

Belgium-Japan Association

& Chamber of Commerce ASBL- VZW



Number 68 - September 2005

Trade Flows & Cultural News

Deepening ties between our two countries

by Mr Tadashi Arashima, President & CEO, Toyota Motor Marketing Europe, Vice-President BJA

One of the privileges of becoming President of Nihonjinkai and a Vice President of the Belgium-Japan Association & Chamber of Commerce is the kind invitation to address BJA members through the editorial of its quarterly magazine, Trade Flows and Cultural News.

It is an honour to receive such an invitation as I follow in some very illustrious footsteps. However, this task is also a very great pleasure as it presents an opportunity to highlight the deepening ties between our two countries.

Japanese nationals living in Belgium now number over 5000 – not just government officials or businesses but also students and Japanese families drawn to the 'capital' of Europe.

Nihonjinkai has always sought to strengthen ties and encourage exchanges on many levels between its members and Belgium's many communities. Indeed, looking back over the past few years, it is hugely encouraging to see the ties that bind our two countries get stronger.

Over the past few years, previous Presidents have sought to highlight the variety of connections – business, royalty and of course sport. This year, however, there has been an incredible increase in the cultural exchanges that have taken place. 2005 is, of course, the EU-Japan Year of People to People Exchanges and this has created an unprecedented opportunity for exchanges between Belgium and Japan.

Symbolically, on 14 June – Belgium's National Day – His Royal Highness Prince Philippe visited Expo 2005 in Aichi Prefecture in Japan to see the range of pavilions exhibiting national identities, not least the

Belgium Pavilion. For those of you who have not yet visited this Expo, I would strongly encourage you to make arrangements as it is an impressive event and the Belgian Pavilion is one of the best (not least for the excellent Belgian beer available there).

Japan was proud to have Belgium represented at this event and the Expo coincides with a number of other events both in Belgium and Japan organised by both Governments to celebrate the friendship between the two countries.

The Nihonjinkai also plays a key role in strengthening those ties. It is not just an association to promote friendship among its members. We work as hard as possible to enhance the cultural as well as the business links between Belgium and Japan, an area which continues to flourish. There are now some 200 plus Japanese companies doing business here, attracted as most of them are to the very central role Belgium plays in the growth of Europe.

Recent events may have called into question the future structure of Europe but the overall direction remains clear and businesses, both Japanese and Belgian, recognise the benefits to be gained from close relationships. As I write, the annual EU-Japan Business Dialogue Round Table has just been held in Brussels under the very appropriate theme of 'A continued innovative approach to address new common challenges'. Given the fact that the EU is now the third most important area for Japanese trade (after the US and China) and Japan is the fifth most important market for EU business, the importance of that relationship cannot be under-estimated.

So I look forward with a great deal of optimism. I hope the BJA will continue to work with Nihonjinkai to the benefit of all.



Mr Tadashi Arashima,
President & CEO,
Toyota Motor Marketing Europe
Vice-President BJA

In this issue

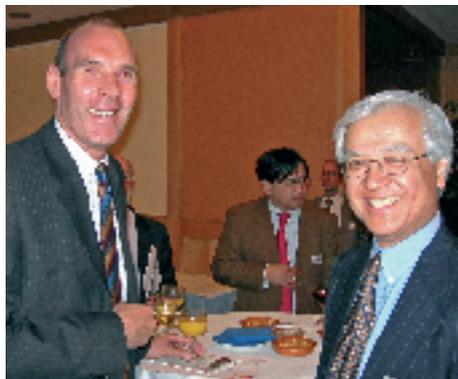
- 1 Editorial: Mr Arashima
- 2 Press and Lunch conference 'Export to Japan'
- 3 Business Seminar 'Japanese Business Etiquette and Manners'
- 4 BJA Golf Tournament
- 5-9 Impressions of the Economic Trade Mission to Japan
- 10-11 Export to Japan Survey 2005
- 12 Interview: Hidenori Tsutsui
- 13 Youth Committee News
- 14-15 EU-Japan Relations
- 16-20 Board of Directors
- 21 Personalalia and sponsors
- 22-24 Advertisements: Olympus, Nikon, Ycomm

Press and Lunch Conference ‘Export to Japan – Perceptions by the Belgian business community’

Wednesday, 4 May 2005 - Le Chatelain All-Suite Hotel



Mr Frans Blondé, Honorary Director of BJA enjoying conversation with Mr Hidenori Tsutsui, President of Toyota Tsusho.



Mr Arashima, CEO & President of TMME and Vice-President BJA, exchanging views on Export to Japan with Mr Jardinnet, Managing Partner of Intercultural Recruitment



From left to right: Mr Vandenplas of Geodis Belgium, Mrs l'Hoost of the Belgian Agency for Foreign Trade, Prof. Praet of the National Bank of Belgium, Mr Thielemans of the Fortis Bank, Mr Huysentruyt of Bekaert and Mr Arashima of Toyota Motor Marketing Europe.

Within the framework of the 2005 Aichi World Exposition, a Belgian Economic Mission to Japan, headed by HRH Prince Philippe, took place in June. To support this important mission, BJA conducted a business survey with Belgian companies beginning of this year. To report on this project, the BJA held a Press and Lunch Conference on the Survey, ‘Export to Japan – Perceptions by the Belgian business community’ on 4 May.

After the press briefing, the participants had the opportunity to network and individually discuss export issues while having cocktails, which was followed by a lunch where Professor Praet, Executive Director of the National Bank of Belgium (NBB) honoured this successful event with giving a presentation on ‘World Economic Outlook: a central banker perspective’.



Mr Tomikazu Todoroki, then Vice-President of BJA, welcomed over 60 participants by giving general views on the importance of export to Japan seen from the Japanese community in Belgium. Mr Daniel Thielemans, Vice-President of BJA and Chairman of the BJA Business Committee, presented the survey results, highlighting the market opportunities and indicating some market access difficulties faced by Belgian exporters in Japan. He also made an official handover of the Survey results to Mrs Fabienne l’Hoost, Deputy Director-General of the Belgian Foreign Trade Agency, who concluded the Press session by addressing the importance of the Belgian Economic Mission to Japan.



BJA Business Seminar - Japanese Business Etiquette and Manners

31 May - Conrad Hotel

On 31 May, the Belgium-Japan Association and Chamber of Commerce organized, in support of the Belgian Economic Mission to Japan, headed by HRH Prince Philippe in June, a Business Seminar concerning Japanese Business Etiquette and Manners. More than 160 enthusiastic participants attended this highly successful seminar. HE Mr Shohei Naito, Ambassador of Japan to Belgium, also honored the event with his presence.

After a welcome word by Mr Willame, President of the BJA, four guest speakers gave presentations on the theme from different perspectives. The first two speakers, Mr Nijssen, Lecturer Advice & Training Center, and Mrs Kato, Senior Consultant of ITIM Result, talked about the difficulties in intercultural communications from a rather theoretical point of view. On the other hand, Mr Mori, Managing Director of Dentsu Holding Europe by using quite suitable examples from concrete situations, explained the motives for the typical Japanese behaviors, which can cause confusion to Europeans. The last speaker, Mr Sakurai, Chairman and Managing Director, Group CEO, Komatsu Europe International, described the changing structure of the present Japanese companies, and gave advice to those interested to invest in the Japanese market in the future.

After a pleasant coffee break, Mr Masaki, Head of Brussels Representative Office of Japan Management Association Group, led a panel discussion among HE Honorary Ambassador Patrick Nothomb, Mr Willame, President of BJA, Mr Van Overstraeten, Partner of Linklaters De Bandt, Mr Ishikuma, Managing Director of Yamatake Europe, and Mr Nomura, Director of KPMG. With the active participation by the audience, the discussion became very interactive and lively. Following kind closing words by Mr Todoroki, President of Marubeni Benelux & then Vice-President BJA, the participants rejoined in the networking cocktail, during which they exchanged personal experiences in relations to Japanese business etiquette.



Mr Nijssen of ATC Global convincing the audience with his presentation.



The panellists, from left to right: Mr Masaki of JMAC, HE Honorary Ambassador Mr Nothomb, Mr Ishikuma of Yamatake Europe, Mr Willame, President of the BJA, Mr Nomura of KPMG and Mr Van Overstraeten of Linklaters De Bandt.



Mr Todoroki of Marubeni Benelux (left) congratulates two speakers on their excellent presentations during cocktails, Mrs Kato of ITIM Result and Mr Sakurai of Komatsu Europe International.



Mr Mori of Dentsu Holding Europe elaborating more on the topic with Mr Ter Woort of Saraya Europe and Mr Van Overstraeten of Linklaters De Bandt.



Advertising rates

4 issues
(March, June, September,
December)

B&W 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@bjabe
T 02/644 14 05
F 02/644 23 60

BJA Golf Tournament, 'EU-Japan Friendly Match'

Saturday, 9 July 2005 - Golf du Château de la Bawette

On Saturday, 9 July, the Cultural Committee of the Belgium-Japan Association and Chamber of Commerce had the pleasure of inviting the members of BJA and friends to a thrilling match of golf at the Bawette Golf Club. To celebrate more than 4 centuries of exchange between Belgium and Japan as well as the '2005 EU-Japan Year of People-to-People Exchange', a competition was organized in two categories, - team and individual -, under a special handicap calculation system called, 'DA BU RU PERIA'. The event was a great success with over 24 players participating, including HE Mr Kazuo Asakai, Ambassador of Japan to the EU, who honored us with his presence to join a group of golf enthusiasts for a pleasant round of golf.

After the competition, the players were joined by their spouses for a cocktail. After the cocktails a dinner full of excitement followed. Mr Tomikazu Todoroki, member of the BJA Board Directors and Mr Patrick Schobbens, Chairman of the EU Committee, gave a few words of welcome to the participants. While the participants were enjoying dinner, the BJA team supported by Mr Matsumoto of Cast Inc., conducted the most exciting part of the evening, the Prize Giving Ceremony. For the team competition, the Japan team won the hot match, Japan vs. EU, and the team captain, Mr Todoroki, received a winning trophy. Among many prizewinners in the individual competition, Mr Yoshikazu Matsumoto, Managing Director of Cast Inc., certainly enjoyed the prestigious first prizes for the best net and the best gross score.

