

Belgium-Japan Association

& Chamber of Commerce ASBL - VZW



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Editorial

For the fourth time in the last years, the Belgium-Japan Association & Chamber of Commerce, will start promoting the Young Executive Stay (YES) Program.

The YES Program is a commercial export project under the auspices of His Royal Highness Prince Philippe of Belgium. The YES program aims to train young executives from Belgium and Luxembourg in successful Japanese business practices. Armed with this experience, the graduates are able to promote overall trade between Belgium, Luxemburg, and Japan.

YES IV will be held from November 7-20, 2004. The Belgium-Japan Association, in cooperation with the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ), will organize a two-week training program in Japan, beginning with two briefing sessions in Belgium. The training in Japan will consist of 3 days of intensive seminar training. Ten days will be devoted to introduce each participant to the potential customers in his business area. Each participant will have the support of a business coach, a senior member of the BLCCJ.

Thanks to the practical approach and the on-the-spot training, YES has proven to be a highly effective training program as testified to by the book recently published by the BJA entitled 'Export to Japan: Twenty Belgian Success Stories'. Four of the twenty Belgian companies mentioned in this book discovered Japan thanks to YES.

To make from YES IV a success again, a team of young experienced Japan enthusiasts is responsible for the overall organisation. On the Belgian side, we have

Ms. Annelies Declerck (Deputy Project Manager, Eurochambres), Ms. Fabienne l'Hoost (Deputy Director General, Agency for Foreign Trade), Ms. Mika Matsumoto (Project Manager, BJA), Mr. Olivier Raimond (YES III participant & Marketing and Financial Director, Coris Bioconcept), Mr. Robert Seghers (Director Corporate Development, Picanol), Mr. Daniel Stimmer (Managing Director, BJ Trading), Ms. Karine Tollenaere (YES I participant & Key Account Manager, Panalpina World Transport), Mr. Takashi Suzuki (Director, JETRO), Mr. Jean Waucquez (Managing Director, Whise).

On the Japanese side YES IV is administered by Mr. Bernard de le Court, Director of BLCCJ and Ms. Yuka Oishii, Executive Director of BLCCJ.

As mentioned earlier, this program was initiated at the request of H.R.H. Prince Philippe, who, on one of his many commercial missions to Japan, pointed out that so few young managers participated in these efforts to become acquainted with and establish contacts in Japan, and that something needed to be done about it. We highly recommend participation in this program. Japan is the second largest economy in the world and we have to make every effort to prepare young people to create useful contacts in the business, cultural and academic fields.

If you are interested in applying for Yes IV, find all the necessary details further in this Trade Flows. Say yes to YES!

*Ann Blondé, Managing Director of Zeal
Chairman of BJA YES IV Committee*



Ann Blondé
Chairman of BJA YES IV
Committee



Commercial export mission to Japan
YES[®] program (young executive stay)
 November 7 - 20, 2004

Are you A YOUNG EXECUTIVE interested in a two-week COMMERCIAL EXPORT MISSION to JAPAN?

The **YES[®] program** aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, in 2004, the Belgian-Luxembourg Chamber of Commerce in Japan will organize a two-week training program in Japan, beginning with two briefing sessions in Belgium, organised by the Belgium-Japan Association. The training in Japan will consist of 3 days of intensive seminar training and 10 days of introducing each participant to the potential customers in his business area.

The Belgian-Luxembourg Chamber of Commerce in Japan is committed to get real business prospects for each participant.



- You are a young executive working for a small or medium-sized company in Belgium or Luxembourg.
- You believe your company has a product or service that can clearly differentiate itself from the Japanese domestic competition.
- Your company is interested in the Japanese market, but has no access yet. You have potential contacts, but have difficulties initiating communication.
- You want to learn more about Japan and evaluate the potential of the Japanese market.
- You do not want to be one of the participants in a trade mission, but rather prefer to have a personalized hands-on program, which gives you direct contact with your potential customers and partners in Japan.
- We offer a two-week tailor-made program in Japan, during which some of our members will share their experience and provide you with the facilities you need in order to explore the potential for your products in Japan.

yes send me the information brochure and application form

Company

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Title

Address

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City

Tel. / Fax /

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N° of copies requested

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Football match KHZ-Anderlecht in Genk, starring Takayuki Suzuki

September 23, 2003

52 participants attended this event, most of them Japanese, thanks to the kind promotion of Nihonjinkai. H.E. Ambassador Sato honoured the BJA with his presence. The participants were welcomed by the club managers of KHZ. After a delicious dinner, followed an

enthralling match, which ended 4-2 for Anderlecht. To the delight of all, especially the young children attending, Suzuki scored his first goal for KHZ. After the match, BJA members had a wonderful meeting and photo session with Takayuki Suzuki... a great star.

Contents

- 1 Editorial: YES IV by Ann Blondé
- 3 Football match KHZ-Anderlecht, starring Takayuki Suzuki
- 4-5 Cultural News: Flanders Exchange Centre in Osaka
by Bernard Catrysse
- 6-7 Facts & Figures on Japan
- 8-9 EU-Japan Relations
- 10-11 Success Story: *Pierre Marcolini*
- 12-13 Focus on Belgium
 - 14 Youth Committee report
 - 15 The Membership Committee
- 16-17 Membership Committee Members
- 18 Special Story on African baseball team
- 19 Personalia
- 20 BJA Application Form
- 21 Order form book: Export to Japan
- 21-24 Ads:
PhraseLift, Blondé, Nikon, Olympus



Taka Suzuki in action



After the match, H.E. Ambassador Sato congratulated the player on his performance

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Ms. Mikiko Yamamoto (left), like many other fans, enjoyed meeting Takayuki Suzuki

Cultural News

Introduction on Flanders Center

by Bernard Catrysse

We are very pleased to be given the opportunity to introduce Flanders Center (FC) and explain its organization and activities to the members of the Belgium-Japan Association.

The Flanders Center (FC) was established in 1975 with the enthusiastic support of the Flemish Government. During this period Japan and Flanders signed their first cultural agreement.

From the onset, the FC has stood as a symbol of friendship between Flanders and Japan. With the help of many hearty supporters, the Center has increasingly broadened its scope of cultural activities.



Lessons in Dutch

The Center is continually bustling with events. On average, there is a concert every week with a good portion of the concerts looking to promote Flemish music, musicians and ensembles. Apart from serving as an initial steppingstone for young artist in Japan, the FC is also actively engaged in encouraging more established artists to come to Japan and therefore organizes concert tours that bring musicians to different corners of the country. The Flanders Center is in contact with most of Flanders' top musicians, be they Symphonic Orchestra's, Chambre music ensembles or soloists. Just to mention a few; the Royal Philharmonic Orchestra of Flanders, Collegium Vocale Ghent, la Petite Bande, Ictus, Champ d'Action, Blindman Kwartet, Rubio Kwartet, Raphaella Smits (guitar), Scala Youth Choir, among others.

The FC was co-founder of the Osaka European Film Festival that is about to hold its tenth anniversary this November. The festival is widely praised for the way in which European member states and regions can

exhibit their cultural richness and diversity through a concentrated and collaborative effort. By way of the FC, Belgium's best film directors have been able to come to Japan and have their films shown. Some of the better-known names include: Frank Van Passel, Dominique Deruddere, Raoul Servais, Stijn Coninx, Jaco Van Dormael, and others.

FC has also taken on many initiatives within a European framework. Together with French, English and German, Dutch language lessons are given as part of a joint effort by Alliance Francaise, the British Council, the Goethe Institute Kansai and Flanders Center. Dutch lessons are organized weekly at three proficiency levels and people come from all over Japan to participate in the yearly Dutch Certificate Exam organized by the Center.

Every year, some 10 to 12 exhibitions are organized within, as well as outside, the premises of the FC. Most focus on contemporary art and brings the creations of current artists to the attention of the Japanese audience.

The Flanders Center also plays a key role in all of Daniel Ost's (a worldwide famous flower artist) flower installations and shows in Japan. In the past few years, he has mainly brought his art works in traditional Japanese settings, which make for fascinating installations and are drawing huge audiences all over the country.

Belgian food is without a doubt, another of our assets making the yearly Flanders' Valentine Nights (with tasting of Belgian Chocolates) a real hit.

Details of our programming can be found on the Flanders Center's website <http://www.flanders.jp>. At the moment, our site is only in Japanese but from February 2004 it will be available in both the Japanese and English languages. Do visit regularly and even better, if you have the chance to come to Japan, please visit the Flanders Center. We guarantee you a warm welcome!

