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EDITORIAL

By Matt Harrison, President and CEO Toyota Motor Europe, and BJA Board Member



As the automotive sector goes through a ‘once in a century’ period of transformation, it is clear, that when it comes to societal shifts and ambitious mobility and environmental goals, Europe is the most rapidly changing region in the world. The level of transformation we are seeing in customer expectations and regulatory obligations is unprecedented.

The world must reach carbon neutrality by 2050 if we are to limit global warming to 1.5 centigrade above pre-industrial levels. I believe this is a fundamental and a shared goal for all of us.

Back in 2015, at the time of the Paris agreement, Toyota committed to this through our global Toyota Environmental Challenge 2050. Given the unparalleled acceleration of regulation and change in consumer demand, here in Europe, we are targeting carbon neutrality by 2040, 10 years earlier.

As part of that commitment, all our manufacturing and corporate sites will be carbon neutral by 2030 and we are well on the way, with all our sites already using 100% renewable energy since 2019. For our vehicle line-up, we’re committed to delivering 100% CO₂ emissions reduction by 2035.

It is our firm belief that carbon is the enemy, and we must use all available tools to fight it. Through our multi-power train line up of Hybrid, Plug-in Hybrid, Battery Electric Vehicles and Fuel Cell electric vehicles, we are already enabling customers to choose a technology that meets their needs as well as reducing their carbon footprint. As a result, we have been able to continuously reduce our CO₂ emissions and last year our electrified sales mix reached 70% in western Europe. This establishes Toyota as a leader for vehicle CO₂ reduction in Europe and has kept us comfortably below the EU regulatory CAFÉ requirements.

In order to successfully navigate this period of change, we need to be innovative in our thinking and to recreate a new business model for a new electrified world. This will require extensive collaboration with multiple stakeholders to reach our ambitions. This extends to BJA and its members and I hope we can all work together to lead the way in finding the answers to some of the big questions facing our industry that deliver on shareholder value as well as for our environment and society.

I would like to share our approach and experience over this period of transformation so that the lessons we learn in Europe can be used by other regions of the world as they go through their own journey to carbon neutrality.

Undoubtedly, there will be many challenges to face along the way. For example, on the product side, the supply of materials is under increasing pressure, impacting production and price inflation. In addition, the diverse levels of GDP per capita between nations impacts customer’s ability to afford Battery Electric Vehicles.

In the future, trade flows could be further impacted by carbon border taxes, affecting the affordability and competitiveness of electric vehicles manufactured outside the region.

Regarding energy, electricity supply itself faces significant challenges. Will there be enough energy capacity to meet future demand? Will the price of electricity return to affordable levels? Can energy supply transition to renewable sources at the required speed?

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BJA Exclusive Visit to Terumo Europe BJA テルモ・ヨーロッパ社特別訪問

Thursday, 22 September 2022 – Leuven



Mr Nori Kunimoto, CEO of Terumo Europe is giving a brief company presentation



Nearly 40 BJA members gathered together at Terumo Europe in Leuven



Mr Henk Houf, COO of Terumo Europe, is guiding the group inside the Terumo facility

On 22 September 2022, the BJA had the great pleasure to invite the BJA members to an exclusive visit to Terumo Europe in Leuven, a core player in the EMEA healthcare market by providing best in class quality products and services meeting customer and regulatory requirements. With the Group Mission of ‘Contributing to Society through Healthcare’, the company is a strong actor of Terumo Group by contributing to innovation and sustainable growth.

After a warm welcome and a brief company presentation given by Mr Nori Kunimoto, CEO of Terumo Europe, the members were

divided into two groups to follow a guided visit through Terumo EMEA headquarters and production facilities. From this exclusive visit, the members could discover some of Terumo’s highly valued medical devices such as vascular treatment products and different types of syringes which are produced in Leuven.

This event was the first opportunity to visit a BJA company member in a long time due to the pandemic, and this was highly appreciated by the members. Following the tour, we had the pleasure to enjoy a networking cocktail exchanging business cards, ideas and fond memories together.



IN PRAISE OF BOOKSHELVES AND...

ERASMUS

By W. F. Vande Walle, Professor Emeritus KU Leuven, and BJA Board Member

In this article I want to take the reader on a journey through time, exploring a surprising connection between a Japanese book donation in the 1920s, two eminent Japanese scholars, a Nobel prize winning Japanese novelist and Erasmus of Rotterdam (1466-1536).



Courtesy Shinmura Izuru kinen zaidan

Shinmura Izuru meets his own book

I have written about the historical Japanese book donation to the University of Louvain of the 1920s in other publications, and in the former issue of *Trade Flows* I have introduced the exhibition on that donation, currently held at the University Library of the KU Leuven in a joint organisation of the UC Louvain and the KU Leuven. This collection of Japanese books surely includes many remarkable items, as the reader will gather from another contribution to this issue of *Trade Flows*. The parameters that determine the remarkable nature and degree of a book, are varied, but may include for instance its antiquarian value, its rarity, its beauty, the occurrence of collector's seals or marginalia in it, or a story that is attached to a particular item in the collection. Here I would like to single out one particular item that is remarkable for its anecdotal value and the personal touch it bears witness to, something unique that perhaps no other item in the whole collection has. In the book *Nanban sarasa* 南蛮更紗 ('Chintz of the Southern Barbarians'), published in 1924, we find a notice inscribed on its flyleaf by the book's author in his own hand. What is more, the author jotted it down when visiting the collection *in situ* in 1932.

The handwritten note reads (in translation): 'On 25 May 1932, I came from Brussels to visit the Japanese library of this university. I was extremely moved. In particular, when I noticed my own book on the shelves, my joy was beyond description. Shinmura Izuru, accompanied by Watanabe Kazuo.'

And then in English, he added: 'Izuru

Shimmura, the author of this book, the 25th of May 1932.'

We can vividly imagine how he and Watanabe Kazuo walked between the stacks in admiration, until his eyes suddenly fell on his own book on one of the shelves, and how he took it out of the shelf and wrote on it the notice quoted above in his typical handwriting. The name Shinmura (or sometimes: Shimmura) Izuru (1876-1967) is known to most Japanese as the compiler of the popular dictionary of the Japanese language *Kôjien* 広辞苑 ('Wide garden of words'). Even if they do not know his name, they are certain to know his dictionary, a household word in Japan. He is pretty much the Japanese counterpart of the dictionary of the Dutch language popularly known as the 'Dikke Van Dale' or the French *Petit Robert*. The first edition of *Kôjien*, which appeared in 1955, features a long foreword by Shinmura, acclaimed as a stylistic gem. His dictionary has since gone through several reprints and editions. He was an eminent linguist, especially known for his contributions in the fields of lexicography and language history, but on the side, he was also a poet.

At the time Shinmura was staying in Europe from April to August 1932. He was based in Paris but made several visits to academic institutions in other European countries. On 22 May, he travelled to Brussels to attend the thirteenth conference of the Union Académique Internationale, which took place from 23 to 26 May 1932. As noted above he took the opportunity to make a visit to the library in Louvain on 25 May. On 26 and 27 May he visited Ghent and Bruges, and on 27 May he returned to Paris. He apparently had frequent contacts with Watanabe Kazuo (1901-1975), a

scholar of French literature, who was on research leave in the French capital from 1931 to 1933 and a friend of Shinmura Izuru's second son, Shinmura Takeshi, equally a specialist of French literature. It is plausible that it was through his son's introduction that Shinmura got into touch with Watanabe in Paris. In a letter to Watanabe dated 9 May 1957, Shinmura recalls some memories of their time in Paris. In it, he writes that he had recently reread Remy de Gourmont's *Réflexions sur la vie*. He had received a copy of that book as a souvenir from Watanabe in August 1932.^[1]

An ode to books and stacks

The reason why Shinmura visited Louvain was undoubtedly because he knew of the existence of the book donation Japan had made to the university library in the 1920s, as part of the international effort to rebuild and re-stock the destroyed library. The campaign to collect books for Louvain had been widely publicised in Japan and the intellectual world was generally aware of it. This would certainly have been true for members of the Japanese Imperial Academy, of which Shinmura was a member, as the latter institution had joined as early as 1915 the appeal of what was known as the *Oeuvre internationale de Louvain*, the formal name for the initiative of international solidarity among the Allied Nations to raise money for the restoration of the Louvain University library and the acquisition of books to replenish its holdings.

The books had been shipped from Japan to Louvain in six shipments between 1924 and 1926. The latest arrivals reached their destination around the time the newly built library was inaugurated in 1928. Thanks to a poem by Shinmura quoted further on in this article, we know that at the time of his visit on 25 May 1932, the books were already neatly displayed on the shelves in a room specially appointed for the Japanese donation. We even know what the room looked like thanks to a postcard picture published by Ernest Thill, which was reproduced in *Le Blé qui lève*, a magazine for Catholic action (issue 12, dated 11 June 1933). The postcard picturing the Japanese library was part of a series

of ten postcards, starting with a photo of the library ruins, reportedly printed to support a campaign to raise financial support for the brand-new library. In the issue of *Le Blé qui lève* in question, the left half of Ernest Thill's postcard is reproduced, with the simple label 'Louvain-la bibliothèque'. The editors had apparently not seen fit to mention that the picture shown was actually of the Japanese collection. At the time, Japanese books must indeed have had little appeal among the majority of Belgians, but the fact that this room was nevertheless chosen to represent the university's new library, was no doubt because it was the most beautiful room in the building. A picture of books ranged on the shelves in the vast and windowless storeroom could not possibly have had the same visual impact. Incidentally, the reproduction in the magazine did not really show clearly that the books lined up on the shelves were Japanese. One had to be very alert to even spot a few Japanese titles on the spines. On the original postcard some titles are readable albeit with great pain.

