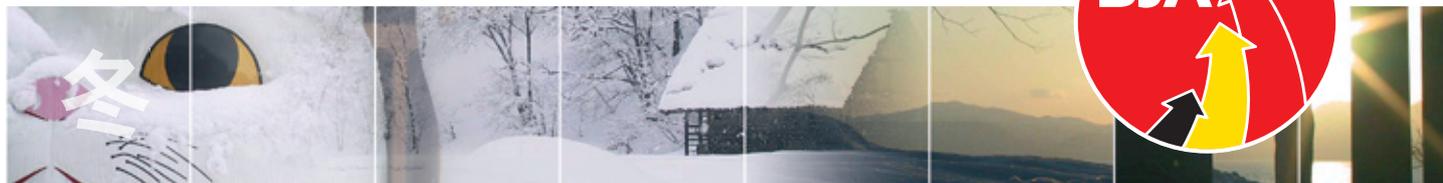


# Belgium-Japan Association

& Chamber of Commerce ASBL- VZW



Number 69 - December 2005

## Trade Flows & Cultural News

### Greetings from HE Mr Takekazu Kawamura, New Ambassador to the Mission of Japan to the European Union

Having lived in Europe on several occasions in the past, and once in Brussels between 1985 and 1988, I am pleased to come back to Brussels and assume my new assignment as Ambassador of Japan to the European Union. As my tenure as Ambassador has just started, I am delighted to have been invited to offer my sincere greetings to the readers of the Belgium-Japan Association newsletter.

In my career as a diplomat, I have been witnessing the evolving and expanding role of both Japan and the European Union in the global structure. In recent years, we have become more and more important partners not only in trade and investment, but also in international political arenas such as the promotion of global peace and stability, the establishment of democracy and the fight against terrorism.

We are also important partners in various other areas, including cultural and social. Both Europe and Japan have their own dynamic cultures and heritages, knowledge and wisdom, which become even more valuable when shared among as many people as possible.

The deepening of business and other relations between Europe and Japan involves the participation of a wide range of actors, such as political, academic and cultural bodies, civil society, business and individual citizens.

For further cooperation between Japan and the European Union in various dimensions, I hope that these actors, including the Belgium-Japan Association, will continue their involvement in such activities and facilitate a deeper and true understanding of each other.



HE Mr Takekazu Kawamura,  
New Ambassador to the  
Mission of Japan to the  
European Union

#### HE Ambassador Takekazu Kawamura

Born in Tokyo in 1943, he joined the Japanese Foreign Service in 1965. Starting his overseas career in France, he has had numerous multilateral experiences in various fields of diplomacy such as arms control, legal affairs and economic affairs in Tokyo as well as abroad.

In 1995 he became Ambassador based in Tokyo in charge of arms control and scientific affairs and in 1997, the Chief of Protocol. He was appointed as Ambassador and Consul-General in New York in 1999 and experienced September 11. From 2002 he was Ambassador to the Islamic Republic of Iran and returned to Tokyo in 2004 as Ambassador in charge of Inspection.

Coming to Brussels as Ambassador to the European Union in the year of 2005 is in fact his homecoming. He was deputy chief of mission of the Embassy of Japan in Belgium between 1985 and 1988.

Married with three children, attracted by all kinds of arts, he is keen on playing golf and enjoys Karaoke.

#### In this issue

- 1 Editorial: HE Mr Kawamura
- 2 Sweet life of Belgium - Belgian Biscuits Tasting
- 3 Kodan Performance of Ichiryusai Teisui
- 4 Youth Committee news
- 5 Directory 2005-2006
- 6-9 Robot spotting at the World Expo 2005
- 10-11 Interview: Jo H. Wyckmans of Minami Nutrition
- 12-13 Interview: Atsushi Ikenaga on life in Belgium
- 13 News from the YES Committee
- 14-17 News from the Members
- 18-19 EU-Japan Relations
- 19 BJA-Youth Committee Survey
- 20 YES program V
- 21 Personalia and sponsors
- 22-24 Advertisements: Olympus, Yamagata Europe, Nikon

# Sweet life of Belgium – Belgian Biscuits Tasting

26 October 2005 - KBC, Brussels



The three Belgian Biscuits makers; from left to right: Mr Destrooper of Jules Destrooper, Mr Boone of Lotus Bakeries, Mr Delville of Desobry.

three Belgian Biscuits makers, Mr Matthieu Boone, Managing Director of Lotus Bakeries, Mr Patrick Delville, International Business Development of Desobry, and Mr Peter Destrooper, General Manager of Jules Destrooper together with Mr Claude Pauwels, Export Manager. They all expressed with passion the speciality of their biscuits and explained how they have achieved to be successful in promoting their products in the Japanese market. After the presentations, the participants had the chance to enjoy a wide variety of their crispy and tasty creations. The evening was a great success with over 60 participants tasting delicious biscuits while having cocktail and overlooking the beautiful night view of the Grand Place.



On Wednesday 26 October, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of the BJA and guests to savor the Sweet Life of Belgium at the premises of KBC Bank on the Grand Place, located in the heart of Brussels. Mr Dominique le Hodey, Chairman of the Cultural Committee and Vice-President of the BJA opened the evening with a short introduction and HE Mr Shohei Naito, Ambassador of Japan to Belgium honored the audience with his beautiful speech.

Mr Pierre Konings, Member of Board of KBC Bank, kindly extended a few words of welcome to the audience, followed by the enthusiastic presentations by the



Mr Boone of Lotus Bakeries joins Mr Lievemont of Aon Belgium and Mrs. Lievemont for a pleasant evening with a glass of wine.



Mr Wynants, Grand Chef of Comme Chez Soi is exchanging comments with HE Ambassador Naito of the Japanese Embassy and Mr le Hodey, Chairman of the BJA Cultural Committee.



Mr Konings of KBC Bank (2nd from the right) together with Mr le Hodey, the Chairman of the BJA Cultural Committee toast to the evening with Mr Van Overstraeten of Linklaters De Bandt (left) and Mr Destrooper (right).

# Kodan Performance of Ichiryusai Teisui

23 September 2005 - Palais des Beaux-Arts, Brussels

The Belgium-Japan Association & Chamber of Commerce was happy to support the Kodan Performance of Mr Ichiryusai Teisui, a National Living Treasure, who came to Brussels on the initiative of Flanders Center in Japan and Pantalone in Brussels, to perform in the Palais des Beaux-Arts.

Kodan, or comic story-telling, began in the seventeenth century Japan. While tapping a small table called a shakudai with a paper-covered folded fan, the professional storyteller relates tales of war and martial valor and the occasional ghost story in a unique tone to make the audience imagine the picture he wishes to convey.

Ichiryusai Teisui, named after the legendary kodan storyteller, Ichiryusai Teizan VII (1907-66), who achieved fame for his use of masks, wigs and lighting to achieve his spooky stage effects, is Japan's greatest practitioner of the art. Born in Tokyo in 1939, he is the first kodan performer to be acknowledged as a National Living Treasure.

That evening of 23 September, an introduction to the history of Kodan by the master himself led the audience to listen to the violins and cello of Trio Fenix, in anticipation of the ghost story 'The Broken Promise, for whom the bell tolls'. The audience had a chilling experience enjoying the performance of Mr Ichiryusai Teisui. Especially the male audience will remember the warning for a long time as the words of the ghosts freeze their blood with "You betrayed me... I won't forgive you."

After the performance, all seventy attending BJA members were invited for a drink in the presence of the



The master in action



Although the performance was frightening, smiles were all around; from the left: Mrs and Mr Stockeyer-Kobayashi, Mrs Denil, Mrs Randerson and Mr Van den bussche.

artist. Enthusiastically they shared their excitement and scary tales with each other, the organizers and the master himself.

「講談」  
日本の  
伝統話芸



An unforgettable moment of meeting; from the left: Dr Pulch, Deputy Head of Unit Japan, EC and his partner, Mr Ichiryusai, Mr Kuroda, Minister of the Japanese Mission to the EU and his wife.



Exchanging stories from the past and present; from the left: Mrs Bex of Kyodo News, Mrs Ishibashi, Mr Catrysse of Flanders Center Osaka, Mrs Kaji of Yamagata Europe and her friend.

## Youth Committee news

### Imari Exhibition, Saturday 23 April



On Saturday 23 April, we met with 40 people at the Royal Museums of Art and History (Brussels, Cinquantenaire) for a guided tour on the history of the Imari porcelain, with more than hundred objects displayed. We discovered Japanese porcelain, starting from the original production's techniques to the meaning of ancient designs. We also received interesting explanations on the Japanese production of special porcelains for export to Europe, and the way Europeans copied and adapted Japanese techniques to local tastes. Everyone enthusiastically used the opportunity to ask many difficult questions to the guides.

After the activity, we went together for a drink at a Belgian cafe, where we all had an enjoyable moment talking.

*Pierre Brauwers*



Gathering at the entrance of the Imari Exhibition, listening carefully to the guide's explanation.



The YC is relaxing on a terrace and members are sharing their impression of the visit.

