

# Belgium-Japan Association

## & Chamber of Commerce ASBL- VZW



## Trade Flows & Cultural News

Number 79 - June 2008

### EDITORIAL

### Developing best practices towards foreign investors

by Mr Patrick Nijs, Director general Consular Affairs, Federal Public Service (Ministry) of Foreign Affairs of Belgium

I am delighted to have this opportunity to address especially the Japanese public living in Belgium through this newsletter, focusing on investment issues. Since I am familiar with BJA's Investment Committee having been Consul general of Belgium in Osaka from 1992 to 1997 and responsible for Japan at the Asian desk in our Ministry in 2001 and 2002, I am in a way back to a familiar love scene here. In addition, my experience with China brought me constantly into the mainstream of the concern and efforts Belgium has and does in catching foreign investments and gathering pro-actively for their needs.

Belgium's call is to develop as a crossroad, a hub. This is our role in the international division of tasks to stand for diversity, blend the differences in order to serve as a dispatching platform between Europe and the rest of the world and this is especially the case for Asia. With Japan, we have longstanding experiences and references. Many Japanese companies flocked to our place in the seventies, leading the way to others and this trend has steadily been maintained to nowadays - despite a slight stagnation in monetary value as shown by a recent survey of yours.

The Japanese FDI stock having reached a 9.63 bios USD in 2006 with about 260 Japanese companies employing 25,000 workers, we are by no doubt in meaningful terms with the Japanese economy and the way it is deploying in the European Union.

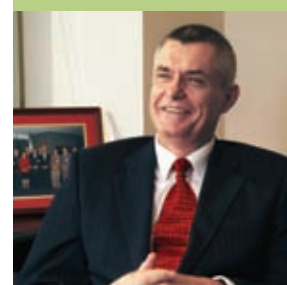
Since September 2007 I have started a new challenging life as the head of Consular Affairs in our Federal Public Service (FPS). The DGC, I am heading, is in charge of International Judicial Cooperation, assistance to the Belgians abroad, passports for all the Belgians and ID for our

expatriates, administration of our 350,000 nationals living abroad, elections abroad and visa. This last power is a delegation of the FPS Interior, which has recently become, in this specific range of power, the FPS Migration and Asylum. This FPS is the sole depository of the power to deal with access to the Belgian territory. In the meantime, however, our Embassies and Consulates are the front line where all applications have to be filed and handled at first. In this capacity we are in a way the eyes, the ears and the arms of the Interior in the Exterior, which is by no doubt a challenging, though not easy, task.

Throughout the years our relationship with the Immigration Office - 'Office des Etrangers- Dienst Vreemdelingszaken' (ODE/DZW) - has grown up steadily in efficiency and better coordination. We have regular meetings at working and executive levels in order to exchange information and views and develop together a customer friendly practice that is making a difference between opportunities and problems in VISA practices. As a matter of fact, embassies and consulates have a wide power of appreciation yet to an extent where they can deliver most co called bona fide business visa without prior authorization of ODE/DVZ. This can indeed curb the VISA delivery term to one or two days in most cases.

This cooperation is destined to become closer and closer and the awareness that access procedures to the Belgian territory are a key factor in attracting, and keeping, foreign investment is gaining ground and will certainly lead to the setting up of fast tracks, hassle free procedures for people coming to visit, work and settle in Belgium for business and investment. The first steps forward have been already made by the Royal Decree of September 12, 2007

*continue reading on p.14 »*



Mr Patrick Nijs

### In this issue

- 2 Visit to Fujifilm Europe
- 3 Annual General Assembly
- 4 Dadada-Dan Tenko
- 5 Reforms of Belgian Immigration Procedure
- 6 Exclusive Visit to the Royal Greenhouses of Laeken
- 7 Shinnenkai
- 8 Hanami
- 9 Hokkaido
- 10 Seasonal item and haiku
- 11 Interview: Mr Hiroki Ota
- 12 Newsletter
- 16 The Federation of Enterprises in Belgium
- 17 Nihonjinkai Personalia

### Advertising rates

4 issues (March, June, September & December)

full colour

1 page ..... € 3,000

1/2 page ..... € 1,600

contact:

BJA Office  
avenue Louise 287, box 7  
1050 Brussels

info@bja.be

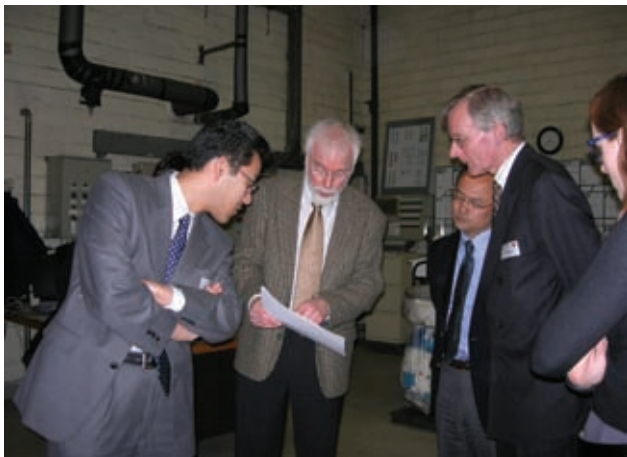
T 02/644 14 05

F 02/644 23 60

## BJA REPORT

### Exclusive visit to FUJIFILM Europe

Wednesday 20 February 2008, Sint-Niklaas



The participants pay deep attention to the explanation during the visit inside the facility of Fujifilm Europe.



Thanks to the generous support by Mr Shinichi Fujii, President & Managing Director of FUJIFILM Europe, the Belgium-Japan Association & Chamber of Commerce had the pleasure in inviting the company members of BJA to a private visit of the FUJIFILM Europe facility in Sint-Niklaas on Wednesday, 20th of February. On this occasion, the participants received a coach transfer, which was kindly offered by Flanders Investment & Trade.



(from left to right) Mr De Witte, Tax Partner of Deloitte, Mrs Chaubiron, Attachée of FPS Ministry of Economic Affairs, Mr Dejager, CEO President of Europal Group, Mr Sterkx, Counselor General of FPS Ministry of Economic Affairs, and Mr Verzele, Director Business Development of Flanders Investment & Trade, enthusiastically exchange comments on the facility visit during a cocktail.

« The participants enjoy taking a memorable group photo outside the building of Fujifilm Europe.

At the facilities of FUJIFILM Europe, Mr Fujii greeted nearly 45 participants upon arrival with refreshments. After his short welcome words, Mr Luc Verhaegen, Director of HR and Communication, followed by Mr Richard Tackx, Director of Sales & Marketing and Mr Rudy Verbergt, Director of Technical Department, gave a thorough presentation on the company before the visit inside the factory.

During the guided visit, the participants showed a great interest in discovering the well-organized and clean facility of FUJIFILM Europe, built upon a concept of Japanese 5'S's - Seiri (sort), Seiton (tidy), Seiso (neat), Seiketsu (cleanliness), and Shitsuke (discipline).

Ending the visit with a memorable group photo and a cocktail with delicious zakouskis, this event was without a doubt a huge success.





## Annual General Assembly of the BJA Speech of HE Mr Patrick Nothomb, Honorary Ambassador

Thursday 20 March 2008, Umicore



On 20 March, BJA has held its Annual General Assembly at the newly renovated office building of Umicore.

To an audience of approximately 75 members, Mr Thomas Leysen, CEO of Umicore and President of the BJA, extended his warm welcome to his company premises.

Mr Tanguy Van Overstraeten, Partner Linklaters LLP and the Vice-President of the BJA, reported on the financial results of 2007, followed by Mrs Anja Oto-Kellens, Executive Director, who presented the 2008 budget.

Mr Nicholas Sepulchre, CEO of Sogeman and Chairman of the Membership Committee, delivered a complete 2007 report of the Membership Situation, with the objectives of the Committee for 2008. Mr Van Overstraeten, as Chairman of the Executive Committee gave then his report on the activities of the Executive Committee.

Last but not least, the report on 2007 activities for both the Cultural and Friendship Committee was presented by Mr Olivier van Beneden, Chairman of the Friendship Committee who at the end of his report, sadly announced his resignation from the FC Committee. Mr Leysen concluded the AGM report by thanking Mr van Beneden for all his years of leadership and dedication and as a token of gratitude Mrs Oto-Kellens presented him with a bouquet of flowers and a gift.

