



The EU-Japan Centre would like to express its sympathy to everyone in Japan affected by the earthquake and subsequent events.

## Call for Applications

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



### How to improve productivity and reduce costs in manufacturing!

You are an EU manager; you work in a manufacturing company.

Participate in the 5-day **"WORLD CLASS MANUFACTURING"** training mission in Japan!

The Centre is currently calling for applications for the next training courses in Japan.

The programme provides:

- In-depth analysis of Japanese manufacturing methodology
  - Lectures, seminars and panel discussions, presented by experts from Japanese industry
  - Company and factory floor (Gemba) visits
  - Preparation and post-visit reviews
- No tuition fee for SMEs and the European Commission grants 600 EUR scholarships to participants from SMEs.

Next training missions in Japan:

#### SESSION 1

- Training dates: 27 June - 1 July 2011
- Application deadline: 24 March 2011

#### SESSION 2

- Training dates: 17 - 21 October 2011
- Application deadline: 9 June 2011



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



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

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## SEMINAR: 1 APRIL 2011

### The Japan-EU Business Forum: Now or Never? A New Stage For EU-Japan Economic Relations

The purpose of this forum will be to explore both the respective positions of Japan and the EU within the world economy and the ideal type of cooperation between the two. The forum will also touch upon the current state of Japan-EU business relationships and will provide an opportunity for experts from both Japan and EU to discuss and indicate the direction to be taken in regard to cooperation between the government and the business world toward reinforcing Japan-EU relations.

<http://www.eu-japan.eu/global/events/forum-jetro-01042011.html?year=2011>

## 13th BRT Annual Meeting, Rome, 28-29 April 2011: EU-Japan Business Cooperation: Growth for the Future

The next EU-Japan Business Round Table will take place on 28 and 29 April 2011 in Rome, under the co-chairmanship of Messrs. Jean-Yves Le Gall (Chairman & CEO, Arianespace) and Hiromasa Yonekura (Representative Director and Chairman, Sumitomo Chemical Co., Ltd.).

At the meeting, European and Japanese members of the BRT will set out their recommendations to the EU and Japanese Authorities, to strengthen further EU-Japan economic relations. With the current 10 year

EU-Japan Action Plan lapsing in 2011, they wish to contribute positively to the Authorities' reflections on the future framework for EU-Japan economic relations in order to promote an ambitious expansion of trade and investment between the EU and Japan.

As part of its call for a significant increase in R&D and business cooperation, the Round Table will identify practical examples of current and potential cooperation projects in areas such as innovation, energy and green technologies.

 <http://www.eu-japan-brt.eu/>

## SEMINAR: 22 FEBRUARY 2011

### Intellectual Property and Competition in a Globalised Economy

This symposium of international experts attempted to elucidate what issues have global implications in the application of competition law to abusive practices of intellectual property rights (IPRs), what approaches emerging countries might take with regard to IPRs and competition and what principles should underline the use of competition law in dealing with abuse of IPRs and anticompetitive IPR abuses.

 <http://www.eu-japan.eu/global/events/seminar-22022011.html?year=2011>



#### PARTICIPANT'S QUOTE:

I have learned that, although Japan is a very complex market, it is probably one of the most promising market of the world for upscale quality products. Fulfilling Japanese high standards would be best training to succeed in every other market. Japan is definitely a country full of opportunities for any European company willing to work hard and efficiently.

Daniel FERRERO MALLOW, Commercial Director at ANETO Natural S.L., Spain

## News from the last 5-day training mission in Japan: Distribution and Business Practices in Japan (DBP)


### THE LATEST MARKET TRENDS

The course's core objective was to provide information on the **latest market trends and give a practical insight on ways into the Japanese market** (distribution channels, general consumer situation and the importance of customer services).

During the course, participants were offered lectures including: "Japanese Consumer Markets", "The Business Practice by Japanese Consumer Co-operatives" and "Selling to Japanese Consumers, Originality, Quality and Design". Trips to companies represented an essential part of the programme allowing representative managers from the Japanese Consumers' Cooperative Union,

Ryohin Keikaku Co. Ltd., Marubeni Corporation and LaLa port SHIN MISATO to offer insights on their markets' knowledge, as well as distribution and marketing strategies in Japan and overseas.

