

## Great East Japan Earthquake

### DAY OF REMEMBRANCE

The staff of the EU-Japan Centre would like to share its heartfelt sympathy and thoughts of solidarity with all its Japanese friends on the occasion of the first anniversary of the terrible natural disaster that struck Japan on 11 March last year.

## Facilitating EU-Japan Cooperation on Satellite Navigation Applications

As of January 2012, the EU-Japan Centre for Industrial Cooperation participates in the EU-funded project GNSS.asia promoting EU-Japan industrial cooperation on satellite navigation applications.

Galileo is Europe's own Global Navigation Satellite System (GNSS), providing a highly accurate, guaranteed global positioning service under civilian control. The first two European Galileo satellites have been launched on 22 October 2011 and after completion the constellation will enable improved services ranging from more precise in-car navigation, effective road transport management, search and rescue services ...

### GNSS.ASIA PROJECT

The GNSS.asia project, financed under the EU Research Programme, has the objective to develop and implement GNSS industrial cooperation activities between the European Union and China, India, Japan, South Korea and Taiwan focusing on the downstream sector (applications and receivers).

Activities will be carried out by key European and Asian organisations having long-standing experiences in fostering EU-Asian industrial cooperation. They will assess market areas of mutual interest, get a GNSS industrial overview and support industrial cooperation between EU and Asian organisations. Activities will include in particular expert workshops and industry seminars (both in Japan and in the EU) and Galileo awareness raising towards the [G5 country's] GNSS community as well as the broader public.

Throughout the duration of the project (30 months), the EU-Japan Centre team will be the contact point in Japan for any inquiries related to the GNSS.asia project.

For further information please contact Mr. Fabrizio MURA  
Phone: +81 36 408 02 81  
E-mail: [fabrizio.mura@eu-japan.gr.jp](mailto:fabrizio.mura@eu-japan.gr.jp)

The official GNSS.asia website will soon be launched.



**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

- 14<sup>th</sup> EU-Japan Business Round Table
- Call for applications - 5-day WCM course in Japan
- European Commissioner Barnier's visit to Japan
- Helping SMEs go global through Clusters
- Call for applications - 1-year Executive Training Programme
- Foreign Policy speech by Minister for Foreign Affairs Koichiro Gemba
- Japanese delegation visits the EC's Joint Research Centre
- Ichinomiya city works with Treviso to cultivate economic exchange
- EU-Japan Business day in Düsseldorf in June
- Trade mission in Japan for French companies
- EU-Japan business opportunities and events calendar

**SEMINAR****Ageing Populations & New Opportunities for Business in Europe and Japan**

Brussels, Belgium, 15 March 2012

In the context of "2012 European Year of Active Ageing and Intergenerational Solidarity", and the fact that Japan is a couple of decades ahead of Europe in terms of fiscal, social and economic 'experience', it would be useful to exchange best practices with Japan to determine the challenges of an ageing population and the opportunities this presents for businesses.

To allow an exchange of best practices and share experiences, the Employers' Group of the European Economic and Social Committee (EESC) is organising, in cooperation with the EU-Japan Centre for Industrial Cooperation and the EU Institute in Japan Kansai ([http://euij-kansai.jp/index\\_en](http://euij-kansai.jp/index_en)), an event on ageing population. European stakeholders and enterprises are invited to present their points of view, including speakers from Japanese companies and research institutions.

<http://www.eesc.europa.eu/?i=portal.en.events-and-activities-ageing-business-europe-japan>

**Restoring Confidence in Financial Markets: Measures Taken in the EU and Japan**

Tokyo, Japan, 20 January 2012

In the context of the official visit to Japan of Michel Barnier, the EU Commissioner for Internal Market & Services, the EU-Japan Centre for Industrial Cooperation in cooperation with the Delegation of the EU to Japan, organised a public conference on "Restoring Confidence in Financial Markets: Measures Taken in the EU and Japan". The conference was designed to be an opportunity of communication and interaction with the Japanese financial and business community.

It was a success considering the large number of participants (over 400) and the large interest in the live streaming (3754 views).

[http://www.eu-japan.eu/global/events/trade\\_investment\\_seminar\\_20012012.html?year=2012](http://www.eu-japan.eu/global/events/trade_investment_seminar_20012012.html?year=2012)

**14<sup>th</sup> EU-Japan Business Round Table Annual Meeting - Tokyo, 3-4 April 2012**

UNLOCKING GROWTH POTENTIAL IN EU-JAPAN BUSINESS

The next EU-Japan Business Round Table will take place on 3 and 4 April 2012 in Tokyo, under the co-chairmanship of Messrs. Jean-Yves Le Gall (Chairman & CEO, Ariospace) and Hiromasa Yonekura (Representative Director and Chairman, Sumitomo Chemical Co., Ltd.). After the Great Tohoku Earthquake in March 2011, the EU-Japan Business Round Table has set up a dedicated Working Party to foster a convergence of Japanese and European business expectations in the domain of energy and to recommend actions and cooperation to EU and Japanese authorities.

