

J-BILAT

<http://www.j-bilat.eu>



New Project: BILAT in Japan

BILAT in Japan - J-BILAT -, an EU-funded project for the promotion, enhancement and development of EU-Japan cooperation in RTD and Innovation has been launched. International cooperation in Science and Technology (S&T) plays an increasingly important role when looking for answers to major European and global challenges, which involve multidisciplinary sciences coordinated with other areas across the border.

INTERNATIONAL DIMENSION FULLY INTEGRATED

The 7th Framework Programme of the European Community for Research & Technological Development (RTD) and demonstration activities (FP7) is the main financial tool through which the European Union supports research and

development activities covering almost all scientific disciplines. It runs for seven years, from 2007 through to 2013. Compared to its predecessor, the FP6, the international dimension is now fully integrated into the Framework Programme. Specifically to support the reinforcement of S&T collaboration with third countries, a funding scheme «Bilateral coordination for the enhancement and development of S&T Partnerships» is available (see the list on <http://ec.europa.eu/research/iscp/index.cfm?lg=en&pg=ilat>), and to promote cooperation exclusively with Japan, a new project called "BILAT in Japan" (J-BILAT) has been launched. Coordinated by the EU-Japan Centre for Industrial Cooperation, J-BILAT will support the enhancement and development of science and technology

partnerships through the following activities targeting Japanese researchers:

1. Information service via a website (mainly in Japanese) on the 7th Framework Programme (FP7).
2. Help desk service and circulation of newsletters for researchers interested in collaborating with Europe. Requests from European researchers seeking Japanese partners are also accepted.
3. Awareness and opinion surveys in Japanese in order to have a better understanding of researchers' needs and tools to improve EU-Japan cooperation. The first survey has recently been conducted and the results are currently analysed.
4. Organisation of awareness-raising events, workshops to share best practices, and other seminars.



<http://www.j-bilat.eu>



EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター

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 businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

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

IN THIS ISSUE

- J-BILAT, new EC-funded project
- Japan-Europe Symposium - 26 May, Brussels
- EU-Japan Centre's activities
- Call for applications - 5-day training in Japan
- EU-Japan Business Round Table
- European Commission Japan-related news
- News from Japanese Authorities
- News in Brief
- Forthcoming events calendar



Japan-Europe Symposium 26 May 2010 - Brussels

BUSINESS REPORTING FOR SUSTAINABILITY

Mechanisms to communicate information, including ESG/CSR, for sustainable growth.

The global financial crisis in 2008 made people realise the importance of sustainable capabilities of companies, which cannot easily be recognised through financial reporting. Hence the need to establish a new mechanism of business reporting which enables many people to appreciate the exact value of companies, covering not only financial but also non-financial information, including ESG/CSR, in which society has a great interest.



This symposium will focus on a desirable framework for business reporting for sustainability, focusing on non-financial information relating to a company's business strategy, its own value creation mechanism and its economic performance, rather than asking companies for as much information as possible from a purely social point of view. For that purpose, this symposium will be based on successful experiences of European and Japanese companies, regardless of their size, to communicate with stakeholders. Since both Europe and Japan have many common elements, including the interests of governments on this issue, ESG/CSR awareness, and a shared sense of balance between social and economic values, it is expected that both regions can find more opportunities to cooperate with each other to establish a global mechanism.

For registration, please go to:



<http://www.eu-japan.eu/global/events/symposium-sustainability-26may2010>

Seminar: Climate Change Negotiations after Copenhagen – Now What?

Organised by the EU-Japan Centre for Industrial Cooperation and the Delegation of the European Union to Japan

A seminar in Tokyo on “Climate Change Negotiations after Copenhagen – Now What?” was held on 3 March 2010, with Mr. Jürgen Lefevere (DG Climate Action), Mr. Jun Arima (Ministry of Economy, Trade and Industry) and Mr. Masaru Moriya (Ministry of the Environment).

This seminar gave the opportunity to confirm that Japan and the EU share the same vision regarding the outcomes of Copenhagen. The EU has just adopted its 2020 strategy, and in Japan a bill should be submitted to the Diet very soon. Concrete actions from the EU and Japan can contribute to make a strong impact on the future of climate change negotiations.

LEGAL BINDING AGREEMENT

On the EU side, Mr. Lefevere presented the next steps expected in the coming months: negotiations are ongoing (various meetings are planned over the next months: an informal meeting in March, Ad-Hoc Working Groups in April, an informal ministerial meeting in May, Subsidiary Bodies meeting in June and COP 16 and CMP-6 in December in Cancún - Mexico), and an important element in the EU strategy is the implementation of the “fast-start” financing for developing countries, as well as the development of the



international carbon market. The Copenhagen Accord is seen by the European Commission as a first step towards a legally binding global climate agreement, and the EU now wants to show the way to the world and is working on new ambitious targets for 2020, considering that green innovation is a part of its competitiveness strategy for the years to come.

The newly created Directorate-General for Climate Action underlines the priority given by the EU to this issue.

COALITION OF THE WILLING

Mr. Arima and Mr. Moriya outlined the Japanese views on the next steps for the international climate change negotiations. The Copenhagen Accord is the basis towards an ultimate goal of agreement of a single and comprehensive legal instrument establishing a fair and effective international framework with participation of



all major economies. Japan will help solidify the support for this Accord, particularly through MRV aid in Asian developing countries, in order to improve its transparency, consistency, comparability, completeness and accuracy.

Many other issues still need to be discussed during various meetings before Cancún. In the meantime, developed countries are expected to demonstrate their emission reduction and to support developing countries which are proactively addressing climate change. While international negotiations continue, Japan is thinking of promoting a “Coalition of the Willing” for making the Copenhagen Accord operational: each country supporting the Accord should implement its domestic objectives and policies and promote international cooperation; new market opportunities should be explored through bilateral arrangements.

For the entire article, go to the webpage.



<http://www.eu-japan.eu/global/events/climate-change.html?year=2010>

EU-Japan Business Round Table, 19 - 20 April 2010, Tokyo

EU-Japan Business Round Table to adopt recommendations to be delivered to President Van Rompuy, President Barroso and Prime Minister Hatoyama on the occasion of the upcoming 2010 EU-Japan Summit.

