

Belgium-Japan Association

& Chamber of Commerce ASBL- VZW



Trade Flows & Cultural News

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EDITORIAL

By Masatomo Nomura, Chairman BJA Investment Committee, Director KPMG
BJA投資委員会委員長、KPMGディレクター、野村正智

The Investment Committee of the BJA has published a booklet to compare the business environment in Belgium and the surrounding countries. As we wanted to be as objective as possible and eliminate a bias in favour of Belgium, we opted for a methodology called a 'study of studies' and spent more than two years in the selection of internationally-renowned studies. This booklet looks at four areas: global attractiveness; headquarters and holding companies; logistics; and research and development. Readers will find interesting - even surprising facts in this publication. I would like to show below a glimpse of them.

We started with the recognition of 'Belgium' as a brand. In a research in which 20,000 adults in 20 countries were asked about the image of 50 countries, Belgium came 18th while our neighbours achieved far higher places: France, Germany and the UK occupy 2nd, 3rd and 4th places respectively. (Table 1)

Table 1 Overall Nation Brands Index
表 1 総合的な国家ブランド指標

			2009 NBI score
1	United States	米国	67.4
2	France	フランス	67.3
3	Germany	ドイツ	66.8
4	United Kingdom	イギリス	66.3
5	Japan	日本	66.1
6	Italy	イタリア	65.9
7	Canada	カナダ	65.5
8	Switzerland	スイス	64.9
9	Australia	オーストラリア	64.6
10	Spain, Sweden	スペイン、スウェーデン	64.1
18	Belgium	ベルギー	58.1

Source: Overall Nations Brands Index/ Anholt-GfK Roper
Nations Brands Index 2009 Report, October 2009
www.simonanholt.com/research

However, there is a big gap between the perception of Belgium and reality because, when researchers

measure the real performance, Belgium is often ranked top. For example, according to IMD, the Belgian workforce has the highest level of productivity in the EU. (Table 2)

Table 2 Overall productivity (GDP per person employed, US\$)
表 2 総合的な労働者の生産性 (従業員1人当たりGDP, 単位USドル)

Belgium	ベルギー	113.62
France	フランス	110.12
Netherlands	オランダ	109.5
Germany	ドイツ	90.51
UK	イギリス	89.91

Source: IMD World Competitiveness Report, 2009

このたび BJA 投資委員会では、ベルギーと周辺国のビジネス環境を比較する小冊子を作成いたしました。できるだけ客観的な比較を行うために、「調査の調査」という手法を用い、ベルギーに対するえこひいきを排除しました。そして2年余の時間をかけて国際的評価の高い多数の調査報告書を入念に検討した上で、総合力、本部・持株会社、物流、研究開発の4分野について、ビジネス環境の国際比較を行いました。この小冊子をご覧になると、興味深い事実や、新たな発見があるかも知れません。その一端を以下で紹介いたします。

まず「ブランド」としてのベルギーの国際的認知度をどうでしょうか。20カ国で合計2万人の成人に、50カ国の「イメージ」を尋ねた調査では、ベルギーは50カ国中18位でした。フランス、ドイツ、イギリスの認知度は、ベルギーをはるかに凌駕しており、それぞれ2位、3位、4位でした。(表1参照)

ベルギーの「ブランド・イメージ」が隣国に見劣りする一方で、「実際の評価」を行う調査では、ベルギーはしばしばトップに位置づけられます。例えば、国際経営開発研究所 (IMD) は、ベルギーの労働者の生産性を、EUで最も高いレベルにあるとしています。(表2参照)

keep reading on p.14 »



Mr Masatomo Nomura

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BJA REPORT

On the way to Copenhagen: Deal unrealistic but is it not an Environmental Must? コペンハーゲンに向けて: 合意に至るのは困難、でも環境的には必要?

Wednesday 28 October 2009 - Hôtel Métropole, Brussels



(left to right) Mr Tomonori Kawatsu, General Manager of The Bank of Tokyo-Mitsubishi UFJ, His Excellency Ambassador Naoto Nikai, Deputy Chief of Mission, Mission of Japan to the EU, and Mr Didier Stevens, Project Senior Manager Government & Technical Affairs of Toyota Motor Europe and Chairman of BJA EU Committee, join together at the business lunch.

(left to right) Mr Marc Jacobs, Regional Director of Aon Belgium, Mr Hans Van der Aa, Key Account Manager of Easynet Global Services, and Mrs Marie-Louise Van Dyck, PR Director of Nissan Belgium, discussing climate change and the effects on business.

Mr Jos Delbeke, Deputy Director General DG ENV, European Commission, enthusiastically delivering his speech during the business lunch.



Mr Thomas Leysen, Chairman of Umicore and President of BJA, actively participating in the Q & A session.

The EU Committee of the Belgium-Japan Association & Chamber of Commerce (BJA) organized a business lunch on the preparations for the UN Climate Change conference in Copenhagen.

Mr Didier Stevens, Project Senior Manager Government and Technical Affairs of Toyota Motor Europe and Chairman of the BJA EU Committee opened the lunch with a few words of welcome and introducing the two honourable guest speakers, HE Ambassador Nikai, Deputy Chief of Mission from Mission of Japan to the EU and Mr Delbeke, Deputy Director-General, DG ENV of the European Commission.

While savouring the lunch, over 30 enthusiastic participants listened attentively to Ambassador Nikai and Mr Delbeke who gave thorough overview on preparations for the Cop 15 by the Japanese and EU governments.

After their presentations, both the participants and the guest speakers actively participated in exchanging questions and answers. The serious topic ended on a lighter note - with delicious desserts.





Gagaku concert 雅楽演奏会

Monday 16 November - Leuven

On behalf of Prof Dr W. F. Vande Walle, from the Department of Japanese Studies at the Catholic University of Leuven and Member of the Board of Directors at the BJA, the BJA had the great pleasure of supporting this event together with the Japanese Embassy in Belgium, and hence inviting the members to a Kitanodai Gagaku Performance, Japanese traditional music and dance.