At the meeting, European and Japanese members of the BRT will set out their

recommendations, including on energy policies and carbon management to the EU and Japanese Authorities. The members 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>

**Workshop - EU-Iceland-Japan Cooperation in Geothermal issues**

Brussels, Belgium, 8 March 2012

How to exploit the huge global potential of geothermal issues through increased cooperation in R&D, technology and knowledge transfers between the EU, Iceland and Japan. During the workshop European, Icelandic and Japanese representatives discussed key actions and the cooperation they could envisage to embrace the geothermal potential.

Experts, researchers and public leaders shared valuable experiences, best practices and technology in order to deploy geothermal heat and power all over the world.



<http://www.eu-japan.eu/global/events/geothermal-workshop-08032012.html?year=2012>

**SEMINAR****Towards Post-Kyoto Framework for International Climate Actions: Perspectives from the EU and Japan**

Tokyo, Japan, 29 February 2012

The COP17/CMP7\* (Durban, 2011 - <http://www.cop17-cmp7durban.com/>) delivered a welcome agreement in the fight against climate change. After two weeks of negotiations, the 195 Parties to the UN Climate Change Convention agreed on the Durban Platform for Enhanced Action, under which Parties will develop "a protocol, another legal instrument or an agreed outcome with legal force under the Convention applicable to all Parties". Negotiations are to be finalised by 2015 at the latest, and the results will come into effect from 2020.

The Durban Conference also agreed on a second commitment period of the Kyoto Protocol and it made the new Green Climate Fund for Developing Countries operational. In parallel, the EU and Japan are developing domestic policies to meet mid- and long-term emission reduction targets.

In this seminar, Mr Arthur Runge-Metzger, EU Chief Negotiator for international climate change negotiations, presented the EU's assessment of COP17/CMP7 and the latest developments in EU climate policy. The seminar was also joined by the representatives of the Japanese Ministry of the Environment and the Ministry of Economy, Trade and Industry, to outline the Japanese assessment of COP17 and measures being taken. Prof. Hironori Hamanaka, Chairman of IGES, concluded by discussing climate policies from a global perspective.

\* The 17<sup>th</sup> Conference of the Parties (COP17) to the United Nations Framework Convention on Climate Change (UNFCCC) and the 7<sup>th</sup> Session of the Conference of the Parties serving as the Meeting of the Parties (CMP7) to the Kyoto Protocol.



[http://www.eu-japan.eu/global/events/post\\_kyoto\\_climate\\_seminar\\_29022012.html?year=2012](http://www.eu-japan.eu/global/events/post_kyoto_climate_seminar_29022012.html?year=2012)

## WORKSHOP

### Ensuring Future Mobility: Europe and Japan Working Together to Address their Sustainable Transport Needs

Alsace, France, 17 February 2012

The EU-Japan Centre for Industrial Cooperation organised a workshop on "Ensuring Future Mobility" with Centre Européen d'Etudes Japonaises d'Alsace (CEEJA), Pôle Véhicule du Futur, the Region of Alsace and other regional partners. After the opening session with the presence of Mr Joseph Daul, Member of the European Parliament, and Ms Sophie Rohfritsch, Vice President of the Alsace Regional Council, the first session welcomed two interventions on "green mobility" in Europe and Japan by Mr Erik Bessmann, Project Manager at l'Institut français des sciences et technologies des transports, de l'aménagement et des réseaux (IFSTTAR),

and by Mr Norikazu Ogino, Senior Researcher at Japan Automobile Research Institute who focused on electric vehicles, followed by the presentations of two European Commission's Officers from the Directorate-General Mobility & Transport - DG MOVE (Transport Research and Innovation) and from the Directorate-General Information Society - DG INFSO ("ICT for transport" and its cooperation project with Japan).

In the second session, Mr Philippe Chican, Programs Manager of the French competitive cluster focused on future vehicles, shared his experiences of cooperation with two Japanese businesses (DENSO Automotive Deutschland GmbH and Cooltech Ap-



plications).

About 40 people from industries, academia and authorities attended the workshop to discuss how Europe and Japan can cooperate on developing solutions for mobility-related issues.



