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TRADE FLOWS & CULTURAL NEWS Number 127 - June 2021



Let's go get it!

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EDITORIAL

By Mrs Valérie Amand, Europe CFO -
Toshiba Global Commerce Solutions (TGCS)
& BJA EU Committee Member



Background – Japan’s situation

Japan was already struggling with low economic growth before the crisis and now Japan is facing a severe decrease in domestic consumption. Exports have also fallen sharply as global trade is hit by the pandemic. That shouldn’t be a surprise: no one escaped the reach of the pandemic, and even if there weren’t strict lockdowns put in place, people generally stayed indoors and didn’t spend money. Still, now is the time to look to the future and to the possibility of a rebound. Japan is likely to do better than other economies according to some analysts.

Toshiba Global Commerce Solutions Europe

Toshiba Global Commerce Solutions is a global market share leader in retail store technology and retail’s first choice for integrated in-store solutions. Together with a global team of dedicated business partners in Japan, in Europe, in the USA, we achieve great commerce by advancing the future of retail with innovative commerce solutions that enhance customer engagement, transform the in-store experience, and accelerate the digital transformation. Last year was one of the most challenging years in recent memory for retailers (the Toshiba Global business suffered from the COVID-19 effects while in Europe, it has been mitigated by the increase of investments of the top player food retailers), yet it’s been amazing to see how many rose to the challenge of serving their communities under adverse conditions....it’s not only about bringing new technology to the market; it’s about enabling retailers and the industry as a whole to thrive — becoming more resilient today, while pursuing a clear path toward a frictionless future.

Online Shopping and Robot Deliveries

In late 2002, the SARS outbreak led to a tremendous growth of both business-to-business and business-to-consumer online marketplace platforms. Similarly, COVID-19 has transformed online shopping from a nice-to-have to a must-have around the world and especially in Europe. Example: Buy online, pick-up in store (BOPIS) is becoming common.

Digital and Contactless Payments

Cash might carry the virus, contactless digital payments, either in the form of cards or e-wallets, are the recommended payment method to avoid the spread of COVID-19. Digital payments enable people to make online purchases and payments of goods, services and even utility payments, as well as to receive stimulus funds faster.

The importance of digital readiness

COVID-19 has demonstrated the importance of digital readiness, which allows business and life to continue as usual – as much as possible – during pandemics. Building the necessary infrastructure to support a digitized world and stay current in the latest technology will be essential for any business or country to remain competitive in a post-COVID-19 world, as well as take a human-centered and inclusive approach to technology governance.

Creating stores that support new lifestyle patterns

In parallel with reviewing the implements and consumables used at conventional stores, as well as the customers and operational flow lines, when opening new stores it is necessary to add new operating policies that match the layout and operation to new lifestyles. Today, TGCS Europe is ready enabling our customers to take the change pursuing the path toward a frictionless future.

“CHANGE IS INEVITABLE, GROWTH IS OPTIONAL” (John C. Maxwell)

DIGITAL- ONLY

BJA TRADE FLOWS &
CULTURAL NEWSLETTER

On 23 March 2021, the BJA Board of Directors gave the attendees of the Annual General Assembly the opportunity to vote on the future publications of the BJA Trade Flows & Cultural Newsletter. 4 choices were given and a decisive majority of 66% opted for a “digital-only” newsletter.

We therefore bid farewell to the printed version of our beloved BJA Trade Flows & Cultural Newsletter in favor of a fully digitalized and environmentally friendly version, with a refreshed layout and even more content, such as articles by our members, interviews, event reports, position papers, Belgium-Japan and EU news, and much more!

We hope you will enjoy this new digital, eco-friendly and at a speed of light fast delivery BJA Trade Flows & Cultural Newsletter.

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BJA Annual General Assembly BJA定例総会

Tuesday, 23 March 2021 – Digital event



Members attending the General Assembly

Prof Declerck introducing the ANA Guest Speakers, Mr Ueda and Mr Schepens

Voting in progress

In accordance with the governmental anti-COVID rules restricting gatherings, the BJA exceptionally organized its Annual General Meeting (AGM) by tele-conference to address the points on the annual agenda. The members were all informed and sent the BJA a majority of proxies to vote in advance. The registered participants received all the necessary information for the procedure and good conduct of the digital AGM.

Prof Gilbert Declerck, Board member of imec International and BJA President, opened the meeting explaining the situation and procedure, followed by Tanguy Van Overstraeten, Partner at Linklaters LLP and BJA Vice-President, who reported on the financial results of 2020. Anja Oto-Kellens, BJA Executive Director, presented the 2021 budget.

The attendees were given the opportunity to vote on the future publications of the Trade Flows and Cultural Newsletter. 4 choices were given and a decisive majority of 66% opted for a “digital-only” newsletter.

Following the voting, the Membership, Executive and Cultural Committee reports for 2020 were presented by Philippe Borremans, International Affairs Manager of Group S and BJA Membership Committee Chair, Tanguy Van Overstraeten, and Koh-ichi Masaki, Head of European Affairs of JMA and BJA Cultural Committee Chair.

Prof Declerck presented the statutory nominations which were then unanimously accepted and approved by the attending members. Prof Declerck concluded the AGM by opening the floor for voting and for Q&A. All the points were approved with an overwhelming majority of votes.

The AGM was followed by a very insightful presentation from All Nippon Airways on *ANA: current situation and perspective*. Keiichi Ueda, General Manager and Station Manager and Vincent Schepens, Manager, Business Development - ANA Brussels Office, shared the experience of ANA Brussels during the past year and the strategy for the years ahead.



BJA Digital Friendship Committee Café

Wednesday, 19 March 2021 - Digital event

A debriefing by Dr Pierre Bonneels, BJA Friendship Committee Chair

Dear BJA Friends

To our delight, two short weeks after the Hina Matsuri (雛祭り), the day of little girls in Japan, the Friendship Committee met at a new cyber cafe. Even though we were hearing that the third wave was coming at us, we were all quite happy to get together. It was a moment worthy of the most beautiful pieces of rakugo (落語). Let me detail the colorful scene we were lucky enough to witness. How can we thank our friends present that day?

It has become an obvious fact that when we connect to a virtual meeting, we anticipate the environment that surrounds our interlocutors. This is the digital magic that allows us to enter the intimacy of a “home” to which we previously had no access. This is one of the new little joys of the pandemic. A first participant appeared on the screen, displaying an inviting and bright smile. Quickly, other members connected.

First observation, our first caller was literally surrounded by countless kokeshis (小芥子). You know, those famous beautiful little Japanese hand-painted wooden dolls. An utterly incredible collection of various sizes and rich colors. By itself, this rarely enjoyed show had already warmly set the mood in our group. If, as the philosopher Jacques

Derrida thought, “friendship is the complex space of the secrets we don’t tell”, it seemed that our webcams were going to prove the contrary. A simple little question, our philosopher will tell us, should we tell everything to a friend? Is it not precisely that we should not have the need to say: “Friendship does not keep silence, it is kept by silence.” Barely present, the alchemy was working, we were close.

In the rhythm of the seasons, in the middle of March, slowly, the cherry trees would remind us of the measure of time. This was the main message that our first participant wanted to convey. That is why, conscientiously fulfilling her duty to participate in our meeting (i.e. to bring an object evoking particular Japanese memories to share with our assembly), the person had brought natural stones that faithfully reproduced the petals of cherry trees (they are called Cherry Blossom stones from Kameoka, Kyoto Prefecture). Indeed, in these times of pandemic, what could be better than to feel close to flowers. They are our springboard to a world of sweetness. They link us to Gaia, our earth which, very humbly, only asks for alliance with us.

The second person had brought a beautiful uchiwa (うちわ). The Japanese fan

that is known to be popular during hot times in Japan. We all understood how much importance could be attached to this representative object of Japanese craftsmanship. With a simple flick of the wrist, depending on its design, a strong identity is displayed. Quickly, many memories emerged in each of us.

Personally, I had brought the first official diploma obtained at Nagasaki Junior College. For the anecdote, when I arrived in this college, only girls were admitted... So, literally, I was under the spell of the archipelago. At the same time, I especially had the opportunity to learn the tea ceremony. This famous sadō (茶道) which, when I was much younger, fanned my chronic incomprehension. Like soothsayers, as my professors had announced, this ceremony with many strict codes, remains one of my best memories as a student.

This was difficult for one of our guests to understand. Between the charms of women and the taste of tea, the choice was made! It seemed obvious to him that these chasen (茶筌) stories must find a much better taste in the chawan (茶碗) of small secret pleasures. This is, in fact, certainly the reason why, his object was the BJA Directory edited in 2013 – celebrating BJA’s 50th anniversary. With the best humor of which he



has the secret, he reminded us, among other stories, that time when one of our eminent members did not have his famous ‘hair underwear’. Indeed, who can remember him without a beard!? And who can also remember that other time when we had the honor to welcome HRH Prince Laurent to our Anniversary Gala, when he conveyed us his love for Italian dishes! Thanks to these stories, we could not stop laughing reminiscing all the good times.

That was without counting on the calm and quiet strength of our professional translator, who had brought us the book Mom (母) by Ayako Miura (三浦綾子). Published in 1992, it is an extremely gripping book that was adapted into a film and a theater play. The story depicts the eventful life Seki Kobayashi (1873-1961) and, of his younger son,

Takiji Kobayashi, a proletarian writer in the theater of the Second World War. We were under the spell of the still too little known riches of Japanese literature.

Our youngest participant, a mathematics student, had brought us a bottle of sake from Hokkaido. This projected us directly to the excellent new year spent with all our members thanks to the partnership of Oh! My Sake. The debate on which bottle had the best design was reignited. Blue, green, white transparent, let’s not forget the tradition! Let’s also not forget to serve us a small glass of nectar from the land of samurais.

Since we were discussing the pleasures of the mouth, it was the perfect time for two new members to present their ob-

jects. A tiny 3D model of a dish of udon (うどん). Suddenly, we were all hungry! As we wanted to leave the screen to go to our kitchen, it was thanks to the support and wisdom of another participant’s intervention that we stopped. This person reminded us, through a paper crane (折鶴), of the importance and symbolism of our shared friendship.

For my part, I was then reminded of what the philosopher Immanuel Kant tells us about friendship, it “requires absolute trust, such trust that the ‘two persons’ must share not only their impressions, but even their ‘secret judgments’.” Friendship as a bare heart: to a true friend, one should be able to tell everything.

Dear friends, I thank you for this wonderful time together.

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EUROPEAN GREEN DEAL

To grand ills grand remedies: watch out for undesirable side effects

By Dr Youssef Ben Soltane, Government and public policy expert - EY

Europe's man-on-the-moon moment

Barely 11 days in office in December 2019, the Commission's President announced the European Green Deal (EGD) as the bloc's "man-on-the-moon-moment". The EGD sets forth a stellar climate neutrality target for the Union by mid-century. Yet the 24-page document reads more like a list of vows to transform the Union into a living demonstration of an impossible equation: prioritising ecology without welfare loss, i.e. decoupling economic growth from environmental harm. Indeed, the announcement remained frustratingly vague on detail while sketching a paradigm shift with grand environmental, legislative, economic, and social schemes.

Transposing such an ambitious growth strategy and climate target into a clear roadmap is still a work in progress. A plethora of new regulations, policy packages, and plans around eight interlinked pillars - summarised in the following figure - are working their way through the Brussels bureaucracy. These include strategies for agriculture, hydrogen, offshore wind energy, sustainable investment, and the circular economy. Nothing less than a paradigm shift of a systemic magnitude, the EGD's effects will be felt across sectors, industries, and economies in Europe and beyond. Businesses with stakes in the single market shall be better prepared for the forthcoming regulatory storm that will stretch far into the future, deep into today's profit models, and way be-

yond Europe's borders.

Serious ambitions, yet falling short on budget

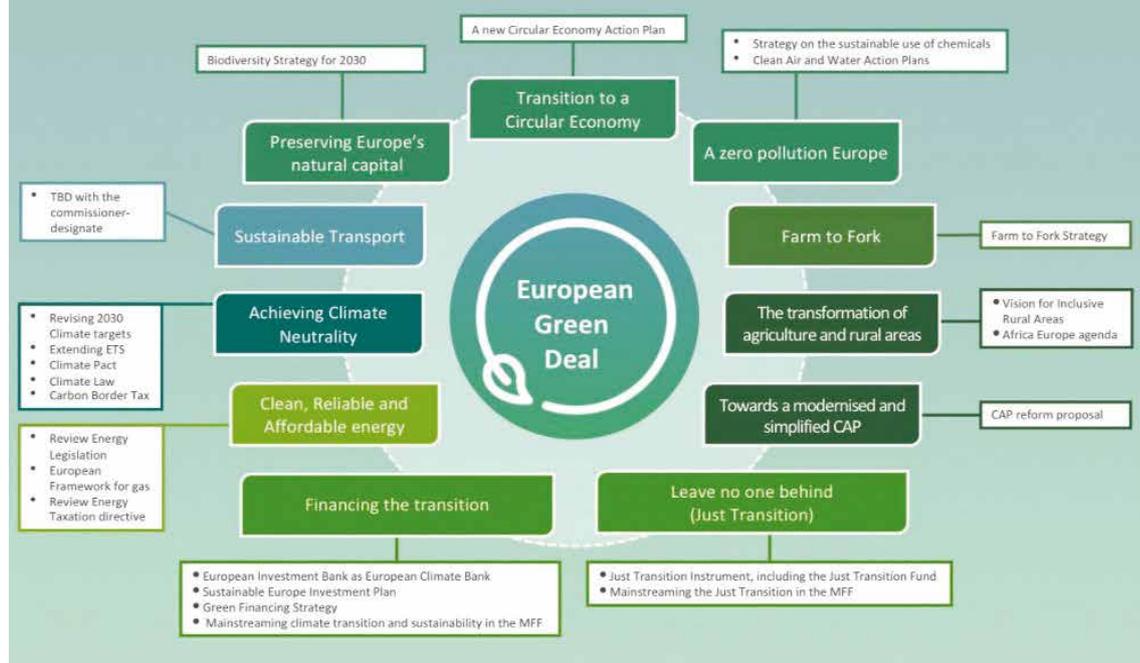
The EGD's centrepiece is the European Climate Law that makes the climate target legally binding to all member states. The climate goals were further emphasised with a tighter target for 2030. As the legislation piece is reaching the final stages of negotiation between EU institutions, a 55% to 60% cut in emissions by the end of the decade will be soon enshrined into law. A fully decarbonized world's second-largest economy in three decades is nothing less than a revolution. The 2030 target is furthermore accelerating the pace for a challenging and costly one, as an additional €260 billion in yearly investment, representing about 1.5% of 2018 GDP, would be needed for it to be achieved.