75 members enjoyed the fascinating dancing and music tones – not seen nor heard every day - and amazing ray of clothing textiles and colors. Professor Vande Walle carefully explained all instruments and meaning, and enriched all of the guests with his knowledge.



Concert with conductor Seikyo Kim 金聖響指揮の演奏会

Thursday 19 November - BoZar, Brussels

The Belgium-Japan Association & Chamber of Commerce received a limited number of VIP tickets to a concert of the Orchestra of Flanders conducted by a young Japanese conductor, Mr Seikyo Kim on 19 of November 2009 in the Centre of Fine Arts in Brussels (BoZar). A few members took the opportunity to join.

On the program music pieces of A. Dvorák – Suite in A; B. Britten – Symphony for cello and orchestra; E. Elgar – Enigma Variations were to be enjoyed. After the concert there was ample opportunity to meet and greet with Mr Seikyo Kim and others.



BJA REPORT

Seminar - EC Competition Law Compliance Navigating a Complex Regulatory Environment ビジネスセミナー - EC競争法コンプライアンス- 複雑な規制環境への対応について

Tuesday 1 December 2009 - Allen & Overy LLP, Brussels



Mr Nicolas Sepulchre, Managing Director of Sogeman and Chairman of BJA Membership Committee, opens the seminar pointing out the importance of the topic on business.



Mr Mike Parker, former in-house adviser at a company experiencing EC Cartel investigations (right) meets with Mr Michel Struys, Partner, Allen & Overy LLP.



Mr Michael Reynolds (right), Secretary-General, International Bar Association and Partner, Allen & Overy LLP, welcomes Mr Olivier Guersent, Director, European Commission as a main speaker on the EC competition law policy.

The EU Committee of the Belgium-Japan Association & Chamber of Commerce was pleased to invite the BJA company members to a business seminar on EC Competition Law Compliance Navigating a Complex Regulatory Environment,



The participants listen keenly to Mr Mike Parker, a former in-house adviser, presenting his own experience with EC cartel investigations and sharing advice on what to do and what not to do.

jointly organized with one of the BJA Corporate members, Allen & Overy LLP.

Firstly Mr Michael Reynolds, Secretary-General, International Bar Association and Partner of Allen & Overy opened the seminar with his welcome words and introduced the first speaker, Mr Olivier Guersent, Director of European Commission who debriefed on EC competition law policy, the forefront of the new European Commission's agenda. Following, Mr Mike Parker, a former in-house advisor, gave the audience an insight in EC cartel investigations - how to effectively cooperate with the Commission. Then Mr Michel Struys, Partner of Allen & Overy, gave an overview on Competition law compliance with main focus on risk reducing, pitfalls prevention, and advice to in-house counsels.

The seminar concluded with a Q & A session followed by a nicely arranged cocktail during which the participants continued to exchange some personal views and comments on how to deal with a complex regulatory environment today.

ALLEN & OVERY





BJA Bonenkai –Ending the year 2009 in beauty BJA 忘年会

Thursday 3 December 2009 - Cercle de Lorraine, Brussels



Mr Geert Bruloot, curator of the Exhibition 6+ Antwerp, entertains the guests on the history of cross-fertilisation of Belgian-Japanese fashion.



H E Ambassador Yokota of the Japanese Embassy in Belgium explores the fashion field with Mr Nakazato, fashion designer and star of the evening, and Mrs Vervliet, General Manager of Flanders Fashion Institute.



Co-organizers of the memorable evening - Mr Petit and Mr Dhanens of Japan Tobacco International surrounded by the fashion models.

The Belgium-Japan Association & Chamber of Commerce, in co-operation with Japan Tobacco International were thrilled to invite members of BJA to an exclusive evening to end the year 2009 with two Japanese fashion designers, Mr Mikio Sakabe and Mr Yuima Nakazato who both graduated from the Fashion Department of the Royal Academy of Fine Arts in Antwerp and both have successfully started their career in Japan.

This exceptional evening was opened by welcome words from Mr Dominique le Hodey, Vice-President of BJA, followed by Mr Geert Bruloot, curator of the Exhibition 6+ Antwerp and Honorary Ambassador of the FFI, who gave a thorough presentation on how Antwerp has successfully become one of the world-famous cities for fashion.

While savouring the delicious dishes, the guests were delighted by the salon défilé of the fashion works of Mr Sakabe followed by Mr Nakazato.

Following the défilé, the guests took the golden opportunity to participate in a tombola, to meet with the artists, and to take photos with pretty models while enjoying the tasty

desserts. It indeed was an enchanting way 'to waive farewell to this year' and 'to welcome a new year'.

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



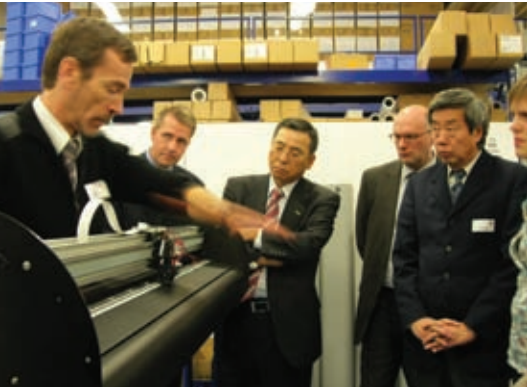
Mr Sakabe, fashion designer and star of the evening, together with Mrs Nomura.



BJA REPORT

VIP Visit to Mutoh Europe Mutoh ヨーロッパ社見学

Tuesday 15 December 2009 - Oostende



(right to left) Mrs Hilde Van Praet, Operations & Customer Service Manager of Rhenus Air Belgium, Mr Nobuo Ohura, Secretary General of Nihonjinkai, Mr Marc Jacobs, Director Japan Group Benelux of Aon Belgium, Mr Shinichi Fujii, President & Managing Director of Fujifilm and Mr Jan Lambrechts, Partner of Ernst & Young keenly pay attention to the explanation on the wide-format printing machine.

The participants show a great interest in the presentation on the company Mutoh Europe and its history.

Mutoh Europe in Oostend with its symbolic statue.



