



## NEWSLETTER

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### The EU-Japan Centre for Industrial Cooperation

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for business people, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

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This occasional newsletter is produced by the European office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

Any EU/Japan-related information to be published in the next issue ?

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Editor: J. Michelson

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### Welcome to our new General Managers!



In October 2007 Hiroshi Tsukamoto joined the EU-Japan Centre as Japanese General Manager and also became President, Institute for International Studies & Training (IIST). A law graduate from Kyoto University,

Mr. Tsukamoto held many senior positions, particularly in MITI (Ministry of International Trade & Industry) and JETRO (Japan External Trade Organization), throughout a successful career of 40 years. More recently, while President of JETRO, he was for a short time a member of the EU-Japan Centre's Supervisory Board.

In April 2008 the EU-Japan Centre welcomes a new European General Manager:

Julien Guerrier is replacing former General Manager Wolfgang Pape. Mr. Guerrier, a graduate of the French Ecole Polytechnique, has been transferred from the European Commission, where he was previously Deputy Head for Investment and Trade in Services at the Directorate-General for Trade. Mr. Guerrier is already familiar with the EU-Japan Centre, since he worked as European Director of the Centre's Brussels Office from 1996 to 2001.



### Forthcoming managerial training activities in Japan for companies

The EU-Japan Centre is currently inviting applications for the following training activities :

#### < World Class Manufacturing > 5-day training mission in Japan

For EU managers working for manufacturing companies in the EU

The training course consists of lectures and workshops, and European top decision-makers are able to visit some 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.

A preliminary visit to an industry applying WCM methods is held in Europe, as well as a Pre-departure briefing session, prior to the training in Japan.

More details on: <http://www.eu-japan.eu/europe/wcm.html>

Training dates I: 16 - 20 June 2008

Application deadline: 20 March 2008

Pre-departure briefing: mid-May

Training dates II: 20 - 24 October 2008

Application deadline: 16 June 2008

Pre-departure briefing: mid-September

#### < Foreign Direct Investment in Japan > 5-day training mission in Japan

For EU managers responsible for the financial strategy of their EU company

This short course on FDI in Japan for EU firms will provide an overall understanding of the implications and relevance of Japan's FDI policy for EU firms interested in starting or growing business in Japan by acquiring local assets. One of the objectives of the mission is to help EU firms to identify strategic investment opportunities by enabling participants to gather information and resources about the incentives offered by various Japanese national, regional and local authorities to attract FDI.

More details on: <http://www.eu-japan.eu/europe/fdi.html>

Training dates: 2 - 6 February 2009

Application deadline: 6 November 2008

## FDI in Japan 2008: 18 - 22 February 2008

Organised by: EU-Japan Centre for Industrial Cooperation

The 2nd FDI course in Japan was successfully completed on 22 February. 16 participants from 9 countries spent one week in Tokyo with a full daily schedule, which included a site visit of IKEA JAPAN



(one of those success stories for European companies in Japan), and attended the 3rd Japan CFO Roundtable conference organised by the Economist Intelligence Unit. Participants learnt a lot and shared experiences from 9 lectures, 6 panel discussions, 1 conference and 1 site visit.

It was also a great opportunity for participants to establish contacts with business people in Japan. The next FDI course is scheduled for 2009.

More information: <http://www.eu-japan.eu/europe/fdi.html>

## Launch of the Enterprise Europe Network

The Enterprise Europe Network is a new and powerful European support network for enterprises. All major players of the business support community in Europe have united to offer a one-stop service to assist especially small and medium-sized enterprises (SMEs)



to develop their full potential and innovative capacity. The Enterprise Europe Network includes more than 500 contact points for entrepreneurs in Europe. They provide a full range of support services in close proximity to SMEs covering the whole EU territory and going even beyond. Enterprise Europe Network combines the strengths of the previous Euro Info Centre with the Innovation Relay Centre networks. With the new network, business receives 'Business Support on Your Doorstep'.