Thanks to the generous support by the sponsors, mentioned here below, all participants received many splendid prizes to bring home, together with wonderful memories of this exceptional event.



From left to right: (standing) Mr Coens, Managing Director of RC Forex, Mr Miura, Managing Director of Yamazaki Mazak Optonics Europe, Mr Yokoyama, Managing Director of NSG Europe, Mr Schobbens, Head of Japanese Corporate Client of ING, Mr Tsutsui, President of Toyota Tsusho Europe; (sitting) Mrs Kume, Mr Todoroki, President of Marubeni Benelux and His Excellency Mr Kazuo Asakai, Ambassador of Japan to the EU



From left to right: (standing) Mr Meylemans, General Manager Sales of Toyota Belgium, Mr Shiiki, Director of Nippon Express Belgium, Mr Lievemont, Director of Aon Belgium, Mr Sasaki, President & CEO of Toyota Motor Engineering & Manufacturing Europe, Mr Shimizu, President of Mitsui & Co. Benelux, and Mr Vierstraete, Director of Sales & Marketing of Hotel Le Plaza; (sitting) HE Honorary Ambassador Date and Mrs Sasaki



From left to right: (in the back) Dr Nicaise, Mr De Schepper, General Manager of Hilton Brussels, Mrs Vos, Dr Salavracos, Mrs Decoodt, Managing Director of Au-Bouquet-Romain, Mr Ikenaga, President of Kaneka Belgium, Mr Toma, Sales Director of Pioneer Technology Belgium; (in front) Mr Matsumoto, Managing Director of Cast Inc., Mrs Van Bockstal, Director of the EU-Japan Centre for Industrial Cooperation, Mrs Nicaise, and Mrs Matsumoto, Project Manager of BJA



Mr Matsumoto, Managing Director of Cast Inc., received from Mrs Kellens, Executive Director of the BJA, the prize for the first place in the golf competition: a return ticket to Japan, kindly sponsored by All Nippon Airways.



Impressions of the Economic Trade Mission to Japan, June 2005

Seminar in Tokyo: Investing into Belgium

By Mr Jacques De Witte, International Tax Partner at Deloitte

On Friday 17 June, a seminar took place at the JETRO-Centre in Akasaka. The event, organised by the three regions, was dedicated to an update on the investment climate in Belgium.

After introductory remarks from Jetro's President, HRH Prince Philip, Minister Verwilghen and Minister Marcourt, the audience of more than 85 people was filled with anticipation of good news. And with good reason: the first speaker highlighted the new developments with respect to the Social Security treaty between Japan and Belgium. As you may know, an agreement has been signed between the two countries avoiding double subscription of social security contributions. The new agreement will come in force after ratification, which could take place as early as 2006. This would undoubtedly improve the exchange of executives between the two countries.

The second speaker, Mr Wolfs of the Federal Public Service Finance, entertained us on the new culture of the Finance Authorities: the tax ruling enabling foreign investors to have certainty on all tax implications of an investment project.

A third speaker, Mr Schoonvliet, partner at Loyens Lawyers, described the features of the Notional Interest Deduction, a tax deduction on equity financing. There is no doubt that this new measure – coming into effect for financial years closing on 31 December 2006 and after – will re-establish Belgium as an interesting location for new business.

Under the notional interest deduction, a company will be able to take a deduction from their taxable profit that approximates the interest it would have paid in the case of debt financing. The regime is applicable to all Belgian companies and to Belgian establishments of foreign companies, whatever their size may be. The notional interest deduction will be calculated by multiplying the total equity by the interest rate for 10-year government bonds (OLOs). Currently, the rate is around 3,5%. The rate is fixed for a three year period and, in principle, may not vary by more than one percent from one period to another. To benefit from the notional interest deduction, a company will need to retain the annual notional interest deduction for least three years. Any excess notional interest deduction will be able to be carried forward for seven years. The introduction of this regime may provide an opportunity for multinationals to

reconsider their group structure and examine the possibility of allocating such activities as intra-group financing, central procurement and factoring, to a Belgian group entity.

Mr Jacques De Witte, International Tax partner at Deloitte, was the last speaker to convince the audience that Belgium is the place to be. His topic was dedicated to the taxation of Japanese executives in Belgium. In fact, foreign executives are well treated in Belgium. The first part of the presentation was devoted to explaining the principles of the expatriate tax system in Belgium, followed by an overview of the salary burden of Japanese executives in the enlarged European Union.

The Belgian expatriate tax system requirements may be summarised as follows:

- The special tax regime is generally applicable only to executive and/or specialist employees who have been assigned to Belgium because of their expertise.
- The individual employee and the employer need to demonstrate- in a combined application- that the individual's centre of economic interests (a concept similar to domicile) is based outside Belgium.
- There are two principal advantages to the special tax regime versus regular Belgian resident taxation. An individual who benefits from the special tax regime will be allowed to exclude from taxable income:
 - › Reimbursements of 'tax-free allowances'. An employee may receive (or be deemed to receive) allowances to cover extra costs incurred as a result of the assignment, such as cost of living and housing differential, tax equalization, home leave, school fees and moving expenses. The deduction for such allowances (except moving and school fees) is limited. The limit is € 11.250 per annum, rising to € 29.750 per annum for those in headquarters or R&D centres.
 - › Remunerations related to activities carried out abroad ("travel exclusion"). Income related to foreign i.e. non-Belgian business activities will be excluded from taxable income on the basis of business days spent abroad. The income attributable to working days spent in Belgium is calculated on the basis of "Belgian" days over total working days in the year.

Finally, Mr De Witte highlighted the results of an overview of the salary burden of Japanese expatriates in the enlarged European Union. The study was based on the results of a survey which Deloitte carried out in 2004.



Mr De Witte, explaining carefully some elements at the 'Investment Seminar' in Tokyo

Impressions of the Economic Trade Mission to Japan, June 2005



It will not surprise you that several countries are aware of their negative image with respect to the fiscal and social security burden. In order to attract foreign (well paid) decision makers these countries have created some attractive tax breaks (e.g. Austria, Belgium, Denmark, Finland, France, Netherlands, Sweden, and Spain). Notably, in almost all countries these measures are restricted in time (2, 3 or 5 years).

The approach of the study was not restricted to a purely theoretical one but was based on real assumptions of a married expatriate having two children, paying school fees, using a company car, travelling abroad for about 20% of working time and with a net take home pay of € 100.000. The results were not only very satisfying but even exceptional for Belgium in particular cases (where a combination of the deduction for headquarters and the travel exclusion ranked Belgium as first or second best country).

The seminar was concluded with the following remarks:

1. The new social security treaty between Belgium and Japan (from 2006 or 2007 onwards) will enhance our competitive position and will guarantee legal certainty.
2. The Belgian tax burden for expatriates is moderate, and much better than the European average. Our position significantly improves in situations of employment in HQ or R&D centres.
3. Our expatriate regime is very attractive or excellent for executives who are travelling a lot; in other words, Belgium is the place to be for Japanese companies that have their main office in Belgium and responsibility for the whole European market. This may be the case for a regional HQ, service centres, distribution centres or normal trading companies where management operates from Belgium.

The leading audit and consulting practice in Belgium, Deloitte offers value added financial, assurance and advisory, legal, tax, and consulting services. In Belgium, Deloitte has more than 1,800 employees in 16 offices across the country, serving national and international companies, from small and middle sized enterprises, to public sector and non-profit organisations. The global Deloitte Touche Tohmatsu organisation, of which Deloitte in Belgium is a member, has its roots partly in Japan (Tohmatsu), where it provides a broad range of services via 3.500 people in nearly 40 cities.

Business and cultural practices, and accounting/tax rules, can differ widely between Belgium and Japan. Both Japanese businesses investing in Belgium

and Belgian businesses with operations in Japan need to understand the other party's approach. The Deloitte Japanese Services Group (JSG) facilitates communication, coordinating between Japanese clients and Deloitte specialists in a wide range of disciplines. The Deloitte JSG in Brussels uses its links throughout the Deloitte organisation to support and co-ordinate services provided to Japanese clients investing in Belgium, and vice versa. There is a dedicated group of Japanese speakers who handle Japanese client communications, plus a team of Belgian experts in a host of disciplines who work together with the Japanese members of the JSG to provide technical expertise. The JSG in Belgium is an established service of many years' standing. Our reputation in the Belgo-Japanese business community is excellent, and we are proud of the strong reputation and business relationship we have forged with our clients.

A short account of a successful economic mission to Japan

by Mr Rudi Thomaes, Chief Executive Officer of the Federation of Enterprises in Belgium

On average four times a year, a large number of businessmen set off together with HRH Prince Philippe and the Federal Minister of Foreign Trade Marc Verwilghen for an intensive work programme in an appealing foreign market. Aim of the journey: enhancing the bilateral economic and trade ties between the two countries. From 11 till 18 June 2005, Japan was on their radar screen, where they were accompanied by the Minister-President of the Walloon Government Jean-Claude Van Cauwenberghe. They halted in Nagoya, visited the national Day of Belgium at the World Expo of Aichi and called at Tokyo before returning to Belgium. A short account of this successful Belgian economic mission to Japan.

The fascinating development of China and India and the enormous opportunities that these markets represent, is on everybody's lips today and could tempt some to refrain from looking at Japan. Certainly, the Japanese economy is not in a splendid shape and turning the corner from deflation to inflation seems to be difficult. Moreover, thorough reforms are necessary if Japan wants to be able, for example, to manage the costs of its rapidly ageing population and the growing number of young people choosing not to attend school or training and not to work.