### Sand Sculpture Festival in Blankenberge and Fireworks Contest in Knokke-Heist, Saturday 27 August



*Enjoying sun and sand:*  
(from left) Mr Takahashi,  
Mr Brauwers, Mr Morohashi  
and Mr and Mrs Sakurada.

#### Contact BJA-YC

For any questions, or additional information:  
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It was the first time for me to join an activity organized by the BJA-YC, and I had a great time getting to know all the Japanese and Belgian participants and learn more about the history of Belgium. Although a small country, Belgium is very rich in history and legends, and the extraordinary sand sculptures told the story of Belgium and its people.

Highly experienced and specialized carvers from all over the world came together to bring Belgian history to life through magnificent sculptures made out of sand and water. The Sand Sculpture Festival was a great opportunity to talk with Japanese and Belgians about our respective countries and its differences. Since it was such nice weather, we decided to go to the beach after the Festival, and while drinking a beer and eating french fries, we watched the sun go down. The atmosphere was great and I had lots of opportunities to talk with a number of Japanese people living and working in Belgium. The Japanese seem to love Belgium (no question about it!), because they told me life in Belgium is much easier and people are much more relaxed. Ofcourse I told them about my love for Japan,

having experienced life there as a foreign student studying at the Osaka University of Foreign Studies for a period of one year. Being totally relaxed after spending some time on the beach of Blankenberge, we went to see the fireworks contest in Knokke-Heist. We all sat on the beach watching the night sky being lit by the colourful and sparkling fireworks, and it was great to realize that Japanese and Belgians were enjoying those fireworks together.

*Caroline Rausch*

#### 花火

8月終わりのBJAのイベントに参加しましたが、夏の風物詩が少ないベルギーで夏を感じることができた貴重な体験となりました。砂像祭りでは、ベルギーの名物・歴史などが描かれていて、巨大な小便小僧までありました。海辺では凧揚げ、フリスビーで遊んだあと、みんなで水平線に沈む夕日を見ながら食事。海を見ながらのJupilerとフリッツは最高でした！ラストの花火は20分間の短い時間でしたがとても鮮やかで目が釘付けとなりました。楽しい仲間とベルギーの夏の終わりを満喫できた、とても楽しい一日となりました。

諸橋 裕介

BJA presents:

# Directory 2005-2006



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+ mailing costs (depending on quantity)

### Message from the BJA Office

Any interesting articles? BJA would like to receive some news from the BJA members which will be announced in the Trade Flows and Cultural News or in the 'Ad Valvas' section of the BJA web site.

Please send us your articles in 200 words about your company, exhibitions, concerts, or seminars you organize and that you may deem interesting to the BJA members and other parties concerned with Belgium-Japan relations.

Please forward the articles to [info@bja.be](mailto:info@bja.be) or you may post them directly on the 'Ad Valvas' section of our web site [www.bja.be](http://www.bja.be)

### 日白協会兼商工会議所(BJA)事務局からのお知らせ

今後、BJAでは会員の皆様からの色々な情報をBJAのニューズレター、'Trade Flows and Cultural News'又は、BJAのホームページの'Ad Valvas'の欄に掲載致します。会社案内又は、展示会、セミナー、コンサートなどの各種イベントの案内などの記事を200字以内にまとめてBJA事務局のE-mail: [info@bja.be](mailto:info@bja.be)まで送付下さい。BJAの会員またはベルギー・日本の二国間に関心を持つ方々との情報交換の場としてこの機会に奮ってご案内下さい。

## 2005-2006 BJA Directory

The Belgium-Japan Association & Chamber of Commerce is happy to present you our second issue of the BJA Directory 2005-2006.

The BJA Directory has the objective to be a comprehensive source of information on the BJA-members. In addition, a list of the data of 260 Japanese companies in Belgium is added as well. The directory is a handy reference on Belgian-Japanese business performance.

By introducing the members, it has the aim to be a powerful resource for building, managing and expanding networking and business opportunities, cultural exchange, finding jobs, evaluating goods and services, and researching trends or publications. Our directory puts our members in direct contact with other members, and interested parties can easily locate and contact our members. It assists business expansion on a local, regional, national and/or international level, as well as it enhances the opportunities for fostering cultural and friendship relations between the citizens of the two nations. It offers an excellent view on the importance of the network of the Belgian and Japanese companies in Belgium, and therefore is a unique resource publication to identify "who is who" in Belgium with regard to Japanese business and vice versa.

## Robot spotting at the World Expo 2005

Bram Vanderborgh and Björn Verrelst of the Robotics and MultiBody Mechanics Research Group of the Vrije Universiteit Brussel and BJA members travelled to the EXPO 2005 in Japan. Driven by their profound interest in new emerging technologies concerning novel robotic applications, they went to visit the prototype robot exhibition in June this year. This journey really convinced both that research connections between Belgium and Japan in the field of personal robots should be more elaborate.

### New Emerging Direction in the Field of Robotics

If one fantasises about robots, generally one will start to contemplate on the astonishing robots which appear in many science-fiction movies, and this already for decades, clearly showing mankind's interest for automated machines and robots. In reality these robots, with all their imagined skills, do not exist yet. In fact most realistic and generally known robots are found in industrial environments such as car assembly plants, where cars are nearly created only by robotic arms, without human intervention on the floor. However, these robots are dangerous and as such safely kept away to avoid any human-robot collision during operation. And they are far from similar to the robots interacting with humans presented in science-fiction movies.

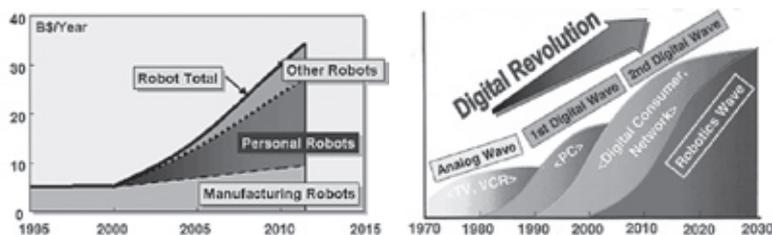
Nowadays robots are being developed which will act in the immediate environment of humans. The best known examples are the automatic lawn mower and in-house vacuum cleaners for domestic purposes and a large number of entertainment robots such as Aibo and Robosapiens. Although we are at the beginning of this newly evolving robotics area, there are already a number of astonishing robots. Unfortunately large-scale production of these systems is not yet for tomorrow, due to essential technological shortcomings in the field of perception, artificial intelligence, etc... as such that practical applications are not widespread available. But the fast evolving technological evolution together

with the rapidly increasing interest in these new robotic applications, show that a promising future lies ahead for the new robot of tomorrow. Predictions of the Japan Robot Society state that the market of robots by the year 2010 will reach a turnover of about \$ 35 billion each year, a sales number which exceeds the current Japanese PC market.

Japan is definitely the leading country concerning research and development of these new robotic applications. Not only exists a large financial support of the Japanese government for research in this robotics field but many big Japanese companies such as Honda, Sony, and Toyota have their own specific large-scale research and development projects. Both incentives create of course an interesting development environment which is not present on the same scale in Europe. Here some specific EU funded projects and robotic networks such as the EURON and CLAWAR network exist, and some individual countries such as Italy, France and Germany have more elaborate research and development teams working on new robotic applications for example in the medical field.

In Belgium on the other hand only a poor research and development climate exist concerning new applications on personal robots et al. Some scattered projects are being conducted at university level but there is no actual policy which directs research activity in this new emerging field.

This is one of the major concerns of the Robotics and MultiBody Mechanics Research Group of the Vrije Universiteit Brussel, who is resolutely trying to consolidate a multi-disciplinary research environment focussing on new robotic applications in which human interaction is one of the key elements. Hereby driven by the conviction that indeed a huge economic market will open itself in the nearby future, and missing this opportunity would be a strategic blunder. The Robotics and MultiBody Mechanics research group has already some specific experience in the field of robotics (see frame 'Robots at the Vrije Universiteit Brussel') and has recently started the ANTY project (see frame 'ANTY a Child Friendly Cuddle Robot') in which the group is trying to gather a multidisciplinary research environment around the topic of personal robotics. And in the conviction of the strength of 'jointed expertise' the group is also focused on consolidating international collaboration on European level, but also with Japan. The first initiative in this context is taken by Björn Verrelst who will be conducting research for one year in a distinguished Japanese robotics laboratory (see frame 'Belgian Robot Researcher in Japan').



Predictions of the Japan Robot Society concerning the future market of personal robots. (Source: Summary Report on Technology Strategy for Creating a "Robot Society" in the 21<sup>st</sup> Century, Japan Robot Society)

## Robots at EXPO 2005 in AICHI

As already pointed out, Japan is currently the leading country in the development of all kinds of new robotic applications. This could be clearly witnessed at the EXPO 2005 in AICHI, during which the robot prototype week (June 2005) 65 robot prototypes were exhibited besides the 'regular' robots which populated the EXPO all the time.