It was indeed a beautiful room. In the picture, one can clearly see a floor of wooden parquet in a zigzag pattern, and the walls decorated with Japanese painting scrolls. In perfect harmony with the parquetry were the painted wooden bookshelves, their frieze decorated with a gold coloured lying ogive motif, ostensibly imitating copper fittings. For this magnificent library room, the university had to thank (or to blame?) the Japanese ambassador to

Belgium Adachi Mine'ichirô (1869-1934), who, when the initiative for the Japanese donation got under way, had insisted that a special room be set up to display the Japanese books and objects. The decorative bookshelves were part of that concept.

I write 'blame' because the university would have preferred that the money collected by the Japanese national committee of the *Oeuvre internationale de Louvain* be transferred to Louvain, rather than being spent on buying and assembling a donation of Japanese books, which no one could read anyway, and on top of that stacking them in an exclusive room. The university apparently made a virtue of necessity and decided to use the publicity potential of the donation as a showcase for fundraising.

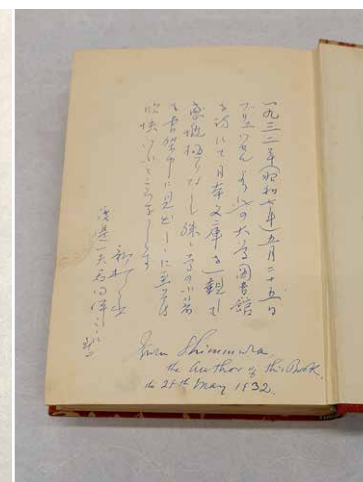
For the Japanese, it was obviously a showcase for their culture and undeniably a feat of successful cultural diplomacy. Since the donation had been widely publicised in Japan, it was not surprising that Shinmura would visit the library with Watanabe when he was in Belgium. And that he was impressed was already evident from the note he jotted down in the flyleaf, mentioned above. To consecrate his emotion, he dedicated a *tanka* to the shelves, which read as follows.

白国ルワヌ復興図書館
朱塗せる書棚の上にかざりたるやまとの
ふみのうつくしきかな

Cover of *Nanban sarasa* (Chintz of the Southern Barbarians) by Shinmura Izuru (1924), sporting a cheerful 'exotic' design, typical for the taste of the Taishô period (1912-1926).



Inscription by Shinmura Izuru on flyleaf of copy of *Nanban sarasa* in the Japanese book collection of UCLouvain.



Hakkoku Ruwan (sic) fukkoku toshokan:
Shunuri-seru fumidana no he ni kazarita-
ru Yamato no fumi no utsukushiki kana.

A *tanka* is a traditional Japanese poem consisting of 31 syllables divided into a rhythmic scheme of 5-7-5-7-7 syllables respectively. This genre uses a specific language register, characteristically including (archaic) vocabulary from the poetic canon and classical conjugations. The quoted *tanka* is included in the collection *Chôzanshû* 重山集 ('Collection of Double Mountain'). 'Double Mountain' is Shinmura's poetic pseudonym. It is a pun on the grapheme with which his given name Izuru (出 consisting of two mountains superposed on top of another) is written.

In order to do justice to the poem, I feel compelled to give a somewhat wrought rendition.

*The restored library
of Louvain in Belgium:
Vermilion painted,
book stacks in array;
on the shelves lined up
publications from Yamato:
truly a dazzling sight*

This poem refers to the reddish-brown painted bookshelves, on which the Japanese books were displayed.^[2] Yamato is an archaic name for Japan. Thirty-one syllables to sing the praise of an unsung treasure.

The Ladeuzeplein in front of the library, then known as 'Place du Peuple' also shared in the blessings of his poetic inspiration. He wrote: '*The square in front of the library of Louvain University is called "Square of the People". It is a place that appears to have been laid waste by the German army, and it was quite desolated.*'

民草の広場荒びて新種のマロニエ若樹
花さきにけり

Tamikusa no hiroba susabite niue no
maronie wakaki hana sakinikeri



View of the room housing the Japanese book donation in the Central Library of the University of Louvain (before 1933). Source: Studio Ernest Thill, Bruxelles, collection KU Leuven Universiteitsarchief, Topografisch-Historische Atlas. Verzameling Prentbriefkaarten. Reproduced by KU Leuven Digitalisering en Document Delivery.

*The People's Square
laid waste and desolate,
yet newly planted
young chestnut trees
are now in bloom^[3]*

Watanabe Kazuo

Although we come across references to Louvain in Watanabe Kazuo's collected works, there is no trace of or any reference to the Japanese library he visited in the company of Shinmura. Watanabe, a great connoisseur of Rabelais and the French Renaissance, may have been more interested in the connection between Louvain and Erasmus, although there were few tangible witnesses of the Renaissance scholar left in Louvain.

Watanabe was a great admirer of Erasmus. Looking back late in life on his stay in Europe, he reminisced: '*The more I plodded through reference works on Rabelais, the more I felt the importance of Erasmus. As a theologian, in the face of the polemical tendencies that prevailed in the sixteenth century, Erasmus continued to stand up for his own views and advocate honesty towards oneself. As I saw it, he lamented the way man misuses the things he himself has made, and as a result is abused by those very same products of his own making, losing all reasonable sense. I had the feeling that people like Hitler, Mussolini and the Japanese militarists set out doing exactly the kind of things that Erasmus deplored so much. In those days, Ikeda Kaoru 池田薫 made great efforts to make Erasmus known to the Japanese reading public. For the record, I do not know how much my loneliness, verging on depression, was soothed by his work at the time. (...) As I began to gain some insight into Erasmus, however half-baked and distorted that may have been, I also gained a better understanding of the figure of Rabelais,*

who considered Erasmus his teacher. As a result, the grotesque cartoons one sees in Rabelais' work, also took on a new meaning, and the fragmented picture I had previously had of Rabelais now began to come together, like iron sand aligning with the field of a magnetic iron. I came to realise that Erasmus' idea about human alienation (man is in danger of being used by ideas, institutions, and instruments of his own making) had been expressed even more vividly and comically by Rabelais. That insight, one-sided as it perhaps may be, stayed with me even as I renewed my study about Montaigne and the literature and social trends of the sixteenth century.' This quote is from "Rômô kaiko" 老耄回顧 ('Memories of a senile man'). The text is included in the posthumously published supplement to the collected works of Watanabe Kazuo^[4]. Incidentally, this volume was co-edited by the well-known novelist Ôe Kenzaburô.

Ôe Kenzaburô

In October 1988, thanks to the intercession of Ambassador Katô Yoshiya, the Konishi Foundation from Osaka donated a fund to promote Japanese Studies to KU Leuven. On 20 October, the solemn inauguration of the Konishi Chair of Japanology took place in the promotion room of the university hall. Ôe Kenzaburô (1935-) gave the inaugural lecture on the theme of 'a humanistic undercurrent in Japanese culture'. This struck me as a rather unexpected choice of theme, but at first, I saw it as an attempt by the speaker to address a topic that would easily resonate with the cultural background of his audience. A topic that would have dealt with a purely Japanese subject would understandably not have had an equal impact with an audience that knew little or nothing about Japan. Of course, one could also see it as a *captatio benevolentiae* towards his audience, assuming that it liked to think



Ôe Kenzaburô

of the University of Leuven as an institution with an ancient humanist tradition. However, I afterwards concluded that the ultimate reason why he had chosen this subject had more to do with the fact that he was the disciple of Watanabe Kazuo. In his lecture he explicitly highlighted that connection with his teacher. This echoed the feeling that took hold of Watanabe in the 1930s, when he was studying in Paris. Reminiscing about his sojourn in Paris, Watanabe describes how he began to feel uneasy in the wake of the military operations of his country, especially after the Manchuria Incident. Those actions began to cast Japan in a different light in the eyes of the Western public opinion. An increasing number of people began to adopt a critical attitude towards Japan. Watanabe as a Japanese was often mistaken for a Chinese in Paris, and when it happened that French people voiced their sympathy for China to him, he felt very uncomfortable. He felt depressed and forlorn, and it was in Erasmus' ideas and attitude that he found solace. No doubt it must have given him some comfort to visit Leuven in the company of Shinmura and reminisce about Erasmus' stay in Leuven, where the humanist had been instrumental in the foundation of the Collegium Trilingue in 1517. Trying to steer a middle ground between Catholicism and Protestantism he had to endure the vehement criticism of both sides, but courageously steered his own course.

In his lecture Ôe also mentioned a surprising link between Erasmus and Japan. In 1600, the Dutch galleon *de Liefde* stranded on the Japanese coast. The image adorning the gallery of the galleon was a statue of Erasmus of Rotterdam. It

was the only part of the ship the surviving sailors were able to salvage. They later offered it to a low-ranking retainer of the Shôgun, who had the image put up in a local temple. In Ôe's slightly romanticised version of the way the image was enshrined in a Buddhist temple, it was the local inhabitants who put it there. Since the Japanese rulers of the time relentlessly persecuted anything even remotely hinting at Christianity, the locals, so he claimed, found nothing better than cleverly 're-christening' the statue to the image of Kateki Sonja, the mythical Chinese inventor of shipping, interestingly, in the choice of the disguise, even preserving a maritime connection. Anyway, this slightly romanticised spin apart, fact is that this Western image of a Christian philosopher was revered in a Buddhist temple throughout the Edo period (1600-1868) under the disguise of an ancient Chinese mythical figure, indeed the only image of Kateki Sonja in Japan. It was not until the 1920s that scholars finally concluded that the statue represented none other than Erasmus. At that point the temple even received an offer from Holland to buy the statue but declined it. Gradually gaining national fame, the statue was eventually classified as a national art treasure (pre-war version) in 1930 and deposited in Tokyo's National Museum. Here we run again into Shinmura, for he wrote another tanka on the occasion of the classification of this statue. The abovementioned tanka collection *Chôzanshû*, includes a poem dedicated to the Erasmus statue, which incidentally the author erroneously calls a 'figurehead'. The image stood on the stern, not the bow, it was a *hekbeeld*, not a *boegbeeld*.