LISTENING TO THE BUSINESS COMMUNITIES

In a world of increasing interdependence, partners cannot pursue their interests effectively without listening carefully to the needs of their business communities. It was for this purpose that the EU-Japan Business Round Table (EJ-BRT) was established in 1999 by merging two previous dialogues. It is a forum, encompassing all industries, for policy recommendations from the private to the public sector, with the objective to contribute to the economic success of Japanese and European industry. By voicing the joint views of both business communities, the Round Table significantly contributes to the identification of mutually-beneficial initiatives and keeps close track of the progress achieved

by both the European and the Japanese authorities. The Round Table can be characterised as an issues-oriented discussion on various topics including the economy, the business environment and current concrete issues. The aim of the annual meeting is to provide clear policy recommendations and proposals for the future direction of EU-Japan industrial relations to the European Commission and the Japanese Government.

NEXT ROUND TABLE

The next EU-Japan Business Round Table annual meeting is scheduled to take place in Tokyo on 19 and 20 April 2010 under the co-chairmanship of Mr. Tadashi Okamura and Mr. Jean-Yves Le Gall.



<http://www.eu-japan.eu/global/round-table.html>



Promoting Government e-Procurement: Initiatives in Europe and Japan

On 5 February 2010, the EU-Japan Centre for Industrial Cooperation organised a seminar on "Promoting Government e-Procurement: Initiatives in Europe and Japan", with experts from the European Commission and representatives of European and Japanese local entities.

Public procurement is an important sector of the EU economy, accounting for nearly 16% of its GDP. In 2004 a legislative package (http://ec.europa.eu/internal_market/publicprocurement/legislation_en.htm) was adopted to simplify and modernise EU public procurement by facilitating "electronic procurement". Similarly in Japan, several public entities, both at national and local levels, have introduced e-procurement systems as part of their efforts to improve the public procurement systems.



This seminar provided the opportunity to compare the situation of e-procurement in the EU and in Japan. These two regions, although the European Union has some advance, are going in the same direction at national and local levels. Practical experiences turned out to be very positive and brought a real efficiency in the various systems, as well as budget savings and a better transparency that increased and extended the range of potential participants. In the near future, further IT developments will certainly improve the e-procurement system, in particular on the security side.

Go to the webpage for the entire article.

<http://www.eu-japan.eu/global/events/government-e-procurement.html?year=2010>

Making Green Cars a Reality: Policies and Initiatives in the EU and Japan

On 25 February 2010, the EU-Japan Centre for Industrial Cooperation organised a seminar on «Making Green Cars a Reality: Policies and Initiatives in the EU and Japan».



This seminar gave the opportunity to compare the situation of policies and initiatives regarding green cars in the EU and Japan. The EU and Japan are both going in the same direction: R&D efforts, tax incentives, development of fuel/power infrastructure and the same objective to develop global standards. A joint action on this last point would be a positive sign for EU-Japan cooperation and could be at the beginning of the process for international standardisation.



EU & JAPANESE POLICIES AND PRIVATE SECTOR INITIATIVES

Mr. Philippe Jean, Head of the Automotive Unit in the European Commission's Directorate-General for Enterprise & Industry, and Mr. Shin Hosaka, Director of the Automotive Division of the Ministry of Economy, Trade & Industry (METI), outlined the EU and Japanese policies for promoting the development and prevalence of green cars in our society. On the private sector side, Mr. Ivan Hodac, Secretary General of the

European Automobile Manufacturers Association (ACEA), gave a keynote speech presenting the initiatives by automotive industries in Europe to make green cars a reality, while Mr. Yoshiyasu Nao, President of the Japan Automobile Manufacturers Association (JAMA), developed the "Initiatives by Automotive Industries in Japan".

Japanese and European automakers are all currently striving and investing in R&D in order to quickly be able to produce attractive alternative-energy/next-generation vehicles with increased fuel efficiency.

The important challenges regarding green cars are mainly the improvement of their cost-efficiency for production and use (they remain very expensive for consumers), as well as the period of time required to develop efficient technologies.

An integrated approach is needed and for that purpose, policy makers' support is crucial regarding the development of an appropriate regulatory framework, an efficient infrastructure network and various incentives to stimulate demand for low-carbon vehicles and power generation. One of the core issues is also the establishment of standards at global level.

Go to the webpage for the entire article.

<http://www.eu-japan.eu/global/events/green-cars.html?year=2010>

Overview and Prospects for the EU-China and Japan-China Trade Relations

On 1 February 2010, the EU-Japan Centre for Industrial Cooperation organised a seminar on «Overview and Prospects for the EU-China and Japan-China Trade Relations» with Ms Helena König, Head of Unit for Relations with the Far East at DG Trade, and Mr. Hideko Akiba, Director of the Division for North-East Asia relations at METI.



China is Japan's first trading partner and the EU's second partner (whilst the EU is China's first trading partner). Trade problems arise for both Japan and the EU in China, spanning a broad range of issues, from investment restrictions and China-only standards to government procurement and IPR / patents, etc. The confrontation between the EU and Japanese strategies vis-à-vis China was the main objective of this seminar.

DIALOGUES AND COOPERATION

Whereas the EU uses a range of instruments, from dialogues at all administrative levels to legal instruments (Trade Defence, WTO dispute settlement) and negotiations bilaterally (PCA) and multilaterally (DDA, GPA), Japan's strategy focuses much more on dialogues and cooperation with its Western neighbour. Japan is also interested in the prospect of a China-Korea-Japan FTA. Despite the trade and investment

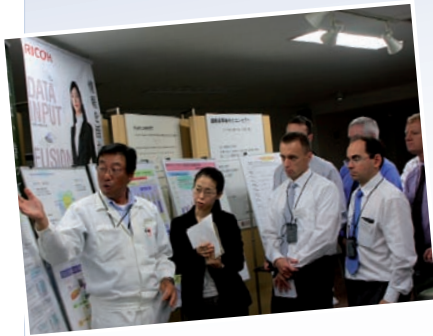
restrictions and the «lack of reciprocity in market access opportunities», Japan has a trade surplus with China, contrasting with the significant EU trade deficit.

METI predicts that China, whilst keeping its doors open to FDI, will progressively become more protectionist in selective sectors, bowing to vested interests of domestic industries that have now developed and do not need foreign technology transfers anymore. A great concern on the Japanese side is the access to rare earths and other key raw materials, the production of which is increasingly controlled by China.

