

# Belgium-Japan Association

*& Chamber of Commerce ASBL- VZW*



## Trade Flows & Cultural News

Number 85 - December 2009

### EDITORIAL

### Sandwich – An Intermediate

By BJA Vice-President, Tomonori Kawatsu, General Manager, Brussels Branch, Bank of Tokyo-Mitsubishi UFJ Ltd., and President of Nihonjinkai

There is no doubt that a sandwich is one of the most famous and favourite foods in the world. A sandwich normally consists of two slices of bread and filling between them. It is also famous that the sandwich is named after John Montagu, the fourth Earl of Sandwich, an English aristocrat. Lord Sandwich was said to be too busy with playing cards to sit down at a table for food. Currently, people are sometimes so busy as to follow the manner of Lord Sandwich. Of course, I like sandwiches.

The term “sandwich” has also been used for explaining certain situations. In many cases, “sandwich” means a kind of dilemma. Currently, a sandwich situation is often used not only for politics but also for economics. I spent about two and half years in South Korea before my new assignment in Belgium and during my stay I have come up with the expression of ‘Sandwich Korea’. This expression mainly explains South Korea’s economic situation between Japan and China.

Geographically, South Korea is located between Japan and China and it is also struggling economically between them. In the late 20<sup>th</sup> century, Japan led the Asian economy. From the beginning of the 21<sup>st</sup> Century, however, China has started its economic expansion at a surprising speed. As a result of China’s expansion, the South Korea’s economy is believed to be “sandwiched” between Japan & China. More and more people feel anxious about South Korea’s economic future.

However, it is also true that a sandwich situation can stimulate economic development of the country. Sandwiched between Japan and China,

South Korea has been forced to make every effort to improve its productivity and quality of goods and it managed to become one of the countries that quickest recovered from the Lehman Shock in 2008.

Looking back to Belgian history, the same story has occurred in Europe. Mainly because of the geographical location, Belgium has been sandwiched by many countries, politically and economically. In my opinion, this sandwiched situation may guide Belgium to become the “Centre of Europe”. In this case, a sandwiched situation can be translated into an “intermediate” position. Playing the intermediate role between European countries is definitely important while they are prone to have conflicts of interest.

The filling of a sandwich can extract the best taste of breads. Intermediate function is to be played by someone in order to build up harmony between various parties.

It is a great honor for me to become Vice President of BJA, as the President of Nihonjinkai (The Japanese Association in Belgium). I will make my best effort to play an intermediate role like the filling of a sandwich in order to improve the relationship between Belgium and Japan. Cheers for sandwiches!



Mr Tomonori Kawatsu

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## BJA REPORT

# The 5<sup>th</sup> 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 5<sup>th</sup> 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.*





# Business Briefing - The EU in the global economic and financial crisis: a comprehensive policy approach

## 世界的な経済、金融危機の中、欧州委員会が打ち出す総合的な政策戦略 についての説明会

Tuesday 14 July 2009 - European Commission (DG Env), Brussels



← Mr De Jaeger, General Manager of Honda Belgium Factory enjoys a conversation with Mr Aso, former General Manager of the Bank of Tokyo-Mitsubishi UFJ.

↙ From right to left: Mr Uesugi, President of Inabata Europe; Mrs Mattys, Business Development of Be Welcome; Mrs Leal, Mr Takahashi, Senior Account Manager of AON Risk Services and Mrs Garcia Riveros, Manager of Deloitte.

↓ Dr Antonio de Lecea, Director for International Economic and Financial Affairs, Directorate General Economic and Financial Affairs of the European Commission discussing the economic situation of the car industry with Mr Stevens, Project Senior Manager Government & Technical Affairs, Toyota Motor Europe and Chairman of BJA EU Committee.

→ Dr Antonio de Lecea, Director for International Economic and Financial Affairs, Directorate General Economic and Financial Affairs of the European Commission answered all questions and listened to the advice of the participants; from left; Mr Turhan, General Manager of Toyota Boshoku Europe, H.E. Ambassador Ueta, Deputy Head, Mission of Japan to the EU, Mrs Oto-Kellens, Executive Director, BJA and Mr Stevens, Project Senior Manager Government & Technical Affairs, Toyota Motor Europe and Chairman of BJA EU Committee.



The EU Committee of the Belgium-Japan Association & Chamber of Commerce (BJA) organized a business briefing regarding the EU in the global economic and financial crisis. Mr Didier Stevens, Project Senior Manager Government and Technical Affairs of Toyota Motor Europe and Chairman of the BJA EU Committee welcomed the participants and opened the briefing. The Director for International Economic and Financial Affairs from the Directorate General Economic and Financial Affairs of the European Commission, Dr Antonio de

Lecea, gave a presentation about the causes of the crisis and its consequences on European and Japanese finance and economy, and what the world and especially the EU countries settled to face it.

During the Q&A session and networking cocktail, the participants shared their opinions and hopes for a better economic and financial future.





## BJA REPORT

# VIP visit to UMICORE PRECIOUS METALS REFINING

## ユミコア貴金属精錬工場への訪問

Tuesday 8 September 2009 - Hoboken



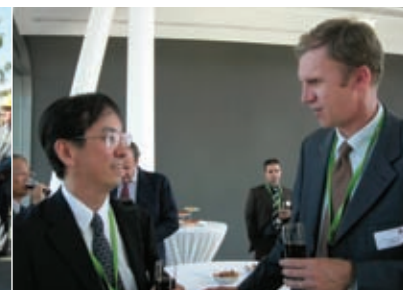
HE Ambassador Yokota of Japanese Embassy of Belgium joins Mr Thomas Leysen, Chairman of Umicore and President of BJA in the bus to visit the premises of Umicore Precious Metals Refining site.



(from left to right) Mr Dominique le Hodey, Vice-President of BJA, Mr Edward De Beukelaer, President CEO of H. De Beukelaer & Co. & Chairman of the BJA Editorial Committee, Mr Stefaan De Beukelaer, Director of E&H De Beukelaer, and Baron Jean-Albert Moorkens, Honorary Vice-President of BJA enjoy conversations and the view from the exhibition room located on the top floor.



The members are impressed.



Mr Nakamura, Manager of Nippon Shokubai Europe exchanges insights on the business situation of chemical industries with Mr Gevers, Manager of Sumitomo Benelux.



Thanks to the generous support by Mr Thomas Leysen, Chairman of Umicore and BJA President, the Belgium-Japan Association & Chamber of Commerce took pleasure in inviting the company members to the world's largest, cleanest and most advanced plant of Umicore Precious Metals Refining in Hoboken.

Upon arrival, Mr Thomas Leysen warmly greeted nearly 50 participants including His Excellency Ambassador Jun Yokota of the Embassy of Japan inside the brand new office building waiting to be inaugurated at an official opening two weeks later.

recycling complex materials containing precious metals, providing refining services to an international customer base.

After the presentation, the participants were guided around the outside area of the plant by a coach bus to witness its well structured refining site and its high level attention to the environment. For example a sprinkler system has been implemented throughout the outdoors site to keep the dust not being spread in the air. A visit inside the metals refining plants was made to have a view over a highly complicated but well-organized refining system.

At last the participants made the visit inside the exhibition room on the top floor of the new office building where they could enjoy almost 360° view over the UPMR site on a beautiful day. While quenching the thirst with some fresh drinks served they continued to exchange pleasant conversations.

Mr Vanbellen, Plant Manager of Umicore Precious Metals Refining explained thoroughly the Umicore Precious Metals Refining plant, proving it to be a world market leader in



# Business Seminar – Key to a future success – ‘Customer Satisfaction’ How to profit from Customer focus (when times are tough) ビジネスセミナー：将来の成功への秘訣 - 「顧客満足」、 「顧客最重要視戦略」が企業にもたらす利益とは -

Monday 21 September 2009 - MCE Brussels



Pic 1



Pic 2



Pic 3



Pic 4



Pic 5

On 21 September, the Belgium-Japan Association and Chamber of Commerce had a pleasure in organizing a business seminar concerning ‘Customer Satisfaction – How to profit from customer focus when times are tough’.