<http://www.eu-japan.eu/global/events/future-mobility-workshop-17022012.html?year=2012>

## The EU-Japan Centre's Headquarters have a **NEW ADDRESS**

See details on page 18

## REMINDER - Opportunities for EU companies GOVERNMENT PROCUREMENT

The Tohoku region of Northern Japan was left devastated after the Great East Japan Earthquake on 11 March 2011 and Japan is in the process of reconstructing the affected region.

On the EU-Japan Centre website, you will find English versions of the procurement notices issued by the local governments in the affected Tohoku

region. European companies that are, in the spirit of cooperation, willing to extend a helping hand to the region and have the technical means as well as the capabilities for providing services so as to help re-construct the region are welcome to tender.



[http://www.eu-japan.eu/global/public\\_procurement.html?l=en](http://www.eu-japan.eu/global/public_procurement.html?l=en)

## European and Japanese Energy Policy after Fukushima



On 2 December 2011, the EU-Japan Centre co-organised a seminar on "European and Japanese Energy Policy after Fukushima" with the Delegation of the EU to Japan and the Polish and Hungarian Embassies in Japan.

The crisis in Fukushima has led to a re-evaluation of energy policies in the world, notably in Japan and in Europe. National debates focus on building a new and better energy mix that could support the prospects of sustainable economic development by taking into account the lessons learned and the public sentiment on the recent events. The EU is currently developing an "Energy Roadmap 2050" ([http://ec.europa.eu/energy/energy2020/roadmap/index\\_en.htm](http://ec.europa.eu/energy/energy2020/roadmap/index_en.htm)), a long-term vision on energy policy and energy efficiency, which the European Commission is expected to publish towards the end of this year. The Japanese Government is also currently updating the country's energy policy and is expected to present a new, "innovative strategy for energy and environment" next year.

The seminar began with a keynote speech by Mr Nobuo Tanaka, former Executive Director of the International Energy Agency (IEA), followed by presentations on the EU and Japanese energy policy developments and issues by the European Commission's Directorate-General for Energy, the Agency for Natural Resources and Energy (ANRE) - Ministry of Economy, Trade and Industry of Japan (METI), EU Member States authorities from Poland, Hungary and the Netherlands, the New Energy and Industrial Technology Development Organization of Japan (NEDO) and a Japanese academic expert on ecology.

Over 170 people attended the seminar, mainly from industry and government institutions. Participants also included 14 journalists and a member of the Japanese House of Representatives.



[http://www.eu-japan.eu/global/events/energy\\_policy\\_seminar\\_02122011\\_ja.html?year=2011](http://www.eu-japan.eu/global/events/energy_policy_seminar_02122011_ja.html?year=2011)



## CALL FOR APPLICATIONS 5-day Managerial Training Course in Japan

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

The Centre is currently calling for applications for the next training courses: «World Class Manufacturing in Japan».

Two sessions will be organised in 2012:

1. From 25 - 29 June 2012; application deadline: 22 March 2012
2. From 15 - 19 October 2012; application deadline: 7 June 2012

The training course provides an in-depth analysis of Japanese manufacturing methodology, and is aimed exclusively at EU executives and managers with knowledge of WCM and an engineering background. It consists of lectures, workshops and company visits. European managers will be able to visit some Japanese factories to understand the real «gemba» (the production site), to talk directly to their production managers, and to observe the effective implementation of manufacturing methods.



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

## WCM in Europe - Deeside, United Kingdom 1-day Visit to Toyota Lean Management Centre



The Toyota Lean Management Centre, Deeside (UK) hosted on 13 December 2011 a visit to raise money for the Toyota Manufacturing UK Charitable Trust. Following a preparatory briefing by Dr Richard Keegan from Enterprise Ireland (the EU Advisor to the EU-Japan Centre's WCM activities), staff from the Lean Management Centre and from Toyota Motor Manufacturing UK Ltd explained the Toyota Production System and the Toyota Business System.



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

During the plant tour, the 38 participants (from 20 companies) heard about Toyota's Quality Control Circles and were given detailed explanations of activities in the Dōjō (training area), Maintenance Zone, Casting Dōjō and Assembly Line. The visit concluded with a Q&A session.

## SEMINAR R&D Policy in the EU and Expectation of Japanese Industries Involvement towards Strengthened International Cooperation

On 6 December 2011, the EU-Japan Centre for Industrial Cooperation organised a seminar on «R&D Policy in the EU and Expectation of Japanese Industries Involvement towards Strengthened International Cooperation» in Brussels, Belgium.