Before adjourning to the cocktails, HE Mr Patrick Nothomb delivered an enthusiastic speech on his experience of living in Japan, to which the audience showed great interest. Together with Mr Nothomb they continued to enjoy the evening with a full pleasant conversation over cocktail and delicious appetizers kindly offered by Umicore.



At the head table during AGM, (from left to right) Mr Nicolas Sepulchre, the Chairman of Membership Committee, Mr Thomas Leysen, President of BJA, Mr Tanguy Van Overstraeten, Vice-President of BJA, and Mr Olivier Van Beneden, former Chairman of Friendship Committee.



During a cocktail, HE Mr Patrick Nothomb, Honorary Ambassador poses for a photo with Mr Dehalu (left) and Mr Daniel Jordan of AWEX (center back), Mr Olivier Van Beneden, and Mr Takuji Hanatani, Minister of Embassy of Japan (right).



Baronne Nothomb (right) enjoys a conversation with Mrs Fabienne l'Hoost, Deputy Director General of Belgian Foreign Trade Agency, and Mr Tanguy Van Overstraeten, Partner Linklaters LLP and BJA Vice-President.



Mr Thomas Leysen, CEO of Umicore and President of BJA greets Mr Shinichi Fujii, President of Fujifilm Europe and Mr Hideki Sogabe, President of Nippon Shokubai at his premises.





courtesy of Flanders Center

## BJA REPORT

### Dadada-Dan Tenko, Concert in Belgium - 打打打団天鼓、新春コンサート・イン・ベルギー

Friday 4 April 2008, Palais des Beaux-Arts

The Cultural Committee of Belgium-Japan Association & Chamber of Commerce, in co-operation with Tātaka! (a division of It's Art), a Belgian taiko (Japanese drums) group division and Flanders Center in Japan had a great pleasure in inviting the BJA members and partners to a concert of 'Dadada-Dan Tenko' a wadaiko group from Osaka at the Palais des Beaux-Arts.

Dadada-Dan Tenko was formed in 1987 by the performing artist Mondori Isaya, who has successfully built its distinctive productions of fusing Japanese drumming together with theatrical principles. Based on the theme of 'entertaining audience with powerful reverberation', the group is actively performing all over the world today.

On this day, over 85 BJA members and guests participated to the program, which began with a short performance by

Mr Jan Van Kelst, a Belgian creator of the Kelstone, a new and innovative musical instrument with 18 strings. Then the Dadada-Dan Tenko took over the stage and immediately the eyes of the audience were caught by their dynamic show. The beat of several types of Wadaiko, which nicely harmonized with Takebue (Japanese bamboo flute), Shamisen (Japanese guitar like instrument) and other instruments was breathtaking. Exotic music and theatrical well combined with comic and dance was exceptional and left a deep impact on the audience who gave huge applauses to the artists at the end of their spectacular performance.

Before adjourning the evening, some BJA members also enjoyed a unique opportunity to purchase the posters and CDs of the group with their autographs and to take some close-up photos.



Professor Declerck, CEO President of IMEC, together with his wife, Mrs Declerck (right) and their daughter, Mrs Annelies Declerck and her husband, spending an exciting time together during the concert.

(from left to right) Mr Reginald Schaumans, Managing Director of R & G Coaching and his wife, Mrs Conny Schaumans share some comments during the intermediary with Mr Kris Sierens, Managing Partner of BeforeTheHype and Mrs Heidi Vandenbroeke.

Mr Yoshihide Miura, Managing Director of Yamazaki Mazaki Optonics Europe and Mrs Miura were thrilled to take a close up photo with the artists of Dadada-Dan Tenko.

At the end of the performance, the artists of Dadada-Dan Tenko pose for a joined photo with some participants.





## Seminar on Reforms of Belgian Immigration Procedure - Where we stand and what will come 企業セミナー: 日本人のベルギー赴任手続き: 改革の現状と今後の方向

22 April 2008, Cultural & Information Center of Japanese Embassy

The Embassy of Japan in Belgium, the Nihonjinkai and the Belgium-Japan Association & Chamber of Commerce cooperated in the seminar to inform on the latest developments on Belgian immigration procedures and for the Japanese community to share their views with the policy makers of the federal authorities.

After the welcome words by Mr Hanatani, Minister of the Japanese Embassy to Belgium and Mr Nakamura, Chairman Commerce and Industry Committee of Nihonjinkai, Mr Nomura, Director KPMG, Chairman of the BJA Investment Committee outlined a general introduction of immigration procedures in Belgium.

Mr Nijs, Director General of Consular Affairs of the FPS Foreign Affairs, Foreign Trade and Development Cooperation added his valuable ideas on creating an investor friendly regime, followed by a detailed explanation on Limosa by Mr De Pauw, Attaché of the General Direction of the Identification and Declaration, National Office for Social Security.

Before the coffee break work permits were covered by Mr Ouziel, Advisor, Direction Employment and Labour Market, SPF Employment, Labour and Social Dialogue, and visa and staying permits by Mr Delbarre, Office of Foreigners, FPS Internal Affairs.



(from left to right) Mr Nijs, Director General of Consular Affairs of FPS Foreign Affairs, Foreign Trade and Development Cooperation, Mr De Pauw, Attaché of General Direction of the Identification and Declaration, National Office for Social Security, Mr Ouziel, Advisor of Direction Employment and Labour Market, FPS Employment, Labour and Social Dialogue, listen to the presentation of Mr Delbarre, Attaché of Immigration Office, Access and Residence, FPS Internal Affairs.

After the coffee break, the panel discussion evolved into an interactive exchange of questions and answers with the above speakers and Mr Vandervelde, Partner of Laga, and Mr Monteyne, HR Manager of Toyota Tsusho Europe. Mr Parys, Consul of the Belgian Embassy, joined forces to give the best possible solutions to some occurring problems as well. Mr Nomura, who moderated the panel discussion, closed the seminar with the promise of pursuing a continuous improvement of the situation by all parties.



(from left to right) Mr Vandervelde, Partner of LAGA, Mr Lommers, Associate of LAGA, and Mr Monteyne, Risk Management and Administration Department Manager of Toyota Tsusho Europe prepare for the seminar.

(from left to right) Mr Nakamura, Chairman Commerce and Industry Committee of Nihonjinkai, Mr Parys, Consul of the Belgian Embassy in Japan, and Mr Nijs, Director General of Consular Affairs of FPS Foreign Affairs, Foreign Trade and Development Cooperation, enjoy conversation together during the coffee break.

(from left to right) Mr Vandervelde, Partner of LAGA, Mr Nomura, Director of KPMG and Chairman of BJA Investment Committee, and Mr Ouziel, Advisor of Direction Employment and Labour Market, FPS Employment, Labour and Social Dialogue exchange comments on the seminar topics.

(from left to right) Mr Vanhonsbrouck, Attaché of Consular Affairs of FPS Foreign Affairs, Foreign Trade and Development Cooperation, Mr Vanhouche, Counsellor of Embassy Desk Office Japan - Korea, FPS Foreign Affairs, and Mr Hanatani, Minister of Japanese Embassy in Belgium enjoy the coffee break together.





## BJA REPORT

### Exclusive Visit to the Royal Greenhouses of Laeken

Friday, 25 April 2008



Mrs and Mr De Beukelaer (left), President CEO of H. De Beukelaer and BJA Board Director, enjoy walking inside the greenhouses with Mr and Mrs Genang of Agena (center) and Baron Boels of EBA (right).



(from left to right) Mrs Mika Matsumoto, Project Manager of BJA, Mr Patrick Dejager, CEO President of Europal Group, Mrs Junko Kanno, Key Account Manager, MCE Management Centre Europe, having an enchanting time after this exclusive visit.

On April 25th, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of the BJA and their guests to an exclusive visit to the Royal Greenhouses of Laeken. Over 80 enthusiastic participants including some youngsters joined to this private visit which allowed them to go through the original collection of King Leopold II, together with an enormous number of rare plants and flowers of the world before the opening to the general public.

Stepping into the greenhouses, immediately the sweet fragrance welcomed the participants nicely into the wonderland of exotic plants and colourful flowers. Walking through the long corridor beautifully decorated with the gorgeous hydrangea on the side and the charming abutilons (bell flowers) from the ceiling was simply a heart-warming experience.

The massive collections of plants, trees, and flowers such as camellias was just impressive, and without a doubt this exclusive walk through the Glass Palace certainly had enriched the spring season of 2008 for everyone.



