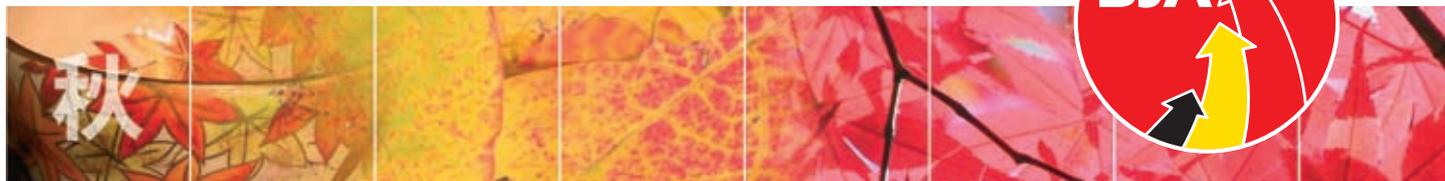


Belgium-Japan Association

& Chamber of Commerce ASBL- VZW



Trade Flows & Cultural News

Number 84 - September 2009

EDITORIAL

By HE Ambassador Jun Yokota of the Japanese Embassy to Belgium

As the newly arrived Japanese Ambassador to the Kingdom of Belgium, I am grateful for the opportunity to introduce myself to readers of the Trade Flows & Cultural News of the Belgium-Japan Association & Chamber of Commerce. By the time you will be reading this article, I will have more or less settled into my new life in Belgium.

At the outset, I would like to pay tribute to the BJA's tireless effort aimed at strengthening our bilateral relationship, not only in the business area but also in the cultural area as well.

The financial crisis that the world is experiencing at this moment is having a serious impact on the "real" economy and risks having profound repercussions in the political area as well. Lately, there are signs that the financial system has regained some stability, and that the precipitous decline in production and international trade have been halted, thanks in part to the stimulus measures that various governments have put in place. But consumers remain cautious as warnings of a further deterioration in the employment situation are often heard.

All in all, this seems not to be the right moment to speak about expanding business ties between Japan and Europe and Belgium in particular. In my view, another factor which is of a more long-term nature that is unfavorable to a closer link between us is the apparent declining interest on the part of Europe vis-à-vis Japan. I know a number of people back home who feel concerned about this.

It is hard to debunk the image that the Japanese market is very difficult to break into and that the amount of energy and resources needed to establish a foothold there make the effort not worth the while. Although, in my opinion, this view is debatable, even I have to admit that seen from the distance of Europe, Japan's neighbors whose economies are rapidly growing with masses of consumers eager to spend their new found wealth seem more attractive a place to venture into. Japanese private sector themselves have been eager to expand business

ties with these countries and my Government is trying to offer help by concluding the so-called Economic Partnership Agreements with them, two of which I was involved as Chief Negotiator and by pushing for further regional cooperation within the framework of APEC.

In spite of the adverse environment mentioned above, we will only make sure that our interest in each other will continue to wane if we give up trying to reverse the trend. Compared to most other the countries in Europe, Belgium and Japan benefit from organizations like the BJA, the Japan Belgium Society and the Belgo-Luxembourg Market Council all dedicated to working towards the same goal of promoting our bilateral ties. It is my intention to work closely with them and to make whatever contribution this Embassy can make to their activities.

It is my understanding that as far as the Belgian Government is concerned, the question of how best to manage the upcoming EU Presidency and the ASEM Summit which she will be hosting next year is one of its top priority agenda. These big events may offer opportunities for giving a fresh impetus to our bilateral relationship as well.

I have so far been speaking about the economic aspect of our relationship, but that is not to say that I think lightly of the other aspects of our relationship. Understanding each other better by having direct people to people contacts is essential. That is why I think that the BJA should be highly commended for carrying out cultural activities also. I have started to write a weekly column on the web page of our Embassy as the Ambassador's weekly column, in order to give a personal account of what I am doing, what struck me in Belgium and what's happening in Japan. May I invite you to visit our homepage at www.be.emb-japan.go.jp/english

I very much look forward to participating in the various activities organized by the BJA and making as many friends as possible.



HE Ambassador Jun Yokota

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BJA REPORT

Sweet life of Belgium – Savouring Belgian Desserts 美食の国ベルギーがお届けするベルギースイーツ試食会

Thursday 14 May 2009 - Atelier of Debaillleul Products, Koekelberg



At the start of a delicious evening in the atelier; from left: Mrs Fujii and Mrs Oka, Mrs Branders and Mr Pauwels, CEO of Debaillleul Products.



Mr Saito, Minister of the Japanese Embassy to Belgium and Mrs Rochette, Journalist, enjoying stories of sweets in both cultures.



Mr le Hodey, Vice-President of the BJA, thanks the great masters of cuisine, Mr Philippe Rheau, M.o.F. Operations Manager of Debaillleul Products and Mr Pierre Wynants of Comme Chez Soi.

Thanks to the generous support by Mr Hans Pauwels, Managing Director of Debaillleul Products and Mr Pierre Wynants, Master Chef of the restaurant “Comme Chez Soi”, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of the BJA and guests to savour the Belgian Desserts at the atelier of Debaillleul Products in Koekelberg. Mr Dominique le Hodey, Chairman of the Cultural Committee and Vice-President of the BJA opened the evening with a brief introduction to the participants together with two honorable guests, Mr Philippe Pivin, the Mayor of Koekelberg and member of Brussels Parliament and Mr Mitsugu Saito, Minister of Embassy of Japan to Belgium who kindly delivered his welcome speech.

Mr Pauwels then gave a thorough presentation to introduce the Debaillleul Products, followed by Mr Jiro Hashimoto, General Manager of Kataoka & Co., a Japanese Trading firm who represents Debaillleul in Japan, showing how Debaillleul has achieved success in the Japanese market.

After the presentations, the participants took this golden opportunity to savour 11 kinds of Belgian desserts such as



Mrs and Mr Debaillleul, Founder of Debaillleul Products, with Mrs and Mr Hakkaku of the Cultural Center of the Japanese Embassy to Belgium.

Crêpes à l’orange, Sorbet à la Kriek, Tarte au Fromage blanc which were all personal creations of Mr Pierre Wynants, Mr Marc Debaillleul and Mr Philippe Phéau, the Meilleur Ouvrier de France of Debaillleul. Despite the stormy weather on this day, over 80 sweets lovers conquered the floods and simply melted in joy while savouring super delicious desserts.



Business Seminar ビジネスセミナー

Wednesday 27 May 2009 - Living Tomorrow, Vilvoorde



A very interesting and interactive discussion followed the presentations with the panellists, (from left) Mr Monserez, Lawyer at Laga, Mr Crets, General Manager Corporate Planning of Toyota Motor Europe, Mr Weekes, Head of Group Communications at Umicore and Mrs Sakuma, Executive Director of Sustainability Analysis & Consulting.



Mrs Kinoshita, Hitachi Corporate Office, Europe and CSR Committee of JBCE and Mrs Sakuma of SA&C, join Mr Nozaki of Fujitsu Services to discuss future sustainable growth for business in 2009.



Mr De Prest of Deloitte and Chairman of the BJA Legal & Tax Committee, welcomes Mr Collins of Bridgestone Europe, Mr Dom of AW Europe and Mr Boeyens of Deloitte.

Corporate Social Responsibility in Uncertain Times: an option or necessity? 先行きが不透明な時代における企業の社会的責任 - 選択できるもの?それとも不可欠なもの?

The BJA Legal & Tax Committee had the pleasure of organizing a business seminar focusing on Corporate Social Responsibility (CSR). To provide the audience many answers about CSR for multinational companies, the opportunities and why CSR in these uncertain times, several experts gave their insights.

Firstly, Mr Monserez, Lawyer at Laga gave a western approach of CSR, discussing it as a voluntary act, a moral obligation or a legal duty while Mrs Sakuma, Executive Director of Sustainability Analysis & Consulting presented the diverging and converging views on CSR in Japan. Following, Mrs Kinoshita, EU Policy Monitoring and Research Manager, Hitachi Corporate Office, Europe and CSR Committee of Japan Business Council in Europe (JBCE) introduced a survey made by JBCE and current activities on CSR.

