



## TRADE FLOWS & CULTURAL NEWS

Number 126 - March 2020

### EDITORIAL

By HE Ambassador Roxane de Bilderling, Ambassador of Belgium to Japan

Dear members of the Belgium-Japan Association & Chamber of Commerce,

After about five months living in Tokyo now, it is a great honour and a tremendous pleasure to be able to introduce myself in your newsletter as the new Belgian Ambassador to Japan: My name is Roxane de Bilderling and I am married to Stephane Laime, an agronomist specialized in mapping and GIS-systems. We have four sons, but only two have accompanied us in Japan as the other two are studying in European universities. Our sons are very excited about their first months in Japan too!

As a career diplomat, I was posted in Kenya, South Africa and the Democratic Republic of Congo. I was Ambassador in Nairobi between 2014 and 2017, where I was accredited to six countries and two United Nations programmes. Before coming to Japan, I was Director in the Office of the Deputy Prime Minister and Minister of Foreign Affairs Didier Reyniers for two years.

It is in that position that I visited Japan for the first time in October 2018. After that short introduction, which was like an appetizer for me, I was of course very hungry to discover this wonderful country further. And it looks like there could be no better time to be in Japan! The country just celebrated the beginning of a new Era, with the enthronement of Emperor Naruhito, in the presence of the King and the Queen of the Belgians and we are now all looking forward to a very exciting summer with the Olympic and Paralympic Games, lots of events, visits and – hopefully – Belgian medals, to expect! I do hope

that those games will not only be an occasion to show sportsmanship and fair competition but also a good opportunity to showcase Belgium at its best. We have plenty of ideas on how to do that! Indeed, the Belgian Olympic Committee is not only sending us a very talented delegation of more than 150 athletes, it is also going to organize a Belgium House, on the Belgian Square: right in front of the Embassy!

In terms of adequate timing, there is even more: after the entry into force of the Economic Partnership Agreement between the European Union and Japan right at the beginning of 2019, we can see that the amount of trade between our two countries has already increased during the first 8 months of 2019, if we compare with the same period last year, both in imports and exports. Our embassy is sparing no effort to make sure that the new rules brought by this agreement will be turned into real opportunities and, in the end, profit making. We have heard of examples where the reduction in tariffs has already been a game changer: let us see how we can make the most of it! In terms of investments, 226 Japanese companies are already established in Belgium and 83 Belgian companies in Japan. As you will read in this newsletter, the Embassy organized an investment seminar in Nagoya last December, together with the regions, JETRO and the local chamber of commerce. Among the speakers, we were very pleased to count Wim Eynatten, from BJA, who gave a talk on the Agreement on the avoidance of Double Taxation between Belgium and Japan.

*keep reading on p.11 >>*



HE Ambassador  
Roxane de Bilderling

#### In this issue

- 2 VIP Visit to the Future
- 3 "Invest in Belgium" Seminar
- 4 Exclusive Visit of the "Cool Japan" Exhibition
- 8 Immigration
- 8 How to improve productivity
- 9 EU committee news
- 10 EU-Japan news
- 11 News for the members
- 15 New Year Cocktail Celebration
- 16 BJA Leadership Luncheon
- 17 News for the members
- 18 News from the members
- 22 Friendship Café
- 22 Personalia

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## VIP Visit to the Future

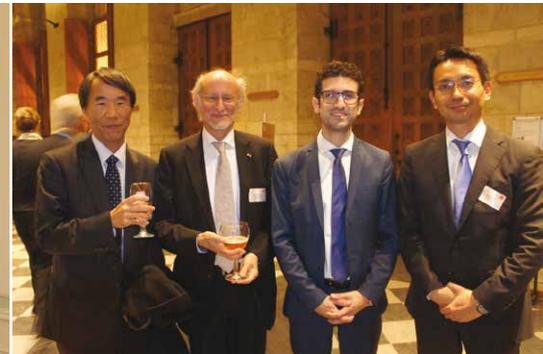
Tuesday, 29 October 2019 - Leuven



Frans Hoorelbeke (left), Chairman, Board of Directors of Daikin and BJA Board member together with Kurt Leuridan, CEO of Tokai Optecs are testing one of the showcases for the future of health and care at the Health House.



Luc Sels, Rector of KU Leuven, warmly welcomes the members introducing the University as the most innovative university of Europe.



(Left to right) Minister Nobutaka Maekawa of the Japanese Embassy, Prof. Gilbert Declerck, Member of the Board, imec International and BJA President, Mayor Mohamed Ridouani of the City of Leuven, and Takao Aikawa, Second Secretary of Japanese Embassy, gathered together at the Gothic City Hall.

Thanks to the generous support of imec, Leuven MindGate, KU Leuven, and City of Leuven, the Belgium-Japan Association & Chamber of Commerce (BJA) had a pleasure in inviting the BJA members to discover the highlights in and around the dynamic city of Leuven on Tuesday 29 October 2019.

Nearly 50 members joined this highly exclusive visit that began at imec, the world-leading research and innovation hub in nanoelectronics and digital technologies. Upon listening to the presentation given by Mr Luc Van den hove, President & CEO, and by Mr Johan Merlevede, CEO of Leuven MindGate, the organization that represents the region's ecosystem, the members visited the Clean Room of imec. Then they all joined on a coach bus to visit the Health House where they discovered the latest evolutions, a showcase for the future of health and care.

On the way to meet with Mr Luc Sels, Rector of the most innovative university of Europe, KU Leuven, the members received a brief explanation on the city of Leuven from the private guides kindly organized by the City.

The visit ended at the Gothic City Hall where the Mayor Mr Mohamed Ridouani warmly welcomed the members and kindly delivered a short speech emphasizing Leuven's extremely rich business environment and its strong ties with Japan. The members deeply appreciated this enriching afternoon to explore Leuven, the city that is known to be one of the world class players in high-tech, health, and creativity.



The members gathered in front of the Health House before the visit.



## “Invest in Belgium” Seminar

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

After a successful investment seminar in Tokyo in February and in Osaka in November 2018, the Embassy of Belgium in Tokyo organized the third edition of the “Invest in Belgium” Seminar on 9



December in Nagoya, in close cooperation with the regional offices, JETRO Nagoya, Aichi Prefecture, Nagoya Chamber of Commerce & Industry and Chubu Economic Federation.

The event focused on the legal modifications regarding corporate tax and the upcoming implementation of the agreement on the avoidance of double taxation. Keynote speeches were given by International tax experts Marc De Mil from the Ministry of Finance, regarding the “New Fiscal Policy of the Federal Government of Belgium”, focusing on the implementation and structural reform of the corporate taxation, as well as by BJA Member Wim Eynatten, International Tax Partner at Deloitte & BJA Legal & Tax Committee Chair who specially prolonged his stay in Japan to this purpose and spoke about the agreement on the

avoidance of double taxation that entered into force on 19 January 2019 and is applicable from 1 January 2020. In total almost 50 interested companies attended the seminar, mainly from the automotive sector and shipping companies.

At the occasion of this visit, Belgium’s global attractiveness was emphasized, as the third most globalized economy in the world, offering a highly accommodating economic, political and social environment for foreign investors as a top global logistical hub. The importance of the cooperation between the Japanese ports and the Port of Antwerp and Zeebrugge was highlighted with special focus on the automotive sector. In this last sector, Ambassador Roxane de Bilderling also paid a company visit to Toyota Motor Corporation (including



Ohmura and discussed the excellent relation between Belgium and Aichi Prefecture.

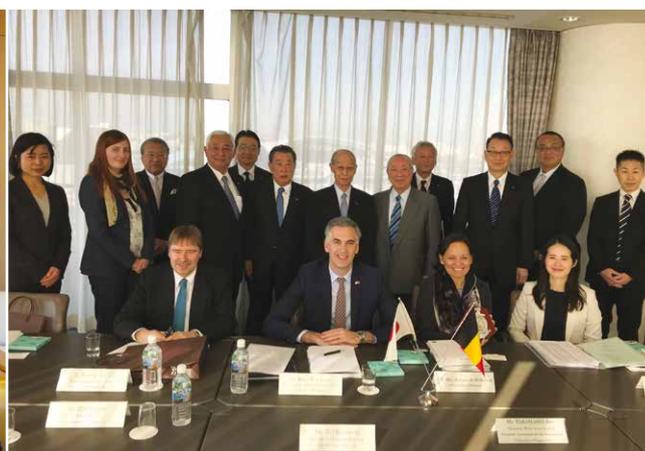
The delegation from the Embassy also visited Nagoya Port, in order to highlight the importance of the further increasing trade between our both countries and the close cooperation with the Ports of Zeebrugge and Antwerp, with whom Na-



Motomachi Assembly Plant and the Toyota Museum), Jtekt and Toyota Shoshu. She also met with Governor Hideaki



goya Port has signed a sistership agreement in 1988.



