

# Belgium-Japan Association

## & Chamber of Commerce ASBL- VZW



## Trade Flows & Cultural News

Number 87 - June 2010

### EDITORIAL

### Cherry trees in spring, Embassy in the garden, Blossoming friendship

By H.E. Steven Vanackere, Deputy Prime Minister and Minister of Foreign Affairs

Dear readers,

It was with great pleasure that I accepted to write the foreword to the June issue of the BJA magazine Trade Flows and Cultural Newsletter for I consider the Belgium-Japan Association & Chamber of Commerce as an important pillar of the Japan-Belgium relations. BJA offers Japanese and Belgian companies the best possible platform to meet and exchange views on various topics. It also gives the opportunity to discover the Belgian way of life in a leisurely way.

As you all probably know, Prime Minister Yves Leterme and I recently visited Japan. I had the opportunity to meet H.E. Katsuya Okada, Minister for Foreign Affairs of Japan, while the Prime Minister was received by his Japanese counterpart, Mr Yukio Hatoyama. Both meetings were very cordial, which is a pretty strong testament to the friendship between both countries. I also witnessed first-hand the strength and potentialities of various Japanese companies and I am therefore convinced that Japan is still the driving force behind innovation in Asia. My meetings in Tokyo and Nagoya with Japanese business leaders gave me furthermore a good insight on the strategic approach towards growth markets worldwide. It also provided me with additional Japanese views on how the strategic cooperation with European economies will be tackled in the future.

The festive inauguration of the new Embassy of Belgium in Tokyo on 8 April will certainly be remembered as a milestone in our bilateral relations. Inspired by the Japanese architect Noriaki Okabe, the whole building was erected with state of the art technologies. I was very impressed by the hydraulic systems enabling the whole building to resist

even the most violent earthquakes. In my opinion, this entails some promising symbolism: our two countries have in some respects developed similar socio-economic features and they both will have to find ways to adjust to the miscellaneous challenges facing them in an ever accelerating pace, and try to learn from each other how to turn these into opportunities. This inspired me to pronounce the following haiku poem at the opening ceremony: "Cherry trees in spring, Embassy in the garden, Blossoming friendship".

Rest assured that I consider BJA as part of this blossoming friendship. I would particularly like to highlight the time and energy dedicated to prepare and finalize the excellent brochure "Belgium and its neighbours' business climates compared". At its presentation, first in Brussels and subsequently in Tokyo, which I personally addressed, the audience viewed this well-argued and neatly conceived brochure as a token of confidence for investing in Belgium. I do wish to express my appreciation to all Japanese companies operating in Belgium. Not only because the Belgians do appreciate their activities in Belgium, but also because the high standards they set to production and services are widely seen as a lasting guarantee of quality. I know that there are still some administrative barriers that have to be removed. Rest assured that, together with the other Belgian administrative authorities, the Ministry of Foreign Affairs is doing its very best in order to simplify present requirements.

I wish BJA much success!



H.E. Steven Vanackere

### In this issue

- 2 Press Conference and Business Luncheon
- 3 Business Seminar: Belgium and its neighbours
- 4 Exclusive visit to the D'Ieteren Gallery
- 5 BJA Annual General Assembly
- 6 Pre-opening visit to the Château de Beloeil
- 7 Friendship Committee News
- 9 Interview - Mr Kamiya Masayuki
- 10 Inauguration of the Belgian Embassy in Tokyo
- 12 Facts & Figures on Japan: Saitama Prefecture
- 13 EU-Japan News
- 15 News for the members
- 16 News from the members
- 20 Encounters with passion
- 22 Personalia

### Advertising rates

4 issues (March, June, September & December)

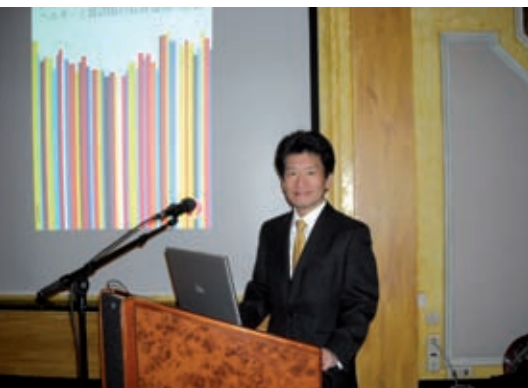
1 page ..... € 3.500  
1/2 page ..... € 1.600

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

info@bja.be  
T 02/644 14 05  
F 02/644 23 60

## Press Conference and Business Luncheon for the official release of a new publication 「ベルギーと周辺国の投資環境の比較」出版記念プレス・コンファレンスと昼食会開催

Tuesday 2 February 2010, Hotel Metropole



Mr Masatomo Nomura, Director of KPMG and Chairman of BJA Investment Committee, is presenting the newly published booklet, 'Belgium and Its Neighbours' Business Climates Compared'.



Mr Thomas Leysen, Chairman of Umicore and President of BJA welcomes Minister Mitsugu Saito, Chargé d'Affaires a.i. of Japanese Embassy of Belgium to the Business Luncheon.



(left to right) Mr Koichi Nakamura, President & Managing Director of Kaneka Belgium and a Member of BJA Board of Directors, shares his view with H.E. Mr Yves Leterme, Prime Minister of Belgium, and Mr Thomas Leysen, Chairman of Umicore and President of BJA.

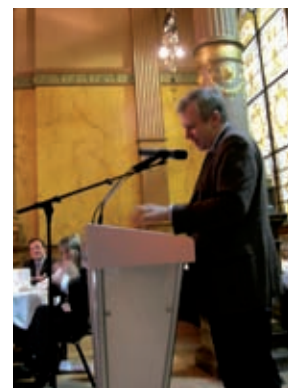


(left to right) Mr Akihito Fujita, Director of F.P.N.I. Belgium, enjoys having an extensive conversation with Mr John Verzele, Director Inward Investment Asia of Flanders Investment & Trade, and Mr Van den Broeck, Senior Advisor of Port of Antwerp.

On Tuesday 2 February 2010, the Investment Committee of the Belgium-Japan Association and Chamber of Commerce (BJA) had the pleasure in holding a press conference and business luncheon for the official press release of a new publication,

business environment in Belgium and the surrounding countries. Following the presentation, Mr Akihito Fujita, Director of F.P.N.I. Belgium (Ariake) gave a thorough overview on how F.P.N.I. Belgium has come to invest in Belgium. Following some active Q & A, the participants enjoyed a cocktail while continuing to exchange comments on the 'studies of studies' which has brought Belgium as a leading destination in Europe for inward investment.

Mr Thomas Leysen, President of BJA and Chairman of Umicore greeted the participants to the business luncheon where H.E. Mr Yves Leterme, Prime Minister of Belgium, addressed the audience with his sincere high hope for the increase of foreign direct investments especially from Japan to Belgium in the future. Thereafter, Mr Mitsugu Saito, Chargé d'Affaires a.i. of the Japanese Embassy in Belgium showed his gratitude toward the Belgians for their warm acceptance and support for Japanese investors to its promising country.



H.E. Mr Yves Leterme, Prime Minister of Belgium gives a speech during the Business Luncheon.

### "Belgium and Its Neighbours' Business Climates Compared".

The press conference started with a welcoming speech by Mr Masatomo Nomura, Chairman of the BJA Investment Committee and Director of KPMG, who subsequently presented an outline of the brochure which covers a comparison of the



## Business Seminar “Belgium and its Neighbours’ Business Climates Compared” ビジネスセミナー「ベルギーと周辺国の投資環境の比較」

Thursday 8 April 2010, Tokyo

At the occasion of the official opening of the new Embassy of Belgium compound in Tokyo, the Deputy-Prime Minister & Minister of Foreign Affairs, H.E. Steven Vanackere, convened a business seminar on 8 April. Masatomo Nomura, Director of KPMG and the Chairman of the Investment Committee of BJA, gave the key note address on the comparison of business environments. The seminar attracted 115 delegates from Japanese companies and governmental organisations. It was a repetition of the success of the press conference and luncheon on 2 February, in which the Prime Minister H.E. Yves Leterme joined.

The seminar started with an opening remark of Thomas Leyssen, Chairman of Umicore and BJA President. The Deputy Deputy-Prime Minister then delivered his speech before the presentation by Masatomo Nomura.

A very lively Q&A session followed the presentation. The questions focused on public security and the Notional Interest Deduction.

According to the comments by one of the participants after the seminar, it is true that Belgium is drawing more and more attention as one of the most attractive strategic investment destinations in Europe.

The key note speech, which was aimed at Japanese companies considering European locations, provided an overview of business environments through objective sources such as OECD and World Bank in four areas; global attractiveness, headquarters and holding companies, logistics and R&D. It was based on our recent publication “Belgium and its Neighbours’ Business Climates Compared”.



### And the winner is....

In the framework of the publication “Belgium and its neighbours business climate compared”, a competition was set up for a design, drawing or graphic – for the front cover and the back cover of the publication.