ベルギーフランドル交流センターについて

館長 ベルナルド・カトリッセ

日白協会の会員の皆様に、こうしてベルギーフランドル交流センターの成り立ちや活動内容についてご紹介できますことを、非常に光栄に思っております。財団法人ベルギーフランドル交流センターは、ベルギーフランドル政府の多大なる支援によって1975年に大阪に設立されました。また、その当時は日本とフランドルが最初の文化協定をかわした時でもあります。フランドルと日本との友情のシンボルとして設立された当センターは、多くの熱意ある支援者のご協力のもとで、文化交流活動の領域を徐々に広

Cultural News

げてまいりました。

センターは常時さまざまな活動で活気に溢れています。フランドルの音楽を紹介するコンサートや、フランドルから来日する演奏家によるコンサートもたびたび開かれます。これらの若い音楽家達にとって、これは日本での最初の一步となります。当センターは彼らの日本での演奏活動を支援し、日本のさまざまな場所での公演もオーガナイズしています。また、フランダース王立管弦楽団、コレギウム・ヴォカレ・ゲント、ラ・プティット・バンド、イクトゥス・アンサンブル、シャンダクション、ブリンドマン・クアルテット、ルビオ・クアルテット、ラファエラ・スミッツ（ギター）、スカラ・ヤング・コーラスといった、フランドルのトップクラスの音楽家達の日本公演にも助力しています。

この11月で10回目の開催迎える「大阪ヨーロッパ映画祭」を共催しています。この映画祭はヨーロッパの国々・地域が、その豊かで多様な文化を共同で紹介する良い機会でもあります。フランク・ヴァン・パッセル、ドミニク・デュルデュレ、ラウル・セルヴェ、ステイン・コーニクス、ジャコ・ヴァンドルマルなどのベルギーの監督の作品がこの共同プロジェクトにより上映され、また、監督自身も来日しました。

ヨーロッパという枠組みの中での活動は常に推進されています。フランス、イギリス、ドイツのような国々の語学関連機関；大阪日仏アリアンス・フランスーズ、プリティッシュ・カウンスル、ドイツ文化センターとの共同イベントで、当センターのオランダ語講座はより広く知られることとなりました。オランダ語講座は週一回3つのレベルで開催され、年に一度のネーデルランド語検定試験にも多くの日本の方々挑戦しています。

センターの内外での展示会も年に10回以上開催されています。現在活躍中のアーティストによる、新鮮で日本の方々の興味を惹くようなものを取り上げていきます。

世界的に活躍するフラワー・アーティスト：ダニエル・オストのインスタレーションやフラワー・ショウにも当センターは大いに力を入れています。日本の伝統建築に飾り付けられた彼のフラワー・アートは多くの日本の方々を驚かせ魅了しました。

ベルギーの食べ物文化について忘れるわけにはいきません。その代表格チョコレートの試食会をメインにした企画「フランダース・ヴァレンタイン・ナイト」は毎年開催され、大好評でした。

私たちのさまざまな活動についての最新の情報は、インターネットのホームページ www.flanders.jp で、いつでもご覧いただけます。現在は日本語のみのサイトですが、近いうちに英語のものも掲載予定です。ホームページを見ていただくのはもちろんですが、もし、お近くに来ることがあれば、ベルギーフランドル交流センターにもどうぞお立ち寄り下さい。

Activity report on Rosas, Dance Company

In the first half of October this year, the dance company Rosas was again touring in Japan.

This time with 2 different programmes. "ONCE" the first solo program in which Anne Teresa De Keersmaeker is performing herself. It combines her all-time favourite music of Joan Baez and the expression and exposure of her most inner self. With "RAIN", she created another piece for her ensemble that will certainly withstand the critics and pave the way for the new Century of contemporary dance. It needs to be said; Rosas and Anne Teresa De Keersmaeker are setting the standards for contemporary dance in Japan and far beyond that.

This tour brought De Keersmaeker and Rosas to the Saitama Arts Center, the Biwako Hall in Shiga and the Miyazaki Prefectural Arts Center. It reminds me of the first tour of Rosas to Japan, back in 1989. I remember the efforts we did to have them participate in the Yokohama Dance Festival. Performing and touring in Japan and away from the capital of Tokyo was not obvious at that time. But times have changed and Rosas has since created a strong following of mostly young people from all over Japan.



ダンスカンパニー ローザスは、今年10月中旬に、再び日本公演を行いました。

今回、上演された二つのプログラムのうち、「ワンス」は、アンヌ・テレサ・ドゥ・ケースマイケル自身が、全編を通じてソロで踊る初めての作品です。彼女がずっと愛し続けてきたジョーン・バエズの音楽と共に、彼女自身の内面をさらけだし、表現したものです。また、もう一つの作品である「レイン」は、彼女が、コンテンポラリーダンスの新しい世紀への道を切り開いたともいえる、高い評価の作品となっています。ローザスとアンヌ・テレサ・ドゥ・ケースマイケルによる公演は、日本のコンテンポラリーダンスの基準を超えたものとなっているといえるでしょう。今回の日本公演は、さいたま芸術劇場、びわ湖ホール（滋賀）、宮崎県立芸術劇場で開催されました。1989年に初めて彼らが、日本で公演を行ったのは、横浜ダンスフェスティバルへの参加で、その時、ベルギーフランドル交流センターは、彼らの招聘に携わりました。当時、東京近辺を離れた各地で公演を行うということは、とても考えられませんでした。しかし、その時以来、徐々にローザスは、日本全国の若者達の間で、高く評価される地位を築きあげてきたのです。

Facts & Figures on Japan

New cabinet lineup underlines Koizumi's resolve on reform

As announced on September 22, the line up of the second cabinet of Prime Minister Junichiro Koizumi, who is also the president of Liberal Democratic Party, highlights Koizumi's resolve to move ahead with his efforts to realize a smaller government and carry out broad structural reforms.

Koizumi decided to retain Heizo Takenaka as minister for economic and fiscal policy and financial services, as a symbol of his reform drive, despite strong calls for replacing him by LDP heavyweights who supported Koizumi in the LDP presidential election. These big wigs include former Prime Minister Yoshiro Mori and Mikio Aoki, secretary general of LDP members in the upper house.

Yoriko Kawaguchi will also retain her post as foreign minister. Some heavyweights in the LDP had been pressing Koizumi to replace her with an elected politician.

Koizumi apparently showed his respect for those who backed him in the LDP presidential poll by, for example, letting former LDP policy chief Taro Aso become public management minister. Koizumi has also given a cabinet post to Kazuyoshi Kaneko, a member of the LDP's Horiuchi faction, in line with the recommendation of Mitsuo Horiuchi, the leader of the faction who threw his support behind Koizumi in the presidential race.

Koizumi appears to have tried to make the cabinet look new partly by naming two key figures in the previous cabinet to important, though different, posts in the new one –Sadakazu Tanigaki, former chairman of the National Public Safety Commission, has been appointed finance minister, while Nobuteru Ishihara, former administrative reform minister, has been named land and transport minister.

Aso will be responsible for leading the effort to privatize the postal system, one of Koizumi's pet reform projects. Another key Koizumi policy – privatization of the public highway system—will be pushed under the leadership of Ishihara.

Koizumi, as LDP president, also surprised everyone with pick of Shinzo Abe as secretary-general of the ruling LDP. The public has received the installation of Abe in the party's key position very well, although Koizumi appears to have made the decision by inspiration.

Koizumi's third Cabinet lineup

Prime Minister	Junichiro Koizumi
Agriculture, Forestry and Fisheries	Yoshiyuki Kamei*
Chief Cabinet Secretary	Yasuo Fukuda*
Defense	Shiegeru Ishida*
Economy, Trade and Industry	Shoichi Nakagawa
Education, Culture, Sports, Science and Technology	Takeo Kawamura
Environment	Yuriko Koike
Finance	Sadakazu Tanigaki
Foreign Affairs	Yoriko Kawaguchi*
Health, Labor, and Welfare	Chikara Sakaguchi*
Justice	Daizo Nozawa
Land, Infrastructure and Transport	Nobuteru Ishihara
National Public Safety Commission	Kiyoko Ono
Public Management, Home Affairs, Posts and Telecommunications	Taro Aso
State Minister (Administrative and regulatory reforms)	Kazuyoshi Kaneko
State Minister (Disaster prevention)	Kiichi Inoue
State Minister (Financial, economic and fiscal policy)	Heizo Takenaka*
State Minister (Okinawa and affairs related to northern Territory/Council for Science and Technology policy)	Toshimitsu Motegi

* Reappointment

Japan on brink of growth, says minister

Heizo Takenaka, Japan's minister in charge of economic and fiscal policy, said in Singapore that the world's second biggest economy would accelerate after expanding by between 0.5 and 1% this year and in 2004. "This is the time of adjustment," he told a World Economic Forum meeting. "After that, the pace of growth may rise to 2% or more." Mr. Takenaka said that he would intensify efforts to cut Japan's \$384 billion of bad loans. As a proportion of total lending, bad loans had dropped from their level of 8.1% six months ago; he said, "Right now, non-performing loans are at 7.2% of the total." Mr. Takenaka, a former professor of economics who once taught at Harvard University, has never held elected office.

Meanwhile, as Japan prepares to go to the polls in November, the secretary-general of ruling LDP said the party would stick to its promise of not raising consumption tax for at least three years. However, Shinzo Abe said an increase would be "inevitable" to cover future pension costs. Prime Minister Koizumi,

Facts & Figures on Japan

who dissolved Parliament on Oct. 10, has pledged not to increase the 5% consumption tax while he is prime minister. Concerns about future pension payments will be among the issues raised by candidates, say analysts. People aged 65 or older are forecast to make up almost a third of Japan's population by 2025, up from 18% in 2001. Officials and economists have said the Government must raise taxes to pay for social programs, such as the public pensions system and medical expenses, as the population ages.

Support for the LDP has declined in recent weeks. Its lead over the Democratic Party of Japan had narrowed to eight percentage points, the Asahi newspaper reported. Almost 38% of respondents said they preferred the LDP-led coalition headed by Mr. Koizumi, compared with 45% support for the coalition parties in an earlier survey.

Bloomberg

Takeda to expand sales staff to biggest of Japan drug makers

Takeda Chemical Industries Ltd. plans to increase the number of sales staff, providing information on its pharmaceutical products to medical institutions by 11.7% to 1,700 by the end of March 2006, the largest among Japanese drug makers.

This move is prompted by strong sales of the company's mainline products, the Blopress hypertension drug and the Takepron peptic ulcer treatment. Sales of the two drugs have been increasing by almost 30%, with Blopress rising to close to 100 billion yen and Takepron expanding to 44 billion yen.

Marketing of new drugs scheduled to begin in 2004 and this is another factor requiring a larger staff of professional sales people, according to Takeda officials.

Takeda has newly employed 160 sales staff straight out of college in April and added another 20 mid-career sales professionals this year. The company will keep up the pace of recruitment through 2006, raising the number of sales staff to 1,700 by March 2006.