(from left to right) Mr Olivier Van Beneden, Mr Yoshitaka Oto of Mitsui & Co. Benelux, Mrs Anja Oto-Kellens, Executive Director of BJA, Mr Robert Lievemont, Mrs Lievemont, Baron Boels, and Mr Bart Van Cauwelaert, General Manager of Sofitel Brussels Europe, taking a memorable photo inside the Glass Palace.



(from left to right) Mrs Nomura, Mr Ohura, Secretary General of Nihonjinkai, Dr. Randerson, and Mrs Chaubiron, attaché of FPS Ministry of Economic Affairs Foreign Investments, found a fully blossomed Cherry tree outside the greenhouses.





## Celebrating the New Year – Shinnenkai

26 January 2008, Brussels



On 26 January, the Friendship Committee organised the traditional FCOM Shinnenkai (New Year Dinner). This year, we welcomed 60 participants, half of them being Japanese participants, and a growing proportion of regular participants.

Our event took place in an Italian restaurant in the center of Brussels. While enjoying the pizza, our participants had the opportunity to exchange languages, interests, culture and experiences, and most important a lot of laughter and joy! The bingo game was also a very exciting moment, with a lot of surprises! Many of the members returned home with some Japanese sake or Japanese sweets.

After the restaurant, we went for a drink at a cafe at Halle Saint-Géry where the participants continued to have a lively conversation until the middle of the night!

*Pierre Brauwers, Chairman of the FCOM*





## Hanami – Cherry Blossom Viewing in the Japanese garden of Hasselt

5 April 2008, Hasselt

As the blooming of the cherry blossom trees sweeps the country from south to north each city in Japan takes break from the hustle, bustle and seemingly endless overtime to view the beautiful sakura and enjoy food and sake with friends and colleagues in the great outdoors. Hanami – or cherry blossom viewing – was always my favourite part of Japanese culture, especially because it is a clear sign that the cold and desolate winter months are definitely over. I was therefore intrigued to see how my most anticipated occasion of the year would translate to Belgium in April - where until recently we have still been scraping snow off our cars and shivering our way to work.

True to form, Belgium kindly obliged and provided unsuitably cold and wet weather for the event. Strangely enough, as the rain died off and the sun broke through the clouds, this all added to the ambience of the beautiful Japanese Garden in Hasselt, which has to be one of the most authentic Japanese gardens in Europe. Add to this some live music on the sanshin and some of Limburg's own local sake, and the bitter cold became but a distant sensation.

As a newcomer to Belgium and the BJA, it was a great chance to meet some new people with a common passion for sharing culture and language irrespective of their background. Despite the bitter cold, the turn out was impressive and everyone seemed to have a great time. A big thank you to Pierre and everyone involved in organizing the event. I am still not sure who made all the cakes and sushi rolls but they were incredible.

Andrew Willett



心待ちにしていた久しぶりのお花見。ところが朝、目覚めると、あいにくの天気。それでもお弁当をつくり、電車を使い、いそいそとハッセルトに向かいます。庭園についた頃にいつそう激しく降り出した雨。想像以上に立派な日本庭園に驚き、ガイドさんの説明から、伊丹市とハッセルト市との深い交流を知ります。そろそろ空腹と疲労の限界、というところでピクニックタイム。その頃には青空も出て、最後には空の神様が笑ってくれたねと、和やかな雰囲気です。すみ、本格的な桜にはちょっと早かったけど、静かな庭園のたたずまいと、たくさんの緑に癒された一日でした。

Ayumi Saito





## HOKKAIDO: be ambitious!\* - Hosting the upcoming G8 Summit

by Mrs Céline Douet of the Belgium-Japan Association & Chamber of Commerce

Hokkaido, the northernmost of Japan's four main islands is quite different from other places in Japan. Accounting for 22.1% of the nation's total land area and with only 4.5% of its total population, Hokkaido, the largest prefecture of Japan, has what the rest of the country doesn't have so much: space. With its interminably plains, mountains, volcanoes, many national parks, such as Shiretoko National Park designated in 2005 as a Unesco World Heritage site, Kushiro Shitsugen (marsh), or Daisetsuzan National Park, bears and other animals, Hokkaido is one of the last wilderness areas remaining in the country. That's why it naturally became a popular destination for nature lovers and people who are looking for outdoors activities such as rafting in cool summers and skiing in snowy winters. That's also why the former Prime Minister Shinzo Abe wanted the island to host the Japan fifth G8 Summit as environmental problems such as global warming will be one of the major issues on the agenda. The 2008 G8 Summit will take place for three days on July 7, 8 and 9, in Toyako, which is located in the southwestern part of Hokkaido and belongs to the Shikotsu – Toya National Park and is famous for hot-spring spas. This occasion will prove a great opportunity for Hokkaido to communicate its culture and attractions to the world.

The second island in the Japanese archipelago was originally almost exclusively inhabited by the indigenous people, Ainu. Most of the names of places, such as Sapporo, - the capital and political and economic center of Hokkaido -, meaning "large river flowing through the plain" came from Ainu language. In 1869, the name of the island was changed to Hokkaido and the Development Commission was established. It aimed at boosting the farming industry by introducing new techniques from the West. Nowadays, Hokkaido is the largest food supply area of the nation, and agriculture with forestry are the leading industries. Despite its severe natural conditions, it ranks first in Japan for its production of wheat, soybeans, potatoes, beets, other field crops, vegetables, milk, beef and other farm products. Surrounded by three seas; the Pacific Ocean, the Sea of Okhotsk and the Sea of Japan, Hokkaido also ranks first for the production of fish.

The second leading industry is tourism. Besides the landscapes and nature, this is also due to the popularity of some events like the Sapporo Snow Festival every year. In addition and as for Belgium, Hokkaido is a popular destination to eat, not waffles and mussels, but ramen, sushi, Genghis Khan (barbecue of lamb with vegetables), chocolates... I highly recommend dry strawberries coated with white chocolate from Rokkatei. Hokkaido is also the birthplace of beer in Japan. "Sapporo Beer", one of the oldest and still most popular beer brands in Japan, has been brewed in Sapporo since 1877. It's now brewed and sold internationally.

But Hokkaido is not only a paradise for gourmets, it has much more to offer.

With only one hour and half by airplane from Tokyo (when there are no snowstorms!), 9 regular international flights, 43 ports including ferry services with Russia, the Seikan Tunnel, the world's longest one, connecting the prefecture with Honshu, and the construction of the Hokkaido Shinkansen line, Hokkaido serves as Japan's northern gateway and as a bridge to North America, Europe and Asia-Pacific regions. Even if Hokkaido has relatively few secondary industries (pulp, paper, paper processed goods, oil/coat products and electric machinery), its developing industries such as IT, biotechnology and recycling are attractive. Hokkaido is home to over 1000 IT related companies, which is ranked 6th in Japan. In particular, companies are concentrated around the north exit of Sapporo Station, known as the 'Sapporo Valley' area, plus the Sapporo Techno Park located east of the city. 14,865 jobs are generated by the IT industry in Hokkaido and some companies are seeking engineers from abroad. Over 50% of sales in the IT area are generated from software manufacturers, and sales in this field have been increasing steadily since 1995. Hokkaido has currently 32 bioventure companies, which is the second largest number in Japan, and has more than 40 research bases centering on Hokkaido University, which own several biotechnological seeds, including those in medicine, pharmaceutical sciences, engineering. In the recent years, Hokkaido has received several major auto parts manufacturers and the development of auto-related industry is expected. Among foreign companies, Amazon.com or Ericsson KK have also set up operations.

What makes Hokkaido different for Belgians who already know the rest of Japan? In addition to the attractive food processing and developing industries, the land prices on average being 30% below those of Tokyo and other major cities, the quality of air and the life in non-congested mega-cities, ... it could definitely be the warmth and kindness of "Dosanko", people who were born and grew up in Hokkaido, and the atmosphere of Paul's Café, a Belgian style café in Sapporo owned and managed by a Belgian from Antwerp, where you can enjoy roasted chicken with a Leffe.



\* In 1876, Dr William S. Clark arrived at the Sapporo Agricultural School (today Hokkaido University) as the first Vice President. On April 1877, when he had to leave, he said to his students "Boys, be ambitious!". These words inspired the opening of Hokkaido and are still rooted in people's mind throughout Japan.



# SEASONAL ITEM & HAIKU

## Summertime, and the living is ... easy?

by Mr Dirk De haene of Oskar D and Editorial Committee Member

静かさに蛍飛ぶなり淵の上

正岡 子規

stillness -  
fireflies are glowing over  
deep water  
Masaoka Shiki

Fireflies are indispensable to the Japanese summer. Since ancient times, Japanese people have cherished them as living things reflecting their thoughts in various ways. Fireflies have also been sung in children's songs: 'Ho, ho, hotaru koi, kocchino mizuwa amai yo ...' ('Fireflies, come over here; the water tastes sweet here ...').