**BJA REPORT**

# Exclusive Visit of the “Cool Japan” Exhibition “クールジャパン” 展示会特別訪問

Thursday 28 November 2019 – MAS, Antwerp



The members exploring the exhibition.



Professor Emeritus Willy Vande Walle commented on the exhibition during the networking drink.



HE Mr Makita Shimokawa, Japanese Ambassador to Belgium, with Luc Gellens, Senior Vice President Umicore and BJA Board member.

Thanks to the support of Umicore, the BJA was delighted to invite the members to celebrate the end of the year at the MAS museum in Antwerp, for a private visit of Cool Japan, the exhibition that explores the global fascination for Japanese visual culture. Over 50 members, including His Excellency Makita Shimokawa, Ambassador of Japan to Belgium, joined the event that started by a privately guided visit of the exhibition in 2 groups, where the guests could admire ancient and contemporary Japanese art, discover how Belgian fashion designers were inspired by Japan, and

get to know the colourful 'Kawaii' culture, not to forget interacting with a dancing robot!

After the visit, the guests were welcomed on the ninth floor of the museum for networking cocktails kindly sponsored by JTI, where guest speaker Willy Van de Walle, Professor Emeritus Japanese Studies KU Leuven and BJA Board Member, shared his immense knowledge of the Japanese culture to comment on the exhibition and the Antwerp-Japan relations.



## VISITING COOL JAPAN

*Speech by W.F. Vande Walle, Professor Emeritus Japanese Studies KU Leuven and BJA Board Member, at the occasion of the BJA Visit to the MAS on 28 November 2019*

A few days ago I came across the inaugural speech Léon de Rosny, the first professor of Japanese Studies in France, gave at the opening of the academic year 1870-71 at the *École (impériale et spéciale des langues orientales)*. In it he predicts a great future for students who come to take the course of Japanese, both in the diplomatic service and in international trade. At the present, he says, both European diplomats and traders are too dependent on Chinese and Japanese interpreters. As a result, they often miss the real purport behind the appearances in their transactions with their Eastern interlocutors. He points out the opportunities that are awaiting foreigners in Japan: as a mechanic, engineer, soldier, sailor, doctor, pharmacist, or teacher of sciences, the arts and European languages. In a reference to photographers (such as Beato), he says: "There are not many photographers who do not make a fortune, at least if they can conform to the taste and customs of the indigenous population." He notes that the opportunities are especially good for those who have first gained practical knowledge of Japanese in Europe, and then travel to Japan.

In Europe, he says, there is a dire shortage of teachers of Japanese, and there is a need for orientalists who are able to build, manage and preserve rich collections of Japanese books. In addition, there is also a need for specialists who can translate, analyse and review the great literary masterpieces of Japan, with the aim of vulgarizing Japan's important intellectual products in Europe.

It occurred to me that much the same arguments were still used one century later, when I joined the faculty of my university. The need for Japanese in the commercial field, and to interpret in the various senses of the word Japanese cul-

ture. However, what neither Rosny nor even me could foresee was the emergence of such a thing as soft power. This manifested itself during the eighties, when Japanese culture increased its visibility spectacularly. Even more surprising was the fact that Japan's soft power was in no mean measure borne by phenomena like manga, anime, Japanese games, cosplay and other 'frivolous' expressions of popular culture.

Manga have a long history, but the manga that conquered the world were those created and produced after the Second World War. In the vanguard of this creative outburst, we find *Astroboy*, written and illustrated by Osamu Tezuka, and serialized as manga series in *Kobunsha's Shōnen* from 1952 to 1968. It was first produced for TV as an animation series in 1963, subsequently becoming the archetypal embodiment of what is now known worldwide as anime.

No name is more synonymous with anime than that of Miyazaki Hayao (°1941). After working for several production companies, he co-founded the Studio Ghibli in 1985. He directed numerous films with Ghibli, including *Castle in the Sky* (1986), *My Neighbor Totoro* (1988), *Kiki's Delivery Service* (1989), and *Porco Rosso* (1992). *Princess Mononoke* (1997) marked the global emergence of Japanese anime in general and of Miyazaki in particular. In *Princess Mononoke*, Miyazaki revisited the ecological and political themes he had first taken up in *Nausicaä of the Valley of the Wind*. He supervised the 144,000 cels in the film, and allegedly redrew parts of 80,000 of them. The film was produced with an estimated budget of ¥2.35 billion, a record amount in the books at Studio Ghibli at the time. It became the first animated film to win the Japan Academy Prize for Picture of the Year. It was also a com-

mercial success, earning a domestic total of ¥14 billion, and becoming the highest-grossing film in Japan for several months. It was the first Studio Ghibli production to be given a substantial theatrical distribution in the United States. Although not a resounding success at the box office, it marked the emergence of Studio Ghibli to global markets.

I have only mentioned two towering figures among a host of illustrators and animators who have created this huge body of work that is easily identifiable by its own idiosyncratic aesthetics, which is among other sources, tributary to an age-old tradition of craftsmanship. The exhibition *Cool Japan* makes an effort at exploring the various sources of the techniques and visual tricks that emerged in Japanese pictorial productions over the centuries and are still at work today. If modern manga and anime are by no means reducible to their historic predecessors, we nevertheless see that now as in the past their aesthetics are defined by a particular approach to layout and visualisation, a clear outline, the use of perspective, rapid lines and dynamic poses.

Apart from the many references to Japan's pictorial tradition, this exhibition also makes an important reference to Antwerp. The poet and graphic artist Max Elskamp (1862-1913) was a pioneering collector of Japanese art. In the early 1890's he acquired a set of paintings that belong to particular subgenre of Buddhist art: the nine contemplations on the transient body. The nine illustrations show the gradual decomposition of a young noblewoman's dead body. Each is accompanied by a poem written in Classical Chinese and attributed to the great Japanese thinker Kūkai (774-835). This seventeenth-century little masterpiece conjures up fond personal memories, in

as much as I did some study on both the painting and on Kūkai in my early days of training as a Japanologist.

In the exhibition there are other connections with Antwerp as well. One of the exhibits is a diorama featuring Nello and Patrasche, the heroes of the sad story depicted in the novella *A Dog of Flanders*. The anime adaptation by Kuroda Yoshio produced by Nippon Animation in 1975 garnered a tremendous success. Much of the story in this novella is set in Antwerp, and the final scene features Nello and his dog dying of exhaustion in the cathedral of Antwerp.

On a more upbeat note, Pepper the human robot, featured in the exhibition, runs on software developed by the University of Antwerp.

Allow me to wander for a while outside the bounds of the exhibition. Antwerp's most prominent link with Japan runs through the port and its close ties with Nippon Yusen Kaisha (Japan Transportation Company, N.Y.K.), established in 1885. At that time shipping lines connecting Japan with Europe and America were all monopolized by non-Japanese companies, but N.Y.K., eager to join the club, started preparations towards the launching of a regular transoceanic service between Japan and Europe in 1887. The first step towards the realization of its ambition came in the year 1896 in the wake of the Sino-Japanese War, when the company struck a provisional agreement with the European-Far East Conference, a cartel-like organization of the major European shipping lines, which controlled and regulated the international marine trade. Antwerp was chosen as the terminal of the line. Antwerp was the only major "open" European port, partly because Belgium had no sizable ocean-going fleet of its own.

The first vessel to go into commission on the European line was the *Tosa-maru*, which sailed from Yokohama on 15 March

1898. The vessel had the right to touch at London on the outbound voyage, while Antwerp was to be the terminal port of call. At London the vessels could only discharge but were not allowed to take on cargo. At Antwerp they were allowed to take on cargo from the continent and thence had to sail on their homeward voyage without touching at London. It was early June (date unknown) that the *Tosa-maru* entered the port of Antwerp.