Enthusiastic participants gathered at the spacious, well-organized conference facility of Management Centre Europe – MCE, extending a great support to this seminar.

After a welcome word by Mr De Witte, Partner of Deloitte and a member of BJA Board Directors, six guest speakers gave presentations on the theme from different perspectives. Mr van Beneden, Managing Director of Japan Consulting Office, gave his view on customer satisfaction in a cross-cultural setting, then Mr Malcorps, Partner of Outsource together with Mr Yamamoto of Kyodo PR presented on Expectation Management. Following Mr Thys of MCE spoke on getting people to do what is right for your customers, followed by two case studies: ‘Customer Satisfaction at Sony Europe’ by Mr Volpato, Vice-President Customer Satisfaction Europe and Quality Officer of Sony Europe and ‘Honda Excellence’ by Mr Deuwel, Business Unit Manager BA&HR of Honda Europe.

To conclude the seminar, Mr Faniel, Customer Specific Solution Director of MCE, nicely led a panel discussion where the above speakers and the audience actively participated in questioning and answering. Following kind closing words by Mr Thys of MCE, the participants rejoined in the networking cocktail, during which they continued to exchange their personal views and experiences in relations to customer satisfaction.

Pic 1: Mr Alain Thys of MCE speaks about ‘Satisfaction is not enough: Getting your people to do what is right for your customers and your P&L’.

Pic 2: Mr Enzo Volpato (right), Vice-president Customer Satisfaction Europe of Sony Europe enjoys refreshments together with Mr Olivier Van Beneden, Managing Director of Japan Consulting Office after their presentations.

Pic 3: Mr Rudy Deuwel (right), Business Unit Manager BA & HR of Honda Europe continues discussion with Mr Patrick Faniel, Customer Specific Solution Director of MCE during cocktail.

Pic 4: (from left to right) Mrs Megumi Ueno of Ernst & Young, Mrs Junko Kanno of MCE, Mr Masaya Yamamoto of Kyodo PR, and Mr Dan Takahashi of Aon Risk Services talk about customer satisfaction from a Japanese point of view.

Pic 5: (from left to right) Mr Luc Malcorps, Partner of Outsource, Mr Patrick Dejager, CEO of Europal Group, Mr Kristof Daels, Key Account Manager of De Witte Lietaer Industries, and Mr Thierry Dumortier of ENHESA enjoy a cocktail while sharing some past experiences on CS.





## Delicious life of Belgium – Belgian Beer in Japan 美食の国ベルギーがお届けするベルギービール試飲会

Thursday 15 October 2009 - The Union of Belgian Brewers, Brewers' House - Brussels



Pic 1



Pic 2



Pic 3



Pic 4



Pic 5

Thanks to the generous support by Mr Shintaro Konishi, President of Konishi Brewing Company, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of the BJA and guests to savor the Delicious Life of Belgium – Belgian Beer in Japan.

Mr Dominique le Hodey, Chairman of the Cultural Committee and Vice-President of the BJA opened the evening with a brief introduction, followed by greeting words by an honorable guest, HE Ambassador Yokota of the Japanese Embassy in Belgium. Then Mr Konishi, the pioneer of Belgian beer imports to Japan, welcomed the guests with his success story of introducing Belgian beers in the Japanese market. Following, Mr Thomas Leysen, Chairman of Umicore and President of BJA, introduced three high-level representatives of our world-famous Belgian beer breweries, Mr Van Roy, Brewer and Manager of Brasserie Cantillon, Mr Moortgat, CEO of Duvel Moortgat, and Mr de Harenne, Export Manager of Brasserie d'Orval who gave presentations on their speciality and export experience to Japan.

After the presentations, the participants took this golden opportunity to taste the three kinds of beers: Cantillon Framboise of Brasserie Cantillon, Vedett Extra White from Duvel Moortgat and Trappiste beer of Brasserie d'Orval. Also thanks to Mr Karel De Wolf, Export Manager of Ganda, the combination of these beers together with delicious fresh ham of Ganda Ham was just too good to stop – and the enjoyable evening lasted.

Pic 1: Mr Karel De Wolf, Export Manager of Ganda Ham, adding a wonderful flavor to the beer with his ham and cheese.

Pic 2: Mr le Hodey, Vice-President of the BJA welcomes Mr Van Roy, Brewer and Manager of Brasserie Cantillon.

Pic 3: Mr Konishi, President of Konishi Brewing Co. (left), and Mr Rubens, Manager Import Beer Sales & Planning Dept. of Konishi Brewing Co. explain the latest developments on import and export with a participant.

Pic 4: Mr Leysen, Chairman of Umicore and BJA President, enjoys a Belgian beer with the CEO of Duvel Moortgat, Mr Moortgat, and HE Ambassador Yokota of the Japanese Embassy to Belgium.

Pic 5: Mr Van Overstraeten, Partner of Linklaters LLP and Vice-President of BJA, discusses the particular specialties of Orval beer together with Mrs and Mr de Harenne of Brasserie d'Orval.





## Railroad biking, Maredsous Abbey and Brewery visit レールロードバイキング&マレッツ修道院とデュボックビール醸造所見学

Sunday 13 September 2009

レールバイクに乗ってマレッツ修道院に行きました。はじめは天気も悪く、寒かったですが、戻るところには天候も回復し気持ちよくレールバイクができました。

マレッツ修道院ではガイドの方がとても教育的な案内をしてくださいました。

最後に訪問したデュボックビール醸造所ではビールの造りの過程を見学し、美味しいビールのテイスティングを経験させて頂きました。また次回も是非参加したいとおもいます。

山口すみ子



This is our first time to join BJA-FC event.

Every part of the event was quite uniquely planned and organized, accommodating young, old, singles and families. Firstly, we tested our endurance through an “exercise” - railroad biking, followed by a “cultural exploration” - Maredsous Abbey visit with a guided tour providing history and geography lessons, to top off with a “tasty Belgium treat” – of the Bocq brewery.

All the places are not on typical guidebooks, which we appreciated even more so as we can have the opportunity to get to know the local areas outside of Brussels.

The event was a wonderful opportunity to get to know both Japanese and Belgian people in such a pleasant and friendly social setting.

We thank the organization for planning this great event and we look forward to the next opportunity to attend.

Andreas and Chikako Tsukada



YES

## Young Executive Stay (YES) Program VII

*Commercial export mission to Japan: November 2010*

*The YES program is a commercial export project under the auspices of His Royal Highness Prince Philippe of Belgium. It aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, in 2010, the Belgian-Luxembourg Chamber of Commerce in Japan, the Belgium-Japan Association & Chamber of Commerce and the Chambre de Commerce de Luxembourg will organize a*

*one week training program in Japan, beginning with briefing sessions in Belgium. The training in Japan will consist of group studies (lectures and company visits) and days of introducing each participant to the potential customers in his business area. The YES program enjoys the support of the Embassies of Belgium and Luxembourg in Japan and of the representatives of the three Belgian Regions.*

*Interested? Please read firstly an article of a former participant's view on YES VI (2008).*

## Japanese veterinarians choose for a Belgian product: Viyo Veterinary

By Mr Laurens Géhéniau, Owner Viyo

In November 2008 our company, Viyo International, joined the YES VI program organized by the BJA together with the BLCCJ. We had many meetings and 1 of them was with Nippon Zenyaku Kogyo (NZK), the largest manufacturer and distributor of pharmaceuticals and products for production animals and companion animals.

Mid December we mutually agreed to sign a confidentiality agreement and NZK started to study and test our products in their own laboratories. After 3 months of testing we received a positive feedback and the request to start negotiations.

