



Belgium-Japan Association
Chamber of Commerce
日白協会兼商工会議所



TRADE FLOWS & CULTURAL NEWS

Number 120 - September 2018

EDITORIAL

The wave of changes

By Mr Kazuya Oimatsu, Managing Director and Head of Belgium, MUFG Bank (Europe) N.V., President Nihonjinkai and Vice-President BJA

It is with great pleasure I am able to contribute to this BJA Trade Flows Editorial in the capacity of Vice-President of the Belgium-Japan Association & Chamber of Commerce (BJA).

Taking on the role of Vice-President of BJA this June was indeed something that has brought immense pride and honour to me, not only personally but also in a professional context. Having been assigned to Belgium in May 2016 as Managing Director and Head of Belgium for MUFG Bank (Europe) N.V. has been the pinnacle of my career so far.

I am proud of being a member of the BJA and taking part in developing and strengthening the continuous friendship between Belgium and Japan.

Ever since the signing of the Japan-Belgium Treaty of Amity, Commerce and Navigation in 1866, the two countries have built and continue to enhance their relationship in various areas through mutual respect. Mutual respect is an important element in maintaining this strong bond and with no doubt I wish to endeavour in maintaining my role.

The signing of the Economic Partnership Agreement (EPA) between the European Union and Japan in 2017 paved the way for the creation of the world's largest free trade arrangement. With the population of the EU at nearly 500 million people and Japan roughly one quarter of this, there is the potential to harness nearly one third of the world's GDP.

Currently 12% of Japan's import/export exists with its partners in the EU. The EPA agreement will enhance trade and investment, promote employment, and contribute to economic growth for both the EU and Japan. Borders are disappearing and diversity is ever so important. We will experience changes in ways we probably did not imagine. I hope that through this agreement we see more Japanese investments, cul-

ture, people and all the fabulous food and drinks that Japan has to offer in Belgium and vice versa.

We are all riding on a wave of changes and experiencing a paradigm shift which will change our common knowledge and core understandings. We have witnessed a number of tumultuous events in recent times such as Brexit and The Presidency of Donald Trump which has made us change our mind set in various ways. The recent Trade Wars between the United States and other super powers has made us further re-examine our views.

Our business environment is also going through an enormous transformation. Leaders have spoken of the importance of having the courage to change. My mentor spoke of the adage "Festina lente" (meaning "make haste slowly") which to me perfectly describes how we need to act in this changing environment. Changes are important, but the speed and how we make these changes are just as important.

In Japan, the "Heisei" era, which started January 8, 1989 with Emperor Akihito who acceded to the throne after the death of Emperor Hirohito, will change as Crowned Prince Naruhito will succeed the throne the day after abdication on May 1, 2019. A new era will begin and how this will be built will depend on our creativity and the changes we make.

On a personal note, I have spent the majority of my life outside of Japan, growing up in the United States and working firstly in the Netherlands, then Malaysia, after that in Abu Dhabi in the UAE, and now in Belgium. I have had the privilege and joy of experiencing new cultures and meeting people of so many different nationalities, which I believe has built my personality and way of thinking. I hope that as a member of BJA, I can add my multicultural experience to the challenges and changes we face for the better.



Mr Kazuya Oimatsu

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

info@bjabe
T 02/644 14 05

BJA REPORT

Exclusive Visit to AGC Technovation Centre AGC テクノベーション・センター特別訪問

Thursday, 31 May 2018 – Gosselies



AGC Glass Europe's state-of-the-art Technovation Centre.



Mr Marc Foguenne, Chief Technology Officer of AGC, explaining the history and activities of the Technovation Centre.



The members enjoying the presentation and looking forward to the exclusive visit following.

On a sunny spring day, the BJA had the great pleasure to invite the members to an exclusive visit of AGC Glass Europe's state-of-the-art Technovation Centre, the R&D Centre developing the high-tech glass products of tomorrow while taking human wellbeing and protection of the environment into account.

After a welcome drink, the 40 BJA guests listened to a thorough presentation of the Centre by Mr Marc Foguenne, Chief Technology Officer. After the presentation, the members were divided into 3 groups and guided through the Cen-

tre. The tour included Research laboratories, where guests could see some of AGC's newest inventions, the Oven room, where glass samples are moulded, the Testing room, where the quality of the glass is checked, and the Discovery room, where the latest construction and automotive glass products are showcased.

The insightful visit was followed by a networking cocktail, where members could ask many questions to the AGC specialists.



THE SELECTED YES XI CANDIDATES

This year, the YES program, a commercial export project under the auspices of His Majesty King Philippe of Belgium will be held for the 22nd year (the so called 11th edition YES XI).

The YES program aims to train young executives in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, the Belgium-Japan Association & Chamber of Commerce, in cooperation with the Belgian-Luxembourg Chamber of Commerce in Japan will organize a one-week training program in Japan, beginning with two briefing sessions in Belgium.

The training in Japan will consist of an intensive panel discus-

sion and meeting with business leaders, and the remaining days of introducing each participant to the potential partners and customers in his/her business area. Each participant will enjoy the support of a 'business coach', an experienced business person residing in Japan. In addition, students of Sophia University will help the participants with market studies and preparation.

We hereby would like to thank the organizations that support the preparation and the briefing sessions: The Embassies, the FPS Foreign Affairs, Foreign Trade, Cooperation & Development, the Regional Export Agencies (AWEX, BIE & FIT), Unizo International, UWE, and the industry.



NEDDA EL-ASMAR GCV (DESIGN)

www.nedda.be

Candidate

Mrs Nedda El-Asmar, Founder & Designer/Silversmith

Company activities

Nedda El-Asmar trained as a silversmith, evolved into an acclaimed designer with a broad field of activity, praised as widely for a condom holder as for silver dishes, for cutlery as for water pipes, for dinner services, for leather saddles, for tables and chairs as well as for mussel pots and incense burners. She employs sober, softly undulating shapes that look gracious, contemporary and timeless. Her fresh, innovative view of tradition is always surprising. Her designs are functional, up-to-date and aesthetic, poetic and a tad secretive.

Nedda develops a world of seemingly simple shapes, ideally refined or oddly baroque, mixing classical elegance and modern approach in a well-balanced, creative manner. Craftsmanship and originality, tradition and innovation, functionality and aesthetics and a passion for re-envisioning traditional objects are all central to El-Asmar's work.

Along with Hermès, she has also worked for Puiforcat, Robbe & Berking, Eternum, Louis Vuitton, Demeyere, Villeroy & Boch, Obumex, Serax, Carl Mertens, Diamanti per Tutti, LS Bedding, Maison Vervloet, My Fair Diamond...

Her designs have earned numerous awards and prizes. She has had solo exhibitions in Belgium, France and the UK, and featured in group shows throughout the world.

Her objects are in the permanent collection of the Design Museum Ghent, the Diva Museum Antwerp and the Architecture Museum of Ljubljana, Slovenia.

Since 2007 she teaches at and is head of the Jewellery Design, Gold and Silversmithing department at the Royal Academy of Fine Arts in Antwerp and has given workshops and public lectures throughout Europe, the Middle-East, Hong Kong and past July at the Hiko Mizuno College of jewellery in Tokyo.

From 2017 until the present she is as well a design coach at MAD (Fashion and Design) Brussels.

Company expectations

Finding companies that are looking for timeless contemporary designs for an EU/Global market and that are interested to revisit traditional objects, using Craftsmanship, in an original and innovative way without forgetting the functionality and aesthetics.

Craft in Japan has a long tradition and history.

The importance of craft and the history of human skill and techniques that have been handed down over generations is the connection to values that have shaped our cultures. For these gestures to have a contemporary relevance, they must create objects that are desirable to the present day consumer. Sustainability of the culture of craft depends on the added value of design, both in shaping new forms, and in fashioning new context of use.

Target

Designing for one or several companies and giving workshops on a regular base.