Ir. Bram Vanderborght and Ir. Björn Verrelst of the Robotics and MultiBody Mechanics Research Group and members of BJA, went to Japan AICHI where they literally bivouacked in the robot prototype pavilion for nearly 10 days. A glimpse of what was exhibited:

One of the most astonishing robots were displayed by Toyota, which were presented in a spectacular show of about 30 minutes in the Toyota Pavilion. Here the spectator could enjoy a show with the humanoid robotics concert group 'CONCERO' which opened the show and consisted of three humanoid robots playing the trumpet, accompanied by other type of robots playing the tuba, French horn and a drumming robot. Their fingers work the instrument's valves, and the robots have mechanical lungs and artificial lips. All mastered by a DJ robot. The show ended with the appearance of Toyota's I-foot, which is a two-legged mountable walking chair transporting a single person, a view of Toyota on new types of mobility for the future.



Humanoid robotics concert group 'CONCERO' and I-foot of Toyota Motor Corporation.



At the entrance of the EXPO visitors could consult a charming reception robot, which responds in four languages to questions concerning the EXPO. A 'Virtual Sister' of the receptionist was presented in the robot prototype pavilion of which the robot appearance mimics a famous Japanese television presenter. This robot is used for research concerning human communication and interaction with android robots. In robot station itself one could admire the third sister, which is really a vamp amongst robots and beyond. She introduced the several different robot shows at the robot station in joint interaction with a real human presenter.

At the permanent robot show in 'Robot Station', young and old could enjoy the wonders of the robotics world. One could look in detail at several partner robots assisting on the field at the world EXPO with cleaning, surveillance and collecting garbage. NEC presented their childcare robots 'Papero' to entertain



Reception robot answering questions in four languages; Replica robot of a famous Japanese television presenter; Miss Robot introducing the different robot shows at robot station.



Mijuro guard robot (Tsmuk) ; Garbage collecting robot (Fuji Heavy Industries); Wakamura household robot (Mitsubishi)

children. One could experience a ride in an automatic wheelchair, guided by a GPS system while avoiding obstacle and responding to traffic lights. Mitsubishi showed their house hold robot 'Wakamura' and AIST (National Institute for Advanced Industrial Science and Technology) presented two huge real looking dinosaur robots.

One robot which mostly resembles the 'ANTY' robot of the Vrije Universiteit Brussel is 'Paro', a therapeutical robot created by AIST. This robot is actually commercially available and is intended to ease the minds of patients chained to a hospital bed.

Next to the permanent robot station, during the prototype robot week another 65 prototype robots were exhibited of which the most famous one is the humanoid robot HRP-2 developed by AIST and Kawada Industries. This robot type is used by several

Paro therapeutical robot (AIST)



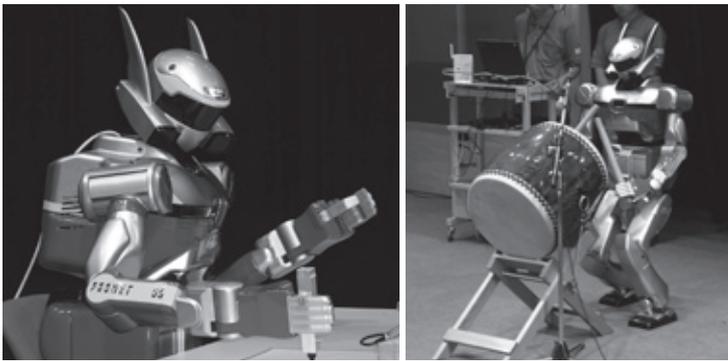
Papero child care robot (NEC)



Dinosaur robot (AIST)

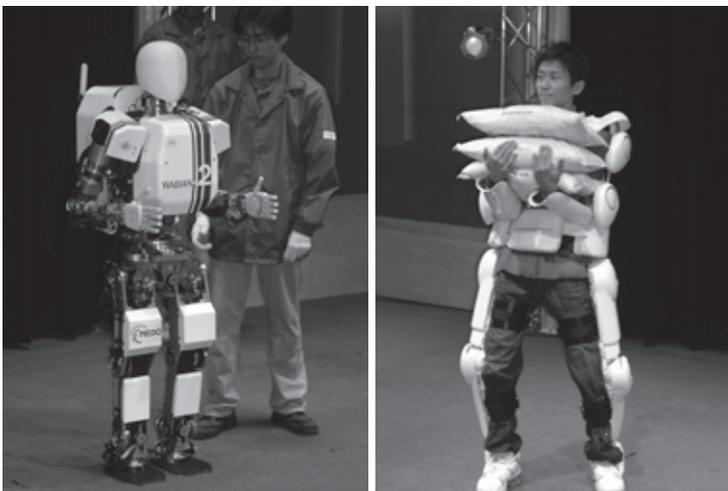
## Robot spotting at the World Expo 2005

research teams in Japan and some teams showed the possibilities: a typically Japanese drumming performance, focussing on non trivial impact motion, a vision guided autonomous object picking motion and human-robot conversation in which the robot makes a vision guided drawing of its human interlocutor. It is on this humanoid platform that Dr Björn Verrelst will conduct his research in Japan (see frame).



HRP-2 robot (Kawada industries/AIST) drawing its human interlocutor and playing the drum.

NEDO (New Energy and Industrial Technology Development Organization) a governmental organization provided a total budget of \$ 30 billion dollar for the participating research groups and companies in order to realise the robot exhibition in time. This exhibition was created with special designed scenery in which all the robots were displayed: going from robots climbing trees to cut branches to snake-like swimming robots for underwater inspection tasks. Everywhere separate space was provided for children on the first rows, clearly indicating Japan's focus on children and the enhancement of early interest for technological innovation.



Humanoid robot WABIAN (Waseda University)

Robot suite HAL (University of Tsukuba/  
Cyberdyne Inc.)

Besides the HRP-2 and Wabian (Waseda university) humanoid robots, a lot of attention was given to the robot suite HAL (Hybrid Assistive Limb), which is a wearable exoskeleton fortifying a human's power for the assistance during heavy duty tasks such as carrying heavy loads. This device will be commercially available soon at a predicted price of about \$14.000 to \$19.000. A comparable project is started at the Vrije Universiteit Brussel with the development of the step-rehabilitation robot ALTACRO (see frame 'Robots at the Vrije Universiteit Brussel').

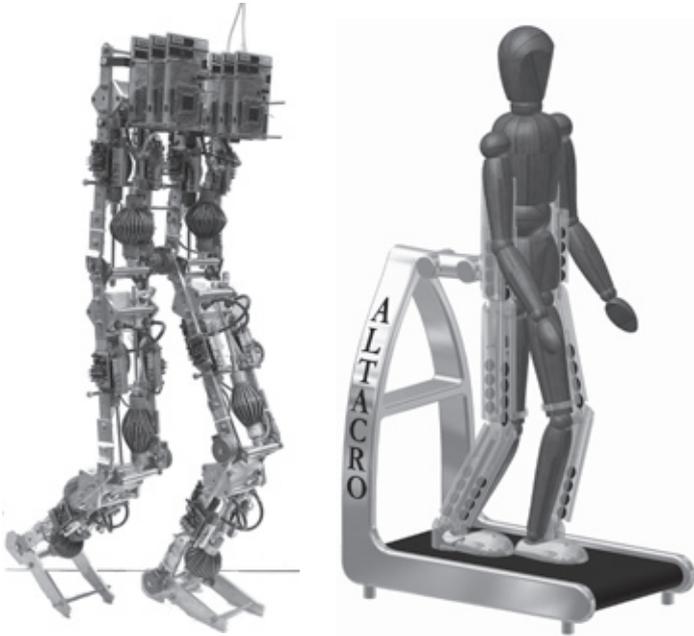
This exhibition was an extremely interesting happening, especially since a lot of different models were exhibited all together. It clearly shows the wide variety of future applications in which research investment will definitely create a lot of economical potential. Since the number of robots on the exposition was extremely high it is not possible to discuss them all in this article, but for more information on the robot journey, the robots of the Vrije Universiteit Brussel and robots in the world in general is referred to the website: <http://lucy.vub.ac.be>.

### Robots at the Vrije Universiteit Brussel

Björn Verrelst en Bram Vanderborght are both researchers at the Robotics and Multibody Mechanics Research group of the Vrije Universiteit Brussel. Their best know experimental robot is Lucy, which is a two legged walking robot that does not use electrical motors but pneumatic artificial muscles for its actuation.

In fact the key research topic of the group is the use of compliant actuation for robotic applications. Compliant actuation for a walking robot (Lucy project) is used to mimic human walking and as such trying to decrease energy consumption. In a robotic manipulator device (Soft Arm project) the compliance is used for safety and ergonomical reasons. A very important drawback of the use of standard electrical drive units is the very stiff interface which makes them less interesting for applications with direct human interaction. A specific field with such kind of interaction can be found in automated rehabilitation training. In this context research is started with the ALTACRO project, which aims at creating a step rehabilitation robot to guide paraplegic patients during their intensive and severe rehabilitation training process. This project has been shortlisted as one of the finalists of the Altran Foundation for Innovation Award 2005.

Recently, the group has developed the 'MACCEPA' actuation principle which is a compliant actuation system with adaptable stiffness, created with a combination of electrical drives and mechanical springs. This system has been patented and is currently being evaluated in a new small-scale bipedal robot 'Veronica'.