But at present the Japanese economy is healthier and apparently based on more balanced grounds than it has been for a long time. It is the second largest economy

in the world, three times as big as the Chinese and its 127 million inhabitants enjoy a high living standard. For some products, the Japanese market is considered to be a trendsetter. Finally, the country stands for a stable business climate where the rule of law is guaranteed and high business ethics are applied; these are all elements that can not be taken for granted in China or other Asian countries.

The numerous individual business meetings organised during the mission by the regional export promotion agencies gave a clear view on the concrete possibilities in the area of export, investment and cooperation. There is clearly a market for luxury and high-tech products with a strong brand name. In the field of B2B too many opportunities exist, especially in those segments where Belgian companies hold a leadership position. But beware: delighting Japanese customers requires a lot of time, efforts and patience.

Fruitful business-to-business contacts can take place at any time but the framework of an economic mission makes it easier to firstly establish them and secondly, to do so at the highest level. Thus, participating at an economic mission opens doors that may otherwise remain closed. The same goes for the collective business contacts that took place during the mission with the companies Toyota and Kawasaki Heavy Industries. Thanks to the presence of HRH Prince Philippe or the Minister, the delegation was received by the top management, which would be very difficult – or maybe impossible – to obtain when visiting these companies by oneself.

Apart from the business meetings – that must be the cornerstone of every economic mission – there were also contacts with the Japanese authorities on the agenda. They were an excellent opportunity to raise certain issues concerning our trade and investment ties. There are few commercial problems between Japan and Belgium, or more broadly Europe. The import tariffs of Japan are – although they are on average higher than in the EU – generally relatively low. Barriers for Belgian exporters are rather situated in the field of Japan's regulatory framework and technical standards, both being quite stringent and sometimes different from international practice. The hierarchical distribution system and of course the language and the difference in culture and business customs are other important obstacles in doing business with Japan.

During the mission, the urgent request of the Belgian government to renegotiate the agreement on avoiding double taxation between our two countries, was reiterated. In this respect, Belgian companies ask the further reduction of the withholding tax at source on dividends, interests and royalties. In the new agreement between Japan and the USA, this tax rate on dividends is reduced to 0%. The same arrangement between

Belgium and Japan would strengthen Belgium's position as the hub to Europe for Japanese investments, which are already today an important source of welfare and employment in our country.

Finally, the mission offered an occasion to find out more on the new activities Japan is developing in the framework of a more globalising economy. In this respect, I had the pleasure of meeting a member of the Board of 'e-learning consortium' Japan, established through the collaboration of the administration, the industry and the educational institutions in order to carry on the promotion of e-learning. He presented me a very interesting report sponsored by the Japanese government on the evolutions of the e-learning market and possible applications within the Japanese educational system.

My particular interest in this subject is directly linked to a new initiative the Federation of enterprises in Belgium just launched. It consists e.g. of a platform for services. It is composed of visionary and creative people whose aim consists in creating new jobs in the sector of services.

One of the ideas is to promote and develop medical services for international patients. Belgium has different assets to do so: it is situated in the centre of Europe, it disposes of highly qualified medical personnel that speaks many different languages. During the former Belgian economic mission in India in March, I visited a hospital that mainly hosts foreign patients. It was exciting to see that this model is very successful in India.

Another sector in which new services could be created is precisely e-learning. The question is whether there is a market for offering this kind of services not only in Belgium but also abroad. The Japanese study provides a thorough analyses of these questions for the situation in Japan. It gives us a model and data on how Japan is approaching the same challenge.

It is this exchange of experience and knowledge that was of particular interest for me as the head of the Federation of enterprises in Belgium in search of new possible sectors for job and value creation for the Belgian economy.

UCB, the largest Belgian employer in Japan

by Mr Egros, President of UCB Japan

UCB was present at the Belgian Economic Mission in Japan led by Prince Philippe in June 2005. Japan is a key country for UCB, a market representing 12 % of its sales in 2004. 400 people strong, UCB Japan is the largest Belgian employer in this country. At the occasion of the Belgian mission, UCB was invited to present at a seminar and joined the delegation at the Aichi Expo 2005 on the Belgium day, 14 June.



Impressions of the Economic Trade Mission to Japan, June 2005

Company profile

UCB is a global biopharmaceutical leader with headquarters in Brussels, Belgium. Its strategy is to focus on severe diseases treated by specialists, covering three main therapeutic areas: the central nervous system (CNS), inflammation and immunology (including allergy), and oncology. UCB key products are Keppra® (antiepileptic), Xyzal® and Zyrtec® (antiallergics), Nootropil® (cerebral function regulator), Tussionex™ (antitussive) and Metadate™ /Equasym XL™ (attention-deficit/hyperactivity disorder). UCB employs over 8,500 people operating in over 40 countries. In addition, UCB is represented through its agents, distributors and licensees and its products are sold worldwide. UCB's fast-growing markets, apart from Europe, are the Americas and Asia, where Japan is the most important one.

UCB in Japan

UCB Japan was established in 1988 in Tokyo as a Japanese subsidiary of UCB S.A. It has been promoting UCB business focusing on pharmaceuticals. In 1996, UCB Japan obtained pharmaceutical, manufacturing and import licenses. Very soon thereafter it launched Zyrtec®, the strong-performing antiallergic, and Nootropil®, a cerebral function regulator, both drugs resulting from UCB's own research in Braine-l'Alleud (Belgium).

In June 2000, UCB acquired the pharmaceutical division of Fujirebio Inc. Since then it has consolidated its position in Japan and is enjoying further growth as a specialty pharmaceutical company possessing also in-house marketed products such as Stogar® tablets, for the treatment of gastric ulcers, the H₂ receptor antagonist, and BUP-4® tablets for incontinence and urinary frequency.

Production Plant in Saitama

Since 2001, all production operations are consolidated at Saitama, a 5 buildings plant composed of laboratories, production and packaging units. It is a GMP (Good Manufacturing Practice) worldwide standard, integrated production facility which can produce tablets and granules.

Investment in People

UCB Japan locally employs about 400 persons and is proud to be the largest Belgian employer in Japan. It is a fully-fledged organization, with clinical development, regulatory, manufacturing, marketing and sales staff. With a nationwide sales network of about 200 people, UCB Japan covers all major hospitals of the country. The company did increase its clinical development capability dramatically and is developing the new anti-epileptic drug, Keppra®, at full speed.

Creative partnerships

Zyrtec® tablets are manufactured by UCB Japan and distributed in the country as one brand by two distribution partners, Daiichi Pharmaceutical and recently by GlaxoSmithKline Japan.

Fabrice Egros, President of UCB Japan, commented: "We are pleased to have reached this new agreement with GSK, a company with solid and proven track record in Japan, especially for the therapeutic fields of respiratory, allergy, and dermatology. We are convinced that Zyrtec® tablet, one of our major products with a well-established presence as an allergy treatment will further expand its market presence with the cooperation of GSK Japan." UCB Japan and GSK Japan will also collaborate on further developments such as line extensions and Paediatric indication for this drug. UCB Japan is also starting the clinical development of the new pipeline of product following the acquisition of the leading European biopharmaceutical company Celltech last year. UCB is more than ever in a position to further develop its presence in the Japanese market.

Belgo-Japanese collaboration in Antarctica

On 17 June, the longstanding cooperation between Belgium and Japan in the Antarctic was further strengthened by the signature of a Statement of Intention between the Japanese Minister for Education, Culture, Sports, Science and Technology, Mr Nakayama, and the Belgian Federal Minister for Science, Mr Verwilghen. Assisting at the signing ceremony were Prince Phillippe, representatives of the Belgian Science Policy Office, Japan's National Institute of Polar Research (NIPR) in Tokyo, and Mr Alain Hubert, Chairman of the International Polar Foundation (IPF).

In 2004, the Belgian Federal Council of Ministers commissioned the IPF to design and construct a new research station for the Belgian scientific research community in the Queen Maud Land Region of East Antarctica, to open during the International Polar Year 2007-2008. The Statement of Intention concerns further cooperation in Antarctica between Belgium and Japan particularly around the new research station, which will be situated at the foot of the Sor Rondane Mountains. This location is only 60 km from the former Japanese base of Asuka, and 600 km from the existing Japanese base of Syowa. Several areas of cooperation, scientific and logistic, are being proposed between the two countries, including eventual re-supply of the new station by the new Japanese ice-breaker currently under construction. Belgium will assist the Japanese Antarctic Research Expeditions by supplying berths for



The head office of UCB Japan in Tokyo



Fabrice Egros, President of UCB Japan



Mr Douxchamps, Public Affairs Officer of UCB exploring new ideas with Mr Hubert, Chairman of the Board of Directors of the IPF.

scientists active in the area, and also in the evacuation of heavy machinery and other debris from the no longer used station, Asuka.

Since 1897, when a young Belgian naval officer, Adrien de Gerlache organized the first international scientific expedition to Antarctica, aboard the 'Belgica', Belgium has had a close link with this frozen continent. Japan also has a long Antarctic presence. In 1911, a Japanese party led by Lt. Shirase aboard the Kainan Maru made two voyages to the Ross Sea. Subsequent Japanese expeditions landed on the Ross ice-shelf and explored the area.

By the 1957-1958 International Geophysical Year, science was at the forefront of Antarctic activities, and led to the building of over fifty research stations. At this time twelve countries began long-term scientific cooperation in Antarctica, among which were Belgium and Japan. This culminated in the signing of the Antarctic Treaty, in 1959, dedicating the continent to peace and scientific research.

In 1957-1958, as part of their IGY commitments the Japanese built Syowa station, and Belgium established the Roi Baudouin research station. Thus Belgium and Japan became neighbours, separated by a 608 km long stretch of uninhabited ice at the bottom of the world.