About 2,000 kinds of lightning bugs have been confirmed in various parts of the world, with more than 50 varieties of them said to have existed in the Japanese archipelago, including Okinawa. However, the species of fireflies that Japanese people have mostly been fond of are 'genji botaru' and 'heike botaru' which emit light while flying in the open air and 'himebotaru' that produce a faint light while remaining almost motionless in the grass. However, genji botaru began to disappear at a rapid pace since the 1950's, only some of them managed to survive in a few mountain villages.

What makes genji botaru and heike botaru uncommon is that they spend their immature period in the water. There have been only nine varieties of firefly larvae confirmed living in water in the world, with the rest living on land. China, Thailand and Indonesia are said to have one aquatic type each, and Taiwan and Japan three types each. Genji botaru and heike botaru are two of the three rare species of glowflies. The remaining one is called 'kumejima botaru'.

Accordingly, fireflies in Japan such as genji botaru need limpid stream. Efforts have been made for years to restore and revive fireflies in big cities in various parts of the country,

including Tokyo and Osaka. However, there has been criticism leveled at the use of emergency means to bring them back, such as artificial feeding and their release into rivers.

A large number of genji botaru fireflies have been displaying dreamy group dancing in the past few years along a creek running beside a 'mikan' tangerine farm in the town of Hidakagawa, Wakayama Prefecture. They dance during the annual rainy season before the arrival of summer. The owner of the farm, said the number of glowflies has been rising year after year. He grows citrus fruit without using agricultural chemicals as much as possible. It takes a lot of time and effort, and sometimes he has to combat harmful insects. But he must make a concession in order to live in a place where the ecosystem allows fireflies to dance at night. But the insects that produce bright intermittent light pay back his efforts in an unexpected fashion.

'It's just like a wall of light,' the owner says. 'It's an unbelievable spectacle right in front of my eyes at home. Now, no neighbors refuse their turns in cleaning the river.'

from Kansai Window Kippo News and The National Geographic

Fireflies are an inspiration for every kind of artist, and yes, we also see them appear in a 1988 anime movie written and directed by Isao Takahata, Grave of the Fireflies (火垂るの墓 Hotaru no Haka), and animated by Studio Ghibli (read previous Tradeflows issues). It is an adaptation of the semi-autobiographical novel of the same name by Akiyuki Nosaka, intended as a personal apology to the author's own sister. NTV in Japan produced a live-action version of Grave of the Fireflies, in commemoration of the 60<sup>th</sup> anniversary of the end of World War II. Like the anime, the live-action version of Grave of the Fireflies focuses on two siblings struggling to survive the final days of the war in Kobe, Japan. Unlike the animated version, it tells the story from the point of view of their cousin and deals with the issue of how the war-time environment could change a kind lady to a cold-blooded demon.

The anime doesn't evoke the same romantic summertime experience of seeing live fireflies, but it is a beautiful though sad movie, and in its own original style one of the best war films ever.



Everyone knows how fireflies got their name, but many people don't know how the insects produce their signature glow. Fireflies have dedicated light organs that are located under their abdomens. The insects take in oxygen and, inside special cells, combine it with a substance called luciferin to produce light with almost no heat.

Firefly light is usually intermittent, and flashes in patterns that are unique to each species. Each blinking pattern is an optical signal that helps fireflies find potential mates. Scientists are not sure how the insects regulate this process to turn their lights on and off.



## Mr Hiroki Ota, Director General of JAMA Europe

by Mr Kris Sierens, Managing Partner of BeforeTheHype and Editorial Committee Member



Driving your car through the lovely landscapes of Belgium and Europe seems like an idyllic way to spend your professional life. And of course it is for Hiroki Ota. But what looks like pure pleasure, most certainly has Japanese business logic to it. It is a constant journey in experiencing different cultures, and bringing them

together to establish very precise business goals. Fortunately for Mr Ota, it also allows him to achieve a personal dream.

Nobody can deny the overwhelming importance of the Japanese automobile industry, both at home in Japan, as well as abroad. Overseas production is still increasing and today even exceeds Japanese production on the home islands. Over sixty percent of the Japanese brand sold in Europe is today produced in Europe. A pretty strong argument can be made that the Japanese car industry is virtually a European entity these days. It is a fact of life that the Japanese car industry has become more and more a European entity. The Japanese contribution is certainly crucial to the European economy, as well as environmental and social issues at virtually every level in Europe. More than 162,000 jobs in Europe are directly related to the Japanese automotive industry. JAMA, the Japan Automobile Manufacturers Association plays a key role in coordinating and promoting ideas, organizing events and creating opportunities for its members.

The European office of JAMA was previously located in Paris, but it soon became rather clear that much more progress could be made in Brussels. Hiroki Ota first came to Belgium in April of 1992 and remained for five years in charge of general and public affairs. He then has returned to Tokyo until 2004, where he was in charge of global issues and international affairs. He is now back in Brussels as the head of JAMA.

Even when he was young Mr Ota dreamed of living and working abroad. His professional life has actually been realized. Europe is of course as full of traditions as it is of varieties of culture. Like many Japanese, before coming to live here, he saw it as a more or less homogenized society, where everything was about the same. This of course has turned out to be far from the reality. He believes that many Japanese people still think this is the case, which he finds unfortunate. He is certain that for a Japanese company to create a successful business arm in Europe there must be a full appreciation of the enormous variety of cultures to be found here. Mr Ota notes that 'It's not just that there are so many different languages, it's also the huge variety of cultures that can be found in different countries and even small regions

within a country.' But all countries and regions have their own culture. He has travelled extensively throughout Europe because he is genuinely interested in discovering and understanding that international spirit.

Mr Ota feels that it is important for every member of the JAMA staff to understand each other. He goes to great lengths to facilitate learning about Japanese culture and language among the Belgian employees. As a Japanese association, his colleagues to understand the typical Japanese communication and business style emphasizing consensus, better teamwork, and commitment to communication and understanding is vital. He knows that it is essential to manage the many different opinions that arise and that this is something where Belgians excel. 'It is typical of the Belgian mentality to always find a solution and a way to create a compromise. Yet leadership is always important, even among local staff.'

Mr Ota lives in Watermael-Bosvoorde, where he enjoys his weekends with his wife and two daughters. Belgium is still very green and the countryside is very nice. Today he continues to try to find exciting places where he has not been before. He greatly enjoys watching the changing seasons in the countryside. 'With each seasonal change, you can experience new impressions.' He finds Belgian gastronomy to be at the highest level, but a simple meal of 'moules' is still his favourite dish. It is in fact one he often proposes to business visitors. His family is very fond of chocolate and each time they return to Japan, they always take a wide variety of new flavours and confections back with them.

When he would finally return permanently to Japan, it is clear that he will definitely miss his lovely apartment, the green landscape and the many opportunities for pleasant driving. As the Director of JAMA he will miss meeting up with his many friends and acquaintances from across Europe. He will also miss visiting the many museums and concerts, especially during the winter season. But perhaps most of all, he will miss the chance to learn more about Europe and the many subtle differences between the countries. In many ways, these differences are becoming smaller, which he sees as a positive sign.

'In Japan, Belgium is mostly known for its chocolate and beer,' observes Mr Ota. 'That is the extent of what most people know about the country. That image is certainly something that can be changed because there is much more to see and experience here. Business life has improved enormously since 1994, certainly on service level. Japanese people are used to that, but more and more Belgian companies want to reach that same level. When going to Japan it is extremely important to understand the typical mentality of Japanese. The working style is completely different.' Mr Ota finds this more important than even learning the language. 'An open-door mentality will create the opportunity to be successful.'



## MAKE FULL PROFIT OF YOUR POTENTIAL FOR THE JAPANESE AND KOREAN MARKET



You are active in Japan or Korea but you would like to expand your business in these countries? Then the Executive Training Programme (ETP) from the European Commission is meant for you. With an intensive submersion in the Japanese/Korean language and business culture, you will get the necessary tools to successfully position

your company on these markets and be again one step ahead of your competitors.

### What does the programme offer?

One year intensive training course consisting of:

- 3 months training in renowned European universities
- 6 months training in a Japanese/Korean university
- 3 months internship in a local company

Each participant will receive a scholarship of € 24.000!