As Japan and the EU encounter the same problems in China, METI underlined that it would be interested in closer cooperation with the EU on trade policy issues vis-à-vis China.

Go to the webpage for the entire article.

<http://www.eu-japan.eu/global/events/china-trade-relations.html?year=2010>



Call for Applications

European Commission-funded programme for EU managers working for EU manufacturing companies

The Centre is currently calling for applications for the next training course:

WORLD CLASS MANUFACTURING 1-WEEK TRAINING MISSION IN JAPAN

Two sessions are organised in 2010.

1. From: 28 June – 02 July 2010


with an application deadline: 25 March 2010

2. From: 18 to 22 October 2010

with an application deadline: 10 June 2010

The training mission provides an in-depth analysis of Japanese manufacturing methodology and is aimed exclusively at EU Executives and Managers with a knowledge of WCM and an engineering background. It consists of lectures and workshops.

European managers will be 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.

 <http://www.eu-japan.eu/global/business-training.html>

Training Mission in Japan for EU managers

DISTRIBUTION & BUSINESS PRACTICES IN JAPAN

The 12th «Distribution and Business Practices in Japan» (DBP) mission, organised by the EU-Japan Centre, took place in Tokyo from 22 to 26 February 2010.

18 participants from various sectors (Food & Beverage Industry, Automotive, Building & Construction, Machinery, Textile, etc.), coming from 14 EU Member States, attended the training course.

The course's objectives were to inform about latest market trends and at the same time to provide a practical insight of ways into the Japanese market (distribution channels, general consumer situation, importance of customer service).

During the course, the participants were offered lectures such as «Overview of the Japanese Consumer Markets and the Japanese Retail and Distribution System», «Import Distribution and Marketing of European Grocery Foods» or «E-Commerce now in Japan». Company visits represent an important part of the DBP programme and representative managers of FANCL, KIKKOMAN and MARUBENI offered insight into their market knowledge, distribution and marketing strategies in Japan and overseas.



VIEWPOINT OF A JAPANESE OBSERVER

«Although I am a Japanese national who should be familiar with Japanese distribution and business practices, the DBP course was still extremely interesting and informative. The reason for this is because it revisited many aspects of Japanese business practices that I take for granted. It is not always easy for me to see the nuances and challenges in our market from the viewpoint of European suppliers. I learned a lot from both the lecturers and the participants, and rediscovered how unique the Japanese market is and how difficult it is for European newcomers to do business in Japan. I would like to apply the knowledge gained during the course to my future work at the embassy, and would like to thank the staff of the EU-Japan Centre for Industrial Cooperation for their excellent work in organising the programme.»

Ms Yuko SAITO,
Embassy of the Kingdom of the Netherlands



<http://www.eu-japan.eu/global/business-training.html>

What can the Centre do for you?

OUR JOB CORNER

The EU-Japan Centre's job corner is open to companies advertising EU/Japan-related vacancies and to people looking for similar positions. Employers can use it to post Japan-related job offers, and potential candidates who have worked in Japan or have expertise in EU-Japan relations (and/or are 'bilingual' EU-Japanese) can post their CVs. Submissions to the (public) job corner should be in pdf format and in English and/or Japanese.



<http://www.eu-japan.eu/global/jobs.html>

With Vulcanus to the Stars

Peter Buist is a former Dutch «Vulcanus in Japan» programme participant (1998-99), a **1-year EC-funded programme for European engineer students in Japan organised by the EU-Japan Centre for Industrial Cooperation**. The programme aims at contributing to EU-Japan relations by providing young European students of architecture and sciences with the possibility of learning Japanese and gaining work experience in their respective fields of studies in Japan.

VERY HIGH-LEVEL TECHNOLOGY ENVIRONMENT

Hearing about the «Vulcanus in Japan» programme during his time as a university student, it was this opportunity to be able to study, work and do research in a very high-level technology environment that triggered his application. In Peter's case it was the field of aerospace engineering. As there was, and still is, limited collaboration between Japan and EU in this field, Peter saw potential career opportunities for people with experience and understanding of both business cultures. This together with the opportunity to learn Japanese and encounter a different yet fascinating culture made Peter decide to apply for this programme.



«My internship during VULCANUS was at the space department of Toshiba from January till August 1999. During my internship I worked on GPS-based attitude determination. We wrote a proposal during my internship to develop such a system for a Japanese spacecraft, and that proposal was accepted.

After my graduation in September 1999 I joined Toshiba as a GNSS engineer to develop this spaceborne GPS receiver with attitude determination capacity, which was launched into space in 2003. Furthermore, I developed other types of receivers for Japanese spacecraft and subsystems for the Japanese contribution to GNSS. I worked at Toshiba (later NEC Toshiba Space Systems) till the end of 2006 when I rejoined Delft University of Technology. In my current research I am still cooperating with the Japan Aerospace Exploration Agency (JAXA - http://www.jaxa.jp/about/index_e.html) for GPS experiments on the Balloon-based Operation Vehicle. The goal of these experiments is to determine very precisely the position and orientation of a vehicle that is launched from a high altitude balloon.»*

Looking back at his VULCANUS time, Peter emphasises that his participation has had a tremendous effect on his life, a chance he wouldn't have wanted to miss out on, and it is something he recommends young students to experience.

The «Vulcanus» programmes creates an attractive pool of talented architects, researchers and engineers familiar with both regions' business cultures into which EU and Japanese companies can tap.

As a researcher and engineer Peter is surely fulfilling this aim, as he is part of the European-Japanese researchers' taskforce collaborating in the field of GNSS. Moreover, he is fluent in written and spoken Japanese which, from his experience, is the key to the Japanese business world in terms of fast promotion and management responsibilities.

*Global Navigation Satellite System GNSS (http://en.wikipedia.org/wiki/Global_navigation_satellite_system)



http://documents.eu-japan.eu/vulcanus_japan/article_peter_buist.pdf

Two New Directorates-General for Energy and Climate Action

The European Commission has taken a number of decisions to implement the organisational consequences of the allocation of portfolios to Commissioners. Two new Directorates-General have been created: DG Energy (ENER) and DG Climate Action (CLIM).