The station Syowa has been in almost continuous use since 1959, but the Belgian Roi Baudouin base was closed in January 1967 due to the damage it suffered from the movement of ice from the plateau to the ocean. When both stations were operating in the 1960s, there were numerous visits exchanged between the scientists of the two countries. However, after the closure of the Roi Baudouin Base in 1967, Japanese scientists (in particular Prof. Shiraishi of the NIPR) began the exploration of the hinterland of the Sør Rondane and Belgica Mountains, in collaboration and consultation with the Belgian scientist Tony Van Autenboer, who had previously been very active there.

In 1984, Japan established Asuka station, at the foot of the Sør Rondane Mountains and 170 km south of the former Roi Baudouin base. The station was closed in 1991, due to the damage caused by snow accumulation.

Belgian scientists participated for four Antarctic seasons with the Japanese Antarctic Research Expedition, carrying out joint glaciological field work in East Antarctica. The close collaboration with the Japanese scientists from the NIPR led to further joint activities in other areas of the world.

When in November 2004, the newly formed Belgian Antarctic Research Expedition (BELARE), led by Alain Hubert of the IPF, carried out an expedition to survey potential sites for the establishment of the new station, they called on the NIPR for cooperation in the survey.

The BELARE 2004 was a great success: a site was chosen, a preliminary environmental and topographic examination was carried out, and an automatic weather station was set up. Two of the NIPR party went on to Asuka, and carried out an examination of the large

numbers of heavy vehicles associated with the base, to see if any could be reconditioned for use by the Belgian operations. Many possible areas for further cooperation in the future have been identified, and the Belgian and Japanese scientific communities look forward to a long and fruitful collaboration on the sixth continent.

© International Polar Foundation



SCK•CEN honours Belgian scientific and technological research in Japan

On 16 June, the Belgian Nuclear Research Centre (SCK•CEN), a federal research institute, signed important agreements for cooperation with several Japanese organizations.



Who are the partners with whom agreements were signed in Japan?

Tohoku university with its important departments that conduct material research, JAERI (Japan Atomic Energy Research Institute – the 'big' Japanese counterpart of SCK•CEN, CRIEPI (Central Research Institute of Electric Power Industry) – the research centre of the Japanese utilities and IRI (Institute of Research and Innovation) which promotes technological developments in Japan. At industrial level agreements have been established with the MITSUBISHI Corporation and the engineering company JGC Corporation. Finally, important quantities of silicon for the fabrication of semi-conductor devices will be irradiated in the BR2 reactor for the companies Shin-Etsu Handotai, Komatsu Electronic Metals and Toshiba Ceramics.

Which are some of the domains involved?

In the field of nuclear safety, we first mention the studies on the structural materials of nuclear power plants, as well as the behavior of materials subjected to very high irradiation dose-rates in the future fusion reactors (like ITER): in support to the international exchange of scientific knowledge, which contributes to guarantee the safe operation of such nuclear plants, the BR2 reactor at Mol is a very important research tool.

The cooperation in the field of waste valorizes the acquired knowledge in the underground laboratory situated at 220 meter depth in layers of clay under the SCK•CEN site. This collaboration also involves the research related to nuclear waste transmutation aiming at a reduction of the long-lived isotopes that are mainly responsible for the radio-toxicity of the waste. In this area the design of a sub-critical reactor driven by a proton accelerator is the object of advanced research.

Export to Japan Survey 2005

Within the framework of the 2005 AICHI World Exposition, an important Belgian economic mission to Japan, headed by HRH Prince Philippe of Belgium, took place from 11-18 June 2005.

The Belgium-Japan Association & Chamber of Commerce (BJA) decided to contribute to make this economic mission to Japan a success by carrying out a business survey with Belgian companies before departure, among others. This survey highlights the market opportunities and pinpoints some market access difficulties faced by Belgian exporters in Japan. The survey allowed us to complete the historic data on export regularly produced with qualitative data on how the business community perceives the current situation.

By participating in the survey, companies were able to make their voices heard by the authorities. This is an important questionnaire, as we are convinced that this initiative will contribute to the promotion of Belgian export to Japan, and that the concerned authorities will not fail to take the measures required to facilitate Belgian export to Japan.

The Survey

Almost 85% of the companies who responded to the enquiry are exporting goods to Japan and 87,77% them export from Europe. Only 5% are directly manufacturing their product in Japan.

The SME are the most active in exporting to Japan, which means that a company does not have to be large to enter the Japanese Market (same result as the 1995 BJA survey).

There is a wide variety of structure of business in Japan. Among these one can highlight the Representative office (18,71%) or a 100% owned Subsidiary (10,07%). Most of the companies (63,31%) started their business in Japan from green field. The Survey showed that the two main reasons why companies are willing to export to Japan is the possibility to exploit either a potential market (42,45%) or an existing market (41,01%). (graphic 5) By some of the companies the stronger presence in the market is described as the main advantage to manufacture directly in Japan.

The majority of companies have confirmed that the Chinese market is growing faster (61,87%) and is potentially larger (64,75%) than the Japanese one. But on the other hand they expect the profit margin to be lower or the same (66,91%) and the competition to be higher (34,53%). Also they perceive that the business related law framework and enforcement is weaker than in Japan. (graphic 9)

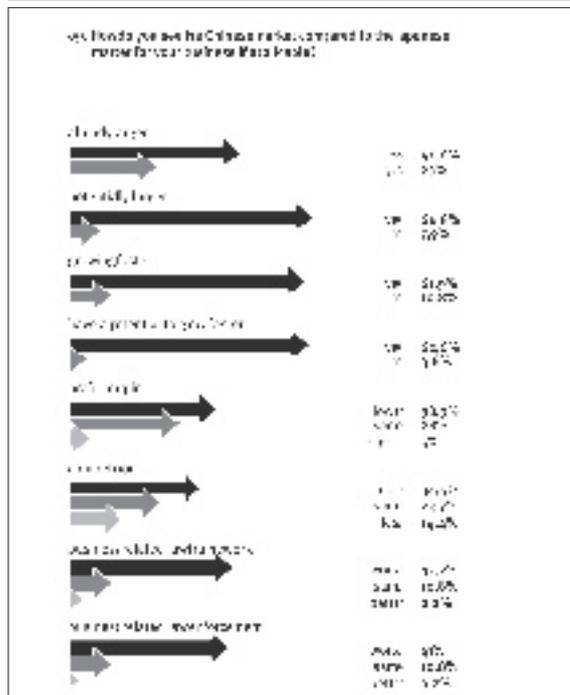
The size of the turnover in Japan for Belgian firms is lower than 3 million euros for most of respondents

(64,75%). Considering the fact that it is the percentage of SME who are the most active in exporting to Japan is the highest, this result is quite predictable.

The share of the total exports in the turnover differs from one company to another. But it is well known that Belgian companies are export oriented: exports are counting for more than the half of the turnover for 68,75% of them.

The survey of 2005 shows similar results than the one of 2001; total exports are counting for more than the half of the turnover for the majority of companies exporting to Japan.

The share of exports in Japan in the total turnover is usually low for Belgian exporters: less than 1% or in between 1 and 5% for 53,96% of them. There are only few companies (5%) who are making more than the half of their turnover by exporting to Japan.



Export to Japan Survey 2005

For both 2001 and 2005, the share of exports to Japan in the total turnover counts for less than 1% or is in between 1% and 5% for the majority of Belgian exporters. But we can still see a little improvement: the shares of exports in Japan have slightly grown in 2005 compared to 2001. (graphic 12)

A majority of the exporters are optimistic concerning their turnover for 2005 in Japan. They are expecting either an increase (48,92%) or a stabilisation (34,53%) compared to 2004. For this reason they have planned to expand their business (51,8%) or maintain at the current level (29,5%).

In 2005, as it was the case in 2001, the Belgian exporters seem to be optimistic about their expectations in turnover: They are predicting either an increase or a stabilisation.

The companies are also willing to invest more in their businesses in Japan or maintain it at a current level.

When asked about their experience when doing

business with Japan, there was a same percentage (45,32%) of companies experiencing obstacles and companies who are not experiencing such obstacles. This result can be taken as encouraging compared to the last survey of 2001 where the rate of companies with such difficulties was higher (63%).

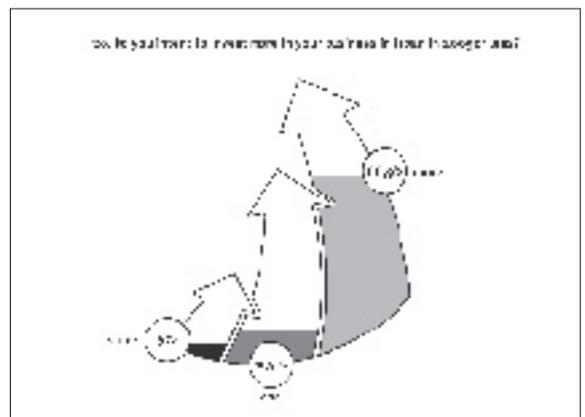
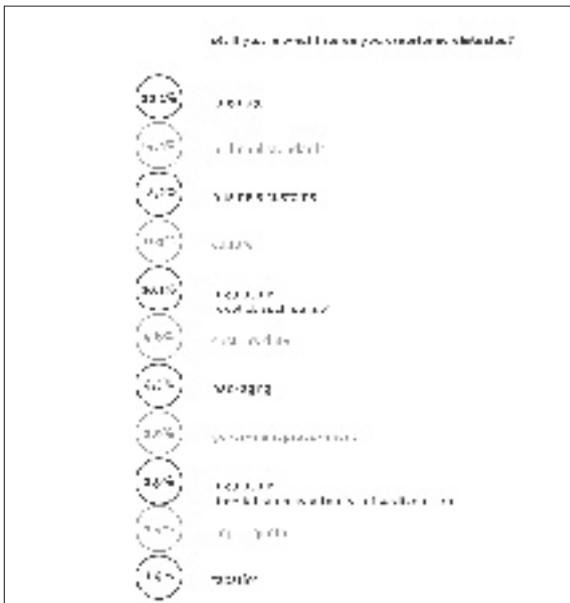
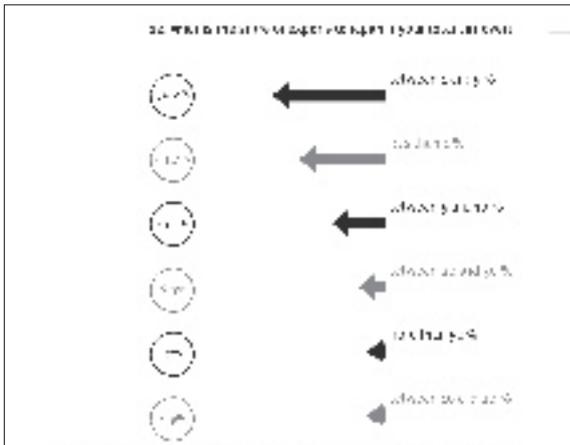
It seems that companies experienced more difficulties in doing business with Japan in 2001 than in 2005 or in 1995.