Kanebo, Kao to merge cosmetics operations, targeting Global Market

Kanebo Ltd. and Kao Corp. announced that by 2007 they would integrate their cosmetics operations in a move to help Kanebo out of financial difficulties and

boost their presence in the global market.

Kanebo will transfer its cosmetics division to a new firm, which will jointly be founded by Kao at the end of March 2004, and Kao will move its cosmetics operation to the new firm by the end of March 2007. Receiving more than 63 billion yen in fresh capital from Kao, Kanebo intends to get out of negative net worth for the fiscal year ending next March.

Kanebo will spin off its cosmetics division, which includes 16 domestic and 14 overseas subsidiaries. The offshoot will be joined by Kao's cosmetics operations three years later, and the resulting aggregate will be reorganized into manufacturing and sales units, with the former becoming Kao's consolidated subsidiary, and the latter Kanebo's.

Kanebo's cosmetics division is profiting and has offset the losses incurred from other operations. The alliance with Kao is expected to help Kanebo concentrate resources in the profitable division and pursue flexible R&D and market research programs. Also, joint operations will combine Kanebo's expertise and Kao's capital to develop global operations in the cosmetic field.

Japan exports hit high record in the 1st half of fiscal year 2003

Japan's export has recorded 27.17 trillion yen worth of goods during the period of April to September 2003, marking an increase of 4.9% from a previous year, according to the Ministry of Finance.

Shipments to China and other Asian countries, which enjoyed firm economic conditions, boosted exports, offsetting a decline in shipments to the U.S., Japan's largest export market. Shipments to China shot up 32.7% to 3.35 trillion yen, following the aggressive relocation of factories to the country by Japanese manufacturers. Imports from China reached 4.37 trillion yen, surpassing imports from North America and from the European Union. Shipments of microchips and other electronic devices mainly for mobile phones led the growth in exports to Asia. Exports of audiovisual equipment and auto parts have also grown.

Exports to Asian countries in the first half of fiscal year 2003 leaped 10.7% from a year before, reaching 12.60 trillion yen. Exports to the U.S. plunged 7.8% to 6.69 trillion yen amid a slowdown in the country's economy. Exports to the EU marked 9.4% increase, recorded 4.07 trillion yen, supported by brisk shipments of automobiles and digital cameras due to the euro's appreciation against the yen.

Nikkei

EU-Japan Relations

Signature of agreement on Anti-Competitive Activities between the EC and Japan

On 10 July 2003, the EU and Japan signed an agreement that will strengthen cooperation between their respective competition authorities. Earlier, the EU had already concluded very similar agreements with the United States and Canada.

The agreement provides a concrete framework for cooperation between the European Commission and the Japan Fair Trade Commission. It is intended to enhance international cooperation in the fight against cartels and to provide for regular contacts in order to discuss policy issues and enforcement efforts and priorities.

In concrete terms, provisions were made for the exchange of reciprocal information on the enforcement activities of each authority that might affect the interests of the other party. Typically, one authority will routinely notify its counterpart of any merger proceedings, as well as of cases where anti-competitive activities are carried out.

The agreement entered into effect on 9 August 2003, and will be reviewed within the next five years.



EU welcomes new Japanese law allowing Japanese and EU lawyers to work in partnership

Passing into law a bill that had previously been adopted by a cabinet decision of 14 March 2003, the Japanese government deregulated Japan's market for international legal services, by removing the restrictive, so-called 'designated joint enterprise system', which constrained joint business by Japanese and foreign lawyers.

Welcoming this newly adopted law, European Commissioner for the Internal Market Mr. Frits Bolkestein commented: "This represents a major success for the Regulatory Reform Dialogue between the EU and Japan. I am delighted that the joint business arrangements envisaged between Japanese lawyers

and registered foreign lawyers will allow them to provide integrated advice to clients on cross-border issues."

A two-year transitional period is envisaged in the text. The concrete rules implementing the new law will be drawn up by the Japan Federation of Bar Associations (Nichibenren).

EU enlargement will benefit Japan, EU commissioner says

The European Union (EU) commissioner for enlargement said that the scheduled expansion next May of the EU by 10 nations to a total of 25 member states will be beneficial for Japan both politically and economically. "The enlarged European Union will give a strong incentive to create together with our new neighbors to the east an area of prosperity and stability," Guenter Verheugen told the Japan National Press Club in Tokyo. "We want to strengthen our political bonds and cooperate on a broad range of domains" with countries such as Japan, Verheugen said. "Japan has an enormous amount to gain from the enlargement," he added. The enlargement will create a larger market in Europe, allow freer movement of goods and services, extend a single set of rules for business to a wider area and raise the standard of regulations across the region. "All of this will create large investment and consumer demands and opportunities for Japanese business. Japan's advanced economy is well-positioned to take advantage of it," Verheugen said, adding it will become easier for Japanese business activities, particularly in Eastern Europe.

On the political front, Verheugen said an enlarged EU will lead to a politically stronger Europe on the world stage and thus a stronger partner for Japan and the rest of the world in taking a multilateral approach to resolving global problems. He said Japan and the EU should make good use of their strategic partnership so they can each have a bigger 'global political role and influence commensurate with our economic weight.

"We have now an opportunity to create a political relationship between the European Union and Japan which goes beyond the concentration on economic and trade issues that were dominating our relations (for) decades. There must be a much stronger political dimension in our relations, says Verheugen.

Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, the Slovak Republic and Slovenia will join the EU next May 1, bringing 75 million new citizens into the EU for a total of 450 million citizens.

Kyodo news service

EU-Japan Relations

Canon to debut 1st product to meet EU's Eco-Friendly rules

Canon Inc. plans to lead the industry in launching a multifunctional printer/copier in November that complies with the European Union's environmental directive for electronic parts.

The EU regulations, slated to take effect in July 2006, will ban the use of six harmful chemicals, including lead, cadmium, mercury and hexavalent chromium, in electrical and electronic equipment.

The leading manufacturer of electronics established a task force a year ago and asked its 250 component manufacturers to develop parts compatible with the rules. About 25,000 parts are used in the copier/printer. Matsushita Electric Industrial Co. has stopped using a lead-soldering process in its products. But Canon's copier/printer is the first electronic product completely free of the six hazardous chemicals, according to company officials

Nikkei

Big in Japan, big in Belgium?

Tsushin / B. Waucquez, 2003-07-15

i-mode & DoCoMo big in Japan

In February 1999, NTT DoCoMo ("doko mo" means "anywhere" in Japanese) launched i-mode® in Japan ("i" for "internet" or "information"), a service that provides continuous-connection internet access and email service via mobile phones. As of December 2002, there were more than 36 million subscribers.

The company also recently introduced a W-CDMA (or UMTS) third-generation wireless service, dubbed FOMA®. The i-mode has turned NTT DoCoMo into Japan's largest ISP and the world's leading mobile communications company. DoCoMo has become an example of what we could regard as a very successful mobile internet business model.

Over the past six years, the number of cellular phone subscribers with DoCoMo has increased more than eight-fold, to 44 million, despite generally difficult economic circumstances and low levels of consumer spending in Japan. Of these 44 million, roughly 80% subscribe to i-mode, NTT DoCoMo's continuous-connection mobile Internet service.



Source: Eurotechnology Japan KK

The i-mode standard - a simplified subset of HTML - makes it very easy to develop web services. At first, mobile phones were used only when absolutely necessary, and then, primarily for voice communication. Today, i-mode services include e-mail, online shopping, news update, weather forecasts, entertainment, banking transactions, among other services. All these services are available on thousands of sites!

Big in Belgium?

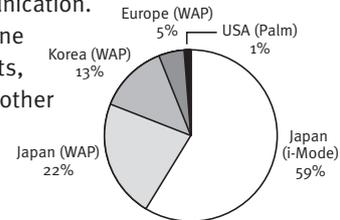
Mobile internet is a great success in Japan. The difference with Belgium in the number using mobile and internet access is stark. "The Internet in your pocket" was the guiding principle of the Wireless Application Protocol (WAP), a world-wide communication standard that provides access to the Internet from a specially adapted mobile phone. This was the technology designed to bring the mobile internet to the handsets of millions of people in Europe.

In Belgium, our current GSM-network is fully geared towards speech. The occasional WAP-user who wants to process data in some way must often try several times before connecting to the internet service. Circuit switch connections (not "on-line" all the times), slow response time, small screens and less than user-friendly handsets were reasons that WAP has, till now, managed to evade success in our countries.

Not surprisingly, KPN recently decided to collaborate with NTT DoCoMo. The objective: to conquer Europe with i-mode (KPN just finished its local GPRS-network: the new 2.5 generation GSM, specially made for data traffic which allows the consumer to *remain continually on-line*: no need to dial every time a connection is made).

Many technology barriers still exist for the development of 3G mobile applications in Europe (think about the huge investments in UMTS: much more will be necessary before full capacity is reached). Simply stated, to expand data flow, we will need many more antennas using higher frequencies (2.4 GHz range), with a shorter reach (smaller cells).

Besides these factors, socio-cultural aspects will also play an important role: people spend a lot of time commuting in Japan, and will therefore find a portable web-enabled device quite useful. In Europe, there is no immediate benefit of surfing the web while driving our car. The success of i-mode in Japan is also due to the particular Japanese environment. For example, in Japan it was quite expensive to use internet at home. When i-mode was introduced in 1999, the mobile phone was an attractive, cheap alternative.



World Wireless Internet users
Source: IDATE



BASE Advertisement campaign in Belgium, July 2003

Article continues on page 19

Success Story: Pierre Marcolini



Pierre Marcolini

Pierre Marcolini is a Brussels chocolatier who no longer needs any introduction. The story of Pierre Marcolini is about true love... about one man's sheer passion for chocolate. As a child, he would hoard pieces in secret hiding places, ensuring that whenever he had the desire, he could instantly satisfy his yearning. As a young man, his love transformed into a relentless personal quest for the perfect chocolate, based on absolute precision in preparation and creation.

