

Belgium-Japan Association

& Chamber of Commerce ASBL- VZW



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EDITORIAL

Mutual understanding

by Mr Masaru Nishimura, President of Mitsui & Co. Benelux, President of Nihonjinkai and Vice-President of the BJA



Mr Masaru Nishimura

Having experienced the private life several times in Europe during the eighties and nineties, I am very much pleased to have come back here this time in Brussels, the center of Europe, already about 1 and half year ago.

In the past, I asked my friends, "What do you imagine, when it comes to Belgium?" A response was "Belgium? First of all, waffles, chocolate, beer, mussels, and then *Juliaanske* if something else not to eat", and in case he knows a bit more, "I dare to add Flower Carpet held every 2nd year in the Grand Place." I guess that above might be the average representative imagination of Japanese people about Belgium. And in fact this is more or less similar case even with myself when I started to live here.

If we ask Belgian people in a same manner, "What do you imagine about Japan?", most probably, they may respond "Automobiles, motorbikes, electric devices, manga, and then sushi if something else to eat."

However if we change the question to Belgian or Japanese people instead of the country name, how could be their response?

I sometimes hear from Belgian friends that Japanese people are very diligent in one word, but I am so sure that it depends on the person! While I may say Belgian people are flexible and serene, ... but I am not so confident to tell the truth. This is how, I suppose, both Belgian/Japanese people have not yet gotten to know each other so well or they know only limited superficial information of each nation.

I believe that luckily, Belgium and Japan share the similar-levelled values and ethics, and so it may not be so difficult to bilaterally accept each characteristic.

In the recent world being definitely smaller and smaller, both Belgium and Japan have become more important partners, not only in the commercial field, but also in the international political field - such as the promotion of global peace and environmental protection. We are also important partners in various other aspects such as the social and cultural fields. Both Belgium and Japan have their own beautiful heritages and wonderful culture, knowledge, and wisdom, which have to be shared among as many people as possible with the sense of difference.

Actually there are more than 200 of Japan-origin private companies and nearly 7,000 of Japanese people in Belgium. So far as we live outside Japan, we must never forget that we Japanese are always in a position to be accepted to live and work in that country by the local people. And moreover, what is also important is to understand the Belgian way of life, customs, and way of thinking as much as possible.

Through the activity as the Vice-President of BJA and also concurrently as the President of the Nihonjinkai (Association of Japanese people) in Belgium, I am pleased to function as a crossing-over bridge between two different nations so that we can deepen our mutual understanding in depth.

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BJA REPORT

Business Luncheon - Success in Japan: YES VI

ビジネスランチ - 日本市場での成功に向けて: YESプログラムVI

Friday 9 May 2008 - Martin's Lido Hotel - Rixensart



Members of the YES Committee encourage prospective YES participants to take the opportunity of YES full-heartedly.



From left: Mrs Blondé, Managing Director of zeal and Chairwoman of the BJA YES Committee, Mrs l'Hoost, Deputy Director-General of the Belgian Agency for Foreign Trade, Mrs Tollenaere, Key Lane Manager of DHL Danzas and a potential YES candidate.



Mr Moorkens, BJA Honorary Vice-President and co-founder of the YES Program, flanked by Mrs l'Hoost, Deputy Director-General of the Belgian Agency for Foreign Trade, are surrounded by young executives eager to conquer the Japanese market with their excellent Belgian products.

For more than ten years, the Young Executive Stay YES program has been offering a unique opportunity for young executives from Belgium to gain an in-depth understanding of doing business in Japan, providing hands-on support for meeting real business prospects in the country.

The BJA YES Committee had the pleasure inviting Belgian exporters to the Business Luncheon 'Success in Japan' and this in the framework of YES VI, to get a taste of the action by the experts; Mr Jean-Albert Moorkens, former President of FEBIAC and Vice-President Alcopa – co-founder of the YES Program; Mr Frans Blondé, former President of Blondé NV –

co-founder of the YES Program; Mrs Karine Tollenaere, Key Account Trade Lane Manager Japan & SE Asia of DHL Global Forwarding, and former YES I participant.

The exporters were encouraged again by Mrs Blondé, Chairwoman of the YES Committee and Managing Director of zeal to conquer the Japanese market.



BJA REPORT



BJA Golf Cup and Golf Initiation

BJA 2008年ゴルフコンペとゴルフイニシエーション

Saturday 24 May 2008 - Golf Club d' Hulencourt - Vieux Genappe



A part of Golf Initiation group takes an artistic pose for the photo just before they are taking a challenge to play on the 9 holes.



Mr Goto(left), General Manager of Toyota Boshoku Europe, takes a pleasure in presenting the winner prize to Mr Takahashi(center left), Director of Aon Belgium, and to Mr and Mrs Schellekens, COO of Fujitsu Services who won the 9 hole scrambles.



As a team captain of Japan Team, HE Ambassador Hayashi, Japanese Ambassador to Belgium, receives the winner's memorial trophy by Mrs Oto-Kellens, Executive Director of the BJA.

On Saturday 24 May, the Cultural Committee of the Belgium-Japan Association & Chamber of Commerce took pleasure in inviting members and partners to the BJA Golf Cup and Golf Initiation at the Golf Club d' Hulencourt.

Nearly 30 enthusiastic members and partners challenged the Golf Initiation and over 33 eager golfers joined for a round of 18 hole this year. Lexus Belgium kindly offered participants refreshments during the events as well as a pleasant cocktail in the Clubhouse after the game.

Prize Ceremony was opened by welcome words from the main sponsor, Mr Eric Janssen, Manager PR & Corporate Affairs of Lexus Belgium, followed by a prize giving for both Golf Cup and Golf Initiation.

Thanks to the generous support by the BJA member companies mentioned here below and on the right, this year BJA was able to deliver more than 35 different prize categories for Golf Cup and Golf Initiation together. Another spotlight of this event goes to the 'Japan vs. EU' team competition, which was headed by HE Mr Azusa Hayashi, Japanese Ambassador to

Belgium for the Japan team and H.E Mr Takekazu Kawamura, Japanese Ambassador to the EU, for the EU team. It was an extremely close match between the two teams and the Japan team again took the victory and received the winning trophy.

This year the BJA was successful in delivering splendid weather to this exceptional sporting event to over 65 enthusiastic participants who all returned home with some beautiful prizes and pleasant memories.



A STAR ALLIANCE MEMBER



SOFITEL BRUSSELS EUROPE



BJA REPORT

Visit to the European Parliament

Followed by a session EU/Japan Interparliamentary Meeting

欧洲議会と日本・EU議員会議へ特別訪問

Tuesday 3 June 2008 - European Parliament - Brussels



Thanks to the generous support by Mr Georg Jarzembowski, Chairman of the European Parliament Japan Relations Delegation, the EU Committee of the Belgium-Japan Association & Chamber of Commerce was pleased to invite a limited delegation of the BJA for a visit of the European Parliament, followed by a working session between the EU MEPs and a delegation of the Japanese Diet.

This occasion provided the members with a detailed insight into the EU decision making process. The working sessions 'Climate Change and Energy' of the 29th EU/Japan Interparliamentary Meeting proved of interest to many of our members.



The BJA members in the heart of the European peoples's voice: the European Parliament.



The BJA members are listening attentively to the extensive discussions.



Mr Georg Jarzembowski, Chairman of the European Parliament Japan Relations Delegation (middle), greets the EU Committee of the Belgium-Japan Association & Chamber of Commerce during the working session between the EP and a delegation of the Japanese Diet.



The Japanese Diet members are discussing the pertinent issues on climate change and the environment.



Mr Didier Stevens, Senior Project Manager Technical and Government Affairs of Toyota Motor Europe and BJA EU Committee Chairman exchanges insights on European politics with Mr Peter Lanoye, Manager of Sumitomo Benelux.