To this end, a historical €1.1 trillion in the EU budget has been earmarked to finance the green transition over seven years. Yet at least half of the funds are a reallocation of the existing EU budget. Despite the €150 billion mobilizable through the just transition mechanism and 30% climate spending target extending to the €750 billion of COVID19 recovery funds, available funds will fall too short from meeting the heroic investment effort. Private capital will therefore be crucial to fill the gap and taxes shall be levied as well. Accordingly, capital flows shall be geared towards green investments through a newly adopted Taxonomy regulation (TR). Moreover, a set of tariffs on plastic and CO₂

heavy imports are foreseen. More than mere financial mechanisms, the Taxonomy, and carbon border tariffs are in fact external governance tools whereby the EU influences regulatory systems and markets beyond its borders and therefore affirms its role as a global leader on climate.

The EGD's ripple effect is set to reverberate beyond the single market: a foreign policy on its own right

The EU's sustainable Taxonomy Regulation sets a classification system for sustainable assets and activities with specific screening criteria for sectors such as manufacturing, agriculture, construction and real estate, power generation, transport, and ICT. Tied to other regulatory initiatives such as the EU Green Bond Standard and corporate disclosures, the ground-breaking piece of legislation comes with new legal obligations for financial market participants and large companies. In 2022 companies falling under the Non-Financial Reporting Directive (NFRD) will be required to report on their (i) climate change mitigation and (ii) adaptation for the financial year 2021. In 2023 disclosure obligations will extend to all the TR's environmental objectives thus adding ones relating to (iii) sustainable use and protection of water and marine resources, (iv) transition to a circular economy, (v) pollution prevention and control, and (vi) protection and restoration of biodiversity and ecosystems.



Source : The European Compost Network based on the EGD communication

It is noteworthy that the scope of the NFRD is under revision and might extend to all listed companies including SMEs. SMEs which do not fall under the NFRD scope are also encouraged to voluntarily disclose their activities' alignment for easier green financing opportunities access. Adding to a tight timeline, TR-alignment is further challenging as the taxonomy is still a work in progress. When specific metrics and criteria relevant to companies' activities are missing, they will be still required to disclose how and to what extent their activities are aligned with the EU taxonomy. Financial market participants and companies alike are thus encouraged to seek external assurance on their taxonomy-related disclosures.

Strict emission regulations on European industrial activities would simply displace CO₂-heavy ones outside the Union where more permissive regulations apply. Moreover, negative impacts of economy decarbonisation shall be expected on competitiveness. With a stated global emission reduction objective, and an intent to level the playing field, the EU will develop a Carbon Border Adjustment Mechanism (CBAM). Such a unilateral measure amounts to illegal tariffs according to the current WTO rulebook if not equally imposed on domestic products.

A net-zero economy, carbon tariffs, and higher shipping costs would pave the way for profound trading order and global supply chains mutations where-

by multinationals are incentivised to shift to investment-led growth or entrench their home markets.

There will be winners and losers

No one and no place will be left behind. The transition's mantra might reveal true for people and territories. Yet for business, the tone is set for an adapt-or-die game. Carbon-dependent business models are on a highway to redundancy. The Emissions Trading System (ETS) obliges companies operating in the sectors within its scope to buy emissions allowances. As the cap decreases over time, the cost of lagging behind is set to increase exponentially and lower emissions compared to the sectoral benchmark will amount to comparative advantage. Moreover, The TR is set to divert private capital from environmentally hazardous business.

Under the Circular Economy Action Plan, one of the EGD's cornerstones, products will have to comply with minimum recyclability and repairability requirements to extend their lifetime. Product as a Service business model will be also incentivised. Under the zero-pollution action plan, a higher "green tax" is foreseen as well as a take on the shipping and aviation industry. The automotive industry is also on the firing line with new standards of allowed CO₂ emissions. The EU is encouraging the purchase of electric vehicles and the deployment of 1 million charging points by 2025.

Biofuel and hydrogen will be incentiv-

ised as well as a shift to renewable energy sources. The impact assessment accompanying the 2030 climate target plan projects that by 2030 over 80% of electricity should be generated by renewable sources and a major scaleup of the offshore wind industry is foreseen to this end, with a capacity multiplied by 30 times by 2050 and up to €800 billion investment.

The EDG ambitions rely heavily on innovation. For an entirely decarbonised economy to be attained, policies and legal frameworks are yet to be defined, business models yet to be developed, and green technologies yet to be invented. As such, several policies and considerable means are dedicated to R&I within the EGD as one of its main pillars. Consequently, winners will be the front-runner companies investing in innovation and shifting their businesses ahead of policy.

In a COVID19 world where global supply chains have been disrupted, building corporate resilience came about emergency response. In a EGD world, it is about pre-compliance action.



BJA Virtual Forum on Philosophy

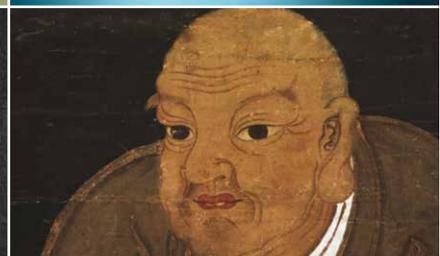
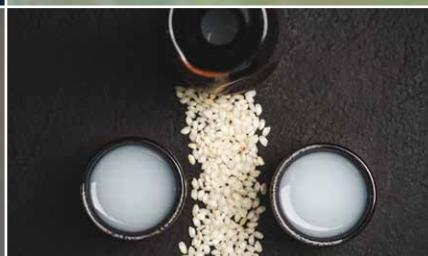
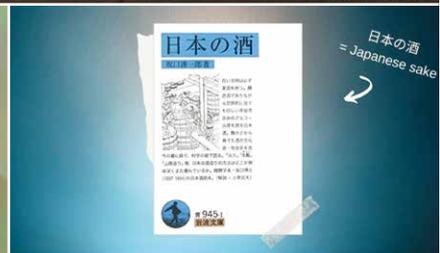
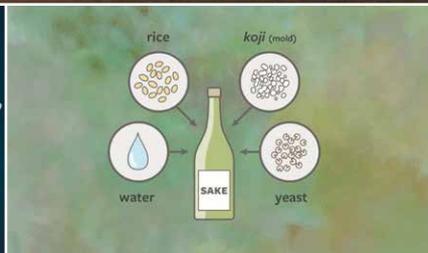
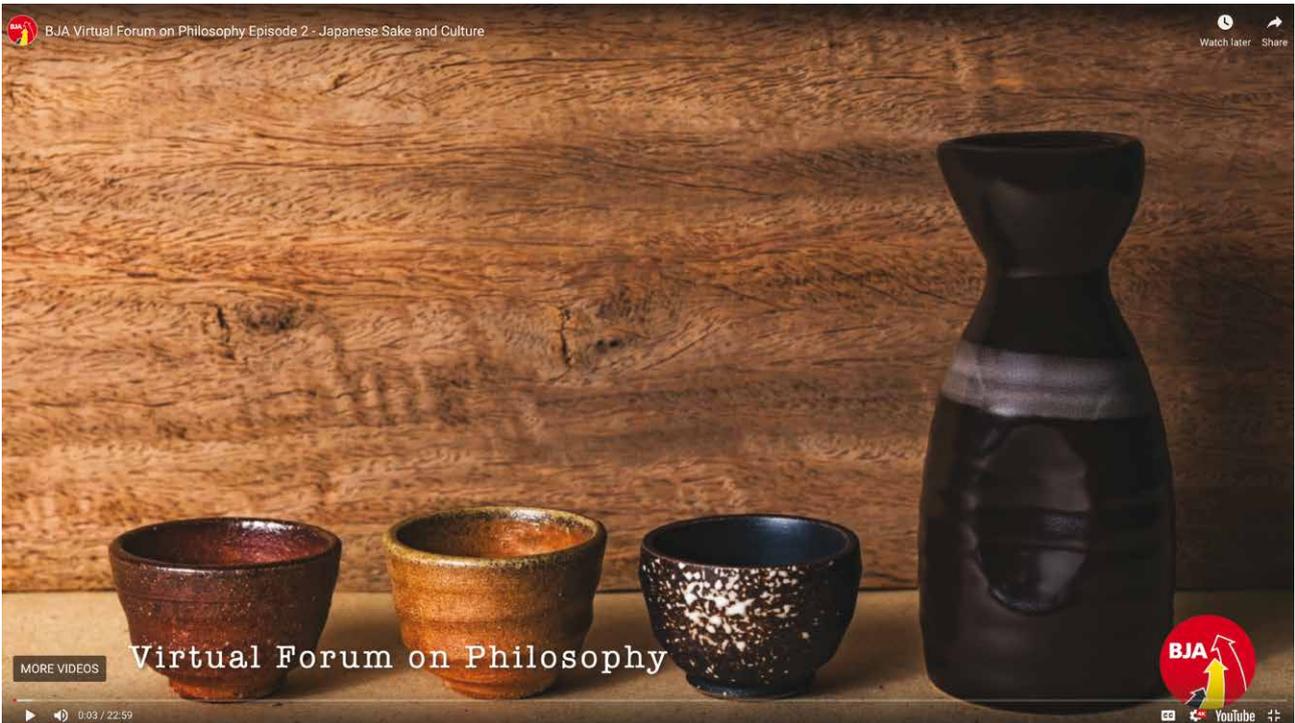


Episode 2 - Japanese Sake and Culture

Dr Takeshi Morisato explores the past, present, and future significance of Japanese sake (nihonshu) in Japanese culture. You can watch the video [here](#) or by clicking the big picture below.

This is the 6th video of the 'BJA Cultural Channel' on YouTube - an initiative devoted to offering cultural activities to the BJA members using dynamic digital platforms.

So please follow, like and share the 'BJA Cultural Channel' - stay tuned, stay connected!



Day of Remembrance in the Japanese Garden of Hasselt 東日本大震災10周年追悼式

Thursday, 11 March 2021 - Hasselt



The speeches were heartfelt.



HE Ambassador Shimokawa praying for all the victims after ringing the Peace Bell.



HE Ambassador Shimokawa, Prof Declerck and Mr Dehollogne planting a pine tree to commemorate the victims.

The President of the Belgium-Japan Association & Chamber of Commerce, together with the Mayor and the Council of Aldermen of the City of Hasselt, cordially invited the members to join in thoughts and hearts in the remembrance of 11 March 2011, the day which, even after 10 years, remains in our memories as the moment the worst of Mother Nature and the best of Human Nature encountered. In accordance with the governmental anti-covid rules restricting gatherings, members were kindly requested not to physically participate in the commemoration.

Together with His Excellency Ambassador Makita Shimokawa, Japanese Ambassador to Belgium, and other officials, we honored the lives lost and held an intimate commemoration at the

Japanese Garden of Hasselt.

After moving speeches by Mr Rik Dehollogne, Alderman of Hasselt, HE Mr Shimokawa Japanese Ambassador in Belgium and Prof. Gilbert Declerck, BJA President, who all stressed the solidarity and strong bonds of friendship between Belgium and Japan, everyone joined together for a minute of silence. HE Ambassador Shimokawa then rang the Peace Bell at the exact moment of the catastrophe, and everyone observed another moment of silence.

The commemoration ended with the planting of a Japanese pine tree, a great symbol of resilience.



STUDIO SKOOP

& the Japanese Film

By W. F. Vande Walle, Professor Emeritus, KU Leuven and BJA Board Member

A New Kind of Film for Ghent

I studied in Ghent between the years 1968 and 1972. This inevitably marks me as what the French call a ‘soixante-huitard’, a product of the cultural and social upheaval that was epitomized in the May Revolt of 1968 in Paris. However, unlike the swinging city it is now, back then Ghent was still a rather sleepy petty bourgeois town, and its university was of rather modest size. The student body was markedly smaller than that of Leuven, as was the number of professors and researchers. In short, I thought it was something of a provincial backwater. I would have preferred to study in Leuven, which seemed much more cosmopolitan and vibrant, but the type of study that I wanted to pursue was not offered there. On paper at least, Ghent seemed to have the best credentials for a student of Far Eastern languages and cultures. Alas, during my first weeks both the city and the study programme turned out to be something of a disappointment. To make matters worse, the number of students in my field was not big, which meant that I had to look for friends in other fields of study, not an easy task if you are not a flamboyant socializer.

Fortunately, brighter perspectives were opening up. The feeling that ‘The times they are a’ changing’ as Bob Dylan sang back then, was infusing the student population with a mood of optimism, echoes of student protest in Leuven and

May ‘68 were resonating in Ghent. These years marked a watershed in the history of Belgium, as they did in the Western world, including Japan. A feeling of expectancy, of something exciting to come was running through the young generation. A wave of social criticism, pacifism, and protest, alternative culture, subculture, in short, of what Theodore Roszak has called “counterculture” was rolling in, and it appealed irresistibly to a vociferous segment of my generation. The economy was enjoying an unprecedented boom, and we were all blissfully unaware of the 1973 oil shock that lay waiting behind the horizon.