This was the start of a fortnightly service to Europe, but it was not until 24 May 1901 that in the port of Antwerp a new berth was completed for exclusive use by N.Y.K. The regular European service marked N.Y.K.'s coming of age: from a fledgling company it had reached parity with the major European shipping liners.

In 1921, N.Y.K. changed its terminal port of call to London, but its vessels kept calling at Antwerp, Rotterdam and Middlesbrough on the return voyage. Antwerp also remained an important port of call on the company's Hamburg line, Nordic line and around the world cruise line.

In the wake of one company came another. Miyako shōkai, a so-called ship chandler, a catering company for ships in Antwerp, headed by Miyata Kōzō (born in Hokkaido 13 January 1895, deceased 26 November 1984 in Uccle), set up business in Antwerp in 1919, the same year that the family Van Kerschaever returned from London, where they had taken refuge during the First World War. They opened a bar on Plantin Kaai nr 1, diagonally across from Berth 17, being the berth where Japanese vessels docked. Obviously, Japanese sailors going ashore passed by, and one day, as Mary, the daughter of the Van Kerschaevers, was standing outside the bar, one Japanese passing by, smiled at her, and Mary returned the smile. Soon that Japanese popped in at the bar. His name was Okano. Mary felt a strong kindness towards the Japanese, because a Japanese

physician by the name of Iogawa had tended to her father when he was suffering from asthma during their stay in London. She found a kindred soul in the person of Okano, and soon Okano invited other Japanese along to visit the bar. The Japanese clientele became so numerous that eventually the Van Kerschaevers decided to change the name of their bar into Taisho bar. It continued its existence on the same spot along the Plantin Kaai, until 1928. Upon the death of father Van Kerschaever, the bar was closed. Seeing that the number of Japanese prospective customers was not anywhere dwindling, Mary reopened the bar on the Leopold de Waelplein in 1935. Incidentally, this was not the only bar with a Japanese name. During the twenties and the thirties there were various bars with names referring to Japan, such as Tokyo bar, Kobe bar, Tanaka bar, Yokohama bar, Hatanaka bar, Mikado etc. They were located across from the berths or in one of the side streets nearby.

Miyata, whose shop was nearby, was a regular customer at the bar, and often took his customers there for a drink. In addition, the Van Kerschaevers were also supporters of Miyata as a baseball enthusiast. Miyata is indeed credited with spreading baseball in Belgium. In those days N.Y.K. was the Japanese shipping company with the highest number of dockings. According to the N.Y.K. Line Proposed Sailings (1923-1924-1925) they sent 18 ships a year to Antwerp. Each ship carried enough crew to be able to form a team, and they even had their own uniforms, bats, soft balls and gloves, etc.

In October 1923, Mita Kazuya sailed on the *Hakusan-maru* from Yokohama, reaching London in December. Next, the journey continued to Antwerp. There, on a Sunday, the crew played baseball on the lawn of a park in the city. Mita wore the uniform of second pilot and acted as umpire. The first pilot acted as the coach. Thus, the hierarchy on the

ship was carried over onto the ground of the baseball. At that time there was no match against Miyata and the ship chandlers yet, it was just the crew of the Hakusan-maru against each other. After the match, Mita and the other senior crew members went to Taisho bar. There they heard that Miyata and the other Japanese ship chandlers sometimes joined with crew members of the Japanese vessels to play baseball. This was the beginning of baseball in Belgium. So Japanese merchant sailors first introduced baseball in Belgium, via the port at Antwerp, and in 1934 the Belgische Baseball Federatie was established. The importance of Antwerp for European baseball is further underscored by the fact that the first European Championships were held in Antwerp in 1954.

Miyata was a great baseball fan. He practised three times a week on the quay side or the Wilrijk Plein. At such time they left one or two persons to look after the shop, and the rest of the employees of Miyako Shōkai went off to practice baseball. It was Miyata who established the link between the Japanese crew playing baseball and local enthusiasts for the game. Gradually crew from other ships, companies and countries joined in and a kind of informal contest or league took shape. Roger C. Panaye, one time president of the Belgische Baseball Federatie, and secretary-general of the European Baseball League, published a booklet entitled 25 Years European Amateur Baseball. He wrote, “Belgium 1923. Japanese introduced the game into Belgium. Japanese commercial liners from the Maru Line (he assumed the ship company is called Maru Line, be-

cause commercial liners usually have a name ending in maru) regularly docked in Antwerp. The crew members used to play baseball on the quay side or on the Wilrijk Plein in their spare time.”

I would like to conclude with a couple of personal ‘ties’ with the Cool Japan exhibition. First, as a matter of pride, the curator of this exhibition is Roselyne Francken, one of my former students, a graduate of Japanese Studies at Leuven University. Secondly, I want to mention a literal ‘tie’ (apologies for the cheap pun). The one I am wearing today (BJA Visit to MAS 28 November 2019), features nothing less than a design of the Astroboy figure. I received it from an executive of Ghibli Studios. One day I had hosted a session at Leuven University for a road show of Ghibli Studios. I had done this at some cost, in the sense that I had secured the venue during the week-end, which is no mean feat at a university, since most students have gone home, all buildings are generally closed and there are no personnel on hand to assist in practical issues. At any rate, all went unexpectedly well, even the mobilisation of a sizable audience, and to cap it all, all stakeholders in the venture were invited for dinner to the official residence of the Japanese ambassador. The food and drink were excellent, and at the end the obligatory gifts were exchanged. At that point a flash of despair ran over the face of the Ghibli executive, who had apparently run out of gifts. Then, after a moment of pondering, in a grand and deliberate gesture, he untied his Astroboy tie, and gave it to me as a memento, which I accepted in gratitude, and which I have carefully kept ever since.



<sup>1</sup> Tatsunori Isomi. “Antwerp and the Nippon Yusen Kaisha”, in W.F. Vande Walle ed. *Japan & Belgium: Four Centuries of Exchange*. Brussels: Commissioners-General of the Belgian Government at the Universal Exposition of Aichi 2005, Japan, 2005, pp. 366-368.

<sup>2</sup> Josh Chetwynd. *Baseball in Europe. A Country by Country History*, Second Edition. Jefferson, North Carolina: Mc. Farland & Company, Inc., Publishers, 2019, p. 69-79.

<sup>3</sup> Gunji Sadanori 軍司貞則. *Nihon kabushiki kaisha wo sodateta otoko 「日本株式会社」を育てた男. Antowāpu no samurai shōnin アントワープのサムライ商人*. Tokyo: Bungei shunjū 文芸春秋, 1985, pp. 82-87.

<sup>4</sup> *European Amateur Baseball: 25 Years*. by Roger. C. Panaye; published by the C.E.B.A. (Confédération Européenne de Baseball Amateur) in 1978.

## Immigration: Update on the single permit scheme

By Wim Eynatten, BJA Legal & Tax Committee Chair and International Tax Partner, Deloitte & Matthias Lommers, BJA Legal & Tax Committee Member and Senior Director Immigration Services, Deloitte

Articles on the Belgian single permit immigration scheme have featured on a regular basis in the Trade Flows of the BJA. The reason for this continued coverage is simple: having an efficient immigration system is very important for the attractiveness and competitiveness of Belgium. Moreover, with 226 Japanese companies operating in Belgium, directly employing 30,000 people, Japan is the second largest non-European source of foreign direct investment in Belgium and heavily relying on the immigration system when assigning or hiring Japanese or other non-EU employees.

Since the introduction of the single permit at the beginning of 2019, we have seen a tripling of the overall immigration processing time, and a huge lack of transparency around the status of the immigration files once introduced with the authorities.

Throughout 2019, the BJA has dedicated a lot of time and effort in trying to smoothen the process, reaching out to the various regional and federal stakeholders through its Investment and Tax

& Legal Committees with support of the immigration team of Deloitte.

The most recent initiative consisted of drafting and sending letters to the relevant regional Ministers, the relevant federal Ministers of the Government of pending affairs as well as to the federal government negotiators. For this initiative, BJA was supported by both Nihonjinkai and JETRO. In this co-signed letter, we highlighted the main issues around the single permit process as shared by our BJA members, and also included recommendations based on what we see works well in other countries.

