

# Belgium-Japan Association

*& Chamber of Commerce ASBL - VZW*



Number 63 - June 2004

## Editorial

It is a great honour and privilege for me to write the Editorial for the June Issue of the Trade Flows and Cultural Newsletter of the Belgium-Japan Association & Chamber of Commerce.

Five months have passed since my arrival as Ambassador of Japan to Belgium, and I have already met some members of the BJA, both Belgian and Japanese, on various occasions. I must say that each time, I was impressed by how the BJA members mix business with culture. In the beginning, this may have been incited by the need to understand the characteristics of their target markets, but more importantly I notice that their attitudes toward the other culture are grounded in respect. These days, the relationship between Belgium and Japan is closer than ever, particularly in terms of trade and investment, but the members of the BJA are noticeably inclined to be curious and sensitive, vis-à-vis the cultural background of their opposite numbers, be they Belgian or Japanese. I believe that this tendency has a deeper motivation, which is that of building a relationship based on trust with their customers. It is not an empty advocacy of friendship, nor is it merely financial dealings. Rather, the BJA members have created their own culture within their organization; that of wanting to learn about each other and respecting each other's cultures. As ambassador, I value this characteristic of the BJA very highly indeed. The Embassy of Japan is ready to offer the maximum support and encouragement to the BJA in response to its requests. In fact, we are working together toward an event at my residence in May, in the context of a campaign to recruit new members for the BJA. Also, I should like to take this opportunity to tell you that governmental negotiations are underway for bilateral agreement on social security, which will be of interest to BJA members.

In addition to this, I would like to elaborate further on the latest trends in the Japanese economy. It was already some time ago that the Japanese economy bottomed out, and the upturn has been going on for about two years. What is new this year is that we no longer hear anyone crying wolf about the so-called 'March crisis.' As you know, March is the settlement month for the end of the fiscal year in Japan. In the past several years, as March approached, there have been fears of a chain reaction of bankruptcies that would trigger a financial crisis, due to the large number of accumulated non-performing loans. Instead, this year, a series of positive and encouraging figures are emerging. Corporate revenues and profits in manufacturing industries and capital investment by these industries are increasing. Economic growth for the year 2003 was 2.7% in real terms. Business confidence among many top business leaders in Japan is growing stronger, too. The period of excessive pessimism seems to be behind us. Nevertheless, it is widely recognized that the major driving forces of this sustainable recovery are capital investment and export demand. It remains to be expected that household expenditure will boost domestic demand. In the meantime, three products are rising to stardom in the consumer market. These are the digital camera, flat display TVs, and Digital Versatile Disc, or DVD, player/recorders.

Let me add just a little about the recent policy initiative by the government of Japan. Under Prime Minister Koizumi, the government currently is promoting an 'Invest in Japan' campaign. In this respect, I hope many among the BJA members will find it a very opportune time to invest in Japan.



H.E. Mr. Shohei Naito,  
Ambassador of Japan in  
Belgium

**H.E. Mr. Shohei Naito**  
*Ambassador of Japan in Belgium*

# Seminar on Environment – Japan and Europe

11 February, 2004 - ING, Brussels

On February 11th, the Belgium-Japan Association & Chamber of Commerce (BJA), Dutch & Japanese Trade Federation in the Netherlands (Dujat), and Deutsch-Japanischer Wirtschaftskreis in Germany (DJW), for the first time, co-organized a seminar on Environment Policy in Japan and Europe. Under the initiative of the BJA EU Committee, 120 enthusiastic participants attended this highly successful joint seminar, kindly hosted by ING Bank.

Daniel Thielemans, Vice-President of BJA made the opening remarks, followed by H.E. Mr. Kazuo Asakai, Ambassador of Japan to the EU, who honoured the event with his presence and with his kind welcome speech. Julio Garcia Burgués, Head of Unit, Environment DG, European Commission (on behalf of Mr. Claus Sorensen, Director), addressed some

important issues on the European Union's Environment Policy, while Toshimasa Fujii, Executive Director of Japan Machinery Centre for Trade & Investment gave the view from Japanese Business on the European Environment Policy.

In addition, Willy Tomboy and Didier Stevens of Toyota Motor Europe, and David Hone of Shell International shared some interesting case studies with the audience. Takashi Sugiyama of the Development Bank of Japan (DBJ) presented New Energy in Japan. Dr. Ruprecht Vondran, Chairman of DJW, moderated and Tjalling van Asbeck, Managing Director of Dujat, concluded the seminar with a word of gratitude, especially to the sponsors, AkzoNobel, ING Bank, DBJ, Shell, Toyota Motor, and Toyota Tsusho Europe, for their kind support of this joint event.



Mr. Vondran, moderator and Chairman of DJW



Members exchanging views and opinions



Mr. Van Asbeck, Managing Director of Dujat



A few of the participants during cocktails



# Seminar on 'How to export to Japan'

16 March, 2004 - ING, Brussels

On March 16th, the Belgium-Japan Association and Chamber of Commerce (BJA) organized a seminar to promote the YES IV program (Young Executive Stay), at the premises of ING. Mrs. Ann Blondé, Chairman of the YES Committee, introduced this commercial export project to Japan to the interested audience. The BJA, as well as the participants, had the pleasure and honour to welcome H.E. Shohei Naito, Ambassador of Japan. After the instructive words from His Excellency, Mr. Takashi Suzuki, Director of JETRO, gave an interesting speech focusing on the current state of the Japanese economy

and the characteristics of the Japanese market. Two guest speakers, Michel Moortgat, CEO of Duvel Moortgat and Olivier Raimond, Marketing and Financial Director of Coris Bioconcept presented their own success stories of doing business with Japan. About 70 participants attended this successful seminar, and were enchanted by small gifts of Duvel beer together with an original Duvel glass and Frisk tablets. During cocktails, the participants had the opportunity to network and exchange export experiences.



## Contents

- 1 Editorial: Ambassador Naito
- 2 Seminar on Environment
- 3 Seminar on 'How to export to Japan'
- 4 Annual General Assembly of the BJA
- 4 The BLCCJ
- 6 Introducing the new BJA Web site
- 7 Facts and Figures on Japan
- 8-9 EU-Japan Relations
- 10-11 Success Story: Panalpina
- 12-13 Focus on Belgium
- 14-15 Youth Committee news
- 16-20 The BJA EU Committee:  
Committee Presentation & Member CV
- 21 Personalia and Sponsors
- 22-24 Advertisement: Blondé, Nikon,  
Olympus

## Advertising rates

4 issues  
(March, June, September, December)

Black & White	1 page	€ 1.500,00
	1/2 page	€ 800,00
Colour	1 page	€ 3.000,00
	1/2 page	€ 1.600,00

### Contact:

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

info@bja.be

T 02/644 14 05 - F 02/644 23 60



Mr. Philippe Moortgat, CEO of Duvel Moortgat



The audience with on the foreground from left to right: Mr. Suzuki of JETRO, Mrs. Blondé, Chairman of the YES IV Committee, H.E. Ambassador Naito and Mr. Schobbens, Chairman of the EU Committee



Mrs. Tollenare of DHL Danzas, Mr. Resler of Altra Law, Mrs. Blondé of zeal, and a participant of the Seminar



Mr. Suzuki of JETRO and Mrs. Sato of ING discussing experiences with one of the participants.



# Annual General Assembly of the BJA

25 March, 2004 - Fortis Bank Brussels

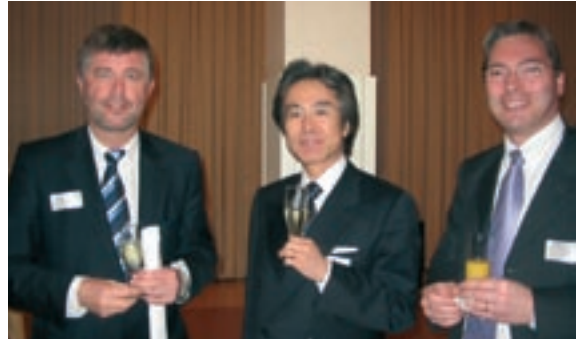
On March 25th, an audience of approximately 40 members attended the BJA General Assembly held at Fortis Bank under Luc Willame's presidency.

Daniel Thielemans, Vice-President of BJA, delivered the BJA's financial statements concerning income, expenditures, refund surplus, assets, and liabilities, followed by Anja Kellens, Executive Director, who presented the 2004 budget.

Nicholas Sepulchre, Director of BJA, presented a complete 2003 report of the Membership Committee with a target and action plan for 2004. Daniel Thielemans gave additional report on the activities of the Business Committee, including the EU launch event and the YES Program.

On behalf of Mr. le Hodey, the Cultural Committee Report 2003 was highlighted by Mrs. Kellens. Olivier Vanbeneden, Chairman of the Youth Committee, gave a report on certain achievements made by the Committee during 2003 as well as on its objectives for 2004.