船首像エラスムスの国宝保存を慶す
紅毛の貨狄尊者はとこしへにまさきくおは
せ浦安の国に^[5]

In celebration of the fact that the figurehead depicting Erasmus has been classified as Japan's National Treasure:

*Kateki Sonja,
from the land of the red-haired,
stay here forever
unharméd and safe
in this, our peaceful land*

The poem indirectly hints at the Dutch offer to buy the statue, which would have meant Erasmus leaving Japan. Thanks to its classified status, it would now certainly remain in the country. 'Red-haired' is the name for Dutchmen during the Edo period.

In his lecture Ôe remarked: 'I read all kinds of books in my youth. One day, I came across a Latin phrase in a biography. Apart from botanical Latin terms, these were the first Latin words I ever came across. They were: *Homo pro se*, describing Erasmus' attitude towards both Rome and Protestantism. I believe Erasmus was living in Leuven when Luther "published" his "Ninety-five Theses" of Wittenberg. The Latin words said, as you will have understood, that Erasmus was an independent man. That was all I knew of him, but this *Homo pro se* appealed to me. I understood it as "an independent man, someone who is his own man", and such a man I wanted to become myself. Even when I judged someone, I took this *Homo pro se* as a yardstick.'^[6]

He continued: 'In my late teens, when I left the forests of Shikoku behind and crossed the sea strait to Tokyo, I enrolled in the Department of French Literature at the University of Tokyo. I studied under Professor Watanabe Kazuo, and he is the one who turned the boy who wanted to be secretary of the forestry syndicate into an adolescent who wanted to write novels. Whenever I doubted my choice, Professor Watanabe reminded me of this.'^[7]

In 1989, Ôe was awarded the Europalia Japan literature prize. Interestingly, he donated the cash prize connected with the award to the Department of Japanese Studies at KU Leuven for the purchase of books on Japan.

[1] Toki Zenmaro Shinmura Takeshi eds. 土岐善磨新村猛編, Shinmura Izuru zenshû vol. 15 新村出全集第十五卷, Tokyo: Chikuma shobô筑摩書房, 1973, p. 740.

[2] From *Kachô sôshi* 花鳥草紙In: Shinmura Izuru zenshû vol. 11 新村出全集第十一卷, Tokyo: Chikuma shobô筑摩書房, 1971, p. 522.

[3] Ibidem.

[4] Watanabe Kazuo chosakushû 渡辺一夫著作集vol. 14 hoi gekan補遺下巻, Tokyo: Chikuma shobô筑摩書房, 1977, p.327-328.

[5] Toki Zenmaro Shinmura Takeshi eds. 土岐善磨新村猛編, Shinmura Izuru zenshû vol. 15 新村出全集第十五卷, Tokyo: Chikuma shobô筑摩書房, 1973, p. 12.

[6] My own translation of his lecture.

[7] Idem.

AN EMPLOYEE ASSISTANCE PROGRAM (EAP) IS ESSENTIAL TO YOUR EMPLOYEE WELL-BEING STRATEGY

By Dave Deruytter, Founder at Trust-Int Consulting, BJA Investment Committee & Membership Committee member

The COVID-19 pandemic seems to be more and more under control around the globe, be it with diverging strategies per region of the world. Still, not all is stable on many other fronts around the world. Military conflicts and other global issues between countries, plus their effect on energy prices and inflation, are still around. The ever-increasing pressure of being “always on” via our smartphone, professionally and privately, can be very disturbing to our health. All in all, our mental and physical well-being and health will probably stay under continuous strain even after the pandemic is completely over. It does not help that “change” seems to be the only constant in today’s business world.

For employers wanting to go the extra mile in employee resilience, Employee Assistance Programs (EAP) are an interesting extra tool. Indeed, the fact that, for a small price per employee, articles, and experts in the domains of mental health, legal, finance and physical health are available 24/7 via chat or call, is a great service.

EAP started in the US many decades

ago as a possible solution for the excessive drinking of alcohol at that time. US headquartered companies quite often have it standard in their employee well-being offer because they consider it to be a logical part of their “Duty of care” responsibility. The UK followed quickly after the US, but continental Europe was lagging. Luckily, the latter is now changing.

On top of the employee well-being drive, the “war for talent” has urged companies to be as attractive employer as possible. The introduction of an EAP adds points for those employers who want to become “top employer”. Companies successfully introducing an EAP, and effectively communicating about it, see the positive effects of less employees “falling out” or changing employer. At the same time, because of the preventive nature of the services of an EAP, hospitalization and health insurance costs should drop.

An EAP is anonymous and most of the time the services provided are also there for the direct family of the employee. Imagine your whole family having experts available around

the clock helping with mental health concerns, legal issues, financial distress or dieting and sporting. Ok, for the real care, eventually the employee will have to go and see a psychiatrist, lawyer, financial advisor, dietician, or sport coach. Still, to be able to read, chat with or call an expert often solves the distress already or at least clarifies what is happening and what course of action needs to be taken to get it cured or solved. After all, not every employee wants to discuss their mental health issues at the coffee machine with a colleague. Furthermore, that colleague may not be interested and often is no expert in the different domains discussed.

It may sound almost too good to be true. Still, why not check it out with a few providers, do a test with a certain group of employees or a certain country, learn as you go, before deciding to roll it out worldwide or decide not to go ahead with it. Just as important as rolling out the program is the continuous communication about it with your employees, plus the regular monitoring of the use, or not, of the different services in the offer by your employees.

Exclusive Event: Into the world of Maestro Kazushi Ono オリジナル・イベント: マエストロ・大野和士の世界へ

Tuesday, 27 September 2022 – Flagey



The participants attending the first rehearsal of Gustav Mahler's Fifth Symphony with Maestro Kazushi Ono and the Brussels Philharmonic.



Under the moderation of Mr Sander De Keere, Maestro Ono gives a personal explanation of the program of his opening concert.



(left to right) Mr Koh Ichi Masaki, Head of European Affairs, Japan Management Association and BJA Cultural Committee Chair together with HE Mr Jean-François Bränders, Former Ambassador of Belgium to Japan, and Maestro Kazushi Ono, Music Director, Brussels Philharmonic.

On 27 September 2022, the BJA together with the Embassy of Japan and Brussels Philharmonic had the great pleasure to invite over 70 BJA members and guests at Flagey for an exclusive event with Maestro Kazushi Ono, who has returned to Belgium as a Music Director of Brussels Philharmonic since September 2022.

In the presence of HE Mr Makita Shimokawa, Japanese Ambassador to Belgium and his wife, together with Intendant Gunther Broucke of Brussels Philharmonic, the participants firstly attended the very first rehearsal of Mahler's 5th Symphony, Maestro Ono's opening concert with Brussels Philharmonic. The guests were then welcomed by Intendant Broucke in another Studio where, after some greeting words from HE Ambassa-

dor Shimokawa, they listened to a short trio performance by 3 Japanese musicians of the Brussels Philharmonic. Following this short recital, Maestro Ono shared his vision of Mahler's 5th Symphony with the audience during an interview with Mr Sander De Keere. To close this private session, Mr Koh Ichi Masaki, Head of European Affairs, Japan Management Association and Cultural Committee Chair wholeheartedly thanked Maestro Ono and everyone else involved in making this highly exclusive event possible.

This unique event concluded with an intimate networking time where the guests had the rare opportunity to speak with Maestro Kazushi Ono personally while enjoying delicious Japanese teas and sweets by Azumaya.



WHAT ARE THE KEY ASPECTS OF THE EU CARBON BORDER ADJUSTMENT MECHANISM (CBAM) FOR BELGIAN COMPANIES AND JAPANESE COMPANIES?

By Peter Suykens, Partner, Chloë Boeykens, Senior Associate and Florence Hellebuyck, Senior Associate, EY Law

In the context of the “Fit for 55 Package”, aiming towards a 55% reduction in carbon emissions by 2030 compared to the 1990 levels, the European Commission proposed a Regulation establishing a carbon border adjustment mechanism on 14 July 2021 (hereinafter: “CBAM”).

The aim of the CBAM is to regulate greenhouse gas emissions embedded in certain goods originating outside the EU, upon their importation into the customs territory of the EU and to ensure equivalent carbon costs between these goods. The main goal is therefore to prevent the risk of carbon leakage, meaning that companies based in the EU would move carbon-intensive production abroad (i.e. outside the EU) or that EU products would be replaced by more (non-EU) carbon-intensive products, thus undermining the EU’s climate efforts.

Today, the risk of carbon leakage is regulated through, amongst others, a free allocation mechanism of EU ETS allowances with the objective of preventing relocation outside the EU. In this regard, the CBAM seeks to replace this existing mechanism through a gradual phase-out of EU ETS by ensuring equivalent carbon pricing for the import of third country goods into the customs territory of the EU and goods produced within the EU.

What is the scope of the CBAM?

The CBAM would initially apply to goods originating from countries outside the EU, when these goods, as well as products processed from them, are imported into the customs territory of the EU.

The CBAM would apply to the following goods or products processed from them:

- › Cement;
- › Iron and steel;
- › Aluminium;
- › Fertilizers; and
- › Electricity.

However, it has been proposed to extend the scope to polymers and organic chemicals (e.g. Alcohol, Ether, etc.). This proposed scope will significantly impact both Belgian companies and Japanese companies (who are active in Belgium) as this extensive list of goods or products could be related to their businesses in many cases.

