforces the commitments that both sides have taken in the World Trade Organization (WTO), in line with the EU’s own rules. The agreement sets out provisions on protection of trade secrets, trademarks, copyright protection, patents, minimum common rules for regulatory test data protection for pharmaceuticals, and civil enforcement provisions.

Sustainable development – the agreement includes all the key elements of the EU approach on sustainable development and is in line with other recent EU trade agreements. The EU and Japan commit themselves to implementing the core labour standards of the International Labour Organisation (ILO) and international environmental agreements, including the UN Framework Convention on Climate Change, as well as the Paris climate agreement. The EU and Japan commit not to lower domestic labour and environmental laws to attract trade and investment. The parties also commit themselves to the conservation and sustainable management of natural resources, and to addressing biodiversity, forestry, and fisheries issues. The EU and Japan agree to promote Corporate Social Responsibility and other trade and investment practices supporting sustainable development. The agreement sets up mechanisms for giving civil society oversight over commitments taken in the field of Trade and Sustainable Development. The agreement will also have a dedicated, binding mechanism for resolving disputes in this area, which includes governmental consultations and recourse to an independent panel of experts.

Corporate governance – for the first time in an EU trade agreement, there will be a specific chapter on corporate governance. It is based on the G20/OECD’s Principles on Cor-

porate Governance and reflects the EU’s and Japan’s best practices and rules in this area. The EU and Japan commit themselves to adhere to key principles and objectives, such as transparency and disclosure of information on publicly listed companies; accountability of the management towards shareholders; responsible decision-making based on an objective and independent standpoint; effective and fair exercise of shareholders’ rights; and transparency and fairness in takeover transactions.

Competition – the agreement contains important principles that ensure that both sides commit themselves to maintaining comprehensive competition rules and implementing these rules in a transparent and non-discriminatory manner.

State-to-State dispute settlement mechanism – the agreement ensures that rights and obligations under the agreement are fully observed. It provides an effective, efficient and transparent mechanism with a pre-established list of qualified and experienced panellists for avoiding and solving disputes between the EU and Japan.

Anti-Fraud – on the basis of an EU proposal, the EU and Japan will include an anti-fraud clause in the economic partnership agreement. The anti-fraud clause is a condition for the EU to grant tariff preferences to any third country. It makes it possible for the EU to withdraw tariff preferences in cases of fraud and refusal to co-operate, while ensuring that legitimate traders are not adversely affected. The aim is to prevent abuse of preferential tariff treatment.

Smaller companies – a specific chapter will enable smaller companies to benefit fully from the agreement, notably through increased transparency. Lack of access to information can represent a trade barrier, particularly for smaller firms. Both the EU and Japan therefore commit to setting up a specific website to provide information relevant to smaller companies on how to access their markets. There will also be dedicated small business contact points to manage the issues raised in this chapter and to deal with issues relevant to smaller companies in other areas of the agreement.

Source: http://europa.eu/rapid/press-release_MEMO-18-3326_en.htm

2017 Autumn Conferment of Decorations on Foreign Nationals

On 3 November 2017, the Government of Japan announced the 2017 Autumn Conferment of Decorations on Foreign Nationals of 149 recipients. From Belgium, Mr Tanguy Van Overstraeten, Vice-President and Director of the Belgium-Japan Association and Chamber of Commerce (BJA) received the Order of the Rising Sun, Gold Rays with Rosette for his contribution to strengthening economic relations be-

tween Japan and Belgium.

The Belgium-Japan Association & Chamber of Commerce would like to congratulate Mr Tanguy Van Overstraeten on the conferment of this decoration.

The BJA is honored to have Mr Van Overstraeten as BJA Vice-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.

Tanguy Van Overstraeten is Partner at Linklaters LLP.

Speech of Tanguy Van Overstraeten at the ceremony organised by the Ambassador of Japan on 9 February 2018

Your Excellency,
My dearest family,
Dear friends and colleagues,

First of all, I want to thank you, Mr Ambassador, for your kind words and all of you for your presence today. I am very glad and honoured to receive this impressive distinction: the Order of the Rising Sun, Gold Rays with Rosette. For those of you who know me well, I am not thrilled by honorific distinctions in principle but this time I am particularly happy to receive this award. This is a clear incentive for me to continue my actions in fostering the relationship between Belgium and Japan.