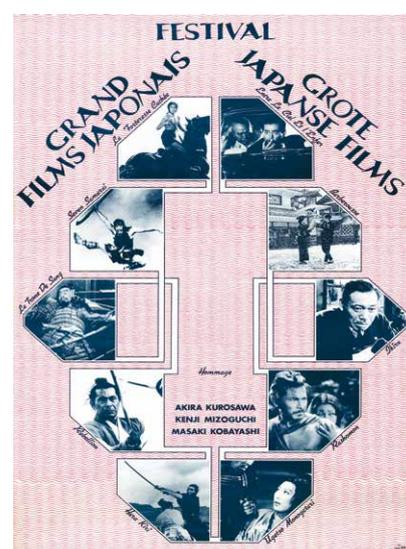
In my perception, these new trends were not the product of the native city-dwellers, but were brought in by outsiders, mainly students, but also quite a number of graduates who were lingering in the city. What Ghent itself had to offer was rather an old-fashioned menu of traditional hidebound culture. The film theatres were the traditional kind of plush cinema palaces, offering the usual fare of mainstream productions (we called them ‘commercial’ films), mainly churned out by Hollywood, besides the occasional French film. Now, a new culture was flowing in from the outside, embraced by a segment of the student population, and some ‘enlightened’ people operating on the periphery of the student community. It was something that transcended the petty-bourgeois conformism that seemed so much a

mark of the city.

One such outsider was Ben Ter Elst. He was an adventurous Dutchman, who had travelled through Europe and Northern America, driven by his almost pathological passion for film. By some coincidence, he ended up in Ghent, where he met a few kindred spirits. It was here that he would turn his passion for film into a more tangible form. His focus was the ‘better film’, the ‘author’s film’, the ‘arthouse film’, world cinema, etc., in short the kind of films for which you normally had to go to Brussels, or even to Paris or Amsterdam.

Direct imports

In September 1970 Ben Ter Elst opened a modest film theatre on the square Van Arteveldeplein (now Sint-Annaplein), which in its haphazard, worn-out and low-key appearance, exuded the ‘alternative’ inspiration of the project. Across the square rose the imposing and looming front of Saint-Anne’s church, crowned by its iconic truncated tower. This brooding silhouette, which looked forever closed and unlit, will always remain associated in my mind with the Ghent-born symbolist writer Maurice Maeterlinck of Nobel Prize fame. Here, the funeral of Maeterlinck’s mother was held in 1911, the very year he received the Nobel Prize for Literature. The famed author’s melancholy attendance at the ceremony has been poignantly described by his friend, the Flemish writer Cyriel Buysse.



Baptized “Studio Skoop,” the theatre catered primarily to the student population, local intellectuals and artists. It was no more than a narrow, deep, tunnel-like room, its walls and ceiling lined with black-painted egg cartons for acoustic purposes, and the floor filled with screeching chairs salvaged from a closed local cinema.

The theatre screened ‘non-commercial’ films that could not be viewed anywhere else in Belgium. This meant that Ben Ter Elst often had to import them directly to Ghent. Circumventing the traditional national distribution system, which was concentrated in Brussels, often entailed a rather adventurous or unusual approach. In the morning he would drive his ramshackle car to Paris, London, Amsterdam or Munich to collect the film copy slated for screening that same evening, while early the next morning he would drive back to return it. Sometimes the already seated audience was requested to be patient because Ben or his proxy had been upheld and would be a bit late to arrive with the copy. Other times they arrived just in time.

Ben used to give a short introduction before the showing of a film, and he would often recount the obstacles he had had to overcome to get the film copy to Ghent. The result of the unconventional routes of procuring copies to Ghent, was that sometimes the subtitles were not in Dutch, but in English or French, but for

the good cause we put up with that inconvenience. After a few years, Ben would start the “Internationaal Filmgebeuren”, an ambitious film festival, which subsequently during the eighties grew into the internationally acclaimed Film Fest Gent that we know today. In addition, he published a mimeographed pamphlet, which he called *Tijdschrift*, written in a direct style, as if he was speaking to his audience, about the programme and the films. He continued to print and publish this homemade publication at a rate of eight issues a year until the end of 1982.

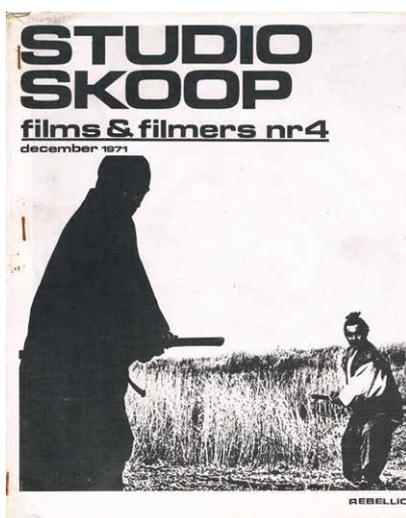
A Passion for Japanese Films

Ben Ter Elst was an aficionado of Japanese cinema. That is by and large the body of films that was produced in the two decades following the end of the Second World War, and that we now consider as the classic Japanese film. It includes a staggering number of masterpieces by great directors who were active in the fifties and sixties, basically before the advent of television.

For an aspiring Japanologist like myself, being able to watch a Japanese film in a Ghent cinema felt like quenching a burning thirst. After all, at that time there was hardly any expression of Japanese culture in Ghent. Offering a view on an aspect of Japanese culture, which had hitherto remained unknown, Studio Skoop presented some of Kurosawa Akira’s masterworks, such as the Seven samurai, which was screened in December

1970, Kobayashi Matsuki’s *Rebellion*, *Death by Hanging* by Ôshima Nagisa in March 1971, and in 1976 Kurosawa’s *Derzu Uzala*, proudly introduced by Ben Ter Elst as the Belgian premiere of the film. Films by Mizoguchi Kenji I saw included *The Crucified Lovers* and *Ugetsu monogatari*. I particularly remember Kobayashi Masaki’s *Harakiri* and *Kwaidan*. The latter film dating from 1965 was Kobayashi’s first colour film, and I remember the profound impression the fairy tale-like, yet grim ghost world depicted in the film, made on me. It was above all Kurosawa whom Ben adulated. He went on to acquire the distribution rights for his films, in the event staging many showings of his work. In the café annexed to the theatre, as well as in the theatre itself he hung huge stills from *The Seven Samurai*. He ‘christened’ his two sons Akira and Kenzô respectively. At one point, he opened a Japanese restaurant with his spouse, which he called ‘Ugetsu monogatari’.

Ben Ter Elst ran Studio Skoop from its beginning in 1970 until 1982. During the seventies, by dint of hard work, courage and enthusiasm, he awoke in the student generation in Flanders a growing appreciation of Japanese film, a trend that admittedly resonated with a wide international development. If at the end of the 1960s only insiders were somewhat familiar with Japanese cinematic production, by the time he handed over the reins over his theatre in 1982, the re-



ception of Japanese film in Europe had largely outgrown the European art-house circuit, just as much as scale of his "Internationaal Filmgebeuren" had outgrown the powers of a single individual. Japanese films were now claiming their

rightful place on the main stage of commercial cinemas as well as of the major festivals. Typically, the Ballad of Narayama (1983) by director Imamura Shōhei won the Palme d'Or at the 1983 Cannes Film Festival, probably as much a tribute to Japanese cinema in general as to this particular film by Imamura.

But back to the seventies. The square Van Arteveldeplein, embracing Maeterlinck's church and Ben Ter Elst's Studio Skoop, one an emblem of a bygone culture, the other of a new one, somehow in my perception have come to symbolise the harmonious transition from the one to the other. Indeed, although Maeterlinck was gradually being forgotten in Flanders, his Blue Bird was and still is living on in Japan, as an evergreen, and the expression "blue bird" has even become a metaphor in the Japanese language. Their neighbourly location next to one another was perhaps after all more than just co-incidence.

Because Studio Skoop had been the receptacle in which I acquired my taste of Japanese cinema, in my mind and that of many filmgoers with me, Japanese film came to be subsumed under the larger category of art-house film and avant-garde, etc. When in the early 1970's I went to study in Japan, one of the many delights I was eagerly looking forward to was Japanese films. Alas, to my disappointment I noticed how little visibility film had in the public domain. The hey-days of the classic film were clearly over. Japan was now dominated by television. The commercial imperative had become so compelling that films by authors had little chance. I remember going to watch l'Empire des sens in a special showing. That film had been made a lot of fuss about in the West, but in Japan very few people seemed to bother. Even if admittedly, this may have been due to its rather extreme subject matter, this low-level appeal was not an isolated case. Films critically acclaimed in the West were often scarcely noticed in Japan. Nowadays, even the number of films critically

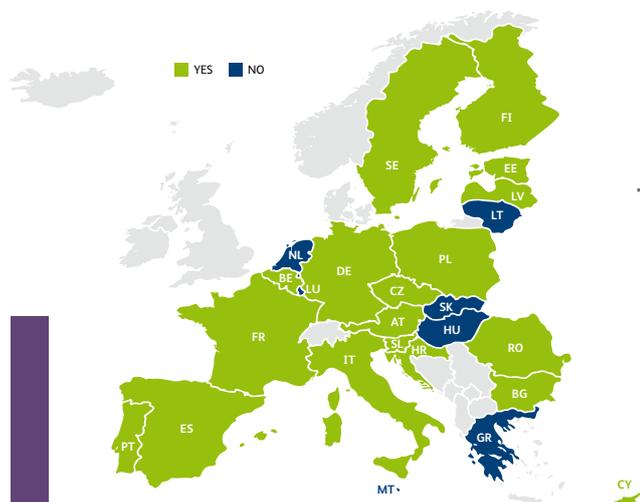
acclaimed in the West has dwindled dramatically.

One day, many years later, I was taking oral examination from students in Japanese Studies in Leuven, when I noticed that the student sitting in front of me had 'Ter Elst' as his family name. I could not resist the temptation to ask him whether he was in any way related to Ben Ter Elst, the man who had once shed some light on my dark days in Ghent. To my astonishment, the young man replied he was his son. And sure enough, I could not resist the temptation to utter a few words of praise about his father's merits. Needless to say, this did not in any way affect the marks I gave him for his performance in the examination (smiley).

W. F. Vande Walle

Note:

Ms Paya Germonprez, the former spouse of Ben Ter Elst, has compiled a book on the colourful and improbable journey of Studio Skoop. She has gathered numerous first-hand testimonies both from persons directly involved in the adventure, including herself, as well as from persons who, although perhaps mere witnesses along the way, found that it had influenced their intellectual or creative formation. The book's title is Skopiumschiivers: de dolle Jaren van Studio Skoop 1970-1982 en het woelige culturele leven in Gent. Samengesteld door Paya Germonprez. Gent: Uitgeverij Snoeck, 2017 (ISBN-nummer: 978-94-6161-430-8; Wettelijk depot: D/2017/0012/79). The book is out of print but a copy can be procured from Ms Germonprez directly (paya.germonprez@gmail.com). I take this opportunity to thank her for providing me with some of the background information used in this tribute, as well as the photographs included here.



IMPLEMENTATION

Are other schemes available to intra-corporate transferees?

In most Member States, an alternative national scheme for intra-corporate transferees is available in addition to the ICT permit. However, the alternative scheme is usually less attractive than the ICT permit due to several reasons, such as the national scheme's complexity, longer processing times or specific conditions that need to be fulfilled. In a few Member States however, the national schemes are used more often due to a restrictive interpretation of the ICT scheme, or because it takes longer to obtain such an ICT permit.

While the world is thriving to strike a balance between public health and economic considerations, Belgium implemented necessary measures to secure continuous movement of goods and people who had essential reasons to travel to and from Belgium. Belgian authorities have implemented policies that have been largely flexible to meet the needs of businesses who were constantly adjusting to new working patterns and quickly changing external circumstances.

The past year has brought many unexpected challenges and profoundly alternated our lives. Travel for leisure and professional reasons has been severely restricted all over the world in an unprecedented way, requiring companies to adjust human resource planning to a completely new reality: assignments got delayed and cancelled, remote work became standard practice, sometimes from a location which is not linked to the entity for which work is performed. These changes implied migration, social security and tax implications which had to be assessed on short notice by authorities and businesses given that none of the actors was prepared for this course of events.

In this context, we have observed a constructive and flexible approach of the Belgian authorities who demonstrated readiness to find flexible and pragmatic solutions. Changed working patterns, mostly, did not have an impact on the tax and social security position of the employees despite the fact that according to normally applicable rules that position should have been alternated.

Furthermore, travel rules have been adjusted allowing Japanese nationals to travel to Belgium. These rules have been amended several times in order to create a framework in which essential business travel would remain possible. Likewise, the quarantine and testing requirements prove a certain level of pragmatism and allow to perform urgent work if this is required by business needs.

Turbulent year for migration: Belgium continues to welcome Japanese businesses and expats

The COVID crisis has also accelerated the digitalization of the application processes for Belgian work and residence authorizations. Moreover, the processing times of the applications have substantially decreased over the course of the last year. Further efforts in this respect, such as the introduction of a digital platform for single permit applications, as well as efficient processing of the applications, will remain decisive factors in the positive evaluation and experience of the business migration processes.

This year, we are expecting a consolidated set of rules with respect to travel to Belgium, aligned with EU framework which will introduce an EU Green Pass that should allow easier travel. Moreover, in coming months Belgium should introduce the ICT (intra-corporate transferee) permit, which will allow ICT permit holders in Belgium to perform work in other EU member states for a limited period of time, without the need to apply for an additional work authorization.

While this ICT-permit offers the advantage of the intra-EU mobility rights, it also requires to consider the interlinks between social security and labour law implications in that set-up. Deloitte recently conducted a study on the implementation of the ICT permit across EU Member States, concluding that the full potential of the ICT permit still has to be discovered by the businesses. In most Member States, an alternative national scheme is available in addition to the ICT permit. However, given current global mobility context which requires more flexibility with respect to reassignment of the work force according to emerging needs and projects, the flexibility offered by the ICT permit to employees posted to the EU from Japan within the same company group, can be an interesting solution. The new study will shortly be published and, as of then, available on Deloitte's website for further insights.

The Belgian migration landscape is expected to be stable in other aspects and continue to build on the existing basis of rules and practices. Deloitte remains in contact with the Belgian government to express its appreciation of the positive developments and flexibility demonstrated during the COVID crisis. At the same time, we continue to convey the expectations of the Japanese businesses present on the Belgian soil. We always remain available for any suggestions and concerns.