In 1994, Pierre Marcolini set up his company together with his wife Nicolette Regout and opened his first workshop in Kraainem. A few years later, the workshop moved to new larger premises in Haren. In 1996, Pierre Marcolini opened his first boutique on the avenue Louise in Brussels, soon followed by a boutique in the Sablon and in Fortnum & Mason's, London.

Today the company has a 35-strong team of artisans, each talented in their own right. Pierre Marcolini has 12 retail shops in Brussels, Antwerp, Liege, Namur, Tokyo, Malmö, Paris and London. The state of the art workshop and laboratory in Brussels is the centre of this chocolate universe, where creativity, originality, tradition, infatuation and a wholehearted commitment to being the best all merge to produce an expanding range of products to be savoured and enjoyed by chocolate enthusiasts the world over. Marcolini has won international renown and sales grow by about 30% every year. The Tokyo boutique in Ginza was opened in 2002, and sales in Japan now account for 15% of the company's turnover. Pierre's Marcolini's creativity has won him the highest awards in his field:

1988	1st Prize - National Artistic Merit Award (Belgium)
1991	Best Pastry of Belgium
1992	Pastry World Vice-Champion in Tokyo
1993	Pastry World Vice-Champion in Lyon
1995	Pastry World Champion in Lyon
2000	Pastry European Champion in Rome

Chocolates that are the ultimate in chic deserve the finest packaging. It's no surprise therefore that Pierre Marcolini has selected the celebrated Belgian designer Delvaux to take care of packaging. A modern yet classic style, coupled with time-honoured dedication to quality, permeates every box and container specially created for Pierre Marcolini. Pierre Marcolini chocolates are granted the utmost care and attention when being packed and shipped directly to customers.

Relations with Japan

Pierre Marcolini is represented in Japan by the Cream of the Crop & Company (formerly Kandy Ltd., a Japanese company specialised in top-end European consumer products). Mr Marcolini explains: "We met Mr Yushi Tajima, President of the Cream of the Crop & Company, at the beginning of 2001. Two of my contacts had been mentioning my name to Mr Tajima, and this brought about our meeting. I do not believe in 'chance' encounters...we were bound to meet, and Marcolini was bound to go to Japan. We had had contacts with several Japanese companies prior to that, but we hadn't found a good base for cooperation. With Mr Tajima on the other hand, the understanding was mutual from the first, we shared the same philosophy and respected each other from the start."

Pierre Marcolini is happy to have made the step of entering the Japanese market. He had been interested in Japan, and Japan found its way to him: "Japan has always shown interest for anything foreign. Japanese people love challenges and improving themselves, and a good example can be found in gastronomy. Japan is a land of exquisite culinary refinement. For four centuries, it has been improving its culinary art, to reach an unprecedented level of perfection. Quality products such as green tea and the Kobe beef are famous, but Japanese cooking is much more than that. With its emphasis on simplicity, a balance of textures, colours, and flavours, seasonal freshness, and beauty of presentation, it is quite unique. Yet I find similarities with the European and Belgian culinary traditions. In particular, there is a rare harmony between Belgium and Japan."

Marcolini and Japan have a common attachment to quality. To Pierre Marcolini, the art of creating the perfect chocolate means using natural ingredients of the highest quality sourced from around the world. It means applying zealous care and attention to detail. Mr Marcolini underlines: "I consider myself as an international craftsman. No compromises are made for the sake of mass production; no dilution of ingredients is permitted. Marcolini's renown is built on the quality of its ingredients, and we are one of only three chocolate makers in Europe who make our own cocoa. We sell exactly the same products in Japan as anywhere else, although we have quite a large assortment for Japan. In order to preserve the authenticity of our chocolates, we do not do franchising in Japan."

Pierre Marcolini chocolates, with a minimum of 60% cocoa – rising to over 80% for some of his specialities – can be

Success Story: Pierre Marcolini

consumed in the knowledge that they offer potential health benefits as well as pure hedonism.

Impressions of the Japanese market

Most of the year 2002 was spent studying the market and import procedures. Mr Marcolini stresses: "The registration with the Ministry of Health, Labour and Welfare, and the respect of the specifications and standards of the Food Sanitation Law is a difficult process. This administrative procedure is taken care of by Pierre Marcolini's Japan office." The company's strategy for succeeding in Japan was also carefully considered. While most chocolate makers sell their products in Japanese department stores, Pierre Marcolini has opted for more visibility, and has opened a Marcolini building in Ginza, which includes a shop at street level, a "tasting" parlour on the second floor, and offices on the third floor. Sales have been quite satisfactory from the opening days. Mr Marcolini: "You need something new and unique in order to succeed on international markets. Moreover, the marketing is an important aspect. I have taken part in several promotional actions, such as a wine and chocolate tasting session in Isetan (a leading Japanese department store) in 2003."

Pierre Marcolini also took part in The "Salon du Chocolat", a world-renowned event, which had already been held 5 times in Paris and twice New York. From 11th to 13th February 2003, this veritable "festival of chocolate", organised in Japan for the first time, was held amidst a flashy show in the Exhibition Hall of the Tokyo International Forum. Besides exhibition and sales booths featuring a gorgeous array of goods produced by chocolatiers from Europe and Japan, it also included a cooking room in which the world's top patissiers demonstrated their skills, an event stage showcasing a "chocolate fashion show" by leading designers. Mr Marcolini is satisfied with his participation: "Lots of Japanese visitors showed interest in our chocolates, and the production background. They are keen on discovering who you are and have a thirst for learning. It is extremely important for me to have such face-to-face meetings with the public, and to establish an 'intuite personae' relationship with my clients. Their comments lead you to improve your products even more." Pierre Marcolini is considering take part in the "Salon du Chocolat" again in 2004. A regular presence on the Japanese market and frequent contacts with your partners are also essential to success. Pierre Marcolini travels to Japan about five times a year but meets his partner about ten times yearly in total.

Plans

Marcolini chocolates have recently been referenced by Colette, the contemporary-style fashion and design boutique in rue St-Honoré in Paris, which in no time has become a byword with the Paris in-crowd. Pierre Marcolini opened a new shop in Ginza, Tokyo, in September 2003, next doors to the current premises. This will be an ice cream parlour, where a new concept of ice cream will be presented. Ice cream will be prepared fresh on the spot, which should attract Japanese gourmets. Mr Marcolini concludes: "Japan is the only market where you have a win-win situation. You have the possibility to create and express yourself in your creations, yet you can't cheat Japanese people: they can recognise quality immediately. On the other hand, they are willing to pay for it". Belgian yearly consumption of chocolate per capita is currently 8.4 kilogrammes per year, as opposed to only 1.8 kilogrammes per person and per year in Japan. This is very encouraging for Pierre Marcolini, especially since more and more people are thinking of him as the true defender of the authentic taste and quality of Belgian chocolate.



Focus on Belgium

Flanders makes steady advance on Japanese biotech market

CropDesign NV

CropDesign N.V. (www.cropdesign.com), based in Gent, Belgium delivers plant biotechnology traits. The company's trait discovery program is powered by the TraitMill™ applied genomics platform that closes the gap between genomics and the development of real traits in real crops. Its TraitMill™ technology platform includes proprietary bio-informatics tools, high throughput gene engineering systems, efficient methods for plant transformation, and a unique set up for automated evaluation of crop performance. CropDesign applies its technology in rice, corn, other cereals, as well as in other business areas, such as molecular farming. The company is further applying its TraitMill™ technology with a view to develop other quality and industrial traits in a range of collaborations with industrial partners. Founded in 1998, CropDesign employs over 70 people at its 1,400 m² meter state-of-art research facility and a fully automated 3,500 m² plant evaluation facility in Gent, Belgium.

In April 2003, Plantech Research Institute, a Mitsubishi Group company, and CropDesign N.V. (Belgium) announced a collaboration regarding the evaluation of CropDesign technology for applications in the area of phyto-remediation. Phyto-remediation refers to the use of plants to extract and sequester soil pollutants such as heavy metals.

In Japan, cadmium-contaminated soils are a serious problem. Large areas of farming land near old refining factories and mining sites have been polluted by cadmium through air and water, the contaminated acreage is estimated to be more than 80,000 hectares. CropDesign has made certain proprietary gene constructs and transformed plants with altered growth characteristics available to Plantech Research Institute for evaluation of heavy metal uptake.

Furthermore, it was announced that Marubeni Corporation will act as a non-exclusive agent for certain CropDesign technologies for the Japanese market. CropDesign has established collaborations with Japanese academic partners. Biotechnology is an important growth area for Japan and CropDesign intends to further strengthen its business presence in Japan.

Devgen NV

Devgen is the world leader for in vivo drug discovery based on the industrialized use of the model organism *Caenorhabditis elegans*. This technology base is successfully utilized in pharmaceutical research synergistically with agrochemical and pest control

applications. Devgen enables the rapid prioritization and validation of disease targets, identification of a drug's mechanism of action, and the development of RNAi based transgenic crops. The company's in-house programs are focused on developing novel therapies for metabolic and cardiovascular diseases; on developing nematode and insect resistant crops, and on developing novel pesticides targeting plant parasitic nematodes.

Devgen has been keen to develop its business activities in Japan, and making ongoing contacts with Japanese executives of interest, and government bodies, and agencies. The company also attends business conferences organized in Japan and invites Japanese venture capitalists and journalists to introduce the company's technologies and its state-of-the-art facility.

As a result of these efforts, in May 2003, Devgen has signed a three-year collaboration with Sumitomo Chemical Company Limited to develop novel insecticides. Founded in 1913, Sumitomo Chemical is one of the leading chemical manufacturers in Japan, and operates through a network of subsidiaries, affiliates, and liaison offices around the globe. Devgen collaborates with Sumitomo Chemical to select and to further validate novel insecticide targets. Devgen will also format high throughput assays to screen small molecule compounds, which Sumitomo Chemical will then develop further into market products.