Lucy bipedal robot with compliant actuation

ALTACRO project

the child can communicate with parents and friends and through which some specific medical information can be displayed in a child friendly and mind easing manner. Specific attention will be given to the 'soft-touch' of ANTY in order to enhance its acceptance of the children. The research itself will focus on emotion recognition and expression for which the separate research disciplines as digital image processing, speech technology and artificial intelligence will be gathered. One of the major aims of the project for the Vrije Universiteit Brussel is to consolidate a long lasting multidisciplinary research team working around the topic of personal robots and the challenging implementation of robots acting in a human environment.



### ANTY a Child Friendly Cuddle Robot



ANTY is an initiative of Ivan Hermans, president of the Anty foundation vzw, which aims to promote technology amongst children. ANTY will become a cuddle robot which will visit children in a hospital who are chained to their beds for a long period. ANTY will bring the healing function of animals to the children in hospitals, where real animals are not allowed. The robot will have all essential moveable parts in the head of which the large moving nose will be the eye catcher for the children. It will also incorporate a touch-screen in its belly by which

### Tightening Research Connection with Japan

In the field of personal robots Japan is definitely the leading country, as such the aim of the Robotics and Multibody Mechanics Research group is to search for close research collaboration with Japan. A first initiative in this direction is taken by Dr. Björn Verrelst who will work as researcher for one year (from October 2005) in a distinguished robotics research lab in Japan.

He received a post-doctoral JSPS (Japan Society for Promotion of Science) research grant from the Japanese government to conduct research on the famous HRP-2 humanoid robot platform. He is positioned at the Joint Japanese-French Robotics Laboratory (JRL) at the Intelligent Systems Research Institute (ISRI) of the National Institute of Advanced Industrial Science and Technology (AIST), with Dr Kazuhito Yokoi as Japanese host.

His research topic in Japan concerns 'Gait Planning for Humanoid Robots: Negotiating Obstacles' for which strategies will be developed to enhance navigating mobility of humanoid robots in an unstructured human environment.



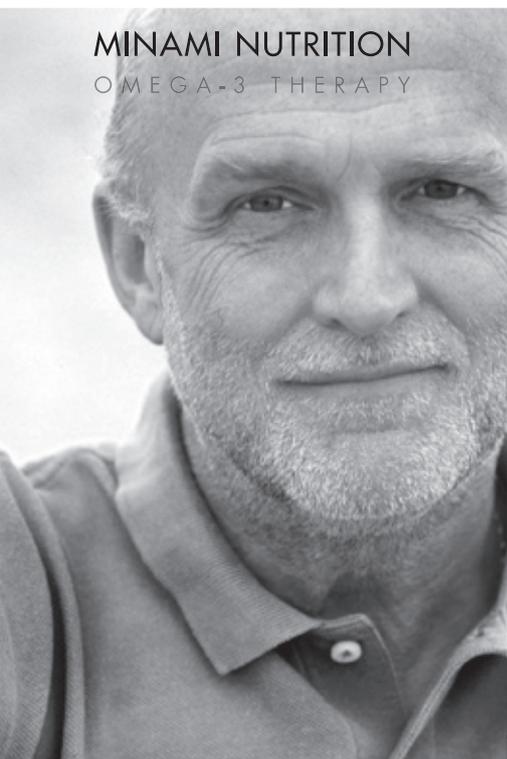
HRP2 AIST &amp; ROBOTICS INDUSTRIES, INC.

## Interview: Jo H. Wyckmans of Minami Nutrition nv

Jo H. Wyckmans founded Minami Nutrition nv, a Belgian company specialised in highly pure and highly concentrated omega-3 fatty acids, five years ago. He has maintained close ties with Japan for many years, which has formed a common theme in his life and career.

Australia, India, Great Britain, Ireland, Iran, South Africa and the Netherlands. At the moment we are developing good contacts in China and are negotiating with a Japanese client. Whether we will soon be able to export to Japan depends on the regulatory commission: the Japanese market is not yet open.”

MINAMI NUTRITION  
OMEGA-3 THERAPY



**Can you introduce your company?**

“I started Minami Nutrition in 2000. In a ‘former life’ I was a fashion designer, but my passion for a healthy lifestyle was so consuming that at a certain point I turned my hobby into a career. I began studying medicine and took classes in orthomolecular sciences. The more I learned about healthy fats like omega-3 fatty acids, the more I wanted to know. Because the food supplements that were on the market didn’t satisfy the requirements I saw as essential, I decided to begin producing and distributing environmentally-friendly, patented omega-3 fatty acid products myself. That’s how Minami Nutrition came to be.

At this moment, we have six employees and a turnover of 7 million euros. Minami Nutrition has no intention of becoming the largest or selling as many products as we can. We do want to be the very best supplier in the world of a limited number of products – five or six supplements, all based on omega-3.

All the profit is immediately re-invested in innovative scientific research. At this moment various universities around the world are working with us to carry out scientific research in the areas of heart and vascular diseases, depression and postpartum depression, ADHD, dyslexia, diabetes and other modern-day disorders.

Our vision is to encourage the quality improvement of the food supplements in the market and to convince the consumer that ingesting all kinds of (expensive) supplements of inferior quality is pointless.”

**In which countries is Minami Nutrition active?**

“Our headquarters are in Belgium, but we export to the United States, the Scandinavian countries, Iceland,

**How did you come in contact with Japan and what ties do you currently have with this country?**

“Since 1978 I’ve been a consultant for Asahi-Chemical. I’m a specialist in non-woven fibres. One of the most important introductions in my life was with professor Kaneko, in connection with cancer research. I have always been fascinated by the curative effect of the Japanese diet and by the analytical character of the Japanese, not so much with their creativity. My first encounters with Asahi-Chemical date from the period that I was invited for the Portopia and Tsukuba expositions. For some time now, Minami Nutrition has been the exclusive European importer of products such as Lakanto from the Saraya company. And last but not least, I am married to a Japanese woman, and for the past 20 years I have visited the country at least four times per year. I love the nature of Japan very much, more than the cities.”

**Why did you become a member of the BJA?**

“Because I wanted to expand my business, which is practically worldwide, to include Japan. If we will soon be able to export to China, it should certainly be possible to export to Japan, don’t you think?”

**How can the BJA help you with your business?**

“Wait and see. I don’t want to push anything. What will happen will happen of its own accord.”

**How will the membership of Minami Nutrition benefit other members of the BJA?**

“Other members that order health products from Minami Nutrition automatically receive a discount on their purchases. At our website, [www.minami-nutrition.com](http://www.minami-nutrition.com), anyone who is interested can learn more about our philosophy and our unique, environmentally-friendly health products. Through the website you can also order products and Jo Wyckmans’ book, which has now been translated to both English and French.”

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ヨー・ウェイクマンズ氏  
健康食品の普及に情熱を注ぐ社長

Jo H. Wyckmans 氏は、5 年前に Minami Nutrition nv を設立した。同社はベルギーをベースに、高純度・高濃

## Entrepreneur with a passion for good health 健康食品の普及に情熱を注ぐ社長

度のオメガ-3脂肪酸を専門に扱っている。Wyckmans氏と日本とのつながりは深く、その長年に及ぶ日本との関係は、まるで「赤い糸」のように氏の人生と仕事を貫いている。

### 貴社の事業をご紹介します。

「私は2000年にMinami Nutrition nvを設立しました。『前世』では服飾デザイナーでしたが、健康的なライフスタイルに対する関心がひじょうに強く、ある時点で趣味を仕事にしようと決意したのです。医学を勉強し、正常分子栄養学に関する講座も受講しました。オメガ-3脂肪酸などの身体に良い脂肪の重要性について詳しくなるにつれ、もっと深く知りたいという気持ちが強くなっていきました。市場に流通していた栄養補助食品には、私が必要だと考える水準に達しているものがなかったので、環境に優しく、特許を取得した方法でオメガ-3脂肪酸を自分で製造・販売することにしました。Minami Nutritionはこうして生まれたわけです。現在従業員は6名、売上高は700万ユーロです。業界1位を目指すとか、売上げを最大限伸ばすといったことは目標にしていません。それよりも、特定の製品—オメガ-3を主成分とする5、6種類のサプリメント—では、世界一でありたいと思います。

売上げは、すべて学術研究に直ちに再投資されています。世界中の大学と共同研究を行っていますが、その分野は心臓・血管疾患、うつ病、産後うつ病、ADHD、言語障害、糖尿病やその他現代病など多岐にわたります。

弊社が目指すのは、栄養補助食品市場の品質向上、そして質の劣る（高価な）サプリメントをあれこれとつても意味がないということについて消費者の理解を得ることです」

### Minami Nutritionが事業を展開している国名を挙げてください。

「本社はベルギーにあります。アメリカ、スカンジナビア諸国、アイスランド、オーストラリア、インド、イギリス、アイルランド、イラン、南アフリカ、オランダに製品を輸出しています。また中国にもいくつか取引先を見つけ、日本の企業1社とも交渉中です。日本への輸出が近く実現するかどうかは、規制委員会の判断次第です。日本の市場はまだ開かれてはいません」