The main recommendations outlined in the letter are:

- › A shorter and more predictable processing time to obtain the single permit;
- › A trusted company scheme to reduce the processing time drastically for trusted companies/investors;
- › A fast track procedure;
- › Allow filing of applications at least 4 months prior to expiry and allowing continuation of work even if the permit has already expired;

- › Harmonization of the process and requirements in all regions (including electronic filing of documents);
- › Allow employment once the regional employment authorities approve the application file; and,
- › An online case management system allowing a quicker and more transparent process.

As next steps, the BJA will plan meetings with the relevant ministers at both regional and federal level as follow-up to the letter. Belgium's immigration system should be best in class in view of improving Belgium's attractiveness for keeping and attracting Japanese investors. Following Brexit Japanese MNCs may consider transferring certain employees and activities out of the UK; in order to be competitive with our neighboring countries for attracting such potential Brexit relocations it is very important to have an efficient immigration system next to an overall attractive investment climate and tax system. The BJA continues following up on the developments on both regional and federal level and will keep its members updated on these further developments.

### HOW TO IMPROVE PRODUCTIVITY AND REDUCE COSTS IN MANUFACTURING! EUROPEAN COMMISSION-FUNDED PROGRAMME IN JAPAN - CALL FOR APPLICATIONS

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#### More information:

[www.eu-japan.eu/events/world-class-manufacturing](http://www.eu-japan.eu/events/world-class-manufacturing)

## ZOOM IN ON EASME: THE EXECUTIVE AGENCY FOR SMALL AND MEDIUM-SIZED ENTERPRISES

By Danielle Vermaelen, BJA EU Committee Chair & Partner, EY

The European Commission is organised into policy departments, known as Directorates-General (DGs), which are responsible for different policy areas. Next to the DGs, Executive Agencies are set up for a limited period of time by the European Commission to manage specific tasks related to EU programmes. In essence while DGs develop, implement and manage EU policy, Executive Agencies manage programmes set up by the Commission. This article will take a closer look to the Executive Agency for Small and Medium-sized Enterprises (EASME), including on how the Agency also supports cooperation with Japanese businesses.

The Executive Agency for Small and Medium-sized Enterprises (EASME) has been set-up by the European Commission to manage on its behalf several EU programmes in the fields of SME support & innovation, environment, climate action, energy and maritime affairs. EASME aims at helping create a more competitive and resource-efficient European economy based on knowledge and innovation.

Its mission is to provide high quality support to its beneficiaries, turning EU policy into action. As an executive agency of the European Commission, they manage significant parts of the following programmes/fund:

### › COSME:

COSME is the EU programme for the Competitiveness of Enterprises and SMEs, running from 2014 to 2020, with a budget of € 2,3 billion. COSME will support SMEs in the following areas:

- › Facilitating access to finance,
- › Supporting internationalisation and access to markets,
- › Creating an environment favourable to competitiveness,
- › Encouraging an entrepreneurial culture.

COSME is a programme implementing the Small Business Act (SBA) which

reflects the Commission's political will to recognise the central role of SMEs in the EU economy.

### › LIFE:

The LIFE programme is the EU's funding instrument for the environment and climate action. The general objective of LIFE is to contribute to the implementation, updating and development of EU environmental and climate policy and legislation by co-financing projects with European added value. LIFE began in 1992 and to date there have been four complete phases of the programme. During this period, LIFE has co-financed some 3954 projects across the EU, contributing approximately € 3,1 billion to the protection of the environment.

### › Horizon2020:

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly € 80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment that this money will attract. Horizon 2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness. By coupling research and innovation, Horizon 2020 is helping to achieve this with its emphasis on excellent science, industrial leadership and tackling societal challenges. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation.

### › EMFF:

The EMFF is the fund for the EU's maritime and fisheries policies for 2014-2020. It is one of the five European Structural and Investment (ESI) Funds which complement each other and seek to promote a growth and job based recovery in Europe. The fund specifically helps fishermen in the transition to

sustainable fishing, supports coastal communities in diversifying their economies, finances projects that create new jobs and improve quality of life along European coasts, supports sustainable aquaculture developments and makes it easier for applicants to access financing.

EASME ensures that actions funded by these programmes/fund deliver results and provide the Commission with valuable input for its related policy tasks. For example, through a COSME budget line, EASME provides most of the EU funding to the EU-Japan Centre for Industrial Cooperation, a co-venture between the European Commission's DG GROW (the Directorate General in charge of Internal Market, Industry, Entrepreneurship and SMEs) and the Japanese METI (Ministry of Economy, Trade and Industry). Thanks to EASME funding, the EU-Japan Centre has helped many EU SMEs enter the Japanese market through its annual missions to Japan. For example, the Centre has organised a Biotech mission to Japan annually since 2013. Over the 7 missions, the proportion of participants coming from SMEs has risen from 67% to 83%. The 4-day event serves as a perfect platform to meet Japanese companies and accelerate opportunities for potential business partnerships between EU SMEs and Japanese companies.

Click on [www.eu-japan.eu/publications/success-story-metabolomic-discoveries-sme-local-sales-representative-identify-new](http://www.eu-japan.eu/publications/success-story-metabolomic-discoveries-sme-local-sales-representative-identify-new) to read the success story of the German "Metabolomic Discoveries" start-up, which found a Japanese distributor in Japan through its participation to the EU-Japan Centre - Biotech mission 2015.

We can conclude by stating that EASME is not amidst the most known European Institutions, but it certainly is one of the relevant entities in its support to Japanese business.

Source: EC websites

## EU-Japan news

**39<sup>TH</sup> EU-JAPAN INTER-PARLIAMENTARY MEETING (IN STRASBOURG)**

On 27 November 2019 the 39<sup>th</sup> Japan-EU Inter-Parliamentary Meeting was held at the European Parliament in Strasbourg. For this occasion, Mr Onodera Itsunori, Member of the House of Repr. (Head of Delegation), Mr Hanyuda Takashi, Member of the House of Councils (Deputy Head of Delegation), Mr Gotoda Masazumi, Member of the House of Repr., Mr Kokuba Konosuke, Member of the House of Repr., Mr Shinohara Takashi, Member of the House of Repr., Mr Kakizawa Mito, Member of the House of Repr., Mr Takeuchi Yuzuru, Member of the House of Repr., Ms Onoda Kimi, Member of the House of Councils and Mr Noda Kuniyoshi, Member of the House of Councils traveled from Japan and participated in the meeting. From the European Parliament side, Ms Neena Gill MEP (Chair of the Delegation for relation with Japan)

and about 20 MEPs participated in the meeting.

The delegation had a discussion with members of the European Parliament's Delegation for relations with Japan on the issues of "Update on political, economic and social developments in the European Union and Japan", "The EPA, SPA & Deepening Inter-Parliamentary Cooperation", "Climate Change & COP 25" and "Regional Dimensions". They issued a Joint Statement at the end of the meeting

In addition, the Japanese delegation exchanged views with MEP David Maria Sassoli (President of the European Parliament), MEP Nathalie Loiseau (Chair of the Subcommittee on Security and Defence), MEP Bernd Lange (Chair of

the Committee on International Trade) and MEP Witold Jan Waszczykowski (Vice-Chair of the Committee on Foreign Affairs). Japanese MPs and MEPs also exchanged their views in a friendly atmosphere during a dinner held by Chair Gill on the previous day (26 November) and a lunch held by EP Vice-President Heidi Hautala followed to the visit to the hemicycle. During the visit to the hemicycle of the European Parliament, President Sassoli introduced the Japanese Delegation to MEPs from the stage and the Japanese Delegation responded to the applause. Following the introduction, the Japanese Delegation observed the vote of confirmation for the von der Leyen Commission.

Source:  
[www.eu.emb-japan.go.jp/itpr\\_en/oo\\_000432.html](http://www.eu.emb-japan.go.jp/itpr_en/oo_000432.html)

**JAPAN-EU SUMMIT TELEPHONE TALK**

On 2 December, commencing at 4 p.m. for approximately 25 minutes, Mr Shinzo Abe, Prime Minister of Japan, held a telephone talk with HE Dr Ursula von der Leyen, President of the European Commission. The overview of the telephone talk is as follows.