Exclusive visit to Frisk International リスク・インターナショナル社企業訪問

Thursday 5 June 2008 - Frisk International - Leuven



Thanks to the generous support by Mr Bernard Degroux, CEO of Frisk International, the Belgium-Japan Association & Chamber of Commerce had the pleasure in inviting the company members of BJA to a private visit of the Frisk packaging plant in Leuven on Thursday, June 5th, 2008. At the plant of Frisk, Mr Degroux greeted the limited delegation of 30 participants upon arrival with refreshments. After his short welcome words, the participants were divided into 4 groups, taking a turn to visit the plant inside and to listen to a thorough presentation on the company by Mr Degroux.

During the guided visit, the participants showed a great interest in discovering the long packaging lines of Frisk, which are operated under 3 shifts, 7 days a week. Respecting certain Japanese quality standards, this plant produces 110 million boxes a year and out of which 80 million boxes are shipped to Japan.

At the end of the visit and presentation, not only a cocktail with delicious zakouskis were offered to the participants, but also a souvenir bag with several kinds of fresh Frisk mints to enjoy at home and get sharpened up again.



left top: Mr Degroux, CEO of Frisk International, greets Mrs Maki and Mr Hashimoto, General Manager of Kataoka & Co., Ltd.

left: (left to right) Mr Mihono, Secretary General of Nippon Shokubai, Mr Muramatsu, Manager Air Cargo Division and Mr Hayashida, Managing Director of Nippon Express Europe gather to exchange comments with Mr Takahashi of Aon Belgium and Mr Hashimoto of Kataoka & Co., Ltd.

above: Mr Degroux, CEO of Frisk International, in the midst of the JETRO staff, Mr Oyama and Ms Sonon.

BJA REPORT

Exclusive evening with the Master of Floral Arts, Mr Daniel Ost フラー・アレンジメントの巨匠、ダニエル・オスト氏との交流会

Friday 13 June 2008 - Cercle Royal Gaulois - Brussels

On Friday, June 13th, the Cultural Committee of Belgium-Japan Association & Chamber of Commerce, in co-operation with Japan Tobacco International were pleased to invite the members of BJA and other guests to an exclusive evening with Mr Daniel Ost, the world's foremost Belgian floral designer and sculptor at the Cercle Royal Gaulois.

This exceptional evening was opened by welcome words from Mr Thomas Leysen, CEO of Umicore and President of the BJA, followed by Mr Jacques Coffeng, General Manager Benelux of JTI. During his presentation, Mr Ost shared his renowned and remarkable art works in the Ninnaji Temple in Kyoto by means of a video, enriched with anecdotes. He fascinated the audience with a demonstration of different floral arrangements.

After the presentation, all the 140 participants gathered in the "Salle des Cariatides" for a walking dinner where everybody could enjoy photographs with the artist and precious advice about flowers.



Mrs le Hodey is thrilled to receive as the first lucky winner of the flower tombola a masterpiece of Mr Ost.



Mr Ost hands over the tower of green and colours to another lucky winner, Mrs Stevens.



HE Ambassador Kawamura and his wife express their admiration of the floral works of Mr Ost together with Mr Coffeng, General Manager and Mr Dhanens, Manager of JTI, the main sponsors of this event.



Mrs Aso proudly accepts the prize of a master flower piece from Mr Ost.



From left to right: Baron Snoy, Director of Marsh and Member of the BJA Board, Mr Manabe, President of Sumitomo Benelux and Member of the BJA Board, Mrs Hayashi, Mrs and Mr le Hodey, Vice-President of the BJA, Mr Ost, the floral artist, Mrs Otto-Kellens, Executive Director of the BJA, and Mrs and Mr Hakkaku, Director of the Cultural and Information Center of the Japanese Embassy.



Opera “La Forza del destino”, conducted by Mr Kazushi Ono 大野和士音楽監督指揮のオペラ、「運命の力」

Sunday 22 June 2008 - La Monnaie - Brussels



Mr Sumi, Director of Subaru Europe and his wife join Mrs and Mr Tsujimoto, Senior Manager, Japanese Services Group of Deloitte.



Mr Ono, Director of la Monnaie, together with his wife, are surrounded by Mr and Mrs Branders and Professor Vande Walle and his wife.



Mr and Mrs Ono enjoy the company of Mr Kuruma, President of Kaneka Belgium, and his wife and Mr Manabe, President of Sumitomo Benelux and his wife and Mrs Murase.



Mrs Verwilghen and Comtesse de Gastines enjoy this exceptional moment to take a photo with the great master Mr Ono.

On Sunday, June 22nd, the Cultural Committee of Belgium-Japan Association & Chamber of Commerce had the pleasure of inviting the members of BJA and partners to the Opera ‘La Forza del destino’ of Verdi, conducted by Mr Kazushi Ono, at La Monnaie in Brussels. Nearly 80 participants joined to see Mr Ono’s last production at the Royal Opera House of Belgium after 6 years serving as a music director. Thanks to the generous support by Deloitte, Kaneka Belgium, and Laga, the participants were cordially invited after the opera to a private cocktail where Mr and Mrs Ono honoured us with their presence. On behalf of the BJA Cultural Committee, Professor Vande Walle of University of Leuven and Member of the BJA Board, gave a few words to congratulate Mr Ono’s professional achievements at La Monnaie, to express appreciation on his artistic talent, and to wish him a continuous success at the Opera de Lyon. Mr Ono in return thanked the participants for their continuous support and expressed his wishes to remain in close contact with Belgium where he has gained many professional and personal friends.

After the speech, the guests enjoyed the precious opportunity to meet with the great master while having refreshments to quench the thirst on this very hot summer day.



FRIENDSHIP COMMITTEE NEWS

Friendship Committee's annual Bowling Event

Saturday 24 May 2008 – Brussels



リピーターも多くなってきた BJA-FC Friendship Committee) のイベント、それでも毎回異なる企画に新たな参加者の皆さんを迎えて、フレッシュな印象です。さて、今回はブリュッセル市内で、ボウリング大会&ティータイムです。参加者の半分が中央駅に集合してサブロン広場近くのボウリング場まで行進。みんなおしゃべりしながらのため、お約束の長く伸びた列、後ろを確認しながらも開始時間を気にする幹事はタイヘンです。現地集合のメンバーと合流し、最終参加者を確認しながらの組分け。運良く各組が同じ人数になり、一斉スタートしますが、上手な人、そうでもない人、さらにはおしゃべりに夢中で自分の番を忘れる人ありと、楽しみ方はさまざまです。優勝組にはおなじみゴディバのチョコレート、優勝者にはワインが進呈されました。その後はサブロン広場に特設されたジャズコンサートに移動。当日は3日間にわたって開催される Brussels Jazz Marathon の中日です。ジャズをバックにしてのおしゃべりのあとは、中華レストランに移動、日本とベルギー、両国の話題で盛り上るのでした。

千代田直人



Okinawa - gathering point for the Asia Pacific region

by Mr Piet Van Tieghem of Yamagata Europe

and Mr Koen Renmans of the Cultural and Information Center of the Japanese Embassy

Okinawa-ken (沖縄県) or Okinawa prefecture is Japan's most southern positioned prefecture and stretches about 1,200 kilometres between Kyushu and Taiwan. It has an area of approximately 2,275 square kilometres and, according to the latest statistics, has a population of about 1.3 million. The whole of Okinawa Prefecture consists of around 160 islands of various sizes scattered across the ocean. The capital Naha is located in the southern part of the largest and most populated island: Okinawa Island. Okinawa prefecture is Japan's only subtropical region, making it warm and comfortable throughout the year. A temperature in winter that is about the same as that of springtime in Tokyo and Osaka and the nice all year round weather combined with a beautiful natural environment and the most beautiful beaches in all of Japan attract a lot of holidaymakers. It is no coincidence that more and more tourists visit Okinawa prefecture every year. Most Belgians visit Okinawa however for martial arts training and tournaments as it is the mekka of Karate. The dojo and tombs of the old masters are on the program of most karate-related visits.