The participants gave very positive feedbacks on the overall mission and they highly appreciated the companies' visits and lectures, emphasizing that the course had given them new impetus and ideas on how to take the first steps into the Japanese market and on how to expand and review existing market entry and distribution strategies. Moreover, they gained a general perception of Japanese consumer needs.

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

## New Assignment for Julien Guerrier, European General Manager of the EU-Japan Centre



After three years in Tokyo, Julien Guerrier's assignment as General Manager of the EU-Japan Centre for Industrial Cooperation came to an end on 28 February 2011. As of the 1st of March, Julien Guerrier moved back to Brussels to take a new position within the European Commission, as the Head of the Unit in charge of the general coordination at DG Enterprise and Industry.

During his three years at the Centre, Julien Guerrier worked, alongside with his Japanese counterpart, General Manager Tsukamoto, to strengthen the Centre's existing activities, such as the training programmes for managers and students, and to develop new missions, such as policy analysis and recommendations through an increasing number of policy seminars both in Japan and in Europe, and through a reinforced support to the EU-Japan Business Round Table. Promising new activities were also launched, such as the "J-Bilat" project to promote joint EU-Japan research under the 7th R&D Framework Programme of the EU, the Cluster information Service and Help-desk, and participation in the "Enterprise Europe Network".

As he left the Centre at the end of February, Julien Guerrier expressed his conviction that a lot of opportunities lay ahead to further develop the Centre's action and to reinforce its position as a central instrument of the EU-Japan business and technological relation.

### SEMINAR: 18 MARCH 2011

## The EU and Asia in the Multipolar World

The 21st century is the era of a multipolar world and Asia is considered to hold an important position as one of its poles. With the share of Asia in Japan's overall trade reaching over 50% in 2010, Japan's dependence on the Asian economy is stronger than ever. Today the key to Japan's future progress is said to rest upon how Japan can take in the growth of the emerging Asian countries to bring about its own growth. The history and experience of the integration of the European Union (EU) provide valuable lessons for how Japan should develop its relations with the Asian nations.

Furthermore, what would be the strategy for the EU in order to maintain its significant presence in the multipolar world?

In this seminar, Dr. Shinyo, Ambassador of Japan to Germany, and Dr. Hans Dietmar Schweisgut, Ambassador of the European Union to Japan presented their views on the future prospects for the EU and Japan in the multipolar world and lessons which Japan can learn from the EU integration.

 <http://www.eu-japan.eu/global/events/seminar-18032011.html?year=2011>



### SEMINAR: 15 FEBRUARY 2011

## EU-Japan Clusters Policies towards SMEs' Innovation

The seminar brought together European Commission and Japanese Government representatives involved in SME and Cluster cross-border cooperation to work together to identify the barriers to greater SME and cluster cooperation, in order to seek opportunities for cooperation, forecast trends and if possible make "fact-based" decisions.

The final session consisted of the signature of a **Memorandum of Understanding between ZENIT GmbH and the EU-Japan Centre for Industrial Cooperation** to place EU-Japan cluster cooperation on a more institutionalised approach and of a presentation of the European Cluster Collaboration Platform by Juan Carmona-Schneider (Senior Consultant / Senior Project Manager, ZENIT GmbH) during which he encouraged participants to promote their projects, seek partners and raise awareness of their activities via <http://www.clustercollaboration.eu>.

Report available online.

 <http://www.eu-japan.eu/global/events/seminar-clusters-15022011.html?year=2011>

### SEMINAR: 2 MARCH 2011

## FOODEX SEMINAR ON REGIONAL BRANDS

**How to add value to food products and how to protect brand names abroad. Lessons learnt from the EU system of Geographical Indications.**

The exceptional nature and quality of some products derives from both their place of production and the methods used to make them. Consumers and the food trade are increasingly interested in the geographical origin and other characteristics of food.