(right to left) Mrs Akemi Ueda, Travel Consultant of Carlson Wagonlit Travel - Japan Express Travel, Mr Arthur Vanhoutte, General Manager of Mutoh Europe, Mr Tomonori Kawatsu, General Manager of The Bank of Tokyo-Mitsubishi UFJ and BJA Vice-President, Mr Makoto Takahashi, Assistant Manager of Mutoh Europe, and Mr Keisuke Kitao, Head of Business Promotion Department of The Bank of Tokyo-Mitsubishi UFJ, sharing a pleasant moment during cocktails.

Thanks to the generous support by Mr Arthur Vanhoutte, Managing Director of Mutoh Europe, the Belgium-Japan Association & Chamber of Commerce took pleasure in inviting the company members of the BJA to a private visit of Mutoh Europe facilities in Oostende.

At the facilities, Mr Vanhoutte kindly greeted the 30 participants upon arrival with refreshments and gave a thorough presentation on the company, one of world's leading manufacturers of wide-format piezo inkjet printers and professional sign cutters for commercial inkjet printing and sign-making applications.

During the guided visit, the participants showed a great interest in discovering the production facilities and the demonstration area.

After the visit, the members enjoyed together with delicious zakouski a moment to gather and share their impressions about this exclusive experience.

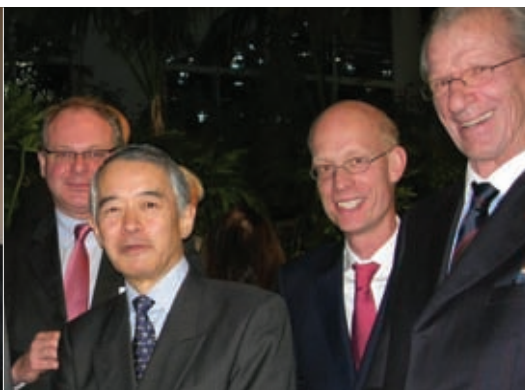


Visit to the 88th European Motor Show ヨーロッパ・モーターショー・ブリュッセルへの訪問

Friday 15 January 2010 - Brussels Expo



Baron Charles-Albert Snoy (right), advisor to Marsh Belgium, meets with Mr Eric Janssen, automotive expert, during the visit.



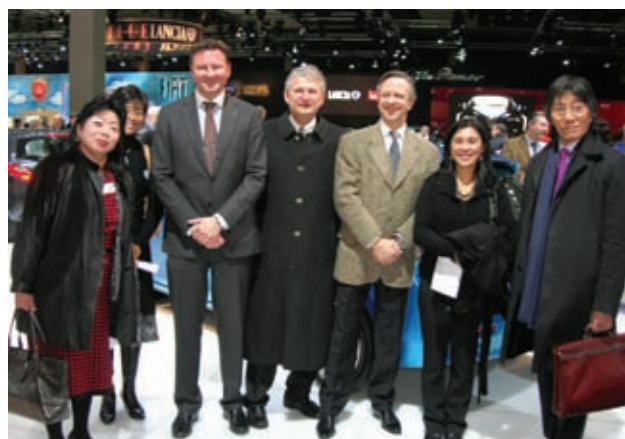
(left to right) Mr Walter Block, Managing Director of Marsh, His Excellency Ambassador Jun Yokota of the Japanese Embassy to Belgium, Mr Edouard Velge, Senior Client Executive of Marsh, and Mr Frans Blondé, BJA Honorary Director, having to discuss their choice for the car of the year.



His Excellency Ambassador Yokota (left) and Mr Pierre-Alain De Smedt, Chairman of FEBIAC and kind host of the Cocktail, sharing great stories on great cars in history and present.

On Friday 15 January, a Japan Day was celebrated at the 88th European Motor Show – Brussels 2010 organized by FEBIAC (the Federation of the Belgian Automobile and Cycle Industry). Thanks to the courtesy of Mr Pierre-Alain De Smedt, Chairman of FEBIAC and Baron J.A. Moorkens, Honorary Vice-President of the BJA, the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting over 70 BJA members for a group visit.

Mr Eric Janssen, an automotive expert, expressed his warm welcome to the participants and guided the group through the stands of 10 Japanese automakers - Honda, Suzuki, Nissan, Subaru, Mitsubishi, Isuzu, Lexus, Toyota, Daihatsu, and Mazda, at which the members enjoyed discovering so many stylish and eco-friendly new car models. In addition, the management teams of Nissan, Mitsubishi Motors, and Lexus have kindly extended a special welcome by inviting the members to their VIP rooms where some nice refreshments were served.



The members are enjoying the visit to the Auto Salon.

The visit ended with a networking cocktail offered by the Committee of the Motor Show in honor of H.E. Mr Jun Yokota, Ambassador of Japan in Belgium, where the members and the Ambassador enthusiastically exchanged comments about their dream cars.



BJA REPORT

BJA New Year Cocktail Reception BJA 新年カクテルパーティー

Monday 18 January 2010 - Hotel Bloom!, Brussels



(left to right) Baronne Nothomb, Baron Patrick Nothomb, Honorary Ambassador of Belgium to Japan, His Excellency Ambassador Jun Yokota of Japanese Embassy to Belgium, Mr Thomas Leysen, Chairman of Umicore and President of BJA, and Mr Dominique le Hodey, Vice-President of BJA, celebrating the start of the year with sake.



Mr Tadashi Arashima (left), President & CEO of Toyota Motor Europe and Member of BJA Board Directors wishes a prosperous year to Mr Kenji Yasuda, President and Managing Director of Sumitomo Benelux and Member of BJA Board Directors.



Mr Leo Imai, the Japanese beer brewer in Belgium offers his OWA beer to Mr Ludovic Boucart.



(left to right) Mr Vincent De Saedeleer, Vice-President of Port Authority Zeebrugge, Mrs Saskia Rock and Mr Bart Gits, CEO of It's Art – Tatake!, and Mr Arie Vos, Executive Partner Corgo of Acerta Consult, enjoy the evening together.

In honor of H.E. Mr Jun Yokota, Japanese Ambassador to Belgium, the Belgium-Japan Association & Chamber of Commerce had a great pleasure in inviting the members to celebrate the New Year at the modernly refurbished venue of Hotel Bloom!, one of the newest BJA member hotels.