Okinawa has a unique lifestyle and culture and a vibrant artistic scene. Okinawa's arts and crafts in general and especially textile arts have also drawn a few Belgians to Okinawa to study and help survive the old techniques. Okinawan music and dance got great acclaim with concerts and presentations on the Grand Place in Brussels during Europalia Japan and during the Nenes' concert at Sfinks-worldmusic festival. Belgian teams and individuals may also compete in the sports events on Okinawa: the ITU Ishigaki Triathlon, the Tour de Okinawa, and the several marathons like the Iheya Moonlight Marathon.

There are 31 US military bases on Okinawa Island that occupies about 20 per cent of the main island because of its central position close to China and Taiwan since the war. Of all the 40,000 American troops in Japan, two-thirds are stationed on the island. The majority of the Okinawan people strongly oppose this military presence because of the noise pollution created by military drills, aircraft accidents, environmental degradation and crimes committed by US military personnel. Since the end of World War Two the prefectural government has demanded the US military to withdraw but a solution has not been implemented by either the Japanese or the US government.

From a business perspective, firms that are located in Okinawa are typically companies with specialised, high-tech technologies and niche players such as AMUZA Chauffeur Escort Corp., which manufactures limousines, and Kishida Manufacturing Ltd., which makes lapping and polishing carriers. Currently, the Okinawa prefecture is also working hard in the hope that enterprises looking for sites for new industrial facilities will consider Okinawa Prefecture as a strong candidate.




In 2002 the Okinawa Promotional Special Measures Law was passed to promote industry and encourage trade through special subsidies and tax breaks. One of the results of this law was the Nakagusuku Bay Port Development District Special Free Trade Zone. This free trade zone, consisting of approximately 122 hectares, is the only free trade zone in Japan. It was specifically constructed to encourage business enterprises to establish facilities in Okinawa and to promote itself as a business location. There are also generous incentives regarding national taxes, tariffs and local taxes such as a 35 per cent corporate income tax exemption, youth employment development subsidies and the option of leasing factories.

From a human resources perspective, Okinawa has a lot to offer too. The prefecture offers an outstanding and low-cost labour force including young workers. There are also many distinctive universities and research institutions. To respond to the current and future needs of industry, the Okinawa National College of Technology has been set up to train specialised applied technicians so that they can support industrial development. Four Belgian researchers are enrolled in the new Okinawa Institute of Science and Technology (OIST) of which one unit is led by Antwerp University Professor De Schutter. Furthermore, the University of the Ryukyu has hosted 6 Belgian students in the last 12 years.

Okinawa also has a great geographic potential. It has a wide range of useful airport connections. Taiwan and Shanghai, for instance, are just a ninety minute flight away. Tokyo, Seoul, Beijing, Hong Kong and Manila only take two and a half hours by plane. Okinawa also has great sea connections, in particular the port at Naha and the port at the Nakagusuku Bay, which both have a 40,000-ton quay and offer a lot of facilities for distribution and processing. The advantages of this location lend themselves to make Okinawa the hub for international traffic for southern Japanese with the appropriate geographic conditions to serve as a base for expansion into Asia. However, although it has great potential, the existence of the military bases might hinder the ability to secure sufficient land and may restrict future industrial development.

The future of the Okinawa prefecture looks very bright. Not only is the tourist trade booming and attracting more tourists year after year but the government, academics and industry are striving to together commercialise new technologies and create new business by developing Okinawa to become a leading intellectual gathering point for the Asia Pacific region and to make a contribution to science and technology at a world level.

NEWSLETTER

news for the members

STUDYING JAPANESE IN BELGIUM 日本語を学びませんか？

Here you can find information about studying Japanese in Belgium.

1. Please just come to a meeting of "Let's talk Japanese" or Hanasookai organized by BNK.

2. List of educational institutions:

University: Japanologie/Japanese studies

KATHOLIEKE UNIVERSITEIT LEUVEN KU Leuven

Departement Oosterse en Slavische Studies Japanologie
Blijde-Inkomststraat 21, B-3000 LEUVEN
Tel: 016/32 49 31, Fax: 016/32 49 32
<http://akira.arts.kuleuven.ac.be>
oriental.studies@arts.kuleuven.ac.be

GHENT UNIVERSITY

Department Languages and Cultures of South and East Asia
Blandijnberg 2, 9000 GENT
Tel: 09/264 41 56, Fax: 09/264 41 94
Brigitte.Vanwambeke@rug.ac.be

University: optional course, College

ICHEC
Boulevard Brand Whitlock 2, 1150 Brussels
Tel: 02/739 37 60, Fax: 02/739 38 95

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Te Boelaerlei 40, 2140 Borgerhout
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Gouverneur-Verwilghensingel 5, 3500 Hasselt
Tel: 011/26 72 81 Fax: 011/26 72 80
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YAMAGATA EUROPE RELEASES QA DISTILLER 6.2

Yamagata Europe, a localisation and print services provider, has released QA Distiller 6.2. The latest version of the stand-alone translation quality assurance tool bundles tons of new features to further improve translation quality in TTX and TMX files. New features include checks for hard spaces, batch processing and improved support for TMX and TBX.

Source: www.qa-distiller.com

THE 61ST GRAPE FESTIVAL IN HOEILAART GOES EAST WITH TÁTAKE! TAIKO.



This edition of the Grape Festival will be held from 19/09 to 22/09, 4 days of celebrating the grape harvest with street theater, exhibitions, a food fair, parties, you name it. The central theme for this edition is the Far East, and it will be set in with a bang by Tátake! taiko!

Tátake! will star at the Grape Festival gala concert on Friday 19/09. This group of Belgian and international percussionists and artists will bring a new show especially conceived for the Grape Festival, with an exciting mix of taiko and other Japanese and western instruments and dance.

Source: www.druivenfestivalhoeilaart.be

ALUMNI ASSOCIATION OF BELGIAN EX-STUDENTS IN JAPAN - EMBASSY OF JAPAN

The Embassy of Japan is planning to form an alumni association of Belgian ex-students in Japan. Those who have formerly studied in Japan are, therefore, requested to contact the Embassy as follows. Please share this information with those who studied in Japan. Thank you in advance for your cooperation.

Mr Koen Renmans
Cultural and Information Centre
Embassy of Japan
koen.renmans@skynet.be
Tel: 02/511.23.07

Source: Cultural and Information Centre - Mr Koen Renmans

IMEC DEVELOPS NEW SPRAY COATING TECHNIQUE FOR SOLAR CELLS

IMEC, the Leuven-based research center on nanotechnology and nanoelectronics, has developed a revolutionary new technique whereby plastic solar cells can be spray coated onto a wide range of surfaces. In plastic solar cells, the polymers are tightly packed in an extremely thin layer next to one another. This layer is only able to convert a small proportion of the sunlight's color spectrum. IMEC is currently researching how different layers, each of which convert a different part of the sunlight's color spectrum, could be applied on top of one another to heighten efficiency. One way of doing this is spray coating. Spray coating, which can be done with a spray can, is cheap and a simple and efficient alternative to inkjet printing, screen printing or inscribing to make large-sized, flexible solar cells. This technique opens up a huge range of new possibilities, e.g. solar cell stickers to recharge cellphones or mp3 players and for larger, energy-generating applications.

Source: IMEC; www.imec.be

DAIKIN HOUSE TESTING NEW, INNOVATIVE CONCEPTS AND TECHNOLOGIES IN REAL-LIFE CONDITIONS

Daikin Europe N.V. announces Daikin House, a typical home in a residential neighbourhood that will be used to test Daikin HVAC product concepts in a real-life environment. The freestanding house with floor space of 153 m² is located close to Daikin Europe's plant in Ostend. Built in 2002, it represents an average house in Belgium.