Before adjourning to cocktails, His Excellency Ambassador Naito honoured the participants with his speech on investment in Japan, which was followed by a video message by Japanese Prime Minister J. Koizumi.



Mr. Van der Stede, CEO of Hemmis, H.E. Ambassador Naito, and Mr. Denecker, Director of Honda Europe



Mrs. Matsumoto, Project Manager of the BJA, together with Mr. Vanbeneden, Chairman of the Youth Committee, Mr. Tsuboi, Youth Committee member and Mr. Van Overstraeten, Chairman of the Legal & Tax Committee and Partner at Linklaters De Bandt

## The Belgian-Luxembourg Chamber of Commerce in Japan



The Belgian-Luxembourg Chamber of Commerce in Japan celebrated its 25th anniversary last year.

Since its humble beginnings in 1978, the BLCCJ has grown into one of the most active BeLux Chambers of Commerce in the world.

In 1993, the Kansai chapter of the BLCCJ was established, taking a strategic position in Japan's western industrial centre.

The BLCCJ continues to grow, adding members, increasing the number and frequency of seminars, trade fairs, and networking events; all geared towards enriching the mutual experience and knowledge of BeLux and Japanese business people in Japan. The purpose of these events is not only to inform, but also to introduce members of the BeLux community in Japan to each other and to key Japanese business people, further strengthening the presence of Belgium and Luxembourg in Japan.

The proportion of Japanese members to BeLux members has started to increase. This phenomenon shows the growing interest of Japanese companies in Belgium and Luxembourg as business partners.

Some of the benefits our members enjoy include:

- Privileged access to seminars, business meetings, and inter-chamber joint-luncheons
- Opportunity to expand the social networks of our members
- Opportunity to gain valuable and up-to-date business information
- Access to all commercial activities of the Chamber such as exhibitions, trade fairs, etc.
- Access to European Business Community membership in Japan (EBC: [www.ebc-jp.com](http://www.ebc-jp.com))

In addition to these regular activities, our new effort this year is to organize the 'Nippon Export Award' business awards to honour the most successful company trading between Belgium/Luxembourg and Japan in 2003. Through this event, we hope to stimulate business people and companies to be more dynamic and challenging. We will work to increase the visibility of all participants throughout the program.

We also lend a hand to future members, with a great potential to expand their business in the BeLux-Japan environment. To reach this goal, in 1998 the BLCCJ and the



# The Belgian-Luxembourg Chamber of Commerce in Japan

BJA jointly launched a program called 'Young Executive Stay' or 'YES.' This program is organized once every two years, around November. After a careful recruitment of candidates by the BJA, we then accept ten participants from small or medium-sized BeLux companies with a potential for and an interest in the Japanese market. We offer a two-week tailor-made program in Japan, during which some of our members will share their experience and provide the participants with the facilities they need to explore the potential for their products in Japan.

With only a small financial contribution, participants enjoy listening to the pioneers of the Japanese market, visiting Japanese companies, having meetings with 'ready-made contacts' established beforehand by our resources. We currently are receiving and screening candidacies for the November 2004 program. If any of your acquaintances representing Belgian SMEs wish to or are struggling to penetrate into the Japanese market, please let them know about this program. Comprehensive information is available at the BJA.

We at BLCCJ will be extremely happy to assist your business. Are you a Japanese company looking for increased exchanges with BeLux companies? Are you a Belgian company wishing better visibility within the Japanese market? Then contact us by phone ((81) 3 32 37 92 81) or fax ((81) 3 32 37 92 82) or Email (info@blccj.or.jp). Friendly and multi-lingual staff will receive your requests. Please check out our Web site (www.blccj.or.jp) for further information.

## 在日ベルギー・ルクセンブルグ商業会議所

在日ベルギー・ルクセンブルグ商業会議所（以降 BLCCJ）は、昨年、皆様のお蔭を持ちまして、設立より 25 周年を迎えることが出来ました。

1987 年、細々と活動を始めた弊会議所ですが、現在に至り、世界のベルギー・ルクセンブルグ商工会議所の中でも屈指と言われるまでに成長しました。1993 年には、西日本地域の産業の中心地とされる関西に BLCCJ 関西支部が編成され、活動の統括を図ってきました。

BLCCJ の会員数の増加に伴ない、トレードフェアへの参加並びにセミナーやネットワーキングイベントの開催等の頻度も上昇傾向にあります。これらの活動は、日本在住の BeLux ビジネスマンや日本のビジネスマンの、相互的な情報 / 知識の交換の充実に役立っています。また、これらのイベントを通じて、皆様に情報をご提供するだけでなく、BeLux 会員と日本人会員間の交流を図り、日本における BeLux の位置付けをより確立することを目的としています。

近年、日本企業会員数が、BeLux 企業会員数をわずかに上回る傾向にあります。この現象は、日本企業の BeLux 企業に対するビジネスパートナーとしての関心の高まりを伺わせると言えます。

BLCCJ 会員の皆様には、次のような特典があります：

- 著名な講演者によるセミナー及びビジネスミーティング等への優先的なご招待
- 会員同士の交流会へのご招待
- ビジネス全般に関する最新情報のご提供
- 展示販売会や見本市への参加
- 欧州ビジネス協会 (EBC) 会員資格の獲得 (EBC:www.ebc-jp.com)



The three past and current Presidents of the Chamber (from left: Mr. Vincent Pairet, current President, Mr. Robert Paus, 1st President '78-'85, and Mr. Laurent Swinnen, President from '91-'97)

これら BLCCJ の活動に加え、本年は新たな試みとして、'Nippon Export Award' を企画しています。これは、日本・BeLux 間貿易において、2003 年中最も輝かしい業績をあげた企業に対し、BLCCJ より栄誉を称え賞を送るものです。このイベントを通じて、参加対象企業のさらなる挑戦と飛躍のきっかけとなることを切望しています。また、参加企業の日本市場における認知度が高まることを期待します。

BLCCJ は、会員企業のみならず、今後の活躍が期待される BeLux 企業の日本市場参入へのサポートも行っています。この主旨に則して行われているのが、YES プログラム (Young Executive Stay) と呼ばれるビジネスプログラムです。YES プログラムは、1998 年、BJA と連携して発足したもので、以後、隔年 11 月に開催されています。BJA が中心となって、参加者募集並びに選定を行ない、BeLux 中小企業 10 社がこのプログラムへの参加資格を獲得することが出来ます。参加企業は、2 週間という開催期間内で、「先輩企業」からの指針を仰ぎながら、それぞれの商品やサービスの日本における可能性を模索します。

YES プログラムでは、日本事情に詳しい講師からのレクチャー、企業訪問、また、BLCCJ により事前に設定された各参加者のニーズに見合う企業個別訪問等が、低予算で実現します。現在、2004 年 11 月のプログラムに向け、参加者の選定作業が進められています。YES プログラム参加の対象に成り得る BeLux 企業をご存知の方は、是非、ご一報下さい。募集要項は、BJA にてお取り寄せ頂けます。

BLCCJ は、皆様のビジネスをお手伝い致します。BeLux 企業とのさらなる交流をお探しの日本の企業の皆様、または、日本市場への参入や認知度を高めることを念頭に活動されている BeLux 企業の皆様、BLCCJ までご連絡下さい。(T (81) 3 32 37 92 81) / fax (F (81) 3 32 37 92 82) / Email (info@blccj.or.jp) BLCCJ の諸活動の詳細につきましては、ホームページ (www.blccj.or.jp) でもご覧いただけます。

# Introducing the new BJA Web site

The Belgium-Japan Association & Chamber of Commerce is proud to introduce our new BJA Web site, **[www.bja.be](http://www.bja.be)**

As the bright and cheerful new design will enchant you to scroll over the left columns, you will be able to discover well-structured and informative Web pages concerning the BJA, its committees, and activities among other things. On the right side, a helpful calendar will automatically guide you to the agenda of events.

The database directory will be easily accessible for all the company members of BJA with their personal password and login codes. In addition, the new Web site brings some more benefits to the company members by publicizing their business offers and job offers, if desired.

You will be informed of all interesting events from BJA, as well as from other company members of BJA, listed under Ad Valvas. CVs can also be posted on the Web site, which will be widely viewed by a very Belgium-Japan interested public.

Links, publications, surveys and books, all the information you need in one place.

You are welcome to visit us at **[www.bja.be](http://www.bja.be)**. Please let us know how we can serve you.