The EU recognises this and maintains a system of quality protection for products originating in a certain territory, where a given characteristic of the product is directly attributable to its geographical origin. The European Union has adopted a Geographical Indications (GIs) system that offers food and beverage producers the oppor-

tunity to add value to their products and to protect brand names abroad. During the seminar organised by the EU-Japan Centre, four European speakers offered a presentation about their own experience under the GIs scheme.

 <http://www.eu-japan.eu/global/events/seminar-02032011.html?year=2011>




## Summaries of contributions to the Public Consultation on: "The future of EU Japan trade and economic relations"

During the 19th Japan-EU Summit on 28 April 2010, both the EU and Japan decided to establish a joint High Level Group (HLG) in order to identify the options that could strengthen all aspects of Japan-EU relations – including trade and economic aspects.

The purpose of the consultation was to gather views from all relevant stakeholders regarding the future EU-Japan trade and economic relations.

This report summarizes the answers collected from those consultations. They will contribute to the shaping of the Commission's stance ahead of the next EU-Japan Summit foreseen for spring 2011.

On 17 February 2011, The European Commission released a summary of those public consultations and its questionnaire.

 <http://trade.ec.europa.eu/doclib/press/index.cfm?id=681>


## The new MEDIA Mundus Programme

The European Union adopted a new MEDIA Mundus' programme, consisting of a broad international cooperation programme for the audiovisual industry in order to strengthen cultural and commercial relations between Europe's film industry and film-makers coming from third countries.

The EU will provide €15 million of funding during the period 2011-2013 for projects submitted by audiovisual professionals from Europe and from third countries. Cooperation with the European film industry is witnessing strong demand from all around the globe as shown by the successful MEDIA International Preparatory's Action.



The new MEDIA Mundus programme will benefit from this growing interest and opportunities offered by global cooperations within the audiovisual industry. This is expected to increase the consumer's choice by providing a wider diversity of cultural products to the European and international markets and as a result create business opportunities for audiovisual professionals from Europe and from all around the globe.

 [http://ec.europa.eu/culture/media/mundus/index\\_en.htm](http://ec.europa.eu/culture/media/mundus/index_en.htm)



## Japan Forum/EU-KONWAKAI

The recent European Commission's policy related to an integrated industrial policy for the globalisation era was addressed during the EU-Japan Forum in Brussels where Vice-President Antonio Tajani met industrial representatives from all over Japan.

The aim was to explore cooperation agendas by responding to the common challenges which the industry is now facing in Europe and Japan. The discussions covered bilateral issues enhancing competitiveness and ways to strengthen the EU-Japan economic cooperation, such as raw materials, innovation, space policy and the automotive industry.

Vice-President Tajani said: "Economic cooperation between Japan and the EU reinforces competitiveness on both sides. Working together remains the best way to deal with the challenges affecting our societies."

 <http://europa.eu/rapid/pressReleaseAction.do?reference=MEX/11/0208&type=HTML>

## Interview of Hans Dietmar SCHWEISGUT done by BCCJ Acumen



*Hans Dietmar Schweisgut is the first EU's ambassador to perform under the European External Action Service's (EEAS) framework as head of the Delegation of the European Union to Japan*

Hans Dietmar Schweisgut joined the Austrian diplomatic service in 1977 and served at the United Nations in New York from 1979 to 1983. Secretary and later head of the office to the Federal Minister for Public Economy and Transport of Austria for two years; became economic advisor to the Austrian minister of finance in 1986. Minister at the Austrian Embassy in Tokyo from 1987 to 1991, then director general for Economic Integration and Customs of the Federal Ministry of Finance in Vienna. Appointed ambassador to Japan in 1999, and from 2003 to 2007 served as ambassador to China. Permanent representative of Austria to the European Union in Brussels for three years to 2010, before becoming head of the Delegation of the EU to Japan in January 2011.

The ambassador was interviewed by the magazine of the British chamber of commerce in Japan (BCCJ Acumen) on issues such as trade, politics, the death penalty, child abductions and his overall mission in Japan.

Here are some questions submitted to the ambassador by the magazine:

- What are the key trade, political and social issues that you face, in order of importance?
- What is the state of FTA talks between Europe and Japan?
- What is the biggest obstacle to this process?
- From where else are you receiving support?
- How would you characterise your working relationship with the Japanese government?