To this one of the first BJA events of the year, over 200 members and their guests were welcomed by It's Art – Tatake! who started with a performance of softly playing of Wadaiko, a Japanese drum and Shakuhachi, a traditional Japanese bamboo flute, followed by Mr Thomas Leysen, Chairman of Umicore and the President of the BJA who welcomed the guests by wishing a healthy and a promising year. Then H.E. Mr Jun Yokota extended his New Year greetings by expressing that 2010 is heading for a highly important and interesting year for both Belgium and Japan in many aspects and that he sincerely hopes for a continuous growth on the relations between the two nations.

Immediately after the traditional 'Kagamiwari', It's Art – Tatake! delivered a powerful Wadaiko performance, giving full of energy to the guests. Such an energizing evening continued - all thanks to the powerful drums, delicious canapés, fresh sushi and sake, but also the tasty Owa beer brewed in Belgium by Mr Leo Imai, the first Japanese brewer in Belgium. The members thoroughly enjoyed the evening to start a thriving new year.



Shinnenkai (New Year Party) Dinner 新年会ディナー

Saturday 23 January 2010 - Brussels



The first event each year planned by the BJA Friendship Committee: The Shinnenkai Dinner. On 23 January 2010, there were about 60 people that gathered at the Chao Chow restaurant in Brussels.

together. We spent a very good time - and the food was delicious. After the dinner we played the Bingo game. It was really funny. The game was successful for some people, they won nice prizes.

It was a real pleasure to help the team to organize this event. For me personally, it was the first time to be at a place where so many people from Belgian and Japanese culture meet

We are already waiting for the Shinnenkai Dinner in 2011. But before 2011, we will organize many other events this year, and we hope that they will be a great success too.

Yasmina Stadtfeld



INTERVIEW

A Japanese view on Belgium

Mr Hideki Sogabe, President Nippon Shokubai Europe

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

Everything had its advantages and disadvantages. Hideki Sogabe knows this for a fact. It took him more than a year to adapt to Belgium and some of its unique ways of doing things. But today he likes it so much that he knows that it would feel strange to have to return to some of his former work environments. The quality of life here is for him a highly motivating element in his approach to his work.

Nippon Shokubai is an experienced catalyst company. Established in 1941, it is specialized in basic and performance chemicals, as well as catalyst and environment products. Their core business is the production of Super Absorbent Polymers (SAP), of which they produce 25% of the world capacity. The European entity was established in 1999 and today employs 95 people (including ten Japanese) working in Antwerp. The choice of this Belgian harbour was based on the fact that it is the biggest logistic and chemical centre in Europe. The availability of highly skilled people and the language capabilities were certainly important facts in the decision in favour of Antwerp. The plant is located within Ineos, which also supplies energy for the installation. Nippon Shokubai is very happy with its plant in Antwerp and Mr Sogabe is hoping to expand their operations there.

Mr Sogabe has a very practical hands-on background as process engineer, designer, and chief of operations for a production department. Among his other career accomplishments, he also started a new facility in Indonesia, where he lived for two years. In the middle of 2007 he came to Belgium to become the president of the European plant in Antwerp. Mr Sogabe readily admits his expectations of Europe and Belgium were too high in the beginning. In his mind he had a very nice image of a highly industrialized region with a very high level of cultural activities. On one hand this has certainly been true, but he was also confronted with what he considers a lack of a good service mentality. In the beginning he admits he compared Belgium too much with Japan and that's why it was sometimes frustrating. He even calculated that you need 1.3 Belgians to equal the output of one Japanese employee. But Mr Sogabe has learned that numbers don't mean everything and now focuses on the bigger picture, i.e. the very real advantages that Belgium offers.

Today he greatly enjoys and appreciates his daily life and work in Antwerp. He notices that colleagues and people in general talk much more comfortably with each other. In meetings, all employees are perfectly willing to express their opinion and actively look together for a solution to every problem. This may at first seem to take a bit more time, but it improves the involvement and consensus among everyone. In Japan today he notes, it is often much more likely that a single individual takes the decision. This may indeed speed things up initially, but it can be the wrong or incomplete solution since it does



not necessarily have a broad perspective and ultimately slow the process down.

Another big advantage here is that there is a good work/personal life balance. In Japan people work a great deal, often sacrificing a private life. In Belgium, employees take greater care to ensure a complete and more balanced personal lifestyle. At the end of the day, they are in fact happier and more motivated. Another positive aspect here is the fact that the infrastructure for working couples is much better arranged and easier to put in place.

While Mr Sogabe works in Antwerp, his family lives in Japan. Mrs Sogabe happened to be visiting her husband and enjoying Antwerp during this interview. She finds the size of the city neither too big nor too small, which makes it ideal to explore. 'In Antwerp,' she notes, 'you can feel the real historical heritage, while there are also many places for nice shopping.' Together they also enjoy visiting cities such as Bruges, Ghent, and Brussels. Their two daughters have also visited Belgium and were astonished by the high quality of life, combined with the culture and the beautiful green areas. Hideki Sogabe admits it is very appealing to enjoy the excellent, if sometimes extravagant Belgian cuisine, but admits with a smile that a Japanese body can't survive solely on that.

While conceding the many positive points, Mr Sogabe is realistic and points out that there are certainly areas to improve. 'It is clear to me that the level and quality of service can still be greatly improved. People in Japan are used to a higher level as a fact of daily life.' Specialized education can also improve the production capability of the site in Antwerp he observes. He also notes two characteristics that are closely linked to the question of how to be successful in Japan. 'Delivering high quality is always necessary but try also to explain why your product or service is good. People don't take it for granted; they need information. Combine this with punctuality and a Belgian company should do OK.'