The results of the 2005 survey and the 1995 survey concerning this question are quite similar. The companies are experiencing difficulties mostly in the field of languages and culture & business customs. So the nature of the problem is unchanged since 1995 when it was pointed out in the first survey of 1995. Knowing that exporters are conscious of the importance of cultural factors in doing business with Japan, this cultural gap can be taken as very problematic. For this question all the past surveys are pointing out the same obstacles; the source of the difficulties for the exporters seems to be the language barrier and the lack of knowledge in cultural and local customs. (graphic 16)

In spite of the obstacle faced, respondents feel that market access for foreign companies has either remained the same (66,19%) or even improved (19,42%).

Over the years, Belgian exporters feel that the access to the Japanese market has either improved or stayed the same and it seems that the recent economic recession has not had an adverse effect on export to Japan for the majority of Belgian companies exporting to Japan (54,68%). Most Belgian companies intend to continue their investments in Japan in 2005, 72% intend to devote higher or equivalent amount to the Japanese market. (graphic 20)

If you are a BJA member and would like to receive a free copy of the original booklet with the results of the Survey 'Export to Japan' 2005, please kindly inform us at info@bjb.be.



The BJA would like to express our gratitude to all the companies who have completed this "Export to Japan Survey 2005", and to all the organizations and individuals who have helped to promote this endeavor.

We would also like to thank the Federal Public Service of Foreign Affairs, Foreign Trade, Cooperation & Development for their generous help in making this "Export to Japan Survey 2005" a reality.

Interview:

Hidenori Tsutsui on life in Belgium

By Mr Kris Sierens, member of the Editorial Committee and Managing Partner of BeforeTheHype

Hidenori Tsutsui is on his third assignment in Belgium. This time as President of Toyota Tsusho. The BJA recently asked him about Belgium, its cultural differences and life abroad in general. One thing is certain: Mr Tsutsui knows how to enjoy life in Belgium. And on top of that, he has an important marketing tip for our readers.

With a total of more than ten years experience of living in Belgium, Hidenori Tsutsui knows the country quite well. He has also witnessed a great deal of change. He first came to Belgium in 1972 and stayed for three years as a representative for Toyota Motor Sales. Because of that positive first experience, he welcomed the opportunity to come back from 1990 to 1994, as President of Toyota Motor Europe Marketing and Engineering. He returned this time in 2002 and hopes to stay for another couple of years.

Royal atmosphere

Belgium is well known in Japan because of the royal family. But the excellent relationship between these two countries doesn't stay behind the walls of the royal palaces. Belgian chocolate is certainly one of the reasons why Japanese tourists want to visit. Brussels and Bruges come right after Paris, London and Rome as a favorite tourist spot. "Belgian tourism could gain a great deal if they paid more attention to the Japanese market." This is not helped by the fact that there are no direct flights between Japan and Brussels. Tourists are more or less forced to visit other places first. Presently, there are even fewer business passengers to Brussels than tourists.

The primary reason why Belgium is Toyota's first choice is its central location, easy access and the fact that it is the EU headquarters. But also important are the Belgian people. According to Mr Tsutsui, they are friendly, they have a good work ethic and are flexible. This is especially true with languages. The biggest disadvantage is the labor cost, which is the highest in Europe. "If Belgium wants to retain a good investment climate, they need to do something about that".

Perfect recipe

'When you work abroad, you should love that country', says Mr Tsutsui. He advises any Japanese people working in Belgium to accept the local way of living and daily habits. "It's better to discover the good points rather than focusing on the differences." When it comes to differences, there are quite a lot he admits. The driving style is a big one. 'I have sometimes wondered if turn indicators on automobiles are merely an option on Belgian cars.' Another is often having to wait a month

or more for a furniture delivery. That simply does not happen in Japan.

"If you live abroad, you should make an effort to try to get in touch with local people." The fact that he has many Belgian friends is the proof that it works. He smiles when he admits that he also adapted to some Belgian habits, positive ones of course.

Gastronomic excellence

Although he has very little in the way of leisure time, Mr Tsutsui is a great fan of Belgian cooking. "Brussels restaurants outclass Paris." A pretty strong statement but he stands by it. He hopes to get a weekend off soon, to spend some time in the Ardennes and enjoy some of the fabulous food found throughout the rest of Belgium. He notes that other places like Antwerp, Bruges and Gent are great places to visit and have gourmet restaurants to rival the best anywhere. Belgian beers, such as Hoegaarden and Kriek are his favorites. Mr Tsutsui loves to play golf and feels that Belgium offers many good golf courses. His only reservation is that the weather is not always that good.

Marketing par excellence

"The only way to survive is to respect different customer values and pursue customer satisfaction. In Belgium and throughout Europe, this is not always the case." There needs to be a change in this mentality. Toyota Tsusho has always stood for being a value integrator. It has been the key factor in their success and could be for Belgian companies in the future, if they will integrate that way of working and thinking.

Because he has enjoyed life in Belgium so much, Hidenori Tsutsui hopes to give something back to Belgium after he returns to Japan. He wants to assist Belgian companies in making a success in Japan. With all his experience, his most important tip is "Customer Satisfaction" if you want to successfully export to Japan.



Youth Committee news

Karting Event May 2005

5 June, 15h00. Twelve teams of two are ready to start the race on the speedway of the First Kart Indoor in Machelen (Brussels). Some want to improve their driving skills while others haven't come for the fun of a first kart ride. At the start the technical staff gave us all information about driving and safety. Everything was prepared to enjoy the full competition event including practise and a qualification session. After a one hour race the winner was known... and like a real champion he made a final lap...

We met us at the after-drink, while studying our statistics and congratulate the champions. But in this competition actually everyone won. There are no seconds in friendly races... It was my first time I drove a kart and my first activity with the BJA. A beautiful afternoon and a start to lot of new adventures....

Loriaux Frédéric



The group of adventurous drivers

At the karting's bar, all participants received a prize, and had time to enjoy some cakes and a drink.

5月のカートのイベントに参加しましたが、想像以上に多くの方が参加されていたのには正直驚きでした。Bridgestoneの横断幕が掛けられている中、会社の先輩と頑張ったのですが、残念ながらトップの座を取ることは出来ませんでした。それでも非常に楽しいひと時を過ごせました。

Webを拝見すると色々な活動をされているようですので、また機会を見て参加したいと思います。

松本 亮



While half of the participants were racing, their partners enjoyed viewing the race together, ready to switch at a hand signal.

Made in Belgium Expo – 3 July

The BJA-YC event held on 3 July began with a meeting in front of the Dexia building in Brussels, where the 'Made in Belgium' expo takes place. After meeting one another (for some of us for the first time), we were given our entrance tickets to the 1.8 kilometers long cultural exhibition on Belgium. Equipped with an audioguide, we could listen to interesting stories on Belgian history, amazing scientific discoveries, amusing and educational information on Belgium's specialties like Belgian comics, food, ... etc. Even the music and sport fans weren't forgotten: famous Belgian singers such as Jacques Brel or Adamo and international sportsmen/women like Justine Henin or Eddy Merckx were also displayed. All in all, this event was very instructive and it took at least 3 hours to go through the different rooms. This event was great.

After the visit, we went out to have a drink at a terrace and chat with each other. We had a great time sharing stories and of course some Japanese training! That afternoon was unique and a good experience for everyone. I hope to participate to such events again in the future.

Alexandre, participant



Walking through a very instructive expo with some impressive decors, participants had time to exchange explanation about their respective culture.

「今回のYCのイベントは MadeInBelgium という展覧会に行きました。文化、歴史、科学、スポーツなどの9分野が展示されており、新たなベルギーの一面を知る良いきっかけとなりました。

日本語を勉強して下さってる参加者も多く、彼らと日本語で話す事はとても興味深かったです。今後の企画も楽しみにしています。」

鈴木、参加者



Enjoying the sun at the terrace.

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 (0)2/644 14 05
Fax: 32 (0)2/644 23 60
Email: info@bj-yc.be
<http://www.bja-yc.be>

EU-Japan Relations

10 years 'EU Gateway to Japan'

More than € 500 million business for European SMEs

For 10 years now, the Commission program 'EU Gateway to Japan' has been helping European SMEs to enter the Japanese market. The results of this unique export support program were presented during a high-level dinner in the presence of HE Kazuo Asakai, Ambassador of the Mission of Japan to the EU. Since its launch, 68 trade missions and trade fairs have been organized in the framework of the program with a total of nearly 1750 participants.

- 99% of the participating companies have developed contacts and generated business leads, on average 10 per company;
- companies have planned to create more than 900 new jobs;
- 93% are optimistic on prospects for new contracts;
- companies estimate € 503 million of increased business;
- companies estimate an impact on investment of more than € 94 million.

Commenting on the results of the program, Seamus Gillespie, the Head of the Unit for external relations with Japan, Korea, Australia and New Zealand at the European Commission, said: "The intention of the Commission was to open a door for SMEs which certainly would have remained closed without an initiative at European level. The mix of financial support and practical assistance has proven to be successful – as the feedback by the companies clearly shows. The Commission is very satisfied with the results."