ENERGY DG

The Energy DG consists of the departments in the former Transport and Energy DG dealing with energy issues and of the Energy Task Force which will be transferred from the External Relations DG. The position of Director-General will be assumed by Philip Lowe, a British national, currently Director-General in DG Competition. The departments responsible for transport policy will remain in the renamed Mobility and Transport DG (MOVE).

CLIMATE ACTION DG

The Climate Action DG will be created from the relevant activities in DG Environment, the activities in the External Relations DG related to international negotiations on climate change, and the activities in the Enterprise & Industry DG related to climate change. Jos Delbeke, a Belgian national and currently Deputy Director-General in the Environment DG, has been appointed Director-General of the Climate Action DG.



<http://www.deljpn.ec.europa.eu/modules/media/news/2010/100217.html>



New Cooperation in Energy Research

Seminar on New Cooperation in Energy Research between Japan and the European Union
26 March 2010 - Advanced Industrial Science & Technology (AIST) - Tsukuba

Last November the European Union and the Government of Japan signed an «EU-Japan Science & Technology Cooperation Agreement», which will trigger increased cooperation between the EU and Japan in all fields of science and technology.

PHOTOVOLTAIC RESEARCH

METI/NEDO and the Directorate-General for Research (DG Research) of the European Commission have been negotiating a joint call on 'photovoltaic research' which will be launched this summer. This joint call is related on both sides to the political commitment to reduce CO₂ emissions by 2020 and to enter into a low-carbon society. Scientific breakthroughs to generate a new generation of technology can be achieved more quickly through an active research collaboration of Japanese and European researchers.

Researchers interested in the field and other scientific actors, particularly those interested to receive funding through this EU-Japan programme, are invited to attend this seminar. Discussion will focus on the concepts behind and ideas about the forthcoming joint calls of Japan and Europe in the field of energy research.

EURAXESS LINKS JAPAN :



http://ec.europa.eu/euraxess/links/japan/whatsnew_en.htm

2010 - 2014 New Commissioners

Do you know who are the new Commissioners for the forthcoming five years? Check on the members of the Barroso II Commission and their portfolios.



http://ec.europa.eu/commission_2010-2014/index_en.htm

European Union Visitors Programme (EUVP)

THE INTERNATIONAL LEADER PROGRAMME OF THE EUROPEAN UNION

The EUVP invites young, promising leaders from countries outside the European Union on an individually tailored visit to Europe to gain a first-hand appreciation of the EU's goals, policies and people. It also serves to increase mutual understanding between professionals from non-EU countries and their EU counterparts.

The EUVP is jointly sponsored and administered by the European Parliament and the European Commission. An EUVP visit consists of an individual 5- to 8-day programme of meetings with EU officials at the EU institutions in Brussels, Strasbourg and/or Luxembourg.

The Delegation of the European Union to Japan is responsible for applications from Japanese citizens, living and working in Japan.

EUVP participants are selected by a committee chaired jointly by a Member of the European Parliament and a Member of the European Commission. The selection committee usually meets every July.

Six visitors from Japan are selected each year. The total number of visitors worldwide is generally about 180.

All application materials must be in English. The deadline for applications is March 31st each year for the following year.



http://www.deljpn.ec.europa.eu/modules/programme/euvp/?ml_lang=en

EU Trade Newsletter Now in Japanese!

EU Trade Newsletter issued by the European Commission's Directorate-General for Trade is now available in Japanese.

To subscribe, please register (in English) on:



<http://trade.ec.europa.eu/eutn/>



EU-Japan Industrial Policy Dialogue

The Industrial Policy Dialogue, established between DG Enterprise & Industry and the Japanese Ministry of Economy, Trade and Industry (METI), was designed to foster cooperation with Japan as a key industrialised country in the Far East.

MUTUAL INTEREST

This policy-oriented dialogue serves three main purposes:


- It is a forum for in-depth discussion on issues of mutual interest covering competitiveness and industrial policy in Europe and Japan. This dialogue is particularly valuable as both Europe and Japan are confronted with similar challenges: how to boost competitiveness while addressing climate change issues and how to address the growing competition from emerging countries.
- Several technical working groups set up within the Dialogue report to the annual meeting: «Standards and conformity assessment», «Biotechnology» and «Environment» working groups. Those working groups usually meet once a year, prior to the Industrial Policy Dialogue plenary meeting.
- The Dialogue reviews the work of the EU-Japan Centre for Industrial Cooperation and the activities of the business-led EU-Japan Business Round Table.

The plenary meeting of the EU-Japan Industrial Policy Dialogue takes place alternately in Brussels and Tokyo, on a yearly basis, between the Director-General of DG Enterprise & Industry and his counterpart, the METI Vice-Minister for International Affairs.

NEXT MEETING

The next meeting will take place in Tokyo this spring.

For further information on the date and the agenda:

 http://ec.europa.eu/enterprise/policies/international/cooperating-governments/japan/index_en.htm

EU-Japan economic study: non-tariff barriers main obstacle to bilateral trade

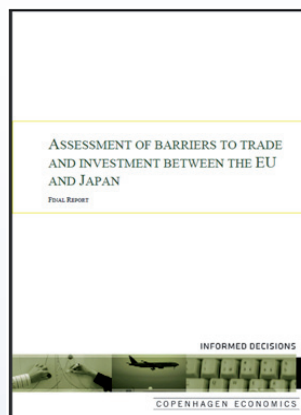
The Commission recently released a new study on «The barriers to trade and investment between the EU and Japan».

Conducted by external consultants from Copenhagen Economics A/S, the study focuses predominantly on regulatory measures in seven key sectors in Japan: pharmaceuticals, medical devices, processed foods, cars, transport equipment, telecoms and financial services. It indicates that existing non-tariff barriers to trade between the EU and Japan are the main obstacle to increasing bilateral trade flows.

HIGHLIGHTS OF THE STUDY:

- While tariff dismantling would be beneficial to both economies, the real gains would be reaped by lowering regulatory differences, which have become the main obstacle in EU-Japan trade relations.
- As the study notes, trade gains for the EU could be even higher if Japan were to open public procurement and transport equipment markets.
- The study also estimates that trade flows could increase by €43 billion for the EU and €53 billion for Japan. Two-thirds of these benefits could come from potential reductions in the trade costs of non-tariff regulatory measures, and about a third from tariff dismantling.
- While more than half of the trade benefits go to Japan, two-thirds of the welfare benefits go to the EU (€33 billion for the EU and €18 billion for Japan).