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BJA Webinar on the European Union with KU Leuven Professor Steven Van Hecke

BJAウェビナー:「欧州連合」ルーバンカトリック大学教授のSteven Van Hecke氏に聞く

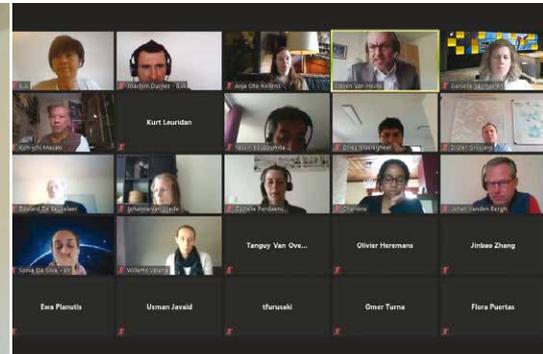
Tuesday, 20 April 2021 - Digital event



Danielle Vermaelen opening the event.



Professor Steven Van Hecke unravelling the EU's complex architecture.



The digital audience listening to the insightful presentation.

Thanks to the generous sponsoring of EY, the BJA invited the members to an insightful webinar on the European Union with Steven Van Hecke, Professor of comparative and EU Politics at the KU Leuven Public Governance Institute and regular commentator on current EU affairs in the Flemish media.

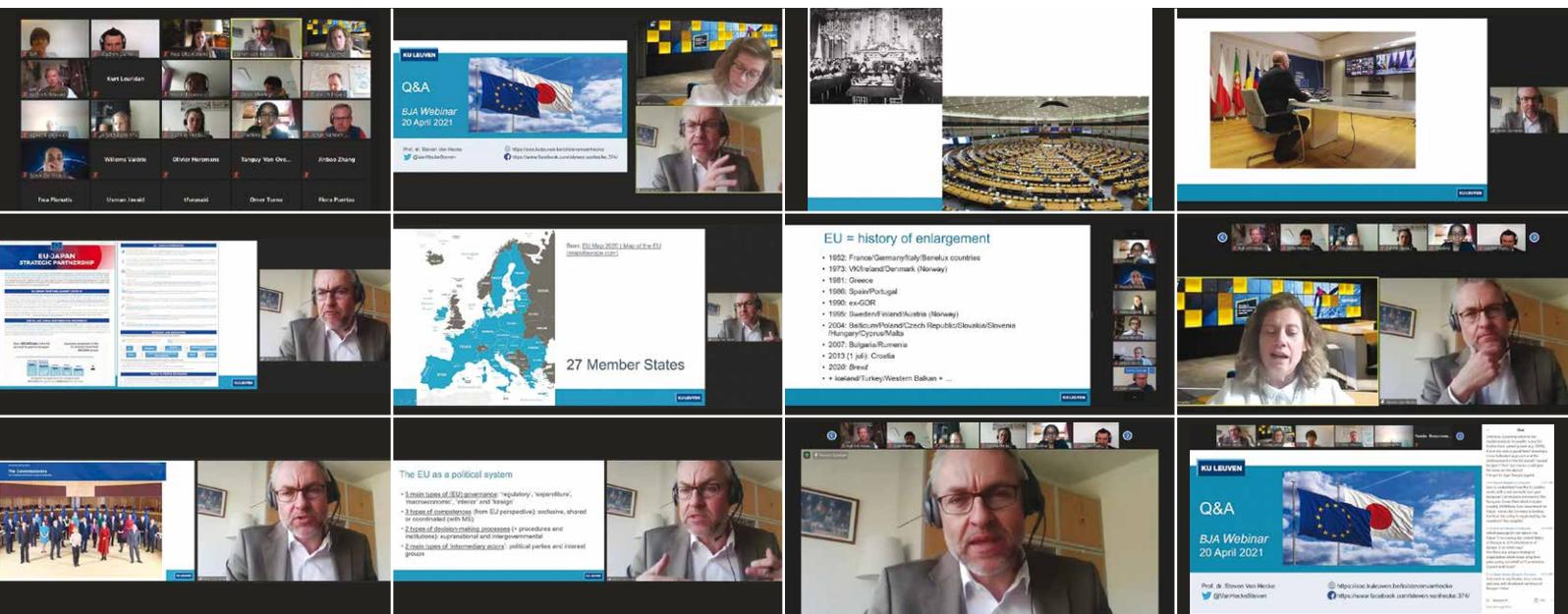
More than 50 members registered to this event aimed at providing a clear and precise picture of the EU, a complex organization sometimes difficult to comprehend. Danielle Vermaelen, Partner at EY and BJA EU Committee Chair opened the event and introduced Professor Van Hecke.

Professor Van Hecke first discussed the nature of the EU, between a federal state and a supranational organization, pointing

out the various challenges this dual nature could pose, as the recent 'sofagate' showed. He also elaborated on the dynamic of the EU's history and developments through various crisis, including the current COVID-19 pandemic.

Professor Van Hecke then detailed the various components of the EU (Commission, Council, Parliament etc.) and the decision-making process, focusing on the notion of power vs competences. He closed his presentation by discussing the EU-Japan relationship.

This was followed by a Q&A session moderated by Mrs Vermaelen. The members asked various questions on the future of the EU and on specific policy matters. The event made us all the wiser on EU Affairs.



ANNUAL JOINT COMMITTEE MEETING REVIEWS GROWING STRATEGIC PARTNERSHIP

Senior officials from the EU and Japan convened the third meeting of the EU-Japan Committee on 26 February 2021, which coordinates the implementation of the Strategic Partnership Agreement. The meeting was held online. The EU and Japan reviewed the implementation of the agreement and identified the next steps for further strengthening their relationship. The meeting has helped to prepare the ground for a future bilateral summit meeting in Tokyo when conditions allow.

The Joint Committee meeting demonstrated the breadth of the Strategic Partnership, which has already significantly deepened cooperation between the EU and Japan, as well as the high potential for its further development.

The EU and Japan affirmed their commitment to strengthen multilateralism, democracy and the rules-based international order. They underscored their efforts to protect lives and mitigate the social and economic consequences of the COVID-19 pandemic, as well as to contribute as closely aligned partners to global public policy in key fora such as the G7, G20, and the United Nations system, including the Human Rights Council. To support equitable and fair global access to COVID-19 vaccine, both partners are providing substantial fund-

ing support to the COVAX facility. In the case of the EU and its Member States (Team Europe), total contributions amount to over €2.2 billion.

The EU and Japan confirmed their determination to rebuild more sustainable, inclusive and resilient economies. The EU's Green Deal and Japan's commitment to carbon neutrality by 2050 offer promising new opportunities for a stronger alliance for cooperation on climate change and other environmental issues. This includes deepening bilateral collaboration to accelerate the transition towards climate-neutral, just and resilient societies, in keeping with Agenda 2030, the Sustainable Development Goals and the Paris Agreement on climate change. The green transition, digital transformation and the cycle of environmental action and growth will be a fundamental part of the recovery strategy. To this end, the EU and Japan also stressed their interest in working together in the relevant multilateral fora on global biodiversity and circular economy initiatives.

The EU and Japan exchanged views on their respective approaches to the Indo-Pacific region. This included a discussion on the ongoing implementation of the EU-Japan Partnership on Sustainable Connectivity and Quality

Infrastructure, notably on digital, transport, energy and human connectivity. Perspectives and prospects for further enhanced security cooperation were also reviewed, including in the areas of maritime security and the fight against piracy, disaster risk management, outer space and cyber security.

The EU and Japan looked into their cooperation also in a number of other areas, including digital transformation, development, research and innovation, education and culture, human rights, industry and additional potential areas of cooperation such as the fight against disinformation.

The EU delegation was led by Mr Gunnar Wiegand, Managing Director for Asia and the Pacific, European External Action Service. The delegation of Japan was led by Mr Hideki Uyama, Director-General, European Affairs Bureau, Japanese Ministry of Foreign Affairs. Member States and services of the European Commission also participated, as well as representatives of other Japanese ministries.

The next EU-Japan Joint Committee will meet in 2022 in Brussels.

Source: https://eeas.europa.eu/headquarters/headquarters-homepage/93897/eu-japan-annual-joint-committee-meeting-reviews-growing-strategic-partnership_en

EPA HELPDESK TO SUPPORT EU SMEs

On 17 July 2018, the European Union and Japan signed an Economic Partnership Agreement (EPA), the biggest trade agreement ever negotiated by the EU that will create an open trade zone covering over 600 million people.

The agreement entered into force on Friday, 1 February 2019.

To raise awareness of the opportunities this agreement offers and to help EU SMEs take advantage of them, the EU-Japan Centre has launched an EPA Helpdesk to support and guide EU SMEs in their search for relevant information.

Infodesk

The EPA Helpdesk answers EPA-related queries. In case the answer is not available in-house, the EU-Japan Centre will signpost to relevant existing online information.

EPA-related most common Q&As are available [here](#).

For more information, visit: <https://www.eu-japan.eu/epa-helpdesk>



SOCCKER



Interview with Mr Musashi Suzuki

By Dr Takeshi Morisato, BJA Editorial and Cultural Committee Member,
and Dirk De haene, General Manager OSKAR D and Editorial Committee Member

Mr Musashi Suzuki is one of the best Japanese football players. He is famous for his presence in the national A team, which is better known among the football fans as “Samurai Blue.” His recent transfer from the Hokkaido Consadole Sapporo to the K Beerschot drew so much attention both in Japanese and Belgian media. The Japanese fans have no doubt that his classical Japanese name, Musashi, will also be famous in coming football seasons in Europe.

Mr Suzuki also recently published an outstanding autobiography, “Musashi and Musashi” (Tokuma Shoten, 2021). It lays out his unique self-awareness as a Japanese football player (who was born in Jamaica) and shows great sensitivity to what it means for him to be a Japanese person. BJA editorial team based some of the questions on our experience of reading this book and also asked many questions about Mr Suzuki’s life as a Japanese football player in Belgium.

BJA: Thank you so much for meeting us today, Mr Suzuki. We would like to ask you many questions today but first we would like to begin our conversation by saying that we really enjoyed reading your recent autobiography. We would like to say that this book should be translated into European languages and Belgian football fans would be able to know about your life experience.

Mr Suzuki: Oh, thank you so much! I am very much looking forward to answering your questions.

BJA: The opening section of the book is simply impressive. It shows how you suffered from being bullied during your youth and really struggled with your differences from other Japanese children. Being different is hard as it is often perceived as a negative trait, yet you were able to turn that negativity around to your advantage. I think this gave you the great strength as a football player and as a Japanese person.

— 1

We believe there are many children not only in Japan but also in Belgium as well as in many other parts of the world who play football and who are going through the same struggle as yours in childhood. On behalf of these children, we would like to ask you a question: how can we cultivate this seemingly paradoxical confidence or conviction that “because I am different, I am an important part of the team/community/country” or “my difference is a grace”?

Mr Suzuki: Well, probably everyone has a certain element that we perceive as our negative trait or maybe, we would recognize this as personal shortcomings. For me, it was my skin color. The fact that it was darker and different from everyone else’s gave me an inferiority complex.

My book is trying to broaden a little bit the narrow field of vision that children have and show them a bigger world that is much bigger than the one in which they believe they live in. Giving each child an opportunity to do this is the primary goal. Instead of solving the problem of “bullying” as a whole, it tries to show that the world that they live in is not everything and also that an element that they are feeling as the negative trait might not be so negative. I wanted to deliver this message to children and to those who suffer from the same problem.

— 2

The book also mentions that you try to abide by the Head Coach, Yoshitake Hirofumi’s motto, that “assertion is more important than reservation.” Do you have to make any different effort for your self-assertion as you play the football in Belgium?

Mr Suzuki: There are of course those who are like Japanese also here in Belgium. But there are players that have a very strong sense of self-determination. Once they decide that something is right or wrong for them, they do not easily compromise. I am really impressed by this.

For instance, there were players that thought that it was meaningless to wear a mask and they held their ground even their head coach to do otherwise. Regardless of the right or wrong, it is so important to hold one’s position without uncritically complying with other’s orders. Being able to make a claim and hold it is something that I find amazing about these athletes in Belgium.



Antwerp	Beerschot
einde 3 2	
Jupiler Pro League Speeldag 10 25-10-2020 13:30	
7' ⚽ Lior Refaelov	1-0
15' ⚽ Simen Juklerød	2-0
	2-1 Musashi Suzuki ⚽ 25'
	2-2 Musashi Suzuki ⚽ 73'
74' ⚽ Dieumerci Mbokani	3-2

— 3

You are famous for going behind the DF line or receive the ball at the top speed in the front and with one touch, making a middle or close range shot after passing a defender. Do you have any part of your play style that you would like BJA football fans to pay attention to?

Mr Suzuki: I would like them to see the way I go behind the DF line. Also, I would like BJA members to check how I am negotiating and measuring this timing against the defenders.

— 4

You have experienced two Antwerp derby games. These are very emotional for both players and fans. In the first derby, you scored two goals and one of them was an amazing “nutmeg” (a shot between defender’s legs). How did you feel about this game?

Mr Suzuki: I was happy to be able to score two goals in the monumental game but after that, the opponent team scored one more against us. As a result, we lost the game as 2–3 Antwerp. Even though I was happy about the goals that I made, I really wanted to win the game and had a very strong feeling about this.

BJA: The book tells us that you cried after the game?

Mr Suzuki: Yes I did and I really wanted to win that game.

— 5

In this Covid period, the derby game had to be carried out without any supporters. It must be very special both for fans and the players since their presence makes this series very different from all the other matches in Belgium. Do you have any feedback from or communication with the supporters?

Mr Suzuki: Interactions that I usually have with my fans under the pandemic is usually taking pictures in streets when we bump into each other. But what was really memorable was when Beerschot went to Antwerp for an away game, our fans made smoke screens on our way out, and pushed us to the game like saying “let’s go get it!” It was very impressive and emotionally engaging for me.

— 6

Are you in contact with other Japanese players in Belgium? How do you stay in touch with them?

Mr Suzuki: We (Samurai Blue) had an international match in Europe last year. I got in touch with some players like Ito Junya, Miyoshi Kōji, and Schmidt Daniel. We stayed in touch as a part of the team and of course, Miyoshi is living in Antwerp near my apartment. So, sometimes we have dinner together and we are having a good time.

BJA: Mr Miyoshi plays for Antwerp team?

Mr Suzuki: We are Japanese! (laugh) Miyoshi used to play for Consadole Sapporo, in the same team with me, and that’s why we know each other more than just being Japanese expats that play for rival teams in Belgium.