You may wonder why Japan is so close to my heart? As far as I recall, I have always been fascinated by Asia and by Japan in particular. When I was a child, I practiced judo and learned my first Japanese words on that occasion. I still

remember: “hon gesa gatame”, “kusure gesa gatame”... At that time however, I thought Bruce Lee was Japanese!

Later, I went to Norwich to improve my conduct of English and met my first Japanese friends there. They invited me a year later to come to Japan. It was my first visit to the country already back in the eighties. I spent three weeks travelling around starting with a day on a Hato bus in Tokyo and ending in Hiroshima and the beautiful Miyajima. I literally fell in love with the country and the Japanese people.

After my post graduate studies in Chicago, I managed to be hired by a Japanese law firm and spent a year and a half working in Tokyo in the early nineties. That was a real cultural shock but I enjoyed it a lot. I was working hard, especially the first six months as I was taking intensive Japanese courses every morning and working late at night, with tons of “shukudai” (homework) for the next morning!





Meanwhile, I had met my charming wife which of course deepened my personal ties with Japan too. When I came back in 1993, I immediately started to be involved in the activities of the Belgium-Japan Association while developing the Japan clientele of my firm Linklaters.

With the support of Mr Jean-Albert Moorkens who was then Vice-Chairman of the BJA, I created the Legal & Tax Committee, which is still a very active group of experts nowadays. I then became a Director of the Association and I have led its Executive Committee since then. This has enabled me to participate to a number of very interesting projects to foster the relationship between our two countries. I recall in particular our contribution to the social security treaty between Belgium and Japan and more recently, of course, my participation to the celebration committee for the 150th anniversary of the friendship and diplomatic relations between our two countries. During all these years, I also built a significant client base of major Japanese corporations and assisted them in their investment projects throughout the world.

With the Japanese economy becoming stronger, this is even more the case today. Thanks to my strong team in Brussels, we are now assisting an increased number of Japanese multinational companies, especially in the technology sector, to address the increasingly regulated environment in Europe, including in the field of privacy and the upcoming GDPR.

A few years ago, I was also invited by the late Mr Frans Blondé to join the Board of the Marilo Fund he created with the support of the King Baudouin Foundation to share his passion for Japan and foster the ties between our two countries. The Fund has been very active since then and we have supported the projects of a growing number of journalists who wrote articles in the press or released documentary movies on economic, political and cultural topics regarding specific aspects of the Japanese society. When Japan was hit by the earthquake and tsunami in 2011, I also helped organising several Fukko concerts led by Mrs Yuzuko Horigome, the famous violinist and winner of the Queen Elisabeth Competition. Thanks to my wife and my daughter who studied nine years at

the Japanese school of Brussels, I also made numerous Japanese friends and contacts.

When thinking about today's ceremony, I was wondering why I am still so fascinated and attracted by the Japanese culture. I believe this is because I particularly value some of the strong qualities of the Japanese people I met during all these years. By far and foremost, I praise their sense of loyalty and honesty.

My colleagues will not contradict me if I add that I also very much appreciate their attention to details and their strive for perfection. In Japan, more than in any other countries in the world, "service" has a real meaning and the quality is not only measured by the deliverable itself but also the way it is delivered. The form is almost as important as the substance. This is an approach I personally share, even though I am far from being as constant and capable. I also like Japanese people's deep sense of curiosity. They like discovering and comparing. Then when they have completed their analysis, they take the best of all and deliver a product or a service that is actually improved compared to the originals.

I also like their sense of apologies even though this is culturally very far from Western behaviours. Even more importantly, I find the Japanese people generally very thoughtful and kind. It has always been a pleasure for me to work with them as they are very much appreciative of efforts and commitment.

When I go to Japan, even after all these years, I also enjoy watching differences. I discover new ones on each of my trips. That is a nice way to renew my interest too. As you can hear, when I talk about Japan, I get easily passionate.

Today, I am receiving this decoration with pride but also a deep sense of gratitude. I owe a lot to Japan and I am sure this decoration will help me to keep the fire of enthusiasm.