### How will your company benefit?

- You gain in-house expertise on Japanese/Korean business culture
- You develop an extensive network of business contacts
- You gain thorough understanding of your sector in Japan/Korea

### Practical details

Starting date: March 2009

*Apply before September 30<sup>th</sup>, 2008!*

There are only 45 seats available for Japan and 15 for Korea.

### More info

**Check [www.etp.org](http://www.etp.org) or contact your local ETP Helpdesk:**

Federation of Chambers of Commerce and Industry of Belgium (FCCIB) +32 (0)2 209 05 50  
Mrs Veerle Geeraerts - [vgeeraerts@cci.be](mailto:vgeeraerts@cci.be)

## CHALLENGE TOWARDS WORLD CLASS MANUFACTURING

An intensive 5-day mission in Japan for EU managers and executives from European Member States manufacturing companies.

- **How do you become a World Class Manufacturer?**
- **Do you need to learn more about the Japanese approach towards world-class manufacturing ?**
- **How do you improve cost efficiency and manufacturing capabilities to increase performance?**

Many WCM-advanced Japanese manufacturing firms have enjoyed considerable success largely through their adoption, use and development of unique manufacturing principles. Japanese production methods offer the best practice in production, cost deployment, quality assurance and lean production.

### WCM 2008 autumn session

Training dates: ..... 20 - 24 Oct 2008

Application deadline: ..... 11 Jun 2008

Pre-departure briefing: ..... Mid-September 2008 (tbc)

### What is WCM?

The 5-day World Class Manufacturing training mission (WCM) provides an in-depth analysis of Japanese manufacturing methodology and is aimed exclusively at EU Executives and Managers with knowledge of WCM and an engineering background. It assists the participants to acquire a better

understanding of TQC (Total Quality Control), TQM (Total Quality Management), TPM (Total Productive Maintenance), JIT (Just In Time), TIE (Total Industrial Engineering) practices and the current KAIZEN manufacturing methods (continuous improvement).

The training course consists of lectures and workshops and European top decision-makers are able to visit some of the world's most advanced Japanese factories to understand the real "Gemba" (the production site), to talk directly with their production managers, and to observe the effective implementation of manufacturing methods. Prior to the training in Japan, a preliminary visit to an industry applying WCM methods is held in Europe, as well as a pre-departure briefing session.

### Participant profile

The candidate should be European Manager or Executive such as:

- Division director or industrial director
- Manager and executive Operation & Logistics
- Plant manager, director of Quality and Excellence
- Managing director in manufacturing companies

### Programme objectives

**The purpose of the pre-departure briefing and visit in Europe is:**

- to learn about manufacturing practices in a non-Japanese business culture

## EUROGENTEC CELEBRATES OPENING OF NEW GMP MANUFACTURING FACILITIES FOR IVD OLIGONUCLEOTIDES

EUROGENTEC CEO Jean-Pierre Delwart cut the ribbon officially opening a new facility for IVD GMP oligonucleotide manufacturing in Liège, Belgium. The rapidly growing Molecular Diagnostic and in vitro Diagnostic markets have exceptionally stringent oligonucleotide manufacturing requirements as codified by the European IVD directive 98/79 EEC and U.S. FDA's 21 CFR 820 GMP statutes. In order to fully meet this rapidly growing demand, the new facility and quality management systems are fully compliant with the ISO13485:2003 quality standard and FDA's 21 CFR 820. The expanded facilities incorporate a strict card

key access, airlock pass-through and gowning policies for all employees, permitting full segregation of all critical manufacturing steps utilizing clean rooms of various classes (Class 100,000 and 10,000 rooms with Class 100 working zones). ISO13485 certification is planned for Q4 2008.

EUROGENTEC's board also approved significant capital investment to expand and enhance its oligonucleotide manufacturing facilities in the USA. The new US facilities will be similar to the European GMP facility, allowing EUROGENTEC to address its increasing base of US diagnostic customers' need

for IVD GMP oligos. The new US facility is based in San Diego, California and is expected to be operational as of Q3/4 2008. Full compliance to FDA's 21 CFR 820 and ISO 13485 certification is planned for 2009.

EUROGENTEC's unique multi-site manufacturing capabilities in Europe, the United States, Japan and Singapore will ensure B2B customers an uninterrupted supply of high quality R&D and GMP-level assay components for their IVD products.

### For more information

Dr. Peter Haima  
Liège Science Park  
B-4102 Seraing  
Tel. + 32 4 372 76 35  
Fax + 32 4 372 75 00  
p.haima@eurogentec.com

source: Eurogentec website  
[www.eurogentec.com](http://www.eurogentec.com)

- to establish team roles for study mission visits
- to act as the first visit of the programme and thereby start the learning process.

### The purposes of the mission in Japan are:

- to discover the Japanese approach towards World-Class Manufacturing
- to discern and learn how Japanese firms achieve superior production standards
- to focus on the latest trends by visiting the top manufacturing plants in Japan
- to visit the real "GEMBA" (i.e. production site in Japan)
- to meet the industry leaders via exchanges with senior Japanese management authorities.

In a nutshell, this course brings EU companies closer to WCM performance.

For your information the last June 2007 session:  
[www.eu-japan.eu/europe/timetable\\_wcm\\_june2007.pdf](http://www.eu-japan.eu/europe/timetable_wcm_june2007.pdf)

### Contacts

Céline Godart - Programme Manager  
Tel. + 32 (0)2 282 37 16  
Fax + 32 (0)2 282 00 45  
c.godart@eu-japan.eu  
Emi Shibuya - Programme Manager  
Tel. + 32 (0)2 282 00 42  
Fax + 32 (0)2 282 00 45  
e.shibuya@eu-japan.eu



## HONDA OPENS NEW 'GREEN' DISTRIBUTION CENTER IN AALST

Japanese carmaker Honda is to open a brand-new EUR 15 million distribution center for car body parts in the town of Aalst. Honda has invested EUR 4 million to equip the center with Belgium's largest industrial application, to date, of solar energy.

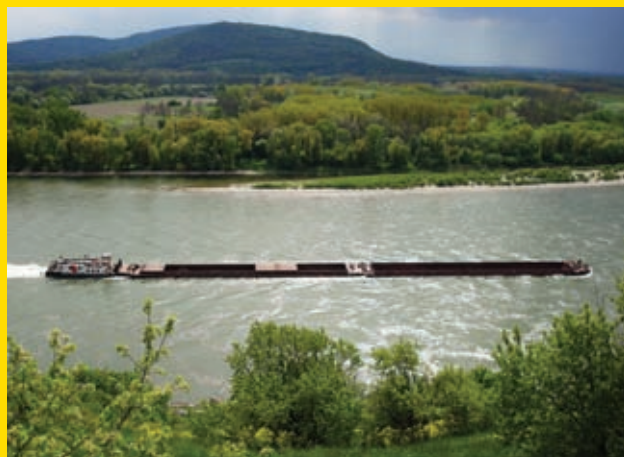
To reduce its carbon footprint, Honda fitted the complete roof surface of ca. 13,000 square meters with photovoltaic cells. Other measures, such as a tough policy on waste management and water drainage, are also being taken.

The center will be used for the central reception, storage and distribution of car body parts for dealers and distributors across Europe, Africa and the Middle East. The center in Aalst was, back in 1963, Honda's first overseas facility outside of Japan.

source: [www.express.be](http://www.express.be)



## YAMAGATA EUROPE EXPANDS INTO CENTRAL EUROPE



Yamagata Europe, a Ghent based translation and localisation service provider, established a new office in Bratislava, Slovakia in March 2008. The Bratislava office will provide additional capacity for the translation quality assurance and DTP teams. Separate from this investment and to further strengthen its presence in the region, the Yamagata Corporation also established Yamagata Slovakia s.r.o. which will be hosting a printing factory

in Slovakia. The print factory, which will be operational in July, is the first of its kind for the Yamagata group outside Asia. "Having our own print production in order to secure high quality and smooth production in Europe has been on the agenda of the Japanese management for quite some time. Although the focus of the management has been very much on Asian and Chinese investments over the last 10 years, I am happy that we can now put

Europe stronger on the Yamagata map" says Geert Benoit, Managing Director of Yamagata Europe.