The purpose of the new facility is twofold. First, Daikin Europe wishes to test and measure its innovative comfort solutions in the area of equipment performance and comfort levels in real-life operating conditions, including fluctuations in temperature and humidity, sound level checking, peak and non-peak demand for services, ...

Second, Daikin House will be a laboratory for checking and improving on possible installations. New product concepts will be continually installed in Daikin House to serve these purposes. Initially, Daikin House has been equipped with two of Daikin's latest heating solutions: an Altherma low-temperature system and an Altherma HT CO₂ refrigerant based high temperature system. Both reflect state of the art systems with respect to reduced energy consumption and lessened impact on the environment. Daikin House represents Daikin Europe's ongoing commitment to place the latest in heating and comfort technology at the service of the residential market.



Source: Daikin Europe N.V.; www.daikin.eu

NEWSLETTER

EU - Japan news

EU-JAPAN BUSINESS ROUND TABLE

Tokyo Meeting, 3-4 July 2008

The European Union (EU)-Japan Business Round Table (BRT) held its annual meeting in Tokyo on 3-4 July 2008, in advance of the G8 Summit at Lake Toya. The meeting was co-chaired by Mr Hajime Sasaki, Chairman of the Board of NEC Corporation, and Baron Georges Jacobs, Chairman of the Board of Delhaize Group, Honorary Chairman of UCB. The co-chairmen presented the recommendations of the BRT to the Japanese and EU leaders, Mr Yasuo Fukuda, Prime Minister of Japan, Mr Hugh Richardson, European Commission Ambassador to Japan, and Mr Philippe Faure, French Ambassador to Japan and representing the EU Council Presidency, on 4 July 2008. Japan and the EU have a similar political base and shared values, and together account for 40% of global GDP. Given the complicated issues that the world economy is facing today, the BRT calls for Japan and the EU to cooperate even more closely in the future.

1. As a strong supporter of the WTO Doha Development Agenda (DDA) negotiations, the BRT continues to urge the EU Authorities and the Government of Japan to make the utmost efforts to reach an ambitious conclusion this year.
2. Following up on last year's BRT meeting in Berlin, the BRT presented specific recommendations for deeper EU-Japan economic cooperation in areas such as Innovation, Environment, Investment, Services, Regulatory Cooperation, Mobility, Security and Safety, and Public Procurement. The BRT calls on its Authorities to move forward on these issues to deliver concrete results for business.

3. On climate change, the BRT calls for the participation of all major carbon-emitting countries, including the U.S., China and India in a future post-Kyoto Protocol. In addition, these countries should share reasonable and feasible mid-term and long-term global GHG emission reduction commitments.

4. BRT members also exchanged views on promoting innovative societies and addressing the challenges of global integration with emerging economies. They urge their Authorities to cooperate more closely on these matters in the future.

5. Short reports by BRT Working Parties were presented in the following fields; Trade & Investment, Tax & Accounting, ICT, WTO, Life Sciences & Biotechnology and Sustainable Development. Each report contains specific recommendations to advance economic cooperation between the EU and Japan.

The next BRT annual meeting is scheduled to take place in Europe in the second half of 2009.

Background

The EU-Japan Business Round Table was created in 1995: since then, the chief executives of around 50 leading EU and Japanese enterprises meet every year for 'roundtable' discussions to review the factors affecting all aspects of business cooperation between the EU and Japan, and to make policy recommendations to the European Commission and the Japanese Government.

*Source: EU-Japan Centre for Industrial Cooperation / www.eu-japan.eu
EU-Japan Business Round Table 2008 - Press Release*

INTRODUCTION TO THE EU GATEWAY PROGRAMME

The EU Gateway Programme is managed by the European Commission and helps European Union companies to succeed in Japan and Korea by providing support at the critical early stages of their market penetration strategy. The new phase of this business cooperation programme builds upon the experience of the EU Gateway to Japan Campaign, which has helped about 2,500 European companies to find business opportunities in Japan over the last 14 years. Participants in the EU Gateway Programme will be coached by a team of dedicated and experienced professionals in the business environment of these dynamic markets. Coaching will be provided before, during and after each Business week and will also be available during individual meetings with potential Japanese and Korean business partners. Extensive preparation and coaching will aim to address frequent difficulties in these markets, such as approval procedures and the need to adapt to product specifications. The new-style business events will also offer a platform for co-operation between European companies and their Japanese

and Korean counterparts and an excellent understanding of doing business in Japan and Korea.

The Programme aims to organize around 30 missions to Japan and 15 to Korea in the coming 6 years. Missions will be arranged according to economic sector and will accommodate up to 40 EU companies for Japan and up to 30 EU companies for Korea.

Information on the new EU Gateway Programme can be found on the campaign website: www.eu-gateway.eu

Business Missions are planned in the following sectors:

Business Week: 2-6 February 2009

Japan - Construction and Building Technologies

Application period open from 16 June to 26 September 2008.

Business Week: 9-13 March 2009

Japan - Fashion Design

Application period open from 17 July to 24 October 2008.

Recent changes in the Belgian immigration legislation facilitate and speed up the immigration process flow

by Mr Matthias Lommers, Associate of Laga and Editorial Committee Member

The attraction of foreign investors to Belgium is one of the key objectives of the Belgian authorities since last year. This clearly appeared from the statements made by the authorities made during the recent immigration seminar co-organized by the BJA, Nihonjinkai and Japanese Embassy. In this framework a number of important changes have been and will still be introduced in order to facilitate and speed up the immigration process flow for Japanese and other foreign investors. The Belgium-Japan Association & Chamber of Commerce and the lawfirm Laga have been involved in the creation and introduction of most of these changes.

Please find hereafter a brief overview:

1. Visa exemption for work permit holders

Since last years, foreign nationals who are in possession of a work permit no longer need to apply for a visa type D in order to come over to Belgium and obtain a Belgian residence card (although the visa application remains an option). Practice learns that this new rule has helped greatly to speed up the immigration process for employees of multinational companies. Not all communal authorities are however familiar with the new processes yet.

2. Establishment of a Service for Economic Immigration

In cooperation with the Ministry of Internal affairs, the Belgian Minister of Immigration has decided to create a "Service for Economic Immigration". This service will help foreign investors by providing information on the correct immigration procedures, liaising with the different authorities in order to speed up processes etc... The activities of the Service for Economic Immigration will start on 1 September 2008.

3. Visa fast track process for foreign investors

In order to facilitate and speed up the visa application for foreign investors, a visa "fasttrack" process will be installed. This process will enable foreign investors to obtain their visa quicker. The process will be tested out as of January next year with investors from China and India, and will become generally applicable a few months later.

4. Introduction of the electronic ID-card for foreigners

Next month, 31 August 2008, is the last day that the Belgian communes will be able to deliver a "paper" Belgian residence card. As of 1 September 2008, all foreign newcomers will receive an electronic ID-card. The "paper" residence cards of foreigners who are already residing in Belgium will be exchanged for electronic ID-cards in the near future

Business Week: 25-29 May 2009

Japan - Environment and Energy-related Technologies

Application period open from 26 January to 4 May 2009.

Business Week: 14-18 September 2009

Japan - Healthcare and Medical Technologies

Application period open from 26 January to 4 May 2009.

Business Week: 2-6 November 2009

Japan - Interior Design

Application period open from 9 March to 10 June 2009.

Business Week: 30 November - 4 December 2009

Japan - Information and Communication Technology

Application period open from 13 April to 17 July 2009.

Source: EU Gateway Program www.eu-gateway.eu.

EUROPEAN RESEARCHERS IN JAPAN GET CONNECTED!