I would like to thank you again, Mr Ambassador, and also your staff and especially Mr Ikoma for all his work and his kind preparation of today's event.

Belgian Embassy in Tokyo held a successful Investment Seminar on 22 February 2018

By Mr Brent Van Tassel, First Secretary, Head of Economic Affairs, Embassy of Belgium in Japan



The Embassy of Belgium in Tokyo organized a very successful seminar entitled “Invest in Belgium” on Thursday 22 February.

Belgium is already an important investment destination for Japanese companies and has all the advantages to become even more attractive. This event welcomed about 80 representatives of 60 different organizations and potential Japanese investors. Awex, Brussels Invest & Export and Flanders Investment & Trade all provided a comprehensive picture of the opportunities for Japanese companies in Belgium. Moreover, Mr Marc De Mil from the Fiscal Cell Foreign Investments (Ministry of Finances) gave a keynote presentation about the “New Fiscal Policy of the Federal Government of Belgium”. The timing of the seminar perfectly coincided with the modification of the Belgian corporate tax law.

The seminar also featured cases of com-

panies that have already invested in Belgium. Mr Sugawara, Chairman of Kaneka Corporation and Chairman of the Japan Belgium Society gave an excellent introduction speech that detailed its own experience investing in Belgium. It was a pleasant surprise to receive the confirmation only a week later that Kaneka Belgium was, well deserved, the winner of the 6th International Trophy for foreign Investment by FIT.

The second part of the seminar consisted in a panel discussion with Japanese investors on the specific topic “Doing Business from Belgium”. A very lively and animated discussion took place between Mitsunobu Koshiba, Representative Director and President of JSR Corporation, Takuya Shimamura, President & CEO of Asahi Glass Co., Ltd and Kenichi Hosomi, Managing Executive Officer, Deputy Head of International Banking Unit, Sumitomo Mitsui Banking Corporation (SMBC). The panel discussion was moderated by Takashi Ichinose, Special

Affairs Commentator, NHK World, who lived in Brussels as international journalist during a couple of years. The three testimonials of those Japanese investors in Belgium highlighted the attractiveness of Belgium as an investment destination and as a central gateway to Europe.

After the panel discussion, a Q&A session took place, with strong participation from the Japanese audience, showing lots of interest in the topics that were part of the seminar and the attractiveness of Belgium as investment destination. A networking reception concluded the event, with opportunity for the participants to interact with the speakers and experts that were present.

The event was really rewarding and the Embassy had a positive return from the Japanese attendees and is now ensuring, together with the regions, a full follow up in order to boost Belgium as an investment center.



GOOGLE OPENS A DIGITAL ACADEMY IN BRUSSELS

After London, Google is now also opening a branch of its Google Digital Skills Academy in the heart of Brussels. The digital academy focuses on the further training of digital skills.

In today's digital world, keeping up with the latest digital developments can be fascinating. Google helps you improve skills and inspire you to tap into new possibilities. The internet company has

a wide range of programmes, from beginner to advanced. The purpose of the digital academy? To help you become the driving force behind future successful activities.

You can find the Google Academy in BeCentral, the digital entrepreneur campus on the first floor of Brussels' Central Station. Currently, BeCentral is renting 2,500 sq.m. office space from the SNCB,

but it would like to rent a second floor, with another 1,000 sq.m. of space. The SNCB also sees this as a way of attracting additional visitors.

In June 2017, London already hosted this digital academy in a 3,700 sq.m. space, with auditoriums and various digital showcases.

Source: focusonbelgium.be/en/business/google-opens-digital-academy-brussels

UNIVERSITY OF LIÈGE - MOOC "GÉRER SON ENTREPRISE AUTREMENT"

The University of Liege is pleased to introduce you the MOOC "Gérer son entreprise autrement", based on the management philosophy of Kazuo Inamori, the founder of Kyocera Corporation.

The MOOC has a double objective: to introduce the principles of a humanistic management philosophy based on values of democracy in business and the ability to put them into practice. It is also an open question about the role of companies in society and how they can contribute to its development from a humanist point of view. Secondly, the MOOC is also the gateway to an online peer learning community. The mechanisms for transmitting values via digital media are also the object of doctoral research.