The winning design would be used in the publication. The prize of the winner was a return flight ticket to Japan, by the courtesy of ANA.

We are very pleased to announce that the winner of the competition was **Mr Shawn Cooper**.

We nevertheless thank all the other competitors for all their creative works!



## Exclusive visit to the D'Ieteren Gallery D'Ieteren Gallery博物館へ特別訪問

Tuesday 9 March 2010, Brussels



The participants eagerly listen to Mr Philippe Casse, Public Relations Manager of the d'Ieteren Group, who is well-known specialist of the history of the automobile industry.



The collections found in the Gallery are the automobiles that retrace the two hundred year history of Belgian automobile industry.



(left to right) The team of BJA Membership Committee, Mr Vincent Jardinet, Managing Partner of Horton International, Mr Nicolas Sepulchre, Managing Director of Sogeman and Chairman of BJA Membership Committee, and Mrs Marie-Amélie de Potter, Consultant in Human Development, Ki-do-MaTrainings, enjoy the classic sporty car.



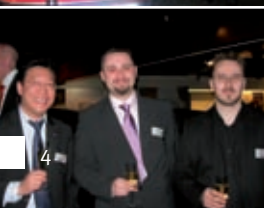
(left to right) Mr Robet Lievemont, Mr Eric Janssen, Baron François Boels, Mr Frans Hoorelbeke, Chairman of Daikin Europe and Member of BJA Board of Directors, and Mrs Anja Oto-Kellens, Executive Director of BJA, are enjoying the evening surrounded by the precious automobiles from the centuries ago.

Thanks to the generous support by Baron Roland D'Ieteren, President of the D'Ieteren Group, the Belgium-Japan Association & Chamber of Commerce had the pleasure in inviting the company members of BJA to an exclusive visit to the D'Ieteren Gallery – a private museum with two centuries collections of automobile.

Upon arrival of over 40 enthusiastic guests, Baron François Boels gave short welcome words and introduced the D'Ieteren Gallery briefly. The tour inside of the museum was guided by Mr Philippe Casse, Public Relations Manager of the Group D'Ieteren, who gave a thorough view over the accomplishments of D'Ieteren Group which enlightened the history of Belgian automobile industry. During the guided visit, the participants

were so impressed to discover a wide variety of collections including beautiful classic cars from early 1800's, the stylish imported automobiles of Volkswagen, Audi, NSU, Seat, Skoda, Bentley, and Lamborghini since mid-90s, as well as motorcycles of Yamaha and mopeds of MBK.

To conclude this visit, the participants received cocktails which helped some car-fanatics among the members to cool down from the excitement.



# BJA Annual General Assembly BJA定例総会

Monday 22 March 2010, Umicore



From the left: Chairman of the Membership Committee, Mr Sepulchre; Chairman of the Executive Committee and Vice-President, Mr Van Overstraeten; BJA President Mr Leysen and BJA Executive Director Mrs Oto-Kellens



Guest of Honour and speaker at the AGM, Baron Tayart de Borms, CEO of the King Baudouin Foundation



Mr Van Overstraeten, Partner at Linklaters LLP and BJA Vice-President discussing business with Mr Kawatsu, General Manager at the Bank of Tokyo-Mitsubishi UFJ Ltd., and BJA Vice-President (left) and Mr Yasuda, President and Managing Director at Sumitomo Benelux and member of the BJA Board of Directors.

On 22 March, BJA has held its Annual General Assembly which was kindly hosted by Umicore at its premises.

To an audience of over 60 members, Mr Thomas Leysen, CEO of Umicore and President of the BJA, extended his warm welcome to his company premises.

Mr Tanguy Van Overstraeten, Partner Linklaters LLP and the Vice-President of the BJA, reported on the financial results of 2009, followed by Mrs Anja Oto-Kellens, Executive Director, who presented the 2010 budget.

Mr Nicholas Sepulchre, CEO of Sogeman and Chairman of the Membership Committee, delivered a complete 2009 report of the Membership Situation, followed by the Chairman of Executive Committee, Mr Van Overstraeten, reported on the activities of the Executive Committee, representing all business committees.

A member of the Cultural Committee, Mr Robert Lievemont kindly reported on the many exciting cultural events took place in 2009. Lastly Mr Pierre Brauwiers, Chairman of the Friendship Committee, gave the report on 2009 activities as well as 2010 activity plan for the Friendship Committee.

Before adjourning to the cocktails, Baron Tayart de Borms, CEO of The King Baudouin Foundation delivered an enthusiastic speech on the evolving mosaic of global philanthropy, to which the audience showed great interest. Together with



Mr Sudo, President of Mitsui & Co. Benelux and member of BJA Board of Directors and Mr Brauwiers, Chairman of BJA Friendship Committee toasting to the future success of BJA's activities in 2010.

Baron Tayart de Borms they continued to enjoy the evening with a full pleasant conversation over cocktail and delicious appetizers.



## BJA REPORT

# Exclusive pre-opening visit to the Château de Beloeil with its exhibition of Amaryllis and Orchids The Château de Beloeil - アマリリスとランの展覧会、一般公開前日に特別訪問

Friday 23 April 2010, Beloeil



Château de Beloeil – main courtyard



A bouquet of BJA Members in a beautiful setting



Prince Michel de Ligne (right) delighted to share his love for Japan with Mr Sato, Second Secretary at the Embassy of Japan in Belgium and Mr Dominique le Hodey, BJA Vice-President and Chairman of Cultural Committee



Thanks to generous support by Prince Michel de Ligne, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members to an exclusive pre-opening visit to the Château de Beloeil to enjoy the exhibition of Amaryllis and Orchids.

The participants were not only welcomed by kind words of H.E. Prince Michel de Ligne, but also by the magnificence of the castle with a guided visit through the lounges, library, ceremonials and dining rooms, and by the enchanting fragrance of over 3000 amaryllis and orchids in many sumptuous bouquets and settings. Without a doubt, this exclusive visit to the domain of Beloeil offered to all our lovers of beauty an unforgettable moment.

Amaryllis bloom in the Hall of the castle



## Hanami Picnic in the Japanese Garden ハッセルト日本庭園での花見とピクニック

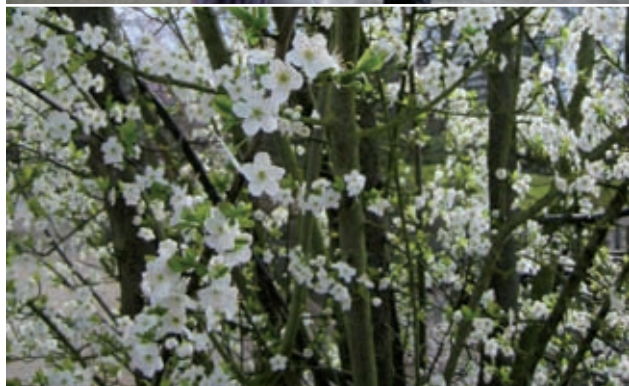
Sunday 4 April 2010, Hasselt



少し寒く、時々雨が降りましたが、私たちのために太陽も輝いてくれ、みんなは花を見ながら、楽しく飲み、食べ、語らい、仲良く過ごすことが出来ました。良い会でした。参加して良かったです。

幹事さん、有難うございました。

平井恵美子



## Brussels International Festival of Fantastic, Thriller & Science Fiction Film (BIFFF) ブリュッセル・インターナショナル・ファンタシーフィルム・フェスティバル

Sunday 18 April 2010, Tour & Taxis, Brussels

The debate on Japanese codes was preceded by the screening of the film “Summer Wars”, an anime about a traditional Japanese family in the countryside, which gets caught up in a battle that takes place inside the virtual world of the social network Oz (apparently inspired by Mixi).

Up until the very last minute it was uncertain who was actually going to participate in the debate following the film, but eventually I was joined on the Q&A stage by photographer Francesco Serafini, and fortunately also by Takashi Shimizu, director of the notorious horror film series “Juon” (and the American remakes “The Grudge”), and Tomomi Miyashita, the lead actress in another Shimizu film “Marebito”, which won the Golden Raven at the BIFFF in 2005. Also there was Francesco’s wife Chiaki, who bravely volunteered to help us out with translating for Shimizu and Miyashita.

Nearly all seats were filled and we got a broad range of questions from the audience, mostly directed at the two Japanese participants, so they had to do most of the talking. The focus seemed to be on how ‘universal’ or ‘uniquely Japanese’ certain social phenomena are. The debate lasted for about an hour, and afterwards there was still plenty to explore at the Japanimation Day stands in the huge hall of Tour & Taxis.