*Yamagata Europe is a daughter company of the Yamagata Corporation and the proud developer of QA Distiller™ ([www.qa-distiller.com/](http://www.qa-distiller.com/)), the leading translation quality assurance tool. The Yamagata Corporation is a Japan based multilingual documentation service provider.*

*continue reading from p.1 >>*

that is exempting certain categories of researchers and executives from working permits. There is certainly something to do for trainees and this will be done. Also a procedural link has to be built between all the different administrations involved in granting all the documents and licenses requested in the settlement process, i.e : us (DGC and DGB within FPS Foreign Affairs), ODE/DVZ, FPS Economy, local and regional power.....I have no doubt this will be done. Our FPS will play his role all over and over again in expressing the priorities of our economic diplomacies, your importance in this framework, to the domestic side. Unfortunately, we cannot give any agenda at this point in time. Public machine, as a matter of fact, is big, slow and this is the case everywhere, not only in Belgium. We have started this year, in the framework of our own FPS, a project pilot that will tune and test on a limited group, the right systems and patterns to establish integrated and smooth procedures. This pilot experience will certainly help in bringing up general solutions that will meet your expectations.

Cutting down red tape is not easy anywhere.

My experience though of being involved in this issues for 16 years now is very clear: there is awareness in the Belgian administration to the need of developing best practices towards Foreign Investors and there is a political willingness to do so.

The conjunction of politicians and bureaucrats in this case, in your case, will certainly pave the way to substantial breakthroughs in a foreseeable future.

Your role as a representative of the Japanese side of the story is a key factor. We have been appreciating your attitude and efficiency in the past and we expect our ties to keep close with an eye on your success and happiness in Belgium that is keen of hosting you.

## JOINT PROJECT 4 - 5 MARCH 2008 IN TOKYO, JAPAN

### 2008 EU-Japan Cooperation Forum on Information and Communications Technology Research

The European Commission and four of the Japanese Government Ministries (Ministry of Internal Affairs & Communications, Ministry of Foreign Affairs, Ministry of Education, Culture, Sports, Science & Technology, and Ministry of Economy, Trade & Industry) co-organised this Forum, which was aimed at identifying and developing cooperation projects of

mutual and strategic interest in the ICT field. The topics covered included: Ubiquitous Network Technology, RFID, Next Generation Information Retrieval & Analysis Technologies, Nanoelectronics, Photonic Network Technology, New Generation Network, e-Transport, and Networked Electronic Media.

More than 150 delegates from Japan and Europe participated in the event mainly representing organizations specialising in the themes addressed by the Forum, and with a clear interest in developing

EU-Japan cooperation projects.

Mr Fabio Colasanti, European Commission Director-General for Information Society & Media, was also present.

This Cooperation Forum on ICT Research enabled the establishment and fostering of EU-Japan ICT relations, which can be further deepened on the occasion of a similar event most probably taking place in October this year in Brussels.

More information: [www.eurojapan-ict.org](http://www.eurojapan-ict.org)

### LEAFLET ON THE "EURO"

The Delegation of the European Commission to Japan has produced a Japanese language leaflet targeting the general public on the European Single Currency, the euro. The leaflet can be downloaded from: [www.deljpn.ec.europa.eu/data/current/20080321-euro.pdf](http://www.deljpn.ec.europa.eu/data/current/20080321-euro.pdf)

*source: Delegation of the European Commission to Japan / Email bulletin 03/04/08*

### THE OLD WEBSITE ADDRESS OF THE DELEGATION OF THE EUROPEAN COMMISSION IS NO LONGER AVAILABLE.

Please note that the Delegation's old website address [jpn.ec.europa.eu](http://jpn.ec.europa.eu) is NOT operational any more.

Please use the following address.  
[www.deljpn.ec.europa.eu](http://www.deljpn.ec.europa.eu)

*source: Delegation of the European Commission to Japan*

## TOWARDS A NETWORK OF EUROPEAN RESEARCHERS IN JAPAN

The European Commission is working on the launch of a network of European researchers in Japan called ERA-Link Japan. It will provide information and services about career and research-funding opportunities in Europe through e-mail alerts, e-newsletters, training-workshops, etc. The network is expected to be launched by mid-2008 in Tokyo.

For this purpose, the European Commission has gone through a survey over the past months asking European researchers living in Japan to pronounce themselves about the opportunity of this network and their needs. The idea

has been warmly welcomed by 74% of the 571 respondents.

This and other detailed information about the survey and ERA-Link information are available on-line at:

- [www.deljpn.ec.europa.eu/relation/showpage\\_en\\_relations.science.eralink.survey.php](http://www.deljpn.ec.europa.eu/relation/showpage_en_relations.science.eralink.survey.php)
- [cordis.europa.eu/eralink/](http://cordis.europa.eu/eralink/)

*source: EU-Japan Centre for Industrial Cooperation*





## ARTICLE

# The Federation of Enterprises in Belgium (FEB) and a spin-off, Healthcare Belgium

by Mr Rudi Thomaes, CEO of FEB

The President of the Belgium-Japan Association & Chamber of Commerce, Mr Thomas Leysen, CEO of Umicore has taken up chairmanship over the Federation of Enterprises in Belgium (FEB), mid-April 2008.

The FEB, company member of the BJA, is the only multi-sector employers' organisation representing companies in all three regions of Belgium.

Its members, Belgium's leading sectoral federations, represent companies in key industrial and service sectors.

FEB has 34 full members, all of which are professional sectoral federations, as well as a number of applicant and corresponding members. All in all, it represents more than 33,000 businesses (75% of the private sector) of which 25,000 are small or medium-sized enterprises.

FEB ([www.vbo-feb.be](http://www.vbo-feb.be)) is the voice of business in Belgium. It aims to:

1. work towards creating an optimum business environment;
2. promote business interests at federal, European and international level;
3. ensure consistency in the message entrepreneurs deliver and the actions they take.

FEB aims to promote the emergence of tomorrow's jobs and ensure that they complement each other, especially in the service, industrial and construction sectors.

Each of the initiatives developed by FEB is based on a range of values: the social market economy, sustainable development, business ethics, corporate governance, consultation and self-regulation.

## Healthcare Belgium

One of the biggest challenges Belgium currently faces is that of creating jobs. The aging population is placing a huge burden on social security. Getting more people into work is therefore a crucial priority. But where can we find the hundreds of thousands of jobs needed?

An FEB think tank has considered this question and identified several jobs and services which will come to the fore in

tomorrow's world: the safety of people and property, training for professionals, transport logistics and ... the medical sector.

After all, Belgium is able to offer high quality medical care at affordable prices and Belgium's hospitals, equipped with high technological equipment and run by highly-qualified staff, provide optimal care in the best conditions. Already more than 35.000 foreign patients receive treatment in Belgium, but there is still an additional free capacity of 50.000 admissions per year. Caring for more foreign patients could create 6.000 jobs.

Alongside the health service, various other Belgian companies have become international players in the medical equipment and software sectors. The combination of medical excellence and technological know-how offers many possibilities in the field of telemedicine.

To implement this initiative and to organize the necessary operational aspects, a non-profit association named 'Healthcare Belgium' was established in 2007 by 11 of the most prominent and important Belgian hospital groups, with the support of Agfa Healthcare and the FEB. Recently Dexia Bank became member together with Virtual Colonoscopy Teaching Center (a telemedicine provider).

Together these 11 hospital groups (including 5 university) have a capacity of approx. 12.000 beds, or 23% of total Belgian hospital capacity.

The objectives of Healthcare Belgium are:

- To provide information on Belgian medical services to foreign patients and health care providers in an ethical and coordinated way, in order to ensure that patients from abroad can rely on a high quality range of services at a fair price and that they are taken care of in a professional manner from initial contact to repatriation.
- To foster and to guide telemedicine initiatives.

More information on treatments, doctors, hospitals and services can be found on:

**[www.healthcarebelgium.com](http://www.healthcarebelgium.com)**

Healthcare Belgium

VZW/ASBL

Tel. +32(0)2 515 09 38



## An introduction of the Nihonjinkai

by Mr Manabe, President of Sumitomo Benelux, President of the Nihonjinkai and Vice-President of the BJA

‘Nihonjinkai’, or the Association of Japanese people in Belgium/Japanese Association is an organization, which organizes various activities in order to enhance the welfare of Japanese people, and to enhance the good communication between the Belgian and Japanese communities. As a matter of fact, some of the Nihonjinkai Board members are also Board members of the BJA. The Nihonjinkai is also supporting the activities of the Japanese School in Brussels.

The General Assembly is the most important decision making body. And the Board of Directors is the executing body. Under the Board of Directors, there are several Committees, dealing with the various activities of the Nihonjinkai. Taking this opportunity, allow me to introduce you the Committees of the Nihonjinkai and their activities.