More information: <http://www.ec.europa.eu/enterprise-europe-network>

## 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 organisations 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: <http://www.eurojapan-ict.org/>

## 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:

[http://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)

<http://cordis.europa.eu/eralink/>

## Commission launches new scheme

The European Commission has recently launched a call for proposals for a new scheme which will create closer links between staff working in research organisations in Europe and their counterparts in other international partner countries. The scheme will support staff exchanges of up to 12 months per staff member. Staff from research organisations in 29 different countries can participate, and the scheme is open to all fields of research.

The International Research Staff Exchange Scheme, as it is known, will have a budget of €25 million for 2008. The announcement of this scheme comes as the European Commission launches calls for proposals for over €1 billion of research funds to be allocated in 2008.

"At the end of the day, science is all about the people who carry it out on a daily basis, and devote their lives to its advancement," said European Science & Research Commissioner, Janez Potocnik. "As we are seeking to enhance the international dimension of our Framework Programme, creating links between research organisations around the world is a very good starting point."

Marie Curie fellowship schemes have been the mainstay of the EU's support to research for more than 10 years, bringing together researchers, academics and businesses and involving some of the top names in European science, such as 2007 Nobel Physics Laureate Albert Fert.

They have been an important instrument to connect researchers and institutes not just across Europe but increasingly at a global level.

This new scheme will open the benefits of the Marie Curie approach to staff working in research organisations in all of the 29 countries either with which the EU has a Science and Technology Agreement or which are part of the European Neighbourhood Policy. It is hoped that exchanges of this type will help to increase international participation in the 7th Research Framework Programme.

More information: [http://cordis.europa.eu/fp7/ncp\\_en.html](http://cordis.europa.eu/fp7/ncp_en.html)







## Executive Training Programme to Japan

### Successful Executive Training Programme to Japan and Korea opens again: Opportunity for 60 European managers

60 European managers will have the opportunity of succeeding in the Japanese and Korean markets thanks to the new cycle of the Executive Training Programme (ETP), recently launched by the European Commission. The programme is targeted at European managers who want to develop business with Japan and Korea. ETP is a unique intensive professional development programme designed to provide EU companies with the knowledge and skills needed to make the most of their business opportunities in Japan and Korea.

Commissioner Benita Ferrero-Waldner said: "The Executive Training Programme is an excellent way for European business to take



advantage of the continuing trade and investment opportunities offered in Japan and Korea in the years to come. It offers insight and understanding of markets and will serve as a gateway to increased European presence in Asia."

The ETP has been one of the most successful EU programmes in Japan for more than a quarter of a century. The European Commission expanded the ETP to also cover Korea from 2002. To date, around 1,000 European managers from a variety of sectors have graduated from ETP. The participating companies range from small and medium-sized enterprises to the largest European groups. The ETP alumni are a very effective business network in Japan and Korea. Sponsoring companies have indicated that participation of their staff in the ETP has increased their understanding of that market, has improved their access to the market and had an impact on their presence in that market. On average, participating companies have doubled their turnover with Japan within ten years of following the ETP.

How to apply?

There are only 45 places available for ETP Japan and 15 for ETP Korea! The application period starts now and the deadline for applications is 30 September 2008. The training period will run from March 2009 to March 2010.

More details on: <http://www.etp.org/>

## Japan Business Seminar - Brussels - Belgium

On 6 March 2008, JETRO Brussels organised a "Japan Business Seminar" aimed at providing information for Belgian companies wishing to do business in Japan. H.E. Ambassador Hayashi honoured the event with his presence. After a presentation on the Japanese economy by Mr. Iwata from JETRO, the audience listened to the very informative success stories of four Belgian companies: Automatic Systems, BNLfood Group of Companies, Del Rey and Vasco. All participants finally enjoyed a networking cocktail during which many constructive contacts were made. - More information: <http://www.jetro.be/>

## "Vulcanus in Japan" programme - Testimonial

From 2 September 2007 till 1 August 2008

My name is Andrea Storti. I'm an Italian mechanical engineer enrolled in the final-year of a master degree of Automotive Engineering at the University of Modena and Reggio Emilia (Italy). I am taking part in the "Vulcanus in Japan" programme, which provides me with the unique opportunity to develop my skills in advanced engineering technologies while also raising awareness for other issues such as language, culture and business.