The CBAM also includes certain countries and territories for which an exception applies, meaning that the products originating from these countries and territories are not subject to the CBAM. Currently, the following countries are included in this list: Iceland, Norway, Liechtenstein and Switzerland. Additionally, goods originating from the territories Büsingen, Helgoland, Livigno, Ceuta and Melilla also don’t fall in scope of the CBAM.

How does the CBAM work?

EU importers of CBAM goods register with the national authorities where they can purchase CBAM certificates. The price of the certificates is based on the weekly EU ETS allowances. The EU importer will have to report the emissions embedded in its imports and surrender the corresponding number of certificates each year. If importers can prove that a carbon price has already been paid during the production of the imported goods, the corresponding amount can be deducted.

What is the process proposed by the CBAM?

The stakeholders from the above-mentioned sectors will have to comply with a number of requirements in order to be able to import the goods covered by the CBAM into the customs territory of the EU:

- › Obligation to apply for an authorization: Any importer/declarant, before importing goods covered by the scope of the CBAM, must apply for an authorization to import these goods into the customs territory of the EU to a competent authority (which will be either a national authority or a cen-

tral CBAM authority). The customs authorities will not allow the import of these goods into the customs territory of the EU unless the declarant has first received the required authorization from the competent authority.

- › **Obligation to submit an annual CBAM declaration:** By May 31st of each year, each authorized declarant (see above) shall submit a declaration for the preceding calendar year, containing, amongst others, the following information: (i) the total quantity of each type of goods imported during the year preceding the declaration, (ii) the total embedded (direct and indirect) emission and (iii) the total number of CBAM certificates corresponding to the embedded emissions to be surrendered.
- › **Obligation to surrender CBAM certificates:** By May 31st of each year, the authorized declarant shall surrender to the competent authorities a number of CBAM certificates corresponding to the reported integrated emissions of the imported goods.

How are the embedded emission calculated?

The embedded emissions are calculated based on specific calculations methods, which are included in Annex III of the CBAM. Where actual emissions cannot be adequately verified, the number of CBAM certificates to be surrendered shall be determined using default values, which are set at the average emission intensity of each export country, increased with an additional allowance. In case there is no reliable information available in this regard, the default values are set at an average level corresponding to the emission intensity of the 10% worst performing sites in the EU for that specific type of goods.

How is the price of the CBAM certificate determined by the competent authority?

The competent authority shall calculate the price of CBAM certificates based on the average of the closing prices of all auctions of EU ETS allowances auctioned on auctioning platforms during each calendar week.

If a carbon price has already been paid in a country of origin of goods, declarants can request a reduction of the number of CBAM certificates to be surrendered, as such taking into account the carbon price paid in the country of origin for the reported embedded emissions.

What are the sanctions?

Penalties in the form of fines as included in the CBAM shall apply in case of infringements on the CBAM. Additionally, Member States should apply administrative or criminal sanctions for infringements of the CBAM and ensure that they are properly enforced. These additional sanctions should be effective, proportionate and dissuasive.

What is the transitional period for the implementation of the CBAM?

Based upon current drafts of the proposal, first reporting obligations will take effect at the beginning of the transitional period starting 1 January 2023. The transitional period is to end on 1 January 2026. However, it remains to be seen in the coming months whether this timetable will be maintained in the final approved text. Nevertheless, we highly recommend to companies/EU importers of the products covered by the CBAM to carry out an assessment of the supply chain to evaluate the impact of the CBAM on their business.

» keep reading from p.2

As a society, we will not reach our carbon neutrality goals by charging our BEVs with electricity generated from fossil fuels. Under the Fit for 55 package released in July 2021, the Commission expects renewable energy in electricity to move from 37% in 2020 to reach 65% by 2030, still far from what we need to achieve carbon neutrality. The race to put BEVs on the road will not be society's best and only solution if the infrastructure and energy sources are not ready.

Having said that, Toyota is fully committed to BEVs being part of the solution, and they will form a key part of our future production and sales mix. However, we believe that putting all our eggs in one BEV basket might slow down the speed of carbon emission reduction possibilities and risk leaving people behind. This is why we have planned multiple solutions, including hydrogen, to lower carbon emissions, so that our customers can choose what best suits them.

The industry faces many hurdles, but I am optimistic that these challenges can be overcome through collaboration and innovation. I am confident that we can deliver on our vision of 'Mobility for all' and achieve a just transition where no one is left behind.

At Toyota, we want to facilitate freedom of movement, confidence, wellbeing, and the promise of a brighter future. Our commitment is to achieve that by being environmentally responsible, inclusive, and accessible to all, and of course, to deliver our Toyota safety and quality to all our customers.

Matt Harrison, President and CEO Toyota Motor Europe and BJA Board Member

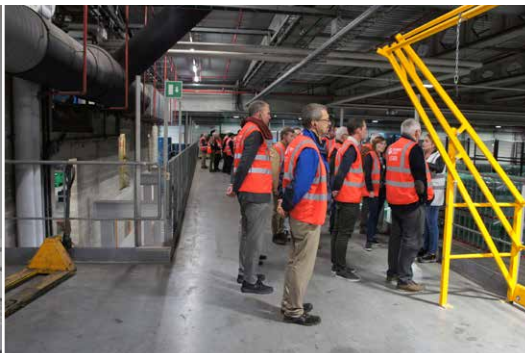
BJA REPORT

Stepping into the World of Hydrogen: BJA VIP Visit to Virya Energy - Colruyt & Seminar on Hydrogen 「水素の世界ようこそ」: BJA Virya Energy - Colruyt社VIP訪問と水素についてのセミナー

Wednesday, 12 October 2022 – Halle



Dr Stassin, Director Government Affairs, Umicore, and BJA EU Committee Chair is giving his presentation.



The participants, divided into two groups, are following a thorough guided tour of the Colruyt-Virya facilities.



Clean energy in action

To explore together the world of hydrogen, the BJA EU Committee had the great pleasure in organizing an exclusive event combining a seminar with esteemed speakers on hydrogen and a visit to the Virya Energy – Colruyt facilities in Halle.

This event, attracting nearly 50 participants, was opened by Mr Genichiro Higaki, President Sumitomo Benelux and BJA Board Member, followed by an introductory presentation on hydrogen



(left to right) Mr Tummers, CEO Virya Energy and Mr Higaki, President Sumitomo Benelux and BJA Board Member, together with three speakers, Mr Biebuyck, Executive Director, Clean Hydrogen Partnership, Mr Stevens, Senior Manager European & Government Affairs, Toyota Motor Europe (TME), and Dr Stassin, Director Government Affairs, Umicore, and BJA EU Committee Chair, during the Q & A session.

and Virya by Mr Paul Tummers, CEO Virya Energy. The participants were then led deeper into the world of hydrogen by three presentations from keynote speakers: Mr Didier Stevens, Senior Manager European & Government Affairs, Toyota Motor Europe (TME), Dr Fabrice Stassin, Director Government Affairs, Umicore, and BJA EU Committee Chair, and Mr Bart Biebuyck, Executive Director, Clean Hydrogen Partnership.

After closing this seminar with an interactive Q&A session, the participants joined a guided visit which included the viewing of Mirai - Toyota's hydrogen car of the future, a tour of the Colruyt food distribution facility, and the green hydrogen production unit, as well as the impressive wind turbine.

This extremely interesting and insightful afternoon was highly appreciated by the participants as they had the opportunity to ask many questions to the experts and to discover more about the world of hydrogen and its importance to our future.

You can access the speakers' presentations on the BJA Website.



EU AMBASSADOR-DESIGNATE TO JAPAN JEAN-ERIC PAQUET SUBMITS COPY OF CREDENTIALS

Jean-Eric Paquet, the former Director-General for Research and Innovation and a former Deputy Secretary-General (2015-2018) at the European Commission, submitted on 6 September 2022, a copy of his credentials to Mr Takeo Mori, Japan's Vice-Minister for Foreign Affairs, thereby allowing him to take up his duties as Ambassador-Designate of the European Union to Japan.

EU High Representative for Foreign Affairs and Security Policy Josep Borrell nominated Mr Paquet for the post on 8 June 2022.

Ambassador-Designate Paquet will present his credentials to His Majesty the Emperor of Japan at a later date.

Ambassador-Designate Paquet said:

“Earlier this year, I visited the country to explore how the EU and Japan can boost collaboration in research and innovation further by initiating exploratory negotiations on Japan’s possible association to Horizon Europe. Today, I am settling into my new office as Ambassador-Designate in Japan. I look forward to collaborate with one of the EU’s closest and like-minded partners. This relationship between the EU and Japan is founded on long-standing collaboration, shared values and principles such as democracy, the rule of law, human rights, good governance, multilateralism, as well as free and fair trade.”

Source: https://www.eeas.europa.eu/delegations/japan/eu-ambassador-designate-japan-jean-eric-paquet-submits-copy-credentials_en



Mr Jean-Eric Paquet,
EU Ambassador-Designate to Japan

FOREIGN MINISTER HAYASHI ATTENDS AN EU HEADS OF MISSIONS MEETING IN TOKYO HOSTED BY MR JEAN-ERIC PAQUET, EU AMBASSADOR-DESIGNATE TO JAPAN

On 5 October, Mr Yoshimasa Hayashi, Minister for Foreign Affairs of Japan, attended a meeting of Ambassadors of European Union (EU) Member States in Tokyo hosted by Mr Jean-Eric Paquet, Ambassador-Designate of the EU to Japan.

This regularly held meeting brings together ambassadors of the EU and the 27 EU Member States to the EU delegation to Japan. Minister Hayashi was invited as the guest of honour.