On Monday 16th June 2008 the European Commissioner for Science and Research, Janez Potočnik, officially launched the network of European Researchers in Japan. Through this network, the European Commission aims to help researchers develop their contacts and at the same time act as a source of valuable information on career development, research funding and European-Japan cooperation opportunities.

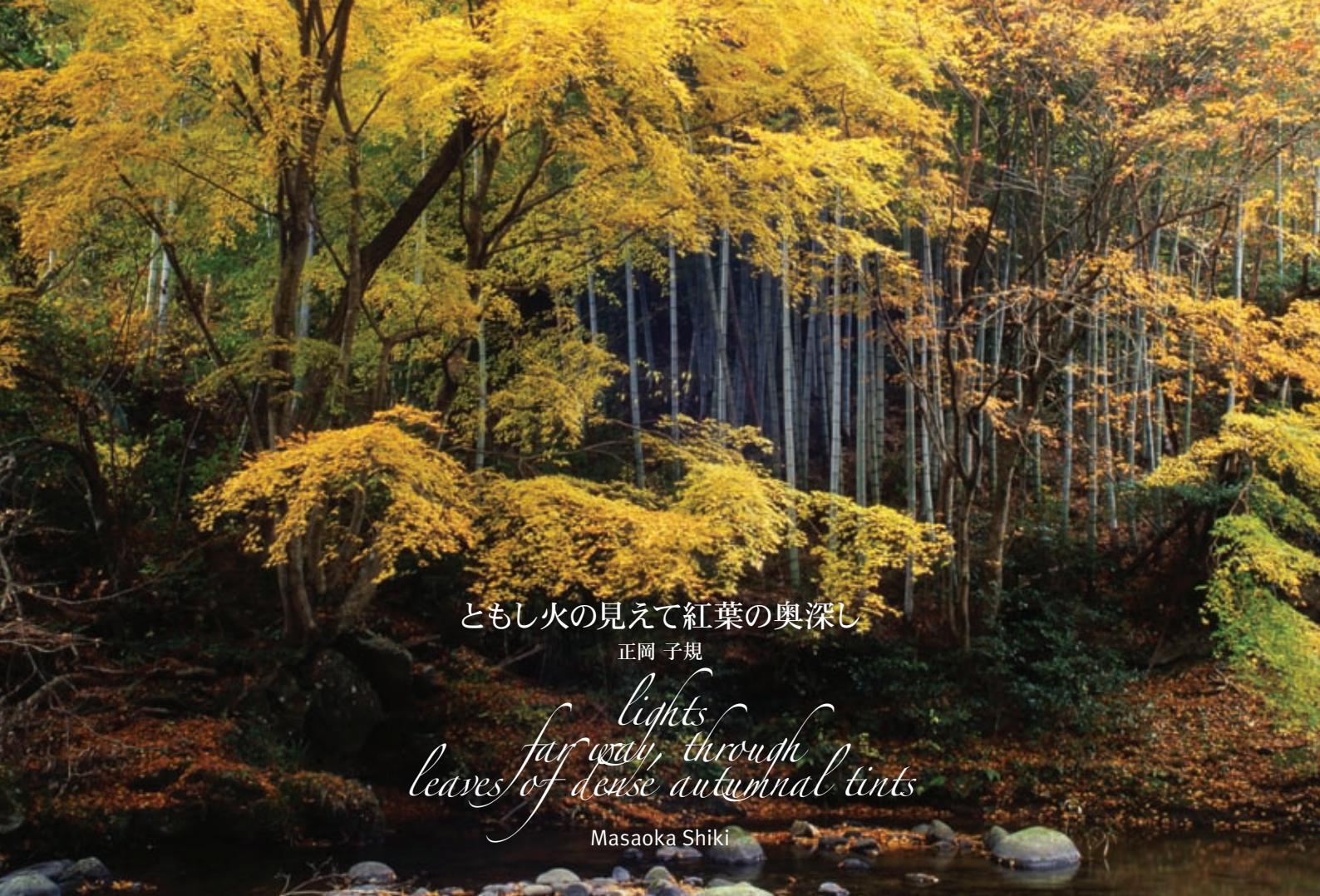
Commissioner Potočnik stated that "European Researchers working in Japan represent a patrimony of knowledge and experience," he added that "they are the Ambassadors of European Research in Japan and this network will be an important tool for reinforcing research collaboration between Europe and Japan."

The newly-launched Research network (EURAXESS-Links) is only the second network of its kind, following on from the USA ERA-link launched in 2006 which now has a membership of around 3,500 US-based European researchers.

For more information on the European Researchers Network please visit:

<http://cordis.europa.eu/euraxess-links/japan>

Source: The Japanese Mission to the EU



ともし火の見えて紅葉の奥深し

正岡子規

*lights
far away, through
leaves of dense autumnal tints*

Masaoka Shiki

The Belgium-Japan Association & Chamber of Commerce is happy to present you our fifth issue of the BJA Directory 2008-2009. 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

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Directory 2008-2009

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Nº of copies requested _____

Price: € 5 for BJA members, € 25 for non-members
+ mailing costs (depending on quantity)

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.

Life in Belgium - Mr Seiji Yamaguchi, President and Managing Director Tanabe Europe

by Mr Kris Sierens, Managing Partner BeforeTheHype and Editorial Committee member

For some people, Belgium does not really need to improve. That is because, like every country, it has its own culture and philosophy that make it unique and beautiful in its own way. Everybody - *and especially visitors* - should accept that. After all, it is that kind of respect that drives the future of all societies. Mr Yamaguchi puts that belief into daily practice. As a result, he is truly enjoying his stay in Belgium. He notes that is also an attitude that produces the feeling of much less stress.

The task of Tanabe Europe is to market pharmaceutical products through European partners and to sell chemical products to major European pharmaceutical companies. The history shows that not only is Tanabe Seiyaku Japan one of the oldest pharmaceutical companies in the world, its Brussels office has been in place for more than 35 years. In today's rapidly changing pharmaceutical industry, that has meant a long period of lessons learned and many, many changes. Even the company itself has changed. Last year it merged with Mitsubishi Pharma Corporation, which had an enormous but positive impact upon the organization.



Mr Yamaguchi started at Tanabe Seiyaku in 1985. During his career, he held several highly responsible positions and in 2003 was asked to run Tanabe Europe in Brussels. Together with his wife and two sons, who also enjoy Belgium very much. His wife has been learning Porcelain painting, Belgian lace and French. The youngest is going to the Japanese school. Beside school, he was also on a local football and tennis team. The oldest son is now taking classes at a high school in Germany. This summer, the family took a trip to Switzerland, Italy, and south France to visit their oldest son.

Before coming to Belgium, Mr Yamaguchi did not know much about the Belgium. The first months were rather inconvenient since construction problems delayed their final move into their new apartment. This situation was something they were not used to. In Belgium, deadlines and promises are not always observed as strictly and as carefully as they are in Japan. Also, the long rows of goods in the supermarkets felt strange and even a little annoying in the beginning. Everyone is used to it now however. Beside those minor first

impression differences and the differences in local customs even among neighbouring cities and towns, it is clear that Mr Yamaguchi likes Europe, especially Belgium very much. He points out that in Japan there are many regional cultural differences as well. For example, Tokyo and Osaka are two very different areas. It is a mistake for Belgians to think that all of Japan is the same: Japan is not a one size fits all society, because there is no one common mentality.

Mr Yamaguchi's favourite aspect of Belgium (and Europe) is nature. Every country in Europe is very beautiful in its own way. He and his family spent the first two years discovering many nice places. Of course, the excellent Belgian restaurants are high on his list of advantages. Whenever guests from Japan are visiting Brussels, they will invariably ask for the famous Belgian mussels. Once he had to eat this dish with a succession of several different guests, but of course without any regrets. Golf and tennis are his favourite leisure time activity and he appreciates the many fine courses in Belgium.