CIDRE WIGNAC (BEVERAGES)		www.wignac.com
Candidate	Prince Edouard de Merode, Co-Founder & Manager	
Company activities	Wignac is a natural cider, produced in the French Ardennes. Our cider is a 100% pure apple juice made out of a mix of different varieties of apples. Wignac wants to offer a new way of drinking: more natural, healthy, and sustainable. Our mission is to refresh the image of natural cider by proposing a trendier and amusing way of drinking cider while keeping the authenticity aspect.	
Company expectations	We think that Japan might be an interesting market for us, so during our visit we aim to find a partner for distribution and also clients (restaurants, wine merchants, ...) We already have contact with some professionals in Japan: Ikon EuroPubs, Nippon Beer and World Cider Experience. Now that we are selected for the program, it will be a nice opportunity to meet them.	
Target	In five years' time, we would like to be known as one of the best cider brands in Japan and also that the Japanese market would be our reference for the rest of Asia. That would be a great achievement.	



GICOPA (MANUFACTURER OF CANDY)		www.gicopa.be
Candidate	Mrs Nadia Grégoire, Sales and Marketing Manager	
Company activities	Gicopa from Gillard, Confiserie & Pain d'épices is a Belgian candy factory based in Liège. Since 1895, we specialize in the production of hard boiled candy. We only use qualitative raw ingredients (e.g: Belgian beet sugar) and our 2 bestsellers, "La Vraie Violette de Liège"® and the Sour Cherry are Belgian candy staples. The company was purchased by Dries de Muynck (current CEO and owner) in Oct. 2015 with the objective to relaunch the brand and make it more dynamic and start to export. We are certified FSSC 22000.	
Company expectations	<ul style="list-style-type: none"> › We had a booth under the AWEX Pavillion during the Foodex trade show in Tokyo in 2017 and 2018. › We met very interesting and potential business partners both years but in 2017 we realized we had to work on our recipes in order to be fully compliant with the Japanese legislation. In 2018, we were able to move forward with some of our contacts from the previous year but nothing has been locked yet. Expectations for our visit : <ol style="list-style-type: none"> 1. Develop our knowledge of the Japanese market and their way of conducting business 2. Meet new potential prospects 3. Meet some of the people we already met during Foodex but at their company 4. Possibly lock a contract with a local importer /distributor 	
Target	Hopefully we will have one steady importer/distributor who will be able to develop our sales under : <ul style="list-style-type: none"> › The Gicopa brand , where & when possible › Bulk /Private labelling A turnover between 75 and 100€M is what we believe is feasible when we look into the current Hard candy exports from EU to Japan (4,4€MM in 2017/ Eurostat)	




NICOLAÏ FRUIT AND VEGETABLES (WHOLESALE)
www.nicolaifruit.be

Candidate Mrs Hannah Nicolai, Sales and Purchasing

Company activities

Nicolaï Fruit was founded in 1994 by Peter Nicolai. At that time, he already had more than 10 years' experience in the sector and had gained enough expertise to start his own wholesale business. He had the drive and passion to start the success story that the company is today.

From the outset, Nicolaï Fruit focused on quality, both in terms of the products we trade and the service we provide. We select the best products from responsible growers and cooperatives and have them delivered quickly to wholesalers and supermarkets in Belgium and abroad. Nicolaï Fruit's first international customers were in Great Britain and Scandinavia. Today, we are distributing our products across Europe and far beyond.

Over the years, the range has expanded considerably, with new varieties of Belgian fruit and exotic fruits from all over the world, such as South America and New Zealand.

Since its creation more than 20 years ago, Nicolaï Fruit has grown into an important player in the European fruit and vegetable market. We maintain our strong position through our continued focus on high quality, continuous innovation and flawless service.

Company expectations

The expectation is to get familiar with the Japanese business practices, and ultimately build sustainable business relationships. Supermarkets and distribution centres would be the first type of choice. However, we are not limited to supermarkets alone, our aim is to also get in contact with speciality stores and catering businesses. Discussions with consumers directly would help us with our market study and give an insight into the type of products they prefer. From the start, we want an optimal supply chain, which will be the result of a close look at the possible distribution channels during my visit. As an outcome, we think it should be possible to have the first orders in place upon return.

Target

In 5 years, our company would like to distribute around 500 to 1000 tons of vegetables to Japan per year. Biggest export volumes would be vegetables where Belgium as a country is a quality mark, such as chicory and asparagus. However, we don't want to limit ourselves to these products alone. Even for the products where Belgium is not the first name that comes to mind, we have a top quality assortment. Products such as kale, turnip, parsnip and black radish fit well in the current eating pattern of Japan. Specialties such as salsify and broccolini can appeal to the Japanese consumer with the right branding and marketing.





STRANGE DONKEY GIN (BEVERAGES)

www.strangedonkeygin.com

Candidate	Mrs An Stevens, Marketing and Communications Manager
Company activities	<p>Five years ago we developed a London Dry Gin with an Antwerp twist. There are five of us and we developed everything together: from the recipe (23 botanicals!) to the branding based on the legend of the 'strange donkey'.</p> <p>We named the gin after the village where it is distilled: Vremde.</p> <p>A local legend says that a donkey had to decide where the church would be built. The donkey lay down in a strange place, so the village was named Strange. (Vremde means strange in the local Flemish dialect). So our gin became Strange Donkey (vreemde ezel in Flemish).</p> <p>Following of the achievements at the International Spirits & Wine Competition and the success in sales, Strange Donkey is ready to start expanding to other countries.</p> <p>Recently we hired a person for the export in Europe and hopefully by this application we will find one for Japan.</p>
Company expectations	<p>The company will target selected restaurants or liquor stores with its refreshing gin. This gin will be attractive to men and women from 34 to 60 years. To be more specific, Strange Donkey does not target by demographics but by mindset. They target successful people with a fun and surprising twist to them.</p> <p>The entry strategy of our small company will be a tight cooperative export. With this strategy it can keep all the aspects apart from marketing and sales of the business in Belgium. Besides this, the strategy has low risk and high flexibility. To carry out the entry strategy, Strange Donkey is going to need to work with an agent in Japan to sell the products.</p>
Target	<p>To be on the menu of the best restaurants and to be available for purchase in specialized liquor stores in Japan.</p> <p>To have the Strange Donkey brand associated with quality, creativity, good taste, a perfect combination of both worlds.</p> <p>Strange Donkey is born stubborn in Belgium so when it finds its place in the Japanese market it will survive.</p>

TEXERE BIOTECH (BIOTECHNOLOGY)

Candidate	Dr Denis Dufrane (MD,PhD), Founder & Owner
Company activities	<p>TEXERE Biotech is a new biopharmaceutical company active in the development of decellularized biological matrices for reconstructive surgery (orthopedic surgery, spine surgery, maxillo-facial surgery and skin reconstruction). TEXERE optimizes the tissue processing in order to (i) reduce the cost and time of production and (ii) improve the quality and the safety of the implant by automation and robotizing the tissue graft manufacturing. TEXERE is an innovative biopharmaceutical company in the automated treatment of biological tissues by a full robotization in order to guarantee the direct implementation of a complete automated laboratory on site (tissue bank, hospitals or private company) compliant with the regulatory requirements (identification, traceability ...).</p>
Company expectations	<p>TEXERE's biotech aims, during Japan's visit, (i) to initiate the first contact with healthcare authorities in view to promote the bone tissue living donation and (ii) to initiate contacts for local partners (hospitals and/or tissue banks and/or medtech companies) to implement a national program of bone treatment and transplantation.</p>
Target	<p>The main objective of TEXERE Biotech is to be an active actor in view to develop the program of bone tissue transplantation in Japan. TEXERE Biotech can bring a rapid and direct access to bone tissues processing by the implementation of one manufacturing unit within the next 2 years. TEXERE focuses to bring its expertise in the field of (i) living donation of bone tissues for tissue collection and (ii) tissue processing by robotization with the next 5 years:</p> <ul style="list-style-type: none"> › Year 1-2: Contract with a local partner (tissue bank in association with a private venture) › Year 3-4: Implementation of an automated manufacturing unit › Year 5: Activity of bone tissue processing



YES First Briefing Session

Tuesday, 26 June 2018 - Restaurant Kamo, Brussels



Mrs Ann Blondé, Managing Director of zeal & Chairwoman BJA YES Committee, encouraging the YES participants



Mr Satoshi Ikoma, First Secretary Economic Affairs of the Japanese Embassy in Belgium, presented some insights on the markets and the trends in Japan.