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FACTS & FIGURES ON JAPAN

Yamagata-ken – “Utter silence... Gathering the rains of May” (Matsuo Basho)

By Mrs Tiene Vertriest, Business Development Manager of Yamagata Europe and Editorial Committee Member

I've never been to Yamagata prefecture, but being an employee of a company with the same name, I am often asked if there's any link. The answer is “no”, but being asked the question has resulted in my growing interest in the Yamagata prefecture. After seeing the movie, “Okuribito” (Departures), earlier this year, I decided to make Yamagata prefecture the subject of my next article. “Okuribito” is set in Yamagata-ken and won an Academy Award® for Best Foreign Language Film in 2009. It is an astonishingly beautiful movie about traditions, life and death, in a wonderful setting.

Situated in the Tohoku region of north-eastern Japan, the prefecture is roughly divided into two geographical regions -- Shonai, a plain facing the Sea of Japan, and Nairiku, an inland basin surrounded by mountains. One of the major attractions is the Mogami River. It flows from the far south-east to the far north-west of the prefecture. In olden times, it connected inland Yamagata to other parts of Japan via the port of Sakata. Especially since the Edo period (1600-1868), the river has been a major artery for transport and trade as well as cultural exchange, particularly with the Kansai region. The scenery along the river changes from mountain streams to wide plains to deep gorges, and from snow covered trees through to green and autumn leaves with the changing seasons. The impressive views were immortalized by the legendary poet, Matsuo Basho (1644-1694), describing the Mogami River and the natural environment of Yamagata prefecture.



Sakata is still the main port of Yamagata. From Sakata, there are regular container shipping routes to the Port of Pusan in South Korea. It is also an international hub for other destinations, making Sakata Port one of the gateways to the booming markets of East Asia and Russia. Sakata Port has also been designated a “Recycle Port” and is gradually attracting the business of recycling and related industries.



Yamagata prefecture is one of the smaller prefectures of Japan and has a population of only 1.2 million. However, due to relatively low labour costs, it has always been a popular location for manufacturing and assembly plants. The prefecture has a firm base of metal manufacturing industries, and also concentrates on semiconductors, electronics and high-tech precision machinery components.

In the last few decades, competition with cheaper locations in East Asia has grown, forcing the region into launching new efforts to strengthen R&D activities and developing industry clusters. One example is the ‘Yamagata Organic Electronics Valley’ project, an initiative to promote R&D on organic materials for use in electronics, particularly for displays.

Yamagata Prefecture also offers excellent higher education and research institutes. Proof of this is another initiative sponsored by the local government of Yamagata Prefecture, i.e. the newly-established Keio University Institute for Advanced Biosciences. The Institute provides an ideal research environment for young scientists.

What makes Yamagata attractive for Belgian companies? There is the good location, the availability of a well educated labour force, and the fact that the prefecture has an active plan for developing new business opportunities. The latter criterion especially, could be the key to success for Belgian companies that are more than ever focusing on expansion of R&D into new and promising technologies. The quality of life is excellent, with magnificent natural surroundings and clean water forming the basis of a splendid local cuisine with specialties such as cherries, pears, apples, salmon, ayu (sweet fish), soba, sansai (mountain vegetables) and imoni (simmered potato). Or maybe Basho's haiku could be the inspiration?

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*Source: EU-Japan Centre for Industrial
Cooperation Newsletter November 2009*

JAPANESE DELEGATION STUDY TOUR IN THE EU

Visit of the Japan Dairy Council 27
October 2009

Venue Packo Inox nv - Belgium

Organised by Fedagrim vzw

Co-organised Flanders Investment &
Trade

During their study tour in Europe a
delegation of the Japan Dairy Council
was hosted by Packo Inox nv, a world-
renowned Belgian manufacturer of
milk cooling tanks and milk processing
equipment. The delegation was headed
by Mr Keiichi Masaka of Okoppechou
Agricultural Cooperative, team leader,
and Mr Hideto Ozeki of Kitahiyamachou
Agricultural Cooperative, deputy

leader. After an introduction to the
company by Mr Johan Ameal, CEO of
Packo Inox nv, and a factory visit, Mr
Paul Vanhengel of Friesland Campina
gave a presentation on the European
dairy sector.

The visit by the Japan Dairy Council's
delegation was a follow-up of the
participation of Mr Michel Christiaens,
Secretary General of Fedagrim, in
the 45th Human Resources Training
Programme organised by the EU-Japan
Centre for Industrial Cooperation from
18 May-12 June 2009, in Japan.

*Source: EU-Japan Centre for Industrial
Cooperation Newsletter November 2009*

MANUAL FOR THE GUIDANCE OF SME'S TO PARTICIPATE IN EU-FUNDED PROJECTS

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the webpage.

www.useanddiffuse.eu

*Source: EU-Japan Centre for Industrial
Cooperation Newsletter*

DELEGATION NAME TO CHANGE IN LINE WITH ENTRY INTO FORCE OF LISBON TREATY FROM 1 DECEMBER 2009

From 1 December, the official name
of the Delegation of the European
Commission to Japan will change to:
Delegation of the European Union to
Japan.

This change is a result of the entering
into force the same day of the Lisbon
Treaty. Under the new treaty, the EU will
be equipped with modern institutions
and working methods to tackle the
challenges of the 21st century both
efficiently and effectively.

The Delegation will fall under
the jurisdiction of the new High
Representative for Foreign Affairs
and Security Policy. As the EU's
sole diplomatic outpost in Japan,
the Delegation will strive to further
enhance its efforts to make the EU-
Japan relationship even more dynamic
than at present.

Please note that the address, phone
numbers and e-mail addresses of
Delegation staff will remain unchanged
for the time being.