The last two speakers, Mr Crets, General Manager Corporate Planning of Toyota Motor Europe and Mr Weekes, Head of Group Communications at Umicore added their practical experiences and ideas on CSR for mid and long term growth and a sustainable future.

During a panel discussion led by Mrs Sakuma, several questions and answers were actively exchanged between Mr Crets, Mr Monserez and Mr Weekes, the panellists and the audience.

Following kind closing words by Mr De Prest, Partner at Deloitte and Chairman of the BJA Legal & Tax Committee, a networking cocktail where the participants and the speakers continued exchanging their opinions and experiences about CSR in today's economic situation concluded the seminar.



BJA REPORT

**The 5th BJA Golf Cup and Golf Initiation
第5回BJAゴルフコンペとゴルフイニシエーション**

Saturday 6 June 2009 - Golf Club d'Hulencourt



The group of golf initiators was again numerous and enthusiastic in trying out games on the green.



Among the many challenges at the golf green the least tiring was enjoying the view of beauty.



Mr de Wagheneire of Martin's Hotels receiving a prize out of the hands of one of the sponsors, Mrs Kanno of MCE-Management Centre Europe.



Mr Fujii of Fujifilm Europe proudly receives the air ticket to and from Japan, generously offered by Mr Nakamura of Carlson Wagonlit Travel-JET and Mr Schepens of All Nippon Airways (ANA).

On Saturday 6 June, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce took pleasure in inviting members and partners to the 5th BJA Golf Cup and Golf Initiation held at the Golf Club d' Hulencourt.

While 30 eager golfers joined a round of 18 hole, another 30 enthusiastic members and partners challenged the Golf Initiation this year. With the generous sponsorship by Lexus Belgium, the participants enjoyed refreshments during the games as well as a pleasant cocktail in the Clubhouse

after the game. Mr Eric Janssen, representing Lexus Belgium kindly gave a short welcome speech to open the exciting prize giving ceremony. Thanks to the great support by the BJA member companies mentioned here below, the BJA once again was able to deliver more than 35 different prize categories for Golf Cup and Golf Initiation together. This year 'EU vs Japan' team competition was headed by Baron Jean-Albert Moorkens, Honorary Vice-President, for the EU team and Mr Kenji Yasuda, President of Sumitomo Benelux and Member of BJA Board of Directors for the Japan team. After 4 consecutive years of victory by the Japan team, again it was the Japan team who seized the competition and Mr Yasuda received the winning trophy for its 5th victory. This year the BJA was again successful in delivering dry weather to this exceptional sporting event to over 65 enthusiastic participants who all returned home with many beautiful prizes and superb memories.

The pictures are by courtesy of Mr Jacques Duquesne of E. & H. D Beukelaer.



VIP visit to De Witte Lietaer Industries De Witte Lietaer Industries 社企業訪問

Wednesday 10 June 2009 - Wervik



Mr Vandeginste, CEO of De Witte Lietaer Industries, explained with heart and soul the workings of the machinery and the products made.



Mr Daels of De Witte Lietaer Industries informs the participants on the quality checks of the seating textiles.



Mr Tsutsui, Mr Nakamura and Mr Van Beneden of Toyota Boshoku Europe studying carefully the car seating textiles of De Witte Lietaer Industries.

Thanks to the generous support by Mr Antoon Vandeginste, CEO, Mr Kristof Daels and Mr Frank De Mulder, Key Account Manager of De Witte Lietaer, the Belgium-Japan Association & Chamber of Commerce took pleasure in inviting the company members of BJA to the facility of De Witte Lietaer Industries production unit in Wervik on 10 June 2009.

Through the guided visit inside the factory and laboratory, the participants not only discovered the super precise machines of weaving and knitting but also witnessed the number of tests done on daily basis to produce a high quality and the finest design of new trends of textiles for the auto interior.



The visit ended with a generously arranged cocktail where some participants continued to exchange comments on the facility with others, and some others enjoyed taking refreshment while looking at the samples of their first line up product, the auto seats.

Upon arrival at the facility, Mr Vandeginste together with the management team of De Witte Lietaer warmly greeted the participants with refreshments. Following, Mr Vandeginste together with Mr Daels thoroughly presented on De Witte Lietaer, the most important textile producers for the automotive industry in Europe, and since beginning of 2007 a part of the German AUNDE-group.



BJA REPORT

Policy Briefing - The Priorities of the upcoming Swedish EU Presidency and The Future of Europe

次期EU議長国が進める優先課題とEUの将来について政策報告

Tuesday 16 June 2009 - Sweden House, Brussels



Mr Wielemans, Managing Director of Hotel Metropole, elaborating on peace and prosperity for Europe and beyond with HE Ambassador Ueta of the Japanese Mission tot the EU.



HE Ambassador Ulrika Barklund Larsson, Deputy Permanent Representative from the Permanent Mission of Sweden to the EU surrounded by some of the BJA members.



Mr Didier Stevens, Project Senior Manager Government and Technical Affairs of Toyota Motor Europe and Chairman of the BJA EU Committee, and HE Ambassador Ulrika Barklund Larsson, Deputy Permanent Representative from the Permanent Mission of Sweden.

The EU Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure in organizing a policy briefing regarding the Swedish EU Presidency. Mr Didier Stevens, Project Senior Manager Government and Technical Affairs of Toyota Motor Europe and Chairman of the BJA EU Committee gave an opening address, with even a few words of welcome in Swedish.

The Deputy Permanent Representative from the Permanent Mission of Sweden to the EU, HE Ambassador Ulrika Barklund Larsson gave a lively presentation about the priorities of the upcoming Swedish EU Presidency. The discussion was interactive and the answers to the numerous questions were sincere.

During the Q&A session and networking cocktail, the participants shared their ideas and hopes for a bright EU future and enjoyed the flavour of Swedish appetizers.



FRIENDSHIP COMMITTEE NEWS
Visit of Tournai/Doornik
Tournai歴史地区めぐり
 Sunday 21 June 2009



今回の BJA-Friendship Committee では、ベルギー最古の街／トゥルネーを訪れました。中央駅に集合した参加者は 25 名。BJA-FC スタッフの一員でトゥルネー出身のフランソワさんがガイドを務められ、徒歩での街巡りコースを満喫しました。中世の建物が並ぶバレ セントブリース通りをぬけ、ロマネスクとゴシックが一体となり現存する唯一のノートルダム大聖堂は世界遺産に登録されています。そしてもう一つの世界遺産であるトゥルネーの鐘楼を見学。夕方にはお待ちかねのビール休憩。その頃には曇り空がお天気になり、初顔合せの参加メンバーもすっかり親しい雰囲気にお互い話が弾みました。駅に戻るコースは、ベルギー建築家ヴィクトール・オタルの作品のひとつトゥルネー美術館や市庁舎前を通り、とても楽しい日曜日の午後となりました。

Naomi Nakajima

The visit of Tournai on 21 June was initiated by François, who guided us and shared his pride for his historical hometown.

Most of us gathered in Brussels Central Station at noon. During the 1-hour ride to Tournai, we enjoyed meeting new people and learning about their connections to Japan or their experiences in Belgium. This was my first participation to a BJA event and I felt immediately at home!

Stepping out from the train, we admired the monumental and well-restored station, featuring the so-called blue stones that has made the Tournaisis area famous for centuries. But the jewel of the city is its 800-years old Cathedral, still standing by miracle. This Old Lady is in pitiful state, but it contains a treasure for the tourists: an oversized châsse, crafted by goldsmith of past centuries. The city used to be bigger than Paris!

The belfroid tower gave us a breath-taking view from far above the dwellings. So we recovered from the emotion on a terrace, discovering the stamina or mood of yet other participants.

Hope to see you again!

Hubert Carboneille



INTERVIEW

A Japanese view on Belgium: Akihito Fujita, Sales & Marketing Director F.P.N.I.

By Mr Kris Sierens, Managing Partner BeforeTheHype and Editorial Committee Member

After being in Belgium for more than thirty years, Mr Fujita knows how to analyse Belgium and its culture. That knowledge is not limited to just the big differences between Japan and Belgium. It also includes the subtle nuances of intercultural relationships. Besides being a company director, he likes to teach as well and this ability is a big advantage. He enjoys this combination a lot, because 'children give you a lot of energy and you are constantly learning something new as well.' This is an internal story through the external eyes of someone who loves living in Belgium.