The BJA YES Committee had the pleasure to invite the selected YES XI laureates to the first YES Briefing Session.

Thanks to the generous support by Restaurant Kamo, we enjoyed this briefing session privately in the one and only Michelin star Japanese restaurant in Belgium.

On this occasion, Mr Ikoma, First Secretary Economic Affairs of the Japanese Embassy in Belgium, was invited to give some insights on the markets and the trends in Japan. Former YES Participants, Mr van Meerbeeck, Sales and Marketing Director at Desobry and Mrs Pattijn, CTO and Co-Founder of Immunxperts,

shared their tips and tricks of being successful in Japan with the YES Program. Other Japan experts, being Prof Declerck, BJA President and Member of the Board of imec International, Mrs Kato, Managing Director of Many Truths, Prof Vanoverbeke of KULeuven, and Mrs Tsuchiya, Director of JETRO, shared their profound knowledge and insightful experiences on important aspects of doing excellent business as well.

Mrs Blondé, Managing Director of zeal & Chairwoman BJA YES Committee, encouraged the YES participants together with the YES Committee Members to seize the opportunity of YES.



Recent experiences on transfer pricing tax audits

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

In Belgium, in-depth transfer pricing tax audits of multinational groups have traditionally been performed by a specialized transfer pricing group within the Belgian tax administration. More recently, seven centres for large companies (“Grandes Entreprises / Grote Ondernemingen”) have been set up to manage all tax audits for large companies. In 2018, we have experienced the transfer pricing audit team joining forces with the regional tax inspectors of the centres for large companies. The transfer pricing audit team provides technical support on any transfer pricing issue detected during standard corporate tax audits, which could lead to an in-depth transfer pricing audit. Furthermore, the corporate tax inspectors received training from the head of the transfer pricing audit team, specifically focussing on transfer pricing matters.

An increasing number of transfer pricing tax audits are initiated annually (i.e. around February) during a so-called “transfer pricing audit wave”. During the 2018 audit wave, approximately 250 transfer pricing audits were initiated by means of a standard transfer pricing questionnaire. A response to such transfer pricing audit questionnaire is normally required within one month. Before providing a response, a pre-audit meeting can be held with the transfer pricing audit team. This generally allows for a better understanding of the background and scope of the investigation.

In the selection of multinational companies for a transfer pricing audit wave, the tax administration leverages on experience, exchange of information with foreign tax authorities and, increasingly, the use of data-mining techniques. In this respect, volatile sales or profitability margins, structural loss-making positions, high debt-equity ratios, business restructurings and significant loss carried forward can increase the likelihood of being selected for a transfer pricing tax audit. Recent annual transfer pricing audit waves have furthermore shown an increasing focus on Base Erosion & Profit Shifting (“BEPS”) risk indicators.

Due to the implementation of BEPS Action 13 (transfer pricing documentation) in Belgian tax legislation, a number of detailed transactional and financial data are required to be reported in the Local File form, Master File form and Coun-

try-by-Country Report. As a consequence, reliance on data-mining techniques is expected to increase in the future.

Transfer pricing audits are thus most likely to be triggered by financial risk indicators. Whereas practice shows that there is no special focus on specific industry sectors (companies in various industry sectors have been selected) we recently experienced an increased attention of the transfer pricing audit team on Japanese multinational groups. This special attention is not driven by aggressive planning structures as Japanese groups are indeed much more conservative in tax planning compared to other multinational groups, but rather seems to be driven by transfer pricing documentation prepared by Japanese groups which, according to the transfer pricing audit team, may not always be fully in line with OECD requirements.

Even prior to the implementation of BEPS Action 13, the absence of intercompany agreements or up-to-date transfer pricing documentation were considered to raise a red flag during a transfer pricing audit. The implementation of BEPS Action 13 has increased the focus on transfer pricing documentation by (Belgian) tax authorities. As such, the absence of local transfer pricing documentation as prescribed by the OECD in combination with a large volume of intercompany transactions reported in the Local File form could raise a red flag in the selection for transfer pricing audits, as well as during the transfer pricing audit itself.

Furthermore, it is crucial to ensure consistency in the information provided to the tax authorities. More specifically, the information which has been or will be communicated to the tax authorities through the transfer pricing documentation forms should be consistent with the answers which are provided to tax inspectors during the audit.

Considering the above, it is strongly advisable to make sure that appropriate transfer pricing documentation is readily available at the taxpayer premises. Although Japanese multinational groups are generally less involved in cross-border tax planning compared to other multinational groups it is key to be well prepared for a potential transfer pricing audit.

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The EU-Japan EPA - a Belgian perspective: A conversation with Secretary of State Pieter De Crem ベルギーの立場から見た日EU経済連携協定(EPA)についてPieter De Crem貿易担当閣外大臣に聞く

Thursday, 7 June 2018 - Steigenberger Wiltcher's, Brussels



Secretary of State Pieter De Crem greeting all members personally.



The members thoroughly enjoying the event.



Secretary of State Pieter De Crem eagerly engaging in conversations with the participants, and invited the participants to express their views.

The BJA was pleased to invite the members to an exclusive business luncheon with Secretary of State Pieter De Crem. Baron Grauls, BJA EU Committee Chair and Senior Advisor at EY, welcomed the historical momentum we are living in, as the EU and Japan are moving to implementing their Economic Partnership Agreement (EPA). The time has come to scope the potential benefits of this important agreement for the Belgium-Japan bilateral relationship, he mentioned.

Secretary of State Pieter De Crem offered his ideas on how our business communities could take full advantage of this

agreement. He widened the information about the topic, as the EPA is an agreement of a new generation, encompassing also green technology measures, legal standards for workers or market opening measures for services, just to name these. He eagerly engaged in conversations with the participants, and invited the participants to express their views.

The members thoroughly enjoyed the event, which was kindly supported by JTI, and look forward to the EPA coming into full force.



第6回企業・在留邦人向け安全対策セミナー

2018年、4月20日(金)、ブラッセル日本人学校



Mr Masatomo Nomura, Founder of Nomura Consulting Europe and the Chair of BJA Investment Committee, gives an opening speech.



Mr Takashi Ito, Deputy Consul of the Japanese Embassy, together with Mr Luc Storms, an advisor for protection on robbery and burglary of the Police department of the area of Auderghem, Uccle, and Watermael-Boitsfort municipalities, give presentations.



One of the participants enthusiastically asks questions to the speakers concerning some security issues.

この度、BJA(日白協会兼商工会議所)、在ベルギー日本国大使館、ベルギー日本人会は、日本人学校の協力を得て、第6回「企業・在留邦人向け安全対策セミナー」を開催しました。セミナーは当地における犯罪の状況および防犯対策を説明することにより、在留邦人(特に最近当地にいられた方々)が日常感じられている治安に対する不安の払拭を図るとともに、防犯意識の向上を目的とし、約50名のブラッセル日本人学校生徒の保護者並びにBJA及び日本人会会員の皆様にお集まり頂き、PTA総会後に実施されました。当日は、在ベルギー日本国大使館の伊藤副領事並びにオードルゲム/ウックル/ワーテルマル・ボアフォール警察区域5342警察官、盗難防止アドバイザー、ルック・ストルム氏よりベルギー警察組織、路上における注意事項と自宅に関する注意事項、当地警察の取り組みについてご説明頂きました。

On 20 April 2018, the Belgium-Japan Association and Chamber of Commerce organised a seminar in cooperation with the Japanese Embassy and the Nihonjinkai, held at the Japanese School in Brussels, on (personal) security matters. This seminar was held in the Japanese language only with the aim to enhance the awareness of the Japanese community in Belgium on security measures. With a kind cooperation by the Police department of the area of Auderghem, Uccle, and Watermael-Boitsfort communes, an advisor for protection on robbery and burglary gave a thorough presentation to over 50 participants of the Brussels Japanese School, members of the Japanese Association in Belgium and the BJA.



ICT Permit Study: Facilitating intra-EU mobility for third-country nationals

By Mr Matthias Lommers, Senior Director, Immigration and Social Security Services of Deloitte and BJA Legal & Tax Committee Member

Introduction

We are delighted to present you with our Intra-Corporate Transferees (ICT) Study.