The MOOC and the community target entrepreneurs, team leaders and students who are considering to start their own business. People who have business relationships with Japanese companies will also find a source of understanding and inspiration.

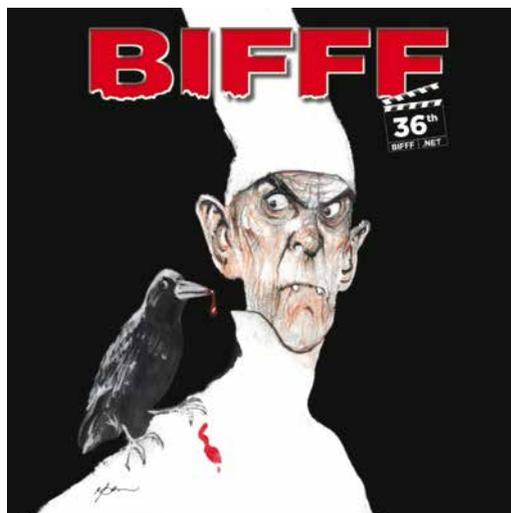
You manage your own company, you are a manager, a team leader or a student, join on the learning platform FUN and at the online peer learning community. You can access all the details here: www.fun-mooc.fr/courses/course-v1:ulg+108007+session01/about

Source : MOOC - University of Liège

BIFFF AWARDS JAPANESE MOVIE

The Japanese film director Shinsuke Sato won the first prize, the Golden Raven, at the 36th edition of BIFFF (the Brussels International Fantastic Film Festival), for his film "INUYASHIKI".

*Source:
www.biff.net/program/inuyashiki
www.biff.net/biff-2018-awards*



EU-Japan news

3RD EU – JAPAN CYBER DIALOGUE - JOINT ELEMENTS

On the occasion of the third meeting of EU-Japan Cyber Dialogue in Tokyo on 5 March 2018, the European Union (EU) and Japanese side confirmed their partnership in favour of an open, free, fair, stable and secure cyberspace that fosters social and economic growth and in which human rights and fundamental freedoms are respected.

The two sides presented the developments with regard to their respective strategies, policies and legislation, including the EU Joint Communication on “Resilience, Deterrence and Defence: Building Strong Cybersecurity for the EU” and the review of the Japanese Cybersecurity Strategy. They confirmed continued cooperation on strengthening cybersecurity to reinforce trust in the digital economy and society.

The two sides underlined the need for a stable and secure cyberspace to reinforce the opportunities that the digital development offers. They condemned any attempt to abuse Information and Communication Technologies (ICTs) for malicious intent and reaffirmed their commitment to the settlement of international disputes over the use of ICTs by States by peaceful means. The importance of working together to promote responsible behaviour in cyberspace, to hold actors that undertake malicious activities in cyberspace responsible for their actions and continue to enhance their cooperation to deter and respond to malicious cyber activities was underlined by them. In this respect, the two sides emphasized the importance of the G7 Lucca Declaration on Responsible State Behaviour in Cyberspace as well as “The Principles and Actions on Cyber” endorsed in the G7 Ise-Shima Summit.

The EU and Japan stressed the need for States to respect existing international law and the voluntary, non-binding norms of responsible State behaviour during peacetime. They reaffirmed that States should not knowingly allow their territory to be used for internationally wrongful acts using ICTs. The two sides strongly endorsed the work that has been done by the United Nations (UN) Group of Governmental Experts on Developments in the Field of Information and Telecommunications in the Context of International Security (UNGGE), including its landmark 2013 and 2015 reports. They also confirmed their commitment to continuing the work to promote responsible State behaviour in cyberspace, including by developing and implementing cyber confidence-building measures. Further, they also reaffirmed that no State should

conduct or support ICT-enabled theft of intellectual property, including trade secrets or other confidential business information, with the intent of providing competitive advantages to its companies or commercial sectors.