After 3 months of intensive language training in Tokyo I passed level 4 of the internationally recognised Japanese Language Proficiency Test (JLPT).

During these months I gained insights into various aspects of this beautiful country and learned to appreciate its charming culture.

For example, I had the opportunity to experience the hospitality of a Japanese family in Shimane prefecture, a traditional tea ceremony and the Japanese puppet theatre (bunraku). Moreover, I visited many fascinating places like the European Union Representative Office in Tokyo, important Japanese companies, a sumo tournament and the Tokyo fish market (Tsukiji).

I realised that the Japanese philosophy reflects my own lifestyle: a look to the past and a look to the future with the courage of my own choices.

Currently, I am learning a lot during my internship at Akebono



Brake Industry Co. Ltd., a renowned brake manufacturer, and a leader in its field, developing brakes for the leading Japanese car and truck manufacturers as well as high-technology products for the Shinkansen N700 and the Vodafone McLaren Mercedes Formula 1-racing team.

At Akebono Brake, I am working together with excellent brake experts and with cutting-edge engineering technologies. My colleagues are very kind; they made me feel part of the team immediately and are teaching me a lot about their work, the brake industry and technologies.

My work is very interesting: after starting my internship in the R&D administration department to get to know the different teams in R&D and the company's production facilities, I joined the R&D design department. One of the best experiences so far has been my visit to the Akebono testing ground taking part in important brake tests on a real test circuit.

This professional experience will surely help me develop the extra skills necessary to become an excellent engineer being prepared to work in a global environment in the future. Personally, during my stay in Japan I am meeting marvellous people who I will keep forever in my mind and in my heart.

Andrea Storti

[http://www.eu-japan.eu/europe/vulcanus\\_japan.html](http://www.eu-japan.eu/europe/vulcanus_japan.html)



### Young Executive Stay (YES) Programme VI

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

The YES programme is organised by the BLCCJ in Japan and the BJA in Belgium and comprises two briefing sessions in Belgium and a two-week practical training programme in Japan in November 2008 at a low cost. Deadline for applications is Wednesday, 21 May 2008.



How to apply for the YES programme?

The Belgium-Japan Association & Chamber of Commerce: [otokellens@bja.be](mailto:otokellens@bja.be) and for the Luxembourg Chambre de Commerce: [david.lutty@cc.lu](mailto:david.lutty@cc.lu) - <http://www.bja.be>

### Focus Progress Through Knowledge

German-Japanese Symposium: Technology Roadmaps and the Transfer of Knowledge - Hanover on 22 April 2008

Organised by the Japanese-German Center Berlin in cooperation with the Federation of German Industries, Berlin

Economic performance and prosperity are largely based on knowledge and expertise. New impulses for growth and innovation require economic scientific breakthroughs and the transformation of these into economic capabilities. The organisation of knowledge transfer through technology roadmaps is a fundamental prerequisite for a successful conversion into economic capabilities; it shows the expected path of the development of technologies in the future. Japan's Ministry of Economy, Trade & Industry (METI) is using roadmaps to present in a pragmatic way how we can transform the research & development results from 20 high-tech fields into actual products, and how these products could possibly be then placed on the market. The German Federal Government

is also attempting to "form a uniform and integrated policy of innovation from one whole." The symposium will compare these strategies and identify possible fields and paths of cooperation. The symposium is expected to take place within the context of the Hanover Fair.