Mid June we visited NZK again and had a meeting with their business development division to discuss deeper on strategies and positioning of the Viyo Veterinary products. End of June NZK came to Belgium and visited our factory and they wanted to visit Belgian veterinarians who are using the products, to see with their own eyes how the products are set in the market and how the products are used in the clinics. The reason of NZK's trip to Belgium was to present a full business plan to the Board of Directors in order to get a final decision to start up collaboration with Viyo International, which we received end of July.

During these 8 months we learned to appreciate the Japanese way of doing business, meaning they will never rush into things but every step is well considered and well timed, which is a very convenient way of working, a word is a word and that will always be kept.

When we were preparing the YES VI program, we were informed by the BJA that in an early phase of business relations with Japanese companies, we should try to answer the questions as soon as possible and as detailed as possible, so we always gave the Japanese priority in responding and this was highly appreciated by NZK.

In the meantime we are preparing full power the translations of packaging and communication in the Japanese language and this all adapted to the officially allowed standards by

the Japanese Ministry of Agriculture. Normally the introduction will take place mid February 2010 and before that we will go to NZK and have all their 130 salespeople well trained

and educated on our products because Viyo International opens up a new category in the pet market, meaning the market of the drinks for cats and dogs. Did you know that 75% of the cats and dogs do not drink enough...

Viyo International looks forward to the close collaboration with NZK and wants to thank all the people of BJA, the BLCCJ and FIT in Tokyo, especially Mrs Oto-Kellens and Mrs Ann Blondé. Also we want to thank Zeal, the communication agency in Wommelgem for their high quality translations of all our communication & packagings. This helped us a lot in swiftly proceeding with the marketing and business development division of NZK in Japan!

Looking forward to help the Japanese cats and dogs as well as the Japanese veterinarians, Viyo International is ready for its launch in Japan!



Interested in the **YES Program**, after reading the article above? You are a young executive working for a small or medium-sized company in Belgium or Luxembourg? Your company is interested in the Japanese market? You do not want to be one of the participants in a trade mission, but rather prefer to have a personalized hands-on program, which gives you direct contact with your potential customers and partners in Japan?

### Contact

For more detailed information, please do not hesitate to contact: Belgium-Japan Association & Chamber of Commerce (BJA)

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YOUNG EXECUTIVE STAY  
**yes**



## A Japanese View of Belgium - Mr Koichi Nakamura President and Managing Director Kaneka Belgium

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



Although Koichi Nakamura has only recently come to Belgium, he can already point to several positive aspects when talking about his experiences here. He has lived all around the world and is therefore able to compare what is important to success and enjoying life with a considerable degree of authority.

Facing many new challenges with Kaneka, Mr Nakamura nonetheless has a clear vision of how to reach the company's goals while maintaining their successful business in Belgium. It relies primarily upon an international spirit of maintaining a positive future for all. Prior to the year 2000, Mr Nakamura worked for a trading company specialized in textile raw materials. After four international assignments that included Australia, Bangladesh, South Korea, and the United States, he moved to Kaneka. This year the company asked him to come to Belgium. He has found the manufacturing business to be quite different from a trading company. For one thing, there is certainly more pressure involved. But Mr Nakamura admits that he likes the challenge very much.

Next year, in 2010, Kaneka will have been operating in Europe for 40 years. That is truly a success story that other Japanese chemical companies have been unable to emulate. Mr Nakamura believes that the central position of Belgium and the close proximity to the EU is certainly an advantage, but he finds the working mentality of the Belgian employees to be particularly outstanding. He notes that 'They adapt very well to the Japanese philosophy and it is not necessary to command a lot. It has simply been a good match. Our Belgian staff have the right attitude to produce and to maintain high quality.'

The decision to come to Belgium forty years ago has turned out to be a very good one. In the future Mr Nakamura hopes to expand the present relationship. Through past experience, he knows that the professional level of the Belgian people is higher than in other countries. He rates the efficiency level at 70%, which is way beyond others. He attributes this to a

balanced combination of education and mindset. As in the US, 'There is plenty of opportunity here to explore your own 'American Dream' of success. And there is a smaller segment of the workforce here that just wants to get by with the minimum effort possible. Belgium is a more mature environment, where knowledge is more appreciated and there is a higher level of loyalty, which makes it easier to expand.'

Mr Nakamura already recognizes exactly what his biggest challenge is in Belgium. Kaneka employees are well-trained and an experienced group but they are getting older. If the company wants to maintain its success they have to focus more upon knowledge transfer. 'There is no manual on how to run a chemical plant and therefore it takes time to communicate this difficult process,' he observes. If his company wants to continue its long line of success, they have to change. 'Knowledge sharing is very important; it means giving more responsibilities to our Belgian staff while at the same time protecting our intellectual property. It is more important to become stronger than it is to become bigger.' Different markets are also a key to future success. That is why Kaneka signed a contract with Imec to work together in the photovoltaic business. Kaneka is considering a new plant and while many locations are being explored, Flanders is definitely on the short list.

Since he was young man, Koichi Nakamura has dreamed of coming to Europe. Skiing has always been his passion and there are perfect conditions for that in Europe. Now that he is not that young anymore, he still hopes to continue to enjoy the experience. He has also heard and read a lot about European history and culture. Mr Nakamura has found that being well informed is certainly an advantage.

Compared to the other places where he has lived, Belgium is a perfectly balanced middle ground. 'New York is very busy and better when you are young. On the other hand Australia is too relaxed and probably better when you are older,' he observes. His wife and daughter joined him in Belgium last August and they like it very much. They returned to Japan early September though. His daughter is considering to come and stay with her father in Belgium to go an art school sometime in spring next year.

Mr Nakamura plays golf, but he also loves music and likes to visit museums. He loves baseball, but since Belgium doesn't have any tradition in the game, his passion must remain passive at present. On the gastronomic level though, Belgium is in the world's top rank in his opinion, with many excellent but reasonable priced restaurants. He is amazed that even during the working week, every type of restaurant attracts many people. He delights in discovering nice little restaurants not just in Brussels, but also in the countryside. 'Living and working in Belgium is a great experience,' he concludes.

## Niigata: Yukiguni

By Mr Geert Benoît, Managing Director of Yamagata Europe



Writing about a place you have never visited before can be quite challenging, but just like me, most readers may have been in Niigata already in their dreams. You may recognise the opening sentence from the famous Kawabata novel Yukiguni, meaning snow country as Niigata is sometimes called: “As we came out of the tunnel we found ourselves in snow country” (originally in Japanese). Or you have read the passage in “Soie” from A. Baricco: “A pied, en empruntant des routes secondaires, il traversa les provinces d’Ishikawa, Toyama, Niigata, pénétra dans celle de Fukushima et arriva près de la ville de Shirakawa” (originally in Italian), and by doing this crossed the Niigata prefecture a few times in search of something precious.

Niigata is situated on the Sea of Japan in the centre part of Honshu, the population of Niigata is close to 2,5 million. With a total area of 6,337 m2, Niigata is the fifth largest prefecture in Japan. Rivers like the Shinano, Japan’s longest river, flow through the countryside and into the Sea of Japan, along the way enriching Niigata’s expansive fertile plains, famed for yielding the country’s favourite brand of rice, Koshihikari. Moreover, in the mountain valleys of Niigata’s Chuetsu Region, mud-pond aquaculture of Nishikigoi (colourful brocade carp), also known as “swimming jewel” carp, is a thriving industry. Ask any Belgian Koi-fan and they will know about Niigata.

The deep snow in some parts of the prefecture made it impossible for farmers to work the fields in winter, so farming families generated extra income by raising silk worms or growing flax and weaving cloth. The legacy is a treasure of exquisite silks and summer weaves that are among the finest, lightest and coolest textiles in the world. Tokamachi holds an annual kimono festival that testifies to the area’s amazing textile tradition.