In 1974, Mr Fujita came to Europe for the first time as a 20 year old tourist. He met a Belgian friend with whom he stayed in touch, so when he returned as a traveller in 1977 to Europe, he visited Belgium for the first time. He immediately liked the people he met when he visited Antwerp. He knew that this would change his life. Mr Fujita still remembers being impressed by the beautiful towns and the unique atmosphere that he found in Belgium. He stayed in touch and in 1979 he returned as a student at Louvain-La-Neuve and Leuven Universities where he studied international relations.

In 1988 he joined a Japanese trading company in Belgium and in 2001 he started his own company as a self-employed trading consultant. In 2004 Mr Fujita joined F.P.N.I. Belgium, a subsidiary of Ariake Japan, company specialized in seasonings. He is their Sales and Marketing Director.

The company chose Maasmechelen as their Belgian headquarters. This choice was made primarily because of the proximity of raw materials, which is very important. Ten Japanese work in a close relationship with the twenty Belgians employees in the company. 'The working mentality here is different, but compared with other EU countries, Belgium is close to the Japanese way of doing things, especially by being serious and punctual,' observes Akihito Fujita. One difference he notes is that Japanese tend to keep going on and on in their work, while Belgian employees certainly work for their vacation. 'But what is wrong with that?' he asks. Another advantage the company has is that it is still a small organization and it has a flat hierarchy. 'This is a better way to establish a good working relationship between different cultures.'

Mr Fujita is also a teacher at the Japanese School of Brussels on Saturdays. He joined the school in 1981 as a mathematics professor. He loves to work with children. He believes that sometimes he learns as many new things from the children as they do from him. Together with his family, Akihito Fujita lives in Gembloux, a very convenient location for driving to work. One disadvantage that still puzzles him is the problem that there are only two connections by train per hour out of his city. In Japan, he notes, it is possible to have a train every ten minutes and with a very high service mentality. Mr Fujita

proves he knows his history when he points out that one of the reasons he finds this strange is because Belgium was the first European country having a railroad system.

During his leisure time he likes to garden. He laughs and says that he doesn't play golf because of his bad eyesight. 'That makes it difficult to find my lost ball.' He prefers to go skiing instead. When he was younger, he visited many places throughout Belgium and Europe. But since he married, life has become more relaxed. 'Belgian weather isn't always on our side though.' For Mr Fujita, Belgium is on top of the European gastronomy list. 'Everything is great and even ethnic food is always at a very high standard.'

Akihito Fujita's bond with Belgium is very strong and he will probably never leave the country permanently. But imagining what life would be like if he had to return to Japan, he is convinced he would miss some important aspects of life in Belgium. 'While Japan is very stressful — and Japanese like being stressed — here you can have a relaxed life, in combination with many work advantages. Brussels is an international city, but on the outskirts you can find a lot of nature. Everything is near and there is the richness of the many different cultures found in this country. Flemish Belgians have a German background, while Walloon Belgians have Latin roots. But they both don't live it strictly and that's why Belgians know how to enjoy life.' Another positive point regarding Belgians is that they are not chauvinistic and Japanese people appreciate their reserved and modest way of life.

Always the good teacher, Mr Fujita explains that for Belgian business people to be successful in Japan, they must try to find the real needs and adapt to that level. Punctuality and precision are very important for both product and services delivered. 'Don't forget that many Japanese even measure the diameter of a cucumber.'



Mr Fujita enjoys a kanpai on Belgian-Japanese relations with Mr Vreysen of Yokogawa Belgium at the Celebration of the BJA Commendation

Sendai - city of trees

By Mrs Heidi Van Hiel of Yamagata Europe



Sendai, the capital city of the Miyagi prefecture, is located approximately 300 kilometers north of Tokyo, on the Pacific coast of Honshu. Sendai has a population of one million, and is the political and economic center of Japan's Tohoku (northeast) region, one of the seven major regions in Japan. A major transportation hub served by railways, expressways, an international airport and seaport, Sendai is also a natural gateway to Tohoku and the rest of the Miyagi prefecture.

SENDAI

The history of Sendai as a city begins in the early 1600s, when daimyo Date Masamune implemented his plans for the layout and development of the city. The modern urban planning of present-day Sendai would not have been possible without this heritage from its founder. In 1613, Date Masamune dispatched a mission to Europe to establish trade and invite missionaries. The mission lasted 7 years and was the first Japanese mission to cross the Atlantic. It was one of the most remarkable events in the history of Sendai.

Although Sendai is a large city, it is known throughout Japan as a modern city in harmony with nature. The city is surrounded by a splendid natural environment, from the Ohu Mountains in the west to the Pacific Ocean in the east. North and south of the city are agricultural areas that produce some of Japan's best rice. The city itself retains much of the natural environment and is famous for its tree-lined streets and parks. As a result, Sendai is called the "City of Trees."

The city's economy heavily relies upon retail, services, construction and transport. The retail and service industries provide approximately two thirds of the employment and account for half of the businesses. One of the most famous companies headquartered in Sendai is Tohoku Electric Power. Sendai is a major regional supplier of electric power, serving five million residences and one million commercial and industrial customers in the Tohoku region.

With 10 universities enrolling some 80,000 students and researchers from all over Japan and the world, Sendai is well-known as a city of learning and as one of Japan's leading centres for the education and development of industrial

human resources. Its universities and research institutes make a significant contribution to the development of high-tech industries. Among these institutions, Tohoku University in particular has achieved remarkable advances in academic research. The university is one of the most frequently cited institutions in the world in connection with metals research, and it also produces outstanding results in the fields of semiconductors and optical communications.

The city of Sendai actively promotes joint research projects aimed at the commercialization of innovative research in local institutions. Industry, academia and government collaborate to provide support for small, ambitious and innovative new businesses, in order to facilitate the creation of revolutionary technologies and new industries through unique research.

With the aim of establishing a fresh, dynamic and pluralistic environment where creative people can come together to connect, cooperate and support each other, the city of Sendai works to develop and strengthen creative industries, such as design, printing and IT. Creative industries arise and thrive in places where cultural activities, such as theatre and music, abound.

Sendai city is constantly improving its infrastructure, building upon a strong business foundation, which benefits from the city's excellent geography. The Sendai International Commercial Port has a well-developed container terminal and acts as an international container transportation hub for the Tohoku Region. It has regular container services to North America, China, Korea and Southeast Asia.

Sendai is not just an attractive city because of its economic and industrial activities. It also offers many touristic attractions, such as the Akiu and Sakunami hot springs, and the Akiu water falls. Sendai is also the home of a range of foods, including the delicious robatayaki (Japanese-style barbecue), and is well-known for its good quality sashimi, sushi, and sake.

So, whether you want to eat fine seafood, relax in a hot spring or develop your professional activities, there is much to discover and enjoy in the Miyagi prefecture.

EU-JAPAN WORKSHOP POINTS TO CIVIL INVOLVEMENT AS WAY OUT OF EMPLOYMENT CRISIS

A group of academics, civil society organisations, diplomats and other officials from the European Union and Japan came together for the first time at the EESC on 24 June 2009 to discuss the future of employment and push through new ideas on how to overcome the global financial crisis.

Maintaining jobs, promoting decent work and working conditions, boosting entrepreneurship, upgrading skills, and dealing with social tensions are some of the challenges which, according to the conclusions of the one-day workshop, can be addressed effectively through a broad civil dialogue. Both the European and Japanese participants stressed the need to bring together employers, workers and other civil society organisations in an effort to maintain jobs and boost young people's access to employment.

The workshop was organised by the recently established EU-Japan Contact Group, which is chaired by EESC member Eve Päärendson (Employers' Group). Addressing the opening session, EESC Vice-President Irini Pari said that "it is of the highest importance

that we combine our thinking, in Europe and Japan, to see how we can face the challenges regarding civil society and its perspectives on employment".

The Ambassador of Japan to the European Union, Mr Nobutake Odano, highlighted his government's recovery efforts referring to Japan's "three stimulus packages to boost jobs, help certain sectors, assist SMEs and support the unemployed". He went on to warn that "job losses will remain a problem even after an upturn in production".