Source: BCCJ Acumen magazine

 <http://bccjacumen.com/features/2011/02/hans-dietmar-schweisgut/>

## Online information & networking support for clusters



The **European Cluster Collaboration's Platform** provides detailed online information and networking support for clusters (organisations as well as members) intending to improve their performances and increase their competitiveness through the stimulation of trans-national and international cooperation.

This brand new online portal full of features and information was developed to build communication bridges between cluster players coming from the same or different sectors. Its ultimate goal is to facilitate cluster cooperation, both between cluster organisations, as well as between cluster members (i.e. companies, R&D institutions, other players).

The European Cluster Collaboration Platform is embedded within the European Cluster's Excellence Initiative and financed by the Competitiveness and Innovation Programme, since it is an instrument provided by DG Enterprise & Industry to enable cluster organisations in actively playing a role on the international cluster's arena.

The development team: Clusterland Upper Austria Ltd & ZENIT GmbH



<http://www.clustercollaboration.eu/welcome>

## 13<sup>th</sup> International Conference by EAJS 24 - 27 August 2011, Tallinn University, Estonia



The **European Association for Japanese Studies** intends to organise its 13<sup>th</sup> conference at the University of Tallinn in August. The general aims of the European Association for Japanese Studies (EAJS) are to stimulate interest and to encourage research on Japanese studies all around Europe as well as in the USA and Japan, but also to promote the flow of information and communication in this particular field of studies through its triennial international conference, through symposia and workshops. Furthermore, the EAJS aims to increase its memberships. EAJS is now increasingly opening its activities to the developing Japanese study communities in Eastern Europe and attempts to integrate and support younger scholars in the field of Japanese studies. Keeping in mind European unification's process and the increasing effects of globalization, EAJS wishes to strengthen its links and its cooperation with the national associations for Japanese studies in Europe as well as organisations in Japan, in Asia and in the United States.

In addition to its academic purpose, the EAJS also represents its European researchers dealing with Japan in order to safeguard their interests vis-a-vis the transnational organisations and their bodies funding and directing research at a European level.



<http://www.eajs.eu/index.php?id=305>



## SMART GRID: Four Pilotes Site in Japan

Following a call for proposals, four cities were selected by the Japanese Ministry of Economy, Trade and Industry (METI) to become experimental sites for the smart grid: Yokohama, the city of Toyota, the Kyoto Prefecture (Kansai Science City) and the city of Kitakyushu. In August 2010, these four sites have revealed details for their projects, aiming at demonstrating the feasibility of a local 'intelligent' energy.

With this programme, METI intends to facilitate the development of the next-generation technologies in specific industries, but also to establish international standards and strengthen the competitiveness of Japanese industries' Environment and Energy.

While Yokohama is focusing on the 'intelligent' management of energy, Toyota wants to ensure that self-sufficient energy needs in housing reaches above 60% by encouraging the deployment of solar energy sources, fuel cells, heat pumps, storage batteries and new generation vehicles.

The objective of Kyoto is to achieve a more efficient energy use and maximize the use of renewable energies by connecting homes, commercial buildings and electric vehicles through the exchange of data with the grid. The project Kitakyushu focuses on its part for the use of regional energy resources, including energy production from waste heat and hydrogen from the nearby factories to supply houses, and energy exchanges between buildings.

Source: JETRO Paris  
« Le Japon à la page » n°70, mars 2011



[http://www.meti.go.jp/english/press/data/20100811\\_01.html](http://www.meti.go.jp/english/press/data/20100811_01.html)



## International Microsystems technology at the forefront in Hannover

4 – 8 April 2011 - Forum/Trade Fair  
Hannover Messe, Hannover, Germany

### FORUM AND PRODUCT MARKET SHOW TRENDS FROM EUROPE, ASIA AND THE USA.

The leading trade fair MicroNanoTec has evolved into an international market place for high-tech innovations at the world-wide biggest industry trade fair: the HANNOVER MESSE.