The study uses information on the trade costs of regulatory barriers obtained through a survey of European firms operating in Japan. The study's results support the continued focus on the reduction of regulatory trade barriers, in line with the issues currently discussed between the EU and Japan.



Read the full study report on:

 http://trade.ec.europa.eu/doclib/docs/2010/february/tradoc_145772.pdf

TRADE NEWS EU-JAPAN SPECIAL



MERGER:

Commission approved proposed acquisition of Mitsubishi Rayon by Mitsubishi Chemical Holdings Corporation.

The European Commission has cleared under the EU Merger Regulation the proposed acquisition of Mitsubishi Rayon Co. Ltd. by Mitsubishi Chemical Holdings Corporation, both of Japan. After examining the operation, the Commission concluded that the transaction would not significantly impede effective competition in the European Economic Area (EEA) or any substantial part of it.

The transaction was notified to the Commission for regulatory clearance on 22 January 2010. More information on the case is available at: http://ec.europa.eu/competition/mergers/cases/index/m114.html#m_5712



<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/10/196&format=HTML&aged=0&language=EN&guiLanguage=en>

MERGER:

Commission approves proposed acquisition of Océ by Canon

The European Commission has cleared under the EU Merger Regulation the proposed acquisition of Océ, of The Netherlands, by the Japanese company Canon. Both companies manufacture digital printing systems. After examining the operation, the Commission concluded that the transaction would not significantly impede effective competition in the European Economic Area (EEA) or any substantial part of it.

Both Canon and Océ produce digital printing systems and supply related services for the production, reproduction, distribution and management of documents. While Canon is more specialised in desktop printers of low and mid-range speed for domestic consumers and offices, Océ focuses on high-speed printers for professional applications such as graphic arts, advertising and document production.

More information on the case is available at: http://ec.europa.eu/competition/mergers/cases/index/m113.html#m_5672



<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/09/1994&format=HTML&aged=0&language=EN&guiLanguage=en>



Enterprise Europe Network

Enterprise Europe Network's mission is to help small companies make the most of the business opportunities in the European Union.

EEN WEBSITE RELAUNCHED

On 15 February the European Commission relaunched this website, adding new functions and improving the user's experience.

Please feel free to explore the new site and tell what you think.

Visit in particular:

- * technology market with more than 13,000 offers and requests;
- * the enlarged section on all the services the EEN offers;
- * the success story database with new stories added every month;
- * the section presenting the Network's Sector Groups;
- * the new video section.

Any comments can be sent to:
eaci-animation-een-websites@ec.europa.eu

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

ENTERPRISE & INDUSTRY

New European Small Business Portal



Do you want to find out what the EU does to boost small businesses in Europe and on the global market, and what it can do for your business? This portal gathers together all the information provided by the EU on and for SMEs, ranging from practical advice to policy issues, from local contact points to networking links.

 http://ec.europa.eu/small-business/index_en.htm

2010 European SME Week



The European SME Week 2010, which will take place from 25 May to 1 June, aims to:

- provide information on what the EU and national, regional and local authorities are offering as support to micro, small and medium-sized businesses;
- promote entrepreneurship so that more people, and in particular younger people, seriously consider becoming an entrepreneur as a career option;
- give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness.

SMALL BUSINESS ACT FOR EUROPE

Launched in 2009, the European SME Week is coordinated by the European Commission's Directorate-General for Enterprise & Industry as one of the measures implementing Principle 1 of the Small Business Act for Europe (SBA)*, which states that «the EU and Member States should create an environment within which entrepreneurs and family businesses can thrive and entrepreneurship is rewarded».

*http://ec.europa.eu/enterprise/policies/sme/small-business-act/index_en.htm

 http://ec.europa.eu/enterprise/policies/entrepreneurship/sme-week/about/index_en.htm

EU Executive Training Programme in Japan



Ready To Take Flight: The Successful Completion of ETP27

The 27th cycle of the EU Executive Training Programme in Japan (ETP) has taken 34 European business professionals on a journey of cross-cultural learning and understanding in a period of 12 months.

PURSUE THEIR PROFESSIONAL CAREERS WITH JAPAN

From educational institutions in Europe to the campus of Waseda University, the participants have undergone intensive training in both the study of Japanese language and business practices. Now, upon completion of the programme, these professionals are ready to take flight, employing the knowledge obtained to further pursue their professional careers with Japan.

 <http://www.deljpn.ec.europa.eu/modules/programme/etp/>



Ambassador ODANO

Symposium on the Future of Japan-EU Relations

9 February 2010, Brussels - Belgium

The Symposium on the Future of Japan-EU relations was jointly organised by the Japanese Ministry of Foreign Affairs and the European Commission in cooperation with the European Policy Centre and Japan Foundation.

ACTION PLAN

This year is the final year of the Japan-EU Action Plan which was adopted in 2001. This Action Plan has guided Japan and the EU for the past 10 years and forged a solid partnership. The purpose of the symposium was to promote the discussion on the future Japan-EU relations and seek inputs from a wide range of civil society actors.

About 140 representatives of business, academia, mass media, and civil society as well as officials of Japan and the EU engaged in lively discussions. They exchanged views on future Japan-EU cooperation in the fields of global challenges, bilateral trade and economic relations, peace and security, and people-to-people links.

Participants included Mr. Tadashi Okamura of Toshiba Corporation, Japanese co-chair, and Mr. Jean-Yves Le Gall of Arianespace, European co-chair of the Japan-EU Business Round Table, Mr. João Vale De Almeida, Director-General for RELEX, Mr. Robert Cooper, Director-General for External and Politico-Military Affairs, the Council of the European Union, and Japanese Wise Persons Committee headed by Mr. Hirotsugu Koike, Professor of Kwansai Gakuin University, to name but a few.

Source: Mission of Japan to the EU

Opening remarks and the 4 sessions on web streaming: http://ec.europa.eu/external_relations/japan/conf/index_en.htm



<http://www.eu.emb-japan.go.jp/>

Ambassador Odano's speech at the British Chamber of Commerce in Belgium

On February 19th, Ambassador Odano of the Mission of Japan to the European Union made a speech at the EU Committee of the British Chamber of Commerce in Belgium.