At the meeting, while referring to his meetings with his counterparts of the EU and the EU Member States, Minister Hayashi stressed the importance of unity between Japan and the G7 and the EU in dealing with Russia's aggres-

sion against Ukraine. Under the current severe security environment, Minister Hayashi expressed his intention to strengthen the Japan-EU partnership for upholding a free and open international order based on the rule of law throughout the world, including the Indo-Pacific region. In addition, Minister Hayashi reiterated Japan's request for the early lifting of the EU's import measures on Japanese food products.

Minister Hayashi and the Ambassadors of EU Member States then held a lively discussion regarding international issues including the situation in Ukraine.

Source:
https://www.mofa.go.jp/press/release/press4e_003162.html

Enjoying Beauty Together - Artonov Festival & Shin hanga BJA 友好委員会 - Artonov Festival と新版画展示会訪問

Saturday, 15 October 2022 - Brussels

Sound, color and hunger under a fall sky or the meeting of Benzaiten and Belgian waffles

On Saturday, October 15, during a beautiful autumn day that only Belgium can offer - a grey-blue sky with the smell of wet earth and black, yellow, and red leaves - the members of the BJA Friendship Committee met with Benzaiten - the Japanese and Hindu Buddhist deity of knowledge, beauty and the arts, including music.

As we climbed the steps of the Brussels Museum of Art and History in the 'Parc du Cinquantenaire', we were about to attend the performance "Nine Bells" by Aya Suzuki, a Japanese percussionist at the Artonov festival, and then visit the exhibition 'Shin hanga'.

The performance was magical, carried away by the sibylline but clear sound of

her percussion, Aya Suzuki transported us into a limbo of perception that we had not yet crossed. For a moment, reality failed us, but by subtle sound movements our reason resurfaced. For some of us, it was a great moment of exploration and explanation of the sound and body, for others the Japanese kamis (gods) had come to make the moment more bewitching than ever.

The time of the exhibition of the Japanese woodblocks' prints added to the sound what it missed of color: explosive, fine and light at the same time. How to summarize our astonishment in front of so much diversity where appearance gives only what it has, the naked truth without complexity. Composed of innumerable stages, including sometimes 25 printings, it is all the detail of Japan which transported us towards what is the most beautiful, the land-



scape of refinement - stolen from nature - and its marriage of colors.

After three hours of artistic delicacy, we were left with only hunger. We opted for a hot Belgian waffle in the park under the mild autumn sun. It was with great enthusiasm that we then made an appointment to meet at the Christmas Market in Brussels in the winter and at Karaoke in the spring, convinced that friendship gives us all the strength we need to face the future.

By Dr Pierre Bonneels,
BJA Friendship Committee Chair



DECARBONIZING THE EUROPEAN BATTERY SUPPLY CHAIN

THE TOOLBOX FOR SUCCESS

By Dr Fabrice Stassin Director Government Affairs Electromobility Projects & Coordinator for Asian Affairs of Umicore, BJA EU Committee Chair and BJA IPT Committee Co-Chair

With road transport by passenger cars and vans (light duty vehicles) representing about 15% of the EU's total CO₂ emissions, and with average emissions from cars (at the tailpipe) having to fall below 95 g of CO₂ per km in the EU, the electrification of light duty vehicles is clearly the way to go on the path to zero-emission mobility. Going beyond 2025, average CO₂ emissions will become steadily stricter until 2035, the year when emissions from cars put on the market should reach zero. This predicts a bright future in Europe for the development of battery-powered electric vehicles (EVs) whose only CO₂ emissions in the use phase derive from the carbon intensity of the electricity used to recharge the batteries.

While EVs are the way to go, we must

acknowledge that the CO₂ footprint of manufacturing Li-ion batteries going into EVs is quite important ... Googling a bit will show you numerous reports estimating the lifecycle CO₂ emissions (CO₂ footprint) of EVs and comparing these with the traditional internal combustion engine (ICE) powertrain. Most often a significant distance (tens of thousands of kilometers) needs to be driven before EVs' CO₂ footprint becomes less than for ICE "traditional" cars. In the EU, this issue is acknowledged by Members of the European Parliament who want the EU Commission to develop a methodology to assess the full lifecycle CO₂ emissions from cars and vans. Moreover, in the revision of the EU's battery directive, it is expected that batteries will have to carry a label, which reflects their carbon footprint so that their environmental impact

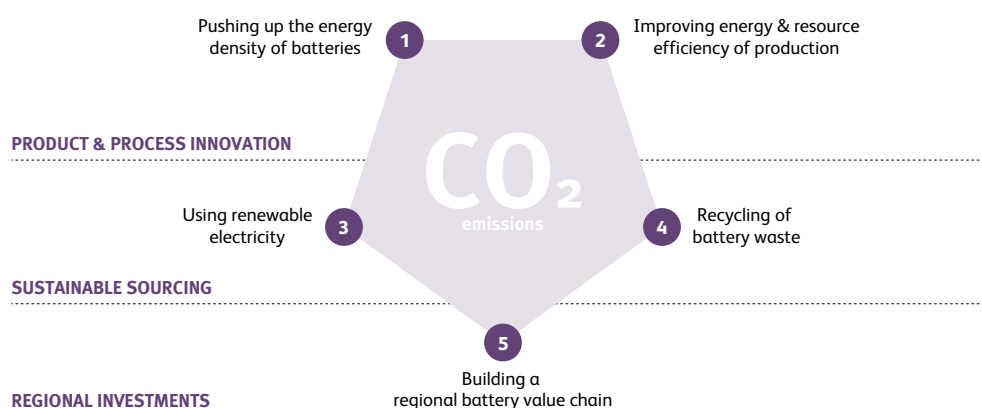
is more transparent. This will be enabled by digital passports (a battery passport here) such as those promoted by the Global Battery Alliance.

So how can we significantly reduce the CO₂ footprint of manufacturing a Li-ion battery?

With the production of battery active materials responsible for approximately 50% of the CO₂ footprint of manufacturing a battery, the materials industry is challenged to develop and implement solutions to decarbonize its products without compromising on their high-performance, safety and durability. This "quality" challenge comes on top of a "quantity" challenge. Indeed, it is expected that the demand for batteries will grow at least five-fold by 2030. Industrial players will thus need to en-

Figure 1.

Overview of the 5 levers to reduce the CO₂ footprint of battery raw & active materials.



sure sufficient production of low CO₂ footprint battery raw & active materials to enable the move to EV-based mobility. In the pursuit of decarbonation, we find that all efforts needed can fall into 5 main levers spread over product & process innovation, sustainable sourcing and regional supply chain / investment.

Lever 1 – Increasing the energy density of batteries with innovative battery active materials

Since battery active materials come with their own carbon footprint (i.e., the carbon footprint of battery raw materials plus the carbon footprint resulting from their processing into battery active materials), any innovation improving the battery performance per kilogram of battery active materials is the way to go. Scientifically speaking, increasing the energy density of a battery (more energy stored in a given battery size) requires intensive innovation efforts to improve the performance of battery active materials while preserving durability, stability, safety and cost-competitiveness. The way to go is typically to develop battery cathode materials (i.e., the battery active materials used at the cathode part of the battery) containing more nickel

and less cobalt, and exhibiting the right surface properties, packing density and ability to operate at higher voltage. This is not an easy task since, while nickel provides the energy density boost, cobalt provides the durability, stability and safety also needed. Finding the optimum composition is therefore key and as our knowledge of battery chemistry progresses, battery cathode materials containing more nickel are arriving on the market. The innovation work also looks at the battery anode materials (i.e., the battery active materials used at the anode part of the battery) replacing graphite with silicon-based anodes to potentially increase energy density of batteries by up to 50%.

These developments in what we call “liquid-state batteries” for sure have their limits and going beyond requires moving to a new kind of battery called “solid-state batteries” (the energy density could then be close to doubled compared to today’s batteries). On top of reducing the carbon footprint of batteries, improving the energy density of batteries also provides drivers with either a longer driving range EV if the size of the battery is kept unchanged or a

more price-optimal EV if the size of the battery is reduced. These developments in battery pricing or driving range then enable the deployment of electric mobility yielding its benefits for the climate.

Lever 2 – Increasing the energy efficiency of the production of battery active materials

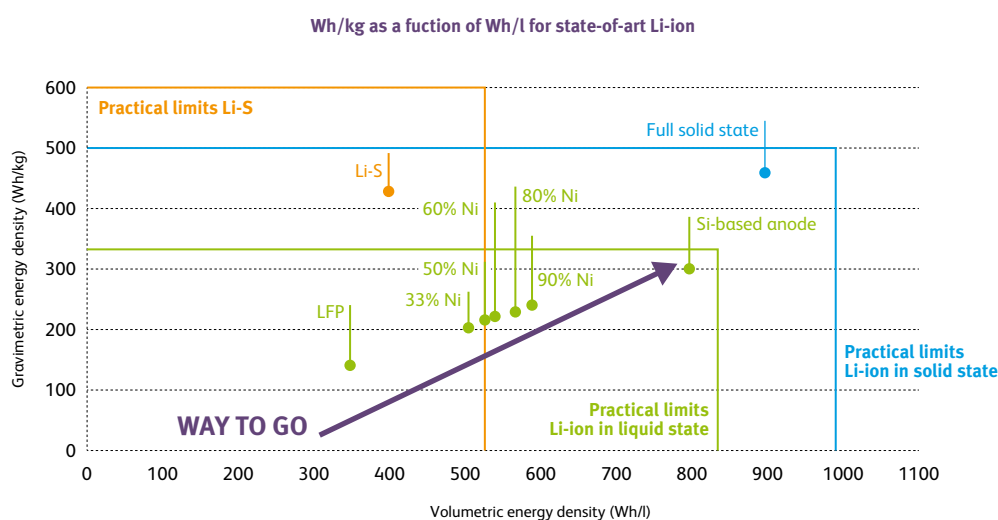
With the huge market development predicted for batteries, it is key to develop more sustainable and cost-competitive manufacturing technologies than those used today. In case of manufacturing of battery active materials, next to being able to scale up fast, manufacturing technologies must be able to accommodate for increased complexity and evolving battery chemistry. Next to the crucial above-mentioned product innovation competences, industrial players now invest strategically in developing less energy-intensive, waste-free and higher-throughput processes all contributing to reducing (by up to 30%) the CO₂ footprint of the battery active materials production processes.