Almost 40 international companies and institutes have decided to participate to the IVAM Product Market "Micro, Nano & Materials". At the joint pavilion, technologies such as silicon and semiconductor technologies will be presented as well as intersectoral innovations from the fields of microfluidics, measurement, optics and nanotechnology.

The forum related to "Innovations for Industry" will explore trends and technologies of MicroNanoTec, and will also serve as a suitable platform for more detailed and specific discussions. The international forum takes place every day during the trade fair.

The sessions intend to present selected issues in the areas of microtechnologies, nanotechnologies as well as new materials. Once again, this year, a session on "Energy harvesting" as well a session on "Laser technology" are included in the programme.

To draw attention on international markets, a "Japan Session" will also take place this year. For the first time a "US Day" is planned in the scope of the forum. Participation opportunities are currently offered to companies.  
Organised by: IVAM

 [http://www.ivam.de/index.php?content=mitteilung\\_details&mitteilung\\_id=1833&typ=presse](http://www.ivam.de/index.php?content=mitteilung_details&mitteilung_id=1833&typ=presse)

## Participation of Japanese companies from Yokohama in Bio-Europe


"Bio-Europe", a business partner's conference for biotechnology companies, was held in Munich during last year's mid-November.

Five biotechnology venture companies from Yokohama participated to this major European conference for the first time. The Business talks highlighted the severe competitiveness which exists in the pharmaceutical industry.

In the biotechnology cluster's region of the Medicon Valley, a location toured after the

"Bio-Europe" conference, the biotechnology business delegation from Yokohama reached a series of useful conclusions.

**The next "Bio-Europe" conference will be held in autumn of 2011 in Düsseldorf**, where people will be celebrating the 150th anniversary of the Japanese-German friendship. This again presents good opportunities for the bio-cluster of Yokohama, as companies can also utilise future support from the Medicon Valley.

 [http://www.yokohama-city.de/download/Yokohama\\_Newsletter\\_January\\_2011.pdf](http://www.yokohama-city.de/download/Yokohama_Newsletter_January_2011.pdf)

## Bulgarian Energy Sector




### The Japanese Bank for International Cooperation is interested in the Bulgarian Energy Sector.

On 13 January 2011 managers from the Bulgarian Chamber of Commerce and Industry had a meeting with experts from the Japanese Bank for International Cooperation. The Bank works and provides financial support for Japanese companies, exporting equipment to Bulgaria or investing throughout the country.

BCCI President Mr. Tsvetan Simeonov outlined the areas of mutual interest for the two organisations and noted that the databases from the Bulgarian Chamber of Commerce and Industry may be a very useful source of information for the Bank.

The representatives from the Japanese Bank for International Cooperation discussed in details about the energy sector's status in Bulgaria with BCCI Vice-President Mr. Georgi Stoev and Mr. Vladimir Kanev, member of the Bulgarian-Japanese Economic Council. The two parties discussed topics such as the different types of energy produced in the country, the characteristics of the energy market and different ways for spreading it, as well as the main producers of wind, solar and other types of renewable energies in the country.

 <http://www.bcci.bg/news/index.php?news=572>

## Polish Trade Mission to the JAPAN IT WEEK

11-13 May 2011  
Tokyo Big Sight, Tokyo, Japan



JAPAN IT WEEK is the biggest and the most prestigious sectoral fair throughout the region, providing information on technology solutions and combining 11 events dedicated for examples to software development, data storage, information security, direct web and mobile marketing and cloud computing.

All the JAPAN IT WEEK participants are invited to:

- visit the Polish pavilion,
- join the seminar on the Polish IT cooperation opportunities while Polish companies will present their offers and technologies.
- take part in the bilateral meetings, during which they can establish new contacts and discuss cooperation agendas with the Polish IT companies.

Participation in the seminar and bilateral meetings are free of charge.