More information:

[http://www.jdzb.de/index.php?option=com\\_events&task=event-Details&cat\\_id=1&cid=19&Itemid=30](http://www.jdzb.de/index.php?option=com_events&task=event-Details&cat_id=1&cid=19&Itemid=30)



### UK-Japan Seminar: Sharing Best Practice in Technology Transfer and University-Industry Collaboration - 18 Feb. 2008

Organised by the Science and Innovation Section of the British Consulate-General, Osaka and the British Embassy in Tokyo in collaboration with Kyoto University, the Osaka Chamber of Commerce & Industry and the Royal Society of Chemistry

The UK and Japanese governments have in recent years introduced a wide range of innovation policy measures aimed at developing a knowledge-based economy by strengthening university-industry collaborations and improving the ability of business to exploit the scientific output of universities and public research organisations.

The seminar in Kyoto University was designed to showcase UK and Japanese policies and practices in technology transfer and the commercialisation of scientific research. The importance of the meeting was underlined by speeches from the President of Kyoto University (Professor Kazuo Oike) and the British Ambassador (Sir Graham Fry) at the Opening Ceremony.

The meeting attracted 14 high level academic and industrial speakers from the UK and Japan. This event was followed by a seminar in Osaka aimed to highlight opportunities for R&D collaboration and investment with some major universities and research organisations in the UK.

The Kyoto seminar was one of the key science events organised under "UK-Japan 2008", a season of events, performances and exhibitions that celebrates the creative, contemporary and collaborative aspects of the UK and Japan in the arts, science and creative industry.

There was considerable interest in follow-up, and participants were encouraged to contact the Science and Innovation Section of the British Consulate in Osaka, the RSC or any of the UK panel members.

More information:

<http://www.rsc.org/ConferencesAndEvents/RSCEvents/UK-JapanSeminar.asp>

### ITER project - France-Japan Magnetic Fusion Laboratory - CNRS and Kyushu University

An agreement creating an International Laboratory named "France-Japan Magnetic Fusion Laboratory (FJ-MFL)" was signed on 22 October 2007 in Fukuoka by Catherine Bréchnignac, President of CNRS and Japanese partners of the University of Kyushu, the National Institute for Fusion Science and Osaka University. The signing took place in the presence of Mr Yukihide Hayashi, Vice-Minister of MEXT (Ministry of Education, Culture, Sports, Science & Technology of Japan).



The joint leadership of this laboratory will be provided by Prof. Sadruddin Benkadda from CNRS-Université de Provence and Prof. Sanae I. Itoh, a professor at the University of Kyushu. The creation of this LIA\* is based on scientific cooperation in the long term established by Mr. S. Benkadda with research teams from Japanese institutions partners.

Of academic nature, this is on the fringe of the "broader approach" in the ITER project, which consists of a privileged partnership between Europe and Japan.

More information: <http://sites.univ-provence.fr/~lia-fjmf/>

\* LIA: Associated International Laboratory





## Japan-EU International Symposium

on Africa's Development held on Monday, 3 March 2008

Co-organised by the European Commission and the Government of Japan, supported by the Japanese-German Center Berlin and the European Policy Centre



In May 2008 Japan will host the TICAD IV (Tokyo International Conference on African Development), a large-scale international conference on Africa's development. The July 2008 G8-Summit Meeting, which will be held in Japan, is expected to focus on Africa's development as one of its key subjects.

The symposium used this momentum to make further progress and coordinate between the EU and Japan on these issues in dialogue with the African Union. Held back-to-back with the EC's international academic and policy roundtable on 4 March, the symposium sparked further discussion on how to realise efficiency in international cooperation on Africa's development. The symposium focused on issues of climate change and consolidation of peace and security. 100 participants included guest speakers, the AU Ambassador to the EU, academics, NGOs and interested officials from the Commission, the Council Secretariat and the Member States.