*Luk Van Haute*



## A Japanese view of Belgium - Mr Kamiya Masayuki, Executive Vice President, AGC Glass

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

After five years at the head-quarter of AGC Glass in Brussels, Kamiya Masayuki will leave his familiar working environment at the end of April, 2010. Although he has visited cities all over the world, he finds Brussels to be one of the most international cities. 'It really is the centre of Europe,' states Mr Kamiya. He will look back at his stay in Brussels with a lot of fond memories.

Mr Kamiya started working at AGC in Tokyo 36 years ago, when he was assigned to overseas business development. He later moved into corporate strategic planning. During those years, he travelled a lot all around the world.

In 2005, Mr Kamiya was offered his first assignment abroad. This gave him the opportunity to live and work in Brussels for five years. He readily accepted because he was already aware of the benefits of changing working environment from time to time. He realized that working in such an international city with so many nationalities would present a lot of opportunities to learn and stimulate his life.

Right from the beginning of the 20<sup>th</sup> century, AGC had a close relationship with the Belgian company, Glaverbel (now called AGC Glass Europe). This technical support was the first step in building a strong relationship between the Belgian and Japanese companies. Already running a successful business in Japan and Asia, AGC decided to become active in Europe as well and set itself the goal of becoming a more global enterprise. The take-over of Glaverbel in 1981 provided AGC with the opportunity to be closer to the heart of advanced glass industry knowledge.

Mr Kamiya thinks it was a good decision to set up the head-quarter of AGC Glass in Brussels in view of the international personality of the city. In his opinion, the management of AGC Glass Europe by local people was another positive aspect, which contributed significantly to the fast and dynamic growth of the European operations of AGC Glass. The company grew from two float glass plants in Europe to now eighteen plants in a very short period. Today, AGC Glass head-quarter remains firmly established in Brussels. In addition, the company's second largest research centre is based in Jumet as well.

When he started working in the Belgian office, one of the things Mr Kamiya had to change was his way of communication. Although everybody spoke English, the people had a dif-

ferent mother tongue and culture; in short, different ways of thinking and communication. Indeed, good communication became so important that Mr Kamiya was required to spend considerably more time on this issue than he did in Japan. He notes that it is not always easy to work together with different people with varied cultural background, but it can also be a fun and a learning as well. While the Belgians love to debate, many of the Japanese hesitate to express their thoughts or feelings so directly.



Mr Kamiya mentioned about a traditional Japanese poem composed more than 1000 years ago; "If there was no cherry blossoms in this world, I would feel much easier in spring time". Mr Kamiya said that though the poet expressed well the delicate feelings of the Japanese people who are very particular about cherry blossoms, the poet was in fact confessing love to his girlfriend as per his interpretation. Some of the

Japanese people prefer indirect expression, which is of course very difficult for foreigners to understand, he added.

Brussels has made a big impression on Mr Kamiya. Notwithstanding different languages and many political parties, Belgium is a small, unique, quiet, and very nice country. It has a great influence in the world because of its people. They have international mindset and intellect; this is probably one of the reasons why Belgium is so highly regarded in the international community.

Because his job requires a great deal of travels, Mr Kamiya was not always able to attend as many social or cultural events as he would have liked. However, Mr Kamiya could visit many cities and regions in Belgium and Europe. He could also take time out to practice his hobby: golf. During the last five years, Mr Kamiya took most of Saturdays off for golf practice in the Brussels Golf Club, even in cold winter and hot summer. The club turned out to be the place where he made quite a number of Belgian friends. However, there is one man he always respects above all: his coach. 'Sylvain is a great teacher as he always inspires me,' says Mr Kamiya.

Going back to Tokyo will be not easy, says Mr Kamiya. He definitely will not miss the rain and the long, dark winters. However, the vast array of good friends and outstanding shops and restaurants are what Mr Kamiya will always remember about Belgium.

## ARTICLE

# Festive Inauguration of the Belgian Embassy in Tokyo Heralds a New Era in Belgo-Japanese Relations

By Dr Jan Hoogmartens, First Secretary, Head of Economic & Financial Section, Belgian Embassy, Tokyo



The Embassy of Belgium celebrated on 8 April the opening of its new embassy building in Tokyo with an official ceremony followed by a reception in the presence of H.E. Yves Leterme, Prime Minister, and H.E. Steven Vanackere, Deputy Prime Minister and Minister of Foreign Affairs.

After a construction period of two years during which the Embassy of Belgium temporarily relocated to Minato-ku's Shiba Koen, close to Tokyo Tower, it returned to its original Kojimachi site, in the same grounds where in the 1920's the then Belgian Ambassador, Albert de Bassompierre, took possession of a beautifully landscaped villa. This villa, originally the residence of Japan's Prime Minister Count Kato and designed by none other than Josiah Conder, was lost by fire during the Second World War. Only in 1959 did Belgium rebuild its embassy in Tokyo, which was especially renowned for its large garden.

It is, however, important to debunk the myth that the grounds, on which Belgium's Embassy was erected, were a gift from the

Japanese Emperor. As a chief-negotiator for the Belgian government in 2006, when I held the office of Deputy Chief of Staff of the then Minister of Foreign Affairs, I transported the title to the land, which had resurfaced from the archives of our Ministry, myself on a flight to Tokyo. According to this legal deed the Belgian Government paid 700,000 JPY to the widow of Count Kato. However, the commercial negotiations at that time were very tough, and the price was sharp. The deal was advantageous because the Japanese Government at that time wanted the Belgian Embassy to move from its villa, a former residence of another illustrious Japanese statesman, Okubo, because it had plans to develop its new Diet building there.

At the dawn of the new millennium, the 1959 embassy buildings no longer met the high standards of safety and prestige that should be expected from Belgium's political and diplomatic representation in Japan. Belgium also lacked the financial funds to restore the glory of the antiquated buildings. To face up to all of the aforementioned challenges, the Belgian





government decided to sell part of the embassy land and to build a new compound on the remaining part. To this end a public tender procedure was launched and out of seven competitors the MTOB consortium was chosen. Mitsubishi Estate Company (MEC) bought more than two thirds of the 8,500 m2 plot in order to develop an office building with condominiums Takenaka would build MEC's private property and at the same time a new embassy building on the land which remains the full property of the Belgian Government. The entire complex would follow the design and plans of Japanese architect Noriaki Okabe.

The footprint of the new block is designed in the spirit of the human scale that characterizes historic European towns. The southern, triangular part is occupied by the embassy, prolonged with a garden of both Belgian and Japanese inspiration and for which a competition was held. The competition award went to the design of Heirman, Oers & Stoop. The height of the private property and the embassy building are carefully scaled

in relation to their surroundings and the white wall separating both properties stands as homage to the old property wall, reminiscent of the old embassy.

The embassy building itself is set on a podium facing a plaza which bears the name of "Belgium Square" and which is paved with blue stone from Hainaut. The northwest façade is another distinctive feature of the building. With its curved corner and its coating of limestone, it provides a sophisticated and elegant reference to many of the historic buildings of Belgium's artful cities. Last but not least, the new building has a state-of-the-art shock absorption system, which should make it particularly resistant to earthquakes.

The opening ceremony and the double Ministerial visit clearly stand witness of the fact that this new embassy facility is again a privileged meeting place for current and future generations of friends of Belgium and Japan. Over 700 guests attended the inauguration ceremony. On behalf of the Japanese Government State Secretary of Foreign Affairs Fukuyama was present as well as many dignitaries. A large crowd of business leaders were also present since economic diplomacy is definitely the core business of the Belgian Embassy in Tokyo. In this regard it is important to mention that the new embassy building disposes of a large multipurpose room, also dubbed as the Thomas Cornelis Hall, after the name of the person who is believed to be the first ever non-missionary resident of the Southern-Netherlands who settled in Japan. This Hall has already been used for exhibitions, conferences, product launches and seminars, which all help to build and to maintain our good relations with Japan. I sincerely hope to welcome you at one of our activities one day.



## Saitama Prefecture: More than close to Tokyo

By Mr Geert Benoît, Managing Director of Yamagata Europe



Saitama prefecture, located on the island of Honshu is part of the Greater Tokyo Area. Most of Saitama's cities can even be described as suburbs of Tokyo, to which floods of residents commute each day. This means that writing about Saitama could be a cover to write about Tokyo. We will try to avoid that. Personally, my best memory of Saitama is the World Cup football match between Japan and Belgium during the 2002 World Cup in the marvellous stadium built by Azusa Sekkei.



I was one of the Red Devil supporters on the 4<sup>th</sup> of June. It took some creativity, but I could even convince my Japanese colleagues to join the crowd disguised as Belgian hooligans. I

enjoyed the game, and have been a fan of the Urawa Reds, who play in the same stadium, ever since. This seems unnecessary information, but if you ask the Japanese what they know about Saitama, they might just refer to this famous football team. And indeed, the Urawa Reds have a fan-base and atmosphere comparable to the most famous European Reds: FC Liverpool.