The two sides underlined the need for international cooperation in order to strengthen global capacities to prevent and mitigate cyber threats and to investigate and prosecute cyber criminals. The importance of the Convention on Cybercrime was noted in this regard as a solid basis for national legislation and international cooperation in fighting cybercrime, and the two sides confirmed their commitment to strengthen global capacities and exchange best practices, including within the Global Forum for Cyber Expertise.

Japan and the EU reaffirmed their strong support for an open and free Internet recognising the importance of human rights and fundamental freedoms, including the freedom of expression, and their support for the multi-stakeholder approach to Internet governance which includes the participation and contributions of all stakeholders. In this regard, they emphasized the value of the Internet Governance Forum as the venue for dialogue on Internet-related public policy issues among all stakeholders.

The meeting confirmed and strengthened the partnership between the EU and Japan with regard to cyber issues. Both sides identified synergies of their respective work in this field and expressed their commitment to realizing an open, free, stable and secure cyberspace, including through the ASEAN Regional Forum Inter-Sessional Meeting on Security of and in the Use of Information and Communications Technologies (ARF ISM on ICTs Security) and its Open Ended Study Group on Confidence Building Measures to reduce the risk of conflict stemming from the use of information and communication technologies (Study Group). They confirmed that they would continue to work together to build global resilience, strengthen the criminal law response and to enhance global stability in the cyberspace through international cooperation.

The third formal EU-Japan Cyber Dialogue took place on 5 March 2018 in Tokyo. A number of departments and agencies participated in the meeting, and Member States of the European Union took part in the dialogue as observers. The fourth EU-Japan Cyber Dialogue is to be convened in approximately one year’s time in Brussels.

Source: eeas.europa.eu/delegations/japan/41330/3rd-eu-%E2%80%93-japan-cyber-dialogue-joint-elements_en



BJA Friendship Café BJA友好委員会イベント「フレンドシップ・カフェ」

Sunday, 4 March 2018 - Brussels

“We met at the café La Bécasse in the center of Brussels. We tried typical beers from Belgium and had a really pleasant time. It was a great opportunity to meet new people from the BJA! Let’s do it again soon!”

Participant to the BJA Friendship Café

ハッセルト日本庭園での花見とピクニック

3月25日(日) - ハッセルト日本庭園

3月25日(日)、ハッセルト日本庭園で開催されたBJA友好委員会の花見イベント行きました。伊丹市(兵庫県)と姉妹都市関係にあるハッセルト市の日本庭園はヨーロッパで最も大きい日本庭園です。私がこの庭園に行くのは3回目ですが、今回もこの庭園の美しさに驚きました。当日は桜の見頃を楽しみにしていたのですが、残念ながらまだ咲き始めていませんでした。しかし、嬉しいことに天気に恵まれ、皆で酒

を飲んだり、美味しいものを食べたり、太鼓のデモンストレーションを見て、太鼓演奏の体験をしたり、書道で自分の名前を書いてもらったり、散歩したり、参加者全員、とても楽しく過ごし充実した一日でした。私は手ぶらで参加してしまいましたが、他の皆様が持参した様々な食べ物や飲み物をシェア頂き有難かったです。

By Mr Walter Adant, Member of the Friendship Committee



Results of the BJA Membership Survey 2018

By Mr Philippe Beco, Head of Marketing and Business Development of Linklaters LLP and BJA Membership Committee Member

The BJA Membership Committee recently sent a survey to all the members of the BJA. The feedback we received is a great opportunity to share a closer look at the state of our membership and our members' expectations.

Solid foundations

Belgium is one of the top places in Europe in terms of Japanese presence. Many companies have set up their EU headquarters in the country and have since established deep business relationships. As a result the BJA enjoys the support of many loyal Japanese and non-Japanese members. They contributed to the building of solid foundations on which the association can grow. This matter of fact is nicely reflected in the evolution of our membership which – that's the first good news – continues to increase year after year to reach 689 members today.

Unsurprisingly most of our members are delegates from corporations (80%), the remaining 20% being split between individual members, students and members of the press.

Networking in style

At the heart of the missions of the BJA is the gathering and cross nurturing of the business communities the association is involved with. The BJA and its committees put a lot of efforts into this, among others through the organisation of networking events which do not only include a business component but also often a cultural one, from exclusive lunches to sport tournaments, art events or food tasting.