More information: <http://www.jdzb.de>

## Italian - Japanese Joint Laboratory

Istituto Superiore Mario Boella (Turin, Italy) and the Graduate School of Information Science and Technology, Hokkaido University (Sapporo, Japan) announce the establishment of a joint laboratory on pervasive surveillance systems and safety systems based on cutting-edge video processing techniques and devices coupled with advanced ad hoc mobile (including vehicular) networks. The research project, defined as "National relevance interest" by the bilateral "Executive Programme of

Cooperation in the Field of S&T" signed in 2007 by the Italian and Japanese governments, is aimed at designing, implementing and evaluating methodologies and algorithms in a combination of scientific and technological results in both the multimedia (real time processing of video streams generated by HD video cameras for a live 360° view) and networking areas (vehicular-based ad-hoc networks), including supercomputing power available at the Hokkaido University to process the large amount of data generated.

More information: <http://www.ismb.it> - <http://www.hokudai.ac.jp>



## New Publication

On "**How to invest and how to sell successfully in Japan**"

by the German Office for Foreign Trade (bfai)

"**How to sell successfully in Japan**" - "Erfolgreich verkaufen in Japan", 76 pp., 25,- Euro (ISBN: 3-86643-485-5), together with the German Chamber of Commerce in Japan

"**How to invest successfully in Japan**" - "Erfolgreich investieren in Japan", 91 pp., 40,- Euro (ISBN: 3-86643-519-3), together with the German-Japanese Industrial Cooperation Committee

For more information contact Mr. Frank Robaschik at:

[robaschik@bfai.de](mailto:robaschik@bfai.de)

## The first Lean Summit in France

2 - 3 April 2008 - Organised by: Institut Lean France (ILF)

While competition on the global markets gets even tougher, the McKinsey report shows that Lean is a key route for the competitiveness of French companies.

Many leaders and managers of companies involved in ILF's activities have often expressed interest in sharing more stories of successful implementation of Lean.

That's why a "Lean Summit", based on model meetings of international experts in Lean, has been organised by the Lean Global Network in many countries, in order to share stories and good practices.

The first day will demonstrate the need to implement Lean as a business strategy and not a production tactic, with case studies of managers who have managed their activities by Lean.

The second day will resume the key points of Lean expertise in core architecture of a process to improve the competitiveness of the company.

This first Lean Summit is designed specifically for CEOs, top managers and their colleagues, the leaders of Lean deployment, and more generally all those involved in Lean activities.

Michael Ballé and Godefroy Beauvallet are the founding members of the Institut Lean France.

More information: <http://www.institut-lean-france.fr>



## New Publication

There is a new book coming out soon that will be of interest to both EU and Japanese readers.

'Teach yourself Business Japanese', published by Hodder, is a book and an audio CD giving tips on Japanese culture for people doing business with Japan.

It is a 3-hour audio course with accompanying book that helps to acquire essential up-to-date business language. Through realistic conversations and authentic material, the Business Zones give all the specialist terms needed for a project. The CDs come with a booklet containing the transcript of the recorded material as well as a glossary listing all the vocabulary from the course. The accompanying culture book gives tips on etiquette and business culture, so you will never be stuck for something to talk about or worry about committing blunders.


More information:

[http://www.amazon.co.uk/Teach-Yourself-Business-Japanese-Book/dp/0340929715/ref=pd\\_bbs\\_sr\\_1?ie=UTF8&s=gateway&qid=1201853982&sr=8-1](http://www.amazon.co.uk/Teach-Yourself-Business-Japanese-Book/dp/0340929715/ref=pd_bbs_sr_1?ie=UTF8&s=gateway&qid=1201853982&sr=8-1)

## Joint European information seminar on Double Degrees and Erasmus Mundus programmes

26 March 2008 at German Cultural Centre (DAAD, Tokyo, Japan)

**DAAD** Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service

**CAMPUS FRANCE**  **JAPON**  
campusfrance.org

**Organised by: DAAD Tokyo and CampusFrance, in cooperation with the Delegation of the European Commission and the French and German Embassies in Tokyo**