Niigata also has excellent hot springs, one of the most atmospheric old spa areas being Iwamuro, with its traditional geisha entertainers.

This brings us to the business environment. In North Asia, the conventional choice for establishing a focus of operations has been Tokyo or Seoul, despite the exorbitant costs of setting up in either location. However, here is another option: Niigata Prefecture. Serviced by a world-class infrastructure and facilities for both sea and air, the prefecture of Niigata is centred in the middle of the North Asia trading region, only two hours’ flight from Seoul, Korea, 1 hour and 45 minutes from Harbin, China. Niigata has a long history as a traffic hub for the movement of people and goods to and from the Tokyo Metropolitan area, as well as population centres on the opposing coasts of Russia and North-eastern China. Three major ports, including Naoetsu Port and the west coast’s single key international harbour located in the prefecture’s capital, boast the largest shipping volume on the Sea of Japan coast. In accordance with the plans set forth by the Niigata FAZ Project, which was approved by the National Government in 1996, new construction and a higher concentration of trade-related businesses and facilities in the designated import-promotion zone defined by the Niigata Port area have been encouraged in the interests of foreign trade expansion.

However, the region is mostly famous for its metal tableware, just like the German area around Solingen. These metallic products industries are concentrated in and around the Tsubame and Sanjo regions. It is one of the largest concentrations of metallic tableware, houseware and tools industries in the country. An electronics and mechanical manufacturing cluster is found in the Nagaoka and Ojiya regions; and a general machinery manufacturing cluster is found in the technologically advanced Kashiwazaki region.

The weight of the food product and metallic product industries is far higher in Niigata than in other prefectures. The food products industry is spread throughout the prefecture and takes advantage of the prefecture’s abundance of agricultural and marine products.

The best rice, famous silk, sake and tableware: it remains a mystery to me why I did not find any Belgian companies in this area? I thought Belgians were fond of gastronomy and the good life? Next time I go to Japan, I will take the Shinkansen to Yukiguni.





## JOINT PRESS RELEASE: THE SECOND EC-JAPAN JOINT CUSTOMS CO-OPERATION COMMITTEE

Director General Toshiyuki Ohto, Customs and Tariff Bureau of Japan and Director General Walter Deffaa, Taxation and Customs Union of the European Commission co-chaired the second Japan-EC Joint Customs Cooperation Committee (JCCC). The JCCC oversees the implementation of the Agreement between the Government of Japan and the European Community on Co-Operation and Mutual Administrative Assistance in Customs Matters (CCMAAA), which came into force on 1st February 2008.

The JCCC examined the impact on customs of the current economic crisis and slowdown of international trade. It reaffirmed the increasing importance of trade facilitation combined with the need to ensure supply chain security and to strengthen Intellectual Property Rights (IPR) enforcement. Enhanced transparency, simplification and harmonization of Customs procedures and risk management are essential tools. Japan and the European Community exchanged information on legislative and other policy developments. They agreed on the importance to promote the implementation of the Revised Kyoto Convention and SAFE Framework of Standards of the World Customs Organisation (WCO).

Japan and the EC confirmed that trade facilitation and the security of the supply chain can be enhanced significantly

through mutual recognition of their respective Authorised Economic Operator (AEO) programmes. The JCCC examined the programmes and concluded that they are compatible and equivalent. Taking account also of the growing expectation of the business community, it instructed officials to prepare the appropriate formalisation of mutual recognition by early 2010.

With regard to border enforcement of IPR, Japan and the EC reviewed the trends in IPR infringement and discussed policies to counter it worldwide. They underlined that bilateral and multilateral co-operation is indispensable for the fight against counterfeit and piracy. The JCCC welcomed the first data exchange between Japan and EC concerning goods infringing IPR.

The JCCC reaffirmed that Japan-EC cooperation in international fora such as the WCO and at the Asia-Europe Meeting (ASEM) is crucial to ensure the facilitation of international trade and to strengthen customs control against illegal goods at global level.

The EC invited Japan to the third meeting of the JCCC to be held in Europe in 2010.

Source: <http://www.delipn.ec.europa.eu/modules/media/news/2009/090917.html>

## EU WELCOMES JAPAN CLIMATE PLAN

EU Environment Commissioner Stavros Dimas calls the Japanese proposal to curb greenhouse gas emissions by 25 percent “really very encouraging” for international climate change negotiations.

The European Union is welcoming plans by Japan’s incoming prime minister to reduce greenhouse gas emissions 25 percent by 2020. EU Environment

Commissioner Stavros Dimas said the proposal is “really very encouraging” for those trying to negotiate a new global climate change pact. The Democratic Party of Japan, which won last national elections, promised during the campaign to reduce the country’s emissions 25 percent from 1990 levels. The EU has promised to cut its emissions 20 percent by 2020, but is willing to cut up to 30

percent if rich countries follow suit. Japan’s pledge comes before a United Nations conference in Copenhagen, where countries hope to forge a new agreement to replace the 1997 Kyoto Protocol, which expires in 2012.

Source: *United Nations Climate Change Conference Dec 7 – Dec 18 2009 website*  
<http://en.cop15.dk>

## JAPAN SCIENCE AND TECHNOLOGY AGENCY (JST) CALL FOR PROPOSALS TO FUND RESEARCHERS IN JAPAN PARTICIPATING IN EU RESEARCH CONSORTIA

The Delegation of the European Commission to Japan is pleased to announce that the Japan Science and Technology Agency (JST) has launched a call for proposals for researchers in Japan involved in EU research consortia under topics relating to “Environment issues” under the 7<sup>th</sup> EU Research Framework programme (FP7). The aim of the initiative is to strengthen collaboration between Japan and the EU within the field of “Environment” to achieve world-class scientific results, leading towards new innovative technologies.

JST has launched a call for proposals for researchers in Japan involved in EU research consortia under 11 topics (see below) under “Environment (including Climate Change)”, “Biotechnologies, Food and Agriculture”, and “Industrial Technologies” of the 7th EU Research Framework programme (FP7). Researchers in Japan who apply to the EC call for proposals<sup>1</sup> should also apply to the JST call for proposal and submit their own research plan to possibly receive JST funding following JST peer-review evaluation. It should be noted that researchers in Japan involved in consortia selected by the EC will not necessarily be supported by JST, as this depends on outcome of JST evaluation.

The 11 FP7 research topics concerned by the JST call for proposals are:

### Environment

ENV.2010.1.1.2-1 Atmospheric chemistry and climate change interactions

ENV.2010.1.1.3-1 Change in carbon uptake and emissions by oceans in a changing climate

ENV.2010.1.1.6-1 Climate change mitigation options linked to deforestation and agriculture in the context of a post-2012 international agreement on climate change

ENV.2010.1.2.2-2 Human health and environmental effects of exposure to pharmaceuticals released into the environment  
ENV.2010.2.2.1-2 Global plankton data set building in view of modeling

ENV.2010.3.1.8-1 Development of technologies for long-term carbon sequestration

ENV.2010.4.1.2-1 Building observational datasets for the predictability of global atmospheric, oceanic and terrestrial processes using reanalysis techniques

ENV.2010.4.1.2-2 Integrating new data visualisation approaches of earth Systems into GEOSS development

ENV.2010.4.2.1-1 Enhancing model integration for the assessment of global environmental change

### Biotechnologies, Food and Agriculture

KBBE.2010.3.2-01 Sustainable culture of marine micro-organisms, algae and/or invertebrates for high added value products

### Industrial Technologies

NMP.2010.1.3-1 Reference methods for managing the risk of engineered nanoparticles

The JST call for proposals is open from 31 August 2009 to 22 January 2010.

The JST maximum budget per participant is 22.5 million yen (approx. EUR 160,000) for three years.