1. At the outset, Prime Minister Abe congratulated Dr von der Leyen on her appointment as President of the European Commission. Regarding Japan-EU relations, Prime Minister Abe stated, "The EU is an important partner for Japan sharing fundamental values, such as freedom, democracy, human rights and the rule of law. It is my great pleasure that the relations between Japan and the EU have become closer than ever before through the Japan-EU EPA (Economic Partnership Agreement), which has entered into force in February this year, as well as SPA (Strategic Partnership Agreement). When I attended "the Europa Connectivity Forum" in September, I and former European Commission President Juncker shared the view to cooperate further in such fields as quality infrastructure. I would like to push agenda in these fields forward robustly with you." In response, President von der Leyen expressed gratitude for Prime Minister Abe's congratulatory remark and congratulated on Japan's success as the G20 chair. President von der Leyen also stated that as Japan is an important partner for the EU, the EU is willing to advance concrete cooperation with Japan based upon the legal framework of the Japan-EU EPA and SPA, and emphasized that she would like to make efforts to strengthen the bilateral relations further in the fields of not only connectivity but also green deal, digital as well as security.
2. The two leaders shared the view to closely cooperate towards the next Japan-EU Summit, which is scheduled to be held in Japan.
3. The two leaders exchanged views regarding regional situations including North Korea's ballistic missile launches and confirmed that they will continue to work closely. Prime Minister Abe sought understanding and cooperation on the immediate resolution of the abductions issue, and President von der Leyen expressed her understanding.

Source: [www.mofa.go.jp/erp/ep/page6e\\_000231.html](http://www.mofa.go.jp/erp/ep/page6e_000231.html)

## OPENING OF THE NIKON CENTER OF EXCELLENCE AT THE VIB-KU LEUVEN BIOIMAGING CORE

Nikon and VIB announced that they are extending their partnership, as the VIB-KU Leuven BioImaging Core is becoming a Nikon Center of Excellence. This is good news for the scientific community that has a need for excellent imaging equipment.

The supplier of leading-edge imaging equipment, Nikon, and the scientific leadership of the VIB Imaging core join forces in the new Nikon Center of Excellence. This center marks a state-of-the-art imaging facility established as a partnership between a leading research institute, the VIB, and Nikon.

Nikon and VIB strongly believe that an open exchange between academia and industry is decisive for the rapid advancement of science and technology. Therefore, the Center of Excellence will be the go-to place for showcasing the latest technology and advanced training for researchers and company representatives alike. Most importantly, knowledge transfer and measurement opportunities will enable excellent research together with the neighboring communities in this setting that is unique in Belgium.

### Better equipment for better insights

The announcement of the Center of excellence goes hand in hand with a scientific symposium and a celebration. Patrik Verstreken, the director of the VIB-KU Leuven Center for Brain and Disease Research, the hosting center of the VIB Core facility Leuven, is enthusiastic: “This is a great opportunity. We need the best equipment, and we need it now.”

The colleagues from the KU Leuven that are working hard to provide the best environment in which such core facilities can thrive for example through dedicated space in the newly built O&N5 on the Gasthuisberg campus were equally enthusiastic. Currently, the people at the BioImaging Core are busy with the latest addition to the machinery park, an automated slide scanner. With this device, for example, sections of mouse models for neurodegenerative diseases can be analyzed in an increasingly

automated fashion. This will enable the researchers to look at earlier time-points of diseases and quantify multiple aspects like the plaque burden in Alzheimer’s disease faster and in more detail.

### Research meets industry

Geert Van Minnebruggen (VIB Head of Core Facilities): “Generally, such company and research institute partnerships are important in modern life science research. Through this interaction we are able to have demo instruments and do beta testing. Via this interaction, the core facility provides access to state-of-the-art machinery and provides measurement time.”

The opportunity to test new devices and to see what applications can benefit from them is a great advantage and directly fuels into excellence science. The company, in turn, gains feedback from key users fueling into its development pipeline. In addition, they have access to an ideal environment where they can demo their devices and where customers can provide feedback on samples, based on daily experience. The company can also learn about other aspects of the imaging process such as the analysis and storage of the images.

Sebastian Munck (Expert technologist of the VIB Imaging Core): “The key to success is to start with the best images possible, as this will determine the potential of the discovery. Therefore, the partnership between the VIB and Nikon is a big chance and will be an attraction pole for researchers near and far.”

### About Nikon Instruments Inc.

Nikon Instruments Inc. is the US microscopy arm of Nikon Healthcare, a world leader in the development and manufacture of optical and digital imaging technology for biomedical applications. For more information, visit <https://www.microscope.healthcare.nikon.com/> or contact us at 1-800-52-NIKON.

» keep reading from p.1

On a separate note, the introduction of the new rules for one single permit to enter, live and work in Belgium has brought some delays in processing the applications. Together with our colleagues from the regional offices, we have alerted our respective authorities, who have set up a Task force in order to find all possible measures to speed up this process. And we have already seen an improvement in the deadlines for the delivery. Therefore, if you hear of anyone experiencing difficulties or delays in this field, please let us know so that we can see if we can assist in any way.

The rich bilateral relations between Belgium and Japan are also reflected in the academic field: the Embassy hosted sev-

eral extremely successful events on innovation with the KU Leuven and IMEC, as well as a great alumni and “Study in Belgium” event. The number of agreements and ties between our universities is really impressive, so much so that the French-speaking authorities of Belgium have now sent an attaché to Kyoto to follow the academic cooperation.

Last but not least, on the cultural level, I cannot list here all the successful events that have taken place, but in my short stay, I have already seen an incredible “Bruegel Box”, splendid flower displays, musical performances and not to speak of a Belgian Beer Weekend... and I am very eager to discover many more enriching experiences and activities to come!

## Focused on today, planning for tomorrow

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## EXHIBITION IN DESINGEL, ANTWERP - BACK FROM JAPAN

From 26 March, the Flanders Architecture Institute will be exhibiting the work of two young architectural firms with offices in both Belgium & Japan as part of the Back from Japan theme. Schenk Hattori, founded by Steven Schenk and Daisuke Hattori, works out of both Antwerp and Tokyo. SUGIBERRY, founded by Mayu Takasugi and Johannes Berry, works out of both Brussels and Tokyo.

### Translations

The exhibition Translations by Schenk Hattori seeks out the boundaries of our imagination. The visitor is included in a quest for the mysterious and often lost elements in architecture. Schenk Hattori explores how the prehistoric hut, essentially a microcosm that contains the

wider world, can be understood in our current era. The first method for creating architecture was the ancient process in which humans tried to render the world practicable and above all tangible. Determining the shape and size of the reality was always grounded in mankind's capacity for observation. Observation remains a universal human trait to this day, irrespective of cultural background.

### Meaning

The exhibition Meaning by SUGIBERRY seeks out the architectural relationship between Japan and Flanders, by exhibiting their own work alongside that of others. SUGIBERRY demonstrate how an idea that adapts itself to a changed context, more specifically in the cultural

exchange between Flanders and Japan, leads to new connections and fresh layers of meaning.

SUGIBERRY focuses on humanity and the dialogue with the built environment. The projects embrace a wide variety of conditions and often serve as the catalyst for new relationships and meanings. SUGIBERRY's architecture is an expression of this search: everything is related to humanity.

"If a tree falls and there is no one to hear it, does it then make a sound?" In the work of SUGIBERRY it does not.

### More info

[desingel.be/en/programme/architecture](https://desingel.be/en/programme/architecture)

## THE JAPAN SQUARE FILMFESTIVAL: 18-22 MARCH

The 11<sup>th</sup> edition of the Japan Square Film Festival is starting from Wednesday 18 till Sunday 22 March in the arthouse cinema Studio Skoop in Ghent. Programming films of different genres for everybody interested in Japanese culture. Each film will be professionally introduced and there might be a special

guest from the Japanese cinema world. Also for this edition we'll spoil our visitors with culinary extras and on Saturday we have many activities for the little ones.

**For more information:** [www.japan-square.be/filmfestival](http://www.japan-square.be/filmfestival)

## YUSEN LOGISTICS BUILDS NEW SMART PHARMA WAREHOUSE IN ANTWERP

Pharmaceuticals logistics specialist Yusen is expanding its facilities in Antwerp. The Japanese company is starting construction of a new, semi-automated warehouse with 13,000 pallet places at its site on the Left bank.