**[www.bja.be](http://www.bja.be)**

# Facts and Figures on Japan

## Seven Million advance tickets sold for 2005 Aichi Expo

The number of advance tickets sold for the 2005 World Exposition in Aichi Prefecture totalled 7.04 million as of the end of March, the organizer of the event announced on April 7. The advance tickets, available at a 20% discount, have been on sale since last September, and the number sold makes up 47% of the targeted 15 million visitors, said the Japan Association for the 2005 World Exposition. 'The expo is apparently becoming better known, and its attraction is spreading,' said Toshio Nakamura, secretary general of the association, adding that the organizer will promote sales of tickets in western and eastern Japan from now on because most of the advance tickets were sold in the central Japan region encompassing Aichi Prefecture.

The Aichi Expo will kick off March 25 next year and run for six months, with eight international organizations and 125 countries planning to participate. The association will continue selling advance tickets until next March 24, decreasing the discount rate in stages. The robust demand for the tickets so far ensures that the association will accomplish its goal of selling 8 million advance tickets. The association said it sold 3.35 million tickets directly, while 3.69 million tickets were sold via travel agencies. Of the tickets sold directly, 83.2% were in the prefectures of Aichi, Gifu, and Mie in central Japan. The Kanto region accounted for 11.5% of the advance ticket sales, and Kansai 2.6%.

## Foreign visitors to Japan hit record number in fiscal year 2003

The number of passenger arrivals from abroad made by foreign nationals at Japan's airports and seaports totalled a record-high 5,342,000 in the fiscal 2003 ending March 31. This was in spite of the war in Iraq and the SARS outbreak working to dampen travel early in the period, the Ministry of Land, Infrastructure and Transport reported Thursday.

The figure represented a 0.5% increase from the previous record registered in fiscal 2002, according to the ministry. That, you will recall, was a year in which the World Cup soccer finals co-hosted by Japan and South Korea boosted the number of foreign visitors significantly.

In the first half of fiscal 2003, arrivals by foreign passengers slumped sharply because of the U.S.-led war against Iraq and the SARS epidemic, but they grew in the second half due to the government-sponsored

'Visit Japan Campaign' tourism promotion, the ministry said.

The campaign was launched by the ministry in April last year with the aim of doubling the annual number of visits made by foreigners to Japan to 10 million by 2010.

Nikkei

## Japan wholesale prices up for the first time since July 2000

Wholesale prices in Japan rose year-on-year for the first time in nearly four years in March, offering hope deflation was loosening its grip. But economists said consumer prices were unlikely to start rising any time soon.

Downward pressure on prices has begun to ease as Japan's economic recovery takes hold and Japanese factories churn out products for overseas markets, particularly China. In turn, China's voracious appetite for raw materials is driving up global prices of materials such as steel, coal, and agricultural products, increasing costs of Japanese companies.

Reflecting this, the Bank of Japan's corporate goods price index (CGPI) released yesterday showed wholesale prices rose 0.2% in March from a year ago. It was the first positive reading in the index on a year-on-year basis since July 2000. Wholesale price also rose 0.2% from February, the fourth straight month of gains.

'Higher commodity prices spurred by robust global economic growth contributed to the gains,' a BoJ official said.

Iron and steel, non-ferrous metals and agricultural products such as rice and beef all showed double-digit price rises at the wholesale level. 'Prices of raw materials will likely keep rising, and that will gradually be reflected in final goods,' said Mamoru Yamazaki, chief economist at Barclays Capital in Tokyo. Yamazaki also said the strengthening economy meant it was becoming easier for companies to pass on higher costs. Others analysts were more pessimistic, saying it could take another year before prices of final goods recovered. 'Structural factors such as technological innovation in sectors such as electronics goods will keep downward pressure on prices,' said Takeshi Minami of Norinchukin Research Institute.

BoJ said in a monthly report that it expected the CGPI to continue to rise. The data published on April 13 showed wholesale prices of raw and intermediate materials were recovering, although prices of final goods continued to decline.

Reuters



# EU-Japan Relations

## EU-Japan-Asia Journalist Conference

This conference series between EU and Japanese media representatives enjoys a fine reputation not only as an opportunity for stimulating encounters between journalists and leading figures in the Japanese and European political, business and academic circles, but also for deepening mutual understanding and strengthening EU-Japan relations.

The First EU-Japan Journalists Conference took place in 1987 and was organised by the Delegation of the Commission of the European Communities in Japan in co-operation with the Keizai Koho Centre (Japan Institute for Social and Economic Affairs). Based on similar conferences organised with the United States, the First EC-Japan Journalists Conference set the standard for an annual forum of free discussion and debate between representatives of the European mass media and their Japanese counterparts.

Organised by the Delegation of the European Commission in Japan and the Singapore-based Asia-Europe Foundation (ASEF), this year's conference followed the tradition of the annual EU-Japan Journalists Conference, but for the first time involved media representatives from China, Korea and South-East Asia. Following last year's meeting in Athens, the conference was held in Fukuoka, a city often labelled 'Japan's gateway to Asia', from 6-9 April.

Entitled 'New Asia and New Europe', the conference discussed the historic enlargement of the EU in May 2004, which is generally believed to be one of the most important and defining factors of the 'New Europe'. In Asia, meanwhile, different models of integration are developing. Cooperation within ASEAN has become more structured, and bilateral as well as regional free-trade agreements are also removing some of the economic barriers that still exist between Asian neighbours.

At this year's conference, Mr. Wataru Aso, Governor of Fukuoka Prefecture, addressed the opening session of the conference alongside Ambassador Bernhard Zepter, Head of the Delegation of the European Commission in Japan. Mr. Hatsuhide Takashima, Press Secretary and Director-General for Press & Public Relations, Ministry of Foreign Affairs of Japan and Dr Albrecht Rothacher, Director for Public Affairs, Asia-Europe Foundation also made an address on this occasion.

## Establishment of the first EU Institute in Japan

On 1 April 2004, the first centre for European Union

studies opened its doors in Tokyo. The EU Institute in Japan will be managed by a consortium of universities, i.e. Hitotsubashi University, International Christian University, Tokyo University of Foreign Studies and Tsuda College, and will be funded mainly by the European Commission.

The EU Institute is aiming to create more opportunities for Japanese university students, researchers and the general public to study about the EU. Similar EU centres are already successfully operated in the US, Canada, Australia and New Zealand.

The consortium intends to build a centre of excellence that will deepen and broaden the Japanese population's knowledge and understanding of the European Union, through offering new EU-related courses to undergraduates, inviting professors from Europe, awarding scholarships and promoting joint research and academic exchanges with European universities.

The Institute is expected to increase awareness of the Union's policies and strengthen interpersonal links through a number of activities, such as international symposia, business seminars, courses open to the general public, as well as a website, newsletter and library. Japanese students and the general public will become more aware of the EU, and will have the opportunity to study the unique nature of EU law, the Union's organisational structure, and rich history.

The European Commission will contribute 75% of the 1.3 million Euro budget for the Institute, while the consortium will fund the remaining 25%.

## The economics of EU enlargement

The impact of enlargement on the EU's economy will be significant, as a bigger and more integrated market boosts economic growth both for the newcomers and for the current member states.

The European Commission estimates that joining the Union will add up to one percent extra growth each year for the newcomers during the first ten years of membership. The amount of extra growth in the other members, though lower, is still significant. The enlarged single market will provide competitive EU firms with greater business opportunities, create jobs and raise tax revenues for governments to spend on priority programs.

The integration of the new member states is already well under way. The trade agreements designed to pave



# EU-Japan Relations

the way for accession removed most restrictions such as tariffs and quotas on their exports to the Union, which has become by far their biggest trading partner. Two-way trade has expanded, with the EU posting a EUR 18 billion surplus in 2002. The newcomers have benefited from a wave of investment by EU companies in the automotive, retail, banking, energy and telecommunications sectors.

The new member states will remain important clients for investment from the other EU countries as well as for their exports of capital and consumer goods. Some of these investments and exports will be used to improve the infrastructure of the new member states, and to develop east-west trunk routes in addition to the existing north-south ones.

The combined injection of new technologies, know-how and financial investment has already boosted productivity as old industries restructure and new ones gain ground.

Business in the enlarged EU will also benefit from improvements in the legal and regulatory environment in the new member states as they adapt their laws to those of the Union and apply its standards of patent and design protection. The removal of these 'non-tariff barriers' to trade between old and new members will increase the size of the single market by more than 75 million consumers. The resulting economies of scale will stimulate trade and further improve the competitive position of EU firms. The enlarged EU will also create bigger opportunities for its manufacturers and exporters in the global market.

Ten new member states:

Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia

## Japanese Firms Step Up Profile In Central, Eastern Europe

Japanese companies are increasing their presence in the Central and Eastern European nations that are poised to become members of the European Union, with manufacturers seeking to secure inexpensive labor and gain access to the EU and neighboring markets.

According to the Japan External Trade Organization (JETRO), the number of manufacturing firms in Central and Eastern Europe doubled in three years to 137 as of Dec. 31, nearly half of which were automobile related. The figure rose to more than 300 when marketing and

other companies were included.