For more information, please contact:

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TV & Digital Media:

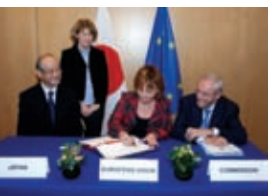
Vicente J. Luna

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Source: Delegation of the EU to Japan Newsletter

FINAL STEPS FOR THE FIRST AGREEMENT ON JUDICIAL COOPERATION IN CRIMINAL MATTERS BETWEEN THE EUROPEAN UNION AND JAPAN



The Mutual Legal Assistance Agreement on judicial cooperation in criminal matters about to be settled between the EU and Japan is the first “self-standing” EU – third country MLA Agreement. This agreement is meant to bring significant added value in the EU relations with Japan. It will contribute to combating crime, while respecting justice, principles of the rule of law and democracy, as well as judicial independence. Cooperation tools will be more effective and delays and costs should be significantly reduced. “The final Agreement is a balanced text, which contains some modern provisions and thus brings added value to the current situation, while at the same time ensuring respect for the fundamental values of the European Union - said Jacques Barrot, Vice-

President of the European Commission – Judicial cooperation in criminal matters between the EU and Japan is to be fostered by this agreement”. According to the provisions of the Agreement, Legal Assistance between Japan and the Member States of the European Union can become more effective. Such cooperation can contribute to combating crime, while respecting justice, principles of the rule of law and democracy, and judicial independence. At the moment, no State Member of the European Union has an agreement with Japan on judicial cooperation in criminal matters; the MLA Agreements represents a common framework for judicial authorities of the EU Member States: they are entitled to cooperate with Japanese authorities on the basis of some common and modern provisions. New modern cooperation tools in the EU-Japan Mutual Legal

Assistance Agreement include for example rules on providing testimony via videoconference, which would significantly simplify the procedure of hearing a witness or an expert. This new possibility would eliminate long and expensive travels. In practice this means that an EU citizen, who was a witness to a crime committed in Japan, could be able to speak via videoconference from his hometown. Another important tool regards the exchange of bank information. Police authorities and prosecutors would be able to receive promptly the necessary information. It would not be possible to refuse this assistance on the grounds of bank secrecy.

Source: <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/09/1851&format=HTML&aged=0&language=EN&guiLanguage=en>

» keep reading from p.1

While it is well known that Belgium ranks top in Europe when it comes to logistics, it may be less known that the education system of Belgium is one of the best in the world. According to a study of World Economic Forum, the quality of the education system in Belgium is ranked 4th in the world, and that of mathematics and science, in particular, is ranked 3rd in the world after Finland and Singapore. (Table 3)

As many of the surveys in the publication confirm the advantages of this country, we, the members of the Investment Committee, hope that this booklet will help companies to consider Belgium in the short list of the best possible locations in setting up a headquarters, a distribution hub or a research and development centre in Europe.

物流の分野で、ベルギーが欧州トップの評価を得ていることは、よく知られていますが、ベルギーの教育制度が世界のトップクラスであることは、あまり知られていないのではないのでしょうか。

世界経済フォーラムの報告書によると、ベルギーの教育制度の質は、世界第4位に位置づけられており、特に数学と科学教育の質は、フィンランド、シンガポールに続く世界第3位と評価されています。(表3参照)

Table 3 Quality of math and science education
表3 数学と科学教育の質

Rank 順位			Score スコア
1	Finland	フィンランド	6.5
2	Singapore	シンガポール	6.3
3	Belgium	ベルギー	6.3
4	France	フランス	5.7
5	Switzerland	スイス	5.7
6	Hong Kong	香港	5.7
7	Tunisia	チュニジア	5.6
8	Czech Republic	チェコ	5.6
9	Taiwan	台湾	5.6
10	Cyprus	キプロス	5.5

Source: Quality of math and science education, World Economic Forum Global Competitiveness Report, World Economic Forum, Switzerland, 2008-2009

投資ロケーションの選定においては、企業固有の要素が重要な判断材料となることが多く、一般的な評価をそのまま利用することは難しいかもしれませんが、日系企業が欧州における拠点設立を検討する際に、この小冊子が一助となればと、投資委員会委員一同、願っております。

この小冊子はオンラインでご覧いただけます。こちらのサイトよりアクセスして下さい。

www.bja.be - www.bja.be/publications_statistics.php

You can find a link to the booklet in PDF on

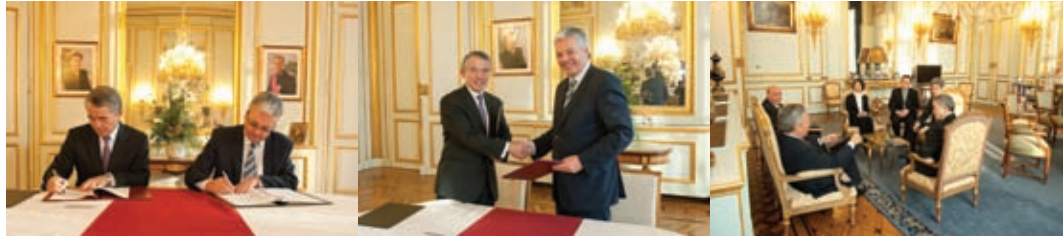
www.bja.be - www.bja.be/publications_statistics.php

SIGNING OF THE PROTOCOL AMENDING THE CONVENTION BETWEEN JAPAN AND THE KINGDOM OF BELGIUM FOR THE AVOIDANCE OF DOUBLE TAXATION WITH RESPECT TO TAXES ON INCOME

“The Protocol amending the Convention between Japan and the Kingdom of Belgium for the Avoidance of Double Taxation with respect to Taxes on Income” (the Amending Protocol) was signed on 26 January 2010, in Brussels (Belgium) by His Excellency Mr Jun Yokota, Ambassador Extraordinary and Plenipotentiary of Japan to the Kingdom of Belgium, and His Excellency Mr Didier Reynders, Deputy-Prime Minister and Minister of Finance.

The Amending Protocol revises the provisions concerning the exchange of information regarding taxes in the current Convention in line with the international standard. After concluding the Amending Protocol, the effective exchange of information based on the international standard regarding taxes between the tax authorities of both countries will be operational, and is expected to contribute to the prevention of international tax evasion.

Each of the countries shall send to the other the notification



confirming the completion of its internal procedures necessary for the entry into force of the Amending Protocol. The Amending Protocol shall enter into force on the thirtieth day after the date of receipt of the latter notification.