The most valuable Belgian asset and one he will certainly miss when he returns to Japan is time. In Japan, it takes hours to go to and from work each day. Here it takes only 10 to 20 minutes and it is nice to be home at 8 pm in the evening, which greatly enlarges the opportunities for family life. Belgian people are good at creating and enjoying leisure time. Their philosophy is to work so that they can enjoy life. In Japan work gets the first priority.

Mr Yamaguchi is convinced that respect for each other's cultural differences is the first step to success. This is also very important within the company. In a Japanese company, local employees must understand that they need to follow the Japanese rules. But it is also important to listen to one another. If a Belgian employee discovers a problem, a risk, or an opportunity, they will tell management and this is very valuable for the company as well. Seeing is believing and he therefore tries to send as many key Belgian staff as possible from here to Japan to learn the Japanese approach first hand.

If a Belgian company wants to enter Japan, Mr Yamaguchi would encourage them to aim at customer satisfaction. Belgian companies have a good history of providing high standard quality, but do not forget the importance of treating the customer well. Japanese people are willing to pay more for goods with a long life cycle or with an excellent reputation. He offers good advice when he says to watch Japanese commercials and note the differences. Adapt your marketing to that and you will be successful, says Mr Yamaguchi.

ARTICLE

Dance, dance, dance

by Mr Geert Benoît, Managing Director of Yamagata Europe

Interview with doctor Luk Van Haute, Japanologist and translator of modern Japanese literature who recently translated “Dance, Dance, Dance” a novel of Haruki Murakami into Dutch. The book was published a few days before this interview.

We had the interview in Tatty & Co, a non genuine but extremely nice Japanese restaurant in the outskirts of Gent. While some other guests where enjoying champagne and a 10 year old little girl with strange ears was tasting her first sushi, we drank Sapporo beer in Kirin glasses and were served with a mix of sashimi, a hotate salad, but also less traditional Japanese dishes.

Congratulations! How do you feel now the book is available in the bookshops?

Van Haute: Relieved, it was a long and intensive job so I am very happy that the touchable result is there. Still I have to admit that I am reading through it now, just to see if the publisher did not change too many things on the very last moment. But it seems that everything is nicely done. Also I must say that I am very happy with the design of the cover. With this novel I can also feel a different level of interest from the public. On the internet readers and Murakami fans already start to discuss, even before any official review has appeared in the press. This is surely different from my previous translation work of Oe and Kawabata.

Tell me about the title of the book, it seems to refer to a song of The Beach Boys.

Van Haute: There is some discussion about this, some say it refers to a song with the same title from The Dells, a soul band of the fifties. Although there is some talk about the Beach Boys songs in the book, this is not really relevant, because the song as such is not really present in the book. That is why the title is translated into Dutch and not left in English like was done for his novel “Norwegian Wood”.

Is there a lot of dancing in the book?

Van Haute: No, not really, but of course like in all novels of Murakami, popular music is extremely important. In the books of Murakami you often encounter characters who love to talk endlessly about music. For some obscure reason, in the English version almost all these long references to music are cut out. So, if you compare the English version with the Dutch translation, you will notice that the Dutch translation is more than 100 pages thicker. This means that if you want to read everything, you have to read the Dutch version. By the way, the English translation is also made more politically correct. 13-year old girls suddenly drink pineapple juice instead of pina collada! But to come back to “the dancing” in the book, the Sheepman, a character who is disguised as a sheep, tells the main character that to stay connected with the world around him, he has to continue to dance. So, as long as there is music, he has to continue to dance and repeat the same steps.

If you translate a book into Dutch from Japanese that was translated into other languages before, I can imagine that you often have the tendency to take an already translated version as guide or reference?

Van Haute: Of course I read the English version. Mostly I read through the entire English version before I start the translation, but I just read it as a book, and then I put it aside. Only when I’m not sure I understood something correctly and would appreciate a second opinion, I will check with the English translation. But then very often I notice - also with previous translation of Oe and Kawabata - that these difficult passages are left out or translated rather freely, especially when it is not really relevant to the storyline.

The book is the sequel to a previous novel

“A Wild Sheep Chase”?

Van Haute: Yes indeed, but it is a separate book that you can read without having read “A Wild Sheep Chase”. I did of course read it again before I started this translation, but this was more to ensure consistency in the names and terminology to give the reader the necessary sense of recognition.

“Dance Dance Dance” appeared 6 years after “A Wild Sheep Chase” in Japan but the story is situated 4 years later (in 1983), and comes back to the same persons and some of the same locations in Hokkaido, namely the Dolphin hotel. In “Dance, Dance, Dance” the main character lives alone and works as a freelance writer in the Shibuya area but has strange dreams about the Dolphin hotel where he had a relationship with a girl with beautiful ears. He dreams that somebody is weeping for him in the hotel. When he has to go back to Hokkaido for his job, he decides to go back to the hotel, and this is the start of all kinds of strange meetings and encounters that leads him to Hawaii and other places where he meets even stranger characters. He also has real or dreamed encounters with the girl with the beautiful ears (named Kiki) who now works as some kind of luxury call girl. She teaches him how to stay in contact with the real world, which is the core of everything in the work of Murakami.

Playing with the limits of time and space are typical for Murakami. The unreal and alienation plays an important part in his work. Do you think that the Japanese are more or maybe differently alienated than we are?

Van Haute: No, I think the Japanese feel identical about the alienation as we do. The most intriguing thing in the books of Murakami is the contrast between the realistic living situation of the main characters and the surrealistic adventures or dreams they have. Mostly they live a very normal life without

any ambitions, a life that is very close to the lives of the readers. But this is in huge contrasts with the dreams and adventures they have. The ground level is very realistic and universal. I had the same feeling when reading "South of the Border", I was reading about situations and feelings that were really close to what I thought.

Murakami had the talent to capture this social alienation of the young Japanese generation long before it became famous in its extreme form with the term "Hikikomori" (the term that describes the youngsters who live isolated and totally withdraw from any social life) in the nineties.

How important was it for you that the book describes the Japanese society in the eighties, this is the time when you first lived and worked in Japan?

Van Haute: Yes, this was the most pleasant aspect for me, the books plays against the background of my first experiences in Tokyo. It was the time when I was young and was naturally more experimental. Murakami talks about the hyper-capitalistic society of the bubble period and also he constantly refers to the music of the eighties. This made the environment very familiar for me, and very nice to translate.

In this sense it was probably easier to do than the earlier work you translated?

Van Haute: Kawabata is indeed a different world for me, Oe was different in the sense that it referred to the fifties and the sixties, but on the other hand Oe describes political themes about the extreme right that are universal and were very close to my interest.

Did you read "Dance Dance Dance" when you lived in Japan?

Van Haute: I did not read it back then, but I read its

predecessor Norwegian Wood, which became the absolute bestseller of all times in Japan. And indeed, at the time, I tried to pitch Murakami in the Dutch publishing world, but I did not really know the right ways and people to do so at that time. Norwegian Wood was only translated last year in Dutch.

When "Dance Dance Dance" appeared in Japan, Murakami was already a super star, who decided to get away.

Van Haute: Yes indeed, Murakami is very famous, but he keeps away from the media. Few interviews, no TV appearances,

and he has indeed fled Japan for many years. He lived in Greece, Italy and the US. It is interesting to notice that in "Dance Dance Dance" there is a character with the name Hiraku Makimura who is also a writer but chooses to live the life of a star by which he loses his literary skills. This shows that indeed Murakami was struggling with this. He returned to Japan in the nineties and now lives close to the coast and has his office in Tokyo. However he still keeps far from the media. Last year he was honoured together with 5 other internationally important writers an honorary doctorate at the University of Liege, but he did not show up for the ceremony.

Murakami is known to be a fervent athlete and marathon runner. Does this bring him closer to his public?