Lever 3 – Using renewable electricity to produce battery raw & active materials

Next to using less energy through im-

Figure 2.

Innovation roadmap for the development of Li-ion batteries towards higher energy density.



proving the energy efficiency of manufacturing processes, it is key to switch as fast and as much as possible to using renewable or low carbon electricity. Many industrial players are locating solar and wind power on their manufacturing sites, but this is not enough, and it is then needed to access renewable electricity produced ideally in the area. Through the procurement of guarantees of origin, the origin of the green electricity can be ensured. In order to reduce the European dependency on fossil fuels, an acceleration across the continent of the build-up and deployment of renewable electricity capacity is however much needed,... but disparities are still very present between countries. Next to the proximity to customers, the quality of logistics, the availability of skills & land, and the speed for industrial permitting, the access to renewable and cost-competitive electricity has become a factor in choosing locations for the production of battery active materials.

Lever 4 – Recycling battery production scrap and end-of-life batteries

While mining is becoming increasingly responsible and sustainable, extracting resources from the ground, processing them and shipping the battery raw materials over long distances comes with an important CO₂ footprint. The CO₂ footprint of producing battery raw materials can however be significantly reduced over time (on average up to 40% or more according to analysts) by resorting to the recycling of battery production scrap and of batteries arriving at their end of life (what some call as well “urban mining”). Indeed, in battery waste, the concentration of cobalt, nickel, lithium ... is significantly higher compared to the concentration in the mines’ ground. Processing the waste requires therefore less energy than treating the mined ores. Moreover, it may be easier to decarbonize industrial recycling operations in Europe (through the use of renewable energy) than to decarbonize industrial mining operations in emerging countries still relying on fossil fuels for energy production. Of course, today the

amount of battery waste is limited since most EVs are still on the road, but analysts estimate that close to 10% of the demand for battery raw materials could be served from 2040 through recycling. Next to reducing the CO₂ footprint, the resort to recycling leads to drastically reduced emissions of all kinds and therefore has very limited impact on ecosystems. One last and impactful benefit of battery waste recycling is the reduction of Europe’s dependency & vulnerability when it comes to securing access to battery raw materials, while improving trade balance. Indeed, the amount of cobalt, nickel, lithium recovered by recycling in Europe will not need to be imported into Europe. On the legislation side, the revision of the European battery directive will set ambitious recycling standards to move towards high-quality recycling (ambitious targets for the recovery of cobalt, nickel, lithium,... from Li-ion batteries, minimum content of recycled raw materials in the battery cathode materials, reduced CO₂ footprint, reduced illegal or dubious export of waste, track & tracing via the battery digital passport).

Lever 5 – Shortening & regionalizing the battery supply chain

If the distance travelled by battery raw & active materials covers tens of thousands of kilometers from the place of extraction to the place of processing and finally to the place of integration into a battery, it is easy to understand that shortening and regionalizing the supply chain can bring along a strong reduction in CO₂ footprint. In a totally globalized and long supply chain, the lithium in your EV could have travelled more than 50.000 km from South America to you before you have even driven your car for the first time. In the case, for instance, of lithium extraction in Spain, or cobalt / nickel extraction in Finland followed by all the subsequent steps in Europe, the CO₂ footprint could easily be divided by a factor of up to 10 according to many analysts. Moreover mining, refining and material processing activities outside of Europe may shift more slowly to us-

ing renewable or low carbon electricity than in Europe where the continent has pledged climate neutrality by mid-century. Next to its environmental benefits, the regionalization of supply chains is also making sense from a geopolitical and geoeconomical standpoint. Having invested massively to open battery & EV production in Europe, industrial operators now realize how strategic it is to secure access to high-performance, cost-competitive and sustainable battery active materials ... “Recovered, refined and processed (when possible) in Europe” makes thus a lot of sense for the European battery supply chain.

As a conclusion, driven by legislation as well as market pull, our industry is doing its part to decarbonize batteries via the decarbonization of battery active materials.

All these efforts can be amplified and/or accelerated by the EU and Member States through:

- › Stimulating and supporting innovation in battery chemistry & processing
- › Ramping up faster renewable electricity production to be available at a competitive cost
- › Finalizing & rolling out ambitious battery recycling standards
- › Facilitating and supporting the build-up and expansion of industrial operations through more effective & efficient permitting processes and financial incentives

More than ever, collaboration up and down the supply chain, between private and public players, without forgetting the legislator is the way to go!

Digital Event: Fostering Successful Relationships with Japanese Businesses

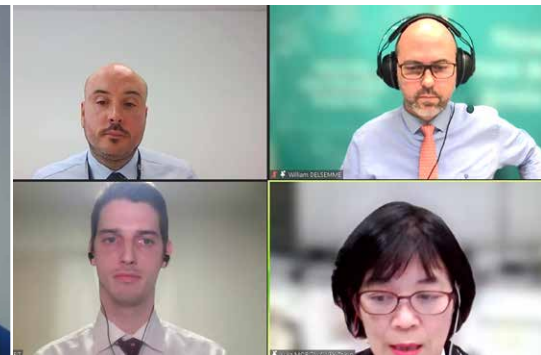
Thursday, 27 October 2022 - Zoom



Mr Leuridan of Tokai Optecs and BJA Investment Committee Chair, shared his insights with the audience.



Mr van Beneden of Japan Consulting Office, taught the audience how to work successfully with Japanese clients.



The panel discussion was lively and informative.

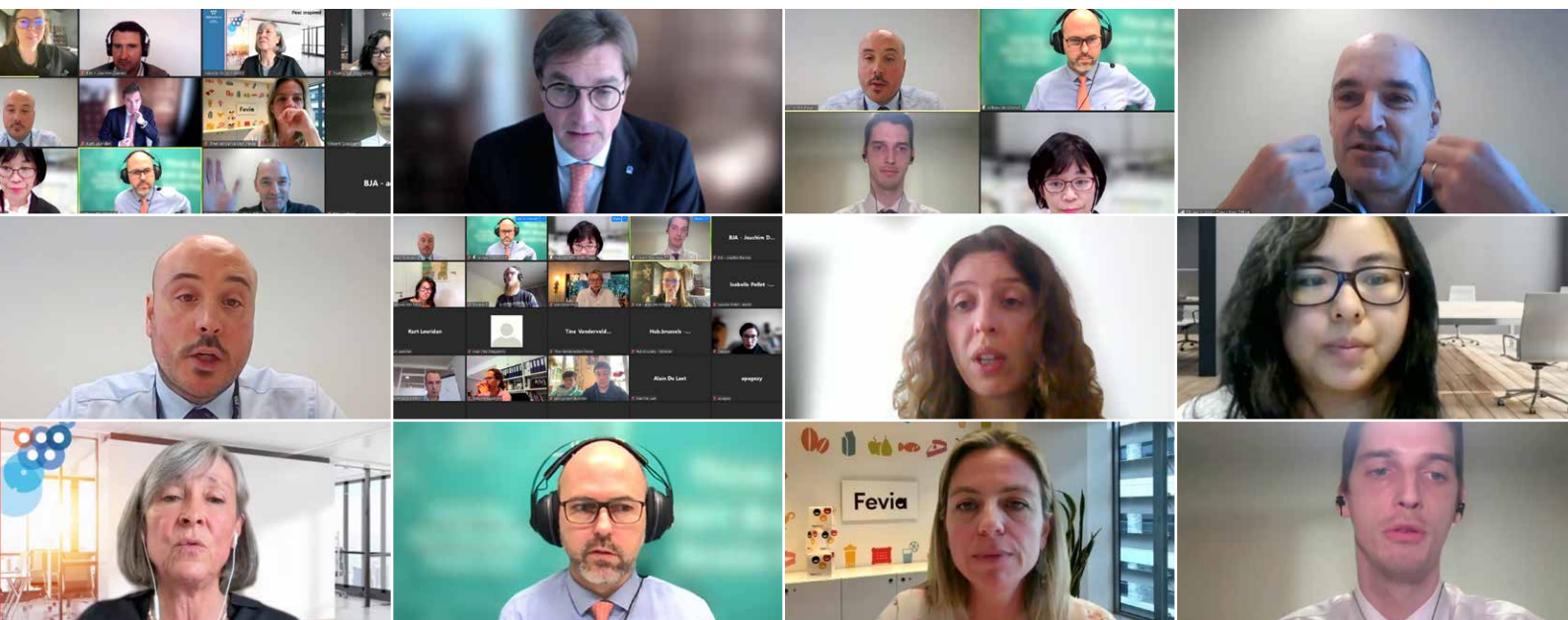
Conducting business in a foreign country presents many unique challenges, especially when it comes to intercultural communication. This is particularly true when it comes to dealing with people from tradition-rich countries such as Japan. With the Princely Mission to Japan ahead in December this year and opportunities opening up in the land of the rising sun, the BJA co-organized a speedy learning opportunity together with AWEX, hub.brussels, FIT, FEVIA & Wagralim. 150 participants registered enthusiastically.

Vincent Schepens, Manager Business Development of ANA and BJA Membership Committee Co-Chair, welcomed all and moderated the event. Olivier van Beneden, Managing Director, Japan Consulting Office, advised the audience on how to work successfully with Japanese clients. He was followed by a panel discussion on doing business in Japan with the regional representatives in Tokyo, William Delsemme of hub.brussels

Tokyo, Vincent Goossens, FIT Tokyo, Yuka Morita, AWEX Tokyo. This proved to be a very interactive session with many questions from the participants.