### 日本と関わるようになったきっかけは何でしたか。また現在どのようなつながりをお持ちですか。

「1978年から、不織繊維の専門メーカー、Asahi-Chemical(旭化成)のコンサルタントを務めています。これまでの人生でひじょうに影響を受けた出会いといえば、がん研究の関連でカネコ教授にお目にかかれたことです。日本食が身体に良いことや、日本人の、創造力というよりも、分析的な知性には常々大いに興味を持っていました。Asahi-Chemicalとお付き合いをさせていただくようになったのは、ポートピアやつくば

万博に招待を受けていた頃です。また、弊社では、しばらく前からサラヤの製品ラカントのヨーロッパ独占輸入代理店として業務を行っています。もうひとつ大事なことがあります。妻が日本人なので、これまで20年間、少なくとも年4回は日本に行っています。日本の自然が、都市の風景よりもずっと好きです」

### BJAに入会された理由は何でしょう。

「ほぼ世界全体でビジネスを展開していますが、日本にも進出したいからです。近く中国への輸出が可能になるとすると、長期的には日本でもできないはずがないと思われませんか」

### BJAはどのようなお手伝いができるでしょうか。

「しばらくは見守っていただきたい。無理強いはいしません。起こるべきことは、何もしなくてもそのうちに起こるものです」

### 貴社が入会されたことで、BJAのほかの会員が得られる特典はありますか。

「会員の方々から健康食品をご注文いただくと、自動的に割引価格が適用されます。ウェブサイトwww.minami-nutrition.comでは、弊社の理念をはじめ、ユニークで環境に優しい健康食品に関する情報を提供しています。ウェブサイトからは、Jo Wyckmansの著書もご注文いただけます。原書はオランダ語ですが、現在英語とフランス語の翻訳があります」

This article has been translated into Japanese by Nippon Consulting

有限会社 Nippon Consulting では、日本語を取扱言語として以下のサービスをご提供しております。

- 翻訳 あらゆる分野を翻訳サービスの対象としていますが、特に技術、科学、法律、物流、その他一般ビジネス文書の翻訳に精通しています。法定翻訳もおまかせください。
- 通訳 一般ビジネス会議・企業訪問時の通訳を承ります。
- プルーフリーディング / 修正  
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- Translations of a technical, chemical, legal, logistical or general business nature. If required, we can provide notarised or sworn translations
  - Interpreting during business meetings or factory visits
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- We work with very experienced and flexible native speakers, and offer our services at a competitive price level and with market driven delivery times. Please do not hesitate to contact us for an offer without engagement.

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## Interview: Atsushi Ikenaga on life in Belgium

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

**This is another in our series about how leading Japanese expatriates see Belgium. We are trying to pinpoint their professional and personal view on the differences they have encountered after living here several years. This time we talked to Mr Atsushi Ikenaga, president of Kaneka Belgium. It is a story about green environments, wonderful atmosphere, and high service standards.**

Atsushi Ikenaga came to Belgium six years ago, first as the general manager of the modifier division of Kaneka Belgium. Last year he was asked to become the president of their European operation. Kaneka is well known in the field of synthetic resins, plastic products, chemicals, foodstuffs, pharmaceuticals, medical devices, electrical raw materials, and synthetic fibers. Their fundamental approach to growth is to do so through their own development power. After expanding European sales efforts, Kaneka decided in 1970 to build their first overseas plant in Belgium.



Food has an excellent rating in Belgium, according to Mr Ikenaga, leisurely enjoying Belgian biscuits together with Mrs Kellens of the BJA.

As the oldest subsidiary in the Kaneka Group, the company had good reasons to choose Belgium. The facility is close to Antwerp Harbor, one of Europe's largest harbors, with an excellent highway network and a canal close by. At the time the decision was made to establish their operations in Belgium, a solid support from the Belgian government was provided. The company later found the advantage being established in Belgium in the quality of labor with the people's multi-cultural flexibility. "There are more than 30 employees who celebrated their 30th anniversary in our company, which also proves good loyalty to the company," Mr Ikenaga said. When asked if they would make the same choice now to invest in Belgium, Mr Ikenaga's answer was "yes and no". Yes, because the site location and labor quality is very good, but no, because Belgian labor costs are relatively high among EU countries. All depends on what kind of products you make here, he added. Luckily, Kaneka Belgium's industrial processes are not as labor intensive that it becomes crucial,

otherwise they should certainly consider moving to Eastern Europe.

Atsushi Ikenaga had his first overseas assignment in the U.S.A., after which he was sent to Belgium. It has been a completely different sort of experience. He finds the historical and cultural awareness here much higher. Brussels is a "good sized city, not too big, but a mature city with a magnificent atmosphere". He would certainly recommend a visit to Belgium, not only for its wonderful food and historical sites, but also to experience the harmony and atmosphere that exists here. In Japan, he notes, Belgium has a very positive image. Interestingly, he mentioned two factors in this image, the famous chocolate industry and the good relationship with the royal family.

On the other hand, Japanese people often find the existing rules — and especially the widely varied exceptions to rules — difficult to understand. Flexibility can of course be an advantage, but for many foreign visitors and business people it is difficult to understand the rationale behind them.

Beside the business climate, Mr Ikenaga also has his own personal parameters to evaluate a country. Food is the first one on his list and in this category Belgium has an excellent rating. There are many fine restaurants, with very high standards of food and service. Establishing a restaurant of equal quality in Japan would triple the menu cost and the atmosphere would never quite be the same. A second parameter is the people. Although Mr Ikenaga readily admits that he doesn't know that many Belgians outside of his professional relationships, the occasional meetings with local shop workers have room to improvements with regards to customer service. But that is, he notes, a cultural difference between Japan and Europe in general and not just Belgium. There are a great deal of unnecessary administrative issues, for example in delivery agreements, which simply wouldn't occur in Japan where a high service attitude is normal.

A third parameter is nature and climate. Mr Ikenaga finds Belgium to be a beautiful and green country, although Belgians themselves sometimes don't see it that way. After a wet and dark winter, spring is absolutely gorgeous. Summer is even more wonderful with long evenings to spend on the many nice golf courses. He would like to explore the countryside more, especially by train. That is something he plans to do more of when his family comes to visit Europe each year. He finds it remarkable that after visiting France, his daughters ask to stay in Belgium. They find that they can do a lot here

too, and enjoy the nice peaceful environment as well.

Mr Ikenaga admits that his own feelings about Belgian have become more difficult to define the longer he stays here. "You become more and more at one with a totally different environment. This of course is positive." The things that he would certainly miss if he goes back to Japan are the space, the greenery, and of course the magnificent food.

As in our previous interviews with Japanese expatriates, we also asked Mr Ikenaga for a marketing tip to help Belgians gain professional success in Japan. In his opinion, companies that want to export to Japan need to adjust their quality of service. The service mindset needs to be on the same level as the product quality, something Belgium does very well. If Belgian businesses can achieve a level of service that matches the quality of their goods, they will certainly gain success not only in Japan, and also in Belgium and the rest of Europe.



Summer can be wonderful with long evenings to spend on the many nice golf courses in Belgium. Mr Ikenaga is joined by Mrs Decoodt and Dr Salvacros during the BJA Golf Event in July 2005.

## News from the YES Committee

*For the fifth time, the Belgium-Japan Association & Chamber of Commerce will start promoting the Young Executive Stay (YES) Program.*

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

*YES V will be held from November 5-18, 2006 in Japan. The BJA, in cooperation with the Belgian-Luxembourg Chamber of Commerce in Japan (BLCC) and the Chambre de Commerce Luxembourg in Luxembourg, will organize a two-week training program in Japan, beginning with two seminars and 2 separate briefing sessions in Belgium. The training in Japan will consist of 2 days of intensive seminars and group studies. The remaining days will be devoted to introducing the selected participant to the potential customers in his business area. Each participant will have the support of a business coach and the support of a MBA student in Japan. Thanks to the practical approach and the on-the-spot training in Belgium and Japan, YES has proven to be a highly effective training program.*

*As mentioned earlier, this program was initiated at the request of H.R.H. Prince Philippe, who, on one of His many commercial missions to Japan, pointed out that so few young managers participated in*

はい  
YOUNG EXECUTIVE STAY  
yes

*these efforts to become acquainted with and establish contacts in Japan, and that something needed to be done about it.*

*We highly recommend participation in this program. Japan is one of the largest economies in the world and we have to make every effort to prepare young people to create useful contacts in the business, cultural and academic fields.*

*If you are interested in applying for Yes V, find all the necessary details further in this Trade Flows.*

*Say yes to YES!*

## News from the Members

### **La Baule 'World Investment Conference': Brussels wins the award for the best web site on the promotion of foreign investors**

The Brussels Capital Region has carried off the prize for the best web site on attractiveness promotion of foreign investors at the 3rd "World Investment Conference" that took place in La Baule. (Summer 2005)

This event, that takes place each year in the elegant French sea resort, gathers decision-makers coming from different European countries, to meet, discuss and exchange experiences and best practices on the attractiveness and competitiveness of Europe and its regions. It brings together both European, national and regional representatives as well as business executives.