The warehouse will function almost entirely automatically and will be operational 24/7. One of the most striking innovations in the new warehouse is the "narrow aisle racking" system with induction-guided, unmanned trucks that

find the correct pallet places with the aid of sensors.

Handover of the warehouse is planned for December 2020. Including the new warehouses Yusen Logistics has 65,000 m<sup>2</sup> of storage space in Antwerp, representing 295 jobs. The Antwerp site is also the central hub within the "Yusen Logistics pharmaceutical superhighway," a European network through which more than two million pallets of



pharmaceutical products pass annually.

Source:  
[www.portofantwerp.com/en/news/yusen-expands](http://www.portofantwerp.com/en/news/yusen-expands)

# Taiko Beethoven Violin Concerto

11.03.2020 8 pm

**Grete Moortgat en Feniks Taiko**  
japanese drums

**Yuzuko Horigome**  
violin

**Bartholomeus-H. Van de Velde**  
conductor

**Fukko's Orchestra**

BJA New Year Celebration Party  
BJA 新年会

Monday 27 January 2020 - Toyota Motor Europe



The members gathered to celebrate the new year at Toyota Motor Europe.



The “Kagamiwari”, the traditional sake barrel breaking, jointly performed (from right) by HE Ambassador Kono, Prof Declerck, HE Ambassador Shimokawa and Mr Morimoto.



HE Ambassador Shimokawa warmly surrounded by the BJA members, (from right) Mr Morimoto and Dr Van Zyl of TME, Mrs Brasseur, Mrs Decorzant and Mr Dhanens of JTI.

It was an honor to enjoy the support of Toyota Motor Europe in welcoming the victorious new year 2020 together with our BJA members in their beautiful venue.

After welcome words by Professor Gilbert Declerck, Member of the Board imec International and BJA President, His Excellency Ambassador Makita Shimokawa, Japanese Ambassador to Belgium, delivered his New Year greetings to over 150 guests, followed by Mr Kiyohito Morimoto, Executive Vice President of Toyota Motor Europe, who thanked all the mem-

bers for coming to their European headquarters. His speech was followed by the “Kagamiwari”, the traditional sake barrel breaking, jointly performed by Prof Declerck, His Excellency Ambassador Shimokawa, Mr Morimoto and His Excellency Ambassador Akira Kono, Japanese Deputy Ambassador to the European Union.

The evening was enchanting with our most amiable guests enjoying their conversations and ample delicious sushi and drinks. A joyous way to start the Olympic year 2020!



## BJA Leadership Luncheon / VIP特別昼食会

### Get Inspired by the Belgium National Hockey Team on its Way to Tokyo 2020

Thursday, 21 November 2019 – Steigenberger Wiltcher's



Wim Eynatten of Deloitte discussing with Coach Shane McLeod and Eric Delforge of Mayekawa.



Red Lion Coach Shane McLeod shared his leadership experience with the members.



Red lion Félix Denayer gave his player's perspective on the team's success.

Following the incredible success of the Belgian National Hockey since the 2016 Olympics, and especially the world title in 2018, the Red Lions became the perfect example of a team that managed to overcome its weaknesses to reach the top of the game, thanks to its incredible talent and team spirit. It was thus a great pleasure and honour to invite Shane McLeod, coach of the Red Lions, and Félix Denayer, team player, to an exclusive luncheon kindly sponsored by Deloitte and JTI.

Following some opening words by Wim Eynatten, International

Tax Partner & Japanese Services Group Belgium Leader Deloitte and BJA Board member & Chairman BJA Legal & Tax Committee, Coach McLeod took the floor to share his leadership experience, and explain how the Red Lions became the team that won the World Cup and hopefully will win the gold medal at the 2020 Tokyo Olympics!

Following his inspiring speech, Red Lion Félix Denayer gave a player's perspective on the team's success, before answering the many questions from the audience jointly with Coach McLeod.



**44<sup>TH</sup> EDITION ON 4TH SEPTEMBER ENTIRELY DEDICATED TO TOKYO  
AG MEMORIAL VAN DAMME: TOP ATHLETICS AND MUCH MORE**

The AG Memorial Van Damme is the annual high mass of athletics in Belgium. The event is part of the Wanda Diamond League, which unites the 15 most prestigious athletics meets in the world. In previous years, the Memorial has on numerous occasions been lauded as the best meet of the entire season. This year, the 44<sup>th</sup> edition will be organised at the King Baudouin Stadium in Brussels on Friday 4 September.



The Memorial was conceived in 1977 in commemoration of Belgian middle-distance runner Ivo van Damme. At the time, Van Damme was the greatest athletics talent that Belgium had ever known having won silver twice at the Montreal Olympic Games. However, at the end of that year, he lost his life in a road traffic accident. A group of athletics journalists in Belgium decided to organise a big meeting to honour Van Damme. As a one-off... In the meantime, we are at meeting 44 and counting.

The athletics festival in Brussels has welcomed all icons of the sport in over 40 years. International top athletes such as Seb Coe and Steve Ovett, Carl Lewis

and Michael Johnson, Sergei Bubka and Yelena Isinbayeva, Gail Devers and Jackie Joyner-Kersey and of course Usain Bolt were guests of the Memorial several times, and they have all performed at their best. Throughout the years, no less than 14 world records were set, the last one in 2012 by Aries Merritt in the 110 metres hurdles.

**Innovative**

The Memorial thanks its reputation, no doubt, largely to its innovative concept. 20 years ago, Brussels revolutionised the rather traditional world of athletics by staging a meeting that did not just deliver athletics as was the custom back then, but combined it with entertainment, music, fireworks, drums and a dynamic presentation.

The programme created room for undercards, namely up and coming talent (Youth Memorial), but also for a grassroots programme for the youth of Brussels in the finale. Just before the start of the main programme, paralympic athletes of the highest level get an opportunity to shine too. In original ‘battles’, the most original combinations of athletes compete against each other and even against a solar-powered car.

**A Society Event**

In Belgium, the “Van Damme” is a real society event. The Royal Family often attends as do many ministers and captains of industry who happily mingle with thousands of families for whom the Memorial is a yearly event in the King Baudouin Sta-

dium that they do not want to miss.

Furthermore, every year the meeting has always been an excellent opportunity to entertain clients, suppliers or colleagues. The hospitality village offers a few thousand professionals a space to network and simultaneously relax every year. Not only does it offer them a chance to enjoy the spectator sports that are on offer but also catered walking or seated dinners in exquisite surroundings.

**2020 – in the Spirit of Tokyo**

In 2020, the AG Memorial Van Damme will take place on Friday 4 September, at the end of a summer dominated firstly by the Olympic Games in Tokyo and secondly by the European Athletics Championships. This means that all the stars of both Championships and a whole load of medal winners will also be performing in Brussels, including the Belgian athletes from other disciplines who will shine in Tokyo! That Friday night at the King Baudouin Stadium in Brussels will transform into a veritable Mini-Olympics!

Both in and around the stadium and in the hospitality village, Tokyo (and Japan) will form the common thread throughout the evening. An ideal time for Japanese businesses to take part in and offer their customers an unforgettable and meticulously planned evening of sports and entertainment...

**For further contact or inquiries:**

Tel : +32 (0)2 474 72 30  
info@memorialvandamme.be



## news from the members

**NTT LTD LAUNCHES ITS FIRST CLIENT INNOVATION CENTER (CIC) IN EUROPE**

*New co-innovation space in Brussels to showcase cutting-edge technology and inspire innovative collaboration.*

On 20 November 2019, NTT Ltd. a world-leading global technology services provider, welcomed clients and partners from all over Europe for the launch of its Client Innovation Center (CIC) in Brussels, Belgium. The brand-new co-innovation space allows visitors to experience the infinite possibilities of new technology firsthand, including innovation previously demonstrated at the NTT R&D Forum held annually in Tokyo. It features inspiring use cases on big data, artificial intelligence, machine learning, Internet of Things (IoT), biosensors and wearables, virtual and augmented reality, security and encryption.