Organised by: Trade and Investment Promotion Section - Embassy of the Republic of Poland in Tokyo, Polish Agency for Enterprise Development

 [http://www.een.org.pl/index.php/targi-misje-i-gieldy-kooperacyjne/articles/japan\\_it\\_week\\_eng.html](http://www.een.org.pl/index.php/targi-misje-i-gieldy-kooperacyjne/articles/japan_it_week_eng.html)

## Japanese Delegation at BioFach Nuremberg

BioFach is a trade fair on organic food and fair trade products including agricultural and marketing supplies. The Kanagawa Prefectural Government and Kihara Memorial Yokohama Foundation for the Advancement of Life Sciences participated in the fair as well as an organic cotton fabric company from Yokohama and four other excellent companies from Kanagawa's Prefecture.

More information on

<http://www.biofach.de/en/at-a-glance/>



## Best Workplaces in Finland



Fujitsu Services Oy ranks fourth on the list of best workplaces in Finland. The research of best workplaces was performed by the Great Place to Work Institute Finland. Fujitsu was awarded in the big companies' category (= more than 500 employees).

More information on:

<http://www.fujitsu.com/fi/news/pr/20110216-en.html>

## Visit Finland Workshop for Chinese & Japanese Buyers

11-12 April 2011 - Helsinki

The one-day event 'Visit Finland workshop for Chinese and Japanese buyers' will be organised in Helsinki.

During this event, the Finnish suppliers will have possibility to meet approximately 30 key buyers from China (Beijing, Shanghai, Hong Kong & Guangzhou areas) and 15 buyers from Japan. Additional tours for buyers are part of the programme.

More information on

[http://www.mek.fi/w5/events/index.nsf/\(Pages\)/China\\_and\\_Japan](http://www.mek.fi/w5/events/index.nsf/(Pages)/China_and_Japan)

## Japanese journalists' visit to Spain

**Nine Japanese journalists specialised in gastronomy and tourism visited the Spanish province of Lugo**

The Official Chamber of Commerce and Industry of Lugo organised in mid-September a tour for nine Japanese journalists interested by the Lugo province, its food, sceneries and its cultural heritage. The promotional event was organised in collaboration with the Chamber of Commerce of Vilagarcía and the Hispanic-Japanese Chamber of Commerce (represented by María Elena Estévez).

The Japanese delegation included journalists working for specialized magazines, newspapers and tourism agencies such as Gourmet Journal, Cuisine Kingdom, Winart, Vinoteque, Nihon Shokuryo Shimbuin, Cruise Yutaka Club, Cruising and Leisure department of JTB World Tour. Among them, also figured writers, photographers and advertising editors.

The guests had the opportunity to taste local products and wines by entering wineries, wine museums, cake and cheese production centres in Ancano and San Simón. Moreover, they also took part to the sixth edition of the Competition of Tapas in Lugo.

The Japanese journalists pointed out that Galicia had a great potential and that the openness of its people would make it easier to receive visitors from abroad.

More information on:

<http://www.camaralugo.com> **More information on**

## Exhibition 18-19 May Vinalitur Tokyo 2011

Vinalitur is a show hosting food and wines producers from all over Spain. The objective of this show is to promote wines and foods but also sightseeing spots in Spain.



Organised by the Spanish-Japanese Chamber of Commerce

More information on

<http://www.camarajaponesa.es/es/evento/vinalitur2011.html>

## Forum Wirtschaftstag Japan 2011



日独交流150周年  
Jahre Freundschaft  
Deutschland - Japan

The 2011 year's anniversary of the Business Forum will address the following topic: "150 years of economic relations between Germany and Japan: Current and future areas of investment for the German and Japanese economy."

Organised by the Ministry of Economic Affairs, City of Düsseldorf, the Düsseldorf Chamber of Industry, Japan-Tag Düsseldorf

More information on

<http://www.djw.de/veranstaltungen/djw-veranstaltungsbuebersicht/djw-veranstaltungsarchiv/details/article/save-the-date-wirtschaftstag-japan-2011-duesseldorf-27052011.html>

## Taste-Nutrition-Health International Congress

The 6th edition of the Taste-Nutrition-Health Congress takes place at the "Palais des Congrès" in Dijon, on the 22 and 23 March 2011.

This event is considered to be an international showcase on the network of the Vitagora cluster, which explored the theme of "Wellness: balance and dietary pleasure" through a program of scientific conferences, round table debates and workshops.