More information is available from the JST web site:

<http://www.jst.go.jp/inter/index.html> (in Japanese)

<http://www.jst.go.jp/inter/english/index.html> (in English)

Source: [http://www.deljpn.ec.europa.eu/modules/media/news/2009/090928.html?ml\\_lang=en](http://www.deljpn.ec.europa.eu/modules/media/news/2009/090928.html?ml_lang=en)

## JAPANESE DRINKERS GAIN A THIRST FOR BELGIAN BREWS

By Osamu Uchiyama - The Asahi Shimbun

Drawn from a colorful palette of flavors and hues, Belgian beers have been steadily gaining a fan base in Japan.

Imports of Belgian beer more than doubled to 2,200 kiloliters in 2008, from 1,000 kiloliters five years earlier, according to Finance Ministry statistics. The sharp increase is all the more impressive given a poor overall showing for foreign beer, with imports sliding from 38,000 kiloliters to 33,000 kiloliters over the five-year period.

It is said that Belgium, seeped in a rich brewing tradition, produces some 800 brands. Ranging in size from huge export-based operations to cottage businesses, Belgium's breweries use herbs, spices and fruits in addition to various grains to produce distinct tastes and characteristics. Belgian ales come in a wide range of colors, from the popular pale golden hue to purple, cloudy white and rich amber. Each variety calls for its own type of glass with a different shape. The alcohol content varies from less than 3 percent to over 11 percent.

Harmonic, a restaurant in Tokyo's Sumida Ward, is one establishment that has seen growing appetite for Belgian





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The Lions Club Heraldic supports many charities, both in Belgium as well as abroad whenever there are projects that can help enormously to those less fortunate than others.

A privately organized team called 'KAMIKAZE' with many Japanese volunteers has been actively participating for many years to one of their annual charity events, a Swim marathon 'Splash'. Now the KAMIKAZE is currently looking for more swimmers and sponsors of all nationalities to join the team for the Splash 2010, taking place on Sunday March 21st, 2010.

If you are interested in participating, please contact Mika Matsumoto at the BJA Office, 02/644 14 05 or send e-mail [info@bja.be](mailto:info@bja.be). To find out more about 'Splash', please visit [www.lionsheraldic.net/Splash.htm](http://www.lionsheraldic.net/Splash.htm).

**ライオンズクラブ・ヘラルディック主催のチャリティイベント、スイムマラソンにあなたも参加しませんか**

ブラッセル・ライオンズクラブ・ヘラルディックではベルギーのみならず、他国における主に身体障害者の為の教育施設や医療設備など様々な面での援助活動しており、その一環として毎年3月にスイムマラソン、Splashを企画しています。

そしてこのチャリティイベントに多くの日本人ボランティアを主体としたカミカゼチームが長年参加してきました。そこで来年2010年3月21日、日曜日に予定されているこのチャリティイベントに参加頂けるスイマーとスポンサーを探しています。年齢、国籍は問いません、ご家族の参加も大歓迎ですので御興味のある方はBJAの松本までご連絡下さい。

電話 02/644 14 05 又は e-mail [info@bja.be](mailto:info@bja.be)。尚、このスイムマラソン Splash に関する詳細はこちらのホームページをご覧ください [www.lionsheraldic.net/Splash.htm](http://www.lionsheraldic.net/Splash.htm)

brews among patrons. Five of the 17 ales it offers on tap are Belgian. They account for about 20 percent of its monthly beer sales. Belgian beer has gained popularity despite being pricier than domestic offerings. Belgian varieties cost 600 yen to 950 yen a glass, compared with 550 yen for Japanese beer.

A small number of breweries began importing Belgian beer in the mid-1980s and have expanded the consumer base through specialty restaurants. Among them is Konishi Brewing Co., based in Itami, Hyogo Prefecture. The company, which started imports in 1988, handles up to 70 Belgian varieties. In fiscal 2008, sales of Belgian beer increased about 20 percent from the previous year. Some large beer companies are putting in more efforts to market Belgian products.

Asahi Breweries Ltd., which has been importing Belle-Vue Kriek since 1996, acquired licenses to distribute six brands in September 2008. The new offerings, including Hoegaarden White and Leffe, helped double the number of restaurants under contract with Asahi to 800 during the nine months since then.

Imported beer gained popularity in the early 1990s, when prices fell due to the strong yen. The Daiei Inc. supermarket chain in 1993 marketed imported brands at prices lower than domestic products. Imports peaked in 1994 at about 320,000 kiloliters. The boom has since fizzled due in part to the emergence of lower-priced rivals, such as happoshu low-malt beer and third-category beer-flavored drinks made with malt substitutes.

In recent years, however, Belgian beer has been enjoying a reputation as a classy drink and winning a strong following, including women. Belgian brews are showing steady growth this year. Imports during the first six months surpassed levels of a year earlier.

Source:

IHT/Asahi: 15 October 2009

The Asahi Shimbun

<http://www.asahi.com/english/Herald-asahi/TKY200910150132.html>

## UNESCO-DYSLEXIA & JAPANESE ARTISTS IN BELGIUM - SPONSORING REQUEST

At the United Nations Educational, Scientific and Cultural Organisation (UNESCO), Dyslexia International will be coordinating the first World Dyslexia Forum on the 3rd, 4th and 5th February 2010. The ministers of education of over 190 countries world wide are invited to take part. [www.worlddyslexiaforum.org](http://www.worlddyslexiaforum.org)

Dyslexia International, a non-governmental organisation in operational relations with UNESCO, works in the interests of children and adults who find reading and writing a struggle and who risk failure at school or finding a job. To develop their skills, they need adapted teaching by teachers trained in understanding dyslexia, how to identify it and how to address it in classroom.

Dyslexia International will release new free online training prototype modules for Forum delegates to trial as they see fit.

The excellent, prizewinning Japanese scenic designer and architect Shizuka Hariu is kindly offering her consultancy services for the exhibition alongside the Forum. Architect Lord Richard Rogers, furniture designer Jan des Bourvrie and a major fashion designer take part, all of whom suffered at school with their dyslexia before finding their way through. The exhibition is entitled "Creativity Beyond Words".

Dyslexia International seeks sponsors for 10.000 EUR to cover the costs of designing the exhibition.

Our sponsors will be given prime visibility at the exhibition and on all the Forum publicity both printed, online and filmed.

For more details:  
[www.dyslexia-international.org](http://www.dyslexia-international.org)

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Executive director  
Dyslexia International,  
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relations with UNESCO  
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## TERUMO EUROPE BUILDS NEW DISTRIBUTION CENTER IN GENK

Flemish logistics real estate group WDP is to build a brand new 16,000 m2 distribution center in the city of Genk for Japanese medical devices supplier Terumo Europe. Price tag for the ecologically sustainable building is EUR 7 million.

The goal is to set up a major part of Terumo's European distribution activities out of Genk "We opted for Genk because of its excellent connections and the close proximity of DHL in the nearby town of Opglabbeek," explained Jos Bouwen, HQ Administration Manager at Terumo Europe. Until now, DHL has handled part of the distribution for the group.

WDP has entered into a rental agreement for three years with Terumo. The latter will build a brand-new, multipurpose hall with office space. The building is to be ecologically sustainable and will be fitted with solar panels. WDP claims the building will be ready by April 2010. In a first phase, the investment will provide jobs to 25 people.

Japanese group Terumo specializes in medical devices such as syringes, needles, catheters, blood collection tubes, and the like. Terumo Europe has branches in the Flemish town of Haasrode and in Knowsley in the United Kingdom. (reported by Het Belang van Limburg newspaper)

Source : Flanders Investment & Trade  
[www.investinlanders.com](http://www.investinlanders.com)

## JAPAN-IMF SCHOLARSHIP PROGRAM 2010-12

With financial backing from the government of Japan, the Japan-IMF Scholarship Program for Advanced Studies (JISP) is intended to train Japanese nationals as applied macroeconomists, developing skills that are essential for IMF economists. The government of Japan expects that all JISP scholars apply for IMF employment upon completion of their studies. Annually, up to seven scholarships are awarded on a competitive basis to students with a record of high academic achievement. The scholarship program is administered by the IMF Institute with assistance from the Institute of International Education (IIE).