BJA: We must interview Mr Miyoshi.

Mr Suzuki: You must! It would be better.

BJA: And BJA members will make sure to cheer for both teams during the derby! (laugh)

MUSASHI SUZUKI	
	
Full name	Musashi Suzuki
Date of birth	11 February 1994 (age 27)
Place of birth	Montego Bay, Jamaica
Height	1.85 m (6 ft 1 in)
Position(s)	Forward
Current team	Beerschot
Number	10



— 7

Now we have some personal questions. We read in several media that your wife and two children finally joined you in Belgium in December. Is this correct?

Mr Suzuki: We have three kids.

BJA: Oh that's right the new baby was born in September?

Mr Suzuki: Yes

BJA: We would like to ask how they are doing in Belgium.

Mr Suzuki: They all really enjoy their life in Belgium. The first son is 5 and the second is 4: so, they go to a kindergarten in Antwerp. My wife also enjoys Antwerp because it's a city with a great fashion district and buildings are very nice over here too. We like living here in Antwerp.

— 8

BJA consists of members that work for Japanese companies in Belgium or companies that are connected to Japanese market. Are there anything that you or your family members would like us to bring from Japan (through our businesses) and make available in Belgian market?

Mr Suzuki: Hmm... (after a pause)... Japanese spices probably.

BJA: Spices like mirin, shoyu, miso, etc.?

Mr Suzuki: We have soy sauce over here. It's more like aosa nori (sea lettuce). It's something that Japanese can understand with some fine distinctions.

BJA: Like tofu here that is not tofu (as we know it) or seaweed that is not seaweed?

Mr Suzuki: I was shocked with tofu here and how different it is from what I know as tofu. It is a completely different food.

BJA: How about Belgian beer. Do you like Antwerp bolleke (De Koninck)?

Mr Suzuki: Oh I am not sure. ... I like the sweet beer. I actually do not like bitter drink in general: so, I really like sweet ones. I can drink beer but they are not my favorite.

BJA: What's your favorite drink?

Mr Suzuki: I really like umeshu. It's the best.

BJA: Oh that's great! BJA has a few specialists of nihonshu and we can make sure to bring you a bottle when we visit you at the match in Beerschot. Now we have one question related to your book and another personal question and end with the most important question.

Mr Suzuki: Ok.

— 9

Are you planning on hosting a Musashi Cup in Belgium? (His famous charity event in Hokkaido that is organised for children with single parents.)

Mr Suzuki: Oh I have never thought about this but yes that would be a great idea! The pandemic is making it difficult to organize any social or sports events right now. But I would love to organize this in the future.

BJA: Are there any other things in your life in Belgium that the pandemic is making it difficult?

Mr Suzuki: After my family and I got together in Belgium, it's difficult that the restaurants are not open. We were looking forward to it. We also cannot go into a shop together. That's also difficult.

BJA: Did your children try any Belgian chocolates?

Mr Suzuki: I think they had tried too many. (laugh)

— 10

Apart from soccer, do you have any other passions or hobbies? And is it possible for you to pursue them here in Belgium?

Mr Suzuki: Basically, I spent time with children. My first son really wanted to get a skateboard so, sometimes we go to the skateboard park. Other than that, I study English on zoom or read books on my smart phone.

BJA: What kind of books do you read?

Mr Suzuki: You know I think about the time after my retirement since I am in the late 20s. I think about what I have to do to continue the income flow after the retirement. This is something that I am thinking when I am reading books.

BJA: You still have to play for the Samurai Blue so, we still need you as the football player. (laughter) But you are a future oriented person?

Mr Suzuki: I really enjoy thinking about it. It is something that I am looking forward to, the life after retirement. I love playing football but the fact that you can try many other things after the retirement makes it look really fun and interesting for me.

BJA: It is important not to be controlled by one thing alone and to keep our eyes open?

Mr Suzuki: That's right. During my life as a football player, I would like to try many things. That's why I established an NPO and honestly, I would like to learn new things through these projects as well. I would like to try and learn about many things. While playing football as a professional athlete, I would like to ground something. I am amazed with Mr Honda Keisuke. He has launched new companies and major projects while playing football. He is just incredible.

BJA: You fully enjoy the present as a football player while also you enjoy thinking ahead about the future.

Mr Suzuki: That is right.

BJA: This takes us to the final and possibly the most important question that BJA would like to ask you.

— 11

In the previous World Cup Japan-Belgium match, unfortunately Samurai Blue lost the game against the Red Devil at the last minute. Do you think we can win next time when you would be playing in the field?

Mr Suzuki: Of course. We will for sure win the next match.

BJA editorial team was grateful for Mr Suzuki's kindness to answer both in-depth and casual questions. He was very friendly and accommodating throughout the interview and thanks to that, it was a great conversation. Special thanks to the K Beerschot for sending us the pictures. We are looking forward to celebrating the victor of the team with a bottle of umeshu in the future.



news from the members

BJA SURVEY ON COMMUNICATION: RESULTS AND REFLECTIONS

There were twenty-two questions in this survey, and the questions that this article will refer to are listed at the end. All of the answers were valuable for the relevant committees of the BJA and the BJA Office, and we would like to thank again all the members who contributed their responses to, and comments on, these questions.

We would like to provide in the following the overview of the survey results and some of the interesting numbers that call for our further reflections. The questions pertaining to members' appreciations of the BJA services, such as (Q. 1) the frequency of our communication and (Q. 2 & 3) our printed and electronic BJA Trade Flows and Cultural Newsletter (that

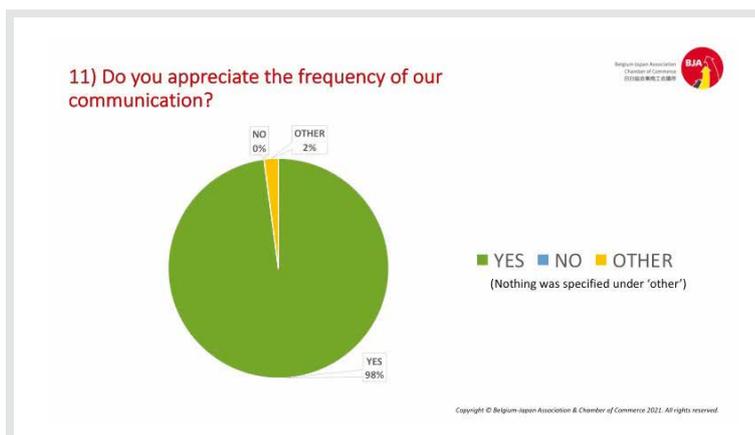
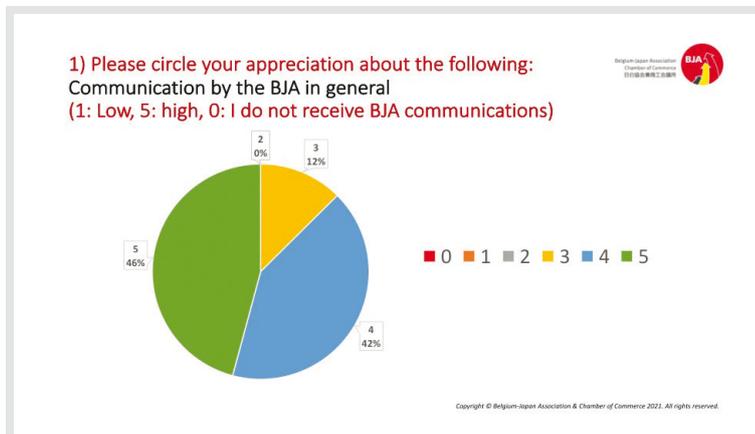
you are kindly reading right now) were exceptionally high. More than ninety percent of the responses stated that they were satisfied with the frequency of our communication (and also that electronic and physical copies of the BJA magazine have been favorably received among members).

It was to our great surprise that ninety-eight percent of the responses stated that they appreciated (Q. 11) the frequency of our communication in general. In the same vein, the content of our communications, such as (Q. 6 & 4) BJA mail invitations and the digital bi-weekly newflash, received positive feedbacks. These results were certainly a great news to the BJA Office, and their

happiness was shared and multiplied with the Cultural and the Editorial committee members (of which I am both committee member). I am sure the other BJA committees shared this feeling upon hearing the results. We would like to continue working in the same way to ensure both the quality and the quantity of BJA communications with our members.

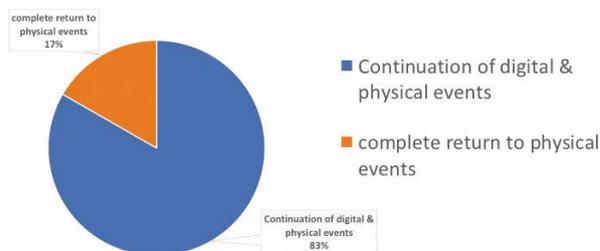
We have also learned that there is some room for improvement especially regarding our online presence. Twenty percent of the responses to the question concerning our website (Q. 5) stated that they did not know about the new (and more powerful!) version of the BJA website. This made it clear that we should communicate more about the added function of our renewed website. Furthermore, approximately half of the responses to the question concerning our (Q. 7) social media presence in general shows that their appreciation was in the direction of "low" or that they did not use any social media outlets to access them in the first place. As we can anticipate from these responses, our (Q. 8) BJA LinkedIn page, (Q. 9) BJA YouTube Channel, and (Q. 10) BJA Friendship Committee Facebook pages more or less remained invisible to a great part of our members.

The ongoing lockdown in Belgium under the COVID-19 pandemic makes it necessary for all the BJA committees to use these tools to provide our members with the information about Belgian-Japanese related matters in multiple levels. Without them, we cannot reach out to the general public to increase the visibility of BJA in the Belgian community either. This survey, therefore, made it clear that it is also important for the Friendship and the Cultural committee to make these pages visible and user-friendly for all the BJA members.



news from the members

15) What are your expectations from the BJA in the future concerning events when the sanitary situation will have improved and physical meetings can be resumed?



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The invisibility of social media presence is sometimes directly proportional to our increasing desire to meet in person and to experience life in our concrete togetherness. It is natural for us to assume that our so-called “Zoom fatigue” can lead to our exhaustion from other social media and no google-search is necessary to demonstrates that we sometimes crave for our total independence from the flat screens. However, the future uncertainty is still always in the background of our social discourse. Eighty three percent

of respondents in this survey called for the (Q. 15) “continuation of digital and physical events” rather than a “complete return to physical ones.” We all agree that nothing beats onsite social events and we would love to meet each other again in person even if there would be some regulations. We have so many beautiful memories of these BJA events from the pre-pandemic past. It is only our hope that we will continue to cherish our connection through the hybrid format and prepare for the full celebration of our onsite social events

in the post-pandemic future.

Once again, we would like to thank all of you who have participated to our survey. We truly appreciate all the feedback and suggestions.

Lastly, we would like to announce the winners of the BJA Survey on Communication: from all the replies we have drawn the “lucky draw”: the winners are Mrs Masako Kato of Many Truths and Mr Luc Arnouts of the Port of Antwerp. Congratulations!

*By Dr Takeshi Morisato,
BJA Editorial and Cultural Committee Member*



List of questions

1. Give your appreciation about the communication by the BJA in general (0 to 5)
2. Give your appreciation about the printed BJA Trade Flows & Cultural News Magazine (0 to 5)
3. Give your appreciation about the digital BJA Trade Flows & Cultural News Magazine (0 to 5)
4. Give your appreciation about the digital bi-weekly Newsflash (0 to 5)
5. Give your appreciation about the new BJA website (0 to 5)
6. Give your appreciation about the mailing of BJA Invitations (0 to 5)
7. Give your appreciation about the social media presence of BJA in general (0 to 5)
8. Give your appreciation about the BJA LinkedIn page (0 to 5)
9. Give your appreciation about the BJA YouTube channel (0 to 5)
10. Give your appreciation about BJA Friendship Committee Facebook group (0 to 5)
11. Do you appreciate the frequency of our communication? (yes or no)
12. Please share your suggestion for improving such frequency.
13. Do you have any proposals for replacing any existing communication channels or tools or adding new ones? Please kindly inform us.
14. What are your expectations concerning the BJA communication in the future?
15. Once the sanitary situation allows it, would you prefer a continuation of digital and physical events or a complete return to only physical events?
16. What kind of topics would you like to see (more) explored in our events?
17. Are you: a company/organisation member or an individual member?
18. Are you involved in one or more of the committees of the BJA? (yes/no)
19. Would you like to join one of the BJA committee? Please specify which one.
20. If you have selected one (or more) committee above, kindly inform us of your contact details.
21. If you would like to join the draw for the gift set, kindly inform us of your contact details.
22. If you have answered questions 20/21, give your consent to the use of the personal data entered only for the purposes stated on the questions.

Belgium – only supplier of COVID-19 vaccines to Japan

By Mr Dirk De Ruyver, Flemish Economic Representative to Japan



Mayor Koen Van den Heuvel of Puurs-St-Amands explains the strategic location of his city on Japanese TV (Fuji TV 16 February 2021).



Puurs-Sint-Amands, with the explanation “世界を救う町” (which reads ‘the city saving the world’) (also Fuji TV 16 February 2021).

Over the years, Valentine’s Day in Japan has evolved into the female population donating chocolates to their male counterparts. In the weeks before 14 February, Japanese consumers are reminded constantly about this tradition, and Belgian chocolate figures as one of the main characters in this seducing game between the retail and its female customers.

This year, however, not only chocolates from Belgium appeared on the screens of Japanese mobile phones or TV sets during the first half of February, but also vaccines from Belgium. For most Japanese citizens, Belgium is the country of chocolates, beers and waffles, and the news that the first load of vaccines against covid-19 had arrived from Belgium, came as an utter surprise. The vaccines were developed by the American-German consortium Pfizer-BioNTech. So, why -all of a sudden- did they arrive from Belgium? The question was apparently fascinating enough for several Japanese media to investigate.

What they found was in first instance the huge Pfizer factory in a town of 26,000 inhabitants in the Province of Antwerp, called Puurs-Sint-Amands, where the vaccines for Japan are produced. Some Japanese media dubbed

Puurs-Sint-Amands as “the town that is saving the world”. The mayor appeared on Japanese TV and mobile phone screens, explaining why his town was saving Japan.