The objective of this study is to compare the rules related to ICT workers in the different countries within the European Union (EU).

What is ICT about

In 2014, the European Council adopted the proposal for a Directive on the conditions of entry and residence of third country nationals, within the framework

of an intra-corporate transfer.

25 participating EU Member States had 30 months to transpose this Directive (by 29 November 2016). As with other EU policies on legal migration of third-country nationals, the UK, Denmark and Ireland opted out of this Directive.

In the meantime, all 25 countries, except Belgium, have transposed the Directive into their national legislation, providing meaningful input for a first comparison.

The ICT Directive complements past harmonization initiatives such as the EU Blue Card and Single Permit Directives. Its objective is to “make it easier and quicker for multinational companies to temporarily assign highly skilled employees to subsidiaries situated in the EU. Moreover, the Directive facilitates mobility of intra-corporate transferees between Member States during their assignments”.

Intra-corporate transferees within this Directive’s scope are non-EU nationals assigned from a multinational company’s entity to another entity of the same group in a different country. The ICT Directive foresees, among others, transparent and harmonized conditions for admission, residence and work, intra-EU mobility and certain guarantees to uphold labor and social security standards for highly skilled profiles (i.e. trainees, managers and specialists).

Main benefits

The main attraction of this Directive for international companies is that it allows intra-corporate transferees (subject to certain conditions) to be exempt from Schengen visa obligations and to enter, stay and work in other Member States without the need to apply for another work permit, for a period of up to 90 days. In view of long-term mobility (more than 90 days) the conditions are stricter.

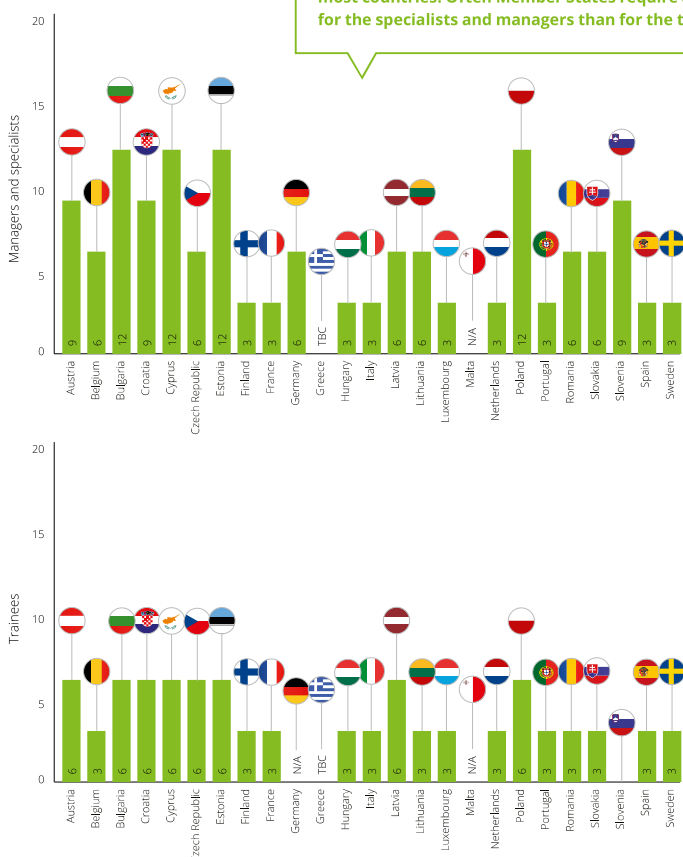
It is clear that the ICT Directive’s implementation meets the demand of many international companies by allowing their non-EU nationals to work in different EU countries while having to go through the immigration formalities in only one EU country.

Integrated approach required

More so than ever we are also witnessing the effects of the exchange of information regimes between different government departments for example, tax and immigration in various jurisdic-

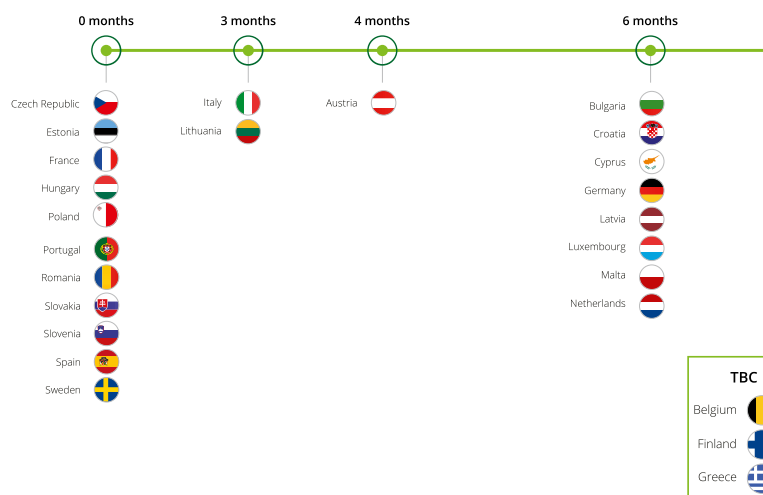
Seniority requirements

The ICT permit is available for specialists, trainees and managers. The option that was foreseen in the Directive, allowing the Member States to condition the granting of the ICT permit to a specific required seniority, has been implemented by most countries. Often Member States require a higher seniority for the specialists and managers than for the trainees.



Cooling-off period

As a rule, an ICT permit is valid for maximum 3 years for managers and specialists and maximum 1 year for trainees, after which extension of that same permit is not possible. The member states have the discretion to apply a cooling-off period (whereby the individual needs to leave the country) before the employee can re-apply for a new ICT permit. A cooling-off period does not necessarily mean that there are no alternatives for leaving the country. Some member states allow the use of another kind of work permit (often based on a local contract) to allow the worker to continue his activities.



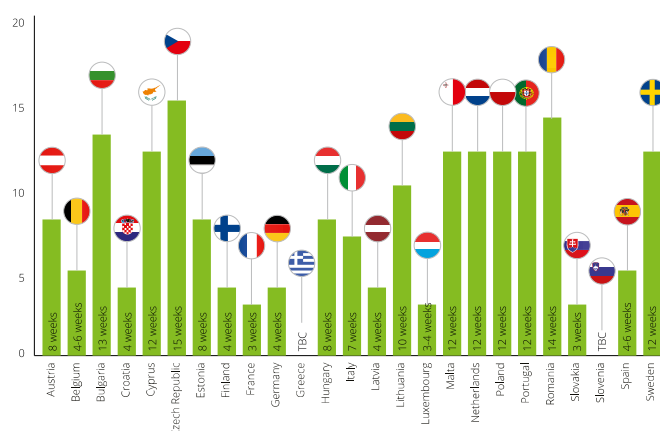
tions. We are also starting to see this in the international arena. Governments are more global and more connected than ever and this is driving a change in immigration no longer being a stand-alone discipline.

Indeed, while using the ICT permit, companies need to be careful. When working in different EU member states, the EU coordination rules on social security (as laid down in Regulation 883/2004) will become applicable, and may in some situations activate the social security scheme in the EU country where the individual resides.

Furthermore, it is important to make sure that such a set-up does not constitute a forbidden chain secondment, which may be in contradiction with local labor law. In all instances, it will be important to make sure that the link of subordination remains with the assigning employer outside of the EU, and that attention is paid to the contractual set up of these ICT assignments.

Processing times

The legal processing time as foreseen does not always take into account the whole process. Often quite some time is needed to gather the required documents prior to submitting the application or additional time is required to schedule a visa appointment. Since practice is not yet established in quite a lot of member states, we have chosen not to share information on the processing time from A-Z yet.



Some countries have a fast-track procedure depending on whether the company is registered as a "fast-track" company, whether an extra fee is paid upon submission of an application or whether there are specific agreements in place with the authorities.

Impact on assignments from Japan to Belgium

Once implemented in Belgium, the ICT permit will be an ideal tool for Japanese companies sending over Japanese employees from their Japanese headquarters to Europe. Based on their Belgian ICT permit, these employees will be able to perform their activities in Belgium, but also in other European member states while only going through a limited administrative process.