### Commerce & Industry Committee

This committee provides the Japanese community and enterprises in Belgium with the latest information, in Japanese, related to Belgian and European politics, economies and industries. This information is published in the monthly issue of ‘Japanese Association News’, written only in Japanese, which is edited by the Public Relations Committee.

Also, this committee organizes from time to time, together with JETRO (Japan External Trade Organization), business seminars related to the new trends, rules and regulations of Belgium or EU, inviting professionals of relevant fields (in the Japanese language).

### Culture Committee

The Culture Committee organizes periodically sports and cultural events for the Japanese community, such as Tennis tournaments, Golf competitions, visits to Classic music concerts or visits to the Fine Arts Museums, etc. Many Japanese people participate in the different events and enjoy them.

### Public Relations Committee

This Committee is responsible for the monthly issue of ‘Japanese Association News’ (only in Japanese language), which is delivered to the Nihonjinkai members. ‘Japanese Association News’ covers information, which is useful for



business (like indicated above) or for private life, or interesting serial articles about the culture of Belgium or topics of daily life in Belgium. In the newsletter, there is also a column of ‘Announcement’, which is used for announcements and communication between the members.

### Cultural Exchange Committee

The Cultural Exchange Committee is in charge of organizing the ‘Japanese Speech Contest’ every year, with the support of the Embassy of Japan in Belgium. Every year, many Belgians and other nationals participate in this contest, and give very unique, attractive and humorous speeches. The level of the Japanese language of the participants, as well as the level of the contents of each speech, has become so high that it is really a tough job for the Committee members to select the winner.

Above mentioned are the typical activities of Nihonjinkai. I believe that our activities are functioning well.

About 6,200 Japanese people live in Belgium now. As Ambassador of Japan Mr Hayashi mentions in the Web site of Embassy, population of Japanese in Belgium has dramatically increased during this 30 years. Now Belgium is listed as 21st country in terms of number of Japanese residents. Considering the relatively small population of Belgium as a country, this fact alone shows the close relations of two countries. I believe that many Japanese people living here find a very friendly atmosphere and enjoy relatively comfortable life. This is without doubt the strength of this country. It comes from the characteristics of Belgian people in one part, and comes from the very good relations between two countries. Also, I believe that the good relations between Belgium and Japan are indeed supported by a great number of Belgian people. I feel this fact seeing the activities of the BJA or the ‘Thé de l’amitié’ as examples, without mentioning many other people’s activities dedicated to the closer relationships. I hope that the Nihonjinkai will also contribute to the good relations between the two nations.





## PERSONALIA

### Statutory Nominations

The Board of Directors would like to kindly inform the members about:

#### Resignations:

- Mr M. Imamura, former President of Nissan Belgium and Marubeni Benelux, has returned to Japan and tendered his resignation.
- Mr H. Tsutsui, former President of Toyota Tsusho Europe, has returned to Japan and tendered his resignation.
- Mr A. Watanabe, former Director General of JETRO Brussels, has returned to Japan and tendered his resignation.

#### Re-nominations:

The re-nominations of the following Board Members were proposed to the Board:

- Mrs A. Blondé, Managing Director of zeal
- Mr E. De Beukelaer, CEO & President of E. & H. De Beukelaer & Co.
- Mr J. De Witte, Tax Partner of Deloitte
- Mr D. le Hodey, Vice-President of the BJA
- Mr F. Hoorelbeeke, Chairman of Daikin Europe
- Baron C.A. Snoy, Director & Member of Marsh Board of Directors of Marsh
- Prof. W. Vande Walle, Professor Japanese Studies at the Catholic University of Louvain (KUL)

#### Nominations:

- The nomination of Mr Masaaki Hayashida, Managing Director of Nippon Express Belgium is proposed to the Board.
- The nomination of Mr Kazuo Kuruma, President of Kaneka Belgium, is proposed to the Board.
- The nomination of Mr Koichi Masaki, Head of Brussels Representative Office of Japan Management Association Group (JMAC) is proposed to the Board.
- The nomination of Mr Nakamura, successor of Mr Watanabe as Director-General of JETRO Brussels, is proposed to the Board.

All of the above have been informed and approved at the General Assembly of 20 March, 2008.

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

### Corporate Member

#### Dirafrrost FFI

*Dirafrrost Group –headquartered in Belgium- consists of four factories located in Belgium, Morocco, and Serbia.*



*The company processes fruits in the factories –primarily strawberry and raspberry- and sell them to various markets including blue-chip industrial companies, retailers and foodservice. In addition Dirafrrost also sources other fruit and markets them worldwide. Part of the Dirafrrost group are also sales companies in France and Germany. Dirafrrost*

*employs circa 600 people.*

*Since 2005 the company belongs to the Agrana Group -publicly quoted on the Vienna stock exchange- with a turnover of circa 2 billion euro. Agrana is partly owned by Südzucker best known in Belgium through its affiliate “Raflnerie Tirlemontoise”.*

*In 2005 Dirafrrost started to export to Japan directly to industrial customers and in 2006 the company appointed a distributor in Japan for the foodservice activities (restaurants, hotels, ...).*

*Mr Alex, Managing Director adds: “My involvement with Japan dates back to 1984 when I worked two years in Japan. Between 1995 and 1997 I worked for Citibank in Belgium and enrolled the bank into the BJA. As a member I took part in many activities offered by BJA and enjoyed them a lot.”*

Industriezone “Daelemveld” 1025, B - 3540 Herk-de-Stad

Tel: 013 55 27 01 • Fax: 013 55 02 43

g.alex@dirafrrost.be • www.dirafrrost.be

BJA Contact: Mr Gilles Alex, Managing Director

#### JT International Company Netherlands (Belgian Branch)



*Japan Tobacco International (JTI) is the international tobacco division of Japan Tobacco Inc., the world’s third largest industry player, with a global market share of 11% and market capitalization of approximately USD 50 billion. JTI is headquartered in Geneva, Switzerland*

*and is a truly international and multicultural business, employing more than 23,000 people around the world.*

*JTI manufactures and markets internationally recognized brands across the globe, including three of the top five worldwide cigarette brands: Winston, Mild Seven and Camel. Our portfolio also includes Benson & Hedges, Silk Cut, Sobranie of London, Glamour and LD.*

*The Belgian division of JTI is located in Strombeek-Bever and employs more than 70 people.*

*“By becoming a corporate member of the Belgium-*

*Japan association, we are proud to have the opportunity to communicate our corporate heritage as a Japanese company."*

Boechoutlaan 55, B - 1853 Strombeek-Bever  
Tel: 02 462 02 11 • Fax: 02 460 31 60  
jeroen.dhanens@jti.com • www.jti.com  
BJA Contact: Mr Jeroen Dhanens, Corporate Affairs Manager BELUX

### Toyota Digital Cruise Europe



*"First of all, I would like to express our happy thoughts of becoming a BJA member.*

*Toyota Digital Cruise Europe is a very new company established in January 2008 for giving business support for Toyota and Toyota group companies in Europe through ICT solutions.*

*We think about the BJA as a very open and friendly organization, with very rich business information on Belgium, what made us to enroll into the BJA. From now on, we intend to participate at many of the BJA events and hopefully to discover through the BJA help more and more beautiful things about Belgium as well."*

Astra Gardens, 2<sup>nd</sup> Floor, Belgicastraat 13, B - 1930 Zaventem  
Tel: 02 541 47 77 • Fax: 02 541 47 81  
info@tdc-europe.eu • www.tdc-europe.eu  
BJA Contact: Mr Takashi Sakurada, Vice President

### Associate Member

#### It's Art



*Organisation that promotes Japanese arts in Belgium. In particular Taiko (Japanese percussion), by giving courses, workshops, events and concerts, and as an agent for Japanese Taiko-groups.*

*It's Art is a professional organisation who is developing a Japanese center in Zoutleeuw (near Sint-Truiden) where companies will have the facilities to hold seminars and participate in incentive workshops, based on specific Japanese arts. The organisation of these events at the Japanese Center or on locations indicated by the clients, can be fully administred by It's Art bvba.*

*Company events can be enlightened*



*by demo's or full concerts of traditional Japanese percussion (taiko). This percussion is extremely impressive and very visual. It's Art does not apply fixed formulas for their activities, but in accordance with the client It's Art creates the best solution for making your event worth while living and remembering.*