Japanese media did not only put the spotlight on Puurs and its Pfizer factory. Keen on detailed reporting, they explained to the Japanese public the whole logistic chain that brought these vaccines from Belgium to Japan. Puurs is located between the Port of Antwerp and Brussels International Airport. The latter has been investing heavily in cold-chain infrastructure, with a strong focus on medical products. The airport has a stocking capacity of 30,000m² for cold-chain products, such as pharmaceuticals. From Brussels, the direct daily flight to Tokyo, operated by All Nippon Airways (ANA), is fully equipped to transport the Pfizer-vaccines which are to be kept at -70°C continuously. When the first load arrived at Narita Airport on 12 February 2021, the assembled press flashed this special Valentine’s present from Belgium onto the screens of the Japanese public.

When it comes to vaccines and other pharmaceuticals, Belgium takes a special place in Europe. Belgium does not only host head-offices of 23 pharma

companies and 52 research and development centers for pharmaceuticals, but also 37 production units. On top of that, the international pharma trade of Belgium, the sum of import and export, was worth 79 billion euro in 2018, the second highest figure in the European Union, only preceded by the 132 billion euro of Germany. Belgium is operating as a logistic hub, importing pharmaceuticals in bulk from the rest of Europe for storage, repacking and for exporting the final products all over the world.

In 2020, Belgium was Japan’s 4th supplier of vaccines for human use, after Ireland, the USA and France. But, since Belgium is the only supplier of covid-19 vaccines to Japan, the Belgian position is bound to improve considerably in 2021, thanks to Puurs-Sint-Amands. And that shouldn’t be a surprise, because Saint Amand is the patron saint of the pharmacists...

Sources :

- *The Japan Times* 12 Feb 2021, “First batch of Pfizer vaccine arrives in Japan a Japan eyes Sunday approval”
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11 NEW WIND TURBINES TO CHARGE 20,000 ELECTRIC VEHICLES

11 wind turbines, spinning in a row in the Port of Zeebrugge, do not only account for impressive images, but also for 44 MW of renewable energy delivered directly to International Car Operators (ICO), an important hub for roll-on/roll-off cargo with worldwide destinations. The largest industrial onshore wind farm in Flanders, a cooperation between ENGIE, Port of Zeebrugge, and ICO, is now operational after 18 months of intensive preparation and work. This is one important step for the local energy transition, but certainly not the last: the partners are currently exploring additional sustainable initiatives in the Port of Zeebrugge.

Philippe Van Troeye,
CEO of ENGIE Benelux:

“ENGIE, the largest renewable electricity producer in Belgium, has committed itself to playing a leading role in the transition to a carbon-neutral future, and has ambitious goals: by 2030, we want to increase our onshore wind energy capacity to 1000 MW. With these 11 wind turbines -which have a total capacity of 44 MW- at the ICO terminal, we are already getting one step closer to achieving that goal.”

With its own wind farm consisting of 11 turbines, ICO is taking a huge step forward towards a carbon-neutral future, and deserves to be named a green terminal. The teams of ENGIE devoted themselves continuously to the preparation and construction works for a year and a half, in the occasionally difficult conditions that 2020 entailed. View the impressive images of the process here. The wind turbines provide a total of 110 GWh of renewable energy per year,

which corresponds to the consumption of about thirty thousand families, and keeps about fifty thousand tons of CO₂ out of the air each year. This local energy production is used, among other things, for 308 electric charging points that were also installed by ENGIE in 2019. The electric charging island, with a total capacity of 3.4 MW, can charge more than twenty thousand electric vehicles per week with green electricity. For this purpose, a ‘smart charging’ software, developed by research centre ENGIE Laborelec, is used. This software ‘communicates’ with the charging points and ensures that they load as efficiently as possible. Moreover, the charging points are in tune with the electricity production of the wind turbines and the supply to the electricity grid.

Svein Steimler,
Chairman ICO and ICO Windpark:

“ICO does not only want to be the largest roll-on, roll-off terminal in the world, but also the greenest terminal through initiatives such as: the use of wind turbines, solar panels at the Vehicle Processing Centers, water recovery systems for the car wash (washing 500 cars with only 20 liters of rainwater), heat pumps for heating buildings, LED terminal lighting, EV shuttle cars and later shore power for ships.”

The 11 wind turbines and the ICO site also create opportunities regarding flexibility. At the ICO terminal, there is room for storage batteries that can store part of the local renewable energy capacity, and thus account for the intermittent nature of the wind turbines. ENGIE is currently analysing the possible solutions for this.

Marc Adriansens,
Managing Director of ICO Zeebrugge:

“The automotive sector is facing the most radical change in its existence. This way, sustainability will become the norm, and electrification will be further implemented in all car brands. As an important player in the sector, we want to be ready for the future and respond to this by installing this onshore wind farm.”

In the future, the 11 wind turbines will also be able to create ‘shore power’ or so-called ‘cold ironing’. This is a principle whereby ships are connected to the electricity grid when moored at the quay. This way, they can turn off their engines in the port, which is environmentally sustainable and prevents noise. Ships mooring at the Port of Zeebrugge in the near future would therefore be supplied directly with local wind energy while they are stationary at the quay. This project strengthens Zeebrugge’s position as a Clean Port and energy transition hub in Europe.

Tom Hautekiet,
CEO of Port of Zeebrugge:

“EPort of Zeebrugge is actively working on the development of a Clean Port. In the context of sustainability and energy transition, we are ambitious for future projects. The size of ICO Windpark is therefore an important element in making operations in and around the port more sustainable.”

Source: <https://portofzeebrugge.be/en/news-events/11-new-wind-turbines-charge-20000-electric-vehicles>

news from the members

LIFESAVING NEC DRONE TECHNOLOGY QUICKLY LOCATES MISSING NATURAL DISASTER VICTIMS

NEC Laboratories Europe has prototyped new, AI-enabled drone technology that quickly locates natural disaster victims using their mobile phones or smart devices in areas with damaged or no cellular infrastructure.

Finding disaster victims is slow and resource intensive. To locate victims, emergency response teams rely on line-of-sight or being in close proximity and mortality rates are often high. NEC's new prototype technology, SARDO (Search-And-Rescue Drone), greatly expands search and rescue capabilities by using an autonomous drone as a mobile cellular base station to identify signals from smart devices of victims as it flies nearby.

Existing device tracking technology, such as GPS or standard cellular trilateration, is not suited for natural disaster situations. GPS tracking requires that a disaster victim be in possession of a GPS-enabled smart device and that GPS tracking be active at the time of the disaster. In the event of a natural disaster, such as an earthquake or snow avalanche, cellular network infrastructure may not be working, or the disaster may have occurred in an area with inadequate coverage like a remote, mountainous region. This limits or prevents network operators from locating victims using their mobile phone signals.

SARDO fills this gap by incorporating the functionality of a cellular base sta-

tion into an autonomous drone. Using pseudo-trilateration SARDO, as a mobile base station, acts as a single anchor that retrieves multiple distance measurements from a disaster victim's smart device, taken by the drone over its flight time. The SARDO drone uses machine learning to calculate the position of a victim's device even when that person is moving. The drone continually adjusts itself based on their predicted motion until it has identified the exact position of a victim. Says Antonio Albanese, Research Associate at NEC Laboratories Europe:

“SARDO brings together the increasingly higher penetration rate of smart devices in our society and the ability of drones to reach harsh locations. We can now combine these technologies to build a standalone localization system that effectively supports first responders in disaster recovery operations. Requiring no pre-deployment effort, it can be up-and-running within minutes and keep the related deployment complexity to a minimum.”

SARDO works by identifying the unique identification number of a disaster victim's eSIM or SIM card using the resource control connection that it establishes with a base station. With required emergency approvals, the SARDO drone can search for both a specific victim and all unknown victims within a given region. In collaboration with the network operator, search and rescue teams can also communicate directly with a victim via their devices. In large disasters with many victims, multiple SARDO drones can be used to scale up search and rescue efforts.

In earthquakes, damage to buildings is often extensive and rubble hampers search and rescue efforts. SARDO identifies rubble as a propagation environment and by compensating for this, can predict a victim's current location in it. In principle, this same technique is used by SARDO to identify channel artifacts produced by different propagation environments such as snow caused by avalanches or water in times of flooding.

Using commonly available parts, any commercial drone or UAV that meets disaster zone search and rescue requirements can be converted and deployed as a SARDO. This makes it extremely versatile in meeting the needs of different disaster response teams.

Source: https://uk.nec.com/en_GB/press/PR/20210324215819_18969.html

1. Economic Losses, Poverty and Disasters: 1998-2017, United Nations Office for Disaster Risk Reduction (UNISDR) & Centre for Research on the Epidemiology of Disasters (CREDE)
2. SARDO: An Automated Search-and-Rescue Drone-based Solution for Victims Localization (A. Albanese, V. Sciancalepore, X. Costa-Perez) NEC Laboratories Europe, IEEE Explore, 2021

KURARAY UNVEILS EVAL SC SERIES, A NEW GRADE OF GAS BARRIER RESIN BOASTING GREATER STRETCHABILITY AND SHRINKABILITY

On 5 March 2021, Kuraray Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President: Hitoshi Kawahara; hereinafter “Kuraray” or the “Company”) announced that it developed EVAL SC, a new grade of EVAL gas barrier resin products that boast greater stretchability and shrinkability.

Background of Development

With today’s material manufacturers being called upon to develop products with stronger emphasis on eco-friendliness, gas barrier packaging materials are garnering rising public interest as a means of addressing issues arising from plastic waste as well as food loss problems. In response, Kuraray developed EVAL SC series, building on the success of EVAL, which enjoys widespread use in food packaging materials thanks to its superior gas barrier property, a property that contributes to the long-term preservation of food and thus reduces food loss. Through the marketing of EVAL SC boasting new features supporting the design of innovative food packaging materials, Kuraray will contribute to further reduction in the volume of packaging materials and thereby help curb the environmental burden arising from such materials.

Features of EVAL SC

- › While it maintains gas barrier property comparable, or even superior, to that of conventional EVOH products, EVAL SC boasts greater stretchability and shrinkability.
- › Used in combination with polyethylene and other olefin-based materials to form a multilayer structure, EVAL SC provides better support for biaxially oriented multilayer films for food packaging use, including shrink bags and skin packaging materials.

packaging materials.

- › The release of EVAL SC is therefore expected to accelerate Kuraray’s development of applications and markets for its gas barrier packaging materials. For example, Kuraray intends to propose its use as an alternative meat packing material to replace polyvinylidene chloride (PVDC).

Potential Applications

Shrink bags, skin packaging materials and other food packaging materials.

About EVAL

In 1972, Kuraray became the first company in the world to develop and commercialize a highly functional resin with superior gas barrier properties (approximately 10,000 times that of general-purpose polyethylene) with the release of EVAL. Today, EVAL is employed for a variety of applications, including as an excellent material for packaging and containers that helps preserve food, cosmetics and chemicals. Reflecting increasingly strict gasoline fuel emission controls in recent years, EVAL’s use as a material for automotive fuel tanks has been expanding, as it facilitates weight reduction and is easy to mold. Furthermore, thanks to the widespread use of EVAL in home and everyday products, such as wall coverings, floor-heating pipes for floor heating systems and vacuum insulation plates for refrigerators, it has seen expanding demand on a global basis.

Source: <http://evalevoh.com/en/company/news/210305-kuraray-unveils-eval-sc-series-a-new-grade-of-gas-barrier-resin-boasting-greater-stretchability-and-shrinkability.aspx>



An example of usage as a shrink bag for fresh meat packaging



An example of usage as a skin packaging material for fresh meat

news from the members

GC UNVEILS DEDICATED BRAND TO MARK ITS 100TH ANNIVERSARY

On 11 February 2021 GC celebrated the 100th anniversary since it was founded in Japan in 1921. In honour of this significant milestone, GC has prepared a number of initiatives to commemorate and celebrate, both internally and externally, throughout the year.

As part of this, Dr Kiyotaka Nakao, GC Corporation President and CEO, has officially launched a specially designed centenary brand and slogan to be used



during the anniversary year across all GC companies worldwide.

The custom brand design originates from a competition that GC held for all its associates (employees) to create a symbol that represents the company vision and tradition of excellence in dentistry. One of the organisation's guiding principles is that of Nakama; which is the united spirit of cooperation among all associates of working towards a shared goal. The chosen centennial symbol therefore truly represents the company values and embodies its unity across all job titles and continents.

The brand is an adaptation of the 'Smile for the World' symbol that GC has used since 2017 to represent the company's commitment to improving the quality of health of the world. The new graphic features the number 100 cleverly incorporated into the design and is paired

with the slogan: "100 years of Quality in Dental".

The slogan reflects GC's commitment to "make further contribution to improving the quality of the dental world" as a message. It is also in alignment with GC's naming of the 21st century as the "Century of Health," and its striving to be the world's No. 1 manufacturer of dental care products and to support the vitality and well-being of people all over the world.

As a privately-owned, global company, GC entered its 100th year with renewed commitment to its ideals as a workforce and a legacy that honours its founders. The new brand captures this very essence, and will take the company far beyond its 100th anniversary.

Source: <https://international.gc.dental/news/gc-unveils-dedicated-brand-mark-its-100th-anniversary>

TOYOTA BOSHOKU RECEIVES HIGHEST RATING IN CDP SURVEY

Selected for CDP's Supplier Engagement Rating Leaderboard

Announced on 29 March 2021, in the 2020 Supplier Engagement Ratings operated by CDP*, Toyota Boshoku Corporation has received the highest possible "A" rating, placing the company on the corporate survey's Leaderboard for the first time.

The survey assesses companies on their corporate initiatives to combat climate change. Ratings are given based on surveys in four categories: governance, targets, Scope 3** emissions accounting, and supplier engagement. This year ap-

proximately 5,800 companies were surveyed, with 396 companies (83 of these Japanese companies, including Toyota Boshoku), selected for the Leaderboard.

The company was recognized for its efforts to reduce greenhouse gas emissions through all of its group's supply chains.