On 26 March, the DAAD Tokyo and CampusFrance will host a joint information seminar on two kinds of academic cooperation that might prove fruitful between Japan and the European Union: Double Degrees and Erasmus Mundus programmes. The organisers believe that too little is known on the subject and would like to fill the gap. The event will be organised in cooperation with the Delegation of the European Commission and the French and German embassies in Tokyo. The seminar will take place at the DAAD's German Cultural Centre, in Tokyo. Double Degree programmes have attracted a strong interest from Japanese top level universities since they have already produced remarkable results. Cooperation under the Erasmus Mundus scheme might be a useful step towards more double degrees between Asia and Europe.

More information: <http://tokyo.daad.de> - <http://japon.campusfrance.org>

## Best practices award among Bulgarian-Japan Alumni Associations

A Cooperation Memorandum for Basic Consensus on the Establishment of a Quality prize for Total Quality Management and best practices award has been signed by Bulgarian AOTS Alumni, Tokai University Alumni and JICA Alumni Associations, JICA, Ministry of Economy & Energy, Business and Educational Institutions in Bulgaria on 9 February 2008.



A series of seminars and lectures were held in Sofia and Burgas for introducing the award concept, based on the DEMING Prize in Japan. Professor Ayano from Tokai University, Director of JICA office in Bulgaria, Mr. Komori and Programme Sirector, Mrs Nagai, met Dr. Georgi Stoev, Vice-Chairman of the Bulgarian-Japanese Economic Council and Member of BoD of BCCI to discuss the further joint efforts.

In his capacity as President of the European and Bulgarian AOTS Alumni Associations (EFAAS and BulAOTS), Mr. Stoev expressed his hope that all parties concerned shall contribute to this joint initiative. Recently, Bulgaria has been the focus of attention of European-based Japanese companies, such as Yazaki Corporation and Toyota, and other manufacturers Mitsui-UK and Mitsubishi are already engaged in energy projects in Bulgaria.

More information: <http://www.bcci.bg>

## Aachen Machine Tool Colloquium 2008

Integrated Production Technology for High Wage Countries  
5 - 6 June 2008

Under the theme "Integrative Production Technology for High-Wage Countries", the Laboratory of Machine Tools and Production Engineering WZL, RWTH Aachen will present trends and innovations in production technology on 5 and 6 June.



In two parallel series of lectures about science and practice the event will offer information on the subjects of Technology & Production Systems and Innovation Management & Strategic Product Planning and will cover the latest technological developments and strategies that should achieve a long-term competitive advantage in high-wage countries.

Leading experts from the production sector will be teaming up with scientists from the Laboratory of Machine Tools and Production Engineering WZL, from the Fraunhofer Institute for Production Technology IPT, in order to present new concepts of product development, production, corporate strategies as well as to show implementation experiences.

Aachen Machine Tool Colloquium 2008, which is very interesting for Japanese managers of production technology, is usually the meeting point for about 50 Japanese participants each time.

More information: <http://www.awk-aachen.de/en/default.html>

## Best Practice Visits to Japan

Organised by: SMMT Industry Forum and West Midlands Manufacturing Advisory Service

The Midlands Productivity Alliance (MPA) has been designed to help manufacturers in the automotive sector improve their productivity and competitiveness. The MPA programme is managed by MAS-West Midlands who are dedicated to helping manufacturers compete in the global marketplace.

The MPA provides a package of support that has been designed by manufacturers and the SMMT Industry Forum. Engineers have been seconded from industry to work with Industry Forum engineers in order to deliver workshops to supply base companies within the West Midlands.

These activities focus on Key Quality, Cost, and Delivery issues. For many years the Industry Forum has organised Best Practice visits to Japan to observe productivity improvement initiatives within the major automotive companies and their suppliers.