### Eligibility and Application Procedure

To be eligible for the JISP award, scholars must be admitted to a university that is located outside of Japan, and has a strong doctoral program in macroeconomics. Please note that the Scholarship Program cannot make exceptions regarding field of study, origin of scholar, or university location. Scholarships are awarded in the spring, for studies starting in the fall of that same year. Candidates must apply directly to universities for admission.

### Application Deadline

The deadline for receipt of scholarship applications is January 31, 2010.

*keep reading »*





## AN INVITATION TO THE MEMBERS OF BJA TO VISIT THE ATELIER OF A MASTER OF ART, MR DOPPÉE

Art is like history. It goes through time and sends you into emotion. The ones who know how to bring emotions are rare and precious. If a person can keep traditions to create works, one deserves honors...

Jacques Doppée, painter and illuminator, has this ability to create beauty - working with real precious materials such as parchments made in stillborn calfskin. These illuminations are gilded with fine gold. This know-how is coming from Middle-Ages. He knows the secrets of natural pigments and traditionally crunched colours. He knows how to use minerals which provide deep and pure shades that only nature can bring. Time as an ally and patience as a foreman, that is what characterizes Mr Doppée, living and working in Corroy-le-Château, near Gembloux. With 40 years of experience, he has been creating stamps for the posts of Belgium and Luxembourg and manufacturing hand-made paper. He can give birth to a watercolour in one stroke and would be delighted to share with you his talent.

Mr Doppée, BJA member for many years, takes pleasure in welcoming you and your families per group of 15 persons

during two exclusive days:

Saturday 29<sup>th</sup> May 2010 and Saturday 5<sup>th</sup> June 2010

Please contact Mr Doppée if you are interested in attending one of these exclusive days, free of charge:

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Rue Maison d'Orbais, 3 – 5032 Corroy-le-Château

Tel. 081 73 60 27 / GSM. 0498 10 16 09

creationjdj@gmail.com - www.jacquesdoppee.com



### Academic Program and Benefits

After being selected as Japan-IMF Scholars, students must continue an approved course of study and maintain high academic standards, passing all mandatory or qualifying examinations. Dissertation subjects should focus on macroeconomics and topics relevant to the work of the IMF, such as: international economics, international finance, monetary economics, public finance, and labor economics.

Additionally, selected scholars must attend an orientation course in Washington, D.C., shortly before they begin their studies at their respective university. Scholarships cover all reasonable costs for the first two years of study. Scholars are expected to secure another source of funding to cover the remaining years of study. At the conclusion of their third or fourth year of graduate studies, scholars return to Washington for a summer internship at the IMF, lasting about 10-13 weeks.

Please see the Program brochure for further information and application form:

#### JISP brochure (English):

<http://www.imf.org/external/np/ins/english/pdf/japschol.pdf>

#### JISP brochure (Japanese):

<http://www.imf.org/external/np/ins/english/pdf/japscholj.pdf>

### Contact Information

For inquiries about submitting applications, general questions, and any other information regarding applications, please address the Institute of International Education (IIE) European Office:

Ms Niké Szkárosi, Program Coordinator

Email: [nszkarosi@iie.eu](mailto:nszkarosi@iie.eu)

Tel: +361 472 2285

For more information on the International Monetary Fund and the IMF Institute, see the Fund's website at: [www.imf.org](http://www.imf.org).

## BRIDGESTONE PRESIDENT SHOSHI ARAKAWA HONORED WITH COMMANDER OF THE ORDER OF LEOPOLD OF KINGDOM OF BELGIUM



Mr Shoshi Arakawa, Chairman of the Board, CEO and President of Bridgestone Corporation, was early October presented with the prestigious Commander of the Order of Leopold of Kingdom of Belgium. The Order of Leopold is the most prestigious Belgium order that can be bestowed upon an individual for his contribution to the development of Belgium. The ceremony was held at the official residence of Mr Johan Maricou, the Belgian Ambassador to Japan, who presented the award.

Arakawa was inaugurated as Chairman, CEO and President of Bridgestone Europe NV/SA ("BSEU") in March 2001 and held that position for approximately three years. The achievements of BSEU during his leadership period, his achievements during the period when he served as Senior Vice President, Responsible for International Operations, and as well as his accomplishments as CEO and President of Bridgestone Corporation, were significant in the evaluation of his contribution to the economic development of Belgium.

"The decoration of Commander of the Order of Leopold that you bestow on me today, as I understand, is in recognition of Bridgestone's contribution to the economic development of your country"

stated Arakawa at the ceremony.

Mr Johan Maricou, Ambassador of H.M. the King of the Belgians to Japan (right), presented Commander of the Order of Leopold of the Kingdom of Belgium to Shoshi Arakawa, Chairman of the Board, CEO and President of Bridgestone Corporation (left).

Source: <http://www.bridgestone.eu/press/press-releases/>



## HELIOS-IT BECOMES A STAR, FROM NOW ON UNDER THE NAME NORRIQ!

During more than 10 years, the name Helios-IT was a guarantee for high-quality service in Microsoft business solutions, which were developed by our dynamic Belgian SME. During last year, the same Helios-IT was acquired by the Danish company NORRIQ, which has the same focus on high-quality solutions.

As of October 2009, Helios-IT will assume the name of its parent company and will be known as NORRIQ Belgium. Under this new name, the objective of our well-known team will be to provide still better service in the future. NORRIQ Belgium will contribute in writing the success story of one of the most important, if not the most important, Microsoft Dynamics providers in Europe.

What does this mean for us and for you? The NORRIQ Group not only provides us with additional financial support. It

also strengthens our offer to the market, both with regard to general and sector-specific solutions, such as for instance for car dealers, breweries and the beverage distribution sector. NORRIQ Belgium will continue to implement and support ERP, CRM and BI solutions.

Our group has more than 8000 customers, which are served by 400 employees in Denmark, the Netherlands and Belgium. Our team of 70 staff members in Belgium is ready to help you at any time. As an important relationship of Helios-IT, we would like you to be among the first to be informed about this change in name.

The Helios-IT team thanks you for your confidence during the past 10 years and will be happy to continue to serve you under the new name NORRIQ!





## Bilateral trading relations Belgium/Japan

### 2008 figures & evolution 3 first months of 2009

#### Exchange of goods Belgium/Japan

Japan: 22 <sup>rd</sup> client of Belgium	
Belgian exports	
2008	EUR 2.17 billion
2007	EUR 2.46 billion
2008/2007	- 11.5 %
Japan: 9 <sup>th</sup> supplier of Belgium	
Belgian imports	
2008	EUR 8.53 billion
2007	EUR 7.58 billion
2008/2007	+ 10.4 %
Commercial balance Belgium/Japan	
2008	- EUR 6.36 billion
2007	- EUR 5.12 billion

#### Main export sections (2008)

	value (EUR million)	% of the total
Products of the chemical industries	1,047.8	48.2 %
Foodstuffs & beverages	188.8	8.7 %
Machinery & mechanical appliances	170.5	7.8 %
Precious stones & -metals	129.4	6.0 %
Transport equipment	124.9	5.8 %
Plastics & articles thereof	122.9	5.7 %
<i>total</i>		82.2 %

#### Main import sections (2008)

	value (EUR million)	% of the total
Transport equipment	3,901.1	45.8 %
Machinery & mechanical appliances	2,469.7	29.0 %
Products of the chemical industries	683.9	8.0 %
<i>total</i>		82.8 %