Van Haute: Maybe. I am currently translating a non fiction book about his career as marathon runner. The title is a paraphrase of a book from Raymond Carver "What we talk about when we talk about love". The Dutch title will be "Waarover ik praat als ik over hardlopen praat". In this book he looks back at his career as a runner. Officially Murakami puts the start of his writers' career with the publishing of "A Wild Sheep Chase", and that is the timing when he started running. Since he is a runner, he lives a rather Spartan life, with a strict schedule. This book talks in nine essays about running and the link between running and his career as a professional writer. It will be out in November.

I hope this does not mean that you also have to start running. Thank you and good luck.



YES VI PROGRAM

Young Executive Stay - Commercial export mission to Japan

9 - 23 November 2008

The selected candidates from Belgium

This year, the YES program, a commercial export project under the auspices of H.R.H. Prince Philippe of Belgium will be held for the 12th year (the so called 6th edition YES VI). The YES program aims to train young executives from Belgium and Luxembourg in successful Japanese business practices, at moderate costs, and in a short amount of time. For this purpose, the Belgium-Japan Association & Chamber of Commerce, in cooperation with the Belgian-Luxembourg Chamber of Commerce in Japan will organize a two-week training program in Japan, beginning with two briefing sessions in Belgium.

The training in Japan will consist of 3 days of intensive seminar

training and company visits and 10 days of introducing each participant to the potential partners and customers in his/her business area. Each participant will enjoy the support of a 'business coach', an experienced business person residing in Japan. In addition, students of Sophia University will help the participants with market studies and preparation. We hereby would like to thank the organizations that support the preparation and the briefing sessions: the Federal Public Service of Foreign Affairs, Foreign Trade, Cooperation & Development, the regional export agencies and Kaneka Belgium.

The co-organizers hereby proudly present the selected YES VI participants from Belgium:



BANTU STYLES

Sector: Designing and marketing of African inspired contemporary fashion, accessories and arts.

Candidate: Mrs Bwalya Mwali, Owner (41 years old)

Target: "I wish to establish contacts with medium to high end apparel distributors.

I'd like for my company to acquire a significant share in travel (Safari) wear and gemstone jewelry. An overall 2% share for our brand will be most welcome."



BOONE NV

Sector: Furniture - wall beds

Candidate: Mr Wouter Van Hecke, Director (28 years old)

Target: "The ultimate goal of the 2 weeks visit should be the development of a distribution channel for our products."

GANDA NV



Sector: Cured meat products

Candidate: Mr Karel De Wolf, Export Manager (48 years)

Target: "Producing high quality products with first class raw materials is our mission. Producing without preservatives and according to traditional methods gives our ham and goat's cheese it's natural and pure taste."

In 2008 we received two awards from the international jury of chefs from iTQi. For Ganda (cured ham) and Le Larry (organic goat's cheese) we're looking for a long term partnership with distributors and importers in Japan."



IMPERIUM - LEON DE HIERRO

Sector: Snowboards sales, marketing, distribution:

Candidate: Mr Jurgen Debbaut, CEO (49 years old)

Target: "Imperium is looking for a qualitative Japanese distributor to join forces with, to develop this important snowboard market. Imperium aims to capture a market share of 3 to 4 % of the market."



KELST NV

Sector: Musical instruments
Candidate: Jan Van Kelst, CEO (45 years old)

Target: "The Kelstone is a new instant musical interface that combines the best of piano and guitar, protected by an international patent application. Its simplicity and potential between the existing musical instruments is like that of the snowboard towards the ski's.

Our three goals for the Yes-program are:

- to create exposure in the media (magazines and television) as it is a total new concept of playing music (marketing)
- to get in contact and realise deals with music-shops and musical instrument dealers (sales)
- to get in contact and realise deals with manufacturers of musical instruments for license deals (sales and production)

Our ultimate goal is to position the Kelstone as a very good alternative for the guitar and keyboard.

OYSTERSHELL

Sector: Product development
Candidate: Mrs Lieve Grawet, Commercial Director (41 years old)

Target: "Finding a licensing-in partner, finalize local registration and realizing a first launch of Oystershell's new generation head lice product in Japan."



METROPOLIS MUSIC PUBLISHERS

Sector: Sheet Music Publishing
Candidate: Mr Bob Van de Velde, President (40 years old)
Target: "To establish a professional distribution throughout Japan for our publications. This distribution should cover the complete classical music sector, including music shops, associations, harmony bands, amateur and professional musicians."



VIYO INTERNATIONAL NV

Sector: Manufacturer of liquid petfood
Candidate: Mr Laurens Gehéniau, Managing Director (44 years old)
Target: "We are looking for a reliable partner active in the distribution of petfood who can reach a market penetration in the area of specialty shops / breeders and veterinarians." "60 % of the specialty chains, 20 % of the breeders, 50% of the veterinarians."



ROYAL BOCH

Sector: Ceramics
Candidate: Mr Jean-Luc De Molenaer, International Sales and Customer Support (42 years old)
Target: "Good contacts and leads with distributors and department stores."

"We would like to conquer the South east asian market and establish our brand name."



PERSONALIA

Commendation from the Minister of Foreign Affairs of Japan to the BJA

BJA、平成 20 年度外務大臣表彰の受賞者（団体）に選ばれる

The Japanese Embassy in Belgium officially informed the BJA that the Minister of Foreign Affairs of Japan awarded in Tokyo on July 15, 2008 the Belgium-Japan Association & Chamber of Commerce a commendation for the outstanding role the BJA plays in fostering the relations between both nations. The certificate of commendation will be bestowed upon the BJA during a reception at the residence of HE Ambassador Hayashi in October in Brussels.

この度、BJA は平成 20 年度外務大臣表彰候補者団体に挙げられ、7月 15 日に行われた表彰式の席にて正式に受賞者団体の一団体に選ばれました。日本と諸外国との友好親善関係の増進に努め、その功績に称えるこの名誉ある外務大臣表彰は 10 月に林大使公邸で開かれるレセプションの席にて BJA に授与されます。

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

Corporate Member

AraUmi Daiko



AraUmi Daiko teaches, promotes and performs Taiko (Japanese drumming). Its base is in Tervuren, Belgium but AraUmi Daiko teaches and performs all over Belgium and sometimes abroad. There are two performance groups; Feniks Taiko and the Taikodokis.

Grete Moortgat lived and studied Taiko in Japan with Tomoko Igarashi (Miyabi Arashi) and performed there on several occasions, a.o. for the One Earth-festival of KODO on Sado Island. After returning to Belgium in 1999, she started the first Taiko lessons in Belgium. Now the activities include demo's, full-concerts, company trainings, lessons, workshops and special projects with dancers, athletes, musicians and choreographers.

The name "stormy seas/AraUmi" Taiko is an homage to both the first group in which G. Moortgat played and to the famous poet Bassho, who wrote a Haiku about the island Sado.

The two performance groups, Feniks Taiko (semi-professional) and Taikodokis (student group) have performed on numerous occasions for festivals and companies in Belgium and abroad; most recently for the GENTSE FEESTEN, Daikin, Yokogawa... AraUmi Daiko vzw wishes to promote this Japanese Art form in Europe and hopes to be able to present her activities to the other members of the BJA.

Leon Soetemanslaan 12, 3080 Tervuren

Tel: 0485 508 947

grete.taiko@hotmail.com - www.fenikstaiko.be

BJA Contact: Mrs Grete Moortgat, President

F.P.N.I. Belgium

Ariake Japan, of which FPNI BELGIUM is a 100% subsidiary, has developed, produced, and delivered natural seasonings that are healthy and tasty with natural flavors, holding true to its founding motto of extracting chef-quality tastes from quality ingredients and supplying them to customers at low cost. The Company specializes in offering products for commercial use.