In his speech, Ambassador Odano stressed that there was much more potential for stronger Japan-EU relations which would contribute to a better world by tackling global challenges such as financial and economic crisis as well as climate change. As part of such efforts to strengthen the relations, he explained that Japan and the EU have been making significant efforts to address a few specific non-tariff issues, envisioning a possible Japan-EU EPA, which will bring the relations up to a higher stage.

Aside from this, research and development, rapid ageing, a declining birth-rate, consumer protection and social security system were cited as examples of the fields where Japan and the EU can lead the world through close cooperation. (The full text of Ambassador Odano's speech is available at <http://www.eu.emb-japan.go.jp/>)

The meeting was attended by about 30 business people. Following that speech, the participants engaged in a lively discussion on Japan-EU relations.

Source: Mission of Japan to the EU



<http://www.eu.emb-japan.go.jp/>

Japan-EU High Level Trade Dialogue



The Japan-EU High Level Trade Dialogue was held on 5 February 2010 in Tokyo. This is an annual dialogue between Ministry of Economy, Trade and Industry (METI) of Japan and DG Trade of the European Commission, dealing with comprehensive trade related issues around the world as well as in the Japan-EU bilateral relations. Mr. Ishige, Vice-Minister for International Affairs (METI), and Mr. O'Sullivan, Director-General (DG Trade), co-chaired the dialogue.



Both sides exchanged views in a forthright manner for further cooperation in key issues which covered, inter alia, respective EPA policies with third countries, the WTO/DDA* negotiations, the ACTA (Anti-Counterfeiting Trade Agreement) negotiations, trade obstacles in third countries as well as in the respective markets. They also engaged in stocktaking exercises on some bilateral trade issues, such as the one related to government procurements, in light of the joint press statement at the last Japan-EU Summit with a view to preparation for the next Summit.

*World Trade Organization (WTO)/ Doha Development Agenda (DDA)

Source: Mission of Japan to the EU



<http://www.deljpn.ec.europa.eu/modules/media/news/2010/100120.html>

Japan-EU Regulatory Reform Dialogue

The Japan-EU Regulatory Reform Dialogue was held in Tokyo on 4 February 2010.

The meeting was co-chaired by Mr. Yoichi Suzuki, Director-General of Economic Affairs Bureau, Ministry of Foreign Affairs of Japan and Mr. Karel Kovanda, the Deputy Director General of External Relations Directorate-General, European Commission. The delegations of Japan and the EU consisted of officials from relevant ministries and Directorate-Generals respectively.

Japan and the EU had meaningful discussions on EU proposals for regulatory reform in Japan in various fields such as investment, financial services, government procurement, healthcare, food safety and agricultural products.

The annual dialogue was established in 1994. Since then, Japan and the EU have continued to exchange regulatory reform proposals with a view to improving the business environment on both sides. Those proposals are prepared so as to reflect opinions of Japanese and European private sectors.

Source: Mission of Japan to the EU



<http://www.eu.emb-japan.go.jp/>

CLUSTERS in Japan

Cluster Conference 2010 held on 28 January 2010

The Strategy for Local Economic Development - The Creation of Regional Clusters

MEXT and METI have been promoting cluster policies of the «Knowledge Cluster Initiative», «City Area Programme» and «Industrial Cluster Project» for the reinforcement of the international competitiveness and revitalisation of regions. In order to form industry-university-government networks and a stream of innovations, they are promoting the global competitiveness of Japan and revitalising the regional economies. The purpose of the Cluster Conference 2010 is to promote cluster formation based on regional initiatives.

More information on <http://conference.cluster.gr.jp/english.html>

EURObiZ Japan

Monthly magazine about trade and investment from Europe to Japan.

The magazine of the European Business Council in Japan / The European (EU) Chamber of Commerce in Japan



EURObiZ Japan is a new monthly magazine about trade and investment from Europe to Japan launched in January 2010.

As well as being distributed to members of the European Business Council in Japan, an organisation consisting of 18 European national chambers of commerce, it is sent to over 2,500 European companies and individuals representing a broad range of industries, as well as influential members of various companies and governmental bodies.

The EBC also engages some 300 companies directly in one or more of its 29 industry committees, and EURObiZ Japan offers a unified voice for diverse European stakeholders in Japan. Together Japan and the EU account for 40% of world GDP.

More information on <http://www.eurobiz.jp/>

Irish games localization firm Keywords International opens first overseas office in Tokyo

Keywords International, a video game globalisation and localisation company in Ireland, opened its first overseas branch office in Tokyo in December 2009. The firm offers localisation, testing and quality control services of video games, and already has relationships with leading Japanese industrial firms. Through the new office, the firm aims to strengthen its customer support functions and expand its Japan channel partner network.

To set up its Japan arm, Keywords International made use of support and services offered by JETRO's Invest Japan Business Support Center (IBSC) in Tokyo to establish its branch, receiving consultations with expert advisors including tax and labour matters, introductions to real estate agencies as well as to a tax accountant.

The IBSCs are located in Japan's major business hubs (Tokyo, Yokohama, Nagoya, Osaka, Kobe and Fukuoka) and provide one-stop support and service to foreign firms seeking to set up or expand business in Japan. The centres, which provide free temporary office space, consultation with expert advisors and access to a wealth of business information, tailor support according to the specific needs and phase of development of each firm.

More information on <http://www.keywordsintl.com>
<http://www.jetro.go.jp/en/invest/newsroom/detail/b2010004.htm>

2009 report on the Japanese business environment

The European Business Council in Japan (EBC) is pleased to present its 2009 report on the Japanese business environment: Time for Change. The report represents the views of European business in Japan on developments over the past year and highlights areas where reform would most benefit the economy, consumers and companies alike.

More information on <http://www.ebc-jp.com/>

EFSA and JFSC sign a Memorandum of Cooperation

On 7 December 2009 the European Food Safety Authority (EFSA) and the Food Safety Commission of Japan (JFSC) signed a Memorandum of Cooperation for the promotion of scientific cooperation on data collection and data sharing related to risk assessment. EFSA and JFSC will also provide mutual support and cooperation on sharing views and expertise in the area of methodologies for data collection.