Toyota Boshoku's 2050 Environmental Vision states that "the company will work together with all stakeholders with the aim of creating a sustainable global environment where children can lead their lives with a smile." Under the vi-

sion, the company pursues activities in order to achieve six challenge goals, including the challenge of achieving zero CO₂ emissions. Going forward, Toyota Boshoku will continue to challenge itself to achieve a carbon-free society in all its supply chains and create a sustainable global environment.

For more details on Toyota Boshoku group's environmental activities: <https://www.toyota-boshoku.com/global/csr/environment>

Source: <https://www.toyota-boshoku.com/global/news/release/detail.php?id=7381>

* CDP (formerly the Carbon Disclosure Project) is an NGO established in the U.K. in 2000. It operates a global information disclosure system to assist investors, companies, municipalities, nations, and regions manage their environmental impact.

** The volume of greenhouse gas emissions resulted from an enterprise's business activities excluding direct emissions generated by the enterprise itself (Scope 1) as well as indirect emissions resulted from using electricity and heating, etc. supplied by other companies (Scope 2). Emissions can occur upstream and downstream of corporate activities, such as at material procurement, transportation/delivery, and waste disposal.

KOMATSU STARTS 100TH ANNIVERSARY COMMEMORATIVE ACTIVITIES

Komatsu Ltd. (President and CEO: Hiroyuki Ogawa) has started to celebrate its 100th anniversary on 13 May 2021. Established in Komatsu City, Ishikawa Prefecture, Komatsu has committed to quality and reliability and worked to maximize the trust of customers, shareholders, distributors, suppliers, business partners, and all other stakeholders to date.

Considering its 100th anniversary as a communication opportunity to enhance and disseminate its corporate brand and express appreciation to all stakeholders for their support over the years, Komatsu is going to implement commemorative activities and make efforts for sustainable growth into the future.

Looking into the next 100 years, Komatsu will continue to move forward with its stakeholders as it creates value through manufacturing and technology innovation to empower a sustainable future where people, businesses and our planet thrive together.

Corporate identity

Komatsu has defined its corporate identity by reflecting on its corporate growth built by forerunners and its relations with society. Specifically, Komatsu has articulated its mission and vision as its purpose, together with its values. The corporate identity also incorporates pieces that have been created over the company's history: founding principles, the Komatsu Way, Komatsu Worldwide Code of Business Conduct as well as strategies including the mid-term management plan. Furthermore, Komatsu has created the

brand promise (tagline) of "Creating value together". As our business and stakeholders diversify further, we will strive to deliver this promise through our global operations. A video describing the Komatsu brand is available on Komatsu's 100th anniversary website.

Launching the "One World One Komatsu" employee-driven social contribution project

Komatsu defines CSR as activities to respond to social demands through core business, and works for sustainable growth with society by solving ESG issues. Komatsu is launching the "One World One Komatsu", Komatsu's first global platform which all Komatsu group employees around the world can join. This exclusive platform can consolidate the voluntary and simple efforts of each participant under the theme of environmental sustainability into group-wide sharing. It allows for easy logins from PCs and smart phones and transcends national and linguistic barriers. It thereby connects all Komatsu group employees worldwide, nurturing a sense of unity for the Komatsu group as they work for the common goal, and promoting activities designed for a sustainable earth.

Showing the "Komatsu in 203X" 100th anniversary commemorative movie

For the goal of achieving safe, highly productive, smart and clean workplaces of the future, this movie portrays future worksites as Komatsu wants them to look like in 10 to 20 years by focusing on five workplaces: mining, construction, forestry and agriculture, industrial machinery, and Komatsu's production.

By digitalizing workplaces worldwide and connecting land features, man, machinery, and materials on an open platform, Komatsu will solve on-site problems and optimize on-site operations, improve a variety of machine utilization rates, and secure a carbon neutral environment.

Renewal of Komatsu-no-mori

Komatsu is going to renew Komatsu-no-mori in Komatsu City, Ishikawa Prefecture. Komatsu opened Komatsu-no-mori in 2011 as part of its 90th anniversary commemorative project. It is a place to develop human resources on a global scale and as a place to nurture children together with the local communities. As part of the renewal project aiming at sustainable contributions for local communities, Komatsu has taken new initiatives to open the Waku-Waku History Pavilion designed to trigger visitors to look back on Komatsu's history and to display a unit of the PC4000 super-large hydraulic excavator next to the 930E, a dump truck of the world's largest class, which has been there since 2011. Komatsu hopes that Komatsu-no-mori will continue to offer active opportunities to local communities by attracting many visitors, helping them become interested in manufacturing and nature, and learn about its technologies (reopening planned for 14 May 2021).

For more information concerning the commemorative activities above and other events, Komatsu will keep them updated on its 100th anniversary website.

Source: <https://www.komatsu.eu/en/news/komatsu-starts-100th-anniversary-commemorative-activities>

news from the members

**THE NEW NORMAL IN TECHNICAL WRITING:
DIGITAL INSTALLATION MANUALS FOR DAIKIN**

Complex products require clear installation instructions. For a long time, manufacturing companies have relied on the installation manual, combined with installer training and certification, to guarantee high quality installation of their products. But traditional manuals have limits and don't always offer installers the accessibility and insights they need. Daikin, a leading provider of heating and cooling solutions, wanted to do better. The company teamed up with Yamagata Europe and IT company Savaco to help them enrich their installation manuals with digital technologies, such as text-to-speech, 3D images and Augmented Reality.

At Daikin, every piece of equipment has its own manual. When you know that Daikin's heating and cooling systems typically consist of several units, you realize that installers are often challenged to consult various manuals to complete one installation. A residential heating solution for example will at least consist of an outdoor heat pump,

an indoor unit, a hot water tank and a controller, all of which have their own manual.

Daikin works with skilled, certified installers but still clear and unambiguous instructions are needed to guide them through an installation. The 2D representations currently available in traditional manuals are usually of great help for the installer but have also proven to have their limits in certain cases. To ensure successful and timely installations and to keep both customers and installers happy, Daikin started looking for alternative ways to explain the most complex procedures. However, the goal is not to replace the traditional manual as today it is still obliged by law to provide an installation manual with each delivered product.

Bridging the knowledge gap

The expectations of today's installers are changing. A new generation of service professionals increasingly relies on digital tools, including smartphones and tablets. According to Dai-

kin, that's exactly how they want to bridge the knowledge gap between manufacturing and installation. *"Technology can help us improve our installation instructions and adapt them to customer's and installer's changing expectations"*, says Bram Lowagie, Product Documentation Manager at Daikin Europe. *"We believe digital instructions can make our manuals more intuitive and easier to understand. This way, we want to better support our installers, guarantee a higher quality installation of our product, and finally ensure timely delivery and a happy end customer."*

Yamagata Europe relies on many years of experience enhancing content with digital technology for other industrial customers, but for this project, we were happy to be supported by Belgian IT service company Savaco.

From textual to visual instructions

Today's manuals rely heavily on text. Enriching this text with visual instructions enhances understandability.



As a first step, we converted the multilingual written instructions already available in Daikin's Content Management System into a format usable as subtitles and into audio by means of text-to-speech technology. Next, a video was created to accompany the instructions. "One option was to take a camera and record how a person installs the product", says Jens Vanacker, Technology Advisor and AR expert at Savaco. "But for that, you need the physical product, actors, a studio, etc. And often, the result isn't clear, as the actor's hands block the view when performing an action." Instead, we decided to use the product's 3D CAD model as a basis for an animated instructional video. Typically, a 3D model is available from the moment the product design is released, and if the product changes, the 3D model can easily be replaced accordingly in the video. This makes it possible to update the instructional video each time a new version of the product is released. Also, an animated 3D model provides a better overall view on the product and not only on the most visible parts.

AR makes it interactive

For an installer, it can be very valuable to perform a virtual installation of the product off-site, during training or as a preparation for the actual installation itself. This way the installer can get to know the product and walk through the instructions virtually beforehand, resulting in a better performance on-site.

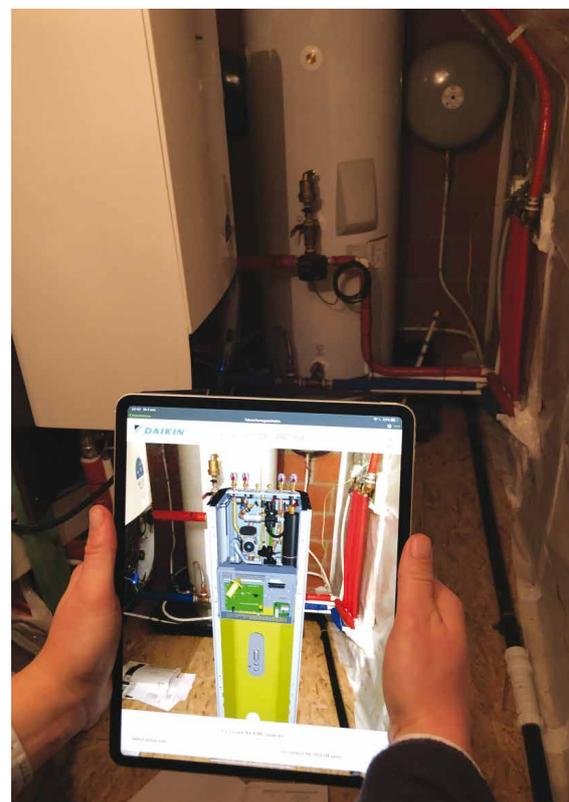
Augmented Reality (AR) is the most suited technology today to make this possible. "AR allows you to project digital information, such as a product's 3D model, onto

the physical world. In this way, you can visualize the product in its physical context, such as a construction site, without having the product itself on-site. What's more, it allows you to see aspects of the product that usually remain invisible, for instance the inside of the product. In this way, AR can give a whole new dimension to digital instructions", claims Jens.

The new normal

The result of the Daikin proof of concept is an installation manual enriched with multilingual digital instructions in the form of animated video and Augmented Reality. For every complex procedure during the installation, an installer can scan a QR code using a smartphone or tablet and watch clear visual instructions to fully understand what needs to be done. When watching an AR instruction, the installer can even project the digital instructions onto the physical construction site, to get a full view of what the result should be.

This type of digitally enriched manuals has benefits for both manufacturer and installer. First of all, clear visual instructions make it easier for the installer to complete an installation without running into problems or making mistakes. For the product manufacturer, a higher rate of successful installations supports the status of being a reliable supplier and reduces the number of service calls. Moreover, creating digital instructions does not require a lot of additional effort. No new content needs to be created, because the written instructions and 3D models typically already exist. Combined with Text-to-Speech and AR technology, they can quickly be turned into much richer, easy-to-understand digital instructions.



For Daikin, Yamagata Europe and Savaco, this proof of concept demonstrates that enriching manuals with digital instructions adds a lot of value to the installation process and therefore is a logical first step towards the new normal in technical writing...

Source: <https://www.yamagata-europe.com/en-gb/blog/the-new-normal-in-technical-writing-digital-installation-manuals-for-daikin>

news from the members

THE PORTS OF ANTWERP AND ZEEBRUGGE TO JOIN FORCES

A world port of the future in the making

The City of Antwerp and the City of Bruges have reached an agreement to merge their respective ports. The two-city agreement marks the start of a unification process that is expected to take a year to finalise. Once completed,

million tonnes/year), one of the largest break bulk ports and the largest port for the throughput of vehicles in Europe. Furthermore, the port will account for more than 15% of Europe’s liquid natural gas transited and it will of course remain Europe’s most important chemical

total throughput of 278 million tonnes per year, the unified port will be able to consolidate its leading position in the world.

Unifying a port is more than a story of tonnes and volumes. The ambition is to become the world’s first port that reconciles economy, people and climate. The unification project is all about creating added value for the surrounding areas of Antwerp and Zeebrugge, for customers and stakeholders, as well as for the rest of Flanders. As part of a joint plan, the two ports have defined three strategic priorities – sustainable growth, resilience and leadership in the energy and digital transition.

**Sustainable growth:
“Together, we can do more”**

Port of Antwerp-Bruges will combine the best of both worlds and will focus on the strengths of each site. The ports of Antwerp and Zeebrugge are largely complementary. For example, Antwerp specialises in the handling and storage of containers, break bulk and chemical products, while Zeebrugge is a major port for RoRo traffic, container handling



the ports will operate under the name ‘Port of Antwerp-Bruges’. As a result of the merger, the ports will be able to strengthen their position within the global supply chain and continue their course towards sustainable growth. Furthermore, the unified port will be more resilient to the challenges of the future and will take a lead in the transition towards a low-carbon economy. The ambition is for Port of Antwerp-Bruges to become the world’s first port to reconcile economy, people and climate.

Working together to build the world port of the future

The shared position of the ports of Antwerp and Zeebrugge within the global supply chain will receive a significant boost. The merged port will become the most important container port (157

hub. Finally, it will be the largest port for cruise ships in the Benelux. With a

“We are proud of this historic agreement, which seals a long-awaited unification. By joining forces, we are on the way to becoming Europe’s global port, while at the same time reinforcing our position as the most important container port in terms of tonnage, a solid RoRo port and one of the largest break bulk ports in Europe. This will make us even more attractive to our existing customers, to new investors and to all other potential stakeholders, and we will undisputedly be the main driver of Flanders’ economy. Our ambition to bring the two ports together is about much more than simply tonnage and TEUs, however. It will enable us to focus even more firmly on the transition towards a low-carbon economy and to continue our efforts regarding the digitalisation of the supply chain. The ports of Zeebrugge and Antwerp are to a large extent complementary and working together will make us more resilient to external challenges.”

Annick De Ridder, port alderman and chair of the board of directors of the Antwerp Port Authority

news from the members

“We are looking forward to join forces with the port of Antwerp and, by doing so, to strengthen our position as the most important gateway to Europe. Zeebrugge is the world’s largest automotive hub, a leading RoRo port and an experienced, state-of-the-art natural gas hub. By combining our own strengths with the qualities offered by Antwerp, we will be able to do more and do it better. We will achieve this in the interests of and in consideration of our shared port operations, our city and our region. We will strengthen our joint economic and international position, while simultaneously creating added value for society in general”

Dirk De fauw, mayor of Bruges and chair of Zeebrugge Port Authority

and the transshipment of liquid natural gas. Working more closely together will make it possible to consolidate sustainable growth, not only of each port’s individual market share, but also of the joint market share of both ports together.