Leemkuilstraat 5, 3630 Maasmechelen

Tel: 089 460 152, Fax: 089 460 155

fujita@ariakejapan.com - www.ariakejapan.com

BJA Contact: Mr Akihito Fujita, Director

Inabata Europe

On June 3rd 1988 INABATA EUROPE was founded in Brussels. Mr Mihara started in a small office in Brussels, moved then to the Blue Tower building on the Avenue Louise 326. Over the years Inabata Europe has developed new businesses in various fields, has created a solid network of customers all over Europe. This growth would not be possible without the support of our parent company in Japan and all customers for their loyal business relation with Inabata Europe of the past years. In April we have just refreshed our offices and see this as a good start for the future, were we still want to grow and further develop our business in Europe.

We are specialized in:

- Filtration: disposable and re-usable filter elements, filter systems
- Chemicals: used in the inkjet, coatings or plastics industry

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Tel: 02 640 4995, Fax: 02 640 1026

uesugi.takashii@inabata.com - www.inabata.be

BJA Contact: Mr Takashi Uesugi, President

Tokai Rika Belgium

Tokai Rika Belgium (TRBE) is a subsidiary of Tokai Rika Co., Ltd. in Japan. TRBE's activity is sales and marketing of automotive parts in Europe. Tokai Rika is producing products having the nature of simplicity, safety and reliability. The products are as follows:

- HMI related product: interior switches
- Occupant safety product: seat belt
- Security related product: immobilizer system

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 BJA Contact: Mr Hiroyuki Kano, Vice President

Associate Member

DHL Express Benelux

Japan is one of the main pillars of the world economy next to the US and the EU. Japan is also the leading nation in scientific research and the production of innovative technological products. Consequently Japan is the second most technologically powerful economy in the world. It is also one of the leading nations in health care and medical research. That is why DHL Express decided to join the Belgian Japan Association as DHL would like to strengthen its relation with Japan and also to offer our courier services all over the country.

DHL was the first international express company in Japan and we still do heavy investments in our Japanese network. Our wide range of courier services to and from Japan helps your company and your Japanese customers with your urgent or regular shipping needs, whether it concerns documents or packages. DHL's strong network and dedicated people help you reach more in Japan, fast. And the best of all, we reach more cities than anyone else before 12.00 noon. You can also enjoy the convenience of importing with DHL from Japan.

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 Tel: 02 719 66 33, Fax: 02 719 66 26
 Linda.moens@dhl.com - www.dhl.be
 BJA Contact: Mrs Linda Moens, Business Development Sales Manager



- Automotive software with its Dealer Management System for Car Dealers and its Lease / Fleet / Import / Rent – solution for the appropriate sectors.
- Project management software with an industry specific add-on (Top Solutions).
- With its "Certified for Microsoft Dynamics NAV" solution Drink-IT®, Helios-IT provides an industry add-on based on Dynamics NAV for the international beverage and brewery industry.

Helios-IT decided to join this Association because of very positive recommendations of some Japanese-linked customers such as Asahi, Toyota, ...

Tremelobaan 50, 3140 Keerbergen
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 jbr@Helios-IT.com, www.Helios-IT.com
 BJA Contact: Mr Jurgen Broos, Sales Account Manager

Ki-Do-Ma Trainings

By a professional and a scientific approach, blending oriental medical techniques, martial arts, yoga, and Human Ressources coaching skills, Marie-Amélie de Potter leads Stress-Management, Energy-Management, and team/talent consultancy sessions.

Specialized in Oriental Culture she helps expatriates to efficiently integrate European businessunits without experiencing stress overload, enhancing positive communication and optimalizing the potential in every individual.

"Ki-Do-Ma" meaning in Japanese "the right energy on the right moment", those trainings will accompany both individuals and teams to increasing results, and will coach them to produce and spend intellectual, emotional and physical energy in the right way. The trainings are slightly theoretical, but mainly practical.

Albertlaan 79, 8300 Knokke-Heist
 Tel: 0478 56 56 99
 mdpdi@skynet.be
 BJA Contact : Mrs Marie-Amélie de Potter, Consultant in Human Development



POM Antwerpen

(Development Authority Antwerp)
 POM Antwerpen is a government organisation, established by the Province of Antwerp. Our core business is to further enhance the province of Antwerp's economy. To do this, we are active in three domains: the development of industrial space, the improvement of several business centres for small or starting companies and investment

Helios-it
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promotion in order to make potential investors aware of the ample assets that our province has to offer. With its port, its central location in the heart of Europe, its excellent logistic infrastructure and know how, its highly qualified workforce “Business Region Antwerp” is a perfect starting point to serve the European consumers. POM Antwerpen is the right partner to promote these assets and regularly welcomes foreign economic delegations in Antwerp to guide them around.

Many Japanese companies have found their way to Antwerp in recent years. Because we want to strengthen those ties and further enhance our contacts, we greatly value BJA as a platform to that purpose.

Lange Lozanastraat 223, 2018 Antwerp
Tel: 03 240 6874, Fax: 03 240 6868
invest@pomantwerpen.be - www.investinantwerp.com
BJA Contact: Mr Luc Broos, General Manager

Strategis Communications

Strategis Communications is an independent consultancy providing strategic political government and public affairs communications advice designed to protect its clients' interests in the European Union.

Strategis Communications has different clients in various sectors, among which Japanese companies.

3 Rue du Luxembourg, 1000 Brussels
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BJA Contact: Mr Nick Blow, Managing Director

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Regular members

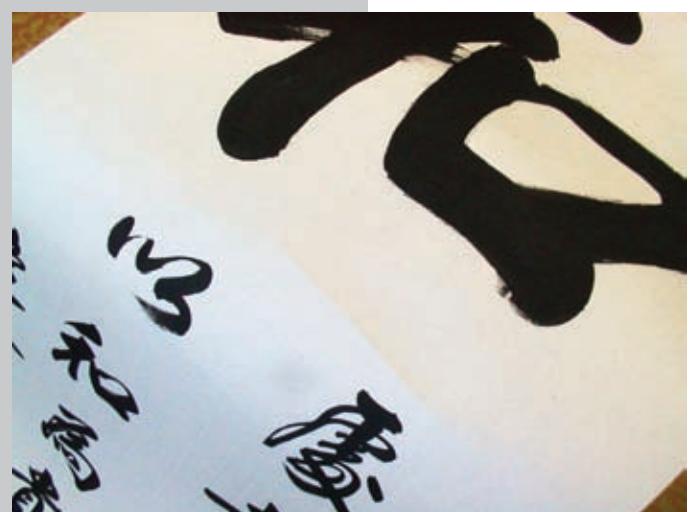
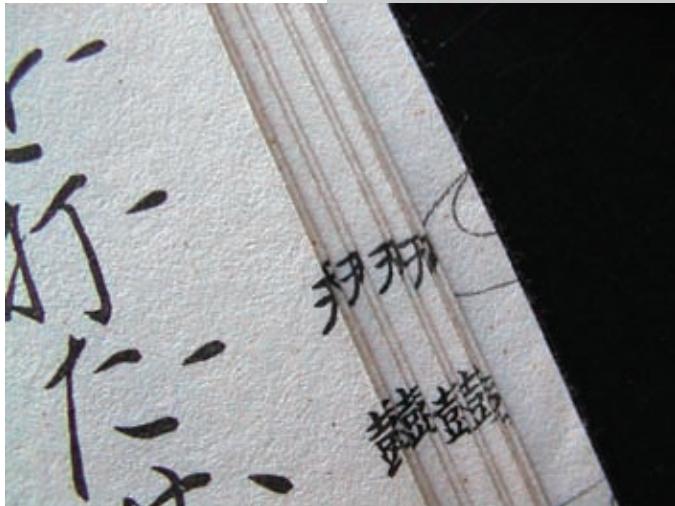
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