'Europe represents one-fourth of the global home appliance market, so its role as a production base is significant,' according to Hitoshi Otsuki, a Matsushita Electric Industrial Co. executive officer in charge of European operations. 'We are forecasting higher sales for luxury products as well.'

Toyota Motor Corp. is slated to launch assembly operations in the Czech Republic next spring. Over the past several years, the automaker has built up a marketing network in such countries as Poland, Hungary and Slovenia. Sales volume in Poland has increased 12-fold in the past eight years.

Autoparts manufacturers are also establishing positions in the region. Sanden Corp., which holds more than a 25% share of the global air conditioner compressor market, has decided to build a plant in Poland.

Major construction firms are entering the market to build the factories Japanese manufacturers will need. Takenaka Corp. has sent 25 Japanese staff members to its office in Prague. And Kajima Corp. has begun taking orders from European and U.S. companies, as well as contracts to build infrastructure in Central and Eastern European countries.

Nippon Express Co. is among the distribution firms that have bolstered their European operations. A senior official says that 'the same service as in Western Europe will be provided in Central and Eastern Europe.'

Nikkei

## EU Approves Toshiba-Samsung joint venture

Japan's Toshiba and Samsung of South Korea won approval for a joint venture to make CD-ROM, DVD-ROM and other optical disk drives (ODD), to be known as Toshiba Samsung Storage Technology Corporation. 'The deal does not significantly alter the competitive landscape,' the Commission said in a statement.

The operation was set to begin in April. The companies said the new venture would integrate product and business planning, product development, procurement and sales, and marketing of the drives.

Toshiba Samsung Storage Technology Corporation will be headquartered in Japan with a wholly owned subsidiary in Korea.

Toshiba will own 51 percent of the venture and Samsung 49 percent. It will be capitalised at 14.9 billion yen (\$136.5 million).

# Success Story: Panalpina Benelux



## History and profile

Panalpina is an innovative worldwide air and sea freight service provider with unique transport solutions. Founded as Hans Im Obersteg in 1895, the company is now known under the group name Panalpina Switzerland.

Today, Panalpina is present on six continents. Their global network covers 136 countries. They guarantee reliable connections globally through their 480 company offices and 12,463 employees worldwide. In 2002, Panalpina's revenue amounted CHF 6,368 million (EUR 4,090) and a gross profit of CHF 1,243 million (EUR 798).

The highly qualified professionals of Panalpina handle challenging project transportation and implement innovative logistics systems. They provide a reliable and efficient service to multinational companies; notably in the electronics, telecommunications, oil and energy, healthcare, and automotive industries. Small and medium-sized enterprises also benefit from Panalpina's transport systems. Sophisticated technology and highly trained staff ensure that each shipment is handled in a personalized way, thereby maximizing efficiency and minimizing the risks involved in transportation. Panalpina develops customized logistics systems in close collaboration with the client and assumes overall responsibility for freight forwarding along key routes.

Panalpina's core competencies are top quality service in air and sea freight, logistics, central capacity management, as well as an organizational culture noted for operational excellence.

## Start of relations with Japan

Panalpina currently has 81 employees stationed in Japan. It began operating in Tokyo in 1969, followed by Osaka two years later and Nagoya in 1991. Through long-standing relationships with Tokyu Air Cargo and Omori Kaisoten, Panalpina Japan offers a complete range of logistics services for cross-trade shipments for Japanese and multinational customers.

'When doing business with Japan, great importance is placed on personal contact. I meet my Japanese counterparts at least twice a year. What is also important when dealing with your Japanese colleagues or clients abroad is that they feel that you are a hard worker as well. When they call you late in the evening in the office and you are still there, there is a strong connection with your counterpart, because they recognize you are serious. Mutual recognition is one of the keywords, together with trust and honour,' says Mr. Claessens, Head of Marketing & Sales of Panalpina Benelux.

'Panalpina works on a top-down basis. You need to reach the higher positioned people first, going from executive directors down to lower echelon personnel. When visiting, you have to get in touch with executive level people. When you want to penetrate the Japanese market, it is elementary that you must reach the decision makers. The perception of your service and products has to be correct and clear. You have to be sure that the company knows what you are selling to them. Japanese businessmen have to be convinced; they have to know in which way your services or products are different and why they are going to buy them and not other ones already available on the Japanese market,' elaborates Claessens enthusiastically.

## Impressions of the Japanese market

'Since Japan is often a closed market, companies have a protectionist kind of view. A trusting relationship with a Japanese company is obtained by fulfilling your duties and taking the right actions. This is primary. Once such a relationship is set up, you can be sure it can and will last for a long time.'

'Japan is a 'FOB (Free On Board) market' which means that Japan is more export-oriented and that the control of purchasing freight traders is in Japan. Since business is done in Japan, it is essential that you be there to

## Success Story: Panalpina Benelux

control everything. Once again, personal contact is crucial but linked to a representative company. If the contact is not trustworthy, business will be lost very quickly.'

'Since the late eighties, certain other Japanese competitors have become stronger and have taken over agencies. They expanded agencies by building their own and starting their own business activities. On the one hand, this can be considered as a threat. But on the other hand it is a business opportunity as you can benchmark your competition. You can compare strengths, weaknesses, etc. Panalpina understood the culture, the respect for history, and had good introductions within the 'keiretsu', allowing Panalpina to establish good partnerships. Our strategic partners are Tokyu Air Cargo Ltd, Omori Kaisoten Ltd, Tradia Corporation, Sumitomo Warehouse, Ltd., and Transwork Inc.'

Panalpina is a non-asset based company and leases a large number of airplanes. One flight a week from Luxembourg to Narita is fully controlled by Panalpina. They want to strengthen its position in Japan, either by merging with other companies, or by taking over capital.

When asking about Panalpina's view of the current market, Mr. Claessens fiercely defends it: 'Panalpina believes in the Japanese market because Japan is a giant opportunity. China is currently well positioned in terms of trade by sea. But the capacity will be taken from the Chinese trade by Japan. Japanese export is growing and Japanese cargo is more and more taken up. You have to understand that production is still being done in Japan.'



'We have industry verticals and customer references in several sectors: automotive (General Motors, Land Rover, Siemens, etc.), Hi-Tech (HP, IBM, Philips, etc.), industrial (Delaval, National/Panasonic, etc.), pharmaceuticals and chemicals (Boehringer Ingelheim, Ciba, etc.), retail and FMCG (Chanel, Yves Saint Laurent, L'Oreal, etc.), ASB Panprojects (Mitsubishi, JGC, etc.).

Quality and service in the Japanese market is high. 'For import procedures and import taxes, I would say they are quite easy and structured, but rigid in control. There are occasional delays because of this, but Panalpina seldom has these kinds of problems. We cooperate with licensed brokers only,' observes Claessens.

### The Japan strategy

In 1998, Panalpina participated in the YES I program, a commercial export project, co-organized by the Belgian-Luxembourg Chamber of Commerce in Japan and Belgium-Japan Association. 'The YES program helped Panalpina with good introductions and in opening doors. But you must always remember: 'Business is done in Japan.'

'PanFair (Panalpina's fair dept.) delivers logistics for international fairs and exhibitions. They service the customer and deliver the cargo and take the lead in fairs. In this way, we are always represented. During the Soccer World Cup Japan-Korea we were present at many of the different activities that took place.'

'Our strategy on the Japanese market is to be a partner with your competitor. This includes two facets. The first is to recognize that you need their strength and bring your own added value. The people of Panalpina are our biggest assets. You need to understand the viewpoint of the customer. Another important part of our strategy is to always think globally, but act locally. We aim for 'Wholesale retail concept' and directed sales supported by operational excellence and by procurement of freight through our in-house carriers (ASB Air and ASB Sea).'

'For companies interested in exporting to and investing in Japan, my advice is to be very sure that you clearly understand the way of thinking, the history, and the background of the company in Japan, and are prepared to offer quality at all levels,' concludes Mr. Claessens.

# Focus on Belgium

## Expanding European Union positive for Belgium

Besides minor interest and some level of ignorance concerning the entry of new EU countries, there is also a lot of concern noticeable from EU subjects. Despite the doom scenarios, this expansion will be positive for Belgian economy, according to SEP, a team of scientists.

The low labour costs would seriously delocalize industrial activities, differences in welfare would lead to massive migration streams and the expansion would cost a handful. The Study Group for European Politics (SEP), a group of scientists from different Belgian universities examined, is under the supervision of Prof. Sylvain Plasschaert (Universiteit Antwerpen and KULeuven). They investigated if there was any truth in these statements. This study was commissioned by the VBO (Union of Flemish Companies) and by the Royal Institute for International Relations. Their conclusion was rather positive.

The labour costs in the new member states are indeed lower than in Belgium. But the productivity is far inferior as well. This is also the case in actual EC member countries such as Portugal. The conclusion is that delocalization of industrial activities to new member states will be of no major importance.