EFSA Memorandum : http://www.efsa.europa.eu/en/international/docs/MoCooperation_EFSA_FSCJ.pdf

JFSC Memorandum: http://www.efsa.europa.eu/en/international/docs/MoCooperation_FSCJ_EFSA.pdf

The Food Safety Commission of Japan, like EFSA, is responsible for the assessment of risks associated with the food chain and gives independent scientific advice to risk managers such as the Health and Agriculture ministries. Following the signing of the agreement the JFSC delegation, led by JFSC deputy chair Dr. Takeshi Mikami, met EFSA scientists to discuss a number of issues, including animal cloning, nanotechnology, food contact materials and contaminants.

The memorandum signed with Japan is the second formal international cooperation agreement EFSA has signed with a national food safety authority outside the European Union. In 2007, EFSA and the US Food & Drug Administration (FDA) signed a memorandum designed to facilitate sharing of confidential, scientific information. EFSA is working towards strengthening cooperation on data collection and data sharing with food safety organisations around the world while respecting confidentiality obligations.

More information on <http://www.efsa.europa.eu/en/networks/international.htm>



Japan and the UK: coping with the debt

**Event: Tuesday, 20 April 2010
JETRO London - UK**

Japan and the UK have large debt problems in both the public and private sectors. One important difference is that Japan's household sector is flush with cash while the UK's is deeply in debt. Neither country will find it easy to reduce the overhang, but the negative impact on growth is more of a problem for the UK, with its inadequate level of national savings, than for Japan, with its excessive level of saving.

Well known commentator on financial and business matters, Andrew Smithers, will talk on a subject relevant to all of us and particularly to Japan and the UK at this present time. This event is organised by the Japanese Chamber of Commerce & Industry in the UK, in association with the Japan Society, whose members are very welcome to attend.

The lecture is being arranged by kind invitation of JETRO and will take place at its headquarters at MidCity Place, Holborn.

More information on <http://www.japansociety.org.uk/8649/japan-and-the-uk-coping-with-the-debt-mr-andrew-smithers/>

Robotex

Estonian students are ready to participate with Japanese robotics fans.

"Robotex" is an international robotics competition coordinated by Tallinn University of Technology (TTÜ) in association with University of Tartu and The Estonian Information Technology College. Robotex is a project which was initiated 10 years ago by TTÜ's students. It popularises engineering sciences and is mostly addressed to young people. The main motivator of this project is the will to raise interest in young people in technology education. As a result, a sustainable and active student body of successful multidisciplinary (mechanical engineering, information technology, electronics, product design) engineers and functional specialists, who would cope in the field of mechatronics, would form.

Engineering education is one of the most important engines of a country's economic development. It is essential to raise interest in sciences at an early age since changing our habits, values and mentality is a long-term process. The best way to accomplish it is through various playful methods. This is one means that

will ensure Estonia's ability to compete in research and development projects and in production in a wider picture. It is also important to increase cooperation between student science clubs and companies; it is beneficial to both parties. Students/engineers will find a company that would provide them capital or employ their inventions or products. Companies can advertise their own innovative products and find experimenters for their products and technical ideas in the form of robots.

Estonian students expressed their biggest wish now which is: to meet Japanese students in Tallinn and start cooperation with one of the most famous robotic countries in the world!

On behalf of TTÜ Robotex students:
Madli Krispin, Head of IRO, Tallinn Estonia
madli.krispin@ttu.ee

More information on <http://www.robotex.ee/eng>

Estonian Prime Minister visit to Japan

Estonian Prime Minister Andrus Ansip and the delegation of Estonia entrepreneurs visited Japan on 14-17 February 2010.

Estonian Prime Minister Andrus Ansip met Japanese Prime Minister Yukio Hatoyama, members of the Japanese government and EU representative, Shinichi Yokoyama, during his stay. The main aim of the visit was to develop economic links with Japan. The diplomatic agreement between Estonia and Japan was renewed on 10 December 1991. On 15 February the Estonian delegation of leading entrepreneurs Tiit Vapper (Real Systems), Ruth Oltjer (Chemi-Pharm AS), Allan Kiil (Tallinn Port AS), Sandor Liive (Eesti Energia AS), Harri Mikik (Eesti Energia AS), Alo Kelder (Eesti Energia AS), Kaido Simmermann (Eestonian Rail AS), Tarmo Nurmetalo (CF&S Estonia AS / Autolink Baltics AS), and Liis Lehesalu (Eestonian Chamber of Commerce) paid a visit to the Japanese Ministry of Defence and Estonian Embassy where they also met Estonian students who are studying in Japan.

On 16 February the delegation enjoyed the sights of the Shinto temple Meiji Jingu, had meetings at Mitsubishi Motors and Estonian and Japanese business representatives.

Source: Madli Krispin, Head of IRO

More information on <http://www.kalev.ee/est/?news=993108>
<http://uuseesti.ee/27578>

German-Japanese Business Network

The German - Japanese Industrial Cooperation Committee (Deutsch-Japanischer Wirtschaftskreis, DJW) is a non-profit organisation dedicated to the promotion of German-Japanese economic exchange. About 1300 members – mostly European and Japanese companies, institutions and private persons – are part of the largest German-Japanese business network. The goal of DJW is to support the business activities of its members in various ways, such as organising business seminars on a variety of topics, publishing a German and a Japanese newsletter as well as business-related publications, offering an enquiry and research service as well as providing a German/European-Japan-related job pool with more than 80 job offers and about 450 active candidates. An online «Japanese-German Expert Pool» offers information about service providers and other companies in all kind of fields.

More information on <http://www.djw.de>

Doing business in Japan thanks to the YES Program

For more than twelve years, the Young Executive Stay YES Program 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 program is co-organised by the BLCCJ in Japan and the Belgium-Japan Association & Chamber of Commerce in Belgium, and the Chamber of Commerce of Luxembourg and comprises briefing sessions in Belgium and a one-week practical training programme in Japan November 2010 at a low cost.

If you are interested in doing business in Japan, then apply for the YES VII Program (application deadline: 19 May 2010).

More information on http://www.bja.be/services_yes.php



“EU Girls” website

A new “EU Girls” website project aimed at university students

As a booster site for the European Union, a new website is going to be launched in April produced by Japan Echo Inc. to bring closer the popular culture and everyday life of EU countries to the Japanese young audience.