In December 2007 the MPA engineers along with representatives from industry attended such a visit. Within the 2-week tour visits were made to Honda, Nissan and Toyota and around 10 supply companies within the Tokyo and Nagoya areas. Meetings with the British Embassy and a series of lectures were also part of the programme.

The next visit is planned for May this year.

More information: <http://www.mas-wm.org>





## Baltic Business and Investment Seminar

Regarding the business environment of Estonia and Latvia

About 60 representatives of Japanese companies from the Kansai region participated in the



Baltic Business and Investment Seminar on 17 January 2008 in Osaka. The event was organised by the Latvian and Estonian Embassies in Japan and respective Investment & Development Agencies of these two Baltic countries - Investment & Development Agency of Latvia and Enterprise Estonia, in cooperation with Kansai's economic organisations: Kansai Economic Federation, Osaka Chamber of Commerce & Industry, Kyoto Chamber of Commerce & Industry, and Kobe Chamber of Commerce & Industry. More information: <http://www.liaa.gov.lv>

## Investment and Development Agency of Latvia to send its representative to Japan

It was announced recently that the Investment & Development Agency of Latvia has decided to send a representative to Japan in order to meet a growing interest of Japanese companies in the attractive geographic location of the Baltic countries and in investment opportunities there.

More information: <http://www.liaa.gov.lv>

## The 150 year Dutch - Japanese diplomatic relations

Dujat / Dutch & Japanese Trade Federation has been working to intensify the economic relations between The Netherlands and Japan since its establishment in 1984. Members of this non-profit foundation are Dutch companies with subsidiaries in Japan, and Japanese companies with subsidiaries in The Netherlands. Activities include seminars, company visits, informal Meets & Drinks, Award ceremonies, a Dutch-Japanese Golf Tournament, etc. Also in 2008 Dujat has programmed over 12 events and would like to invite companies active in Japan to join its events. 2008 is a special year for Dutch-Japanese relations, as 150 years of diplomatic relations will be celebrated.

More information: <http://www.dujat.nl>

## Conference - HIDROENERGIA 2008

11 - 13 June 2008 - Bled, Slovenia

Organised by ESHA and Slovenian Small Hydropower Association

Hydroenergia conferences are the biggest and most important events for the small hydropower sector in Europe that gather leading experts biennially to convey knowledge and best practice experiences to investors and professionals from different areas. Persons interested in attending, exhibiting or sponsoring this important event are invited to send an email to: [hidroenergia@esha.be](mailto:hidroenergia@esha.be)

More information: <http://www.esha.be/index.php?id=81>

## "Oriental Fascination 1890 - 1910"

"Japonisme in Belgium" - City Hall Brussels, 24 Jun - 28 Sept 08

Fascination; that is how one could call the irresistible attraction of Japanese prints to the West at the turn of the century.

A remarkable selection of Japanese prints from the Feliks Jasienski in Krakow, one of the most noted oriental art collections in Europe, shown for the first time in Belgium, confronted with works "under the influence" by some 20 top artists of Belgian art history.

This exhibition is being organised in collaboration with the National Museum of Krakow and the Museum of Japanese Art & Technology and with the support of the Embassy of Japan.



## Third International Seminar on the Dynamics of Law and Society in Europe and Japan:

International Seminar at the K.U. Leuven, 21 March 2008  
Legal Reform and the Role of the Judiciary in a Comparative Perspective

Law and society are rapidly changing in Europe and Asia. Mainly focusing on the cases of Belgium and Japan, this international seminar intends to foster the awareness fundamental developments on research in law and society. The first two seminars in this series took place in March 2006 (Leuven) and December 2006 (Tokyo). This third seminar will specifically focus on the judicial institutions, which have been changing drastically in recent years in Europe and in Japan. The Leuven Institute of Criminology (Faculty of Law) and the Section of Japanese Studies of the K.U. Leuven are inviting participants to this year's symposium. This series of seminars hopes to provide new impulses to the theory used in law and society research and will of course provide new opportunities for international cooperation between Belgian, European and Japanese scholars. Participation is free of charge, but it is mandatory to register.