Source: Ministry of Foreign Affairs of Japan
www.mofa.go.jp/announce/announce/2010/1/0126_03.html

AGC GLASS EUROPE: NEW R&D CENTRE TO SERVE THE GROUP WORLDWIDE

Continuing its focus on innovation, AGC Glass Europe is to build a new R&D Centre⁽¹⁾ in the Gosselies airport technology park near Charleroi, Belgium. This will become the Centre of Excellence and Competences in flat glass for AGC, the world's leading glassmaker. To meet this new ambition the new centre will be staffed by 250 researchers and technicians as of the end of 2012. As well as being larger it will feature the most advanced equipment and facilities available, enabling researchers to continue their ground-breaking research in innovative products and processes. The site has the further advantage of being close to the group's plants where innovations can be put into industrial production and scaled up, as well as being located within a technology park served by an efficient transport network (motorways and the airport).

“Backed by a budget that has tripled over the past three years, our commitment to innovation has led to real advances in glass, as confirmed by numerous awards ⁽²⁾, most recently the Best Innovator Award Belgium 2009 ⁽³⁾” declared Jean-François Heris, President and CEO of AGC Glass Europe. “AGC therefore fully deserves this new research

THE 3RD INTERNATIONAL MANGA AWARD

The International MANGA Award, which was established in May 2007, received 303 entries this year from 55 countries and regions all over the world. As a result of the recent screening, two Belgian participants won the silver award:

- **ZAYA** (Belgium: Huang Jia Wei - Morvan - Dargaud Benelux)
- **Natty** (Belgium: Melvil - Corveyran - Dargaud Benelux)

Source: www.be.emb-japan.go.jp/english/index.html and also www.mofa.go.jp/announce/announce/2009/12/1197759_1148.html

environment, which will multiply its efforts towards radical innovation, thanks to its links with neighbouring industries, laboratories and universities, making it a pole of attraction for international researchers. The scope of our research can only widen as a result.”

The investment of around 30 million euros is supported by subsidies of 8.4 million euros from the Walloon Region. The start of the project was marked by a press conference attended by ministers Jean-Marc Nollet and Jean-Claude Marcourt (respectively for R&D/sustainable development and the economy/new technology).

(1) The present R&D Centre is located at Jumet (Charleroi) and employs some 200 people.

keep reading »

(2) *Batimat d'Or for its AntiBacterial glass and Gold Medal Design Trophy for its electroluminescent glass Glassiled at Batimat 2007 (Paris); Belgian Environment Prize for its mirror without copper, lead or formaldehyde in 2007; Technological Innovation Prize 2009 in Wallonia for its extra-clear glass for solar applications.*

(3) *Presented in November 2009 by the international strategy consultants A.T. Kearney.*

AGC Glass Europe, a European leader in flat glass

Based in Brussels, AGC Glass Europe produces and processes flat glass for the construction industry (external glazing and indoor decorative glass), the solar industry, the automotive industry and specialist industries*. It is the

European branch of AGC Glass, the world's largest producer of flat glass. Its baseline "Glass Unlimited" reflects the possibilities offered by:

- glass as a material to meet a growing variety of needs (comfort, energy control, health & safety, aesthetics);
- innovation in products and processes, derived from sustained research in advanced glass technology;
- industrial facilities comprising 18 float plants, 7 automotive glass plants and more than 100 processing and distribution units throughout Europe, from Spain to Russia;
- a worldwide marketing network;
- the resources of its personnel motivated by operational excellence and innovation.

AGC Glass Europe currently employs some 14,500 people.

For further information see:

www.agc-glass.eu (corporate site);

www.yourglass.com (glass site for the construction industry);

www.agc-automotive.com (glass site for the automotive industry);

and **www.agc-solar.com** (glass site for solar applications).

* *Transport industry (glazing for ships and railway/subway carriages), domestic appliances and high-tech applications.*

Source: www.agc-flatglass.eu

National Expat Survey

The impact of the economic crisis on Expat Policy & International Mobility

- *What impact has the economic crisis on expats services?*
- *How does the economic crisis influence the company's Expat policy and International Mobility strategy?*
- *Is there any impact on their view on outsourcing?*

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

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

creationjdj@gmail.com - www.jacquesdoppee.com



JTI BELGIUM SIGNS A MEMORANDUM OF UNDERSTANDING WITH THE BELGIAN MINISTRY OF FINANCE

Thursday 17 December - Japan Tobacco International Belgium (JTI), represented by its General Manager Benelux Jacques Coffeng, signed in Dottingies a Memorandum of Understanding with Noël Colpin, Head of the Customs and Excise department of the Belgian Ministry of Finance. This Memorandum of Understanding executes the in 2007 by JTI signed 15-year agreement with the European Union and its Member States to help combat the illegal trade of JTI's products, engaging both parties to co-operate closely and to share information, to give access to Belgian officials to JTI's Track & Trace – system and to provide customs officials with JTI product trainings.

At the signing of this Memorandum of Understanding 6 million seized counterfeit products of JTI were destroyed. JTI committed itself to choose for the most environmental friendly way of destructing products seized in Belgium. Therefore JTI received from VAN HEEDE Environment group the SUSTAINABLE SOLUTION label, certifying that the way of destructing is in line with the most highest environmental friendly standards.



Memorandum of Understanding by Jacques Coffeng, General Manager JTI Benelux and Noël Colpin, Administrateur-Generaal Douane & Accijnzen, Ministry of Finance.

For more information, please contact

Jeroen Dhanens, Corporate Affairs Manager Belgium/
Luxembourg (jeroen.dhanens@jti.com)

JTI – Japan Tobacco International / Belgium

A member of the JTI group of Companies

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ARTICLE

The First Belgian Beer by a Japanese brewer; OWA Beer

欧和ビール、ベルギーで生まれた、日本人による日本料理のためのビール

Brewer- Leo Imai

Born in Yokohama, Japan in 1973, Leo Imai graduated from Tokyo University of Science, Department of Chemistry. He started his career at a major Japanese beer company but 5 years later, he left the company with determination to make and sell his own beer. Leo Imai studied brewing at Heriot-Watt University in Scotland. After graduating, he worked as a brewing expert for a brewer in Retensburg, Germany for 2 years. In 2005, he moved to Belgium, a country of a wide variety of beer, to take up a new challenge. He began working for a newly established small brewery, Brasserie de la Senne, where he introduced in 2006 the brand, "OWA", the first belgian beer created by a Japanese brewer. In 2007, Leo Imai became an independent and established the OWA Brewery. Following year, he opened his own brewery house in Brussels.