For more practical information on the implementation of the ICT permit, please do not hesitate to contact Yuri Kiyoshima at ykiyoshima@deloitte.com

EU-Japan news

EU-JAPAN SUMMIT: A LANDMARK MOMENT FOR TRADE AND COOPERATION

The 25th EU-Japan Summit took place on 17 July in Tokyo. At the summit, leaders signed two landmark agreements, the Strategic Partnership Agreement and the Economic Partnership Agreement, which will significantly boost bilateral relations.

Jean-Claude Juncker, President of the European Commission and Donald Tusk, President of the European Council, represented the European Union at the Summit. Japan was represented by its Prime Minister, Shinzo Abe. The European Commission Vice-President for Jobs, Growth, Investment and Competitiveness, Jyrki Katainen also participated. EU Leaders offered their condolences to the people of Japan following the floods and landslides in Western Japan, and offered their support to Prime Minister to help in any way.

"Today is a historic moment in our enduring partnership", said President Jean-Claude Juncker. "Today's signature of the EU-Japan Economic Partnership Agreement is a landmark moment for global trade, and I am also delighted that we have signed the first ever Strategic Partnership Agreement, which takes our cooperation to the next level. The impact of the Economic Partnership Agreement goes far beyond our shores. Together, we are making a statement about the future of free and fair trade. We are showing that we are stronger and better off when we work together and we are leading by example, showing that trade is about more than tariffs and barriers. It is about values, principles and finding win-win solutions for all. As far as we are concerned, there is no protection in protectionism – and there cannot be unity where there is unilateralism."

For open, fair and win-win trade

The Economic Partnership Agreement between the EU and Japan is the biggest ever negotiated by the European Union. It creates an open trade zone covering over 600 million people and nearly a third of global GDP. It will remove the vast majority of the €1 billion of duties paid annually by EU companies exporting to Japan, and has led to the removal of a number of long-standing regulatory barriers, for example on cars. It will also open up the Japanese market of 127 million consumers to key EU agricultural exports and will increase EU export opportunities in a range of other sectors. The Agreement follows the highest standards of labour, environmental and consumer protection and has a dedicated chapter on sustainable development. It is the first trade agreement negotiated by the European Union to include a specific commitment to the Paris climate agreement.

Commissioner for Trade Cecilia Malmström said: *"We are sending a strong signal to the world that two of its biggest economies still believe in open trade, opposing both unilateralism and protectionism. The economic benefits of this agreement are clear. By removing billions of euros of duties, simplifying customs procedures and tackling behind-the-border barriers to trade, it will offer opportunities for companies on both sides to boost their exports and expand their business."*

Concerning data protection, the EU and Japan concluded the negotiations on reciprocal adequacy on 17 July, which will complement the Economic Partnership Agreement. They agreed to recognise each other's data protection systems as 'equivalent', which will allow data to flow safely between the EU and Japan, creating the world's largest area of safe data flows.

Věra Jourová, Commissioner for Justice, Consumers and Gender Equality said: *"Japan and EU are already strategic partners. Data is the fuel of global economy and this agreement will allow for data to travel safely between us to the benefit of both our citizens and our economies. At the same time we reaffirm our commitment to shared values concerning the protection of personal data. This is why I am fully confident that by working together, we can shape the global standards for data protection and show common leadership in this important area."*

A Strategic Partnership Agreement fit for truly Strategic Partners

The European Union and Japan are like-minded partners, working together both bilaterally as well as in multilateral fora, such as the United Nations and the G7. The Strategic Partnership Agreement, signed today by President Juncker, President Tusk and Prime Minister Abe, will deepen and strengthen EU-Japan relations by providing an overarching and binding framework for enhanced cooperation.

"In today's world, no country can think of tackling the global challenges that we are faced with on its own", said the High Representative/Vice-President Federica Mogherini ahead of the Summit. "Japan is a country that we already work so closely with, on many files, from peace-building to denuclearisation, from counter-terrorism to effective multilateralism. The Strategic Partnership Agreement will allow us to strengthen this cooperation across a wide range of sectors, but also open up the possibility for cooperation in new areas, from science, technology and innovation, environment and energy, to climate change and security."

At the Summit, the Leaders addressed regional and foreign policy issues including the situation on the Korean Peninsula, the conflict in eastern Ukraine and the illegal annexation of Crimea and Sevastopol, the commitment to preserving the Joint Comprehensive Plan of Action – the Iran nuclear deal, among others. As the Strategic Partnership Agreement foresees, Leaders also discussed the shared commitment to strengthen cooperation on global issues and confirmed the EU and Japan's joint vision and support to the rules-based international order with multilateralism, democracy, non-proliferation of weapons of mass destruction, open markets and a global trading system with the World Trade Organisation at its core.

The Leaders also discussed other bilateral issues, including possibilities to strengthen the EU-Japan security partnership, strengthened cooperation in the fields of development policy and education, culture and sports.



署名式(写真提供:内閣広報室)



共同記者会見(写真提供:内閣広報室)

7月17日(火曜日)、東京にて、17時30分から約30分間、安倍晋三内閣総理大臣は、ドナルド・トゥスク欧州理事会議長(H. E. Mr Donald Tusk, President of the European Council)及びジャン＝クロード・ユンカー欧州委員会委員長(H. E. Mr Jean-Claude JUNCKER, President of the European Commission)との間で第25回日EU定期首脳協議を行いました。定期首脳協議に先立ち、約1時間の少人数会合が実施され、定期首脳協議後には、日EU経済連携協定(EPA)及び戦略的パートナーシップ協定(SPA)の署名式、共同記者会見が行われました。また、今回の定期首脳協議に際し、共同声明が発出されました。

1 日EU・EPA及びSPAへの署名

両首脳は、5年以上に及ぶ交渉を経て、日EU・EPA及びSPAに署名しました。安倍総理は、両協定の署名は、日EU関係をより高い次元に引き上げる価値のある画期的なものであるとの認識を示した上で、EPAへの署名は、保護主義的な動きが世界で広がる中、日本とEUが自由貿易の旗手として、世界をリードしていくとの揺るぎない政治的意思を世界に鮮明に示すものであり、EPAを礎に、今後も日EUが自由貿易の旗手として、WTOを中心とする多角的自由貿易体制を堅持、発展させていきたい旨述べました。また、SPAの署名については、基本的価値を共有する日EUの協力関係を一層深め、ルールに基づく自由で開かれた国際秩序を維持・拡大し、国際社会の平和と繁栄をリードしていく基

礎となるものであるとの認識を示した上で、今後、同協定に基づき、幅広い分野での対話・協力を一層強化していきたい旨述べました。

これに対し、トゥスク議長から、欧州と日本は地理的には遠く離れているが、日EUが政治的にも経済的にも、これ程までに近づいたことはない旨の発言がありました。また、ユンカー委員長から、日EU・EPAは、公平性と価値を核とした協定であり、世界に対して範を示すものである旨の発言がありました。

2 日EU関係

(1) 英国のEU離脱

安倍総理から、EUと英国の間の離脱協定交渉の行方を懸念をもって注視している、企業活動等への悪影響を避けるため、透明性及び予見可能性の確保が不可欠である旨述べ、引き続き適時の情報提供を要請しました。また、英国には日本企業も多く進出しており、移行期間中の法的安定性の確保は不可欠である旨述べました。これに対し、ユンカー委員長からは、英EU間の離脱の現状につき説明がありました。また、EU側として法的安定性が確保される移行期間を含む離脱協定がまとまるよう、交渉の妥結に向け全力を尽くすとの立場が示されました。

(2) 個人データの越境移転

安倍総理から、日EU当局間で相互に認定をすることで一致し、日EU間の相互の円

滑な個人データ移転の枠組みを実現するために2018年秋までに双方の必要な手続を完了することにコミットしたことを歓迎する旨発言した。これに対し、ユンカー委員長は、データフローの重要性を指摘しつつ、関係者の努力に敬意を表しました。