Devgen was founded in 1997 and employs 85 people with its headquarter in Ghent, Belgium. To date, the company has generated over € 60 million in equity and revenue-based transactions.

For further information, please visit the company's website at www.devgen.com

Bridgestone opens new annex of its Zeebrugge Distribution Center

The newly-built annex of Bridgestone's distribution centre was officially opened on July 11 by Mr. Joachim Coens, Chairman Managing Director of the Zeebrugge Port Authority and Mr. Shoshi Arakawa, CEO of Bridgestone Europe, who planted together a traditional cherry tree on the premises for a good fortune. Last year, Bridgestone Europe decided to double its European distribution centre in the Zeebrugge inner port from 28,000 to 56,000sqm. The extension allows the company to stock a much wider range of tyres waiting to be distributed all over Europe. In addition to tyres for trucks and buses, there will also be tyres for personal cars, industrial, and agricultural applications. The extension will allow an annual stock capacity of 800,000 tyres.

Focus on Belgium

Tokai Optical launches lens production in Belgium

Tokai Optecs, the European sales arm of the Japanese spectacle-lens maker Tokai Optical Co., Ltd, has launched a new production facility in Flanders, and one of the main production lines is for customized spectacle lenses. The 7.5million euro facility, covering 1,700m² in Tienen has already begun full commercial operation. The Annual production capacity of the customized-lens line is 200,000 units, and the company forecasts annual sales of 12million euro.

Initially it was a Belgium-based trading company that sold eyeglasses, lenses, and related products throughout Europe, and in 1995, Tokai Optical founded Tokai Optecs N.V. through capital participation. Tokai Optical's ultimate goal in positioning Tokai Optec as a global company is to boost its sales in Europe and actively extend its overseas business to Asia and America.

Kaneka Belgium expands MS polymer capacity

Kaneka Belgium N.V., a subsidiary company of the Japanese chemical company, Kaneka Corporation in Osaka, is expanding its production capacity of MS polymer to 10,000 tons a year in order to meet a vigorous demand.

Based in the city of Westerlo, Kaneka Belgium is producing several products including Kaneka MS polymer, used as raw material for modified silicone sealant, and Kaneka Silyl polymer, used for the production of adhesives.

The production capacity of Kaneka Belgium for these two polymers currently totals 6,600 tons a year but will be expanded to 10,000. The expansion will involve an investment of approximately 14 million euro. Full operation for the new facility is scheduled to begin in May 2004. Thanks to this investment, Kaneka's worldwide production capacity for the two products will increase to 22,000 tons a year, of which 12,000 tons is produced in Japan.

In Japan, both products are widely used in the construction sector. The European market highly values the ecologically sound character of the products, which does not exist in other competing products. In Europe, the products have a wide industrial use and are popular in the DIY (do-it-yourself) and automotive sectors, among others. It is expected that the products will continue to penetrate new markets and the demand from countries surrounding the European Union will increase. For these reasons, Kaneka Belgium expects

that the European market will generate a vigorous demand for several years to come.

Port Activity

The first six months of this year, the Port of Antwerp managed to set a new record in traffic of maritime goods, achieving a growth factor of 10.1%. Container traffic once again experienced a huge increase of 15.5% compared to the same period last year.

Conventional general cargo however dropped by 2.8%, which is rather alarming considering that this kind of traffic is quite labour intensive.

Fruit shipments benefit from improved harvests and new, market share enhancing contracts. This segment registers a 7.9% growth.

The roll-on/roll-off traffic increased by 2.2%, with a remarkable increase in inbound traffic from Japan & Korea. The end of the trade boycott with Iraq will surely be reflected in an increased used cars export during the next semester.

Handling of bulk goods grew by 9.3%, a positive trend that is particularly noticeable in liquid goods, as a result of the reopening of two refineries and the higher attractiveness of the Port of Antwerp as a thoroughfare for chemicals.

During the first semester of 2003, 0.2% more vessels called at the port of Antwerp than in the same period in 2002, with an important increase in total gross tonnage.

Passports

Belgium received a Special Award for the safety protection of its passports at the General Interpol Assembly held in Benidorm from September 28th till October 2nd. The Federal Department of Foreign Affairs, International Trade and Development Aid is proud to receive this prize in recognition of the huge efforts that have been made in the struggle against passport forgery.

Belgian passports are issued by the municipalities via a centralized distribution network. As a result of the increasing number of thefts of passports out of local offices during the nineties, Belgian passports acquired a rather bad reputation. Measures were taken to deal with this problem: nowadays, the municipalities and consulates no longer keep blank documents in their offices, although they remain the issuing authority for personalized documents.

In order to prevent forgery, a state-of-the-art passport production method was developed, featuring important innovations such as the micro-perforation of the photo, which makes it virtually impossible to replace it.

Youth Committee news

'Zwin' & Hanabi August 23rd, 2003

On Saturday 23rd of August, the BJA YC gathered in Knokke to visit the 'Zwin' natural park. The group atmosphere was excellent, and the visit was a great experience. After a drink offered by the BJA YC, we had free time for dinner in the center of Knokke and then, headed for nearby Duinbergen by tram.

On the beach, we had a great time playing some ball games. When darkness had finally set in, music and fireworks offered us a spectacular light and sound show. We walked back along the beach with the sound of the waves on the background, and then decided to take a last glass in a Chinese restaurant before leaving the Belgian coast...It had been a long day, but a wonderful one, as participants had plenty of opportunity to exchange ideas and have fun together.



先の8月23日(土曜日)、私達BJAYCはクノックのZWIN自然公園を訪問しました。グループの雰囲気はとてもよく、公園散策もとても素晴らしいものでした。BJAYCからのフリードリンクを楽しんだあと、私達はクノックで各自夕食をとり、トラムで花火大会会場のある“Duinbergen”の辺りへと向かいました。花火大会会場近くのビーチではボールゲームに興じました。そして日が暮れると共に花火大会の始まりです。光と音のショーに皆魅了されました。帰り道は波の音を聞きながら砂浜を歩いて戻ることになりました。最後に中華レストランで軽く飲み物を取り、名残惜しみつつも、帰路に付きまして。その日は長い一日でした。しかし、同時にとても素晴らしい日でした。参加者はそれぞれの思いを語り合い、そして存分に楽しみました。



Visit to Antwerp September 20th, 2003

On the first day of autumn, the BJA YC invited its members to explore the city of Antwerp and its beautiful harbor area.

All participants gathered in front of the monumental main entrance of the cathedral for a visit to Antwerp's most famous landmark. Afterwards, we set out for a - rather unplanned - foot march through the harbor area, before settling on a sunny terrace along the river bank for a refreshing drink.

On board of one of the boats touring the main harbor area of Antwerp, we all settled down on the boat's deck to maximally profit from the last sun beams of the year, while enjoying the beautiful sights of Antwerp from the water. After a relaxing stroll through some of the oldest quarters of the city, the activity ended with an excellent mussels dinner at one of the oldest restaurants

of Antwerp, and a concluding drink in one of the picturesque streets of Antwerp.



この秋最初のイベントとして、BJA青年委員会はアントワープ市内と港地区の観光を計画しました。

まず、参加者はアントワープで最も有名な大聖堂を見学するため、装飾が見事な入り口に集合しました。その後、予定外で港地区のウォーキングツアーが加わりましたが、川沿いのカフェでさわやかな日差しを浴びながら楽しい休憩を取りました。

アントワープ港地区のポートツアーの船に乗り、参加者は全員ボートのデッキから夕日を浴びた美しいアントワープの景色を楽しみました。

旧市街散策後アントワープの老舗レストランでの美味しいムール貝ディナーと昔ながらの景色が残る小道のカフェでのドリンクでイベントをしめくりました。



The Membership Committee

BJA Membership Committee

The goals of the committee are to increase the number of members, to respond to the need of the current members and to analyse their motivation to join the BJA.

The membership committee meets almost once a month. Members of the committee are businessmen and women from well-known Belgian and Japanese companies. Twice a year the committee organises a networking cocktail to allow prospects to become familiar with the BJA activities and members.

To further understand our member's motivations to join the BJA, and to maximise the participations to the BJA events, a survey was conducted among Japanese companies a year ago by one of our former members, Mr Hashimoto. The survey indicated that the expectations of our members or potential participants clearly differed: Belgian members would consider joining the BJA due to their business links with Japan, whereas Japanese companies would consider becoming member if they can contribute to Belgium as a social responsibility.

Thanks to the survey and the support of Nihonjinkai, several recommendations were made and actions were taken to meet the needs and expectations of our members of both communities. Amongst other initiatives taken by the membership committee, it was decided that the BJA would publish a directory. The first edition of the directory will be published in 2004.