After the panel discussion, Kurt Leuridan, CEO of Tokai Optecs and BJA Investment Committee Chair, shared his precious insights and experience with Japan. Following, Yuan Chai, International Affairs Officer Wagralim and Tine Vandervelden, International Business Director Fevia, further elaborated. The digital event ended with three breakout zoom rooms with the regions, dedicated to all the inquiries about the Princely Mission to Japan.

The BJA expresses the hope that the Princely Mission to Japan under the leadership of Her Royal Highness Princess Astrid will be successful for all the participants.



Japan's Book Donation to the University of Louvain: An exhibition by KU Leuven Libraries in collaboration with UCLouvain

By Prof. Dr Jan Schmidt, curator and head of Research Group Japanese Studies, Faculty of Arts, KU Leuven

From 28 October 2022 to 15 January 2023, the exhibition Japan's Book Donation to the University of Louvain – Japanese Cultural Identity and Modernity in the 1920s will be on view in the KU Leuven University Library. It tells the remarkable story of the donation of almost 14.000 Japanese books to the University of Louvain as a major contribution to the international effort to rebuild the university library after it had been destroyed at the beginning of the First World War. The collection is among the largest and most systematic collections of early modern Japanese books outside Japan and is an important and often forgotten part of the mutual heritage of KU Leuven and UCLouvain. The two universities collaborated on the production of this exhibition.

The Book Donation

In 1921, then-Prince-Regent and later Emperor Hirohito (1926-1989) travelled around Europe where he also visited Louvain/Leuven and the ruins of the university library. This visit was an important catalyst for the Japanese support to restore the library to its former glory, which had been an outcome of the Paris Peace Conference in 1919. Back in Japan, a Japanese National Committee was formed, comprising prominent Japanese academics and businessmen, which had entrusted the task to select representative works to Wada Mankichi, the renowned Head of the Imperial Libraries Association and Director of the Library of Tokyo Imperial University. Japan's donation was not only a token of friendship towards Belgium, but was also seen as a way to make Japanese culture more visible in Europe. This was part of the drive towards a new world order in which

the Japanese empire wanted to play an important role. The exhibition displays a selection of books and works of art that are representative of the enormous breadth of the donation, ranging from history, religion, art, and literature to what today would be the natural sciences.

1920's Japan

The exhibition highlights the book donation in its political, socio-economic, and cultural context – the years from the Paris Peace Conference in 1919, when Japan committed to participate in restoring the University library, to 1928, when the new library was inaugurated. They were an expression of how “Japanese culture” was conceived by the donors in the 1920s, and thus of their vision of Japanese cultural identity and how it should be displayed to a Western audience. Japan's Book Donation to the University of Louvain explores this period through numerous historical film clips, photographs, artworks and objects including unique loans from the National Museum of Japanese History, the Ohara Institute for Social Research and the National Film Archive of Japan which will be on display in Europe for the first time.

Japan Mirai Fund

KU Leuven and UCLouvain have a common objective of strengthening links with Japan and Japanese universities and maximizing the value of the Japanese collection. Both universities decided to set up a specific joint fund, the Japan Mirai Fund, with the goals to make the collection digitally accessible, restore the historical bookshelves, to establish a new professorship to develop the enormous potential of the donation, and to increase the visibility of the collection to raise wider public's awareness of Japanese culture and history.

Children's haori with iconic images of modernity, 1928-1931, Heidelberg, Völkerkundemuseum der J. & E. von Portheim-Stiftung, A50099364



Exhibition catalogue

As a companion to the exhibition a book titled Japan's Book Donation to the University of Louvain. Japanese Cultural Identity and Modernity in the 1920s, edited by Jan Schmidt, Willy Vande Walle, and Eline Mennens, has been published by Leuven University Press (paperback, ISBN 9789462702288, 296 p., free ebook). For more information see also W. Vande Walle's contribution to this year's September issue of the BJA Trade News.

Opening hours and ticket prices

Open every weekday
from 10 a.m. to 5 p.m.
Open Saturday and Sunday
from 10 a.m. to 5 p.m.

Tickets can be purchased online or onsite for 7 per person. The exhibition is suitable for group visits of up to 20 participants for a reduced ticket price of 5 per participant, or for a guided tour of 75 per group.

A second visit? On 20 December the displayed books will be exchanged with the option to revisit the exhibition with the already purchased ticket.

More info on the exhibition:

japansbookdonation.be

More info on the Japan Mirai Fund:

kuleuven.be/fundraising/funds/japan-mirai-fund



Advertisement poster for the magazine Fujokai (Women's World), 1927, Sakura, National Museum for Japanese History, h-803-38



A few books of the Japanese Collection at UCLouvain



Board game; appendix to saka asahi shinbun, 10/12/1925, Sakura, National Museum for Japanese History, h-22-3-185



Fragment from Naika hiroku ('The Secrets of Internal Medicine') by Honma S ken (1864), UCLouvain – Libraries Heritage Collections Japanese donation, res jap 07d11

news from the members

TAKEDA INVESTS CLOSE TO 300 MILLION EUROS IN ITS PLASMA-DERIVED THERAPIES PRODUCTION SITE IN LESSINES, BELGIUM

On 13 September 2022 Takeda announced the expansion of its biotechnology manufacturing site in Lessines with a new state-of-the-art production facility for the manufacturing of plasma-derived therapies for people with rare and complex chronic diseases. Together with the construction of a net-zero carbon emissions warehouse in Lessines. The investment amounts close to 300 million euros. This is the biggest investment to date for Takeda in Belgium.

Takeda in Lessines: 50 years of plasma-derived therapies production

The announcement of the investment was made during the 50th anniversary celebration at the plant in Lessines. It was attended by Mr David Clarinval, Deputy Prime Minister in the federal government, Ms Hadja Lahbib, Minister of Foreign Affairs, Mr Willy Borsus, Vice-President of the Walloon Government, Mr Thomas Dermine, Secretary of State for Economic Recovery and Strategic Investments, entrusted with Scientific Policy in the federal government, and H.E. Makita Shimokawa, Ambassador of Japan to the Kingdom of Belgium and to NATO, together with members of the Takeda leadership team.

Plasma-derived therapies are used to treat patients with complex diseases, such as primary or acquired immunodeficiencies, or rare diseases like hereditary angioedema and bleeding disorders. People with these conditions may require lifesaving treatment for acute emergencies, as well as lifelong substitution therapy. Patients with immunodeficiencies may have recurring infections, such as sinusitis, bronchitis, pneumonia or potentially life-threatening gastrointestinal infections and may depend on treatment with immunoglobulins, the most widely used plasma therapy. The Lessines plant is specialized in purification and filling of plasma-derived therapies, with packaging capabilities for a variety of plasma treatments.

"Takeda is building on an 80+ year pioneering legacy in producing plasma-derived therapies. The global patient needed for these therapies, particularly immunoglobulins (IG), has increased significantly over the last 20 years, and continues to grow. The projects announced today will enable us to potentially help tens of thousands more people who have no - or very few - treatment alternatives. This investment reinforces

Takeda's leadership in plasma and our commitment to patients with life-threatening and life-changing conditions." says Giles Platford, President Plasma-Derived Therapies at Takeda.

Takeda Lessines: Factory of the Future

The investment is part of Takeda's global effort to implement the most innovative technologies and most sustainable processes at its manufacturing sites. Dr. Thomas Wozniowski, Global Manufacturing and Supply Officer, explains: *"For 50 years, this site has been transforming human plasma into life-saving and life-sustaining medicines. Our Lessines site is an important part of our global manufacturing network. The significant investment in Lessines announced today will strengthen the digitalization of our manufacturing sites where innovation plays a key role in creating a sustainable production environment. The new state-of-the-art production facility will have an even higher output capacity and will be even more data and digital driven. Furthermore, we pay additional attention to minimize its environmental footprint at the site: thanks to a high-tech water recycling system we will be able to reduce the freshwater consumption by 90 percent by 2023, and the facility will be 100 percent self-sufficient in electricity."*

Geoffrey Pot, General Manager Operations, Takeda Lessines site and President of Bio.be/essenscia, adds: *"This is a joyful day for all employees at Takeda Lessines, as it adds another chapter to the success-story we have been writing for the last 50 years. I would like to thank the entire Lessines team for their dedication and commitment. We have a bold and ambitious plan at Takeda in Lessines. We aim to become a net-zero carbon emissions operation by 2030 and have a clear focus on further digitalization. In addition to the investment in our production capacity, we also invest in the development and training of our employees to keep them abreast of the latest scientific, technical and digital evolutions. To achieve this, we are working closely with the highly qualified Belgian biotech ecosystem of universities, biotech federations and training centers, like Aptaskill, and as of 2025, the EU Biotech Campus in Gosselies. I am really excited about this announcement today, as it will allow us to serve more patients, in a better way."*

For more information, visit <https://www.takeda.com>



news from the members

MAZDA MOTOR EUROPE SELECTS FUJITSU FOR CLOUD TRANSFORMATION IN MULTI-MILLION DOLLAR, FIVE-YEAR DEAL

Mazda Motor Europe (MME) has selected Fujitsu for a multi-million-dollar deal to transform its business operations in Europe towards a Connected Company. The carmaker chose Fujitsu to deliver faster time-to-market and optimize costs while moving to a state-of-the-art public cloud infrastructure. In a five-year contract, Fujitsu will drive forward the modernization and automation of Mazda Europe's business-critical operations at 28 locations in 23 European markets as it moves to a public cloud infrastructure.