Talking about Liverpool, one of the most famous museums in Saitama is the John Lennon museum. The museum opened on Oct 9, 2000, the 60<sup>th</sup> anniversary of the birth of Lennon. The nice museum is run by Taisei, but unfortunately the organisers are considering closing the John Lennon Museum in October 2010 when its contract with Yoko Ono expires.

Saitama is also famous for the Chichibu festival, which takes place on 2 and 3 December, and has been held for more than 300 years. It is renowned for the parade of six traditional wooden floats (each one weighing more than 10 tons), and is counted as one of the three big traditional float festivals in Japan along with Gion Festival in Kyoto and Hida-Takayama Festival in Takayama.

Not a football fan, not a matsuri fan? You might still end up in Saitama on your business trip because Saitama hosts about 15,000 manufacturing business locations and the prefecture ranks 6<sup>th</sup> in Japan in the value of manufactured goods shipped. Diverse industries with an accumulation of sophisticated technology flourish in the prefecture, including the metal casting and mould making industries of Kawaguchi City and the optical device and precision machinery industries of the city of Saitama.

Also researchers might visit Saitama. The international research facility known as RIKEN, and the Saitama Industrial Technology Center (SAITEC), an institution where consortia of industry, academia, and government conduct joint research, are only two among more than 250 research institutions located in Saitama. Furthermore, 60 universities have campuses in Saitama, including Saitama University, Waseda University, and Tokyo Denki University. Consortia of industry, academia, and government make use of a wealth of human resources trained in sophisticated technology to create new technologies and new industries.

Finally, according the site of the Saitama Business Support Centre ([www.saitama-bsc.jp](http://www.saitama-bsc.jp)), there are four reasons to invest in Saitama:

1. Saitama is the closest to the Japanese market and its customers
2. Saitama is where your essential business partners for venturing into the Japanese market are concentrated
3. Saitama has the critical human resources you need for entering the Japanese market
4. Saitama is safe with few natural disasters

This last point was a point that traditionally only Japanese people could value with their earth-quake conscious history and education, but since a few weeks, Europeans too know what earthquakes and volcanoes can cause.

So if you want to stay close to Tokyo, but remain out of Tokyo yet have all the advantages of the Tokyo area, I can recommend Saitama ... especially if you are a football fan.

## J-BILAT, NEW EC-FUNDED PROJECT

BILAT in Japan - J-BILAT -, an EU-funded project for the promotion, enhancement and development of EU-Japan cooperation in RTD and Innovation has been launched.

International cooperation in Science and Technology (S&T) plays an increasingly important role when looking for answers to major European and global challenges, which involve multidisciplinary sciences coordinated with other areas across the border.

### International dimension fully integrated

The 7<sup>th</sup> Framework Programme of the European Community for Research & Technological Development (RTD) and demonstration activities (FP7) is the main financial tool through which the European Union supports research and development activities covering almost all scientific disciplines. It runs for seven years, from 2007 through to 2013. Compared to its predecessor, the FP6, the international dimension is now fully integrated into the Framework Programme. Specifically to support the reinforcement of S&T collabora-

tion with third countries, a funding scheme «Bilateral coordination for the enhancement and development of S&T Partnerships» is available (see the list on <http://ec.europa.eu/research/iscp/index.cfm?lg=en&pg=bilat>), and to promote cooperation exclusively with Japan, a new project called "BILAT in Japan" (J-BILAT) has been launched. Coordinated by the EU-Japan Centre for Industrial Cooperation, J-BILAT will support the enhancement and development of science and technology partnerships through the following activities targeting Japanese researchers:

1. Information service via a website (mainly in Japanese) on the 7<sup>th</sup> Framework Programme (FP7).
2. Help desk service and circulation of newsletters for researchers interested in collaborating with Europe. Requests from European researchers seeking Japanese partners are also accepted.
3. Awareness and opinion surveys in Japanese in order to have a better understanding of researchers' needs

## 2009 REPORT ON THE JAPANESE BUSINESS ENVIRONMENT

The European Business Council in Japan (EBC) is pleased to present its 2009 report on the Japanese business environment: **"Time for Change"**. The report represents the views of European business in Japan on developments over the past year and highlights areas where reform would most benefit the economy, consumers and companies alike.

More information on [www.ebc-jp.com](http://www.ebc-jp.com)

and tools to improve EU-Japan cooperation. The first survey has recently been conducted and the results are currently analysed.

4. Organisation of awareness-raising events, workshops to share best practices, and other seminars.

Source: <http://ec.europa.eu/>

## STUDY ON THE BARRIERS TO TRADE AND INVESTMENT BETWEEN THE EU AND JAPAN

A new study conducted by Copenhagen Economics for the European Commission shows large gains from reducing the barriers to trade and investment between the EU and Japan. The study looks at reductions of both tariffs and non-tariff barriers, and focuses predominantly on differences in regulatory measures in seven key sectors in Japan: pharmaceuticals, medical devices, processed foods, cars, transport equipment, telecoms and financial services.

### Key results of the study:

- › While tariff dismantling would be beneficial to both economies, the real gains would be reaped by lowering regulatory differences, which have become the main obstacle in

EU-Japan trade relations.

- › As the study notes, trade gains for the EU could be even higher if Japan were to open public procurement and transport equipment markets.
- › The study also estimates that trade flows could increase by €43 billion for the EU and €53 billion for Japan. Two-thirds of these benefits could come from potential reductions in the trade costs of non-tariff regulatory measures, and about a third from tariff dismantling.
- › While more than half of the trade benefits go to Japan, two-thirds of the welfare benefits go to the EU (€33 billion for the EU and €18 billion for Japan).

The study uses a novel approach to quantify the economic cost of non-tariff barriers between EU and Japan. The quantification is based on firm-level surveys and gravity model estimates. Impacts of trade liberalisation are simulated using a global CGE model developed by Professor Joseph Francois.

The full report can be downloaded here: [http://trade.ec.europa.eu/doclib/docs/2010/february/tradoc\\_145772.pdf](http://trade.ec.europa.eu/doclib/docs/2010/february/tradoc_145772.pdf)

Source: <http://www.copenhageneconomics.com/Home.aspx?M=News&PID=133&NewsID=184>

## EU-Japan news

## THE EU GATEWAY PROGRAMME IS LOOKING FOR INNOVATIVE COMPANIES ACTIVE IN THE INTERIOR DESIGN SECTOR INTERESTED BY THE JAPANESE MARKET.

### Business Mission to Japan:

25-29 October 2010

### Deadline for application:

25 June 2010

**Your contact:** Mrs Axelle Devaux

BrusselsOffice@eu-gateway.eu

### The EU Gateway Programme

The EU Gateway Programme helps European Union companies to succeed in Japan and Korea by providing support at the early stages of their market penetration strategy (see the EU Gateway website at [www.eu-gateway.eu](http://www.eu-gateway.eu)).

Companies participate in one-week Business Missions in Japan and/or Korea and to present their products to potential Japanese and Korean partners. The Programme focuses on providing assistance in technological sectors with a high market potential in Japan and Korea as well as in the design sectors. There is one Business Mission per sector per year in each target country. Each mission accommodates up to 40 EU.

### What are the benefits for EU Companies?

The Programme offers the following benefits for EU companies:

- › Professional coaching services aimed at exploiting their business potential and capacities in relation to the target markets;
- › Assistance in developing a productive and collaborative platform with Japanese and Korean companies;
- › A firsthand understanding of doing business in Japan;
- › Meeting potential Japanese and Korean business partners;
- › Logistical support during the Business Weeks in Japan: accommodation, meeting facilitation, pre-arranged contacts with local companies as well as tailor-made strategic assistance;
- › Provision of customised services such as personal interpreters, translation of company documents, printing of brochures.

### How does the EU Gateway Programme support EU companies?

The Programme supports:

- › Services included in the Programme (pre-departure coaching, individual meeting facilitation, organisations of the two professional exhibition days, a study tour, on-the-spot coaching and a helpdesk);
- › up to 1,000 EUR covering the cost of one room per company in the campaign hotel;
- › up to 80% of the cost for customized services with a maximum of 1,600 EUR per company.

The Company bears transportation costs (participants and products).

### Who can participate?

You can apply for participation in an EU Gateway Business Mission if your company fulfils the following criteria:

- › Has existed for about 5 years (indicative);
- › Is fully or majority-owned by European Union capital;
- › Is located and has its main activities in the European Union;
- › Is active in one of the sectors covered by the EU Gateway Programme;
- › Has a proven track record of international business cooperation;
- › Has a solid business strategy for entering the Japanese market;

- › Has a sufficient turnover and number of people employed to guarantee a market entry to Japan and/or Korea.

Selected EU companies have the opportunity to participate in up to three Business Missions in Japan and Korea.

### Applications

Companies are invited to fill in an expression of interest online via the EU Gateway Programme's website: [www.eu-gateway.eu](http://www.eu-gateway.eu). Eligibility of companies is checked by a professional coach. Eligible companies will receive a login and password and be invited to fill in the application form.