(3) この他、両首脳は、安全保障、連結性、日本産農林水産品等の輸入規制、世界経済及び貿易等についても議論し、幅広い分野で戦略的に協力していくことを確認しました。また両首脳は、本年10月にブリュッセルで実施されるASEM首脳会合に向け、緊密に連携していくことを確認しました。

3 地域情勢

両首脳は、北朝鮮問題を始めとするアジア情勢、イラン核合意を含む中東情勢などの地域情勢についても忌憚ない意見交換を行いました。特に、北朝鮮問題について、両首脳は、北朝鮮による、全ての大量破壊兵器及びあらゆる射程の弾道ミサイルの完全な、検証可能な、かつ、不可逆的な廃棄を実現するとの目標を改めて確認するとともに、国連安保理決議の完全な履行に向け、日EUで引き続き連携していくことで一致しました。また、安倍総理から、拉致問題の早期解決に向け、北朝鮮と直接向き合う決意を伝えるとともに、理解と協力を求め、トゥスク議長及びユンカー委員長より支持を得ました。

Source: www.mofa.go.jp/mofaj/erp/ep/page1_000601.html

EU AND JAPAN STRENGTHEN COOPERATION ON DEVELOPMENT, SDGS, AND EURO-ASIAN CONNECTIVITY

The 6th High Level EU-Japan Development Policy Dialogue took place on 3 July 2018 in Brussels.

The high-level meeting aimed at strengthening dialogue and cooperation, seeking collective action in a wide range of areas, including the implementation of the Sustainable Development Goals (SDGs) and the upcoming Japanese Presidency of the G-20. The two sides also exchanged on recent developments such as the European Commission's proposal for a new Multiannual Financial Framework and the upcoming start of the Post-Cotonou negotiations process.

How to finance development and achieve the SDGs as a unique vector of stability, prosperity and benefit to all stakeholders worldwide was at the core of the discussions. Gender was also

high on the agenda and notably the potential synergies between the EU's Spotlight initiative and the Japanese-ASEAN Women Empowerment Fund. Regarding cooperation in the field, both sides exchanged views on EuroAsian connectivity, the Japanese Free and Open Indo Pacific Strategy, and Iraq, Sahel G-5, Somalia, Central Asia, and agreed to coordinate closely in these areas.

Stefano Manservigi, the European Commission's Director General for International Cooperation and Development, and Kazuya Nashida, Assistant Minister, Director General of the International Cooperation Bureau at the Ministry of Foreign Affairs of Japan, co-chaired the meeting.

Source: ec.europa.eu/europeaid/news-and-events/eu-and-japan-strengthen-cooperation-development-sdgs-and-euro-asian-connectivity_en

The Cool Japan Ambassador Program

By Mr Pierre Bonneels, BJA Cultural Committee Member and ULB/EASt Management Committee Member

Yosuke Suetsugu was born in Japan and moved to Brussels in 1977. He was a sushi master at the Tagawa restaurant (closed for a few years) before opening his own restaurant: Nonbe Daigaku (avenue Adolphe Buyl 31, 1050 Ixelles). Tomoyasu Kamo of the famous restaurant Kamo (often considered to be the best Japanese restaurant in Brussels because of its Michelin star and its 16/20 rating in Gault & Millau) was one of his students.

At the end of 2016, Suetsugu was decorated with the title of the Knight of the Order of Leopold II, a title that truly crowned his already impressive career. Another yet unknown story is that the year before he received this highly honorific title, he became a Cool Japan Ambassador.

‘Cool Japan’ is an initiative from the Government of Japan to further strengthen the ties between Japan and other countries (in such areas as economics, culture, and diplomacy). This Cool Japan initiative falls right under the concept of ‘soft power’ introduced in the 1980s by Joseph Nye. According to Nye, power is the ability to influence the behaviour of others to get the outcome one wants. Furthermore, the idea of ‘soft-power’ is that one co-opts people rather than coerce them. It is a very useful tool, especially when it comes to culture, political values, and foreign policies. Japan is using this tool wisely by promoting its best-known cultural brands such as sushi, manga, cars and the beauty of its country, etc.

Last April, ‘Cool Japan’ welcomed a new Ambassador, Pierre Bonneels (BJA member), from the Université Libre Bruxelles (ULB). Along with several other colleagues at the ULB, Pierre is participating in the elaboration of a new Research Center focusing on East-Asian Studies (EASt–<http://msh.ulb.ac.be/equipes/east>). He lived in Japan for over 7 years including Sasebo, Kyoto and

Tokyo. After getting a degree at Bukyō University, he returned to Belgium where he is now writing a PhD thesis on Japanese philosophy and the thoughts of Shōzō ŌMORI, a famous member of the Tokyo School. This project will end in the fall of 2019. His work will be a unique contribution in French about the golden age of philosophy at the University of Tokyo’s famous Komaba Campus.

Being a new Cool Japan ambassador, Pierre Bonneels went to visit the senior Cool Japan Ambassador Yosuke Suetsugu who shares the same feelings about the importance of Japan and its youth. They discussed future plans and explored new ideas to talk about the many extraordinary things Japan has to offer in Belgium. Pierre emphasised the importance of the Japanese educational program at the ULB that was built two years ago and is attracting more and more students every year. ‘Education and youth are the most important matters we need to take care of, they are the future of the Japan-Belgium relations and therefore we need to help promote them,’ he says.

Having had 40 years of experience in the food industries, Yosuke Suetsugu agreed with this statement and further reminded us of how Japanese food is a key practical concept in presenting Japanese culture to an international audience (including Belgians and other international communities in Belgium). He stated that ‘supporting the activities of the Cool Japan Ambassador by the Japanese government is also very important because it will lead to a lot of foreign people knowing about Japan.’

Yosuke Suetsugu has been extremely helpful and influential in the promotion of many successful events. It is quite impressive to see what he has achieved for the program so far. A few years ago, he voluntarily helped to organise an event to collect donations for the disaster areas in Fukushima. This event was





made possible by the help of mainly Japanese students from the Catholic University of Leuven. During another event, he also worked with around 20 students from the Catholic University of Leuven and 5 Japanese students and eventually even gathered over 600 guests. He says: 'I never received any specific request. But I have to say that for 40 years, I continuously cooked Japanese food in Belgium, and when there were interviews with the media such as blogs, TV and radio, I made sure to always introduce Japan.'

Pierre Bonneels recognises the important work done by Yosuke Suetsugu. He says that 'by supporting the activities of the Cool Japan Ambassador, the Japanese government is doing a very good thing because it will lead to a lot of foreign people knowing about Japan. As a matter of fact, today the number of Japanese people living in Belgium exceeds five thousand and the amount is still increasing. Regarding the amount invested in Belgium by Asian countries, Japan is ranked first, and through this fact, we hope that the friendship between Belgium and Japan will be further enriched'.

Yosuke Suetsugu reminds us that 'there is a Department of Japanese Language and a Department of Oriental Studies at the Catholic University of Leuven. We can also find a department related to Japan at Ghent University, but there was no such thing at the Université Libre de Bruxelles. When I heard of the new Japanese program at the Université Libre de Bruxelles, I therefore immediately wanted to support it. With the help of some students, I made sushi and Japanese sweets as well as organized entertainment to help promote the program and increase its visibility'. Pierre Bonneels adds that 'it was a fun day for and with students. Besides sushi and Japanese sweets, there was also some J-pop dance and even Aki Sato playing the koto and traditional Japanese songs. I believe that by organising these types of events, people who have never been interested in Japan before may now somehow discover Japan'. Furthermore, along with some Japanese students from Ghent University, Yosuke Suetsugu participated in a Japanese festival. With the cooperation of the Ghent city hall, the festival turned into a very successful event, representing a real Japanese Matsuri and welcoming over 5,000 people! According to Pierre Bonneels, this large event was 'a good opportunity for Belgium to present Japan. People who already have an interest in Japan might even be more inclined to do business with them. Moreover, if the number of tourists in Japan increases, it would have a positive impact on the economy as well.'

Both Yosuke Suetsugu and Pierre Bonneels would love to learn more from Japanese company's employees located in Belgium and listen to their ideas and input. Furthermore, they would like to focus on new kinds of collaborations between BJA and Universities.