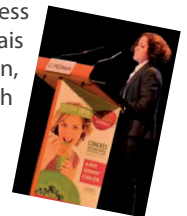
Participants could also take part in targeted, confidential business meetings or present their capabilities in the exhibition.

Organised by: Vitagora Taste Nutrition-Health

Co-Organised by: Europe Enterprise Network under the patronage of the French Ministry of Agriculture and Food

More information on

<http://www.taste-nutrition-health.com>



## Fraunhofer launch new office in Osaka - 14 March 2011

Fraunhofer and its Institute for Manufacturing Engineering and Automation IPA, located in Stuttgart, Germany, are pleased to announce the launch of their new "Fraunhofer Office for Process Engineering of Functional Materials and Robotics" as technical addition to the acting Fraunhofer Representative Office Japan. The new office started officially its activity on 14th of March 2011 in Osaka headed by Mr. Ivica Kolaric (Fraunhofer IPA).

The aim of the new office is to establish a competence network with excellent Japan researchers from academia and industry in the specific fields of process engineering of functional materials and robotics, as well as to develop new fields of application for the same.

More information on <http://www.fraunhofer.de/en/>

## Japan-related Publication



The 2011 March publication of the German International Chamber of Commerce in Japan has been released

In this publication you will find useful information about companies, markets, economy, politics, research and innovation about the Japanese market.

Focus on the food market  
Bio should become more trendy  
Food in Japan, Distribution channels  
More information on

<http://www.japan.ahk.de/en/publications/japanmarkt/latest-issue/>

## Seminar

### Succeeding in a Changing World Hot Topics for Japanese Companies 1 March 2011 - Düsseldorf

The seminar was aimed primarily at the representatives of Japanese companies in Germany. It covered various current issues, particularly in the areas of compliance and certification in Germany and Europe.

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

## 5<sup>th</sup> German-Japanese Economic Forum

### Partnership with Tradition for the Future Chances and Potentials for German-Japanese Cooperation

The signing of the first trade agreement between Germany and Japan celebrates its 150th anniversary in 2011. On this occasion, the 5th German-Japanese Economic Forum at Hannover Messe is dedicated to the establishment of successful German-Japanese industrial cooperations in the field of mobility, energy and machinery.

More information on <http://www.ecos.eu>

## Workshop Organic Electronics and Nanotechnology Electronics in Germany

### February 2011 - Yonezawa, Japan

The workshop was organized to inform about the new developments in the field of nanotechnology and organic electronics. In October 2010, Saxony received a big delegation from Yamagata University at the Plastic Electronics Conference in Dresden. All Saxon participants for the workshop attended the Nanotech Tokyo between 16 February and 18 February at German Pavillon.



Organised by: Saxony Economic Development Corporation

Co-organised by: Nanotechnology CC UFF and Yamagata University

More information on <http://www.dwih-tokyo.jp/en/home/events/detail/article/2011/02/14/workshop-organic-electronics-and-nano-electronics-novel-developments-from-saxony-germany/>

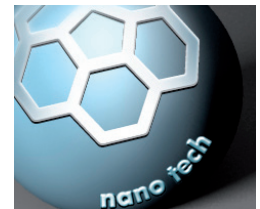
## Seminar Nanotechnology for Electronics and Energy Efficiency

February 2011  
Tokyo big sight,  
Japan

The seminar was organised to inform about the novel developments in the field of nanotechnology for electronics and energy efficiency. Saxony is a leading Federal State of Germany in case of nanotechnology with about 200 companies and research institutes active in nanotechnology. 2 companies, 5 scientists of Fraunhofer institutes informed about their unique products and technologies. All Saxon speakers attended the Nanotech Tokyo between 16 February and 18 February at German Pavillon. It is the fifth participation at Nanotech with a seminar and Saxon booth.

Organised by: Saxony Economic Development Corporation  
Co-organised by: Nanotechnology CC UFF and Fraunhofer Instituts

More information on <http://www.nanotechexpo.jp/en/>



## Japan Biotech Forum: London 2011

7 September 2011, London, UK

Despite a world leading technology and scientific lead in the Japan, the Japanese biotech industry remains one of the most challenging industries to follow and transact with for the Western licensing and investment communities. TransB will bring a number of innovative Japanese biotech companies developing clinical stage products with real licensing and investment opportunities to this unique forum. Attendance is by invitation only.