Applications are assessed by the coach and a sector expert and the Central Management of the Programme according to their innovation, strategic merits, economic and financial figures. The European Commission makes the final selection of the most suitable participants and ensures consistency of the group.

Through the former EU Gateway to Japan campaigns, the European Commission has helped many companies reap the rewards of entering the Japanese market. Since 1994 more than 2,400 companies from the EU Member States have been on a Gateway mission. Success stories are available on the EU Gateway website.

## EUROBIZ JAPAN - MONTHLY MAGAZINE ABOUT TRADE AND INVESTMENT FROM EUROPE TO JAPAN.

EURObiz Japan is a new monthly magazine about trade and investment launched in January 2010.

As well as being distributed to members of the European Business Council in Japan, an organization consisting of the 18 European national chambers of commerce, it is sent to over 2500 European companies and individuals representing a broad range of industries, as well as influential members of various companies and governmental bodies.

The EBC also engages some 300 companies directly in one or more of its 29 industry committees, and EURObiz Japan offers a unified voice for diverse European stakeholders in Japan. Together Japan and the EU account for 40% of world GDP.

More information on [www.eurobiz.jp](http://www.eurobiz.jp)

Source: EU-Japan Centre for Industrial Cooperation Newsletter, March 2010  
[www.eu-japan.eu/news/pdf/march10.pdf](http://www.eu-japan.eu/news/pdf/march10.pdf)

## NELLO &amp; PATRASCHÉ, SIDE BY SIDE – FOREVER

An exhibition by Didier Volckaert & An van. Dienderen



On 30 April the first exhibition in Flanders on “A Dog of Flanders” opens at the Queen Fabiola Hall in Antwerp.

The novel by 19<sup>th</sup> century British novelist Ouida was printed over 100,000,000 times. It was published continuously in a Japanese magazine for 46 years, made into 5 Hollywood films and into a popular Japanese animated series.

The exhibition focuses on the 1975 Japanese anime series (Nippon Animation) and on the films featuring previously unseen clips and selected illustrated Japanese and American translations.

The Queen Fabiola Hall is 10 walking minutes from the Antwerp cathedral where, in the book, Nello & Patrasché die in front of Rubens’ “The Descending of the Cross”. The Rubens House is 500 meters away.

### Practical information

30/04 > 29/08/2010

Opening hours: 10.00 to 17.00.

Closed Mondays.

Wheelchair access.

Admission: 2, group rates on request.

Japanese translation provided

info@kfz.provant.be | www.provant.be |

www.dogofflanders.be

Queen Fabiola hall/Koningin Fabiolazaal  
Jezusstraat 28, 2000 Antwerp  
Train > Antwerp Central Station  
Bus > City busses: 1-19-23,  
stop Opera; stop Rooseveltplaats  
Tram > 10-11 trams, stop Roosevelt Place;  
2-3-5-15-24 trams, stop Opera

ネロとパトラッシュ 僕たちは一緒だよ、いつまでも。

アン・バンディーンデレンとディディエ・ボルカールトによる展覧会

4月30日よりフランダース地方で初めて、「フランダースの犬」の展覧会が開催されます。

イギリス人作家ウィーダの19世紀の物語「フランダースの犬」の本は、これまでに1億冊以上も印刷されています。この物語は46年もの間、日本の雑誌で発行され続けてきました。ハリウッドでは5回も映画化され、日本では大人気のアニメ・シリーズともなりました。

日本で1975年にTVシリーズとして放映されたアニメ作品（日本アニメーション制作）と、映画作品からの未公開映像や、挿絵付きの日本語・英語版出版物が、この展覧会の中心となっています。

ファビオラ王妃ホールは、アントワープの大聖堂から徒歩10分。その祭壇

画「キリストの降架」の前でネロとパトラッシュは、永い眠りにつくのです。ルーベンス・ハウスは会場から約500メートルの距離です。

### 展示会場についてのご案内

期間：2010年4月30日より8月29日

開場時間 10:00 ~ 17:00 休館日：月曜日

車椅子の方も入場できます。

入場料：2ユーロ 団体割引有り（事前申込が必要）

展示の解説には日本語訳があります。

info@kfz.provant.be | www.provant.be |

www.dogofflanders.be

ファビオラ王妃ホール

Jezusstraat 28, 2000 Antwerp

鉄道：アントワープ中央駅下車

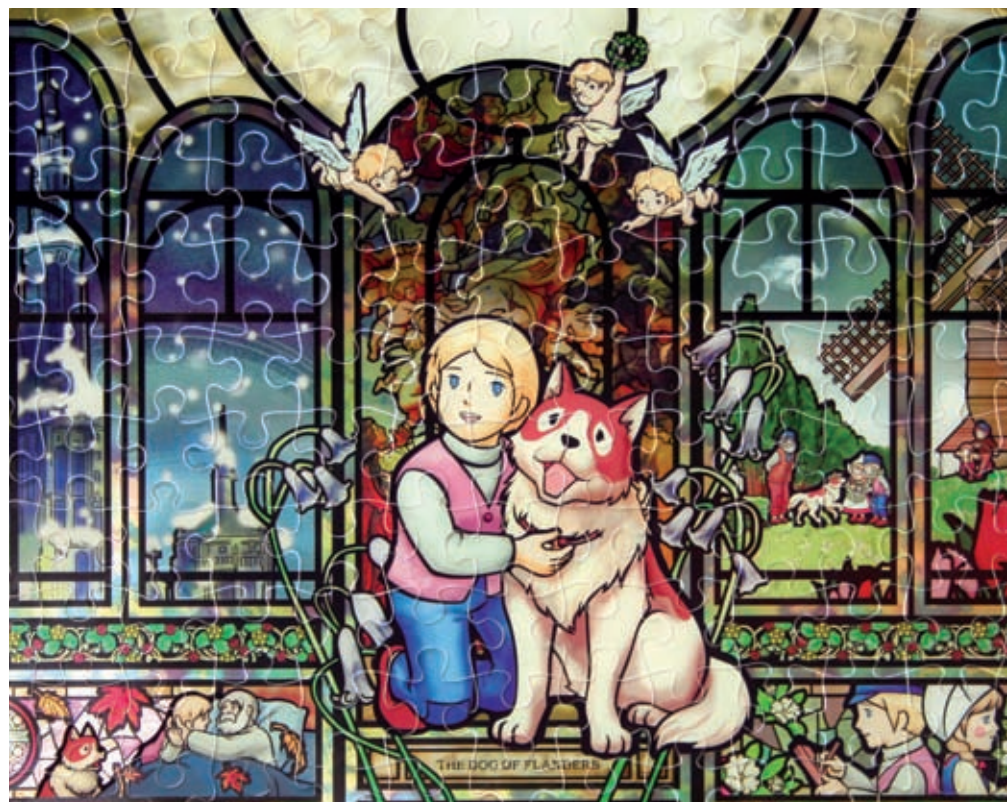
バス 市バス：1番、19番、23番

停留所：オペラ

都市間バス：停留所：ルーズベルト広場

路面電車：10番、11番 停留所：ルーズベルト広場

2番、3番、5番、15番、24番 停留所：オペラ



## news from the members

## HAIKU HERMAN HITS THE SHOPS



Herman Van Rompuy, the former Belgian Prime Minister now presiding over the European Council, showed on Thursday 15<sup>th</sup> April his European credentials by publishing a book in Dutch, French, German, English and Latin.

But the inspiration for the book is Japanese. Van Rompuy is a practitioner of the art of haiku, the spare poetic form consisting of three lines totaling 17 syllables, which he has

been posting on his blog since 2004. It all began, he explains, as a meeting of the “eternal coincidence which decides everything.”

After being introduced to the form by Bart Mesotten, sometimes known as Flanders’ Father of Haiku, Van Rompuy was hooked. “Since then I haven’t stopped,” he writes. “Not out of any obsession or passionate drive, but with desire all the same.”

The publication of the book, titled simply Haiku, caused a wave of interest

among the international press, not to mention the Japanese Ambassador to Belgium, who was present at a signing. Van Rompuy’s fondness for haiku is well known in the Land of the Rising Sun, where his talents are greatly appreciated. A Japanese translation of the book is expected to follow shortly.

*In de sloot paren  
de padden zich drijftig  
de lenteleven in*

*In the ditch, a pair  
of copulating toads drift  
into spring's new life*

Source: Flanders Today - 21 April 2010

## UMICORE TO INVEST 60 MILLION EURO FOR EXPANSION IN LITHIUM-ION BATTERY MATERIALS

Umicore today announced plans to invest a total of approximately 60 million euro in increasing its capacities and capabilities for the production of new generation cathode materials for lithium-ion rechargeable batteries. The investments will involve an increase in production capacity at Umicore’s existing operations in Cheonan (South Korea) and Jiangmen (China) and the construction of a greenfield production site and technical centre in Japan.