The EU-Japan Joint Action plan is set to be reviewed in 2010 and participants expressed confidence that the European Commission and the Japanese authorities will make provisions for more civil dialogue in the review.

Representing the European Commission, Mr Jonathan Hatwell said that official talks on how to replace the Action Plan will begin in 2010, and that the Commission is "open to feedback from civil society as to the terms, scope and duration of a new Action Plan".

Bleak reports about the impact

and duration of the crisis on the industrialised world were reaffirmed by Japanese and European experts. Professor Hiromasa Kubo, President of the EU Institute in Japan, said that Japan "has seen a very large drop in its economy", characterised by loss of confidence and a 50% fall in exports.

For the EU, EESC member Erika Koller (Group II) cited Eurostat figures which show that 20 million Europeans are currently out of work. A number of speakers reflected on the time-lag between a prospective recovery and an eventual increase in employment levels.

The European Economic and Social Committee represents the various economic and social components of organised civil society. It is an institutional consultative body established by the 1957 Treaty of Rome. Its consultative role enables its members, and hence the organisations they represent, to participate in the Community decision-making process. The Committee has 344 members, who are appointed by the Council of Ministers.

Source: <http://europa.eu/rapid/pressReleasesAction.do?reference=CES/09/91&format=HTML&aged=0&language=EN&guiLanguage=en>

EC AND JAPAN INTENSIFY CLIMATE RESEARCH CO-OPERATION

The fifth Japan - European Union (EU) Workshop on Climate Change Research was held at the Tokyo Office of the Japan Agency for Marine-Earth Science and Technology (JAMSTEC) on 6-7 July 2009. Its main objective was to promote closer links and collaboration in the field of climate change research between European and Japanese agencies and institutes. The workshop was hosted by the JAMSTEC and organised by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) of Japan and the Environment Directorate of the Research Directorate General of

the European Commission.

The workshop continues 10 years of co-operation. Previous workshops have been organised in Hakone in 1999, Brussels in 2003, Yokohama in 2005, and Brussels again in 2007.

Further climate research co-operation options have been discussed under the following headlines: Long-term climate change projection and monitoring; Near-term climate prediction (decadal prediction); Extreme events in the 21st century and climate change impacts: research and monitoring.

The European Community and the

Japanese government understand their climate research co-operation inter alia as a contribution toward addressing the identified key uncertainties for the next IPCC assessment.

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EU-JAPAN BUSINESS ROUND TABLE (BRT), BRUSSELS MEETING, 6-7 JULY 2009

“SECURING STABILITY IN DIFFICULT ECONOMIC TIMES”

Each year, business leaders from the European Union and Japan meet in the framework of the EU-Japan Business Round Table (BRT) to discuss key issues affecting both the EU and Japan.

This year's Annual Meeting took place on 6 and 7 July in Brussels and was co-chaired by Mr Georges Jacobs, Chairman of the Board of Delhaize Group and Honorary Chairman of UCB, and Mr Hajime Sasaki, Executive Advisor and former Chairman of the Board of NEC Corporation. During the two days, BRT members engaged in high-level discussions with Mr Günter Verheugen, Vice-President of the European Commission; Mr Yoshifumi Matsumura, Parliamentary Vice-Minister for Economy, Trade and Industry; Mr Yasutoshi Nishimura, Parliamentary Vice-Minister for Foreign Affairs; Mr Tim Brooks, Director for the International Secretariat at the Swedish Ministry of Enterprise and representing the Swedish Presidency of the EU; Mr Haruhiko Kuroda, President of the Asian Development Bank; and Mr Peter Praet, Chairman of the Banking Supervision Committee of the European Central Bank and Executive Director of the National Bank of Belgium.

BRT members expressed their strong concerns about the hard impacts the financial crisis and subsequent economic crisis are having on trade flows around the world:

- BRT Members underlined their strong support to open markets and opposition to any forms of protectionism. They welcomed the work of the WTO in this respect and urged WTO members to respect clearly the WTO compatibility of any of their measures. The BRT remains committed to a successful and

ambitious conclusion of the ongoing Doha Round and calls for a rapid resumption of the talks, based on the current modalities.

- BRT Members expressed their strong concerns about limits on access to finance and called upon the European and Japanese Authorities to establish the right framework that allows bank credit flows to companies at competitive rates. They furthermore underline the need to reform global financial systems, stabilise financial markets, and to undertake concerted efforts in monetary and fiscal actions, hereby urging them that the different stimulus plans do not lead to any serious trade distortions.
- BRT Members also reaffirmed their commitment to a successful outcome of the international climate change negotiations and the upcoming Copenhagen Climate Conference (COP 15) in December 2009, despite the difficult economic and financial situation. Governments should involve Ministers of Finance directly in the negotiations to discuss how to move ahead on climate financing in the current constrained financial conditions. Moreover, stimulation of innovation and promoting new technologies could contribute positively to bringing solutions to global challenges including climate change.
- BRT Members discussed the positive role EU-Japan cooperation can bring in the current difficult economic climate and welcomed the joint statement published on the occasion of the 18th EU-Japan Summit held on 4 May 2009 in Prague, in particular the announcement of a strengthening of bilateral cooperation with a view to

exploiting better the full potential of their economic relationship. They give their strong support to putting the focus on a few specific non-tariff issues which are expected to bring concrete outcomes in a mutually beneficial way and in a short time period.

The BRT had interesting presentations from the work of its different working parties (WP) and adopted new detailed Recommendations on how to develop further EU-Japan relations. Specific proposals for action were adopted in the areas of Multilateral & Bilateral Trade Relations, Investment, and Regulatory Cooperation (WP A); Life Sciences, Biotechnology and Healthcare (WP B); Information & Communication Technologies (WP C); Financial Services, Accounting and Taxation (WP D); and Innovation, Environment and Sustainable Development (WP E).

This year's Annual Meeting was the last one under the European Co-Chairmanship of Georges Jacobs. The BRT Members thanked him for his strong commitment to the Round Table and all the work he had done over the years to strengthen EU-Japan relations. They warmly and unanimously welcomed Mr Jean-Yves Le Gall, Chairman and CEO of Arianespace, a long-time BRT member, as his successor. The next BRT meeting is scheduled to take place in Japan in the second half of 2010.

Source: EU-Japan Centre for Industrial Cooperation

www.eu-japan.eu

ONE-STOP SHOP EVENT - FIRST STEPS IN JAPAN

WHAT SMES CAN RECEIVE AS BUSINESS / FINANCIAL SUPPORT FROM REGIONAL, NATIONAL AND EUROPEAN AUTHORITIES.

Tuesday 12 May 2009, Brussels

In the framework of the first European SME Week, the Belgium-Japan Association & Chamber of Commerce (BJA) took part in a “one-stop shop” event co-organized by the EU-Japan Centre for Industrial Cooperation and other partners such as AWEX, FIT, EU Gateway Programme and Brussels Export. This event aimed at helping SMEs, wishing to work with Japan

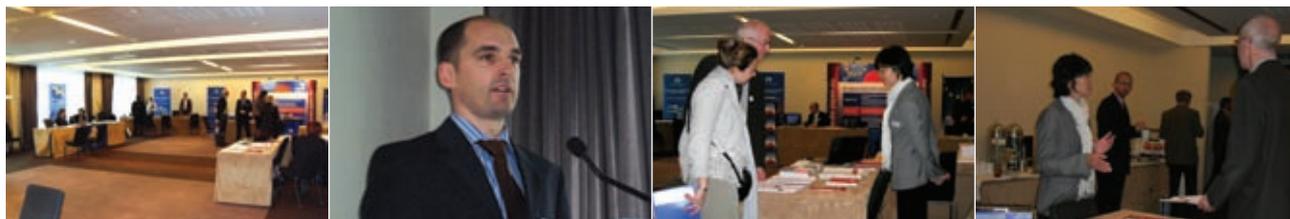
or to develop their activities there, to get information on services and financial support they can receive from Belgian and European authorities or organizations.

The participants could meet experts

and advisers, as well as other SMEs and organizations who have already benefited from such assistance. SMEs currently active in the Japanese market also made case study / testimonial presentations.