Additionally, the membership committee has recently redefined the members' benefits, which details can be found below:

1. Associate Members benefits

- Company references in BJA website
- Invitation to BJA corporate and cultural events
- Invitation to BJA conferences
- 1 free copy of the BJA quarterly newsletter "Trade Flows and Cultural News"
- Company references in BJA Annual directory

2. Corporate Members benefits

Benefits include the above listed benefits as well as:

- Free copy of BJA annual directory
- Free copy of directory of Japanese companies in Belgium
- Invitation to events organised by sister organisations of the BJA
- Hyperlink of company on BJA website
- Job offers & offers of services postings in Trade Flows & on web site
- Business proposals
- Access to committee network

3. Sponsor Members

(or otherwise known as Patron members)

Benefits include the above listed as well as:

- Company logo with hyperlink in BJA website
- Company logo in BJA annual directory
- Recognition of status in each issue of the BJA newsletter
- Recognition of status in each issue of the BJA directory
- Special mention at the Annual General meeting in March
- Exclusive invitations to reception organised by HH the Ambassador of Japan
- 2 complimentary copies of all BJA publications
- Exclusive business proposals
- 25% discount on advertising in BJA directory
- Exclusive invitations to events organised by BJA or sister organisations

For further information on BJA, please visit our website, www.bja.be

For further information on how to apply for a membership, please feel free to contact BJA secretariate, info@bjabe

日白協会、会員管理委員会

私共、日白協会（以下、BJA）の会員管理委員会では新会員募集の活動をはじめ、既存会員の要望にお応えしたり、会員の方々のモチベーションを高めることを目的とした委員会です。

同委員会はベルギー、日本を代表する一流企業に勤めるビジネスマン/ウーマンの7名で運営されており、独自の主なイベントとしては年に2回、BJAの活動や会員の紹介を兼ねたレセプションを開催しております。又、より多くの方々にBJAの会員となっていただく為、皆様がBJAに何を期待されているのかを知る為の調査なども実施しております。

その一例として、一年ほど前、同委員会の元メンバーであられた橋元氏（旭化成ヨーロッパ、前社長）の協力の下に、ベルギーにおける日本企業の間でBJAの会員となる目的についてアンケート調査が行われました。その調査結果によりますと多くの日本企業は“ベルギーに貢献したい”という社会奉仕の為に会員になった、あるいは会員となる意向を持っているという事が分かりました。それに比べて、大半のベルギー企業は日本と既にビジネス関係がある、又はこれからビジネスを発展したいからBJAの会員になるケースが殆どです。

このような調査や日本人会のご協力により、会員管理委員会では幾つかの提案を基に皆様の御要望や御期待にお答えできるよう、常にBJAの活動内容やサービスの向上に努めています。その手始めとして、この度、BJA会員名簿（メンバーシップ・ディレクトリー）を2004年度から新たに製作する事になりました。

又、同委員会では最近、BJAの会員への特典を見直し、新たに規定致しましたので、ここにご紹介申し上げます。

1. アソシエーツ・メンバーへの特典

- BJA ホームページに社名の掲載
- BJA 主催のビジネス並び文化関連のイベントにご招待
- BJA 主催のセミナーにご招待
- BJA 発行の英文四半期毎ニュースレター "Trade Flows and Cultural News" を1部無料で配布
- BJA 会員名簿 (2004 年発行予定) に社名の掲載

The Membership Committee members

2. コーポレート・メンバーへの特典

上記、アソシエーツに記載されている特典並びに、

- BJA 会員名簿 (2004 年発行予定) 一冊、無料で配布
- BJA 独自製作のベルギーにおける日本企業リストを無料で提供
- BJA の姉妹団体主催のイベントにご招待
- BJA のホームページと社ホームページのリンク
- 求職・求人情報を BJA のニュースレター及びホームページに掲載
- ビジネスの提案
- BJA における設置委員会のネットワークに参入

3. スポンサー・メンバー (又は、パトロン・メンバー) への特典

上記、アソシエーツ、コーポレートに記載されてる特典並びに、

- BJA ホームページにハイパーリンクされた社名ロゴマークを掲載
- BJA 会員名簿に社名ロゴマークを掲載
- BJA 発行の英文四半期毎ニュースレターにスポンサーとしてのステータスを表記
- BJA 会員名簿にスポンサーとしてのステータスを表記
- BJA の三月の年度総会でスポンサー会員の方への感謝として特別ご紹介
- 日本特命全権大使が主催されるレセプションに特別ご招待
- BJA 出版物、全て 2 部無料配布
- ビジネスの特別な提案
- BJA 会員名簿に掲載する広告費を 25% まで割引
- BJA や BJA の姉妹団体が主催する特別なイベントにご招待

以上、BJA のその他の情報については是非 BJA ホームページ、www.bja.be をご覧下さい。尚、ご入会手続きについて、詳しくは info@bja.be までお気軽にお問い合わせ下さい。

Nicolas Sepulchre



Chairman of the Membership Committee, I am the Managing Director of PRS Europe Group, a Belgian company specialising in business and HR mobility solutions. My company assists corporations and their international assignees to settle in their host country in offering a broad scope of immigration, relocation and administrative assistance that aims at maximising the productivity and the success of international assignments in Belgium and abroad. My responsibility includes the management of our subsidiaries in Belgium, France and The Netherlands, where we have been serving several Japanese companies for many years. I am active in the Belgian Japan Association and Chamber of Commerce where I chair the membership committee and participate as a member of the board of Directors. I have studied at the Ecole Pratique des Hautes Etudes Commerciales (EPHEC, Marketing degree, Brussels, 1989) and the University of Brussels (Solvay Business School, Cepac, 1994-1995). I am married and father of three children.

Olivier Cornil

Sales manager of All Nippon Airways Benelux. Graduated in Economics in '90, he worked in the financial department for different Belgian companies such as Dynaco Intl and RTL Tvi. In '98 he got the possibility to enter ANA as sales representative for

non-Japanese companies and travel agencies.

In 99, ANA decided to become a member of Star Alliance, and since that time, Olivier Cornil became the link between Tokyo and Star in the Benelux. Convinced that the future for ANA in Benelux was not only to provide the best service to Japan to the passengers, but to offer the seamless way of travelling, he worked with the Star Partners to create common offers to Japan and Asia. After the former Manager Mr Sakamoto has been promoted General Manager AWT France, Olivier CORNIL became the new Manager and he is responsible for the Sales strategy and development of the future activities. ANA Brussels office is actually the second largest airline company in Belgium on the market to Japan just after a big European carrier, offering to his annual 15000 passengers one of the best seat in the world.



Jacques De Witte

Jacques De Witte is a tax partner in the Brussels office of Deloitte & Touche. He graduated as an economist from the University of Ghent and has a master in Accountancy and Tax Law from the Vlerick School of Management. He is a member of the Institute of Accountancy and Tax Advisers (IAB) and the International Fiscal Association (IFA). Mr. De Witte started his career in 1976 with Mr. Tinnemans, certified public auditor and founder of Deloitte & Touche in Belgium. He became a tax partner in 1988 and is a member of various business and professional organizations. He advises mainly corporate but also private clients from all over the world, many of whom have connections with Japan. His principal areas of activity are international tax and corporate structuring, and he is particularly known in the field of personal income tax issues of expatriates. Mr. De Witte has spoken frequently at conferences on various aspects of Belgian taxation; he is a regular speaker at universities and management schools. In 2002 Mr. De Witte was listed in the Euromoney's "Guide to the World's Leading Transfer Pricing Advisers". "International Tax Review" had also selected Mr. De Witte as one of the leading Belgian tax advisors for the past four consecutive years. Mr. De Witte can be contacted at +32/2/600.60.00 e-mail : jdewitte@deloitte.com



ジャック・ドゥイト

ジャック・ドゥイトは、Deloitte & Touche ブラッセル事務所の税務パートナーです。ゲント大学経済学部を卒業後、ヴレリック経営学校で会計税務法の修士号を取得しました。会計・税理士協会 (IAB) および国際税務協会 (IFA) の会員です。1976 年、Deloitte &

The Membership Committee members

Touche ベルギーの創立者で公認会計士のマルセル・ティネマンス氏の元で税務コンサルタントとしてのキャリアをスタートしました。1988年には同事務所のパートナーとなり、様々なビジネス・職業団体のメンバーとなっています。日本を始めとする様々な国籍の法人・個人の顧客に対し、税制に関するアドバイスをしていますが、最も得意とする分野は、国際税務やグループ会社の再編成、また駐在員の個人所得税上の取り扱いなどです。また、ベルギーの税制のさまざまな局面について、大学やマネジメント・スクールでしばしば講師を務めています。2002年、ジャック・ドワイトは、Euromoneyの「世界を代表する移転価格のアドバイザー」にリストアップされました。また、International Tax Reviewでは、過去4年間に渡りベルギーを代表する税務アドバイザーのひとりにリストアップされました。ジャック・ドワイトの連絡先：+32/2/600.60.00 e-mail: jdewitte@deloitte.com

Rene Hex

Vice President Finance & CFO of Janssen Pharmaceutica N.V., Belgium. This company is part of the Johnson & Johnson Group of Companies. Is also a member of the Board of Directors and of the Executive Committee of Janssen Pharmaceutica N.V. Started his career with Janssen Pharmaceutica in 1976 as Assistant Area Manager for Asia and moved into finance in 1980. Has been closely involved in the set-up and development of the company's Pharma joint ventures in Japan and China and served on the Board of Directors of these joint ventures. Current responsibilities include the financial management of Janssen Pharmaceutica N.V. Belgium as well as the financial management of Worldwide Chemical Manufacturing Operations and Pharmaceutical Finishing Operations in EMEA and Asia. Furthermore his responsibilities include the Pharm Group Management Reporting, International Taxes and selected Shared Services functions. Graduated in Applied Economics at the University of Louvain in 1974.

Vincent Jardinet

I am 43 years old, and have a Degree in Applied Economics from the University of Louvain. I am fluent in English, Dutch, French and Spanish. I have obtained 15 years of Human Resources Management experience, acquired within the sales and marketing environment of major multinational companies (Kodak, Texaco and FMC Europe). In 1999, I founded INTERCULTURAL RECRUIT-

MENT, a search and selection company located in Brussels. The company focuses on direct search of international executives and their staff.

Kumiko Sato

Kumiko Jacolin-Sato came to Belgium in 1997. She has been with ING Financial Institutions since 2000, currently working as regional manager. She is responsible for marketing relationships with Japanese financial institutions around the world, building on extensive marketing experience in Japanese and European multinationals. She also has worked as an independent consultant and interpreter, assisting European companies' business development with Japanese partners: M&A, joint-venture projects, export/ import, etc. Prior to coming to Belgium, Kumiko worked for L'Oreal in Japan as product manager, then research manager. She also worked in a small international corporate communications firm as director. Her first professional assignment was at Toshiba International Department in 1986, carrying out export negotiations for laptop computers. She enjoys art, scuba diving and adventure travel.