The much-discussed statement that the expansion of the EU will lead to massive labour migration towards the West was also countered. Those who wanted to leave their native country would already have done so. Also there is not much migration between the new member countries despite the serious welfare differences. Language barriers discourage migration. The drop in natural population in these countries also decreases the number of potential migrants. Legal migration will be almost impossible due to the strict measures taken by the fifteen member states. Only industrial sectors with a chronic redundancy of manpower, like construction and transport business, and seasonal labour could attract illegal aliens.

That the expansion will cost a handful of money is also contested. According to their estimates, the cost per European would be € 10 for the period 2004-2006. The net flow of money from current fifteen state members to the ten new members would merely be 0.1 percent of GNP.

Expansion is also positive for trade. Despite increased export of the new member states, the Belgian trade

balance stays positive with each new member. This can be explained by an increasing demand for consumer goods and equipment.

Still it is important to adjust to the new market, as some of our assets - like our central position in Europe - will no longer be sufficient.

The microeconomic consequences of the EU expansion - SEP

## Growth in export of polished diamonds

In 2002, the Belgian diamond trade (rough + polished) totalled 26.4 billion USD. This accounts for 7 % of the total Belgian foreign trade. Diamonds are Belgium's first export product to six out of ten of their most important non-European Union trading partners: USA, Israel, India, Switzerland, Hong Kong and China. The total amount of shipments in 2002 amounted to more than 160,000.

The Belgian export of polished diamonds exceeded US\$ 2 billion in the first quarter of this year. This corresponds to a rise of 15.4%. The export to the Asian markets like Japan and Hong Kong in particular, climbed spectacularly according to the HRD (Hoge Raad voor Diamant).

The export of polished diamonds to Hong Kong increased with 18.5% to US\$ 256 million in the first quarter of 2004. For Japan the growth was 28.9% to US\$ 94.5 million.

In 2003, there was a spectacular growth of 38.88% in volume compared to the year before. The growth in value was 11.88%.

Youri Steverlynck, the Director of Marketing and Public Relations at the HRD, was optimistic about Belgium's prospects for 2004. 'The worldwide economic and geopolitical indicators at the beginning of this year are more positive than they were at the start of 2003,' he said. 'If we are able to perform as we did last year, when the conditions were more difficult, then we have good reason to believe that our results in 2004 are going to be strong.'

HRD Annual Report 2003 & HRD News Center

## Interbrew to form world's top brewer

Belgium's Interbrew has bought a majority stake in Brazil's AmBev in a 9.2 billion euro deal, thus creating the world's biggest brewer by volume, surpassing U.S. rival Anheuser-Busch.

According to Interbrew Chief Executive John Brock, the Belgian brewer ends up with a 57 percent stake in AmBev. The new group, which will produce 15 percent of world's beer, is called InterbrewAmBev, or InterBev for short.



## Focus on Belgium

Interbrew's founding families and AmBev's controlling shareholders will call the shots in operating the new company under a 20-year co-management deal. Such a deal will give Interbrew access to the quick-growing South American market, while AmBev will launch its brands through Interbrew's presence in Europe, Asia, Africa, and North America. The alliance will have operations in 32 countries, 70,000 employees, and about \$ 11 billion in annual sales.

The deal includes the issue of about 3.3 billion euros of Interbrew shares to the controlling shareholders, a cash tender offer to AmBev minority common shareholders for 1.2 billion euros and AmBev's taking over Interbrew's North American assets valued at 4.6 billion euros. The entire deal is expected to be completed in six to eight months.

Intebrew is paying 103.3 times AmBev's 2004 expected earnings before interest, tax, depreciation, and amortization, which, according to Mr. Brock, are typical for acquisitions of Latin American brewers.

When the deal is complete, Interbrew's three controlling families will end up with 50 percent of InterBev and AmBev's controlling shareholders with 25 percent.

Interbrew's Brock, who will become chief executive of InterBev, said the deal would bring cost savings of 280 million euros a year and that it would boost earnings from 2006. He added that there were significant cost savings opportunities in areas from procurement to headquarters, to IT, and to manufacturing.

### **Sumitomo Chemical will set-up Sumitomo Chemical Europe SA/NV**

Sumitomo Chemical Company Limited announced that it will consolidate its two European subsidiaries, Sumitomo Chemical Belgium SA/NV (SCB) and Sumitomo Chemical Deutschland GmbH (SCD), into a single entity to be located in Belgium in September this year and rename it as Sumitomo Chemical Europe SA/NV.

In order to enhance the sales organization and promote the gathering of information in Europe, the sales and liaison functions of SCD and SCB will be integrated into SCB where better operational infrastructure is available. Sumitomo Chemical Europe will become a core organization for Sumitomo Chemical in the region. After completion of the business transfer, SCD will be dissolved.

### **Toyota invests in R&D Centre**

Toyota, the Japanese auto manufacturer, has announced

the expansion of its R&D structure in Flanders with an investment of some 75 million euro, a company press release says.

The investment will be focused on the Toyota Motor Engineering & Manufacturing Europe (TMEM) Technical Centre located at Zaventem, close to Brussels International Airport, with construction of new buildings specifically for design and evaluation, and the hiring of 200 new employees.

The centre, established in the 1980s to ensure the company meets the demands of European drivers, currently employs 300 people, of whom half are engineers. Its work includes the development of parts and the testing of materials and components.

### **Aisan opens European sales office near Brussels**

Aisan Industry, the Japanese fuel-control parts manufacturer for the automotive industry, has established European sales headquarters in Flanders, the company announced.

Aisan Corporation of Europe is located at Zaventem, close to Brussels International Airport, and is tasked with strengthening Aisan Industry's competitiveness in Europe by enhancing the supply network and customer service capabilities. The new company is Aisan's second sales subsidiary outside Japan. It also has manufacturing facilities in France and the Czech Republic.

FFIO news

### **Former BJA Director, Mr. Frans Blondé decorated by Japanese Government**

Mr. Frans Blondé, former Director of the Belgium-Japan Association and Chamber of Commerce (BJA) and president of NV BLONDE SA, was recently awarded The Order of the Rising Sun, Gold Rays with Rosette, by the Emperor of Japan. On 18 March 2004, Mr. Blondé was presented with the decoration at a ceremony held by the Japanese ambassador extraordinary and plenipotentiary to Belgium, His Excellency Mr. Shohei Naito.

Mr. Blondé was a founding member of the BJA, which has as its aim the development of economic relations and cultural exchanges between Belgium and Japan. He served as the Association's director for twelve years, until 2002, and this award recognizes his important contributions to strengthening the Belgium-Japan relationship.

## Youth Committee news

### New Year's Party, 7 February 2004

The BJA YC started a new year full of activities with its traditional shinnenkai (New Year's Party). We organized a typically Belgian dinner party for the numerous participants in an art-nouveau restaurant in the heart of Brussels. Thanks to our sponsors, we were able to organize a tombola with many prizes. After dinner, we went to a nearby pub and had some more drinks until the early hours.



### 新年会 2004年2月7日

BJA 青年委員会は恒例の新年会で新しい年を迎えました。ブラッセル市内のアール・ヌーボー様式のレストランにて多数の参加者とベルギー料理を楽しみ、また、スポンサーの方々の協力によって、素敵な景品が当たるくじ引きも行いました。食事の後には近くのパブへ移動し、遅くまで美味しいお酒とおしゃべりを堪能しました。



### BJA YC Karting Cup 2004, 13 March 2004

The first edition of the BJA YC Karting Cup was a great success with many racing enthusiasts signing up for a thrilling one hour race. Many participants enjoyed their first laps on a racing track, with the more experienced drivers showing their 'Schumacher-skills' while competing for the BJA YC Cup. Following the ceremony for the winning teams, we went to a restaurant in the city centre for a dinner of mussels and some refreshments after an exciting afternoon!

### BJA青年委員会カーティング大会 2004年3月13日

第一回目の BJA 青年委員会カーティング大会は、1 時間耐久レースに多くの参加者を迎えて大成功に終わりました。初心者の方も、本格的レーストラックにおけるカーティングを満喫し、また既に経験したことのある参加者はシューマッカ - 並みの技術で大会に臨みました。優勝式の後にはブラッセル市内のレストランでムール貝や飲み物で健闘を称え合いました。



## Youth Committee news

### Hanami Picnic, 3 April 2004

The Japanese Garden in the city of Hasselt welcomed a large group of over 50 Belgians and Japanese for a guided tour through the garden, followed by a picnic under the blossoming cherry trees. Many members of the EU-Japan Club and the Mission of Japan to the European Union also joined us on this occasion.