#### Evolution at the end of the first 3 months of 2009

##### Belgian exports to Japan / Top 3

	3 months 2009 (EUR million)	Evolution 2008/2009	% of the total (3m. 2009)
<i>total</i>	601.7	+ 2.8 %	/
Products of the chemical industries	349.7	+ 12.0 %	58.1 %
Transport equipment	53.1	+ 58.2 %	8.8 %
Machinery & mechanical appliances	46.8	+ 46.8 %	7.8 %

##### Belgian imports from Japan / Top 3

	3 months 2009 (EUR million)	Evolution 2008/2009	% of the total (3m. 2009)
<i>total</i>	1,643.2	- 23.5 %	/
Transport equipment	690.9	- 35.2 %	42.1 %
Machinery & mechanical appliances	413.4	- 33.9 %	25.2 %
Products of the chemical industries	212.3	+ 46.9 %	12.9 %

## PROFESSOR W.F. VANDE WALLE – HONORARY DOCTOR KANSAI UNIVERSITY

On 28 June 2009 Professor W.F. Vande Walle, head of the Japanese Studies Department at the University of Leuven, received the degree of honorary doctor from Kansai University, Osaka (see picture on the right). Other recipients were: Dr Akira IRIYE, emeritus professor of Harvard University, Dr Martin Colcutt, professor of Japanese Studies, Princeton University, and Dr Francis Fukuyama, Bernard Schwartz Professor of International Political Economy, Johns Hopkins University and director of The Paul H. Nitze School of Advanced International Studies (see picture on the left).

The award ceremony was held at the occasion of the inaugural general meeting of the Society for Cultural Interaction in East Asia, for which representatives from 23 countries had gathered at the Institute for Cultural Interaction Studies of Kansai University.

In his motivation Professor Teiichi Kawata, president of Kansai University, cited the various merits of the awardee in the fields of researcher, education and culture, including:

- His academic contributions to the study of the multicultural interactions in East Asia, and the cultural interactions between East-Asia and Europe, in publications in various languages about a wide range of topics, in keeping with the aims of the newly founded society.
- His contributions to the development of Japanese studies in Europe, by his role over many years as president of the European Association of Japanese Resource Specialists.
- His contribution to the training of a new generation of Japanese Studies experts by the foundation and development of the discipline of Japanese Studies in Belgium.

- His contribution to the promotion of academic and cultural exchange between Japan and Belgium, and Japan and Europe.



### Kon-nichi-wa!

My name is Kentaro Harada, 2009 Treasurer of Junior Chamber International. It is a great honor for me to be allowed to offer a few words to the BJA Newsletter. In addition to my professional commitments, just like the other 200,000 members of JCI around the world, I volunteer my time for JCI. Through JCI I have been able to make many good friends in Belgium, like 2009 JCI Belgium President Serge Goussaert. We met while co-managing the Debating Competition at the 2008 JCI World Congress in New Delhi.

JCI Brussels plans to host the 2011 JCI World Congress and I am really looking forward to visiting this lovely city, surely one of the most beautiful cities in the world. It is clear that JCI Belgium has been working very hard to develop the local community and cultivate international relationships. Your efforts to share the spirit of Active Citizenship and to support JCI's activities will earn the gratitude and respect of everyone, without fail.

*Kentaro Harada, 2009 JCI Treasurer*



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## JCI expands your boundaries!

JCI is the leading global network for young active citizens, and we do this by offering development opportunities that empower young people to create positive change. In the next 2 years, a special bond between Japan and Belgium exists, as both countries will organize the yearly JCI World congress in their countries in 2010 and 2011.

In 2010, JCI Japan will be the host of our annual world Congress, in Osaka. For the whole world, this is an incredible opportunity to discover Japan: the richness of the history, the wonders of technology and the hospitality only JCI Japan can give you as a JCI member. Especially for members of JCI Belgium, this will be a rich experience, to learn from JCI Japan, as we intend to host the world congress in 2011. And as we expect more than 100 Belgians to attend in Osaka,

we expect an even higher number of members of JCI Japan in Brussels, in 2011. So a lot of opportunities to meet new people, to do business and to cherish diversity of cultures! I'm convinced this crossing of cultures will generate once more great leaders, as it has in the past, such as former prime minister Taro Aso.

Very possibly the JCI President in 2011 might be Japanese! All good reasons to become a JCI member if you are less than 40 years old, and to come to the JCI congress in 2010 and 2011!

Find hereby some testimonials on why you would want to attend or join the organization!

If you want to know more or become a member, mail to [info@jci.be](mailto:info@jci.be) or go to the website [www.jci.cc](http://www.jci.cc)!

### JCI Belgium present during 2009 Japan Academy in Kagoshima

Every year, all incoming national presidents of JCI have the pleasure to be invited to participate to the Japan Academy. The goals of the academy are to prepare the future leaders of our organization and to offer the opportunity to the delegates to learn the Japanese way of live and culture.

In July 2009 the academy was held in Kagoshima and counted 115 participants. The first part of the academy consists of a 4 days home stay program, which was for all of us the best way to discover the Japanese culture and also to exchange about our own culture. The Academy provides a great teamwork experience with people from all over the globe. This is a unique experience to discover the different ways of working depending of the culture and the continent the people are coming from.

The Academy really provides a better view on different cultures and how we can combine these differences to create a better society and a more powerful organization.

*Olivier Henrotte, 2010 National President, JCI Belgium*

### JCI Belgium is candidate to host the 2011 JCI World Congress (WC)

Junior Chamber International Belgium is candidate to host the 2011 JCI World Congress in Brussels, capital city of Belgium. In November 2009 Tunisia hosted the JCI World Congress. Osaka will do the same a year later. After their visit to Japan in 2010 JCI members might be travelling to Europe. JCI Belgium is candidate to host the 2011 edition. A dedicated team has prepared a bid to have this annual JCI meeting in Brussels. They were elected at the 2009 JCI General Assembly in Hammamet, Tunisia.

There are many reasons to have this huge international JCI event on Belgian soil. History and culture make a visit to the country already worthwhile. Belgium is at the heart of Europe well known for being a business hub. Design and technology are two domains Belgians excel at. And let's not forget gastronomy, with a perfect blend of famous Belgian as well as world food. Delegates will be able to discover all these ingredients and more when having a JCI World Congress in Brussels. JCI Belgium will be very pleased to welcome Junior Chamber International members from all over the world in their capital. It would enable Brussels to receive a taste on the unique JCI fellowship and give back to the attendants a taste of Belgium.

*Yves Sioncke, Bid Chairman JCI WC2011 Brussels*

### All aboard the JCI World Congress Bullet Train to Fun!

The 2010 JCI World Congress will be held in Osaka, famous around the world for its energy and vibrant atmosphere, as well as for the harmonious way in which it blends both modern and traditional elements of Japanese culture. This event, hosted by JCI Osaka, is completely unique. Over 8,000 youthful and active citizens, from more than 100 countries across the globe, will gather in Osaka to network and polish their leadership skills to further develop JCI's movement to revitalize global society.

The members of JCI Japan and I feel that both the 2010 JCI World Congress in Osaka and the 2011 JCI World Congress in Brussels, will be great opportunities for us to enjoy special moments together with the passionate young members of JCI Belgium who are now playing lead roles on the cutting edge of Belgian society. We are ready to cast off on our voyage together with you toward successful 2010 and 2011 JCI World Congresses!

*Shigenobu Asato, 2009 National President, JCI Japan*

## PERSONALIA

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

### Corporate Member

#### Hotel Bloom!

Hotel BLOOM! is a truly contemporary hotel in central Brussels, Belgium. Enjoy the brightest accommodation and a relaxing and refreshing stay whether you're here on business or for pleasure. Feel inspired. Feel relaxed. Feel more productive. Feel all this and more when you stay away from the ordinary at the Hotel BLOOM! Brussels, Belgium.