Jacques Evrard, Director of the International Relations Department at the Brussels Enterprise Agency, received the award from the hands of Ms. Danuta Hübner, the European Commissioner for Regional Policy.

The Brussels Enterprise Agency, member of the BJA, manages the website on behalf of the Brussels Region. The evaluation committee has highlighted the clearness of the website [www.investinbrussels.com](http://www.investinbrussels.com), as well as the relevance of the information given to the foreign investors and particularly the possibility of comparing several indicators useful for investors and business.

The website launched in January 2005 by Mr. Benoît CEREXHE, Minister of the Economy for the Brussels Region, is visited by approximately 3000 visitors per month, of which 85% are foreigners.

It is not the first time that the Brussels Enterprise agency has been awarded for its communication strategy on the internet. The Agency has previously received the best prize for 'Business Web site' addressed to local entrepreneurs, at the "Nuits de l'Internet" event in 2004.

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### **Common Challenges, Common Future - Japanese Automakers in an Enlarged Europe**

Currently, the European automobile industry is, under the framework of the European Commission's CARS 21 program, engaged in a competitiveness enhancement effort that is to extend over the next ten years. The Japan Automobile Manufacturers Association (JAMA) is in full support of this program.

Japanese auto manufacturers today produce about 1.3 million vehicle units annually in Europe, operating a total of 17 production plants in ten EU member countries and 14 research & development centers in five EU nations. As European auto industry players, JAMA member

companies therefore want to contribute as much as possible to the CARS 21 endeavor. JAMA members believe that the CARS 21 discussion on "better regulation"—to use the official terminology—is an indispensable initiative for the building of a stronger automobile industry.

In terms of social requirements, the most pressing issues facing the auto industry today are safety and environmental protection. To resolve these issues, well-balanced regulations in these areas are necessary.

One urgent goal for auto manufacturers is to supply safer vehicles. But this is particularly problematic, because safer vehicles mean heavier vehicles, and heavier vehicles mean a larger output of CO<sub>2</sub> and other tailpipe emissions. Nevertheless, regardless of the difficulties involved, groundbreaking technologies must be adopted by the automakers in response to prevailing social needs.

However, despite the committed efforts of automobile manufacturers to introduce advanced technologies to enhance the safety and environmental performance of their products, the fact is that this cannot always be accomplished at affordable prices. If the cost of technological innovation is too high, it will not be possible to pass on its benefits to vehicle users and to society at large.

Furthermore, achieving greater road safety and reducing the environmental impact of road traffic is not a matter of vehicle manufacturers' efforts alone. To significantly reduce CO<sub>2</sub> and other vehicle emissions and to increase road safety, comprehensive efforts are also needed from government and the public in terms of, for example, improving road infrastructure and improving vehicle use.

For all these reasons, the introduction of automotive controls must be well-considered from all angles, which is why JAMA hopes that government will address the matter of "better regulation" from the integrated and balanced perspective that is required.

It is no exaggeration to say that the automobile industry is, by now, a global industry of long standing, based on tie-ups and alliances that transcend national and regional borders.

Between European and Japanese vehicle manufacturers, technical and capital partnerships are particularly close and strong. Relations with European parts suppliers are also expanding steadily and significantly, and the result is a continuous growth in the procurement of European-made components by Japanese automakers.

Edited from the speech of Mr Itaru Koeda, Chairman of the Japan Automobile Manufacturers Association during JAMA Annual Reception on 24 October 2005

## News from the Members

### Nitto opens research and test centre for the automotive industry

In Genk the official inauguration took place of the 'Automotive Technical Centre' (ATC), a subdivision of the Automotive Division of Nitto Europe NV, that in turn is a subdivision of the Japanese multinational Nitto Denko Corporation. This specialised centre concentrates on research and testing of high-quality sound damping, strengthening and sealing materials for the automotive industry. Setting up this ATC fits perfectly into Nitto's future planned strategy to further broaden the scope and offer own specialised technologies and the products deriving from this. In order to strengthen its position as a leading supplier on a world scale, the multinational is continuously investing in knowledge technology. An investment amounting to 2 million euro is involved in the setting-up of the European ATC complex (1,500 m<sup>2</sup>). This new research and test centre is located right next to the European headquarters and production units of Nitto Europe NV in Genk.

It is no secret that more than ever the automotive industry has become a highly competitive market. Manufacturers and their suppliers are constantly on the lookout for innovative materials and applications. As early as from the concept stage car manufacturers and component suppliers are now frequently calling on specialised laboratories. "Based on this information and with the strong urge for a proactive development of knowledge technology, we decided to set up a specialised centre for research and development in the automotive sector. This division provides diversity in the highly broad range of technical solutions and more than 4,000 products which Nitto offers worldwide", Mr Vanheusden, General Manager of the Automotive Division, clarifies.

Following on from highly successful projects in Japan and the US, the first European 'Automotive Technical Centre' is now being opened in Genk. As from now all the players in the automotive industry can call on the centre's 4 laboratories for all types of measurements and high-technology solutions, such as the prevention of vibrations in vehicles, the fitting of strengthening in vulnerable parts of the bodywork, or the specifically measured filling of hollow profiles. All these solutions offered by the ATC contribute to improving the comfort in a vehicle.

Doubling the turnover for each of these solutions Nitto Denko, the multinational of Japanese origin, has in-house developed high-quality materials at its disposal that similar to Nitto's industrial adhesive tapes are

mainly produced at the factory in Genk.

Presently the Automotive Division generates an annual turnover of 30 million euro. This represents 20 percent of the total turnover at Nitto Europe NV. "In relation to 2003 our ambition is to double this figure by 2008. Hence since the year 2004 the reason for the recruitment of 15 persons within Europe. Presently, throughout Europe roughly 75 persons are employed at Nitto Europe's Automotive Division. The investment brought about in the set-up of the ATC amounted to 2 million euro. As such the ATC is another step in the strategic direction to increase our automotive market share in Europe," the General Manager of the Automotive Division added.

### Join Kamikaze Team in support of the Lions Club Heraldic charity event, Splash

The Lions Club Heraldic supports many charities, both in Belgium as well as abroad whenever there are projects that can help enormously those less fortunate than others. A privately organized team called 'KAMIKAZE' with many Japanese volunteers has been actively participating for many years to one of their annual charity events, a Swim marathon 'Splash'. Now the KAMIKAZE is currently looking for more swimmers and sponsors of all nationalities to join the team for the Splash 2006, taking place on Sunday 19 March. If you are interested in participating, please contact Mika Matsumoto at the BJA Office, 02/644 14 05 or send your e-mail to info@bjabe.

To find out more about 'Splash', please visit [www.lionsheraldic.net/Splash.htm](http://www.lionsheraldic.net/Splash.htm).

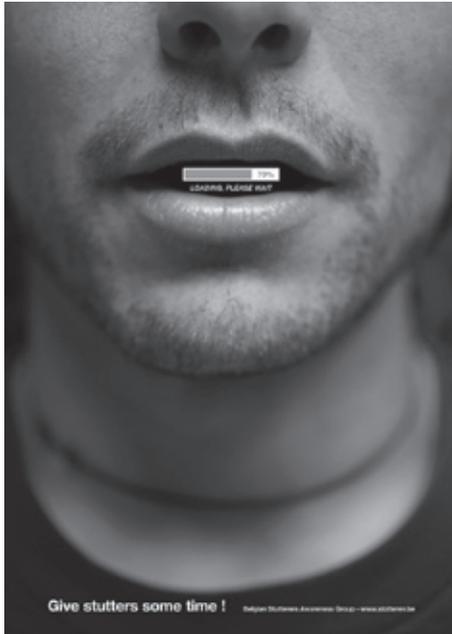
### ライオンズクラブ・ヘラルディック主催のチャリティイベント、スイムマラソンにあなたも参加しませんか

ブリッセル・ライオンズクラブ・ヘラルディックではベルギーのみならず、他国における主に身体障害者の為の教育施設や医療設備など様々な面での援助活動の一環として毎年3月にスイムマラソン、Splashを企画しています。そしてこのチャリティイベントに多くの日本人ボランティアを主体としたカミカゼチームが長年参加してきました。そこで来年3月19日、日曜日に予定されているこのチャリティイベントに参加頂けるスイマーとスポンサーを探しています。年齢、国籍は問いませんが、ご家族の参加も大歓迎ですので御興味のある方はBJAの松本までご連絡下さい。電話 02/644 14 05 又は e-mail info@bjabe.

尚、このスイムマラソン Splash に関する詳細はこちらのホームページをご覧ください [www.lionsheraldic.net/Splash.htm](http://www.lionsheraldic.net/Splash.htm)

## News from the Members

### De Standaard Solidarity Prize 2005 won by zeal



One of our members, zeal, advertising agency, created the winning ad for the somewhat-prestigious-in-Belgium De Standaard Solidarity Prize 2005. De Standaard Solidarity Prize gives the opportunity to non-profit organisations to present themselves in a full page advertisement. The organisation that creates the most convincing, catchy advertisement receives 4 more pages in de Standaard to promote their message. 122 organisations participated. The winning ad promoted a “small, relatively unknown organisation” BEST or Belangengroep Stotteraars, a Belgian stutterers awareness group.