The city of Hasselt offered us some 'Hopjenever', a local specialty, and the BJA YC brought a few bottles of sake, yakitori, and other snacks to share during the picnic. The beautiful garden, the Japanese background music, the early spring sun, and the abundance of food and drinks participants brought along created the perfect setting for this great Japanese tradition.



### お花見 2004年4月3日

ハッセルト市にある日本庭園にて、50名を超える参加者が共に庭園を見学し、その後は桜の木の下で花見を行いました。EU - Japan クラブや欧州連合日本政府代表部からも多くの方が参加してくださり、ハッセルトの地酒として有名な「ホップユネーバ」や、日本酒、焼き鳥などを皆で楽しみました。バックグラウンドミュージックに日本語の音楽を聞きながら、春の日差しが輝く美しい庭園で、美味しい食事を皆で囲み、日本の伝統である花見を満喫することが出来ました。



#### Contact BJA-YC

For any questions, or additional information:

Olivier (YC Chairman)

Tel: 0476 / 32 62 73

#### BJA青年委員会へのご連絡

ご質問やお問い合わせは:

Olivier (青年委員会 委員長)

Tel: 0476 / 32 62 73

BJA Youth Committee  
Avenue Louise 287, box 7  
B-1050 Brussels  
Tel: 32-2-644 14 05  
Fax: 32-2-644 23 60  
Email: [info@bj-yc.be](mailto:info@bj-yc.be)  
<http://www.bja-yc.be>



# The BJA EU Committee

## BJA EU Committee

EU Committee is focusing on finding ways to 'mind the gap' between EU activities and our member's business (in the larger sense of the term) interest. It is, therefore, our goal to continue to listen to our members to try to identify their needs and to organize meetings with EU Representatives accordingly. In order to increase our visibility to EU institutions, the EU Committee will continue to coordinate more and different initiatives together with other European sister organizations (as we did recently with DUJAT and DJW for the last EU Committee organization). Contacts will be reinforced in order to play this role even more effectively in the future.

This will be of tremendous importance if we want to receive active support from EU representatives, without whom, the influence of EU Committee will obviously disappear. In today's historical context of EU enlargement, EU Committee believes that there are plenty of challenges and opportunities that European and Japanese companies face in the future, including the request by some of them for more communication with the EU institutions.

Our ambition is still to ideally concentrate on more specific topics to create open discussion between members of BJA and sister organizations on one hand and EU representatives on the other, hoping to bring added value to all.

We must continue to be ambitious, but we at EU Committee are fully convinced that it can only be possible if we continue to receive your active support by bringing ideas, requests, and suggestions, and, in a more active way, by participating in our organizations.

The EU Committee is yours, so please feel free to use us.

## 日白協会、EU 委員会

2002 年 12 月に発足し、2003 年より活動を開始した EU 委員会は、会員各位のビジネスに広範な影響を及ぼす EU の政策と法令について注視し、会員各位が事前に必要な措置を取ることができるよう助力いたしております。

そのために会員各位のニーズを鋭意把握し、それに応じた EU 政策担当者との会合を行っております。ま

た、EU に対する会員各位のプレゼンスを向上させるため、他の関連団体との連携し、ともに EU に対する様々な働きかけを継続してまいります。

5 月 1 日の EU 拡大を機に、EU の影響力が一層増大することが予想されますが、これを会員各位にとって「好機」とするために、当委員会としても一層努力をしていく所存でございますので、会員各位のご指導ご鞭撻の程よろしくお願い申し上げます。

## BJA EU Committee members

### Lucas Bergkamp

Hunton & Williams, Brussels

Tel +32 2 643 58 00

Email: lbergkamp@hunton.com

Regulatory, liability, and transactional

Partner advises on environmental, health and safety, technology, and trade-related matters at policy and compliance levels. Experience in civil liability, contaminated sites regulation, pharmaceutical, food, biotechnology, chemical law, health care, and product regulation, including energy efficiency, take-back, and packaging and waste regulation. Provides counsel on the laws of various European Union Member States, interfaces between national laws and EC law, and proposed regulation.

**Career:** Managing Partner, Hunton & Williams, Brussels (1990- ); Associate, Bryan, Cave, McPheeters & McRoberts, Washington DC (1989-1990); Legal Counsel, Duphar Pharmaceutical Industries, the Netherlands (1987-1988); Assistant Professor of Health Law, University of Amsterdam, the Netherlands (1986); Part-time Teacher in Law and Medicine, Educational Institutes of Leiden, the Netherlands (1985-1988); Part-Time Editor of Legal Publications, Mediselect Publications, the Netherlands (1983-1986); Part-Time Public Relations Officer, Heineken Brewery, the Netherlands (1981-1984).

**Languages:** Dutch, English, French, German

**Member:** New York Bar; B-list, Brussels Bar; Visiting Fellow, Center for the New Europe

**Education:** University of Amsterdam (1985 J.D.); (1988 M.D.); (1988 Ph.D.); Yale University (1989 LL.M.); Erasmus University, Rotterdam (1997 Prof.)

**Speeches and Publications:** 'The Draft REACH



# The BJA EU Committee members

Regime: Costs and Benefits of Precautionary Chemical Regulation' (July 2003); 'EC Law for the New Economy', Intersentia (2003); 'Liability and Environment', Kluwer Law International (2001); Editor, World Data Protection Review; Editor, European Journal of Health Law; Editor, NVC/NNI Packaging Standards Newsletter; Associate Editor, Environmental Liability Law Journal; Consultant Editor, European Environmental Law Review; Advisory Board, World Food Regulation Review.

## ルーカス・バークンプ

ハントン・アンド・ウィリアムズ法律事務所ブリュッセル事務所

電話番号: +32 2 643 58 00

電子メール: lbergkamp@hunton.com

規制、法的責任、取引上の法務バークンプは環境、保健、テクノロジーそして貿易などの事項に関する政策・規制遵守に関してアドバイスを提供している。これまで民事責任や、汚染現場の規制、医薬品・食料品・バイオテクノロジー・化学品に関する法律、医療サービスに関する規制から、エネルギー効率や製品回収、梱包、廃棄物などについての規制についての法務を提供した経験をもつ。また、欧州連合加盟国の様々な法律や国内法と EC 法との調整、規制案についても法的アドバイスをを行う。

**経歴:** マネージング・パートナー、ハントン・アンド・ウィリアムズ、ブリュッセル (1990 年 -); アソシエート、ブライアン、ケープ、マックフィーターズ法律事務所、ワシントン DC (1989-1990 年); 顧問弁護士、デューファー医薬品産業、オランダ (1987- 1988 年); アムステルダム大学保健法助教授、オランダ (1986 年); 非常勤講師、ライデン法律・医学・教育研究所、オランダ (1985-1988 年); パートタイム編集長、法律出版物のメディセレクト誌、オランダ (1983-1986 年); パートタイム広報官、ハイネケン・ビール会社、オランダ (1981-1984 年)。

**言語:** オランダ語、英語、フランス語、ドイツ語

**メンバーシップ:** ニューヨーク州弁護士登録、ブリュッセル弁護士登録、新欧州センター客員研究員

**学歴:** アムステルダム大学 (1985 年法学博士号); (1988 年医学博士号); (1988 年博士号); エール大学 (1989 年法学修士号); エラスムス大学、ロッテルダム (1997 年教授) スピーチと出版物: 「REACH 体制案: 予防的化学品規制のコストと利益」(2003 年 7 月); 「ニューエコノミーのための EC 法」、インテルセンティア誌 (2003 年); 「法的責任と環境」、クルワー・ロー・インターナショナル誌 (2001 年); 編集長、世界データ保護レビュー誌; 編集長ヨーロッパ保健法ジャーナル; 編集長、NVC/NNI 梱包基準ニュースレター; 共同編集長、環境責任法ジャーナル; コンサルタント編集長、ヨーロッパ環境法レビュー; 顧問、世界食料品規制レビュー。

## Toshiro Fukura

**Profession:** Senior Economist (Europe), Japan External Trade Organization (JETRO)

**Date and place of birth:** 8 Feb 1950, Tokyo, Japan

**Education:** Graduated from Keio University (Faculty of Law), March 1974

**Professional record** (major assignments only):

Joined JETRO in Apr 1974.

Jun 1977 - Jun 1978: French language trainee in Tours, France.

Apr 1985 - Apr 1987: Seconded to ASEAN Promotion Centre (Investment Promotion Officer)

Jan 1988 - Aug 1991: JETRO Paris office (Director for Research)

Sep 1991 - Mar 1993: Deputy Director, European Div., Overseas Research Dept.

Apr 1993 - Jul 1994: Chief Deputy Director, Trade Development Div., Trade Development Dept.

Jul 1994 - Jan 1998 : JETRO Brussels office (Deputy Director-General)

Jan 1998 - Jul 2000: Director, International Economic Research Div., Economic Research and Analysis Dept.

Jul.2000 - Dec. 2002: Director, the Americas Div., Overseas Research Dept.