**A collaborative environment designed to prototype the future**

Our first NTT Ltd. CIC in Europe gives organizations across the region access to disruptive co-innovations from all over the world. It brings use cases and prototypes, developed by NTT R&D and all our co-innovation partners with three objectives in mind:

- › To inspire our clients by raising awareness of technological advancements and applications.
- › To help organizations solve their digital transformation challenges through intelligent business solutions.
- › To help people use technology for good, addressing the themes raised by the UN Sustainable Development Goals.

Andrew Coulsen, CEO of NTT Ltd. Europe: “The CIC gives organizations across Europe access to cutting-edge technology innovations and new collaborative opportunities. It’s a place where people tap into the future, exchange ideas and start prototyping, bringing new technologies and innovations to market in this region. Research and Development is at the heart of our company: NTT Ltd. is committed to invest over USD 3.6 bil-

lion on average per year into R&D for the next 5 to 10 years via its research department NTT R&D and through venture capital NTT VC, co-innovation NTT Disruption and initiatives like the CIC here in Europe.”

**The future on display: data-driven, connected, digital and secure**

In Brussels, we now have six different technologies and solutions on display. All innovative and inspiring use cases for big data, artificial intelligence, machine learning, Internet of Things, biosensors and wearables, virtual and augmented reality, security and encryption. Each use case was co-innovated with NTT R&D and the wider business, government and academic community:

- › Kirari!: a holographic simulation that lets you experience any event, from anywhere in the world, with applications for sporting and cultural events, presentations and speeches, education and training.
- › Flaim Trainer: an immersive virtual reality training simulator with bio-sensing and real-time scenario analytics, providing firefighters with the ability to train for dangerous scenarios that are otherwise hard to reproduce in reality, expensive and environmentally harmful. Hitoe (see below) is integrated into the suit as a wearable, bio-sensing nano-fiber vest which tracks electrocardiogram (ECG) readings and transmits them in real-time for fitness analysis of firefighters during training.
- › Tour de France: a data analytics platform that incorporates machine learning and complex algorithms combining live and historical race data with other data inputs and providing deep levels of insight that allow for an entirely new cycling fan experience.
- › Las Vegas: a smart city platform using advanced sensors machine learning and artificial intelligence ensuring the

City manages day-to-day operations in a far more useful and efficient way. The intelligent data collected enable faster responses to emergencies and help future infrastructure planning.

- › Hitoe: a smart shirt that collects data (heart rate, muscle activity) in real-time, allowing us to better understand and improve people's performance in demanding (working) conditions.
- › Smart buildings: a communication system between buildings and the cloud, which can analyze building data non-stop, uncovering valuable new business insights and allowing you to save energy or increase the comfort and security of its inhabitants.

Andrew Coulsen: “The launch of our CIC for Europe marks a new era of innovation for our region. This first set of technologies, applications and solutions generated through industry collaborations is part of NTT’s relentless effort to enable the connected future. A future where ideas, people and technology work together to change the world. Together we use technology for good.”

**About NTT Ltd.**

NTT Ltd. is a global technology services company bringing together the expertise of leaders in the field, including NTT Communications, Dimension Data, and NTT Security. We partner with organizations around the world to shape and achieve outcomes through intelligent technology solutions. For us, intelligent means data-driven, connected, digital, and secure. As a global ICT provider, we employ more than 40,000 people in a diverse and dynamic workplace and deliver services in over 200 countries and regions. Together we enable the connected future.

*Source: [hello.global.ntt/en-us/newsroom/ntt-ltd-launches-its-first-client-innovation-center-cic-in-europe](https://hello.global.ntt/en-us/newsroom/ntt-ltd-launches-its-first-client-innovation-center-cic-in-europe)*



Managing Intellectual Property **IPSTARS**



news from the members

**CALYSTA WINS MANY PRIZES**

CALYSTA owes its success to its people, who work hard every day to deliver high-level quality for its clients.

Calysta's lean and agile team differentiates primarily through the complementary skills of its high caliber experts, the in-depth understanding, the business-importance of patents and trademarks and its cost-efficiency.

A testimony to the quality of even our very young experts is the recognition of for example IP STARS. Each year IP STARS receives and analyses a lot of information coming from different sources, including client feedback, concerning junior IP Practitioners. Our colleague Romain Lobera is ranked by IP STARS as RISING STAR and as one of the best up-and-coming young IP practitioners who contribute to the success of the firm and clients. Find more on: [www.ipstars.com/Lawyer/Romain-Lobera/Profile/78171#profile](http://www.ipstars.com/Lawyer/Romain-Lobera/Profile/78171#profile)

Since CALYSTA's foundation in Decem-

ber 2017, CALYSTA has rapidly grown to now 22 IP experts. Only one year after Calysta's creation we won the prize "The Boutique Firm of the Year – Benelux 2019" award by the prestigious journal Managing Intellectual Property. And it only got better after a few months Calysta won the award for BEST IP LAW FIRM in BELGIUM awarded by Acquisition International Magazine [www.acq-intl.com/winners/calysta-nv](http://www.acq-intl.com/winners/calysta-nv) and got ranked in the listing of The Financial Times! Calysta now made it to Europe's Leading Patent Law Firms 2019 and amongst the Top 4 in Belgium...! Find more on: [www.ft.com/content/f3956afo-a16b-11e9-a282-2df48f366f7d](http://www.ft.com/content/f3956afo-a16b-11e9-a282-2df48f366f7d)

Calysta already helped more than 240 clients of all types and in a variation of sectors by securing meaningful patent and trademark protection. The very positive feedback of these clients in terms of cost, quality and speed boosted Calysta's top ranking. Calysta is very thankful toward its clients and partners because they shared their satisfaction with the

researchers who boosted us up on these rankings.

Calysta's mission is to help our clients to secure their competitive advantage through Intellectual Property. This is both a challenging and rewarding experience. However, we also strive for being a top employer through guaranteeing a healthy work-life harmony. When you enter the CALYSTA offices you can smell the dynamism, positivity, and entrepreneurship of the pleasant team. At least that's what we hear from our visitors ...



**NIPPON EXPORT AWARD 2019-2020**

The Nippon Export Award (an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan) is a biennial award, given to the most successful company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products or services. The 10<sup>th</sup> anniversary Nippon Export Award 2019-2020 went to Grunberger Diamonds Japan, a diamond company from Antwerp that successfully set up a business in Japan.

The jury praised their entrepreneurial spirit to come to Japan and start new business. In 6 years time they could establish themselves as a brand with continuous growth. Their numerous col-

laborations with Japanese artists are a perfect merger of Belgian and Japanese craftsmanship. New initiatives including their own jewelry lines show that more growth is to be expected the coming years. On top of that the company honors a true family spirit and shows a lot of enthusiasm.

The winner was made public during the annual gala ball of the Belgian-Luxembourg Chamber of Commerce at Conrad hotel on 21 November 2019. The Award Ceremony was held at the Luxembourg Embassy in Tokyo on 4 December 2019.

**For more information:**  
[blccj.or.jp/nippon-export-award](http://blccj.or.jp/nippon-export-award)



## news from the members

**YAMAGATA EUROPE AND TXTOMEDIA PARTNER UP TO MEET GROWING DEMAND FOR INSTRUCTIONAL VIDEO CONTENT**

*TXTOmedia and Yamagata Europe announce strategic partnership to help companies convert their abundant structured content into multilingual video.*

tcworld conference 2019, Stuttgart, Germany - Yamagata Europe, the European subsidiary of Yamagata Corporation, a global leader in content creation, translation and supply, announced a strategic partnership with Dutch start-up TXTOmedia. Yamagata Europe will make use of TXTOmedia's software platform to convert structured content into video.

Companies today generate a massive amount of technical, product and service information. And yet, despite that, end users often struggle to find the right answers to their technical questions. Users either get discouraged by lengthy and confusing technical manuals or become frustrated by unofficial, user-generated content.

An ever-increasing number of people go to Google first if they need assistance. Also, 80% of people who search online switch from text-based content to video when researching what products to buy. Therefore, the ability to provide how-to videos has become a priority for both technical communication and marketing teams.

Through their new strategic partnership, TXTOmedia and Yamagata Europe offer companies a way to regain control over

the creation and maintenance of their video content and at the same time give end users quick and mobile access to the information they need.

**Technical video content**

Video is the fastest growing medium for product support and service content. With TXTOmedia's software platform, structured content that is already abundantly available in most companies, can be easily converted into video.