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BJA Contact: Mr Victor Camhis, Director of Sales

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BJA Contact : Mr Kazushi Oshiba, General Manager

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www.konicaminolta.be  
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#### Mitsubishi Motors Belgium

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Fax: +32 (0)3 280 84 10  
o.kuwahara@mitsubishi-motors.be  
www.mitsubishi-motors.be  
BJA Contact: Mr Osamu Kuwahara, Chairman

#### NTT Europe Brussels Branch

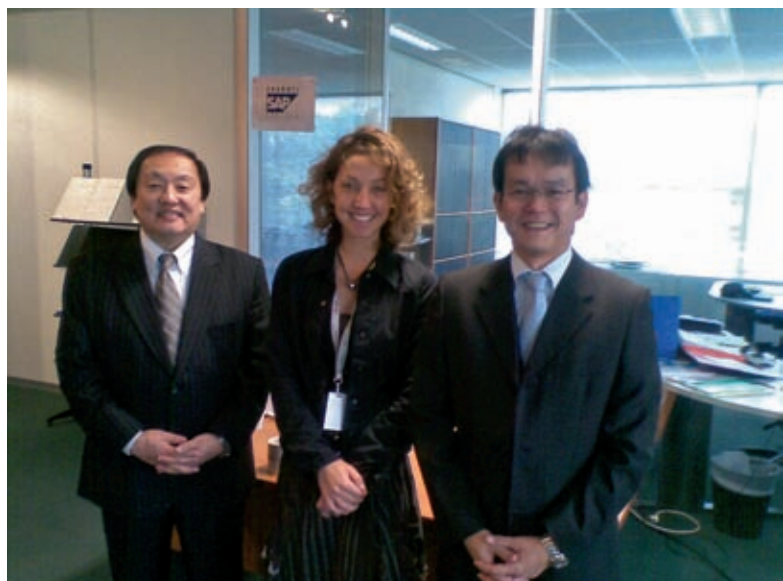
It is a great honor to become a corporate member of BJA.

Founded in 1988, NTT Europe has headquarters in London and offices in Paris, Düsseldorf, Frankfurt, Amsterdam and opened the 6th branch in Brussels in May 2009, offering a wide range of customized enterprise solutions with expertise in private networks, global Tier-1 Internet backbone and related ICT (Information and Communication Technologies) solutions to enterprises worldwide.

The Brussels Branch, which marks another step in NTT Europe's expansion in the EMEA region, strengthens support for the growing number of Belgian and Japanese corporations that require both local and global communications or ICT solutions.

NTT Europe is a wholly-owned subsidiary of NTT Communications, which is the international arm of Nippon Telegraph and Telephone Group (NTT Group).

We are pleased to be present here to bridge the relationship between Belgian and Japanese business and cultural exchanges.





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 www.ntt.eu  
 BJA Contact: Mr Shuyo Yamamoto, General Manager

### Associate Member

#### Alphaplan

With more than 20 years of experience we can truthfully say we are specialized in shaving industrial floors to ultraflatness. Ultraflat floors are the key for a cost-effective use for VNA warehouses. The key variables in this equation are nearly always the same: performance, appearance and longevity versus costs and speed.

In our opinion this is the only way to approach clients with well thought-out options for discussions.

Our equipment ideas and solutions are designed in-house by our team of experts, technicians and engineers. They represent the cutting edge in the market.

Having agents all around Europe and Australia, Alphaplan has since its establishment only been growing on the international market.

Some big names in the global market place have had floor grounded by Alphaplan: BMW, DHL, Mercedes, Samsonite, ...

By being a member of BJA we were given the opportunity to offer our quality services to the Japanese market.



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 Fax: +32 (0)16 680 681  
 info@alphaplan.be  
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 BJA Contact: Mr Hans Voet, General Manager

#### International School of Protocol and Diplomacy

Executive Training Institute of cross-cultural communication, official protocol, business etiquette and negotiation.

Rue Froissart 57, 1040 BRUSSELS  
 Tel: +32 (0)2 400 77 38  
 protocolbrussels@protocolo.com  
 www.protocolbrussels.com  
 BJA Contact: Mrs Ines Blu Rodrigues, Director

#### SCAS Europe

Established in 1972, Sumika Chemical Analysis Service (SCAS) started as an analytical service provider, which expanded over time to include: electronics, environment, pharmaceuticals or general industrial analytical service (e.g. SVHC-analysis in products). As analytical service provider SCAS became the largest company in this field in Japan and gained the deepest respect with its clients.

The analytical requests were often related to ensure product compliance. SCAS also became expert in the field of chemical regulations, resulting in "Consulting Services about chemical compliance". This service included chemical notifications in Japan for national and international clients. Our expertise includes cosmetics, biocides, pesticides, etc.. Our division, regarding the different regulations in Japan, is greatly appreciated by the Japanese clients and authorities; it also provides the basis for expanding the company globally. This way SCAS can assist companies around the world to bring their products to the Japanese and Far East market. These services, including multi-regional chemicals registration, are also offered for other regions in the world, including Europe. Due to the introduction of REACH (Registration, Evaluation, Authorisation and restrictions of Chemicals), SCAS Europe S.A./N.V. was established at Machelen, Belgium. SCAS Europe offers Only Representation services (article 8 of the REACH regulation 1907/2006), Third Party Representation or just consultancy services. SCAS Europe participates in Substance Information Exchange Fora (SIEF) or in consortia, representing our clients.

The chemicals regulation around the world becomes very stringent. REACH-like regulations start to emerge in other areas. SCAS started to offer "Global Consulting Services", ensuring that our clients are compliant to the chemicals regulations globally. Combining regulatory expertise with analytical expertise, SCAS provides a "Total Solution" to its clients.

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## PERSONALIA

BJA Contact: Mr Kazumi Yuki, President



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

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### Individual Members

#### Regular members

Mr S. Cooper  
Mr K. Devos  
Mr Q. Grignet  
Mr R. Vandenheede

#### Student members

Mr T. Arents  
Mr B. Galazzo  
Mr M. Sutherland

**HONDA**

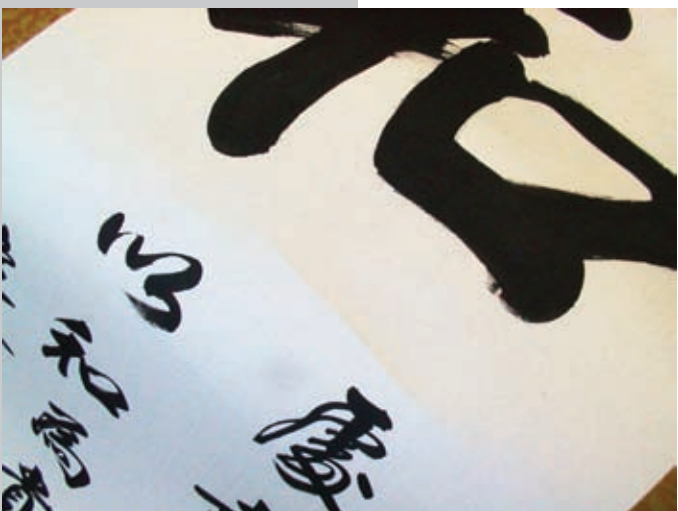
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Yamagata Europe was founded in 1998 as a subsidiary of the Japanese Yamagata Corporation to serve Yamagata's multinational clients in Europe. We offer a variety of team-based services for handling technical documentation and marketing communication projects from A to Z: desktop publishing, translation and localisation, terminology management, printing and logistics.

Yamagata firmly believes in the customer-oriented approach: years of experience gained in serving the documentation

divisions of our Japanese customers and striving for ever-higher levels of quality have resulted in our automation of the "human processes" wherever possible. Our drive to satisfy customers has accelerated the development of multiple tools that have proven to improve the workflow and reduce costs. These have now been assimilated into our integrated Total Quality Approach. This is what allows us to be successful in providing thorough and efficient services to a highly demanding market.

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