For more details about the program, the report of the event, the speakers and their presentations: **EU-Japan Centre for Industrial Cooperation**

<http://www.eu-japan.eu/global/events/event-sme.html?year=2009>



JAPAN GAINS REAL-TIME ACCESS TO EU'S FOOD SAFETY EARLY-WARNING SYSTEM

The European Commission and the Government of Japan signed Statements of Intent that would enable Japanese authorities to electronically access Europe's Rapid Alert System for Food and Feed (RASFF)* to gain real-time information on alerts and notifications of potentially dangerous food and feed products that move between the EU and Japan.

The move is in line with the 17th Japan-European Union (EU) Summit Joint Press Statement Annex of April 2008, in which the two sides agreed to strengthen bilateral cooperation on food safety. The alert system, which marks its 30th anniversary this year, is an important tool by which European authorities can promptly exchange information and warnings when they detect potential risks to human health in food and feed.

Acting Head of Delegation of the European Commission Delegation to Japan Stefan Huber, who signed the Commission's Statement of Intent, said: “With the RASFF, the EU has sought to increase policy transparency and to simplify food safety procedures in the interest of its citizens. The RASFF is a typical EU success story, and I am particularly pleased that we can now share the fruits of our efforts with the Government of Japan”.

The RASFF enables the quick and effective exchange of information between Member States and the European Commission when risks are detected in the food and feed chain. All RASFF Members (the EU27, the Commission, EFSA and Norway, Liechtenstein and Iceland) have a 24-hour service to ensure that urgent notifications are sent, received and responded to in the shortest time possible.

A total of 3,043 notifications were made via the system in 2008. More than 40% of those were about products rejected at the EU border due to a risk to food safety. When such a product is identified, the RASFF informs the third country in question, in order to prevent a recurrence. Similarly, when EU food products shipped to the export markets are found to be hazardous, these third countries will be duly informed.

*For more information on the RASFF:
<http://ec.europa.eu/rasff>



Source: Delegation of European Commission to Japan
www.deljpn.ec.europa.eu

BRUSSELS OFFICE OF JR EAST INAUGURATED BY UIC CHAIRMAN YOSHIO ISHIDA

Mr Yoshio Ishida, Vice Chairman of JR East and UIC Chairman, inaugurated on 11th June the Brussels Office of the Japanese railway company in presence of representatives of CER (Johannes Ludewig and members of the CER team), EIM (Michael Robson), UIC (Paul Véron representing the UIC Director General Jean-Pierre Loubinoux, Simon Fletcher and the team of UIC Brussels Office) together with numerous guests from national railway companies as well

as Japanese industrial and business companies.

The Brussels JR East Office is going to represent interests of the Japanese railway company in relationship with a number of European partners and simultaneously will work on a series of UIC technical issues (to support UIC Chairman Yoshio Ishida). JR Office should develop close cooperation links with the UIC Brussels Office and UIC HQ, in particular in the fields

of technology and research, safety, signalling, interoperability, sustainable transport.

The JR Brussels Office is located 53 avenue des Arts in Brussels, in the same building as CER, UIC Brussels Office and representations of ÖBB and PKP. Managers of the Office are Mr Naoya Koide and Mr Koichiro Suzuki (koichiro-s@japanrail.be)

Source: www.uic.org/mediarail

TOKAIDO A MOVIE BY A BELGIAN FILM PRODUCER

Belgian filmmaker Luc Cuyvers, whose films have been broadcast worldwide (see www.mnfilms.com) set his eyes on Japan.

Follow the footsteps of Japanese artist Ando Hiroshige from Tokyo to Kyoto to see what is left of what he saw 175 years ago.

“Actually it is a film about two roads”, Cuyvers says: “an old one - once Japan’s most important road - and a new one, paved on top of it. So in a sense we get a mix of two road trips. In the first we follow Hiroshige, who traveled the Tokaido in the early 1830s. In the second we trace his footsteps to figure out what remains of what he saw”. Cuyvers emphasizes that, while simple, the concept goes far beyond merely comparing past and present.



Because understanding Japan, in his view, requires a trip into its past, and one could do far worse than pick the Tokaido for that excursion. With Hiroshige he also acquired a terrific guide. Japan’s great artist indeed not only made the trip at a fascinating time, in the waning days of the Edo era, he also left a superb impression of what he saw and experienced along the way.

The film will thus be somewhat of a travel-history hybrid, a style Cuyvers mastered in the internationally acclaimed *Into the Rising Sun*, a multi-million dollar series, which chronicled the Portuguese expansion. He likes that approach because it allows him to make intelligent films that still appeals to the public at large. Comparing Hiroshige’s impressions with what remains of them “provides a wealth of opportunities

JAPAN-BELGIUM SOCIETY IN JAPAN: CHANGE OF PRESIDENT AND THE TRANSFER OF SECRETARIAT

In accordance with the approval at the Extraordinary General Meeting at the end of March 2009, Mr Kaneo Ito (Senior Advisor, Pioneer Corporation) retires from JBS Presidency as of July 1, 2009 and Mr Takao Kusakari (Board Counselor, NYK Line) assumes the role of new President effective on the same date. At the same time, Mr Yorihiro Watanabe retires from the JBS Secretary General responsibilities and Mr Shinichi Miwa (NYK Line) will take over his position effective July 1, 2009.

For more information, please visit:
www.pioneer.jp/belgium/index-e.html

for a terrific film”, as he puts it. “In the cities, much of what Hiroshige saw has vanished, of course, but the search is fun and entertaining. Tracing his footsteps gets us in contact with Japanese living, working or traveling between Tokyo and Kyoto; sometimes on foot, other times on a commuter train, in a truck, a taxi, a fishing boat or whatever we can find and whatever keeps us in touch with and in sight of the old road...” Much the same way ordinary people provided Hiroshige a great deal of inspiration, interaction with today’s Japanese thus becomes a key ingredient of the film. “And so the Old Tokaido continues to link people” Cuyvers concludes. “Only it doesn’t really do so between different places as much as it does between different times.”

The series started on July 19 for 10 weeks on Canvas TV, around 22:40, and will be broadcasted again on other channels (RTBF, etc.) from autumn 2009.

MITSUBISHI ACQUIRES FLEMISH ENGINE SPECIALIST MAINTENANCE PARTNERS

Japanese concern Mitsubishi Heavy Industries has acquired Maintenance Partners, a Flemish firm specializing in the maintenance, repair and fine-tuning of rotating engines. The company will become the Mitsubishi bridgehead for the complete EMEA region.

Mitsubishi Heavy Industries (MHI) is a leading player in manufacturing a wide range of heavy machinery. It recently acquired Maintenance Partners (MP), located in the Flemish town of Zwijndrecht. The reason? To supply a total package, from providing top-of-the-range machines to the maintenance, repair and fine-tuning during the complete life cycle of its products.

Today, MP is the Benelux market leader for the maintenance, repair and fine-tuning of rotating engines. Under MHI, the range of their operation will be increased drastically, to cover the complete EMEA (Europe, the Middle-East and Africa) region.

In recent years, MP has made some major and successful investments which have doubled its turnover compared to 2001. The number of employees increased from 100 to 350, not only in Flanders but also in the Netherlands, Turkey and the United Arab Emirates. In order to meet the new challenges facing the company, MHI is increasing MP's capital by EUR 7.8 million. This acquisition also impacts favorably on staff numbers at Maintenance Partners as new engineers, technicians, mechanics, electricians, metalworkers etc. will be attracted to the company. MP will also strengthen its ties with technical colleges in the region.

Source: De Morgen newspapers

NTT COMMUNICATIONS ANNOUNCES DEPLOYMENT IN BRUSSELS

The new office has set up by NTT Europe Ltd., a wholly owned subsidiary of NTT Communications which is the international arm of Nippon Telegraph and Telephone Group.

Founded in 1988, NTT Europe has headquarters in London and offices in Paris, Düsseldorf, Frankfurt and Amsterdam, offering a wide range of customised enterprise solutions with expertise in private networks, global Tier-1 Internet backbone and related ICT solutions to enterprises worldwide.

The NTT Group, employs approximately 200.000 people worldwide and has operating revenues of over US\$100 billion.

The group can trace its roots back as far as 1869 and the introduction of the telegraph in Japan. Since its privatisation in 1985, the company has been diversifying extensively, building new subsidiaries, developing emerging technologies and expanding into new markets.