Exclusive tasting of ANA catering & visit of the ANA B787 Dreamliner

Thursday, 21 June 2018 - Brussels



The Japanese main course menu served in the Business class of the ANA Dreamliner direct flight between Tokyo and Brussels.



The participants had an exclusive opportunity to do the tasting of the Business class course menu prepared at LSG Sky Chefs.



Mrs Naoko Hamada, Supervisor – Sales & Marketing, ANA, gives a presentation on ANA and its 787 Dreamliner direct flight to Tokyo.

Thanks to the generous support of ANA, the Belgium-Japan Association and Chamber of Commerce (BJA) had the pleasure to invite a selected group to an exclusive ANA flight meal tasting at LSG Sky Chefs, followed by visiting inside the new Boeing 787 Dreamliner.

The participants were warmly welcomed by Mr Masashi Takano, Manager Sales & Marketing of ANA at the LSG Sky Chefs building. After his brief introduction of the event, the participants enjoyed the tasting of the ANA B787 Dreamliner Business class Japanese menu while Mrs Naoko Hamada, Supervisor Sales & Marketing of ANA, gave a general presentation on ANA and its services.

The participants then gathered at the Airport for the visit of the ANA B787 Dreamliner. They were guided exclusively to the tarmac to see the plane from the outside and through the inside of the plane including the Cockpit.

The participants thoroughly enjoyed this unique experience of

tasting delicious dishes and visiting the plane from the inside and the outside.



The participants had the exclusive opportunity to go out to the tarmac and take a photo in front of the ANA Dreamliner.



IRIS : A BELGIAN-JAPANESE ADVENTURE! The IRIS Book and How to do business with Japanese

By Dr Pierre De Muelenaere, Founder, Past President & CEO, IRIS Group - www.iris-book.com

Monday, 2 July 2018, late at night, I congratulate by e-mail, my Japanese friends for the fantastic game between the Samurai Blue and the Red Devils. I feel a bit sad for them and they wish me all the best up to the final.

I have a special relationship with Japan!

First of all, my first visit to Japan was a very long time ago, in 1985 more than 33 years ago. Since then, I have travelled regularly to Japan.

Secondly, even back then, the purpose of my visits was business and I got to know Japanese people both from the personal and the business perspectives.

In 1985, I was in the process of creating my own company, IRIS, to commercialize the results of my PhD. The invention was a revolutionary Omnifont OCR (Optical Character Recognition), superior to the solutions of the market leaders: two US companies and one Japanese (Tokyo Keiki/Totec). I had to travel to the US and Japan to see if we could convince professionals to adopt our new technology.

In my early days in Japan, with the help of the commercial attachés of the Belgian Embassy, I visited an impressive number of companies. At first, with mixed results, but, in the end, it worked! Over the years, I managed to sign licensing agreements on IRIS technologies, or develop new products, with Panasonic, Sharp, Fujitsu, Catena, Logovista, etc., a useful experience on how to do business with Japanese.

It certainly helped when, in 2008, I decided to approach Canon to develop a strategic partnership at international level. In only one year from the first contact, we signed an agreement, allowing Canon to distribute the IRIS solutions for Intelligent Document Recognition in Europe (IDR: forms, invoices and purchase orders processing, Automatic Document Classification, etc.) and Canon invested in IRIS.

Then, we managed to grow that joint business very fast and in 2012, I approached Canon to organize a friendly takeover on IRIS (listed on the Euronext stock ex-

change). The integration of IRIS inside Canon allowed me to develop new R&D projects with the Japanese teams of Canon. A positive and motivating experience with many meetings in Japan!

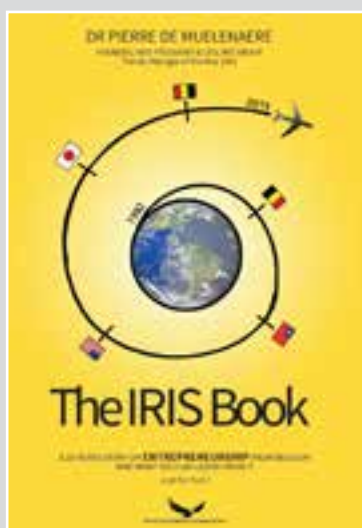
Then, end of 2015, after 33 years with IRIS, I decided to leave the company for new projects in the fields of Entrepreneurship, Innovation and Education. I departed from IRIS and Canon in excellent terms and a smooth transition was organized with the Canon Europe management team.

I immediately started new activities, and one of them was to write a book to share my IRIS experience with the new generation. It took me about a year to write the IRIS Book (www.iris-book.com), which is designed as a “Guide to Entrepreneurship” (in English and available internationally from Amazon uk, fr and de).

Of course, given the history of IRIS, it will not surprise you that part of the IRIS Book covers the topic “How to do business with Japanese?” which by the way could also be read “How to do business with Belgians?” by our Japanese readers. In fact, this book is telling many stories (good and bad) that happened in the development of these Belgian-Japanese partnerships, in the very early days and in more recent times.

It has even more Japanese flavors. For instance, 3 Japanese characters (cartoons) appear throughout the book. They represent important facets of the entrepreneur. The Buddha is making weird or cool statements and reminds us that the entrepreneur has to stay Zen in difficult times. The Shogun makes more competitive statements and is stressing the fact that the entrepreneur sometimes needs to be a competitive leader. Finally, the little Geisha represents the importance of the work-life balance, essential for successful family life and long-term success in business.

If you like stories, if you are involved in your own Belgian-Japanese project, if you are Belgian, if you are Japanese, do not hesitate to read the IRIS Book! You will discover my experiences with Japan, a fascinating and beautiful country, with kind, smart and hard-working people. Enjoy!



news for the members

FAMOUS BELGIAN PAINTER PIERRE ALECHINSKY LAUREATE OF THE PRESTIGIOUS PRAEMIUM IMPERIALE AWARD 2018 IN THE PAINTING CATEGORY

The Praemium Imperiale is a global arts prize awarded annually by the Japan Art Association. Since its inauguration in 1988, it has become a mark of the arts. Six nomination committees, each chaired by an International Advisor, propose candidates in five fields: Painting, Sculpture, Architecture, Music and Theatre/Film.

On Wednesday, 11 July the names of the five new Praemium Imperiale Laureates were announced in London, New York, Paris, Rome, Berlin and Tokyo. The 5 recipients are as follows:

- | | |
|-------------------------|--------------|
| › Pierre Alechinsky | Painting |
| › Fujiko Nakaya | Sculpture |
| › Christian Portzamparc | Architecture |
| › Riccardo Muti | Music |
| › Catherine Deneuve | Theatre/Film |

The artists are recognized and awarded for their achievements, for the impact they have had internationally on the arts, and for their role in enriching the global community. Each laureate receives an honorarium of 15 million yen and a testimonial letter. A medal will be presented by Prince Hitachi, honorary patron of the Japan Art Association, in an awards ceremony held in Tokyo on October 23, 2018.

The Grant for Young Artists was announced on 11 July in London,

and 2018 recipient of the Grant is Shakespeare Schools Foundation (U.K.). The foundation received 5 million yen to assist its efforts to help young artists.

Pierre Alechinsky is an international contemporary artist, born in Brussels in 1927. He studied illustration techniques and typography at La Cambre school, Brussels. He joined in 1949 the avant-garde art group “CoBrA” (1948-1951) and then moved to Paris. He had a close relationship with Shiryu Morita, the leader of the Bokubi group of calligraphers (Kyoto). He visited Japan for the first time in 1955 and made a documentary film: Japanese Calligraphy. Influenced by Walasse Ting, met in Paris in 1954, he started to use india ink and chinese pinsels. In 1965 he began working with acrylic painting with marginalia, on paper mounted on canvas. In 1977 he received the Andrew W. Mellon Prize at the Carnegie Institute, Pittsburg. Since the 50's he has developed a remarkable and considerable print work (etchings, lithographs...). Many museum shows around the world have demonstrated the richness and the variety of his work. Recently he received the French citizenship. During 2016–17, he held his first large-scaled retrospective exhibitions in Tokyo and Osaka, commemorating the 150th anniversary of the establishment of diplomatic relations between Belgium and Japan. He is the first Belgian and French recipient of the Praemium Imperiale.