In Europe, 'Gateway to Japan' is implemented by Eurochambres, the Association of European Chambers of Commerce and Industry. Secretary General Arnaldo Abruzzini said: "Gateway to Japan proves that 'Europe' has its value added and increases the chances for SMEs to compete on global markets. We have to work hard in a public-private partnership to develop a positive and strong European brand around the world."

This year 4 trade missions for the Interior Lifestyle, Construction Materials, Food and European Fashion Design sectors will still take place in Japan. In the first semester of next year 6 more missions to Japan are due. The program will end in September 2006.

For more information: www.eugatewaytojapan.org

Eurochambres

EU-Japan Business Dialogue Round Table

Brussels Meeting, 7-8 July 2005

'A Continued Innovative Approach to Address New Common Challenges'

Each year, senior industrialists from leading EU and Japanese companies meet in the framework of the

EU-Japan Business Dialogue Round Table (BDRT) to review the factors affecting all aspects of business cooperation between the EU and Japan, and to make policy recommendations to the European Commission and Japanese Government. They held their annual meeting in Brussels on 7 & 8 July 2005, under the co-chairmanship of Viscount Etienne Davignon and Mr Yotaro Kobayashi, in the presence of Commissioners Verheugen (Enterprise & Industry) and Reding (Information Society & Media), and Mr Lamoureux (Director-General of Energy & Transport DG); and from the Japanese Government: Mr Onodera, Parliamentary Secretary for Foreign Affairs (MOFA), Mr Yamamoto, Parliamentary Secretary for Economy, Trade and Industry (METI) and Mr Matsui, Vice-Minister for Policy Coordination, International Affairs (MIC).

The BDRT Members welcomed the Authorities' clear political will and commitment, as expressed in the press statement issued by the bilateral EU-Japan Summit in May 2005, to improve EU-Japan relations taking account of the BDRT's specific Recommendations. During a fruitful exchange of views with the Authorities, the BDRT Members commented on the implementation by the Authorities of last year's Recommendations and identified new bilateral or multilateral problems which are of great concern. The BDRT reviewed the work of the working parties and adopted new detailed Recommendations to help focus the future plans, discussions and work of one/both of the Authorities on Trade & Investment, Accounting & Taxation, Information & Communications Technologies, Life Sciences & Biotechnology, and Sustainable Development. The BDRT welcomed the deepening relationship between Japan and the enlarged EU and the positive business environment created to foster growth in two-way direct investment. Having noted positive responses to last year's Recommendations, the BDRT called on the Authorities to make further efforts to implement its previous and 2005 Recommendations. The BDRT's general discussions focused on the following areas:

- **Competitiveness:** Possibilities of close cooperation between the EU and Japanese Authorities to tackle areas of common concern to EU and Japanese industry.
- **WTO:** A successful completion of the Doha Development Agenda Round is needed with strong EU-Japan common positions at the Hong Kong ministerial conference in December 2005.
- **Investment:** The investment environment is improving, but industry must maintain strong pressure on the Authorities to remove the remaining trade and investment barriers.
- **Harmonised single market:** The BDRT Members

EU-Japan Relations

requested that the EU Authorities pay prioritised attention to finding solutions for the shortcomings arising from different rules in EU Member States in various fields.

- **Energy issues:** Recognising the close relationship between energy and economic growth as well as the present volatility of the international energy markets, the BDRT underlined the need to forcefully address current energy challenges, including those related to security of supply sustainability, competitiveness, efficiency, clean technology and the new role which should be played by the IEA.
- **ICT:** key issues including ICT infrastructure and service, digital divide and favourable regulatory environment for investment in new ICT technology.
- **Biotechnology:** the Working Party requests that more attention should be paid to the implementation of the Biotech Life Science and Action Plans in Europe and Japan.
- **China:** cooperation with China and impact of China on the world economy were discussed. The importance of China's commitment to WTO rules was underlined.
- **FTA/RTA:** the recent development of FTA/RTA in East Asia and the future of the East Asia Community were discussed.

The BDRT also adopted a Mission Statement. At the end of the meeting, Viscount Davignon stepped down as EU-side Chairman and was succeeded by Baron Georges Jacobs of UCB. The next BDRT annual meeting will take place in Japan in early Summer 2006.

BDRT web site: www.eujapan.com/europe/roundtable.html

JETRO releases the results of its survey of Japanese manufacturers in Europe and Turkey

The Japan External Trade Organization (JETRO) today released the results of its latest annual survey of Japanese manufacturers in Europe and Turkey.

The number of firms starting new operations in 2004 increased year-on-year in Central and Eastern Europe, led by transport equipment and parts manufacturers, but leveled off in Western Europe.

The Czech republic, which hosts the largest number of Japanese manufacturers in Central and Eastern Europe, became the sixth largest investment destination for Japanese manufacturers in Europe in 2004, behind only the UK, France, Germany, Spain and Italy.

A majority of respondents in Central and Eastern Europe (60.4%) viewed the recent European Union enlargement favorably, with most firms singling out expedited customs procedures as the chief benefit

brought by the latest enlargement round.

Most firms in Western Europe, however, reported the enlargement has not affected their business activity; only a quarter of respondents singled out positive benefits brought by the enlargement, such as simplified customs procedures and expanded sales markets, which Japanese firms across Europe have sought to take advantage of and are boosting production to meet this added demand.

The latest EU expansion has prompted a number of Japanese manufacturers to launch operations in new member countries in Central and Eastern Europe, with some even moving their entire production bases from Western Europe to these countries. Overall, business conditions for Japanese manufacturers in Europe were favorable in 2004, with 63.1% of respondent firms expecting to post an operating profit, and over half of firms forecasting improved year-on-year profits in 2005, the survey report revealed.

In Turkey, an even higher percentage of respondents (66.7%) expected to post operating profits in 2004; however, a mere 22.2% expected improved year-on-year profits in 2005. A majority of respondent companies in Turkey reported that the EU enlargement had no effect on their business activity, according to the survey report. JETRO polled 630 firms between January and February 2005 and received valid responses from 339 (a 53.8% response rate). At the time of the survey there were a total of 989 Japanese manufacturers operating in both Europe and Turkey.

JETRO

Free managerial training program in Japan.

The EU-Japan Centre for Industrial Cooperation is currently inviting applications for a free training programme in Japan to be held in January 2006 with an application deadline of 30 September 2005. The 'HRTP - Japan Industry Insight' program provides an integrated in-depth view of Japanese industrial structure and business practices. This four-week programme in Japan is especially dedicated to EU managers working for Japanese companies based in Europe. It is aimed at improving communication between Japan Headquarters and affiliated companies in the EU in all areas of daily management and practices. 'Human Resources Training Programme - Japan Industry Insight': from Monday 23 January to Thursday 10 February 2006 in Japan with a Pre-departure meeting in Brussels, Belgium, Friday 9 December 2005. For more information, please consult the website at: www.eujapan.com/europe/hrtp_j.html or contact: Mariko ADACHI at: m.adachi@eujapan.com or Céline GODART at: c.godart@eujapan.com

BJA Board of Directors



Tadashi Arashima

The Board of Directors of the Belgium-Japan Association & Chamber of Commerce consist of professionals who bring a wealth of skills, experience and diversity of Belgium-Japan relations to the BJA. The Board of Directors helps the management develop the plans, the policy objectives, and the future strategy. Through regular meetings, the Board helps ensure effective organizational planning and sees that the BJA's resources are managed effectively.

The Board of Directors has the aim to improve the relations between Belgium, Europe and Japan on a multitude of levels, and to contribute to the success of the BJA and its members.



Jacques Beherman

Tadashi Arashima

*Managing Officer, Toyota Motor Corporation
President and CEO, Toyota Motor Marketing Europe NV/SA*

Tadashi Arashima joined Toyota in April 1973 after graduating from Keio University's Faculty of Law in March that same year. In January 1997, he was made general manager of the Production Control Division's Control Department and, in January 1998, he was appointed general manager of the Europe & Africa Division's Marketing Department. In January 1999, he became general manager of the Europe & Africa Division. January 2000 saw him seconded to Toyota Motor Marketing Europe NV/SA, before returning to Japan and taking up the position of general manager at the Europe & Africa Operations Center's Europe Division in January 2003. In June 2003, he was made a managing officer. The European market is characterized by fierce competition and is full of customers who possess a very keen eye. Mr Arashima wants to make every effort to develop this market as the third pillar in Toyota's global strategy. Bearing in mind that 'the automobile business equals the people business', he hopes to be able to lend a hand in further developing and establishing 'The Toyota Way' in sales and marketing. Mr Arashima was born in 1949, in Ise City, Mie Prefecture. He and his wife, Sachiko, have two sons. In his spare time, he enjoys listening to music, watching sports, playing golf, watching movies and traveling.

Jacques Beherman

After a traditional education in Antwerp, where I was born, I started my business studies in Brussels and continued it first in Utrecht in the Netherlands and then in Detroit in the United States. Various training courses in Germany, the United Kingdom and the United

States have enabled me to acquire multicultural and multifunctional experience in the automobile sector. My real professional career began in Antwerp as Manager of Morris/MG/Rover distribution in the city. Over the years, my responsibilities have been extended to the Brussels, Ghent and Antwerp subsidiaries of the family group. In 1976, I took over management of the group that bears our name and I am now among other things Managing Director of Beherman Auto, importer of Mazda for Belgium and the Grand Duchy of Luxemburg. Married, father of two children, I'm also founder and Director of the Belgium-Japan Association & Chamber of Commerce and Member of the Board of Directors of the Belgian Federation of Automotive and Cycle Industries (FEBIAC), as well as of the Brussels Motor Show.