Source: Brussels Enterprise Agency

10 JUNE 2009 - WORK PERMIT EXEMPTION FOR 'ANY' FOREIGN EXECUTIVE IN HQ COMPANIES IN BELGIUM

The recently published Royal Decree incorporates one of the most important changes - non-EEA managers, including the two top layers of managerial staff, employed by Belgian headquarters of Belgian or foreign multinationals no longer have to be in possession of a work permit/authorization, provided a number of conditions are fulfilled.

The conditions to be met in order to qualify are :

The employee concerned must be employed by a Belgium-based Headquarter of a Belgian or a foreign multinational company;

The employee concerned must have the function of a manager;

The employee must be linked with

an employment contract at a Belgian company and earn no less than 59,460 (2009) gross on a yearly basis;

The employer must be a head office as defined by law (Royal Decree of June 9, 1999);

The head office must inform the Region in whose territory they are situated of the manager's employment contract with the company.

This dispensation from work permit requirements for foreign executives provides a solution for multinational companies who have, or who want to establish, Headquarter operations in Belgium.

*Source: Brussels Enterprise Agency
www.investinbrussels.com*

JAPAN - REVISED IMMIGRATION LAWS

Background

On June 19, 2009, Japan's Lower House of Parliament passed revised immigration bills, shifting authority over foreign residents from Municipalities to the Justice Ministry's Immigration Bureau. Once passed by the Upper House, the bills are expected to be enacted before the current parliamentary session ends on July 28, 2009.

Major Changes in Practice

The revised bills state that "zairyu" (residence) cards will replace Alien Registration Cards as identification for foreign residents.

Foreign residents' personal information including name, address, visa type, and expiration date will be collated at the Justice Ministry rather than being kept at the local government level.

Foreign residents will be required to go to their nearest immigration offices to report changes to their personal information, except for change of address, which will continue to be handled by municipalities.

At the municipality level, foreign residents will be listed, along with Japanese residents, on the "Juki Net" resident registry, a computer network containing demographic data.

Increased Benefits

The new immigration law will make the following benefits available:

- An extension of the typical duration of visas to five years from the current three;
- Foreign residents will be allowed to re-enter Japan without a re-entry permit as long as they return to Japan within a year.

Enforcement of Penalties

Although a penalty already exists for foreign residents not carrying their "Alien Registration Card," it is not regularly enforced. However, under the new bills, it is expected that foreign residents found to not be carrying their "zairyu" cards, or failing to report changes in personal information within two weeks of any change, will be subjected to a fine of up to JPY 200,000.

New to the revised bills is the power of the Immigration Bureau to revoke visas if foreign residents fail to report changes in their addresses, marital status, or workplace to their nearest immigration office within three months.

Time Line

While detailed procedures are yet to be publicized, the bills state that the Government plans to enforce implementation of the new laws within three years of their announcement to the public.

Source: Deloitte

NEW EUROPEAN TRAINING CENTER FOR FUJIFILM IN FLANDERS

Japan's Fujifilm Group, a global market leader in imaging, information and document solutions, has opened a new European Inkjet Technical Training Center in the Flemish town of Sint-Niklaas, thus showing Fujifilm's commitment to the wide-format market.

Despite the current economic crisis, the wide-format inkjet business offers huge growth potential. That's why Fujifilm is now investing in the future by opening a training center focusing on

this business. The new Inkjet Technical Training Center (ITTC) is Fujifilm's venue for technical and commercial training, new product testing and launches, and sales support. Other activities include benchmark testing and after-sales service.

The center will be open to all of Fujifilm's European subsidiaries and distributors, aiming at supporting them in their local wide-format inkjet business. The ITTC will thus be a dedicated place for them to train and become familiar with the

new products in Fujifilm's range.

Fujifilm was established in 1934 as a photographic film manufacturer. Over the years, the company has expanded its business to include digital cameras and printing solutions, among other things. Before the opening of the ITTC, the site in Flanders had mainly focused on sales and marketing. There is also a production site for chemicals. (source www.ipaworld.com)

Source: www.investinlanders.com/en/news

ARTICLE

Labor Cost Survey for Japanese seconded staff members in the enlarged European Union

By the Japan Service Group of Deloitte

The Japan Service Group of Deloitte has in the past on a regular basis made comparative studies on the total labor cost of Japanese seconded staff. Beginning of 2009, the latest survey and update was made to look into the total labor cost of seconded head-office staff members to subsidiaries located in the enlarged European Union.

A first driver to conduct a new survey was to get input on the total labor cost in the new member states that joined the European Union after the last survey was conducted in 2006. Secondly, the survey wanted to verify the impact of the evolution of the income tax legislation in the various member states. Over the past decade, the continuous changes in legislation had a focus to lower the overall income tax burden on employment income. This general trend was put into practice at a different pace and with different practicalities between the various member states.

A third reason was to assess the impact of the social security totalization agreement between Belgium and Japan which by now is being well applied by Belgian companies and to assess the impact of similar agreements with other EU member states.

The survey looks at the total labor cost in Europe, excluding home country social security contributions in Japan. The aim was not to have a very detailed analysis on the income tax legislation of all member states, nor to create a detailed analysis of many different possible scenarios. The survey aims to provide in an overview of how each country would estimate the total labor cost, based on the same set of data.

1. Survey data

The survey was based on a set of data which was determined based on a general and common situation, which was then applied to the legislation of each country concerned. The survey was based on following situation:

- Married, non-working spouse and 2 children at charge
- Net take home pay, includes all assignment-related items such as cost-of-living and rental €12.500,00
- Company car provided by host entity (lease fee €6.500,00)
- School fees paid for by the company €10.000,00
- Business trips outside host location estimated at 20%
- Salary cost fully absorbed by the host country

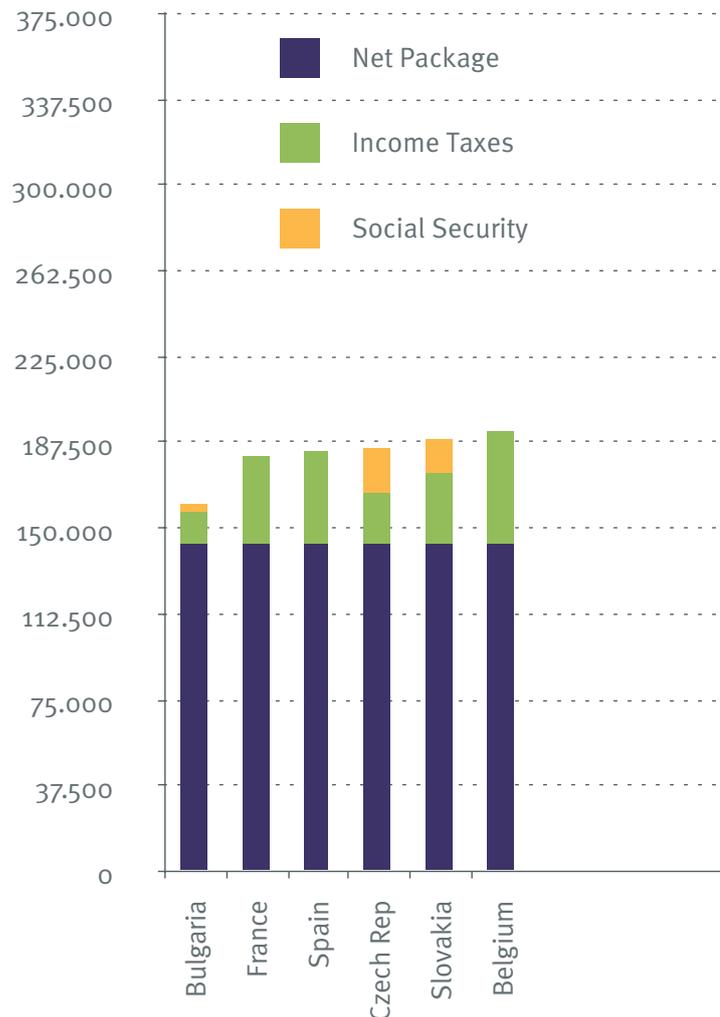
2. Survey results

The survey confirmed earlier findings that each country knows very different income and social security legislation. Different specific income tax regimes exist, which are applicable only in case local specific conditions are met.