Umicore’s investments will be focused on the further development and production of nickel-manganese-cobalt (NMC) type cathode materials and will result in Umicore’s yearly production capacity for NMCs increasing more than threefold by 2013.

Commenting on the investments Umicore CEO Marc Grynberg said: “Demand for lithium ion batteries is set to surge in the coming years. We see strong signals that nickel manganese cobalt compounds will be a major cathode chemistry for key applications such as notebook PCs and batteries for hybrid and electric vehicles. The announced investments will further cement Umicore’s position as a leading global cathode materials producer and will further strengthen our global customer offering. The establishment of a bridgehead in Japan will improve Umicore’s ability to serve its Japanese customers and this local presence will also support the development of Umicore’s closed-loop business for the recycling of rechargeable batteries, particularly those used in the automotive sector. With this investment Umicore is demonstrating its commitment towards its customers in the lithium-ion battery sector.”

The investment in Japan will enable Umicore to develop a vital production presence in Japan. The new operation will be situated in Kansai area (Western Japan), and will focus initially on the development and production of NMC materials. The investment will also incorporate a new application laboratory

for the testing and validation of materials for customers. The laboratory will be capable of full cell production for testing purposes. The new facility is expected to begin qualifying with customers and ramping up production in 2011.

**For more information**

Investor Relations: Mr Geoffroy Raskin

+32 2 227 71 47; geoffroy.raskin@umicore.com

Director of Group Communications: Mr Tim Weekes

+32 2 227 73 98; tim.weekes@umicore.com

**Umicore profile**

Umicore is a materials technology group. Its activities are centred on four business areas: Advanced Materials, Precious Metals Products and Catalysts, Precious Metals Services and Zinc Specialties. Each business area is divided into market-focused business units, be it in products that are essential to everyday life or those at the cutting edge of new technological developments.

Umicore focuses on application areas where it knows its expertise in materials science, chemistry and metallurgy can make a real difference. Umicore generates approximately 50% of its revenues and spends approximately 80% of its R&D budget in the area of clean technology, such as emission control catalysts, materials for rechargeable batteries and photovoltaics, fuel cells, and precious metals recycling. Umicore’s overriding goal of sustainable value creation is based on this ambition to develop, produce and recycle materials in a way that fulfills its mission: materials for a better life.

The Umicore Group has industrial operations on all continents and serves a global customer base; it generated a turnover of 6.9 billion euro (1.7 billion euro excluding metal) in 2009 and currently employs some 13,700 people.

Source: Umicore HQ

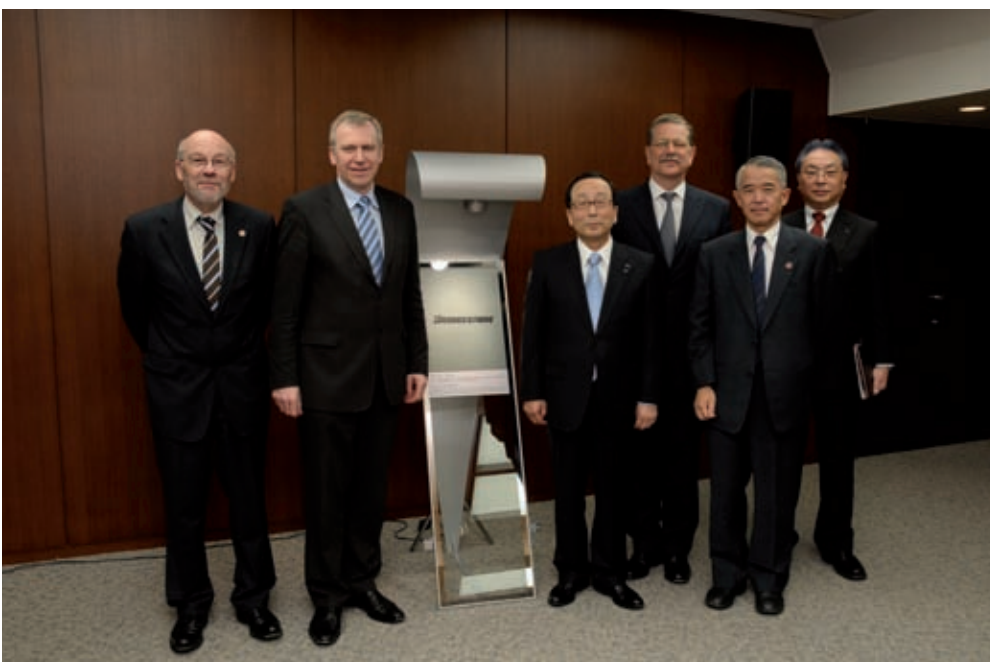
## news from the members

**BRIDGESTONE REALIGNS STEEL CORD BUSINESS****-ANNOUNCES SALE OF TIRE CORD MANUFACTURING SUBSIDIARIES IN SARDINIA, ITALY AND HUIZHOU, CHINA TO BEKAERT-**

Tokyo (1 February 2010) - Bridgestone Corporation ("Bridgestone") today announced that on January 31, 2010 it entered into a definitive agreement to sell 100% of the shares of its Italian and Chinese steel cord manufacturing subsidiaries to Belgian-based NV Bekaert SA ("Bekaert"). The manufacturing subsidiaries to be sold are Bridgestone Metalpha Italia S.p.A. (BMI) and Bridgestone (Huizhou) Steel Cord Co., LTD. (BSSH). As part of this transaction, Bridgestone has entered into a long-term tire cord supply agreement with Bekaert, which will

since many years. In addition to an existing steel cord supply arrangement between the two companies, Bridgestone and Bekaert in the past participated in a joint venture which developed and manufactured steel cord. The new agreement will lead to an enhanced relationship between the companies and is expected to contribute to an even more prosperous future for both.

The Bridgestone Group is continuously evaluating ways to optimize its resources and integrate and expand its business



Picture of the meeting at the Bridgestone Headquarters on 8 April 2010:

from left to right: Mr Johan Maricou, Belgian Ambassador to Japan, Mr Yves Leterme, Prime Minister of Belgium, Mr Shoshi Arakawa, CEO and President of Bridgestone, Mr Bert De Graeve, CEO of Bekaert, Mr Jun Yokota, Ambassador of Japan to Belgium, Mr Masaaki Tsuya, Vice President and Senior Officer of Bridgestone

ensure a stable supply of quality cord and will enhance the on-going relationship of two companies which are leaders in their respective industries. The parties will complete the transactions once all applicable governmental and regulatory approvals are received.

The Bridgestone group is one of the most vertically integrated companies in the tire industry, internally producing many of the raw and intermediate materials used in the development and manufacturing of its strategic tire products. Prior to the announced sale, it operated seven steel cord plants around the world\*, supplying that intermediate material to the Group's tire manufacturing facilities.

This agreement will allow Bridgestone to further increase its focus on developing innovative materials for use in the company's strategic tire products within a more streamlined operation, all while securing a stable supply of standard steel cord specifications from an external supplier with whom it has a strong relationship.

Bekaert has been a key supplier of steel cord to Bridgestone

domains through the implementation of its clear, long-term strategy.

*\* In U.S.A, Italy, Thailand, Huizhou and Shenyang in China, Kuroiso and Saga in Japan*

Please see below for more details of BMI, BSSH and Bekaert.

**BMI**

**Company name** Bridgestone Metalpha Italia S.p.A.

**Location** Cagliari, Sardinia, Italy

**Representative** Masami Kikuchi

**Start of Operations** 1996

**Capital** 30.4 M EUR (wholly owned by Bridgestone Corporation)

**Number of Employees** 270 (As of the end of December, 2009)

**Production capacity** Approximately 27,000 tons/year

BMI has been the primary supplier of steel cord to Bridgestone plants in Europe since 1996. As a plant that produces steel cord manufactured to standard specifications, its sale to

## news from the members

Bekaert fits within Bridgestone's long-range strategy to concentrate on those materials which can further enhance the development and manufacture of strategic tire products.

**BSSH**

**Company name** Bridgestone (Huizhou) Steel Cord Co., LTD.

**Location** Huizhou, Guangdong, People's republic of China

**Representative** Koji Matsuoka

**Start of Operations** 2007

**Capital** 479 M CNY (wholly owned by Bridgestone Corporation)

**Number of Employees** 161 (As of the end of December, 2009)

**Production capacity** Approximately 13,000 tons/year

BSSH is one of two Bridgestone-owned steel cord plants in China. Concentrating its production at one plant in Shenyang will allow Bridgestone to streamline its steel cord business, making it more competitive and enabling it to better by focus

on the innovative steel cord used in its strategic tire products.