Beer

Amber type with alcohol 5.5%, Owa Beer, was created under the theme of «Beer for Japanese cuisine», which matches perfectly with many of soy sauce based food such as 'Yakitori' (teriyaki chicken on skewer) and 'nigiri sushi' (raw fish with rice). Also currently a wild yeast lambic beer combined with 'Ume' a Japanese plum and 'Yuzu', Japanese citrus fruit is under an experiment. If this is launched, the world's first Belgian-Japanese beer will be born.

Prospects for future

To pay respect to Belgium and to the open-minded Belgians who gave him the opportunity to make beer, Leo Imai is determined to continue his research and development on his beer while actively participating in many cultural exchange projects in the future. For Leo Imai, beer making is to build a bridge between people. He hopes the Owa beer will not only promote the relations between Belgium and Japan but also foster cultural and friendship ties between Europe and Japan.

Contact / お問い合わせ

OWA Brewery SPRL

0470/57 21 22

owabeer@gmail.com

●醸造家 今井礼欧

1973 年、横浜生まれ。東京理科大学 (Tokyo University of Science) 理学部化学科卒。日本の大手ビール会社に勤務するが、造り手と売り手に大きな隔たりがあることに疑問を持ち、自らの手でビールを造り、販売を手掛けようと決意し、5 年で退社。英国スコットランドの大学院 (Heriot-Watt University) で、醸造学を学び、卒業後、ドイツ・バイエルン州 (Retensburg) の醸造所で技術者として 2 年勤務。その後、2005 年、となりの国でありながら、様々なビールを造るベルギービールに興味を持ち、新たな可能性を求めて、移住。当時、設立間もない小規模の醸造所 Brasserie de la Senne に勤務し、翌 2006 年、そこでベルギー初の日本人によるブランド「欧和 (OWA)」を誕生させる。2007 年独立し、OWA Brewery を設立し、翌 2008 年ブリュッセル市内に自社醸造所を設立。

●ビール

欧和ビールタイプは、アンバー（琥珀）アルコール度数 5.5% 原料に焙煎麦芽を使い、特に炭火で焼いた焼き鳥や鰻のかば焼きとしょうゆベースのタレとの相性をコア・ターゲットとして開発しました。寿司では、白身魚のような淡白なネタよりも、しっかりと酢でめたバッテラや鮪の中でも特に赤身との相性がよいです。チェコの最高級アロマホップを用い、芳醇でありながら、醗酵効率を上げ、残留糖度を減らすことにより、すっきりとした味わいに仕上がっています。食事とともに飲みあきない演出です。2006 年の発売開始当初は、月産約 50 ケース (33cl x 24 本) も、現在は、日本レストランを中心に、ベルギー国内でおおよそ 50 店舗、フランス、スペイン、そして日本へも輸出し、現在おおよそ 400 ケースまで販売量を伸ばしています。しかし、これも通過点。さらに、今年中に、近隣諸国のイギリス、ドイツ、オランダへの輸出を予定しています。ベルギー産自然発酵ビールと日本産フルーツの融合を現在試験中です。世界的にも、ほとんど類を見ない野生酵母を用いたランビックビールですが、このランビックに、日本特産の柚子と梅を漬け込み、世界初のベルギーと日本のコラボレーションビールを開発中です。

●日本食と共に歩む欧和

欧和は、「日本料理のために造られたビール」とテーマを持って開発されたビールです。現在、ブームに便乗して経験もないシェフが、日本レストランをオープンさせ、間違った味覚が日本の味として浸透することが、世界的に懸念されています。そのような中で、欧和は、本当の日本料理を出すレストランを選び、販売しています。また、造り手自ら、欧和ビールとのマリアージュを考えた料理の研究も行い、欧和と共にする「食」の提案を、醸造所でのイベントを通して行っています。将来的には、直営レストランの経営や、工場の拡張と付属レストランを作る計画です。

●今後の歩み

欧和ビールの販路拡大は、一企業として当然掲げる目標ではありますが、外国人である日本人に、このビール大国で、ビールを造る機会を与えてくれたベルギー、そして、それを受け入れるベルギー人のオープンマインドな国民性に敬意を払い、様々な交流イベントに参加、協賛をしていきたいと考えています。人と人を結ぶために始まったビール造りの仕事、これからは、欧和ビールが、ヨーロッパ中心に位置するブリュッセルから、ベルギーと日本さらには、ヨーロッパと日本の友好の懸け橋になることを目指していきます。





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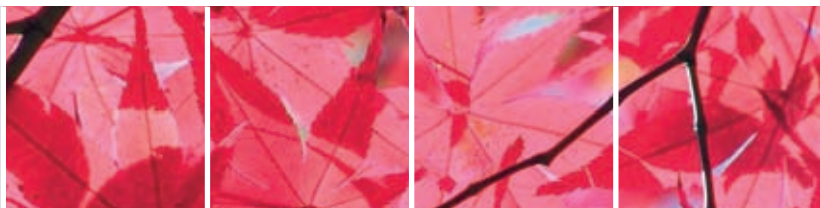
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はい

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Commercial export mission to Japan
YES program VII (young executive stay)
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The **YES program** enjoys the support of the Embassies of Belgium and Luxembourg in Japan and of the representatives of the three Belgian Regions.

Detailed information can be found on www.bja.be

- You are a young executive working for a small or medium-sized company in Belgium or Luxembourg.
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- You want to learn more about Japan and evaluate the potential of the Japanese market.
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- We offer a one-week tailor-made program in Japan, during which some of our members will share their experience and provide you with the facilities you need in order to explore the potential for your products in Japan.



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By joining the BJA, Easynet want to emphasize the company's global reach and ability to offer true and distinctive collaboration solutions to corporate organisations wanting to do business in Japan or in Europe.



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BJA Contact: Mr Ignace Bral, Managing Partner Brussels Office



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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.

*Translation and localisation Translation quality management
Desktop publishing Project management
Printing and logistics Software development*

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