Ann Blondé

Hello, I am Ann Blondé. I was born in Wilrijk on 24 February 1967 and graduated from Leuven University in 1988, Master in Japanese Studies. My personal history within BJA dates from my student years, when Mr J.A. Moorkens, former Vice President of the BJA asked me to become the founding chairman of the Youth Committee. After becoming mother of 3 children, my connection with the Youth Committee was, as you can guess, not so evident anymore. After a short career as assistant to the chairman of the Cultural Committee, I am now active in the Yes Committee and Editorial Committee. From a professional point of view, I have been working for more than 14 years for Blondé NV, and am now leading the communication agency of Blondé, called zeal.

Edward De Beukelaer

Born on 11 November 1949. Married and father of Barbara and Stefaan. Graduated in Law at the C.U. of Louvain in 1972. Lawyer at the Bar of Antwerp till 1981. Director of H. De Beukelaer & Co. NV/SA since 1975, then Managing Director (1981), and President CEO (1991). The SA H. De Beukelaer & Co. is the distributing agent in Belux of major Japanese optical brands such as Nikon and Mitsubishi, and through one of its affiliate companies, Agena SA, it is producing Delsey licensed camera bags, which are exported worldwide including Japan. Founding member and director of BEJAT (former Belgian-Japanese Trade Federation), later merged to BJA, and since then Director of BJA. Serving the Editorial Committee since the foundation of BEJAT.

BJA Board of Directors

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
Email: 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 & 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行っていますが、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、大学やマネージメント・スクールでしばしば講師を務めています。2002年、ジャック・ドゥイトは、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・ドゥイトの連絡先: + 32/2/600.60.00
Email: jdewitte@deloitte.com

Frans Hoorelbeke

Having already a long career in Daikin Europe NV, since July 1976 when I entered as a fresh university graduate in Business administration of the University of Leuven and having already visited Japan more than 100 times, I may say that my experience of working for a respectable Japanese company as Daikin can be beneficial in contributing to create a positive business relationship between Japan and Belgium.

学歴

1976年 7月 Louvain 大学 経済学部 修士課程 修了

職歴・社歴

1976年 7月 ダイキンヨーロッパ社 入社

1976年12月 総務部 係長 (Administration Supervisor)

1979年12月 総務部 課長 (Assistant Manager Administration)

1981年 5月 総務部 部長 (Manager Administration)

1983年12月 経理・総務担当 取締役待遇

(Assistant Director Finance and Administration)

1988年 2月 取締役 経理・総務 担当

1987年~1991年 Julien et Mege, Megatherm (フランス) 社 取締役 出向

1997年 4月 常務 (Senior Director)

1998年 6月 副社長 (Executive Vice President)

2000年 6月 ダイキン工業(株)専任役員 就任

2004年 6月 ダイキン工業(株)常務専任役員

ダイキンヨーロッパ社 取締役副社長 委嘱

2005年 5月 ダイキンヨーロッパ社 取締役会長 委嘱

Masahiro Imamura

It has passed almost two years since I started my 'second' assignment at Nissan Belgium SA, a sole importer/distributor for Nissan products in Belgium and Luxembourg. 6 years after joining Marubeni Corporation, a Japanese trading firm, I got the first overseas assignment at Nissan Belgium SA in 1982, and spent very enriched 6 years in both private and professional life in Belgium until May 1988. In April 1989 just 11 months after returning from Belgium to Japan, my second overseas assignment started in New Zealand, where I was running a Nissan car dealer for 2.5 years. The third one was in Sweden, being the president of Nissan Sverige AB, the Nissan importer/distributor in Sweden during the period of 1994 and 1999. And having such overseas experiences, I could have happily come back to Belgium in April 2002 to work at Marubeni Auto & Construction Machinery (Europe) SA, the European headquarter of Marubeni Automotive group, and have become the president of Nissan Belgium SA in April



Jacques De Witte



Frans Hoorelbeke



Masahiro Imamura

BJA Board of Directors



Shinichi Ishida

2003. Out of 29 years of my professional carrier life, I have worked outside Japan in as many as 17 years, and out of these 17 years, I have spent good 9 years in total here in Belgium. Belgium has become my second home country now.

Shinichi Ishida



Dominique le Hodey

Hello, my name is Shinichi Ishida. Since May, 2003, I am President/Managing Director of Sumitomo Benelux SA/NV and last year have assumed additional assignment of Assistant General Manager for Europe of Sumitomo Corporation. Sumitomo Corporation has been developing European-wide business through its office in Brussels since more than 40 years ago. Having operated a sales company of earthmoving equipment in Spain from 1993 to 1997 and having served as General Manager for Europe of the same field in Tokyo, my personal career has been always in the commercial side of construction equipment related business activities. I love Belgian delicious cuisine and the beautiful forests in spring time spread over the city of Brussels.



Masatomo Nomura

初めまして、石田新一と申します。2003年5月にベネルックス住友商事の社長に就任し、昨年には欧州総支配人補佐の任務が加わりました。住友商事は40年以上前から、当地ブラッセルの事務所を通じて広域ヨーロッパにおけるビジネスを発展させて来ました。私個人のキャリアとしては、1993年から1997年までスペインにて建設機械の販売会社を経営したり、東京本社で建設機械部門の欧州オペレーションを統括するなど、専ら建設機械ビジネスの営業分野に関わってきました。ベルギーの美味しい料理と、春の季節のブラッセルの町に広がる美しい森が大好きです。

Dominique le Hodey

I was born on 17 February 1946. I am married and the father of Olivier, Vincent and Colette. In 1968, I created my first company in which I established business relations with Japan manufacturers.

I became the importer of Noritsu and Konica photo products. In 1989 I merged my company with BDM, which later became Spector. Today I am Executive Vice Chairman of Spector Photo Group. I am also shareholder and board member of the IPM group, which publishes La Libre Belgique and La Dernière Heure. I was also a Director of the Amitié Belgo Japonaise and Chamber of Commerce. I became a Director of the BJA after the merger.

Masatomo Nomura / 野村正智

A member of Board of Directors and Chairman of the Investment Committee of BJA. Director and Co-ordinator of Japan related businesses at KPMG in Belgium. In my current position, I am primarily responsible for developing advisory services towards Japanese companies based in Belgium and the Netherlands. My professional experience includes providing strategic advice to companies and organisations in such areas as European re-organisation, business expansion, business transformation, the EU company law and tax law, corporate governance and risk management. My work and living experience includes, in addition to Belgium and Japan, the Netherlands, the UK, France, Central & Eastern European countries, Russia and the US. I moved to Brussels in 1992 after three years in Amsterdam. I am a graduate of Waseda University and hold an MSc in Economics from London School of Economics. I am a rider and, with my horse Reykjavik, I practise show jumping. Away from Belgium, I often spend my time in the Alps for skiing in winter and for climbing in summer.

BJAでは、ビジネス委員会委員に加え、理事および投資委員会委員長を務めています。KPMGベルギーのディレクター、日本関連事業の統括コーディネーターとして、主に在ベルギーおよび在オランダ日系企業に対するアドバイザー業務の推進を担っています。欧州事業再編・拡大、ビジネス・トランスフォーメーション、コーポレート・ガバナンス、リスク管理、EU会社法・税法などの分野での、戦略的なアドバイスが専門です。これまでに日本とベルギー以外にも、米国、ロシア、中東欧諸国、フランス、イギリス、オランダでの居住、ビジネス経験を持っています。ブリュッセルには1992年に参りました。前任地はアムステルダムでした。早稲田大学政治経済学部を卒業後、ロンドン政治経済学院で経済学修士を取得しました。趣味は乗馬、スキー、登山で、愛馬レイキャピックとともに障害を飛び越えることを楽しみとしています。

Nicolas Sepulchre

Nicolas Sepulchre brings more than 20 years of professional experience. More than 12 years has been dedicated to the development of businesses in various service sectors. In 1999, he purchased PRS Europe, a company specializing in global relocation management, where he was credited with leading the organization to its position as one of the premier relocation institutions in Europe. While at PRS Europe, he served as Group Managing Director. In 2004, he sold the company to Sirva Inc., a major global relocation

BJA Board of Directors

company headquartered in Chicago, Illinois. Nicolas Sepulchre earned a degree in Marketing from Ephec in Brussels in 1983, and a Post Graduate from Cepac, Solvay Business School in Brussels in 1995. Nicolas is married and happy father of two girls and a boy. As a member of the Business Committee, Nicolas is also the Chairman of the Membership Committee and a member of the Board of Directors
Phone: +32 2782 0519, Email: nsepulchre@yahoo.com
Avenue du Val au Bois 35 Bosdallaan, B-1950 Kraainem

Hideaki Shimizu

I was born in Tokyo, Japan on May 26, 1953. After graduating Keio University (Economics) in Japan, in 1978, I joined Mitsui & Co., Ltd., head office Tokyo. Most of my career in Mitsui has been in the Chemicals field, starting with Synthetic Raw Fiber Materials, including a one year training in New York. After coming back to Tokyo and being involved in Aromatics area as well as Carbon Black Feed, I got transferred again to New York, where I stayed during 1986-1993. Between 1993-2001, I was back in Tokyo, responsible for Methanol. In 2001, I have been transferred to Brussels, as a General Manager of Chemicals Div. in Mitsui & Co., Benelux NA/SV. Since April 2004, I have been assigned as the President of the same company, which is involved in variety of fields, including Chemicals, Plastics, Steel, Non-Ferrous Steel, Dairy Products, Tires, General Merchandise, and Machinery.

Charles-Albert Snoy

After having obtained with honours a degree in Commercial and Financial Sciences (1964-1969) at ICHEC, Charles-Albert Snoy's professional career started in July 1970 with Tudor Marsh & McLennan in Rio de Janeiro, Brazil. In October 1972, he joined Henrijean, the leading insurance broker in Belgium that was representing Marsh & McLennan. In May 1976, he started handling Japanese business in the same company and he made his first business trip to Japan in 1979. Since then, he has continued to develop Japanese business across Europe and visited Japan about 29 times. In April 1982, he was elected as a Board Director of Marsh in Belgium.