**Bekaert**

Bekaert ([www.bekaert.com](http://www.bekaert.com)) is a global technological leader in its two core competencies: advanced metal transformation and advanced materials and coatings, and a market leader in drawn wire products and applications. Bekaert (Euronext Brussels: BEKB) is a global company with headquarters in Belgium, employing 23,000 people worldwide. Serving customers in 120 countries, Bekaert pursues sustainable profitable growth in all its activities and generates annual combined sales of € 4 billion. Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

**25 FEBRUARY 2010 - ISO 13485:2003 CERTIFICATION IN JAPAN**

Eurogentec branch in Japan receives ISO 13485:2003 certification for the production and sales of In Vitro Diagnostic (IVD) GMP oligonucleotides

Liège, Belgium - February 25, 2010. Eurogentec S.A. ("Eurogentec") announced today that Nippon EGT, a member of the Eurogentec group in Japan, recently received ISO13485:2003 certification for the production and sales of In Vitro Diagnostic (IVD) GMP-grade oligonucleotides.

ISO13485 is recognized as the global standard for quality management systems relating to the design, development, production, installation and servicing of medical devices.

"Nippon EGT supplies molecular diagnostics manufacturers and clinical testing laboratories with highly reliable and traceable IVD oligonucleotides which are controlled by the rigorous quality management system based on ISO13485," said Dr. Yuko Yoneda, President of Nippon EGT. "Nippon EGT aims to be a leading supplier of IVD oligonucleotides in Japanese and Asian molecular diagnostics markets."

"The Japanese ISO13485 certification completes yet another important milestone in Eurogentec's strategy to further grow our presence in the global molecular diagnostics markets as a preferred supplier of IVD GMP assay components," says Dr. Peter Haima, Eurogentec's Director for Diagnostic Services. "This rigorous medical device quality system certification provides added assurance to our clients in Asia that Eurogentec has established highly reliable, effective and reproducible processes for manufacturing of oligonucleotides used in molecular diagnostic devices and Lab Developed Tests (LDTs). In June this year we also plan to complete ISO13485 certification for our GMP/QSR compliant clean room oligo production facility in North America'. With three fully harmonized ISO13485-certified facilities in Europe, North America and Japan we are able to offer our diagnostic clients uninterrupted supply of Diagnostic GMP oligos."

**About Eurogentec**

Eurogentec is a leading global supplier of innovative reagents, kits, specialty products and custom services to scientists in the life science, biotechnology,

pharmaceutical and diagnostic markets. Eurogentec S.A. provides a wide range of expertise in small- and large-scale DNA, RNA, peptide synthesis and antibody supply. Eurogentec is also an experienced Contract Manufacturing organization (CMO), operating a state-of-the-art GMP/QSR compliant and ISO13485:2003 certified oligonucleotide manufacturing facility in Belgium. The Belgium manufacturing facility for IVD oligos is complemented by additional production facilities in North America and Japan. The North American facility is on schedule to be ISO13485 certified and fully GMP/QSR compliant by June 2010. Eurogentec is also an experienced Contract Manufacturing Organization (CMO) for Biopharmaceuticals, operating a full-service, state-of-the-art GMP facility in Belgium.

**Contact information**

Dr. Peter Haima

Tel.: +32 (0)4 372 76 35

Fax: +32 (0)4 372 75 00

e-mail: [p.haima@eurogentec.com](mailto:p.haima@eurogentec.com)

Source : [www.eurogentec.com](http://www.eurogentec.com)

## news from the members

# KONICA MINOLTA CONTRIBUTES TO CO<sub>2</sub> CUT DOWN BY INSTALLING PHOTOVOLTAIC SYSTEM TO THE BELGIAN SUBSIDIARY

コニカミノルタのベルギー販売会社 社屋への太陽光発電設備導入により CO<sub>2</sub> 削減に寄与

Tokyo (March 30, 2010) – Konica Minolta Business Solutions (Belgium) N.V./S.A. (Konica Minolta Belgium) located in Zaventem, Belgium, the Belgian office equipment sales subsidiary of Konica Minolta Business Technologies, Inc. (Konica Minolta BT), has installed a photovoltaic power generation system to its office buildings.

2010 年 3 月 30 日 – コニカミノルタビジネステクノロジー株式会社（本社：東京都千代田区 社長：木谷 彰男 以下コニカミノルタ BT）傘下の欧州ベルギー王国における情報機器販売子会社である Konica Minolta Business Solutions (Belgium) N.V./S.A.（コニカミノルタ ビジネスソリューションズ ベルギー 本社：Zaventem, Belgium、社長：本 正彦 以下コニカミノルタベルギー）は、社屋へ太陽光発電設備を導入いたしました。

The EU countries are aggressively promoting introduction of the environmentally sound solar and wind power generations. Among the EU countries, the Belgian government recently adopted photovoltaic promotion measures, so that even though the total area is merely about 30,000 kilo square meters, the total photovoltaic capacity is fifth and per capita is forth within EU.

In Flanders region, where Konica Minolta Belgium is located, regional government agency is also actively promoting measures to increase photovoltaics such as establishing Green Certificate. Konica Minolta Belgium has also been certified as an enterprise generating renewable energy source – solar power. The company will be able to sell solar energy generated on holidays and contribute to the penetration of the natural energy.

EU 各国では、環境に配慮した太陽光発電や風力発電の導入を積極的に展開しています。その中で、近年ベルギーでも政府による積極的な太陽光発電促進政策が採られ、約 3 万 km<sup>2</sup> ほどの国土面積にもかかわらず、太陽光発電の総設備容量で EU 域内 5 位、一人当たりでも 4 位と上位に位置しています。

コニカミノルタベルギーの所在するフランダース地域においても、地域政府機関がグリーン認証制度（GreenCertificate）を制定するなど、具体的な導入振興策を実施しており、この度 コニカミノルタベルギーも再生可能エネルギー源である太陽光によって発電を行う事業者として認証を受けました。これにより、休日に発電した電力を地域の電力会社へ売却することも可能になり、自然エネルギーの普及にも貢献いたします。

The newly installed photovoltaic system is the first among the office equipment companies within Belgium. The system mounted fully onto the flat roof top annually generates 115 Megawatt-hour, which contributes to decrease in CO<sub>2</sub>

emission by 46 tons per year. This is equivalent to 25 per cent of all the energy demand of the company's office buildings, and the new showroom, demonstrating the digital multi-functional peripherals featuring state-of-the-art energy conservation technologies, will be solely operated by the photovoltaics.

Konica Minolta Group including Konica Minolta BT considers global environmental



protection as backbone of the corporate management and is making efforts in reducing environmental impact from time to time. As the severity of environmental problems accelerates, it became essential to manage environmental issues from a long-term perspective. With this understanding, Konica Minolta formulated Eco Vision 2050 for a sustainable Earth and society as its goal, and Medium-Term Environmental Plan 2015 as a milestone marker toward the goals outlined in its Eco Vision 2050. In Eco Vision 2050, Konica Minolta set the target of reducing CO<sub>2</sub> emissions by 80 percent from fiscal 2005 levels throughout products life cycles by 2050.

Konica Minolta BT will endeavor to further reduce environmental impacts by promoting environmental measures in all of its business activities - development, production, marketing and sales.

今回導入いたしました太陽光発電設備は、事務機器関係の企業の社屋ビルへの設置としてはベルギー国内で初めてとなります。

太陽光発電設備はコニカミノルタベルギーの社屋屋根全面に設置され、これによる年間発電量は 115 メガ Wh、CO<sub>2</sub> 排出削減量は年間 46 トンになります。この発電量でオフィス内全体の 25% の電力を賄うことができ、省エネ性能の高いデジタル複合機製品群を展示するショールームの運営には、全て太陽光によって発電された電力が充てられます。

コニカミノルタ BT を始めとして、コニカミノルタグループでは地球環境保全を企業経営の根幹と位置づけ、環境負荷の低減に努めています。また環境問題が加速度的に深刻化しているなか、長期的視野で環境保全に取り組むことが不可欠と考えます。そこで 2009 年 1 月に持続可能な地球・社会の実現を目指した「エコビジョン 2050」と、その実現に向けたマイルストーンである「中期環境計画 2015」を策定しました。「エコビジョン 2050」では、「製品ライフサイクルにおける CO<sub>2</sub> 排出量を 2050 年までに 2005 年度比で 80% 削減する」という目標を掲げています。

コニカミノルタ BT は、開発・生産・販売などあらゆる事業活動での環境対応施策を実施し、環境負荷の更なる低減に努めてまいります。

Source: [www.konicaminolta.com](http://www.konicaminolta.com)

## ARTICLE

# Encounters with passion: Belgians and Japan

By Anja Oto-Kellens, Executive Director of the Belgium-Japan Association & Chamber of Commerce

Life is short - too short to live without passion and beauty.