The Japan Biotech Forum, includes topics covering new licensing developments in the Japanese pharma and biotech industries. The conference's report highlights a number of specific presentations on licensing opportunities from several Japanese companies.

More information on [http://www.transb.co.uk/japan\\_biotech\\_forum\\_2010.htm](http://www.transb.co.uk/japan_biotech_forum_2010.htm)





DATE/LOCATION	DETAILS	CONTACTS
18 March 2011 Luxembourg, Luxembourg	<b>CONFERENCE</b> Shared security perceptions and interests between Japan and the European Union	Luxembourg Chamber of Commerce <a href="http://www.cc.lu/index.php?type=art&amp;id=2168">http://www.cc.lu/index.php?type=art&amp;id=2168</a>
18 March 2011 Tokyo, Japan	<b>SEMINAR</b> The EU and Asia in the Multipolar World	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/events.html">http://www.eu-japan.eu/global/events.html</a>
18 - 20 March, 2011 Brussels, Belgium	<b>EXHIBITION</b> Made In Asia 2011	Conceptum! and TheLittleBigCompany <a href="http://www.madeinasia.be/contact/">http://www.madeinasia.be/contact/</a>
1 April, 2011 Brussels, Belgium	<b>FORUM</b> The Japan-EU Business Forum: Now or Never? A New Stage for EU-Japan Economic Relations	JETRO EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/events/forum-jetro-01042011.html?year=2011">http://www.eu-japan.eu/global/events/forum-jetro-01042011.html?year=2011</a>
10 - 14 April, 2011 Lake Windermere, UK	<b>FORUM</b> 6 <sup>th</sup> UK-Japan Cell Cycle Workshop For researchers from the UK and Japan	Gurdon Institute UKJapan@picr.man.ac.uk <a href="http://www.gurdon.cam.ac.uk/windermere2011.html">http://www.gurdon.cam.ac.uk/windermere2011.html</a>
27 June - 1 July 2011 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Programme in Japan - World Class Manufacturing Application deadline: 24 March 2011	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html">http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html</a>
12 - 16 September 2011 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Construction & Building Technologies Business Missions Application deadline: 22 April 2011	EU Gateway Programme <a href="http://www.eu-gateway.eu">http://www.eu-gateway.eu</a>
17 - 21 October 2011 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Programme in Japan - World Class Manufacturing Application deadline: 9 June 2011	EU-Japan Centre for Industrial Cooperation <a href="http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html">http://www.eu-japan.eu/global/business-training/world-class-manufacturing.html</a>
24 - 25 October 2011 Wroclaw, Poland	<b>CONFERENCE</b> Manufuture Cooperation in Hig Added Value global manufacturing between EU countries and countries from Central and Eastern Europe	Manufuture <a href="http://www.manufuture2011.eu">http://www.manufuture2011.eu</a>
24 - 28 October 2011 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Interior Design Business Missions Application deadline: 3 June 2011	EU Gateway Programme <a href="http://www.eu-gateway.eu">http://www.eu-gateway.eu</a>

## 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](mailto:michelson@eu-japan.eu) (\* non commercial)



**EU-Japan Centre**  
for Industrial Cooperation

日欧産業協力センター

### HEAD OFFICE IN JAPAN

Round-Cross Ichibancho 4F  
13-3 Ichibancho, Chiyoda-ku  
Tokyo 102-0082, Japan  
T +81 3 3221 6161  
F +81 3 3221 6226  
[eu-japan@eu-japan.gr.jp](mailto:eu-japan@eu-japan.gr.jp)

### OFFICE IN THE EU

Rue Marie de Bourgogne 52  
B-1000 Brussels,  
Belgium  
T +32 2 282 00 40  
F +32 2 282 00 45  
[office@eu-japan.eu](mailto:office@eu-japan.eu)

<http://www.eu-japan.eu>

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