He was elected member of the Board of Directors of the BJA on 15 November 1995 and joined the BJA Investment Committee on 26 November 1996. Charles-Albert Snoy is married, has one son (who is airline captain) and a sixteen year old daughter. His main hobbies are: golf,

hunting, skiing, oenology, Japanese cuisine.

Daniel Thielemans

- Married to Christina and father of Elisabeth (20) and Thomas (13)
 - Aged 48 and graduated from Leuven University as Master in Economics, Commercial Engineer.
- I am now Managing Director Corporate Banking at Fortis Bank.

Previously I worked in Tokyo, London and New York. During my stay in Tokyo between 1985 and 1989 I had the opportunity to practice my favourite hobby: flying gliders. Flying gliders and single engine planes is what I do in the little spare time left to me next to my professional and BJA activities.

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- moved to Brussels as President of Toyota Tsusho Europe NV/SA
I have been here in Belgium three times. I am now President of Toyota Tsusho Europe and lead a very busy life to look, create and provide for the VALUE for the customers. I was bestowed with Officer de Leopold II.

Tanguy Van Overstraeten

Linklaters De Bandt, Tel. +32 2 501 94 05
Email: tvanover@linklaters.com

A member of the Brussels Bar since 1987 and Partner at Linklaters De Bandt (formerly De Bandt, van Hecke & Lagae) since 1998, I have worked for years as a corporate lawyer advising multinational companies



Hideaki Shimizu



Charles-Albert Snoy



Daniel Thielemans



Hidenori Tsutsui



Tanguy Van Overstraeten

BJA Board of Directors



Willy F. Vande Walle

on their commercial transactions (including M&A and joint ventures). Since the mid-1990s, I have developed my firm's information technology and communications (ITC) practice. Together with my team, I cover a number of ITC legal areas, such as e-business, personal data protection, telecommunications and broadcasting as well as computer-related agreements (including outsourcing). I am a regular contributor at conferences and in publications on legal issues pertaining to these areas. I graduated from the University of Brussels (ULB) (Licence in Law, 1987) and, as a fellow of the Belgian American Educational Foundation (BAEF), from the University of Chicago Law School (LL.M., 1991).



Atsuo Watanabe

Given my deep interest in Asia in general and Japan in particular, I also worked for a time in Japan for the Tokyo-based law firm TMI Associates, a spin-off of Nishimura & Partners, mostly specialised in IP and media law (1991-1992). This gave me the opportunity to learn some Japanese (at Nishibe Kaiwa Gakuin) and to become familiar with Japanese business.



Luc Willame

Since my return to Belgium, I have enjoyed working for an international clientele, including Japanese companies, while increasingly contributing to the activities of the BJA. Back in 2001, thanks to the support of Fabienne Fujii-Lhoost (then Executive Director) and Daniel Thielemans, I set up the BJA Legal & Tax Committee and later was appointed as Director of the Association.

Willy F. Vande Walle

I am a professor of Japanese Studies at the University of Leuven. I received my Ph. D. in Oriental Studies in 1976 from the University of Ghent. I continued graduate studies at the Osaka University of Foreign Studies, and the State University of Kyoto with a grant from the Japanese Ministry of Education Scholarship (1972-1975) and a fellowship of the Japan Foundation (1977).

I did research at the Academy of Social Sciences, Peking (1986), the Institute for Oriental and Occidental Studies, Kansai University, Osaka (1987 and 1996), the Faculty of Arts of the University of Pennsylvania (1992), and was a guest professor at the International Research Center for Japanese Studies, Kyoto (1993).

My writings, in Dutch, English, French, and Japanese cover a wide range of Japan-related topics, including Buddhism, Japanese diplomatic history, societal issues, language, and art history. Through the years, I have collaborated on a number of exhibitions of Japanese art and, in particular, I was chairman of the Scientific Committee of Europalia Japan 1989, a comprehensive series of events, displays, demonstrations and exhibitions introducing a wide array of Japanese

culture both traditional and modern, to a European audience. In 2000, I was the first Belgian to be awarded the prestigious Japan Foundation Special Prize, in recognition of my contribution as an educator and a scholar to promote a better understanding between Japan and Europe.

Atsuo Watanabe

Born 1965 in Takarazuka, Japan. After economics studies in Tokyo University, I joined the Japanese government, Ministry of International Trade and Industry (MITI). Since then, I have been in charge of industrial policy, energy policy, environmental policy and so on. I obtained Master's degree of economics in Yale University of U.S. in 1997.

I have worked for Japan External Trade Organization (JETRO) Brussels Centre since June 2004 as Director General. We provide both information about Japan and private consultancy to Belgian companies which try to start business in Japan through seminars. We support Japanese companies in Europe, too.

Luc Willame

Luc Willame was de facto President of the Flat Glass Company between April 2002 and April 2005. The Flat Glass Company covers the worldwide flat glass production and processing activities of Asahi Glass, the world's largest glassmaking group and the majority shareholder in Glaverbel. In this capacity, he was also appointed Senior Executive Vice President of the Asahi Glass group in June 2002. Luc Willame joined Glaverbel in November 1982, subsequently holding various posts including Admin. & Finance Director and member of the Executive Committee, where he helped to define and implement the Group's development strategy. In September 1989 he was appointed CEO and Chairman of the Executive Committee. Under his direction, the Group redeployed its industrial activities to become the only Western glassmaker with a presence throughout greater Europe, from Spain to Russia. Luc Willame also holds various positions in other companies and industry associations, and is also director of the Catholic University of Louvain.

Born in 1940, Luc Willame holds a law degree from the Catholic University of Louvain and an MBA from the University of California, Berkeley. He has been President of the Belgium-Japan Association & Chamber of Commerce since 2003.

Personalia and sponsors

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

New Members

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

Sponsor Member:

MINAMI NUTRITION

OMEGA-3 THERAPY

MINAMI NUTRITION

(Manufacturer health products)

University Business Centre,
Drie Eikenstraat 661, 2650 Edegem
Tel: 03/458 79 54 • Fax: 03/457 12 59
Email: omega@minami-nutrition.com
Web site: www.minami-nutrition.com

Corporate Members:

ALLEN & OVERY BELGIUM

(Law Firm)

Tervurenlaan 268A, 1150 Brussels
Tel: 02/780 23 72 • Fax: 02/773 36 70
Email: filip.stuer@allenoverly.com
Web site: www.allenoverly.com
BJA Contact: Mr Filip Stuer,
Marketing Director

HOTEL LE PLAZA

(Hospitality Industry)

Avenue Adolph Max 118-126, 1000 Brussels
Tel: 02/278 01 00 • Fax: 02/278 01 01
Email: reservations@leplaza-brussels.be
Web site: www.leplaza-brussels.be
BJA Contact: Mr Xavier Vierstraete,
Director of Sales & Marketing

ITIM/RESULT

(Consultant)

Oranjebaan 13, 1190 AB Ouderkerk a/d Amstel
The Netherlands
Tel: +31(0)20 496 04 90 • Fax: +31(0)20 496 60 70
Email: masako@itim.org
Web site: www.itim.org or www.resultroad.com
BJA Contact: Mrs Masako Kato, Senior Consultant

JEOL EUROPE

(Machinery Industry)

Ikaroslaan 7A, 1930 Zaventem
Tel: 02/720 05 60 • Fax: 02/720 64 34
Email: sales@jeol.be
Web site: www.jeol.com
BJA Contact: Mr Robert Hertsens,
Managing Director

RADISSON SAS HOTEL

(Hospitality Industry)

Rue de Fossé-aux-loups 47, 1000 Brussels
Tel: 02/227 30 63 • Fax: 02/217 40 85
Email: bastian.gaerner@radissonsas.com
Web site: www.radissonsas.com
BJA Contact: Mr Bastian Gaerner, Sales Manager

VWEW

(Law Firm)

Leuvensesteenweg 369, 1932 St-Stevens Woluwe
Tel: 02/725 60 63 • Fax: 02/725 70 38
Email: annemarie.witters@vwew-law.be
Web site: www.vwew.be
BJA Contact: Mrs Anne-Marie Witters, Partner

Associate Member:

CONCERT NOBLE

(Event venue)

Rue d'Arlon 82, 1040 Brussels
Tel: 02/286 41 51 • Fax: 02/286 41 72
Email: info@concertnoble.com
Web site: www.concertnoble.com
BJA Contact: Mrs Luce Anciaux, General Manager

PAUL HUYBRECHTS

(Master engraver)

Swertmolenstraat 3, 3020 Herent
Tel: 016/23 22 95 • Fax: 016/29 07 88
Email: medailles@telenet.be
Web site: www.medailles-paulhuybrechts.be
BJA Contact: Mr Paul Huybrechts,
General Manager and Master engraver

Individual Members:

Regular:

Mr Chris Augustijns	Mrs Ilse Degruyter
Mrs Donna Helliwell	Mr Arnfried Hoffmann
Mrs Kyoko Ishibashi	Mr Frederic Loriaux

Mrs Hilde Van Praet

Student:

Mrs Hiroko Ioka

A word of gratitude

The Belgium-Japan Association & Chamber of Commerce would like to thank our former BJA Vice-President Mr Tomikazu Todoroki, President of Marubeni Benelux, for his dynamism and continuous support to the BJA. We will miss his zeal and dedication, but hope to still welcome Mr Todoroki at many future BJA events.

behermanauto



Deloitte.



HONDA

Linklaters De Bandt

Marubeni



MINAMI NUTRITION
OMEGA-3 THERAPY





Any manual, any language

Ycomm Europe NV is the European-based translation provider for the Yamagata Printing Group (YP).

YP has been providing turn-key publishing services and superior printing products for a wide array of clients for more than 50 years.

YP companies in Japan, South-east Asia, Europe and the United States include printing plants, technical documentation companies, translation service providers and web development firms.

Feel free to contact us for more information.

www.ycomm-europe.com



Interface Providers



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 μ [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