The new project, “EU Girls” (as girl power is the source of popular trends in Japan) will be an interactive web-forum where female students from Europe can submit short stories (approximately 200 words per month) about their own countries and culture, and the Japanese readers can comment on them. The topics of the contribution will be suggested but not restricted and can be associated with the students’ own interest.

Designed for a Japanese audience, the new site will aim to encourage interest in and understanding of the EU following the coming into effect of the Lisbon Treaty last December. The website will be mainly in Japanese, but articles in the native language of EU students to show the diversity of European languages are welcomed (these will be accompanied by a Japanese translation).

This is going to be a unique opportunity to show EU students’ countries and their culture to a broader audience in Japan and to get to know fellow Japanese youngsters interested in Europe and its life. The students’ countries for which a contribution will be most appreciated are: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Finland, France, Greece, Ireland, Latvia, Luxemburg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain and the UK.

For further information and to submit short stories, please contact Michiko Asanuma at: asanuma@japanecho.co.jp either in English or Japanese.

Economic cooperation

Latvian Foreign Minister Riekstins and State Secretary for Foreign Affairs of Japan indicate economic cooperation potential

On 7 February 2010, on the sidelines of the Munich Security Conference, Latvian Foreign Minister Maris Riekstins met with the State Secretary for Foreign Affairs of Japan, Koichi Takemasa. The parties discussed bilateral dialogue between the two countries, including economic relations, as well as cooperation within international organisations and other current issues such as the UN reform, climate change and partnership between the EU and Japan.

During the meeting, Mr Riekstins and Mr Takemasa expressed satisfaction with the good bilateral relations between Latvia and Japan, which is demonstrated by a regular exchange of high-level visits and successful contacts in the fields of science and culture.

While speaking about the economic relations, the parties shared the opinion that over recent years the economic cooperation between both countries has increased in intensity, with a vast unexplored potential still remaining for the development of mutual contacts among businesses.

More information on <http://www.mfa.gov.lv/en/news/press-releases/2010/february/08-02/>

Asia Pacific Journal of Innovation and Entrepreneurship

The Asian Association of Business Incubation (AABI) has recently published the third edition of the Asia Pacific Journal of Innovation and Entrepreneurship with a special topic on «National Innovation System and Business Incubation Policy: Best Practices and Challenges». This publication aims to establish channels of communication and to disseminate knowledge between policy makers, experts and professionals working in universities, government departments, research institutions, as well as industry and related business.

Furthermore, it is possible to read about original papers, case studies, conference reports, book reviews and briefs on special issues concerning important topics

in entrepreneurship, incubator management, innovation networks and alliances.

More information on <http://www.aabi.info/getfile.asp?id=145>
<http://www.aabi.info/about.asp>

German Innovation Award

German Innovation Award - Winners of Gottfried Wagener Prize 2009 announced: Gottfried Wagener Prize 2009 Award Ceremony held in Tokyo

The German Chamber of Commerce & Industry in Japan and twelve technology-focused German companies launched the German Innovation Award in 2008, to encourage and support young scientists in Japan and to promote industry-academia cooperation between the two countries.

The winners of the Gottfried Wagener Prize 2009 were announced at the award ceremony at the Grand Hyatt Hotel in Tokyo on 8 February 2010.

The 2009 1st Prize was granted to Dr. Yuuji Kimura (41) and his team from The National Institute for Materials Science for significant results in the development of stronger and tougher steel at low temperatures. Dr. Kimura’s team was awarded prize money of Yen 4 million and a sponsorship by the German Academic Exchange Service (DAAD) for a 2-month stay at a German research institution or university of its choice in Germany.

The 2nd Prize went to Dr. Takafumi Fukushima from Tohoku University for his development of a novel self-assembly technology to fabricate three-dimensional integrated circuits.

More information on <http://www.german-innovation-award.jp/news>



DATE/LOCATION	DETAILS	CONTACTS
21 April 2010 Hannover, Germany	SYMPOSIUM German – Japanese Economic Forum: Klimafreundliche Mobilität – Deutschland und Japan als Vorreiter	Deutsche Messe AG and ECOS Japan Consult BMWBS, NOW, BDI, the state of Lower Saxony, JETRO Düsseldorf and DJW http://www.djw.de
27 April 2010 Tübingen, Germany	SEMINAR Japan-Karrieren. Chancen und Herausforderungen einer beruflichen Laufbahn mit Japanbezug	DJW and Tübingen University http://www.djw.de
19 May 2010 Düsseldorf, Germany	SYMPOSIUM Wirtschaftstag Japan Moderne Energietechnologien und E-Mobility – Perspektiven und Chancen in Deutschland und Japan	Ministry of Economic Affairs and Energy of North Rhine-Westphalia, NRW.INVEST GmbH, Japan-Day Düsseldorf / NRW eV (Japanese Chamber of Industry and Commerce in Düsseldorf, Japanese Club Düsseldorf eV), state capital of Düsseldorf, German - Japanese Industrial Cooperation Committee (DJW), Japan External Trade Organization (JETRO), Chamber of Industry and Commerce Düsseldorf http://www.japantag-duesseldorf-nrw.de
20 May 2010 London, UK	SEMINAR The economic impact of aging populations	The Japan Society http://www.japansociety.org.uk/
21 - 22 May 2010 Strasbourg, France	FORUM Food Science and Society 1st Joint Forum of the German and French JSPS Alumni Associations	Japan Society for the Promotion of Science (JSPS) Bonn and Strasbourg Offices http://www.jsps-club.de http://www.jsps-bonn.de
26 May 2010 Brussels, Belgium	SYMPOSIUM Japan-Europe Symposium on Business Reporting for Sustainability	EU-Japan Centre for Industrial Cooperation World Intellectual Capital Initiative European Commission - DG Enterprise & Industry Japanese Ministry of Economy, Trade and Industry JETRO Brussels, Japan Business Council in Europe JMC Brussels http://www.eu-japan.eu/global/events/symposium-sustainability-26may2010
28 June - 2 July 2010 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission in Japan <World Class Manufacturing> Application deadline: 25 March 2010	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html
18 - 22 October 2010 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Training Mission in Japan <World Class Manufacturing> Application deadline: 10 June 2010	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html

Any EU-Japan-related News?

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



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