In a competitive tender, Fujitsu convinced MME of the additional business agility that would be possible by making a move to the cloud, away from its current on-premises infrastructure. Fujitsu will implement a cloud-first solution, leveraging its deep knowledge and experience with AWS and Oracle Cloud.

Fujitsu to provide Mazda with Cloud, AIOps, DevOps, FinOps and Security services

Fujitsu is MME's long-term partner for infrastructure modernization and automation. In the five-year contract, Fujitsu will move Mazda from its existing on-premises-based IT infrastructure to a new model which has its foundations in the public cloud. On top of that, Fujitsu is implementing state-of-the-art security and FinOps operations.

The strategic investment unlocks DevOps capabilities for Mazda, enabling greater future business agility based on a combined AWS and Oracle Cloud infrastructure. By combining AIOps, DevOps and FinOps, Mazda IT Operations is enabled to intelligently orchestrate infrastructure, applications and services across hybrid cloud ecosystems – aligning with business goals, responding to rapidly changing consumer needs on-demand, and optimizing both cloud consumption spend and overall total cost of ownership.

Alex Janssens, VP Information Technologies,
Parts Supply & Logistics, CIO at MME, comments:

“For Mazda Motor Europe, the compelling business case put forward by Fujitsu underlined the benefits we could gain by going further with our digital transformation plans. Fujitsu's deep expertise in implementing a hyperscale-based cloud service and management platform convinced us to move away from on-premises infrastructure. As well as enabling greater agility, the AWS and Oracle Cloud infrastructure, enhanced by an automation-first approach, which will also help to keep costs under control.”

Paul Patterson, CEO Europe Region at Fujitsu, comments:

“With a clear and long-term focus on our customers, I am delighted to extend our business engagement with Mazda. This endorses our approach and capabilities in partnering with customers to co-create best-in-class digital transformation, at scale. On top of that, the strength of Fujitsu's relationships with both AWS and Oracle underlines our unrivalled ability to execute large-scale, business-critical engagements. Our visionary, transformational approach was enough to convince Mazda that Fujitsu continues to be its best partner for its future growth.”

Source: <https://www.fujitsu.com/be/about/resources/news/press-releases/2022/emeia-20221006-mazda-motor-europe-selects-fujitsu.html>

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news from the members

SPONSORSHIP OPPORTUNITY FOR THE 17TH INTERNATIONAL CONFERENCE OF THE EUROPEAN ASSOCIATION FOR JAPANESE STUDIES (EAJS) AT GHENT UNIVERSITY

By the EAJS Organizing committee - Andreas Niehaus, Anna Andreeva, Marlies Holvoet, Elias Bouckaert

After a long break necessitated by the Covid measures during the years of 2020–2021, the Japanese Studies Department at Ghent University has been selected to host the 17th International Conference of the European Association for Japanese Studies (EAJS). This gathering will be conducted in person during 17-20 August 2023. Having hosted the previous 16th International EAJS Conference virtually in 2021, our department will make Ghent and Belgium the most exciting scene for Japanese Studies again.

The Japanese Studies program is well-established at Ghent University and in recent years we have seen an increase in student numbers and in teaching and research staff. The Japanese Studies Department has built a network of 14 Japanese partner universities and organizes

student workshops with Kanazawa, Kyushu and Tohoku Universities on a yearly basis. We will also host the Japanese Language Proficiency Test in 2024 for the third time. Furthermore, we work closely together with the City of Ghent in its sister-partnership with Kanazawa and we also house the Kanazawa University Liaison Office for Europe. As part of their curriculum, our students can follow a two-year minor in Economic Studies. Moreover, in order to obtain their MA degree, all students at our Department are now required to take up internships at companies and public institutions in Belgium as well as Japan.

We are glad and honored that the EAJS Council decided again to award the organization of the 2023 conference to Ghent. The EAJS conference is a major international event in Japanese Studies,

which attracts more than 1000 participants from Europe, Japan, and the US. The conference brings together experts in the field of Japanese Studies as well as language teachers to increase knowledge about Japanese history, society, religion, politics and economy and provides a platform to discuss recent developments in Japanese linguistics and language teaching. It will also provide the opportunity to connect the general public and Japanese Studies through an on-site exhibition on Japanese kimono and other cultural events in the city of Ghent.

However, in order to organize an academic event this size and guarantee the quality of the event, we highly depend on public, corporate and private sponsorship. While we already received support letters from the Japanese Embassy, the City of Ghent, as well as from the Province of East-Flanders, we also reach out to the international business community and BJA members for financial support. We can offer our sponsors promotion on our conference website, in the printed and/or online program, in the conference report, and at the venue itself. As a sponsor of the 17th International Conference of Japanese Studies, there will be ample opportunity to reach an international and influential audience and to increase your visibility and good reputation amongst relevant professionals.

Should you wish to become a sponsor of the 17th International European Conference for Japanese Studies or to find out more about different sponsorship types, please do not hesitate to contact:

- › andreas.niehaus@ugent.be
- › anna.andreeva@ugent.be



Todaiji temple complex. Photo by S. Scally.

news from the members

TOKYO ART CITY – AN IMMERSIVE EXPERIENCE

TOKYO ART CITY – An Immersive Experience 100% made in Japan will come to Brussels from 30th November onwards. Presented in the Viage digital theatre, TOKYO ART CITY will transport you around the TOKYO's iconic areas by the train "Yamanote line". Traveling in different places, you will experience the world's largest city such as the towering

Shinjuku skyscrapers, the scrambled Shibuya intersections, the rainbow bridges in Odaiba and the crowded streets of Akihabara. TOKYO ART CITY is opening for the first time ever in Europe and will offer a unique window into one of the world's most fascinating cultures.

› Website: <https://tokyo-expo.be/>



› Venue: VIAGE Digital Art Theatre
Bd Anspach 30, 1000 Brussels
› Eri Nakane: eri@mbpresents.be

BENEFIT FOR BJA MEMBERS –
CELEBRATORY OFFER BY MANY TRUTHS

Many Truths is a culture and diversity management consultancy with a special focus on global Japanese business. The managing director of the company, Masako Kato, recently received the designation of Professional Certified Coach (PCC) by the International Coaching Federation (ICF)

To celebrate this occasion, Many Truths, BJA Member, is offering one complimentary virtual coaching session of 60 minutes to all BJA member companies. This offer is valid until January 31, 2023. If you are member of the BJA and interested in this offer, please contact Mrs Kato before the deadline.

› Masako Kato
› Managing Director, Many Truths (<https://manytruths.nl>)
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› +31 (0)6 13310089

ICF (<https://coachingfederation.org>) is the leading global organization which advances the coaching profession by setting high standards, providing independent certifications and building a worldwide network of trained coaching professionals.

Professional Certified Coach (PCC) by ICF are trained (125 + hours), experienced (500 + hours) and have demonstrated knowledge and proficient application of the ICF Core Competencies, Code of Ethics and definition of coaching. Earners show a commitment to high ethical standards and have demonstrated, through rigorous assessment, competence in using a variety of behaviors and skills in their work with clients. The PCC is committed to the continuous professional development and the certification must be renewed every three years.

MANY TRUTHSより
BJA会員各位への記念オファー

Many Truthsは、日本のグローバルビジネスに特化したカルチャー&ダイバーシティ・マネジメント・コンサルタント会社です。この度、Many Truthsのマネージング・ダイレクター、加藤真佐子氏が、国際コーチング連盟 (ICF) からプロフェッショナル・サーティファイド・コーチ (PCC) の認定を受けられました。

これを記念して、BJA会員であるMany TruthsはBJA会員企業の皆様に60分のバーチャル・コーチング・セッションを1回無料で提供されます。このオファーの締め切りは2023年2月28日です。BJA会員の方で、このオファーにご興味のある方は、期限までに加藤氏までご連絡ください。

› Masako Kato
› Many Truthsマネージングダイレクター 加藤真佐子 (<https://manytruths.nl>)
› info@manytruths.nl
› +31 (0)6 13310089

ICF (<https://coachingfederation.org>) は、高い基準の設定、独立した認証の提供、訓練を受けたコーチの世界的なネットワークの構築により、コーチングの専門性を高める世界有数の組織です。

ICFのプロフェッショナル認定コーチ (PCC) は、トレーニング (125時間以上)、経験 (500時間以上) を積み、ICFコアコンピテンシー、倫理規定、コーチングの定義の知識と熟練した運用を実証しています。受賞者は、高い倫理基準へのコミットメントを示し、クライアントとの仕事において様々な行動やスキルを使用する能力を、厳格な評価を通じて実証しています。PCCは、継続的な専門能力の開発に真摯に取り組み、資格は3年ごとに更新する必要があります。



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

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Mission

The Provincial Development Agency (POM) of West Flanders strengthens entrepreneurship by stimulating cooperation between companies and their organisations, knowledge institutions, regional policy bodies and social partners in order to create a sustainable, innovative and internationally-oriented economic fabric.

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preneurship as well as to strengthen both the logistical and international appeal of West Flanders.



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Tel: +32 50 14 01 50

E-mail: info@pomwvl.be

Website: www.pomwvl.be

Contacts: > Kristien Vandamme, Invest Program Manager

> Grace Keli Straumann de Aguilar Gomes,
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Associate Member

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Since its establishment in 2004 as a spin-off from Linklaters, Pierstone, a Brussels-based law firm, has enjoyed a reputation as a premier international law firm, assisting clients with their most complex transactions and strategic legal issues. Our areas of expertise include IT and technology law, data protection and cybersecurity, intellectual property law, national and European competition law, public procurement, telecoms regulation, mergers and acquisitions, media and copyright law, corporate, civil and contract law, EU law, employment law and dispute resolution, including litigation in the aforementioned areas. Most senior lawyers originate from international firms like



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