Figures suggest our members appreciate this. The quality of the BJA's events is very highly rated, as well as their timing (see table). It will then come as no surprise that almost 50% of the respondents expressed an interest in joining a BJA committee (with the Cultural Committee being the most attractive). On-site visits at companies and industrial plants are also very popular and some of you even ask for more.

As it takes two to tango such networking initiatives can only be rewarding if the communities involved are equally represented. The BJA is truly successful in this regard as reflected in the very healthy composition of its corporate membership, a perfect 50%-50% mix of Japanese companies and non-Japanese Belgian based organisations.

The future

Through their responses to the survey our members also bring further food for thought to our various committees. Strengthening ties with universities in order to increase the recruitment of student members and connect with the next generations of business leaders is brought to the attention. Connecting with digital natives also implies the extensive use of social media. While current figures show our communication (including through this newsletter) to members is good, figures may suggest additional ways of communicating in the future, in particular with the upcoming generation of new members.

At a time of great progress in the relationship between the EU and Japan through

the signing of the Economic Partnership Agreement, some members also stress that close ties with Belgian and European authorities should be intensified in order to foster public policy and trade related dialogue even further.

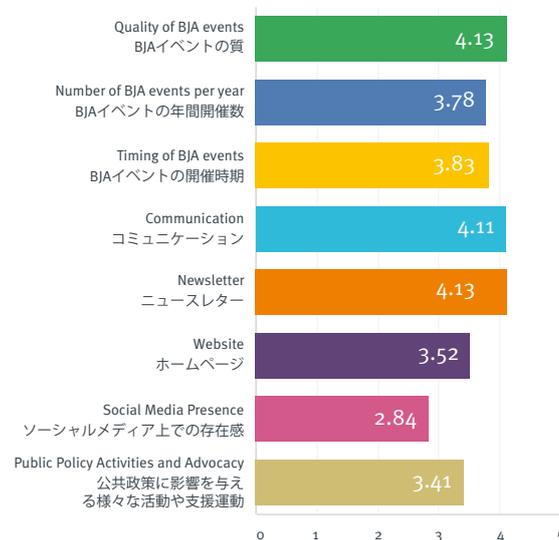
Engage!

Today, the BJA happily counts 15 sponsors among its members. In addition to increased visibility and recognition, these companies enjoy access to exclusive business proposals and some of the events organised by the BJA. They can also be more closely involved in the association's agenda by submitting projects and ideas, leading on public affairs initiatives and co-organising events, thereby actively contributing to the various missions of the BJA and getting in closer touch with all its members.

Experience shows that by embracing such a "give to get" philosophy, individuals and companies can truly maximize their membership for the best of their business. Therefore the committee can only strongly encourage all BJA members to play such an active role. Many thanks to all!

Please circle your appreciation about the following
(1: low appreciation – 5: high appreciation)

下記の点の評価レベルを○で囲んで下さい。(1: 低い評価 – 5: 高い評価)



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

Corporate Member

EU-JAPAN CENTER FOR INDUSTRIAL COOPERATION

Established in 1987, the EU-Japan Centre for Industrial Cooperation is a unique venture between the European Commission and the Japanese Government, the EU-Japan Centre for Industrial Cooperation has become an effective bridge between European and Japanese business people and developed a valuable policy analysis capacity on industrial and other public policies having an impact on business in the EU and Japan. It is a non-profit organisation whose objective is to promote all forms of industrial, trade, technology transfer, R&D, and science & technology cooperation between the EU and Japan as well as to improve EU and Japanese companies' competitiveness by facilitating exchanges of knowledge through a range of support services.

The EU-Japan Centre has its head office in Tokyo and an office in ... Brussels, with a total staff of 30 persons.



EU-Japan Centre
for Industrial Cooperation

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Contacts: > Mrs Diane Van Bockstal, Director
> Mr Simon Craig Gray, Deputy Director
> Mrs Jessica Michelson,
Manager – Business Support/MarCom
> Mrs Diane Lula, Programme Manager
> Mr Alessandro Perna, Information Services

Individual Members

Individual Regular

Mr Patrick Vittet-Philippe

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

AGC



Deloitte.

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