Linterseweg 108, B - 3440 Zoutleeuw  
Tel: 0475 270 870  
info@taiko.be • www.taiko.be  
BJA Contact: Mr Bart Gits & Mrs Saskia Rock, CEO

### Star Language Services

*STAR Language Services was jointly launched by STAR AG and STAR Japan in order to serve European subsidiaries of Japanese companies as well as Belgium-based companies. As a group company of STAR AG, a translation/documentation services and tools provider headquartered in Switzerland, STAR Language Services helps international customers enhance their business overseas.*



't Zavelpand Hoogstraat 19, B - 1930 Zaventem  
Tel: 027 21 93 11  
fukiko.ogura@star-group.net  
www.star-group.net • www.starjapan.co.jp  
BJA Contact: Mrs Fukiko Ogura, Sales & Marketing Manager

### Van den Broeke - Lutosa

*Lutosa has acquired great skills in potato processing for 30 years. It is the 5th largest European producer, and ranks among the worlds' top 10 potato-processing companies. Since 2005 Mr Bernard de le Court welcomes Japanese customers at Lutosa Japan K.K in Tokyo, where he has been living for over 15 years now. He has had the opportunity to be an exchange student at Chuo University to finish his Japan studies at the University of Toulouse II. Together with Mrs Ann Delesie, they are the Lutosa Japan Team.*

*"Through the BJA we hope to maintain and strengthen our close relationship with Japan, by far one of our most demanding markets. Working with Japanese is a challenge and implies a learning process, which leads to continuous improvement of existing systems, also referred to as kaizen. Thanks to our customers we are getting better every day, making it a truly successful cooperation. Let's enjoy Japan together!"*

### Contact in Japan

ルトサ・ジャパン (株)  
〒102 - 0085  
東京都千代田区六番町 6 - 1



## PERSONALIA

パレロワヤル六番町208  
日本

Tel: +81 3-5275 6517 • Fax: + 81 3-5275 6518  
bernard.delecourt@lutosa.com (ベルナール・ドルクール)  
www.lutosa.com

Contact in Belgium  
Zone Industrielle du Vieux Pont 5, B - 7900 Leuze-en-Hainaut  
Tel: 069 668 250 • Fax: 069 668 200  
headoffice@lutosa.com • www.lutosa.com  
BJA Contact: Ms Ann Delesie, Japan Sales Assistant

## Individual Members

### Regular members

Mr E. Dauchy  
Mr A. Delcommune  
Mrs Y. Hisanaga-Bricoux  
Mr A. Peersman  
Ms A. Todo

### Student members

Ms K. Hisanaga  
Ms C. Boulay

We would also like to express our appreciation to our  
**BJA Sponsor Members**



**AGC**

**DAIKIN**

**Deloitte.**

**HONDA**

**MITSUI**

**Sumitomo**  
Corporation  
Europe

**TOYOTA**

**umicore**  
materials for a better life

**BLONDÉ**

**de beukelaer**

**Europal**  
GROUP

**Linklaters**

*Optifin n.v.*

**TOYOTA**

**G VALUE**  
with you  
**TOYOTA TSUSHO EUROPE**



# wasabi

SUSHI LOUNGE

RESTAURANT \* LOUNGE \* BAR  
TRAITEUR \* TAKE AWAY \* DELIVERY

SUSHI \* SASHIMI \* MAKI

SALADS \* HOT DISHES

LUNCH ALL DAYS EXCEPT WEEK-ENDS

AIR CONDITIONING \* TERRACE

GARDEN

**WASABI SUSHI LOUNGE (STOCKEL)**

RUE DE L'EGLISE 88 \* 1150 BRUSSELS

PHONE : (02) 762.62.62 \* FAX : (02) 762.62.63

E-mail : stockel@wasabi.be

**WASABI SUSHI LOUNGE (LOUISE)**

CHAUSSÉE DE CHARLEROI 41 \* 1060 BRUSSELS

PHONE : (02) 537.37.37 \* FAX : (02) 537.27.27

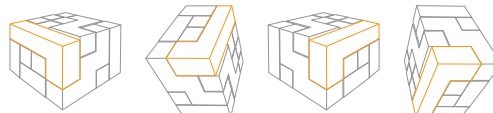
E-mail : louise@wasabi.be

[WWW.WASABI.EU](http://WWW.WASABI.EU)

## INTERNATIONAL COMMUNICATION AND TRADING



YOUR AGENCY FOR STRATEGIC SOLUTIONS.



### CAST

ANTWERP • BRUSSELS • TOKYO

COMMUNICATION: CREATIVE • LOCAL LANGUAGE SOLUTIONS • ONLINE SOLUTIONS • PRODUCTION  
TRADING: EUROPE-JAPAN

[CONTACT@CASTINC.EU](mailto:CONTACT@CASTINC.EU) • [WWW.CASTINC.EU](http://WWW.CASTINC.EU)



# MARSH



MARSH MERCER KROLL  
GUY CARPENTER OLIVER WYMAN



## Insurance services and risk solutions

Boulevard du Souverain 2,  
1170 Brussels  
tel. 02/674 96 11

Rue des Fories 2, b 8  
4020 Liège  
tel. 04/344 18 44

Uitbreidingstraat 180  
2600 Antwerp  
tel. 03/286 64 11

Kwadestraat 151a, bus 11  
8800 Roeselare  
tel. 051/24 66 77

[communication.belgium@marsh.com](mailto:communication.belgium@marsh.com)  
[www.marsh.com](http://www.marsh.com) - [www.mmc.com](http://www.mmc.com)

**PENTAX *K20D*:**

# **MORE THAN THE SUM OF ITS PARTS.**

The PENTAX K20D sets new standards with its performance characteristics. Each feature of the K20D speaks for itself. However, as part of a smooth performance engine, they create a truly remarkable product. The K20D is flexible enough to meet the creative and practical needs of the photographer whilst delivering the freedom to explore your true potential.

PENTAX – a passion for photography.

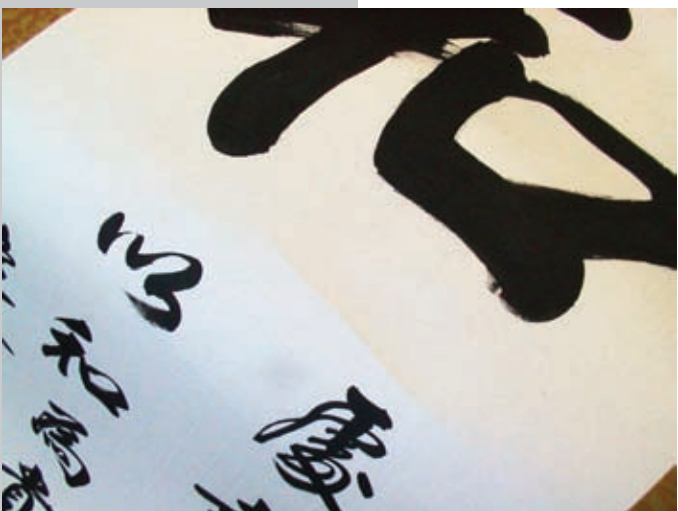
- **14.6 Megapixels CMOS Sensor**
- **In-camera Shake Reduction**
- **“Live View” for direct control**
- **4-level dust protection system**
- **Body sealed against splashes**
- **Dynamic range enlargement**
- **Sensitivity up to ISO 6400**



***K20D***

# **PENTAX**





# Yamagata Europe: Manuals & More

Yamagata Europe was founded in 1998 as a subsidiary of the Japanese Yamagata Corporation to serve Yamagata's multinational clients in Europe. We offer a variety of team-based services for handling technical documentation and marketing communication projects from A to Z: desktop publishing, translation and localisation, terminology management, printing and logistics.

Yamagata firmly believes in the customer-oriented approach: years of experience gained in serving the documentation

divisions of our Japanese customers and striving for ever-higher levels of quality have resulted in our automation of the "human processes" wherever possible. Our drive to satisfy customers has accelerated the development of multiple tools that have proven to improve the workflow and reduce costs. These have now been assimilated into our integrated Total Quality Approach. This is what allows us to be successful in providing thorough and efficient services to a highly demanding market.

*Translation and localisation  
Desktop publishing  
Printing and logistics*

*Translation quality management  
Project management  
Software development*



Please feel free to contact us to discover the best solution for your documentation needs.

[www.yamagata-europe.com](http://www.yamagata-europe.com)

[www.qa-distiller.com](http://www.qa-distiller.com)

[info@yamagata-europe.com](mailto:info@yamagata-europe.com) • 32.9.245.48.31