### Staines Memorial Award

At the recent JCI Belgium national convention, Kris Sierens, managing partner of BeforeTheHype, received the prestigious Staines Memorial Award. Kris is member of the BJA editorial committee. JCI is a worldwide federation of young leaders and entrepreneurs. It has more than 200,000 members in more than 100 countries. In Japan alone, JCI has more than 50,000 members and is widely recognized for its high standards and its ability to help businesses make the necessary commercial and political contacts. Belgium currently has approximately 2,000 members. Kris is president of the JCI Vlaanderen and vice-president of JCI Belgium.

The award was created by the Staines Foundation after a tragic airline crash in 1972. Seven JCI members and two partners died while returning from the JCI European conference in Scotland. The plane went down in Staines, near London. JCI immediately created a foundation to help the children orphaned by the accident. Since then, whenever an accident occurs, the family of the JCI member is offered support by the foundation.

The Staines Memorial Award is given by the City of London Jaycees to an individual JCI-member who has made extraordinary contributions to the development and recognition of JCI Belgium on an international level and who promotes JCI co-operation and friendship. Kris developed a very successful networking concept, Speed Business Dating, which has become a worldwide business flagship for JCI. Many countries use the idea and it is now a fixed part of every international convention. An award for the best young entrepreneur, also a concept created in Flanders, will become a worldwide JCI project.

Reginald Schaumans, also a member of BJA and the former world president of JCI, received this honor in the past.

### Toyota To Expand European Parts Logistics Centre in Belgium

Toyota will invest an estimated € 15 million to expand its European parts centre in Diest, Belgium, in order to ensure the continued prompt delivery of service parts and accessories across Europe in anticipation of continued sales growth. Toyota Parts Centre Europe (TPCE) will add about 30,000 m<sup>2</sup> to its current surface area of approximately 70,000m<sup>2</sup> by end 2006 and expand its current total workforce of 550 people to approximately 600 by 2010.

TPCE - which began operations in 1993 - currently supplies service parts and accessories to the regional depots of Toyota Motor Marketing Europe (TMME) and to the national depots of Toyota's European National Marketing and Sales companies, vehicle hubs, production and distribution centres in Europe, and to some 600 retailers in the Benelux, northern France and western Germany. Toyota currently employs approximately 1,900 people in Belgium, and has invested a total of € 436 million to date. Toyota's European headquarters are located in Evere, overseeing all manufacturing and engineering operations in Europe, marketing, sales, network development and brand management, PR, strategic and product planning, logistics, customer services, after-sales and human resources/business administration issues.

## News from the Members

### Toyota Expands European R&D Centre

Toyota will invest an additional € 75 million over the next five years in its Research and Development centre located in Zaventem, Belgium, creating 200 additional jobs.

Toyota will divide its investment in its R&D centre between new building extensions (€ 30 million), and the introduction of new testing and evaluation facilities (€ 45 million).

Dr Akihiko Saito, Executive Vice President of Toyota Motor Corporation, said: "Toyota's new investment in its R&D centre not only shows the importance we attach to R&D. It also shows the importance we place on Europe and our intention to continue to develop, design and build cars in Europe for Europeans."

Toyota has already invested € 17 million in its R&D centre, and currently employs 150 people there.

and that the translation memories and terminology databases are well managed.  
www.yamagata-europe.com

### Stay connected with ANA

All passengers flying with a return ANA ticket issued outside Japan on ANA International operating route have the possibility to get free rental mobile phone service. After you register on internet (<https://opr.inphonix.co.jp/j-mobiler/ana/kiyakuin.cfm?ref=10>), you can go to the ANA Skyporter desk at Narita Airport to receive your free rental mobile phone (and earn extra mileage too!).

The rental is free of charge, the calls will be charged on your credit card ; and the call rates have been reduced compared to the normal applicable rate.

Don't wait anymore and take full advantage of this easy pick-up and easy return service offered by ANA.

### From Ycomm Europe to Yamagata Europe

Ycomm Europe, a daughter company of Japanese printing group Yamagata Corporation, proudly announces its new name, Yamagata Europe. The change of name, which brings various sister companies in Europe, South-East Asia, China and the United States under a single banner, corresponds, not coincidentally, with the hundredth anniversary of the Japanese mother company.

Ycomm Europe was established in 1998 by Geert Benoit, active member of the BJA for over 10 years. During the past four years the company has undergone tremendous expansion during which the number of employees has risen from four to twenty two. Yamagata Europe has grown to become a professional and mature player in the European documentation market that offers its clients from various sectors integrated solutions to their printing and translation needs.

The "Print & Supply" business unit arranges the output and logistics for user manuals, brochures and stickers. In 2003, Ycomm Europe was awarded the Sony Green Partner certificate in recognition of its system for total traceability of goods and materials.

The translation department has experienced the most growth and includes not only experienced, client-oriented project managers but also technically-oriented computational linguists and specialised desktop publishers. Together they ensure that every translation is subjected to the strongest quality controls, that the translation processes are efficient and fully optimised,

### Oskar D and Konishi awarded by InBev

Konishi Brewing Co., main importer of Belgian beer in Japan, was awarded the 'Asian-Pacific Best Practice Award 2005' for the development of a Hoegaarden White consumer booklet, in cooperation with their Belgian design agency (Oskar D, BJA member). This brand reference guide was created to reinforce Hoegaarden's image as a self-established, original brand (not just one of the 'Belgian Beers') and to increase product knowledge (its origins, flavour, original glass, pouring ritual, recipe etc.) in an effective compact way.

There is also an inserted flyer, which also linked the booklet to the Hoegaarden White Picture Campaign.

Oskar D has been working for Konishi since 1995, working on several promotional campaigns and takes care of their Japanese website, the reference on Belgian beer in Japan, covering information, recipes and even games!

([www.konishi.be](http://www.konishi.be) en [www.oskard.be](http://www.oskard.be))



## EU-Japan Relations

### EU Trade Mission to Japan hits visitors' record - 200 EU Companies from 6 Sectors Scheduled to Visit Japan in 2006 -

The last EU Gateway to Japan trade mission in the Construction Materials sector hit a record number of visitors with nearly 300 Japanese companies meeting the European trade mission participants.

Wolfgang Penzias, the EU Gateway National Coordinator for Austria who accompanied the mission said: "During this last Construction Materials event under the current financing scheme of the European Union, the European participants expressed their hope that the opportunities and momentum created by the program will not be lost in the future. The majority of the participants would be very keen to join such a trade mission again."

29 European Companies from 16 EU Member States participated in the trade mission in Tokyo from 12-17 September 2005. The products they offered were of a wide range: from building materials to engineering goods for the construction industry. Japan's construction industry is one of the largest in the world; the sector represents 10% of Japan's GDP, roughly EUR 300 billion. Despite the 'slump years' 2003 and 2004 this sector has shown steady growth. According to latest figures, the pace is even accelerating, as housing starts in July 05 are up 8,3 % (year on year). Opportunities for European SMEs are ample, as this sector is regarded as one where Japan still depends on imports. European quality products are making steady progress even against competition from North America and Asia. This is furthermore positively influenced by the effect of the softer Euro versus the US Dollar.

Next year, some 30 small and medium-sized enterprises from the EU Member States will visit Japan in 6 industry sectors under the third "EU Gateway to Japan" trade promotion campaign (with a slightly larger group of 53 during the Food & Drink mission). 4 sectors will be presented during mini trade fairs, whereas the Environmental Technologies mission participants will be joining N-EXPO 2006 and Interior Lifestyle mission members the Interior Lifestyle Trade Fair.

The "EU Gateway to Japan" campaign started in 1994 and more than 10 years of experience has brought about remarkable achievements. In addition to substantial benefits for European export to Japan, Japanese consumers equally profit in areas like environmental protection, innovative healthcare solutions, excellent foods and introduction of European lifestyle products. When in 2005 the campaign was for the first time joined by companies from the new Member States, they were

welcomed with much interest and enhanced the view of Europe as being a strong business partner with innovative companies, which have much to offer to the Japanese market.

The third "EU Gateway to Japan" campaign will run until July 2006, comprising of 6 missions in the following sectors: Food & Drink, Information & Communication Technologies, European Fashion Design, Environmental Technologies, Interior Lifestyle and Healthcare. In 2006, about 200 EU companies are scheduled to visit Japan. As of October this year, 621 EU companies from eight sectors have visited Japan under the third campaign. All of the missions were completed successfully, and were warmly welcomed by the Japanese business community.