In order to maximise the added value of a unified port, Port of Antwerp-Bruges will seek to develop and make optimum use of the interconnectivity between the two ports. The transportation of goods by rail between the two sites will be bundled, estuary traffic (by inland vessels on the North Sea) will be optimised and pipeline connections will also be on the list of priorities.

Committed strategic investments, such as the new sea lock in Zeebrugge and the additional container capacity in Antwerp, will go ahead. Future investments will be evaluated from a unified operational perspective, so that both port platforms will benefit, and the port continues to meet its customers’ expectations.

Resilience:

“Together, we will stand stronger”

By joining forces, the ports of Antwerp and Zeebrugge will be more resilient to

the challenges of the future. That resilience is essential to secure the prosperity and well-being of our society and the future of our economy.

Port of Antwerp-Bruges will draw upon the resources, expertise and talent of its teams in Zeebrugge and Antwerp. In the near future, a unified organisational structure and way of working will be developed, while respecting one another’s DNA and corporate culture. Transparent, long-term agreements will be made with regard to the leadership and management of Port of Antwerp-Bruges.

The port intends to identify as many synergies as possible, to continue to build on the extensive support within society for this driver of Flanders’ economy and to reinforce its position as a logistical, maritime and industrial centre. Not only within Flanders and Belgium, but on a European level and worldwide.

Leadership in the energy and digital transition: “Together, we can do it better”

The unified port will be able to respond more rapidly and more effectively to social and technological developments, such as energy transition, innovation and digitalisation.

Sustainability already formed a central part of the strategic direction in Antwerp and in Zeebrugge, but Port of Antwerp-Bruges will set the bar higher. Combining the industrial cluster in Antwerp and Zeebrugge’s location on the coast will create a unique opportunity to address the future energy challenges in Flanders and the wider region. As such, Port of Antwerp-Bruges will take up a leading position as an import hub for green hydrogen and will play an active and pioneering role in the hydrogen economy. In addition, the port, in collaboration with its industrial and maritime customers, will continue its efforts to reduce its carbon footprint and will examine methods of applying CCUS (Carbon Capture, Utilisation & Storage) in order to contribute to the transition towards a low-carbon port.

Finally, Port of Antwerp-Bruges will offer a number of significant advantages in terms of innovation and digitalisation, making it possible to make the supply chain not only more efficient, but also safer and more reliable.



Mayor Dirk De fauw and alderman Annick De Ridder after signing the charter

The transaction is subject to a number of customary suspensive conditions, including approval from the Belgian Competition Authorities. Both parties aim to finalise the transaction in the course of 2021.

<https://portofzeebrugge.be/en/news-events/ports-antwerp-and-zeebrugge-join-forces>

news from the members

BRIDGESTONE AND LIGHTYEAR COMBINE FORCES FOR THE WORLD'S FIRST LONG-RANGE SOLAR ELECTRIC POWERED CAR

Bridgestone applied its lightweight and environmentally-friendly ENLITEN technology on Turanza Eco tyres specially engineered for Lightyear One, providing significant efficiency contribution in order to maintain battery life, maximise vehicle range, and reduce environmental impact. The collaboration is the latest development demonstrating Bridgestone's progress in delivering its strategy to be a global leader in advanced solutions and sustainable mobility.

Building on 90 years of expertise, Bridgestone, a global leader in advanced solutions and sustainable mobility, has announced an exclusive partnership with Netherlands-based mobility innovator Lightyear. Bridgestone has engineered tyres specifically for Lightyear One, the world's first long-range solar electric vehicle, which is set for commercial availability by the end of this year.

Recent research ^[1] from Bridgestone has shown that 50 percent of European drivers consider acquiring a fully electric vehicle, and yet 37 per cent are still skeptical about doing so due to concerns around efficiency and limited range.

Lightyear One addresses these concerns head on by offering an unprecedented

range of 725km, while being up to three times more energy-efficient versus alternative electric vehicles currently on the market. The vehicle is charged directly by the sun through a large solar roof, minimising CO₂ emissions and the charging needs of the user while maximising efficiency.

To achieve such incredible performance, Lightyear has pushed the boundaries of current technology, designing a vehicle that boasts the best aerodynamic coefficient of any production car to date through substantial gains in many different areas of vehicle design. To support this unique performance and further improve on efficiency, Lightyear sought a tyre that offered very low rolling resistance and weight reduction, in order to preserve battery life, maximise vehicle range, and reduce environmental impact.

Bridgestone developed custom-engineered Turanza Eco tyres for Lightyear

One, combining its revolutionary lightweight ENLITEN and ologic technologies for the very first time. The technologies reduce weight through the use of fewer raw materials throughout the manufacturing process, while cutting rolling resistance through innovative tread, larger diameters, high inflation pressures and slim design.

The very low rolling resistance of the tyres also means Lightyear One can benefit from a lighter battery. As a result, the Turanza Eco tyres are designed to boost range when compared to alternative Bridgestone EV-specific tyres, equivalent to more than a 90kg reduction in weight^[2]. In addition to helping Lightyear One to travel further between charges, the tyre's silica dispersion has been improved by applying a new mixing technology, there is a 3.6kg (around 10%) overall reduction in the tyre's weight per vehicle^[3], without any compromise on wear mileage^[4] and grip.

Emilio Tiberio, COO & CTO of Bridgestone EMIA, explains:

“Lightyear have impressed with their approach to sustainable mobility ever since we saw the team take on the Bridgestone World Solar Challenge, and so we're excited to play a part in the Lightyear One project. Bridgestone is committed to a 50% reduction in CO2 emissions by 2030 and 100% sustainable materials by 2050 and strategic partnerships are fundamental to achieving these goals.”

Lex Hoefsloot, CEO of Lightyear, adds:

“We're particularly happy to see this collaboration between Bridgestone and Lightyear, with two companies that share a vision for future sustainable mobility coming together. The world is already experiencing unprecedented change and challenges, and through innovation and cutting-edge technologies we can work together to grasp the opportunities head on and create a more sustainable world.”



For the first time, the Turanza Eco tyres will bear the new Bridgestone EV Marking on the sidewalls. The Bridgestone EV Marking is applied to tyres that are tailor-made for electric vehicles and indicates the tyres underwent a rigorous testing process to receive approval from car manufacturers. As a result, these tyres support the unique features of electric vehicles and meet the car manufacturer requirements for battery range, vehicle control and tyre wear life.

Bridgestone also utilised its Virtual Tyre Development technology which enables accurate modelling of a tyre's performance without having to physically produce and test it, saving up to 40,000 kilometres in real-life outdoor and fleet testing. It can also cut product development time and outdoor and fleet tyre tests by up to 50 per cent^[5].

The foundation for Lightyear One was laid during the Bridgestone World Solar Challenge, a 3,000km race across the Australian Outback that pushes the limits of technological innovation and solar-powered mobility. With this in mind, Bridgestone has been collaborating with Eindhoven Technical University and the people behind Lightyear for eight years. Solar Team Eindhoven, the birth ground of Lightyear, won the Bridgestone World Solar Challenge's Cruiser Cup four consecutive times, from 2016-2019.

Source: <https://www.bridgestonenewsroom.eu/brandportal/bridgestonepr/default/news-detail/1342?lang=en>

- [1] Study of 3,000 consumers across European markets. Carried out by Bridgestone via Profacts Brand Tracker in January 2021
- [2] Energy consumption comparison between Lightyear One tyre and existing Bridgestone regular production tyre 175/60 R19
- [3] Weight of LY One tyre versus existing BS regular production tyre in same size (175/60 R19)
- [4] Wear test was conducted between LY One tyre and existing BS regular production tyre in same size (175/60 R19)
- [5] Virtual development can minimise or avoid altogether the outdoor testing (40,000 km) a combination of real world fleet test and outdoor testing based on a 4 loop development. 40,000 km is an average of the current PSR development testing procedure carried out by TCE (outdoor and fleet)



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news from the members



NIPPON EXPORT AWARD 2021-2022

The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is organizing the 11th edition of the Nippon Export Award. Is your SME or large company exporting to Japan, importing into Japan, or offering Belgian-Luxembourg products/services in Japan? Then you could be our next winner!

For more information on the application conditions, the selection criteria and the schedule, please check out the BLCCJ website: <https://blccj.or.jp/nippon-export-award>

日本輸出大賞2021-2022

在日ベルギー・ルクセンブルグ商工会議所 (BLCCJ) では第 11 回目の日本輸出大賞を主催します。貴方の会社はベルギー、ルクセンブルク製品・サービスの日本への輸出、または日本国内に輸入・流通サービスに携わっていますか?もしそうであるなら、貴方が次の大賞受賞者になるかもしれません!

日本輸出大賞応募に関する条件、選択基準や日程等、詳細は BLCCJ のウェブサイトをご覧ください。 <https://blccj.or.jp/ja/nippon-export-award>

news for the members

OLYMPIC CHOCOLATIERS

For a few years now, the Professional Media Group (PMG) has been organising “The Belgium Chocolate Awards”. PMG is a publisher of sector-specific and professional magazines, and more specifically the creator of a publication for the Belgian chocolate sector. The central theme of this year’s awards is the Tokyo Olympics, which is why we are highlighting it here in the BJA Newsletter. For the award, PMG invites professional chocolatiers from all over the country to create a new praline. Their creation is then tasted, analysed and evaluated by a team of chocolate connoisseurs and praline lovers.

The award in the praline competition this year went to Hannes D’Heedene, a young and creative chocolatier from the Kortrijk region, who beat the competition with his praline creation called “Cats”. The name refers to the Belgian Cats, the female Belgian basketball team that will compete for the Olympic title in Japan this summer. The taste builds up like a fantastic three-pointer.

Hannes runs his young company and chocolate shop with his father Luc. Small detail: Hannes is also the home chocolatier of Yamagata Europe. He developed a Y-shaped Saint Nicholas Day surprise for all Yamagata employees. And more importantly, Hannes is also listed in the Gault&Millau guide as one of the “Finest Chocolatiers of Belgium for 2019, 2020 and 2021”.

This is what the winning praline looks like:

Composition:

- > Jelly made of 100% cocoa pulp
- > Raw pecan and Piedmont hazelnut praline
- > Crisp of cornflakes

Coating:

- > Moulded with white chocolate
- > Pre-coloured with gold / white and black splash

Here are the top three contestants with their creations:

1. Hannes D’Heedene: CATS
2. Lynn van Dommelen: SAKURA
3. David Redon: KOISHI

Enjoy!

PMG is a publisher of professional magazines and active in 9 sectors, including construction, retail, food, fashion and gardening. Because of its variety in sectors, the company offers a unique communication platform.

Hannes D’Heedene runs his chocolate shop in Deerlijk. You can find more information here: www.hdchocolate.be/nl

*By Geert Benoit, Managing Director,
Yamagata Europe and BJA Editorial committee member*



Cats



JAPANESE FOOD SUPPORTER PROGRAM BY JETRO



This program was designed to certify overseas restaurants, bars and retailers which carry Japanese food and beverages as official ‘Japanese Food Supporters’ in order to further promote Japanese agricultural, forestry, fishery and food products around the world. Last year JETRO and the Sint-Truiden soccer club (STVV) launched a campaign to attract more customers to the the Japanese Food Supporter establishments and shops, offering a variety of Japanese products (sweets, sake, furikake, wagyu, soy sauce & tofu) each month free of charge. Despite COVID the campaign was continued till this spring. A booklet with information on the participating shops and restaurants was published afterwards.

By Dirk De haene, member of the Editorial Committee and managing director of OSKAR D & HopSaké



MANGA ON SAKE, AVAILABLE IN FRENCH!

Natsuko no Sake is a Japanese manga series by Akira Oze. It was adapted into a live-action television series in 1994. Recently it is being translated into French. The first 3 volumes are available, volume 4 will follow this summer. It's both an entertaining and instructive story on the complex brewing of sake.

Natsuko Saeki is an office worker in Tokyo, but she doesn't thrive in her job. Her superiors see her as just a subordinate good at photocopying and serving coffee. But one day her brother falls ill and she has the opportunity to return to her family to

help him. But Natsuko comes from a family of modest sake brewers, who tried for years to brew particularly tasty and unique sake. Motivated by this family challenge, Natsuko, replacing her brother, will immerse herself in the biological cultivation of sake rice and the sake brewing process. She tries to find a place for herself in a very traditional environment dominated by men. Will she succeed in brewing the best sake in the world, made from a unique rice deemed impossible to grow?

By Dirk De haene, member of the Editorial Committee and managing director of OSKAR D & HopSaké



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

Associate

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As part of the KPP group (Kokusai Pulp & Paper Co., Ltd, website: <https://www.kppc.co.jp/en>) Antalis is active as a distributor in paper, packaging material & equipment and media for visual communication. Antalis is acting as a Market Leader in Europe. (www.antalib.be/www.antalib.be/eshop/home).



We offer a wide range of products, machines and related services to our clients in the B2B market. Headquartered in the Paris area (France), Antalis operates in 31 countries serving over 110,000 customers with a team of 4,000 employees.

Our 103 distribution centers, focused on eco-responsibility,

provide world-class service with over 11,000 daily deliveries. In the Benelux we do operate from Belgium & The Netherlands with an integrated Benelux organization fulfilling the local market specificities.



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JET LOGISTICS

JET Logistics is a family business founded in 1989 and specialized in transport and warehousing. JET Logistics has offices in Belgium, Germany, Czech Republic and Bulgaria.

JET Logistics is specialized in transport in the BeNeLux and Germany, of course other European destinations are always possible. We search the right transport for everybody.

With our extensive fleet we provide transport of ADR goods as well as Temperature controlled transport. Deliveries with tailgate, forklift or megatrailers are always possible. Besides our transport we also have 18.500m² warehousing in Belgium and 6.000m² warehousing in Germany.

With more than 30 years of experience, we hope to be able to help the members of the Belgium-Japan Association & Chamber of Commerce with all their transport needs.



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