Academic background: Solvay Business School (M.B.A. honors /Specialty in European Management), Sophia University (B.A.Sociology), Sophia Community College (Financial Accounting), Sorbonne University (French Language). Teaching Licenses in English / Social Studies at junior/high school (Tokyo Education Board), Certificat pratique de francais commercial et economique (C.C.I.P). She holds an antique dealers' license registered with the Japanese regulator.

Contact: kumiko.sato@yucom.be

ジャコラン佐藤久美子

経歴：1986年、東芝株式会社国際部総合職、コーポレート・コミュニケーション会社ディレクター、その後ロレアル株式会社でマーケティング職をつとめる。1997年来白以来、通訳・コンサルタント活動を経て、現在2000年よりING国際金融法人部でリージョナルマネージャーとして邦銀/金融機関とのINGグループ国際マーケティング戦略を統括。国際マーケティング戦略に関し、広範な専門知識をもつ。趣味はスキューバダイビング、芸術文化に触れる事、小冒険旅行。

学歴/資格：上智大学外国語学部比較文化学科社会学士、ベルギー王国ソルベイ大学 MBA 修士、パリソルボンヌ大学仏語修了、上智コミュニティ大会計学修了。中学校/高等学校教諭英語/社会科普通免許、フランス商工会議所経済仏語資格、日本国古物商許可証。連絡先：kumiko.sato@yucom.be 日本語/英語可



Special Story: African baseball team



NPO “Association for Friends of African Baseball”

NPO “Association for Friends of African Baseball” (AFAB) was founded in April 2003 to promote communication and friendship between Japan and African countries through baseball. There is a story of the name of this Association. Mr. Shinya Tomonari (working for JICA), Chairman of AFAB, was in Ghana between 1996 and 1999. During his stay in Ghana he was appointed to the first manager of the Ghana National Baseball Team and led the team to the Sydney Olympic Qualification Games held in South Africa in 1999. The team won to semi-finals, close to the medal, but could not go to the Olympic. After the Game, the Chairman of All African Baseball Association gave a letter to Mr. Tomonari, with honor of his great challenge. In the letter, the Chairman requested him to found “FRIEND OF AFRICAN BASEBALL” after returning to Japan and keep relationship with African baseball. To respond to his request, we founded AFAB with a slogan of “Wish World Peace through Playing Catch”.

Main activities of AFAB:

Send baseball equipments and donations to African countries for developing baseball.

AFAB supports to create environments to enjoy baseball by sending used baseball equipments and donations to kids and young people in African countries.

Promotion of international friendship through baseball team for African people in Japan.

AFAB founded “Africa All Stars”, a baseball team for African people in Japan. It provides an opportunity for African people who see baseball first time in Japan to enjoy playing baseball and to become friends with Japanese amateur baseball team.

Exchange baseball human resources.

AFAB promotes to exchange baseball human resources by sending players and coaches to Africa.

Introduce baseball environment in Africa.

There are 16 African countries who have domestic baseball association, out of which in 4 countries Japanese coaches are teaching baseball. AFAB introduces information on baseball environments in Africa through network of African baseball relations.

Publish “Africa to Hakkyu (Africa and white balls)”.

AFAB published a book “Africa to Hakkyu” (written by Shinya Tomonari), a documentary story of Ghana National Baseball Team where Ghanaian and Japanese overcomes the difference of culture and customs. Revenue from the sales of the book is used for AFAB activities.

AFAB is inviting these people who would like to support our activities by becoming a member. For the details please contact the below or refer to our website.

Contact: Office: 4-13-9-101 Nagasaki, Toshima-ku, Tokyo, Japan

Tel & Fax: 813-3530-8089

(URL) <http://www.catchball.net>

(e-mail) afab@catchball.net

NPO「アフリカ野球友の会」について

NPO アフリカ野球友の会（以下 AFAB）は、日本とアフリカ等発展途上国の主に野球を通じた交流を促進し、相互理解、親善のための活動を実施、推進することを目的として 2003 年 4 月に設立されました。会の名称には由来があります。会の代表を務める友成晋也（JICA 勤務）が 1996 年から 1999 年に西アフリカ・ガーナ共和国に赴任中、仕事の傍らガーナ・ナショナル野球チームの初代監督を務め、1999 年の 9 月に南アフリカ共和国で行われたシドニーオリンピックのアフリカ予選に参加しました。ガーナは惜しくも準決勝で敗退しましたが、その時アフリカ野球連盟の会長が、彼の偉大なチャレンジを称え一通の手紙を手渡しました。そこには、「日本に帰国後、『FRIEND OF AFRICAN BASEBALL』を設立し、アフリカ野球とのかかわりを持ち続けてほしい」と書かれていました。帰国後その意を受けて、「キャッチボールで世界を平和に」を合い言葉に設立されたのが AFAB です。

AFAB の主な活動内容としては：

アフリカ諸国の野球普及に必要な道具の募集及び送付、ならびに募金及び送金

AFAB では、野球の中古道具を集めたり募金を集めたりしてアフリカの子供達、青年達に届け、野球を楽しめる環境作りのお手伝いをしています。

在日アフリカ人野球チームを通じた国際交流

AFAB は在日アフリカ人による野球チーム「アフリカオールスターズ」の運営をしています。日本で初めて野球を知った在日アフリカ人の方々に、野球を楽しむ機会を提供するとともに、日本の草野球チームとの交流を行っています。

野球の人材交流

アフリカに選手、コーチなどの招聘や派遣など、野球を通じた人的交流の実施もしくは側面支援を行っています。

アフリカの野球事情の紹介

現在アフリカに野球連盟が存在する国は 16 カ国。うち、青年海外協力隊などで、日本人が野球を指導している国が 4 カ国あります。AFAB では、アフリカ野球関係者のネットワークを活用し、アフリカの野球事情を紹介していきます。

書籍「アフリカと白球」の発行

文化や習慣の違いを乗り越えて頑張るガーナ人と日本人のドキュメントストーリー『アフリカと白球』（友成晋也著・文芸社刊）を出版しています。本の印税収益は、AFAB の活動費に充当されます。

現在 AFAB では会の趣旨に賛同し会員となって頂ける方を募集しております。詳しくは下記連絡先まで又はホームページをご覧ください。

（連絡先）事務局：東京都豊島区長崎 4-13-9-101 事務局専用

電話 & fax 03-3530-8089

(URL) <http://www.catchball.net>

(e-mail) afab@catchball.net

Personalia

Nominations

Mr. Tadashi Arashima has succeeded Mr. Akira Imai as President of Toyota Motor Marketing Europe(TMME) and Executive Vice President of Toyota Motor Europe(TME). Mr. Arashima has kindly accepted to take over Mr. Imai's responsibilities as a Director of the BJA. We would like to thank him for his kind support.

New Members

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

Corporate Members:

AGENA

(Manufacturer of camera bags)

Ter Borcht 8, 2930 Brasschaat

Tel: +32 3 651 47 10 / Fax: +32 3 652 07 78

E-mail: diana.genang@skynet.be

BJA Representative: Mrs. Diana Genang,
Sales Manager

Associate Members:

DARGAUD-LOMBARD

(Publishing)

Avenue P.H. Spaak 7, 1060 Brussels

Tel: +32 2 526 68 00 / Fax: +32 2 526 68 09

E-mail: f.pernot@dargaud.lombard.be

BJA Representative: Mr. François Pernot, CEO

LE MERIDIEN BRUSSELS

(Hospitality Industry)

3 Carrefour de l'Europe, 1000 Brussels

Tel: +32 2 548 41 75 / Fax: +32 2 548 40 80

E-mail: c.deloffre@meridien.be

BJA Representative: Mrs. Catherine Deloffre,
Director of Sales & Marketing

SAMSONITE EUROPE

(Manufacturer for suitcases and hand luggage)

Westerring 17, 9700 Oudenaarde

Tel: +32 55 33 32 74 / Fax: +32 55 30 23 67

E-mail: paul.melkebeke@samsonite-europe.com

BJA Representative: Mr. Paul Melkebeke,
Director Operations Asia

THE CENTRE

(Communications and public affairs consulting)

Avenue Marnix 2, 1000 Brussels

Tel: +32 2 548 02 60 / Fax: + 32 2 548 02 61

E-mail: peter.verhille@thecentre.eu.com

BJA Representative: Mr. Peter Verhille, Director

Individual Members:

Regular:

Mr. Akihito Fujita

Mr. Cedric Olbrechts

Mr. Daisuke Sakamoto

Mr. Dae Young Park

Mr. Bart Sablon

Student:

Mr. Hubert de Munck

Mr. Kris Gaethofs

Ms. Megumi Takahashi

Mr. Frederik Van Overloop

Big in Japan, big in Belgium? *(Story continued from page 9)*

Service, service, service

An example of "killer app" in Japan is an extremely popular one provided by Tokyo Gas. At any time, you can check to see if you switched off your gas. This kind of service might not be that successful in Europe, where the success of i-mode will probably come from a variety of applications and content providers with real added value. We need to avoid the "too many solutions, where is the problem?" syndrome.

The NTT DoCoMo network allows customers to pay for actual services delivered, rather than the time on-line. In Japan, NTT DoCoMo keeps only 9% of the revenues coming from charging for content on its i-mode mobile services, whereas many European operators fail to stimulate content production by retaining a much larger share of the content revenue.