The survey also revealed that any change in the set of data used could result in, sometimes very, different outcome. The personal status heavily influences the labor cost in for example France, the number of foreign working days heavily influences the labor cost in Belgium.

The survey revealed that labor cost tends to be positively influenced for the limited number of countries having a totalization agreement with Japan, which allows exemption from local social security contributions.

A number of countries, even if no specific regime exists, have specific rules which allow under certain conditions to exempt certain items of the remuneration package. In most cases this exemption is related to assignment-related remuneration

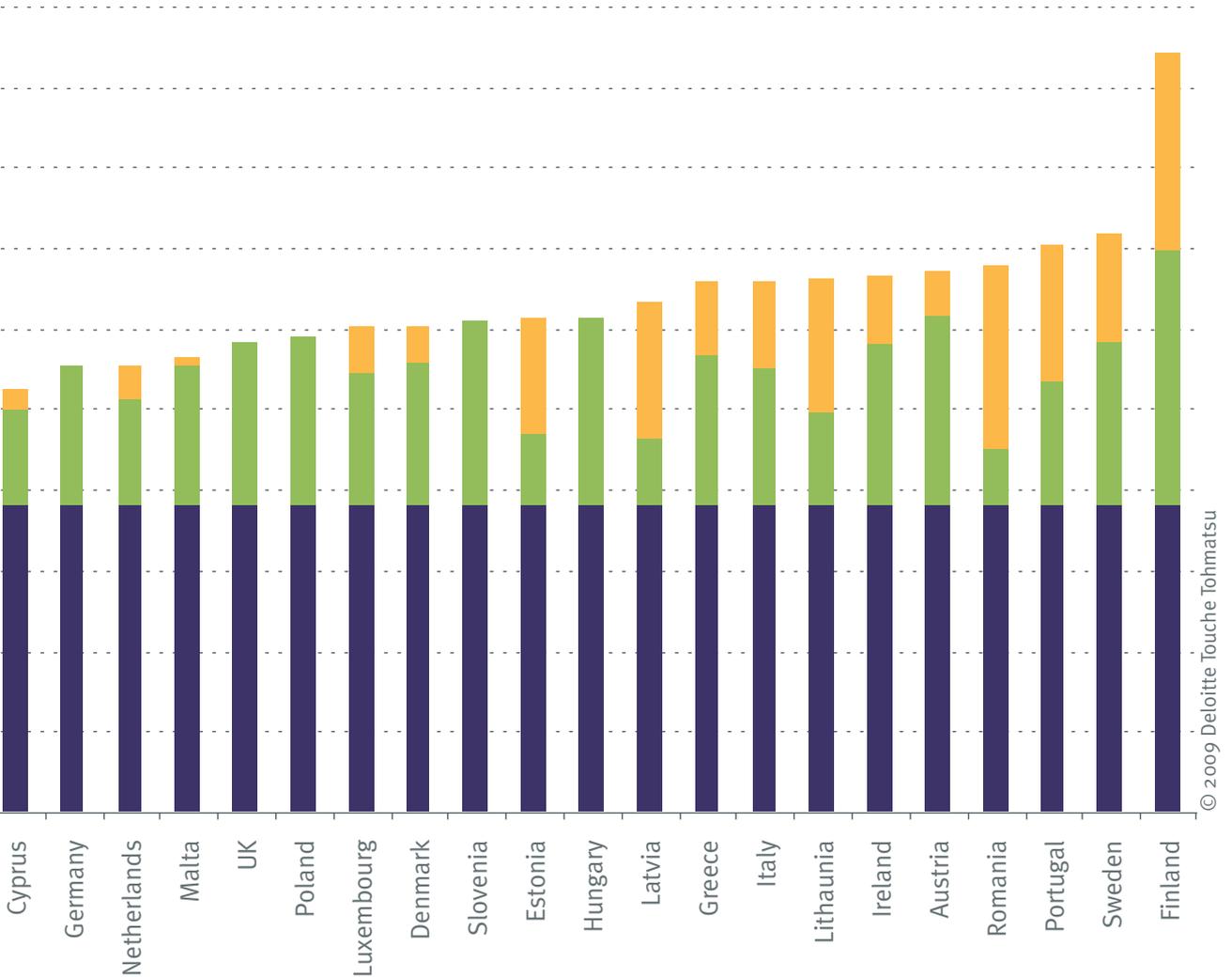


items. The survey showed that such specific regulations can be found in those countries with a lower total labor cost.

Most important finding is certainly that the survey confirmed Belgium's top position when it comes to total labor cost related to Japanese seconded staff members, with a 6th ranking out of 27 countries and leading from Germany, The Netherlands and the UK.

The favorable total labor cost, the relative ease of immigration procedure and other initiatives by the government (such as the R&D withholding tax saving, the patent income deduction, the notional interest deduction) continue to make Belgium a top location for Japanese investments in Europe.

For any further input please do not hesitate to contact Mr Ronny De Prest (Partner Deloitte: rdeprest@deloitte.com), Mr Günther Boeyens (Director Deloitte: gboeyens@deloitte.com), Mrs Teru Arima (Manager Deloitte: tarima@deloitte.com) or Mrs Haruko Watanabe (Senior Deloitte: hwatanabe@deloitte.com).



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PERSONALIA

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

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BJA Contact: Mr Jo Renglé, Managing Director

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Established in Belgium in 1999, we are now one of the leaders in the provision of legal immigration advice. Detailed information on our practice is available on www.fragomen.com

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BJA Contact: Dirk Nuyts, Advocaat / Avocat (Member of the Brussels Bar) & Practice Manager Fragomen Benelux

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Website: www.nyklogistics.com

BJA Contact: Mr Akira Honda, General Manager



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Since 1985 Puratos has a subsidiary and Innovation Center located in Tokyo. Joining the BJA is for us a wonderful opportunity to strengthen our good relations with Japan even more.

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BJA Contact: Mr Piet Sanders, Regional director, Asia-Pacific

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PERSONALIA

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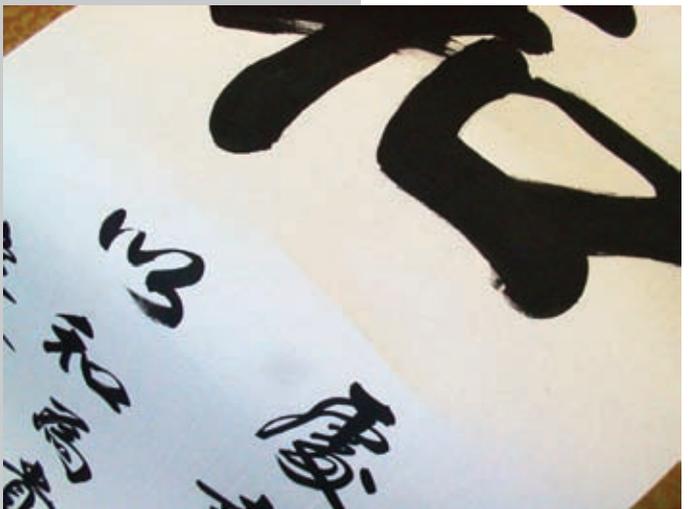
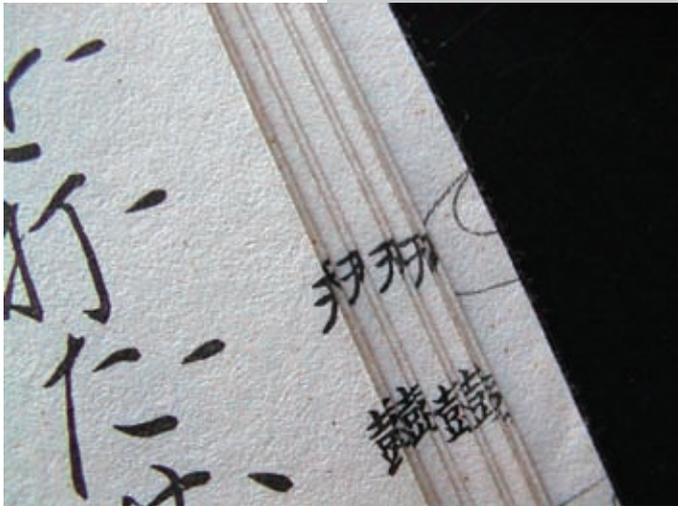
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Sponsor Member

This category grants recognition of its full support to the BJA. Sponsor members receive full membership, services, benefits and privileges.