For more information on future events please contact Dimitri Vanoverbeke at [Dimitri.Vanoverbeke@arts.kuleuven.be](mailto:Dimitri.Vanoverbeke@arts.kuleuven.be)

## New executive programme!

How to build top performing Management in the automotive industry

This is the stated aim of the Solvay Business School in its latest programme which has been especially designed for automotive industry executives.

International professors and high-level international experts will teach strategic issues in a national and international framework. This course will be held from April till December 2008 (in English).

The next info session: 19 March 2008 at 7 pm at the SBS, av. F. Roosevelt - 1050 Brussels

More information: <http://www.solvay.edu/automotive>

24 March 2008 Tokyo, Japan	<b>Lunch Seminar on the Japanese Economy</b> How Open is the Japanese Economy Today?	Maison Franco-Japonaise <a href="http://www.mfj.gr.jp/lunch_seminar/lunch_seminar.html#ls200803">http://www.mfj.gr.jp/lunch_seminar/lunch_seminar.html#ls200803</a>	
21 - 25 April 2008 Hanover, Germany	<b>International Trade Fair</b> Hanover Fair 2008 Partner Country «Japan»  Themed "Cooperation through Innovation", the Japanese showcase will feature the latest hi-tech developments in industrial automation, robotics, energy, fuel cells, environmental technology and micro- and nanotechnology	<a href="http://www.hannovermesse.de/homepage_japan_e">http://www.hannovermesse.de/homepage_japan_e</a>  	
21 - 25 April 2008 Hanover, Germany	<b>Presentation</b> Subcontracting 2008 - Hanover Fair Capital Region Berlin-Brandenburg Japan Business Gate	Potsdam Chamber of Commerce & Industry <a href="http://www.bb-subcontractor.com">http://www.bb-subcontractor.com</a> <a href="http://www.bb-export.com">http://www.bb-export.com</a>	
23 April 2008 Paris, France	<b>Seminar</b> New-Generation Robotics	City of Osaka, Paris Office <a href="http://www.tebaldo.com/osakaseminar.htm">http://www.tebaldo.com/osakaseminar.htm</a> E-mail: <a href="mailto:info@osaka.fr">info@osaka.fr</a> - <a href="http://www.osaka.fr">http://www.osaka.fr</a>	
16 - 20 June 2008 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <WCM-World Class Manufacturing> <b>Application deadline: 20 March 2008</b>	EU-Japan Centre for Industrial Cooperation Tel: +32 (0)2 2820042 <a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a>	
30 July 2008 Tokyo, Japan	<b>Business Forum</b> Japanese-German Micro/Nano Business Forum at Micromachines/NEMS 2008	<a href="http://www.jdzb.de/index.php?option=com_events&amp;task=eventDetails&amp;cat_id=1&amp;cid=94&amp;Itemid=30">http://www.jdzb.de/index.php?option=com_events&amp;task=eventDetails&amp;cat_id=1&amp;cid=94&amp;Itemid=30</a>	
20 - 24 October 2008 Tokyo, Japan	<b>European Commission-funded Programme</b> Training Mission in Japan <WCM-World Class Manufacturing> <b>Application deadline: 11 June 2008</b>	EU-Japan Centre for Industrial Cooperation Tel: +32 (0)2 2820042 <a href="http://www.eu-japan.eu/europe/wcm.html">http://www.eu-japan.eu/europe/wcm.html</a> E-mail: <a href="mailto:office@eu-japan.eu">office@eu-japan.eu</a>	

**Feel free to contact us if you would like your EU/Japan-related news/event to be announced in our forthcoming newsletter and on our website ►► [michelson@eu-japan.eu](mailto:michelson@eu-japan.eu)**