As many said when i-mode was first launched in Europe, in March 2002 by KPN Mobile's subsidiary E-Plus in Germany, the service was never going to have

an easy time. After one year, the numbers speak for themselves: the total i-mode customer numbers for KPN Mobile in Germany, Belgium, and The Netherlands at the end of 2002 were 236,000, of which 123,000 were in Germany (E-Plus), 2,000 in Belgium (BASE) and the rest with KPN Mobile itself in the Netherlands (BASE is a 100% subsidiary of KPN Mobile, in which NTT DoCoMo has a 15% share). Although these numbers fall short of the company's goal of 1million i-mode subscribers by the end of 2002, at the end of the first quarter of 2003, the total number of i-mode customers in these countries increased to 285,000.

As always, we have to be careful before drawing conclusions: think about the incredible success of SMS, which was totally unexpected when the service was launched. Today, Belgian mobile phone users send an average of 60 SMS per month. For i-mode, this is probably just the beginning!

BJA Application Form

Application Form for BJA Membership

日白協会兼商工会議所会員申込書

Name / 氏名 _____

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Department / 所属 _____

Address / 住所 _____

Nr. _____ Box _____ Zip code _____

City _____

Tel. _____ / _____ Fax _____ / _____

E-mail _____

Website _____

Description of Business / 事業内容 _____

Type of Membership and Fees / 会員内容と年会費

Corporate Members / 法人会員	Sponsor / スポンサー	Euro 2,600	<input type="checkbox"/>
	Corporate / コーポレート	Euro 800	<input type="checkbox"/>
	Associate / アソシエーツ	Euro 400	<input type="checkbox"/>
Individual Members / 個人会員	Couple / 夫婦	Euro 90	<input type="checkbox"/>
	Regular / 本人	Euro 60	<input type="checkbox"/>
	Student / 学生	Euro 30	<input type="checkbox"/>

Signature / 署名 _____

Date / 日付 _____ / _____ / _____

1. Please fill in this form and return to BJA by e-mail: info@bja.be or by fax: +32 2 644 2360
本申込書に必要事項をご記入の上、E-mail : info@bja.be 又は Fax : +32 2 644 2360 にて当会議所までご返送下さい。
2. Upon receipt of the approval of your application by the Board of Directors, you will receive an invoice for your membership fee.
後日、当会議所役員より入会の承諾が認められましたら、年会費の請求書を送らせて頂きます。

BJA presents:

EXPORT TO JAPAN: 20 BELGIAN SUCCESS STORIES

- 01_AGENA/DELSEY
- 02_ANN DEMEULEMEESTER
- 03_CORIS BIOCONCEPT
- 04 DISSACO GSS
- 05_DUVEL MOORTGAT
- 06_EUROGENTEC
- 07_FILLFACTORY
- 08_FRISK INTERNATIONAL
- 09_HEMMIS
- 10_ICOS VISION SYSTEMS
- 11_IMEC
- 12_KATINIQUE
- 13_MEYVAERT GLASS ENGINEERING

Many foreign companies believe it is next to impossible to penetrate the so-called "closed" Japanese market. This is far from the truth. With the present compilation of success stories, the Belgium-Japan Association hopes to convince exporters that if they set their mind to it, they can make it in Japan. Twenty Belgian companies have disclosed the keys to their success. The well-known Belgian export products such as beer or chocolates are not the only ones to sell well in Japan: from high-tech, to chemical products, fashion or biotechnology, a large range of sectors are represented. Why not go and see yourself: a promising market of 127 million consumers is awaiting you.

多くの外国企業の間で、閉鎖的と言われる日本市場において成功を収めるのは不可能であると考えられがちです。しかし、それは必ずしも正しい考えとは言えません。日白協会 (Belgium-Japan Association) では、現在日本市場で成功を収めているベルギー企業各20社のサクセス・ストーリーとその秘訣を編集し、一冊の本にしました。日本市場への参入の意思はあるが、ためらいがちな輸出業者の方々に、いかに日本で成功を得ることができるかをお伝えできれば幸いです。ベルギーの代表的な日本への輸出品はチョコレートやビール以外に、ハイテク機器、化学製品、ファッション、バイオテクノロジーなど、幅広い分野に及んでいます。この一冊の中に、新たなベルギーの現状とその知らされる財宝の数々を紹介いたします。

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- 15_OSKAR D CREATIVE SERVICES
- 16_PÈRE OLIVE
- 17_PIERRE MARCOLINI
- 18_PROVIRON FINE CHEMICALS
- 19_SCABAL
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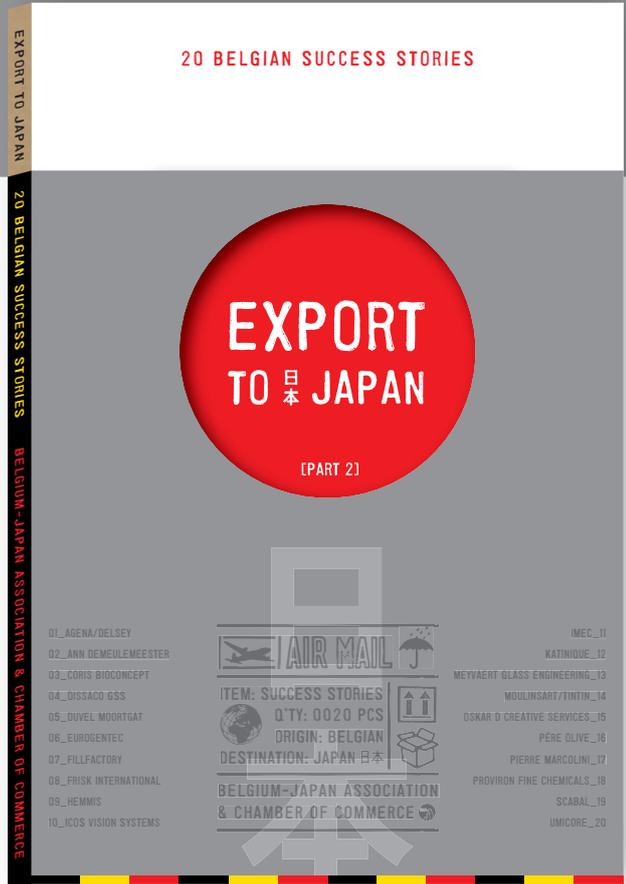
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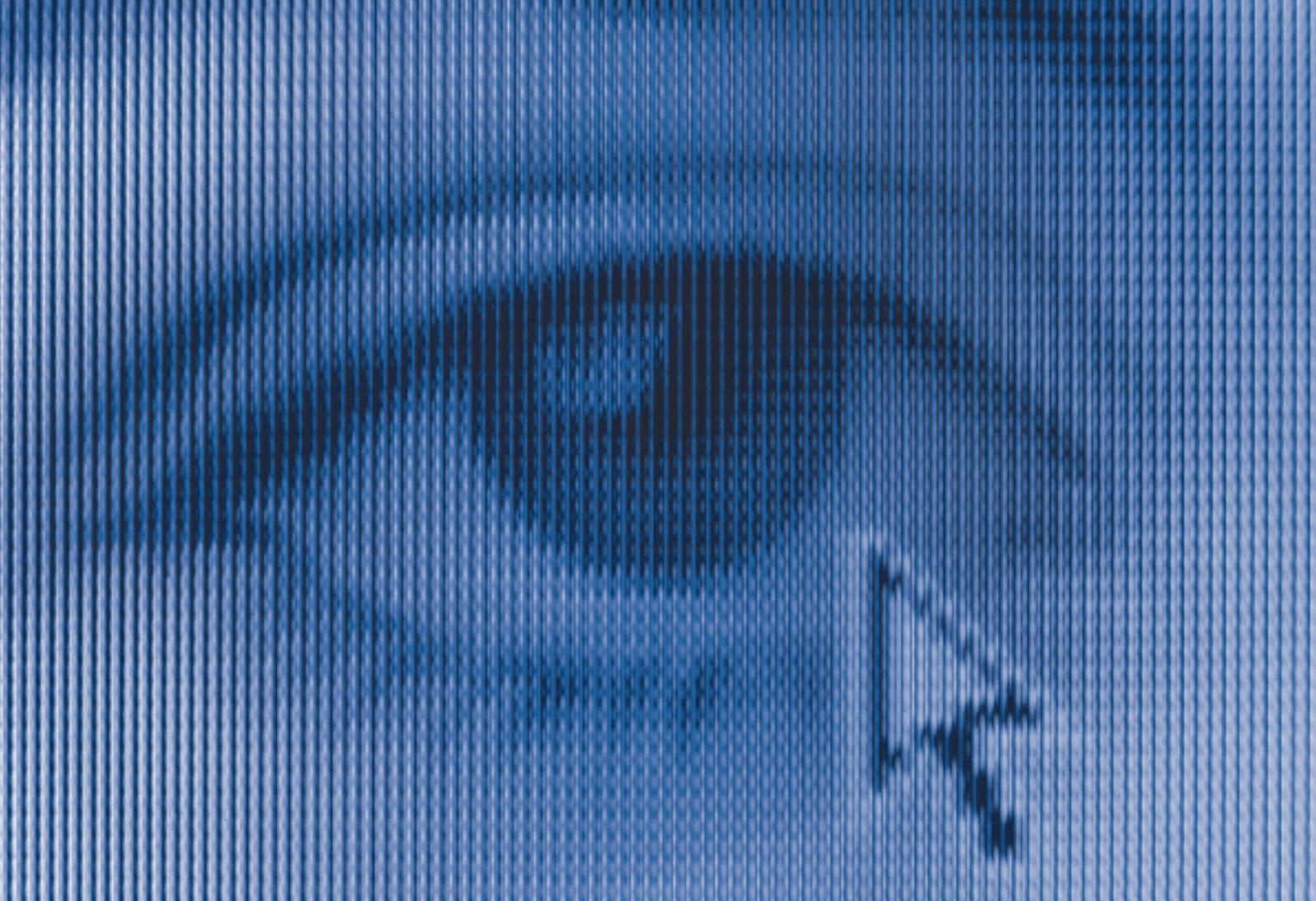
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