Nihonbashi past & present

Mishima past & present

Totsuka past & present

Hara past & present

*Perceptions of beauty are largely relative to time and place. But some do stretch nations, cultures and time. This is where this story starts – my life road being crossed by numerous people with a passion for Japan and with a desire and a need to share the beauty of it.*

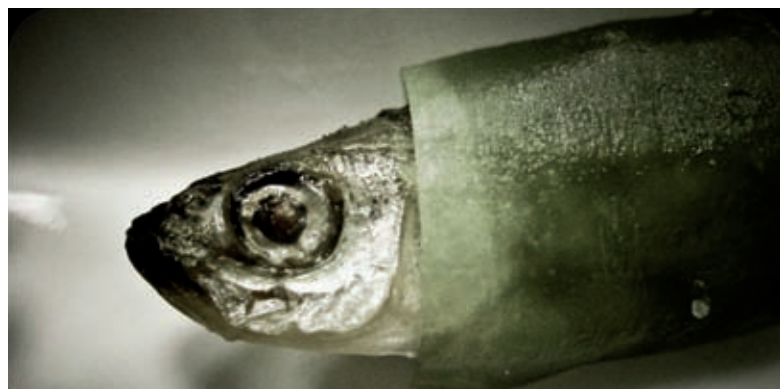
The eyes – how can one explain what starts with one blink of the eye into a travel project of years in the deepest sense of the word? A woodblock print seen, purchased and traced back – the great Japanese painter and printmaker Ando Hiroshige (1797 – 1858). Questions haunting Belgian film director, Luc Cuyvers, were indefinite. Where does the imagery in the art work come from, what does it mean, why is the mountain Fuji there and what are the people doing in the picture – where are they going to? A picture about a place on a 250 kilometer road - one picture of a collection of 53 official stations at the Tokaido. An old road... which still exists! The heart beat instantly grows stronger and the blood pumping. Do the pictures of then still resemble the reality of the now?

Anno 2008-2009, the scenery of nature had been taken over by views of buildings – sometimes very ugly, non-esthetically justified concrete creations that impose a clouded coverage. However the people seem – as in the old pictures – a constant to embrace life past and future. A distinct insight in the history and the behavior of the depicted clarifies that sights and sounds might change but the ceaseless activity of an industrious nation does not stop. Time is given, also now, to the passer-by and the traveler – in a way it soothes the soul and journeys are stretched beyond Tokyo-Kyoto. This unique documentary series takes you on the road well travelled in olden days – the Tokaido and reaches out to many Belgians of finding the old Japan(ese) in the new – or at least what is left. And the outreach is not only to Belgians, but the program will

be broadcasted on TV as well in other countries over Europe, starting with Portugal after summer. That is...if money is found in the pockets of the visionaries of this time, assisting the further broadcasting.

A journey that began even before 2006 and leads up to now. A travel that inspires others.

One story, one scene in the series gives an idea of the food the old traveler would have tasted on this road. Upon hearing the words ‘Japanese cuisine’ one would quickly stop at sushi and sashimi. But the world of yuzu, artisanal soya and miso, together with dashi bouillon and ponzu sauces enticed 2 chef cooks of a beautiful and romantic – Western - restaurant in Kruikebe (East-Flanders Province), Didier Garnich and Kris De Roy. For the passion of exquisite tastes, they left in February for a culinary training at the renowned Hattori School in Tokyo to polish their Japanese cooking techniques to make tempura, teriyaki and sushi among many others. The fish market of Tsukiji was an eye-opener (nevermind the harsh regulations of obtaining a filming permission for this location!).



© Sam Asaert Photography

To have the complete immersion into the world of Japanese food, they even had an intensive workshop of ikebana for a better understanding in movement techniques. What was there to discover in the culinary world of Japan that looked so mysterious and would benefit their skills left them with a feeling there is still so much to discover.



© Sam Asaert Photography



© Sam Asaert Photography

The impressions of Tokyo they brought back to their restaurant were served at (only?!) 5 evenings in March and April – and personally I was blown away by the heavenly delight I tasted over and over again with each dish – a feast for the eye and a perfect marriage of a Western creative cuisine with Japanese ingredients and techniques. One would like to start growing yuzu in the back garden after this delicious experience.

And talking of a garden, two other Belgians, Ghislain & Celestina Konings, reminded me of passion again and the Latin source verb 'patior'; to suffer or to endure. Facilitating life from a seed - endurance and determination are a gift for any gardener, together with patience. Understanding Japanese gardens require an even greater love for the subject – especially when it stretches to 20 are (2000 square metres) of which 6 are occupied by a Shindo garden (containing no less than 45 different Japanese symbols!), a bonsai garden taking up 4 are and the Japanese flower garden 10 are. The Shindo garden currently exists of three important parts: at the entrance a Karesansui

garden with a lot of Japanese symbols such as the stone water, turtles, a sosu, the path of life, a Kamakura-Buddha statue, yin and yang islands and a stone bridge with guards. Around the tea house there is a Chaniwa garden with a tsukubai, a tea terrace, a lot of moss and green hills, a symbol fountain, a heavenly body corner, an alpine area with a hill of life with source. A torii leads you to a bonsai street with stone bonsai tables. Every bonsai has a zen message, leading further on to the unique last part of the garden offering you beautiful Japanese flowers, tucked away behind a Japanese landscape with a Japanese house (how beautiful can a garden shed turn out to be!), a mountain river and an iris pond with cave. And between the tons of rocks you can find an idyllic Japanese sitting area. Nevermind that the mountain river contains 38 tons of rock – all put with eager determination one by one, manually by the lady of the house.



I do not want to exaggerate my surprise by the beauty of this perfectly maintained Japanese garden and the fact that the owners have not been to Japan themselves yet. What one can imagine and create with an open heart and full of passion is beyond belief.

The last two months these people have crossed my path (again) – some for the first time, but not the last. I wanted to share this story, as this is a vital bridge between our countries – perhaps something small, but intensely beautiful stretching bonds and increasing happiness.

For the visionary, the passionate and the interested:

**[www.tokaido.be](http://www.tokaido.be)**  
**[www.hofkevanbazel.com](http://www.hofkevanbazel.com)**  
**[www.shindotuinen.be](http://www.shindotuinen.be)**

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

#### Corporate Member

##### Wijngaard Natie TPI

Wijngaard Natie N.V., founded in 1864, is an independent private group of companies, offering integrated services for cargo handling and distribution including stevedoring, storage, warehousing, maritime packaging, CFS activities, project cargo, transportation and logistics.

Located in the port of Antwerp our company offers a total capacity of ca. 120.000sqm of covered warehouse space, and a deep-sea terminal with all-weather facilities of 300.000sqm. The activities are performed with the greatest care for safety, health and environment, in accordance with industry requirements.

Wijngaard Natie N.V. is specialized in the supply chain for the chemical-, pharmaceutical-, steel-, and food industry.

Through the years a lot of Japanese customers trusted their logistics activities to our organization, and in that sense BJA is an interesting organization to further develop our relations with the Japanese culture and business world.



Transcontinentaalweg 6, 2030 Antwerp

Tel: +32 (0)3 545 02 05

[mnijssen@wijngaardnatie.be](mailto:mnijssen@wijngaardnatie.be)

[www.wijngaardnatie.com](http://www.wijngaardnatie.com)

BJA Contact: Mr Marc Nijssen, General Manager

BJA Contact: Mr Peter Van den Eynde, President

#### Individual Members

##### Couple members

Mr & Mrs F. Hanneuse-Saito

Mr & Mrs L. Meganck

##### Regular members

Mr K. Agolli

Mr J-L. Deladriere

Mr P. Goossens

Mr C. Motmans

##### Student members

Mr C. Kersten

Ms V. Maus de Rolley

Mr A. Sagar

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

**AGC**

**BLONDÉ**



**Deloitte.**



**HONDA**

**Linklaters**

*Optifin n.v.*



**TOYOTA**



# **126** WEATHERPROOF SEALS- BECAUSE THE BEST IS WORTH PROTECTING!

The PENTAX K-7 delivers power and performance like no other digital SLR.

High speed  
continuous shooting  
at 5.2 fps

Pentaprism viewfinder with  
100% field of view and  
92% magnification

14.6 megapixels,  
low noise, CMOS  
sensor

High speed  
continuous shooting  
at 5.2 fps

Super large 3"  
LCD screen with  
920,000 dots  
and Live View  
with direct AF  
on still and video

30 fps HD  
video capture  
with stereo  
output for  
external  
microphone

Durable, weather  
resistant body -  
smallest in its class

PENTAX-patented Shake  
Reduction system with  
supersonic dust removal

77-segment  
multi-pattern metering

High durability shut  
with speeds to 1/8000 sec.



Camera shown with PENTAX-AD 15-55mm f3.5-5.6 AL WR

# **K-7**

[www.PENTAX.be](http://www.PENTAX.be)

# **PENTAX**

# YAMAGATA EUROPE

## TRANSLATING KNOWLEDGE

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.

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

Please feel free to contact us to discover the best solution for your documentation needs.

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

[www.qa-distiller.com](http://www.qa-distiller.com)

[info@yamagata-europe.com](mailto:info@yamagata-europe.com)

32.9.245.48.31