Jan. 2003 - Present: Senior Economist (Europe)

## Books :

France no Sentaku (Policy Choice of France under Mitterrand), JETRO Jan 1992

EU Keieishi (History of Management of European Companies = Coauthor) Zeimu Keiri Kyokai Jul 2001

Main field of interest: Impact of EU enlargement on business, Future of European Union.

## Yoshihisa Kuroda

My name is Yoshihisa Kuroda. I was born on 1 Jul 1948. I am a Japanese professional diplomat and have worked for Japan's Foreign Service since Apr 1973.

My former position was Consul-General in Yujino-Sakhalisk, Russian Federation.

I was appointed as Minister and the deputy head of the Mission of Japan to the European Union in Brussels in Aug 2003.

I am married and have one daughter.

## 黒田 義久

1948 年 (昭和 23 年) 7 月 1 日に生まれる。1973 年 (昭和 48 年) に外務省に入省する。在サハリン総領事から昨年 8 月に、在 EU 代表部公使として着任する。妻、娘を含む 3 人家族。

# The BJA EU Committee members



Lucas Bergkamp



Toshiro Fukura



Wolfgang Pape



Eric Resler



Yoichi Shibasaki



Joachim Steffens

## Conor Maguire

Conor Maguire has specialized in EU law since 1987, both in London and Brussels, with a particular focus on EU antitrust, State aid, procurement, and trade law.

Mr. Maguire moved to Belgium in 1976, which he now considers home. In 1997, Mr. Maguire was appointed head of the EU and Competition practice in the Brussels office of a well-known English law firm. He became a partner in 2000. In June 2003, he set up his own law practice, 'Brussels Matters', counseling his Japanese, US, and European clients on the enforcement of the rapidly evolving EU antitrust laws by the European Commission in Brussels.

Mr. Maguire's practice has recently involved advising his predominantly non-EU clients in high-profile cartel investigations by the European Commission (examples include the Vitamins cases) and companies subject to state aid investigations initiated by the European agencies.

Mr. Maguire continues to author articles and lecture in the Japan, the US, Europe, and the Far East about the evolving EU antitrust enforcement priorities. He is the incoming co-Chair of the International Antitrust Law Committee of the American Bar Association's Section of International Law and Practice and Chairman of the Law Society of England & Wales' European Group in Brussels.

Mr. Maguire is a founding member of the BJA's EU Committee and has actively contributed to its recent activities (for example, in relation to the successful Environment seminar held in February 2004). He is a member of the English Bar and the European Dutch-speaking Bar in Brussels.

Mr. Maguire's native language is English and he speaks French fluently as well as and passable Dutch.

Mr. Maguire's contact details are:  
Email: [Brussels.Matters@pandora.be](mailto:Brussels.Matters@pandora.be)  
Telephone: (00 32 0) 473 821 633

## Wolfgang Pape

Dr. Wolfgang Pape is in charge of Asia Strategy in DG RELEX at the European Commission. Previously, he worked on a White Paper on Governance, was a member of the Forward Studies Unit and coordinated cases of anti-dumping, after having served the EC as diplomat for 6 years in Tokyo.

Educated in Kassel, Germany and New York, he studied law and economics at the universities of Marburg Germany and Genève Switzerland before he was invited to do research for his PhD for two years at Kyoto University and Harvard Law School following his study of Japanese language in Osaka.

He received his Juris Doctor in Freiburg, Germany in 1981. Before joining the European Commission, Mr. Pape worked in Bonn as Advisor and speech-writer at the Japanese Embassy. His numerous publications cover mainly Europe as well as East Asia ranging from cultural diversity to trade issues and the information society.

## Eric Resler

Partner at ALTRA Law Offices (attorney at law, Brussels bar, since January 1986). Previously, deputy-head of Landwell's International Projects and EU Law Department. Specializes in (i) international business transactions with a focus on distribution and trade, (ii) the restructuring of multinationals' manufacturing end, international distribution network, and services facilities in cooperation with tax specialists, and (iii) Japanese business law.

Academic background includes LL.B., Brussels University and LL.M. in Japanese commercial law, Chuo University, Tokyo.

Professional experience includes working as a comparative law researcher in Tokyo (one year) and as a practicing lawyer in a Japanese law firm in Tokyo (two years), as well as taking care of Japanese clients doing business in Europe.

Publications cover topics such as commercial agency, distribution and commissionaire structures, and Japanese intellectual property law.

Conferences include a recent presentation to AWEX members on Japanese distribution law as well as presentations on international commercial agency, distribution and commissionaire structures, international commercial agreements, guarantees in international commerce, negotiating and enforcing contracts with Japanese companies, legal aspects of doing business in Japan, electronic commerce, and product liability.

Member of BJA's Legal & Tax Committee and EU Committee.

# The BJA EU Committee members

## Patrick Schobbens

After education at Louvain-la-Neuve (IAG) and a Post-Graduate in International Trade (Solvay), my first business experience was in the steel sector (Forges de Clabecq). 1992 is the year where my career turned in the Japanese direction. Indeed, I left Belgium that year to join the EU Program in Japan (ETP) to try to learn Japanese language and to use this asset inside Japanese Corporations (Snowbrand and Marubeni). After this program, I started a new business experience with Marubeni Benelux, working in a division looking for new business development for one of the largest Sogo Shosha.

Since 1997, I have worked as Head Corporate Clients Japan within ING, coordinating the worldwide relationship with Japanese multinationals. To maximize our Japanese client satisfaction, ING has created a 'Japan Desk' with dedicated people (Japanese and European with some Japanese experience) centralized in Brussels but having ramification in the Netherlands, Japan, and the Czech Republic.

As a hobby, I am always glad to play golf with other BJA members, so I hope to receive some proposals in the near future.

Patrick Schobbens, Head Corporate Clients Japan  
ING Corporate Banking  
Tel +32 2 547 21 95, Fax +32 2 547 28 67  
Email: patrick.schobbens@ing.be

## Yoichi Shibasaki

Member of the Tokyo Bar and the New York Bar,  
Associate Member of the Brussels Bar.

Main activities include advice on EU laws, drafting and reviewing various agreements and necessary notifications to the EU and national authorities, consultation on labour law and disputes, and coordination with and reference to lawyers in other areas of law and foreign countries.

LL.B. from Hitotsubashi University and LL.M. from University of California, Berkeley.

Cleary, Gottlieb, Steen & Hamilton (associate 1981-1989 and partner 1990 - June 1996); De Bandt, van Hecke, Lagae & Loesch (partner July 1996 - present) and automatically became a partner in Linklaters in January 2002 as a result of merger between the two firms.  
Catholic University of Leuven (Lecturer 1987 - 1988,

guest professor 1990 - 1991, and 1993); ESAL Management School (Guest professor 1993 - 1996)

## 柴崎 洋一

在ベルギー 22 年、第一東京弁護士会会員、ニューヨーク州弁護士、ブリュッセル弁護士会準会員。

主な業務：EU 法のアドバイスおよび各種契約書の作成およびチェックならびに当局への必要な届出、雇用関係の相談、各国弁護士との共同作業またはその紹介・斡旋。

学歴：一橋大学（法学士）、カルフォルニア大学バークレイ校（法学修士）。

経歴：Cleary, Gottlieb, Steen & Hamilton 法律事務所（ブリュッセル事務所）勤務（1981 年から）、同事務所のパートナー（1990 年 3 月 1996 年 6 月）：De Bandt, van Hecke, Lagae & Loesch 法律事務所のパートナー（1996 年 7 月から）、同事務所が Linklaters 法律事務所のベルギー支店となり同時に Linklaters 法律事務所のパートナーとなる（2003 年 1 月から現在）。

教職歴：ルーヴアン大学講師（1987-1988 年）、同大学客員教授（1990-1991 年および 1993 年）、ESAL Management School（1993 年 -1996 年）客員教授。

## Joachim Steffens

Born 1958 in Köln, Germany.

After legal studies in Köln, Freiburg, Lausanne and Mainz and practical legal formation with second state exams at Supreme Court of Hamburg entered the German Federal Ministry of Economics in Bonn in 1990.

Work experience in Ministry of Economics in Dresden, Saxony after German unification; in the Federal Chancellery in Bonn; the Christian-Democratic Party Group in German Bundestag in Bonn and Berlin.

Since 2001 Detached National Expert, Desk officer Japan, External relations DG in European Commission, Brussels.

## Didier Stevens

Manager Government Affairs, Toyota Motor Europe. Mr. Stevens already has a long-term relationship with Japan. Before joining Mitsubishi Electric in 1991, Stevens obtained a degree in Applied Economic Sciences at the Antwerp University as well as a

# The BJA EU Committee members



Hidenori Tsutsui

Master's degree in European Economics at the College of Europe in Bruges.