Source: www.praemiumimperiale.org/en

COMMANDER OF THE ORDER OF THE CROWN

It is with great pleasure that we announce Mr Konishi has received the distinguished decoration of Commander of the Order of the Crown for his continued dedication to the promotion of Belgian beer in Japan.

The decoration ceremony was held at the Belgian Embassy in Tokyo where Ambassador Sleenwagen served as the proxy of the King in bestowing this honour on Mr Konishi.

This marks the second decoration Mr Konishi has received from the Kingdom of Belgium.

He was honoured with the decoration of Officer in the Order of the Crown in 1996 for his role in promoting Belgian beer in Japan.

Over the years, Mr Konishi has continued with the same passion to promote Belgian beer and Belgian culture across Japan.

Specifically, his support of the Belgian Beer Weekends has proven invaluable in creating and spreading the image of Belgium to a vast number of people over the years.

Mr Konishi's advisory role in lobbying for the beer tax law revision in March 2017 was also deemed of significant importance.

Mr Konishi, and Konishi Brewing Co., Ltd. by extension, will continue to strive to promote and expand the interest and understanding of Belgian beer in Japan.

We consider it our honour and privilege to represent many Belgian breweries in Japan and hope to do so for many more years to come. By bridging worldly borders, we can find ourselves united in our love for Belgian quality beer.

Source: Mrs Kathleen Boyen of Japon à la Carte, on behalf of Konishi Brewing Co., Ltd





MATSURI GHENT – JAPAN FESTIVAL, APRIL 28

By Professor Andreas Niehaus and Mr Tanguy Declercq



The student club Tomo no kai of the Japanese Studies program at Ghent University together with two exchange students from Hitotsubashi University organized the first Matsuri Ghent – Japan Festival on Saturday, 28 April. Ambassador Hayashi Hajime welcomed the visitors and officially opened the festival, which took place under the roofs of the city hall in the centre of Ghent. Until the early evening, Japan enthusiasts and Japanese expats enjoyed performances of martial arts, Japanese taiko, Japanese music and dance, a soba eating competition on the main stage, as well as different workshops, tea ceremony, a maid café and Japanese games. At 21 different booths visitors were able to buy Japanese products and food (including curry rice, takoyaki, sushi, onigiri, beer, and sake). The festival saw about 5000

visitors and especially the food booths, also supported by ‘Cool Japan’, were so popular that some were already sold out in the early afternoon.

The event brought Belgians and Japanese people together and encouraged cross-cultural exchange. The matsuri also served as a charity event and the profits were donated to World Campus International, which organizes exchange programs for international students in Japan. The donation will be used to financially support Belgian students that want to participate in the program, but do not have the necessary financial means to participate. Hopefully next year’s matsuri will even be a bigger success, so that more students can join the exchange program.

TOM DE HOUWER DECORATES THE KIKUMATSURI IN THE JAPANESE GARDEN HASSELT WITH HIS ARTWORKS

Every year in October, the Japanese Garden of Hasselt, a gift from its sister city Itami, organizes a Kikumatsuri – Chrysanthemum Festival. Also this year, you can enjoy the beautiful shapes of chrysanthemums from 13 to 21 October. The City of Hasselt has invited Mr Tom De Houwer, flower artist, to create the artworks for the festival this year.

Inspired by zen and the concept of “less is more”, Tom has created several artworks to be placed throughout the Garden. He has titled his exhibition “Sensei senses”, as he sees the Japanese Garden as a teacher for all of his five senses. Grateful for the possibility to create a concept for the Garden, he

cites the Buddhist expression “If the student is ready, the teacher appears and if the teacher is ready, students appear”.

Especially for this occasion, the Japanese Garden will also hold two late-night openings, on Saturdays, 13 and 20 October. The Garden will be open on these days from 10h to 23h.

During the first weekend of the Kikumatsuri, the Ikenobo Chapter NL will also hold an ikebana (Japanese flower arrangement) exhibition in the glass pavilion (okando, 桜観堂) of the Garden. This exhibition can be visited during opening hours of the Kikumatsuri.

Tom De Houwer



Opening hours of the Garden:

Tuesday-Sunday 10h-17h, Saturday 13 and 20 October 10h-23h

Address: Gouverneur Verwilghensingel 15, 3500 Hasselt

Ticket price: 6 euro normal adult, children until 12 years old free entrance



news from the members

BRUSSELS AIRPORT CELEBRATES 60 YEARS OF HISTORY

This year, Brussels Airport is celebrating its 60th anniversary. On 5 July 1958 to be precise, Brussels-National Airport officially opened its doors to travellers. The airport and its terminal have evolved considerably since then, adapting not only to new technologies but also, and in particular, to the strong growth in passenger numbers. Brussels Airport wants to celebrate this anniversary with its employees, the entire airport community, its partners, its passengers but also with the people of Belgium who have witnessed its rise, with a nod to its past but, above all, with our sights set on the future.

5 July 1958. It was at 11 am on the dot that Brussels-National Airport was officially inaugurated in the pouring rain. At the time, it had two piers, each 172 metres long and one terminal. One million passengers passed through the airport that year, attracted in particular by the World Fair. Sixty years later, quite a lot has changed. The piers have been renovated, terminals have been added, others abandoned. A cargo area has been created, and the Connector saw the light of day in 2015. While back in the early 1980s, we welcomed around 5 million passengers a year, this year, we are not far off the 25 million passenger mark.

“On 5 July 2018, Brussels Airport will officially celebrate its 60th anniversary,” explains Arnaud Feist, CEO of Brussels Airport Company. “This is a milestone anniversary for an airport that is an integral part of the history of our country and has participated in many of the events that have shaped Belgium. We wanted to share all these memories with our employees, our passengers and the people of Belgium. For several months, Brussels Airport will be decked out in new colours and take us down memory lane into its rich past, while highlighting our belgitude with Belgian products and icons.”

The second largest economic growth hub in the country, Brussels Airport now connects the European capital with 238 destinations, from the most traditional to the most exotic. Taking on board the expected expansion of air traffic in the next 20 years, Brussels Airport’s Strategic Vision 2040 is shored up by a long-term development plan for the airport. There is no shortage of projects to welcome these new travellers, but also the new goods that will transit through the cargo area.

Brussels Airport doesn’t have just one story to tell. There are millions of stories, memories and emotions experienced by many aviation fans, thousands of employees and millions of travellers. The airport is also an emblem of our country. Who among our fellow citizens doesn’t have a memory related

to the airport? To mark its 60th anniversary, Brussels Airport wanted to highlight these stories and memories. From June to the end of 2018, various events and activities will be held in the terminal as well as on the social networks of Brussels Airport. Highlights will be evoked, such as the opening of the cargo area in 1979, the inauguration of Pier A in 2002 and the opening of Connector in 2015. From the 20th of June, Brussels Airport will look back on these events with a retrospective photo exhibition in Connector just beyond security screening. Starting September, our belgitude will take pride of place thanks to the collaboration with Belgian icons. All these events and initiatives will plunge us into a festive and retro atmosphere around the “60 Years” of Brussels Airport.

Source:
www.brusselsairport.be/pressroom/brussels-airport-celebrates-60-years-of-history



BRUSSELS IN THE TOP 50 CITIES IN THE WORLD TO STUDY

According to a study conducted by QS Quacquarelli Symonds, a leading global higher education company, Brussels is in the top 50 cities in the world where it feels good to study.

Capital of Belgium and headquarters of the main European and international institutions (European Parliament, European Commission, NATO...), Brussels is known for its international diversity and its key role in European polity but also for its comic strips, pubs, gastronomy and its Art Nouveau houses.

Generally, higher education in the Wallonia-Brussels Federation becomes more open and multicultural and opens doors to many internships and job opportunities.

In the Wallonia-Brussels Federation, higher education institutions are resolutely oriented towards the international. They welcome 20% of international students, 20% of international professors, 40% of foreign (post)doctoral students. Finally, it is noted that 60% of scientific publications come from international co-authors.

Useful links:

www.studyinbelgium.be

Source: www.wallonia.be/en/news/brussels-top-50-cities-world-study

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