The selected industrial sectors and the schedule for the trade missions in 2006 are as follows:

Industry Sector	Date	Venue**	Event
Food and Drink	20-24 February	Palace Hotel	Mini Trade Fair (22 Feb.)
Information and Communication Technologies	13-17 March	Capitol Tokyu Hotel	Mini Trade Fair (14 Mar.)
European Fashion Design	10-14 April	Radisson Miyako Hotel	Mini Trade Fair (12,13 Apr.)
Environmental Technologies	22-26 May	Tokyo Big Sight	N-EXPO 2006 (23-26 May)
Interior Lifestyle	12-16 June	Tokyo Big Sight	Interior Lifestyle (14-16 June)
Healthcare	3-7 July	Capitol Tokyu Hotel	Mini Trade Fair (4 July)

For more information on the campaign: [www.gatewaytojapan.org](http://www.gatewaytojapan.org)

### EU urges Japan to adopt world's most widely used mobile phone system

A senior European Union official urged Japan to adopt the world's most widely used mobile phone system, saying it would facilitate communication for both Japanese traveling abroad and foreigners visiting the country.

Fabio Colasanti, Director General for information and media at the European Commission, said Japanese officials appear reluctant to replace Japan's mobile phone standard with the Global System for Mobile communications, currently used by some 70 percent of world cellular phone users.

"As a European tourist, you travel to Latin America and part of the United States, and you can use your mobile phone. You travel to China and you can use the same phone," Colasanti told journalists in Tokyo. "But if you get to Japan, you can't use it, as is also the case with (South) Korea."

Originally a European standard for digital mobile telephonic transmission, GSM is used in more than

# EU-Japan Relations

100 countries. Japan uses its own standard known as Personal Digital Cellular, forcing the Japanese to buy or rent a mobile phone for world use when traveling abroad and foreigners to buy or rent one with the Japanese standard when visiting Japan.

Colasanti criticized officials at Japan's Ministry of Internal Affairs and Communications of being "too internal" when they discuss the future of telecommunications in Japan, Europe and elsewhere.

"We had the impression that our colleagues in the Ministry of Internal Affairs and Communications - maybe rightly named internal affairs - were too much concerned with internal affairs and not with what is happening abroad," he said.

If Japan adopted GSM, the Japanese public would benefit, too, especially when taking business trips or going for leisure abroad, he said.

The European Union is more flexible and diverse in its global outlook in the telecommunications industry as the bloc is made up of 25 countries, he said, adding, "By nature, Europeans are much more open to globalization."

Source: Kyodo News

## Event Calendar for the '2005 EU-Japan Year of People-to People Exchanges'

**21 November - 7 December**

'Infinity', solo exhibition, Kazuko Misawa  
(Cultural and Information Center)

**29 November, 1 & 3 December**

'Flower arrangement SEFA' courses, organized by  
flower arrangement school 'SEFA'  
(Salle 'Sainte-Anne', Brussels)

**End December**

International 'Kendo & Laido' Seminar and  
International Goodwill Kendo Championship,  
organized by All Belgian Kendo Federation and  
International Goodwill Kendo Club of Japan  
(Centre Sportif de la Foret de Soignes, Brussels)

## BJA-Youth Committee Survey

Dear all,

In order to improve our activities and to meet your expectations better, we would very much like to receive some input from you.

We have drawn up a short survey, which should only take you 5 minutes to complete. You can find it on: [http://www.bja-yc.be/download/bjayc\\_survey.doc](http://www.bja-yc.be/download/bjayc_survey.doc)

Please take a little time from your busy schedule to fill it in: your feedback is very important to us.

Kindly send your reply by e-mail to [info@bja-yc.be](mailto:info@bja-yc.be) or by fax to 02-644 23 60. All replies will be kept confidential.

If you return the survey to us, you will have the chance to win a prize! We will be selecting at random two persons who replied (one Japanese and one non-Japanese) and each will receive a voucher worth € 50.

What's more, the person who proposes the most appropriate name to replace the current "Youth Committee" name will receive a beautiful book about the history of Belgium-Japan relations.

Thanking you in advance for your support,  
The BJA-YC Organizing Team

この度 BJA 青年委員会では今後皆様の御期待に沿える様なユースイベントの企画をするにあたり、皆様からの御意見をお待ちしております。つきましては、御多忙のことと存じますが、[http://www.bja-yc.be/download/bjayc\\_survey.doc](http://www.bja-yc.be/download/bjayc_survey.doc) にアンケートを実施致しますので、青年委員会のイベントに関するご意見、アドバイスをどしどしお寄せ下さい。

下記にご記入の上、Eメール、[info@bja-yc.be](mailto:info@bja-yc.be) 又はファックス、02/6442360 まで御返送下さい。尚、このアンケートにつきましては一切公表致しません。又、このアンケートに御協力頂いた方には抽選（日本人、ベルギー人各1名ずつ）で50ユーロの賞品券が当たります、この機会に皆様奮って御参加下さい。

更に、只今青年委員会では委員会の新たな名前を検討中です。この'青年'に代わり委員会に相応しい名前を推薦いただいた方にはもちろん'Japan & Belgium Four Centuries in Exchange' 日本とベルギーの4世紀以上に渡る交流の歴史について細かく書かれている限定版書物をプレゼントいたします。

この度は御協力いただき有難うございます。今後ともよろしくご指導、御支援くださりますようお願い申し上げます。

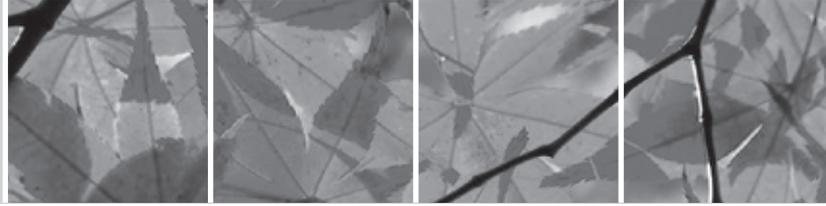
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# はい

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5-18 November 2006



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Detailed information can be found on [www.bja.be](http://www.bja.be)



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## Words from the newly joined Board Members

### Mr Tsutsui, President of Toyota Tsusho Europe

First of all, I am proud of being selected as a member of the board of BJA. As for my relation with Belgium, this is my third assignment of working here in Belgium and the total period has reached about 10 years. I like Belgium very much because of not only the good taste of Belgian cuisine but also its geopolitical location. The latter gives us many benefits in terms of information and transportation especially. In other words, we can get promptly the political and economic policies and directives of EU and gain easy access to the other countries. Of course, on top of those factors, the national staff members are very capable and reliable. I will try my best to make our mutual relation between Belgian and Japanese businessmen much tighter and friendly.

先ずもって、BJAの理事会の一員に選ばれましたこと光栄に存じます。私とベルギーの関係は、今回の駐在が3回目であり、合計で約10年に及びます。私はベルギーが大好きですが、それは単に料理が美味しいからだけではなく、地政学的なロケーションにも恵まれているからです。特に後者は情報面や交通面での有利さが多くあるからです。言い換えれば、EUの色々な政策や指令などがすぐに掴め、またほかの国にも簡単に行けることが出来るといったことです。勿論言うまでもありませんが、ベルギーの働く人が有能で信頼が置けるからであります。今後もベルギーと日本のビジネスマンがさらに親密で友好的になるよう努力したいと思います。

### Mr Jacques De Witte, Partner at Deloitte Corporate International Tax

When I visited Japan for the first time, I was fascinated by the specific culture and the way of doing business. Even after more than 20 years of close collaboration with Japanese in Belgium and several business trips to Japan, I cannot deny it that it still is an overwhelming experience. The will to understand this sophisticated way of thinking and behaviour, encourages me to go further. I believe that a Directorship in an association as the Belgium Japan Association, where a mix of culture and business activities prevails, is a unique opportunity. There is no doubt that the BJA offers the possibility to enhance a better understanding and to acquire a more thorough knowledge. On the other hand, it is a pleasure to bring in my modest experience and to improve the relationship with our Japanese friends, wherever it may be required. Thanks to the BJA we will be able to strengthen our close co-operation that exists between Belgium and Japan, and if I can contribute to it, even for a smaller part, I will be most honoured.

## Personalia and sponsors

### New Members

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Web site: www.toyota-tiee.com  
BJA Contact: Mr Shinya Furukawa, President

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BJA Contact: Mr Danny Devoldere, General Manager

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E-mail: kris@beforethehype.com  
Web site: www.beforethehype.com  
BJA Contact: Mr Kris Sierens, Managing Partner

#### ENHESA-EPC (Environment Policy Consultancy)

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Web site: www.enhesa.com  
BJA Contact: Mr Dae Young Park, Legal Consultant

#### KELLER & HECKMAN (Law Firm)

25 Rue Blanche, 1060 Brussels  
Tel: 02/541 05 70 • Fax: 02/541 05 80  
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BJA Contact: Mr. Cyril Jacquet, Associate

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Web site: www.vicotec.biz  
BJA Contact: Mr Victor Nicola, CEO

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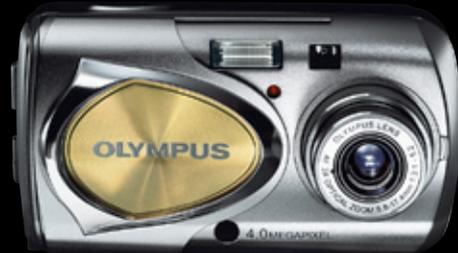
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