Interested in European affairs, Stevens completed a traineeship at the European Parliament in Luxembourg and did several 'European-related' jobs for Japanese clients as consultant for Price Waterhouse. As mentioned above, he joined Mitsubishi Electric in 1991 as its representative to the European institutions. Along with monitoring the European Single Market legislation affecting the products and factories of the Japanese electronic company, he was the EU contact person for the company's head office and European subsidiaries of Mitsubishi 'Denki'. He was also Mitsubishi Electric's representative in several sector-related associations and task forces.

Since 1999, Stevens has been fulfilling a similar function for Toyota Motor Europe. Within Toyota's Government Affairs' team, he specializes particularly in environmental legislation. Car emissions, CO<sub>2</sub>, and environment-friendly car technology such as hybrid and fuel cell powertrains.

Stevens is married and has two daughters. He has been a member of the Belgium-Japan Association since 1991.

## Hidenori Tsutsui

1941: born in Nagoya, Japan

1965:

Graduated from University of Tokyo and joined Toyota Motor Sales Company (present Toyota Motor Corporation)

1972-1975:

Representative of Toyota Motor Sales in Brussels

1987-1990:

Director of Toyota Germany GmbH in Cologne

1990-1994:

President of Toyota Motor Europe Marketing and Engineering

1994-1996:

General Manager of Europe Division of Toyota Motor Co.

1997:

Transferred to Toyota Tsusho Corporation (Sougo – shousha)

2001:

Senior Managing Director of Toyota Tsusho Corporation

2002-present: Moved to Brussels as President of Toyota Tsusho Europe NV/SA

I have worked in Belgium on three occasions. I am now President of Toyota Tsusho Europe and lead a very busy life looking for, creating and providing value for

customers.

I was bestowed the honor of Officer de Leopold II.

## Diane Van Bockstal

Belgian, born on 13 August 1962.

After finishing my studies in Management at the Solvay Business School in Brussels, I joined the International Logistics Department of Solvay in 1984.

In 1987, I left my home country to settle in Japan. I was first sent by Solvay, and then entered the Courrèges Company in Tokyo. In 1993, I left Japan for England to help a London based British apparel company (Jigsaw) set up a partnership in Japan with Marui Department Stores.

Since 1996, I have been working for the EU-Japan Centre for Industrial Cooperation, a non-profit organization funded by the European Commission and the Japanese Government, where I help European managers set up their businesses in Japan or to partner with Japanese counterparts through specific missions and training schemes. I am now director of the European Office.

## Peter Verhille

I am the Managing Director and co-founder of The Centre, Brussels' new and first 'think-do tank', bridging European and international public policy debate and action. My colleagues and I pride ourselves in bringing a new perspective to public policy formulation and a fresh attitude to the world of communications. Our approach is to promote better and more intelligent communication. Our goal is to pioneer new means of dialogue among business, civil society, and public policy leaders in Europe.

An acclaimed strategic communications expert, I have extensive experience in European public affairs and in particular corporate communications and 'empathicomms' (developing and protecting reputations by building bridges). I started my career as a journalist and in my many years of experience, I have worked with leading blue-chip companies, governments, and global industry coalitions. I am Belgian and speak Dutch, French, Spanish and English.

For more about The Centre, Peter, and his colleagues see: [www.thecentre.eu.com](http://www.thecentre.eu.com)

Contact Peter directly at:  
[peter.verhille@thecentre.eu.com](mailto:peter.verhille@thecentre.eu.com)



Diane Van Bockstal



Peter Verhille



# Personalia and sponsors

## New Members

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

### Corporate Members:

#### DHL DANZAS AIR & OCEAN

*(Worldwide logistics solutions for air and sea freight)*

Building 720, 1931 Brucargo

Tel: +32 2 752 02 02 / Fax: +32 752 03 74

Email: karine.tollenaere@dhl.com

Web site: www.dhl.com

BJA Representative: Mrs. Karine Tollenaere

#### TQ3 TRAVEL SOLUTIONS

*(Travel Agent)*

Stationstraat 140, 2900 Mechelen

Tel: +32 15 71 62 60 / Fax: +32 15 71 60 82

Email: walter.deschepper@tq3.be

BJA Representative: Mr. Walter Deschepper, Manager Groups & Incentives

### Associate Members:

#### CAST INC.

*(Advertising agency)*

Kwikstaartlaan 35, 3080 Tervuren

Tel: +32 3 633 86 80 / Fax: +32 3 633 86 90

Email: matsumoto@skynet.be

BJA Representative: Mr. Yoshikazu Matsumoto, Managing Director

#### Le Chatelain All-suite Hotel

*(Hotel)*

Rue du Chatelain 17, 1050 Brussels

Tel: +32 2 646 00 55 / Fax: +32 3 646 00 88

Email: melani.jaftha@le-chatelain.net

Web site: www.le-chatelain.net

BJA Representative: Mrs. Melani Jaftha, Sales Manager

#### ORIENTEXIM

*(Trading of diamond tools, caviar, and tapestry)*

B.P. 196 - Brussels

Tel: +32 2 414 77 78 / Fax: +32 2 414 62 96

Email: caviardiran@hotmail.com

BJA Representative: Mr. Ghalegovand Davoud

#### RC FOREX S.A.

*(Japanese incense specialist)*

Rue de Marbois 25 A1, 1495 Villers-la-Ville

Tel: +32 71 87 45 27

Email: laurent.coens@skynet.be

Web site: www.rcforex.be

BJA Representative: Mr. Laurent Coens, CEO

#### ZEAL

*(Advertising and communication office)*

Herentalsebaan 406, 2160 Wommelgem

Tel: +32 3 320 95 95 / Fax: +32 3 320 95 09

Email: ann\_blonde@zeal.be

BJA Representative: Mrs. Ann Blondé, Managing Director

### Individual Members:

#### Couple

Mr. and Mrs. Gilbert and Emi Bouwens

Mr. and Mrs. Martin Coussement - Fuji

#### Regular

Mr. Fr.-David Ambrozy

Mr. Pierre Brauwers

Mr. Bob Grietens

Mr. Marc-Antoine Henry

Mr. Thomas Kremar

Mrs. Isabella MartiniMr. Frederik Monteyne

Mrs. Anne Randerson

Mr. Shuu Tsuboi

Mr. Frédéric Bosendorf

Mrs. Bénédicte Denil

Mrs. L.S. Vivo Guzman

Ms. Beniko Kanno

Mr. Conor Maguire

Ms. Virginie Sonon

Mr. Frederik Van Passel

#### Student

Ms. Mina Akbar

Ms. Sunami Haruki

Mr. Robrecht Ruelens

*The BJA would like to congratulate our project manager Mrs. Matsumoto and her family with the birth of daughter Ayaka Matsumoto.*

## Sponsors

The BJA would like to extend a special thanks to its new Sponsor members:

#### MARUBENI BENELUX

#### Marubeni

*(Trading firm)*

Boomsesteenweg 42, 2630 Aartselaar

Tel: +32 3 870 63 63 / Fax: +32 3 877 12 54

Email: t.todoroki@mae.be

BJA Representative: Mr. Tomikazu Todoroki, President

#### HONDA EUROPE

#### HONDA

*(Car Manufacturer)*

Langerbruggestraat 104, 9000 Gent

Tel: +32 9 250 12 11 / Fax: +32 9 250 12 30

BJA Representative: Mr. Sadao Ichimi, President

behermanauto

BEKAERT

Blonde



Deloitte



HONDA

Linklaters De Bandt

Marubeni

MITSUBISHI



TOYOTA

We would also like to express our appreciation to the current sponsors.



Blondé

*The integrated pan-European communication approach*

nv Blondé sa Herentalsebaan 406, B - 2160 Wommelgem, Belgium tel. ■ 0032/3/320 95 95  
fax ■ 0032/3/320 95 09 e-mail ■ [ll@blonde.be](mailto:ll@blonde.be) website ■ [www.blonde.be](http://www.blonde.be)





*At the heart of the image*



## Your powerful new palette of expression

Discover the new digital SLR that empowers you to faithfully express the mood of the moment with your personal touch. Embodying Nikon's spirit of Integrated Imaging Ingenuity, it combines unrivalled performance, high resolution, sharp detail and accurate, vivid color with a new level of advanced function and intuitive automated operation. It works harmoniously with the high-quality Nikkor lens lineup and other components of Nikon's Total Imaging System. Make the D70 your powerful new palette of expression.

**Nikon digital SLR camera**

# D70

**OLYMPUS**

Your Vision, Our Future

## A PERFECT MOMENT FOR A PERFECT CAMERA

The Olympus  $\mu$ [mju:] 400 DIGITAL:

Voted the best Digital Consumer Camera  
in the TIPA European Photo & Imaging Awards 2003/2004.

4 million pixels in a weatherproof\* metal body.



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