As an experienced provider of structured content, Yamagata Europe will use TXTOmedia's media creation platform to convert XML-based content into dynamic video. This can be offered to end users for use throughout the entire customer journey: from product evaluation during pre-sales, over technical support to after-sales service.

**Complementary capabilities**

"We have been creating and supplying multilingual product information for a variety of industries," says Geert Benoit (CEO of Yamagata Europe). "Over the years, we have cultivated a vision and an approach for making technical content available through multilingual video.

TXTOmedia finally offers us an easy way to do just that."

"Today organizations struggle to convert their large amount of support topics into how-to videos, especially in multilingual environments," says Wouter Maagdenberg (CEO of TXTOmedia). "Studies show that how-to instructions are more effective if they are presented in a multimedia format and provided in the audience's native language. Yamagata is at the source of providing this high-quality localized content in a structured way. This combines beautifully with our technology. Together, we are able to extend our services by offering our customers large amounts of single-sourced multilingual videos, which they can maintain as well."

**About Yamagata Europe**

We make everybody understand your message. Yamagata Europe is the European subsidiary of Yamagata Corporation (Yokohama, Japan) and group center of competence for translation. Yamagata Corporation is a global leader in content creation, translation and supply with a global presence in +10 countries and +2,000 employees. For over 110 years, we have been supporting companies in explaining their products and services across the customer journey in any language and any form.

[www.yamagata-europe.com](http://www.yamagata-europe.com)

**About TXTOmedia**

Watch instead of read. TXTOmedia is a Dutch-based technology company that believes in the power of rich media for support, educational and marketing purposes. TXTOmedia technology enables organizations to capitalize on their existing structured content, such as technical documentation, turning it into various rich media formats, including video, in an automated way. For more information, please visit [www.txtomedia.com](http://www.txtomedia.com).



## LAGA BECOMES DELOITTE LEGAL

After 20 years, Laga feels that the time is right and has decided to take its multidisciplinary collaboration with Deloitte to the next level. Laga has become part of the global Deloitte Legal network and rebranded to Deloitte Legal – Lawyers as of 1 January 2020.

This strategic exercise enables Laga to continue to build on a strong foundation in the Belgian legal market, and to respond to the challenges and opportunities that our clients face following the changes in the global landscape.

Of course, we remain the same team of specialised Belgian lawyers, who have a wealth of expertise and will continue to

maintain strict client attorney-privilege in all of the client matters we deal with.

Our teams are aware that clients expect their advisor to know them inside out and that they consider the seamless integration of all professional advisory services key. Deloitte Legal's multidisciplinary and cross border approach, as well as its top notch industry knowledge, will enable us to deliver our services even better. Becoming part of Deloitte Legal also ensures that we can meet our clients' expectation that their advisors are active and organised globally.

Technology is also gaining importance in the legal industry. We see a trend

whereby in complement of traditional legal services, clients increasingly request technology offerings and tech-supported advisory services. This leads to more time and cost efficient support of our client needs. The trend is to 'do more with less'.

This is just the start of what promises to be an exciting new chapter in the further development of our Belgian practice and living up to our promise to our clients to experience the future of law, today.

Source:  
[www.deloittelegal.be/lg/en/pages/about-deloitte-legal/articles/Laga-becomes-Deloitte-Legal.html](http://www.deloittelegal.be/lg/en/pages/about-deloitte-legal/articles/Laga-becomes-Deloitte-Legal.html)

## EXPANDING ITS PORTFOLIO OF MEDICINES: UCB TO BUILD NEW BIOTECH MANUFACTURING PLANT IN BELGIUM

UCB, a global biopharmaceutical company, announced on 18 December 2019 that it will build an innovative and environmentally sustainable multi-product biological manufacturing facility on their site in Braine l'Alleud, Wallonia, Belgium. The new biotechnology plant is being constructed to accompany the company's growth and prepare for the launch and long-term supply of future medicines currently in clinical development.

The new facility, representing an investment of more than 300 million euros over the coming years, is expected to be operational in 2024. Construction is due to start in the first quarter of 2020. The biotechnology plant will be one of the largest and the most modern in Belgium.

"The shift of our pipeline towards large molecules requires us to ramp up investment in mammalian technical development, as well as our manufacturing capabilities. We are convinced Braine l'Alleud is an ideal location for the implementation of this large-scale manufacturing facility. And the presence of our Biotech Sciences Team, Bio-Pilot plant and diverse re-

search capabilities on the same site will ensure accelerated product launches and supply reliability," said Dr Kirsten Lund-Jurgensen, EVP and Head of Supply & Technology at UCB.

Construction of the new biomanufacturing plant will also have a positive effect on employment. UCB is expecting to create more than 150 new, high skilled jobs once the plant becomes fully operational.

### About UCB

UCB, Brussels, Belgium ([www.ucb.com](http://www.ucb.com)) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 7 500 people in approximately 40 countries, UCB generated revenue of € 4.6 billion in 2018. UCB is listed on Euronext Brussels (symbol: UCB).

Source: [www.ucb.com/stories-media/Press-Releases/article/Expanding-its-portfolio-of-medicines-UCB-to-build-new-biotech-manufacturing-plant-in-Belgium](http://www.ucb.com/stories-media/Press-Releases/article/Expanding-its-portfolio-of-medicines-UCB-to-build-new-biotech-manufacturing-plant-in-Belgium)

## FRIENDSHIP COMMITTEE NEWS

### Friendship Café フレンドシップ・カフェ

Saturday, 30 November 2019 – By Pierre Bonneels, Chairman of the Friendship Committee

On Saturday 30th of November, we've enjoyed a Friendship Café at Brussels' epic Café Lecoq. The 'Café Lecoq' is an amazing authentic bar with a wide selection of lovely Belgian beers, a great atmosphere and awesome staff to help you through a great beer experience!

We were about to have the chance to talk about our future projects related to Japan, to catch up after we have not met for a while, and of course to get ready for our next exciting events in 2020.

Many generations from various backgrounds gathered and it was great to enjoy a deep and meaningful conversation regardless of age or experience. We also had the chance to talk about the Manga industry, its translation to French and all what this work implies.

A unique touch to this gathering was



that we could celebrate the Special Prize of HE Ambassador Makita Shimokawa, awarded to one of our Friendship Committee members, Walter Adant, for his speech during the 28<sup>th</sup> Japa-

nese Speech Contest organized by the Nihonjinkai held at the Japanese School of Brussels. We would like to congratulate him once more!

## PERSONALIA

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

### Corporate Member

#### MAKITA EUROPE NV

マキタは「人の暮らしと住まいづくりに役立つ工具の国際的総合サプライヤー」として、電動工具、園芸工具、エア工具などを通じて世界規模での豊かな社会づくりをサポートしています。当社は業界に先駆けてリチウムイオンバッテリーを搭載した工具の販売を開始し、その後も次々とリチウムイオンバッテリー製品を発表し、そのラインアップは業界随一のものとなっています。近年では電動工具だけでなく、集塵機や園芸工具でもリチウムイオンバッテリーを採用した製品の拡充が進んでいます。

ベルギーではEMEA、ロシアの計28拠点を管理・統括するMakita Europe N.V.並びに



1977年より顧客に密着した営業・修理などのアフターサービスを展開しているMakita N.V.が存在します。

Makita, as an “international comprehensive supplier of tools that help people's lives and homes”, supports the creation of global scale society through power tools, garden tools, and



air tools. Makita began selling a cordless tool employing a lithium-ion battery, ahead of all our competitors.

Since then, we have launched lithium-ion battery products one after another, boasting one of widest selection of cordless products in the industry. Recently we have been expanding our lithium-ion battery product line-up by developing not only power tools but also dust collectors and gardening tools.

In Belgium, there are 2 companies. One is Makita Europe N.V. who is European headquarter and manages 28 affiliates in EMEA and Russia. The other is Makita N.V. who was established in 1977 and has been operating sales and after-service activities by close contact with customers.

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Assistant to Managing Director  
> Mr Masanori Hasumoto, General Manager  
> Mr Hiromu Ishikawa, Assistant to CEO  
> Mr Takashi Kitagawa, Managing Director

#### Individual Members

#### Regular members

Mrs Barbara de Muyser Lantwyck

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

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FocalLength:400mm Exposure:F9 1/2000sec ISO:200



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