Annual fee: € 2 700

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This category gives access to full range of services and benefits including activities, committees, publications and library.

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This category receives full membership as under 'Corporate', but pays a reduced fee. This reduction is granted by the Board of Directors to companies whose turnover does not exceed € 2.5 million.

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Annual fee: € 70

(students: € 30, couples: € 100)

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BJA の活動をフル・サポートして下さるスポンサーは、全ての特典・サービスを受けることができます。

年間費: 2,700 ユーロ

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BJA の委員会やイベントへの参加から、刊行物、図書室の利用など、ほぼ全ての特典・サービスを受けることができます。

年間費: 800 ユーロ

アソシエーツ会員

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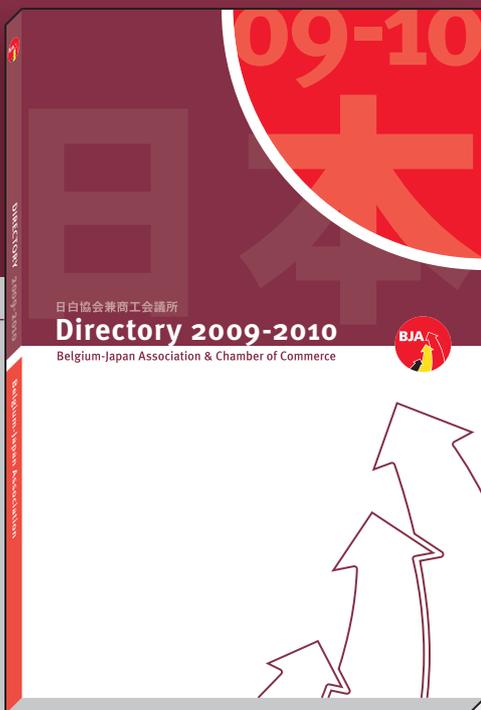
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Date _____ / _____ / _____ Signature:

1. Please fill in this form and return to BJA by E-mail: info@bj.be or by fax: +32 2 644 23 60
本申込書に必要事項をご記入の上、E-mail: info@bj.be 又は Fax: +32 2 644 23 60 にて当会議所までご返送下さい。

2. Upon receipt of the approval of your application by the Board of Directors, you will receive an invoice for your membership fee.
後日、当会議所役員より入会の承諾が認められましたら、年会費の請求書を送らせて頂きます。

Membership Benefits	Membership Levels / 会員カテゴリー				BJA会員の特典
	Individual 個人	Associate アソシエイト	Corporate コーポレート	Sponsor スポンサー	
Invitation to general member and cultural activities	●	●	●	●	BJA主催のビジネス並びに文化関連のイベントにご招待
1 free copy of the BJA 'Trade Flows'	●	●	●	●	BJA発刊の英文四半期毎ニュースレター Trade Flows を一部無料で配布
Possibility of CV Inclusion on website	●	●	●	●	履歴書をBJAのホームページに掲載
Sponsorship Opportunities	●	●	●	●	寄付、協賛活動
Authorship opportunities for BJA newsletter	●	●	●	●	BJA独自のニュースレターに記事の掲載
Assistance in issues related to B-J (non-business level)	●	●	●	●	日本・ベルギー両国に関する一般情報などの提供
Access to committee network (non-business level)	●	●	●	●	BJAにおける設置委員会(ビジネス関連を除く)のネットワークに参入
Assistance in issues related to B-J (business level)		●	●	●	日本・ベルギー両国に関するビジネス情報などの提供
Access to committee network (business level)		●	●	●	BJAにおける全ての設置委員会のネットワークに参入
Company press release on website and inclusion BJA newsletter		●	●	●	BJAのホームページとニュースレターに企業広報の掲載
Company references in BJA website		●	●	●	BJAのホームページに社名の記載
Invitation to BJA business events		●	●	●	BJA主催のビジネス関連のイベントにご招待
Invitation to BJA business conferences and seminars		●	●	●	BJA主催のセミナー、講演会にご招待
Company references in BJA Annual directory (printed and on-line)		●	●	●	BJA発行の会員名簿に社名の記載
On-line access to Company Database with personal login and password		●	●	●	BJAホームページに記載されている会員企業のリストにオンラインアクセス(パーソナルログインとパスワード必須)
Prints of labels members'list (company level)		€ 250	€ 150	€ 50	ダイレクトメール用のラベル(BJA企業会員リストのみ)の購入
Website banners (1 month)			-10%	-25%	BJAのホームページに掲載の広告費用(1ヶ月期間)会員割引
Number of BJA contact names for all mailings and insertion Directory		2	5	15	BJA独自のデータベースに無料で記載可能な社員数
Possibility to be guest speaker at BJA business events			●	●	BJA主催のセミナーにて講演
Free copy of BJA annual directory			●	●	BJA会員名簿を無料で配布
Free access to On-line Directory of Japanese companies in Belgium			●	●	BJA独自制作のベルギーにおける日本企業のリストにオンラインアクセス(パーソナルログインとパスワード必須)
Hyperlink of company on BJA website, accessible for everyone			●	●	BJAのホームページと社ホームページとのリンク
Job offers & offers of services postings in Trade Flows & on website			●	●	求職・求人情報をBJAのニュースレター及びホームページに掲載
Business proposals			●	●	事業提案
Discount on advertising in BJA directory			-10%	-25%	BJA会員名簿に掲載する広告費の割引
1 month free website banner usage				●	BJAのホームページに広告掲載を1ヶ月間無料で提供
Additional 2 free copies of BJA Annual directory				●	BJA会員名簿を追加で2冊無料提供
Company logo with hyperlink in BJA website, accessible for everyone (on special webpage)				●	BJAホームページにハイパーリンクされた社名ロゴマークを掲載
Recognition of status in each issue of the BJA newsletter (plus logo)				●	BJA発刊の英文四半期毎ニュースレターにスポンサーとしてのステータスと社名ロゴマークを表記
Recognition of status in each issue of the BJA directory (plus logo)				●	BJA会員名簿にスポンサーとしてのステータスと社名ロゴマークを表記
Special mention at the Annual General meeting in March (plus logo)				●	BJAの3月年度総会にてスポンサー企業への感謝意を社名ロゴマークを添えて表明
Exclusive invitations to receptions organised by the Japanese Ambassador				●	駐ベルギー日本大使館主催のレセプションに特別ご招待
Complimentary copies of all BJA publications, upon request				●	BJA出版物につき、全て無料で提供
Exclusive business proposals				●	スポンサー会員限定の事業の提案
Exclusive invitations to events organised by BJA or sister organisations				●	BJA並びにBJAの姉妹団体が主催するイベントに特別ご招待



BJA presents: Directory 2009-2010

Order now!

FAX TO BJA +32 (0)2/644 23 60

Company

Name

Title

Address

Nr. Box Zip code

City

Tel. / Fax /

E-mail

N° of copies requested

Price: € 5 for BJA members, € 25 for non-members
+ mailing costs (depending on quantity)

The Belgium-Japan Association & Chamber of Commerce is happy to present you our sixth issue of the BJA Directory 2009-2010. The BJA Directory has the objective to be a comprehensive source of information on the BJA-members. In addition, a list of the data of 260 Japanese companies in Belgium is added as well. The directory is a handy reference on Belgian-Japanese business performance.

By introducing the members, it has the aim to be a powerful resource for building, managing and expanding networking and business opportunities, cultural exchange, finding jobs, evaluating goods and services, and

researching trends or publications. Our directory puts our members in direct contact with other members, and interested parties can easily locate and contact our members. It assists business expansion on a local, regional, national and/or international level, as well as it enhances the opportunities for fostering cultural and friendship relations between the citizens of the two nations. It offers an excellent view on the importance of the network of the Belgian and Japanese companies in Belgium, and therefore is a unique resource publication to identify "who is who" in Belgium with regard to Japanese business and vice versa.

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