First, Jürgen Sanders, Research Programme Officer, Directorate-General Research and Innovation, European Commission, gave an overview presentation of the EU research cooperation projects until FP7 and the forthcoming framework programme «Horizon 2020».



[http://www.eu-japan.eu/global/events/seminar\\_01122011.html?year=2011](http://www.eu-japan.eu/global/events/seminar_01122011.html?year=2011)

The second presentation was given (in Japanese) by Toshiyasu Ichioka, J-Bilat Project Manager, EU-Japan Centre (<http://www.j-bilat.eu>). He explained the structure and features of FP7 in general and two projects in which Japan had participated in particular.

He underlined the benefits for Japanese companies to develop R&D collaboration with Europe by way of participation in the FP7.



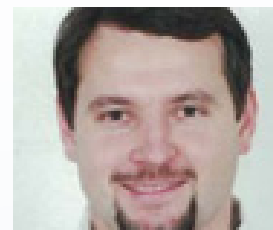
James Griffin - Director  
Tadley Engineering Ltd (UK)

It was fantastic being able to repeat the course with new questions about the kaizen implementation techniques. Maintaining production during the economic downturn is vital, but a balance has to be struck to ensure your doing continually improves. The WCM course material underlines this well. It was great to see the investment and improvement made at Daikin industries and all the Japanese companies, given recent difficulties facing the country. I was very grateful to be able to attend and very impressed by the enthusiasm and dedication of the Japanese.



Aleksander Schrofl - Managing Director  
Austria Druckguss GmbH & Co KG

The most important thing was learning how the small details can change the big thing. Use knowledge and experience instead of money. Build connections with people who work for the company. And first of all, find your own way, use kaizen as an inspiration.



Jean Mingeau - General Manager  
Arkema France (FR)

A big reminder that it's not all about profits but society. That every member of the company is important (even the invisible ones). That everyone needs to understand the direction the company wants to follow, and needs to understand how he can contribute to this direction in his everyday job. My advice for next participants: forget everything you think you know and listen with open mind.



## Katsuya Ishikawa's comments (the Vulcanus trainee):

Working for 8 months with Italian people was a very beneficial experience for me. I learned many things, especially that it is very important to get experience of the international gaps through practice. For instance, the gap in mentality of working, the gap in manners to build good relationships, and so on. Through these experiences I could analyse my ability to work in a global field, and now my outlook has been remarkably broadened.

## STUDENT PROGRAMMES

### Vulcanus in Europe

Getting Experience of the International Gaps through Practice

#### Massimo Di Silvestro – Project Manager - ITT Italia S.r.l. (the supervisor):

ITT Friction Technologies is one of the most important friction material suppliers for automotive in EU, and it is our goal to increase our market share worldwide.

To be present in Asia where the most important car manufactories are located (Toyota, Nissan, Honda, Mazda) is a must!

ITT first approached the Japanese market in 2002, and after several years we could confirm that our business was growing but with some difficulties....

This is mainly linked to a different way of working, a different way of thinking between Europe and Japan.

One of my tasks is to introduce the Japanese culture in our company, in order to be more successful with our Japanese customers.

To have had the opportunity to participate in the Vulcanus project and to live 8 months in close contact with a Japanese, helped me to understand and transfer this philosophy better.

For sure this was an unforgettable experience which I hope to be able to repeat soon.



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

## BizTips

### Avoidance Strategies: The Use of Silence

"Silence is golden", "The mouth is the roof of all trouble", are just two of the many Japanese proverbs that praise the virtue of silence. Silence keeps you out of trouble, for everyone seems wiser when they keep their own counsel. Open your mouth, and who knows what criticisms you will draw.

The respect for silence in Japan also extends to response time for answering a question. In the West, if you don't answer promptly, you will be thought rude or cunning, but a Japanese businessman may reply "That's a good question. Let me get back to you on that", when in fact the question has floored him. Or he may simply shake his head and smile wanly, suggesting that the question is completely beyond him, or he hasn't really understood it, or it should have been asked to someone else.

Source: The Japanese Negotiator, Kodansha

## Vulcanus in Japan



Marco Scifoni, Roma Tre University (IT)  
Trainee at Kasado Works, Hitachi, Ltd.  
Vulcanus in Japan 2010/11

The year that I passed as a Vulcanus participant was probably the best year of my life. An allround experience where the tough challenges were by far outrun by the rewards. The organisation has been honed throughout the years with both the students' and the companies' feedback: it grants a high level language course – enabling you to express yourself in Japanese in short time, even if starting from scratch – and a great head start in such a different culture.

Moreover, having undertaken an internship far from Tokyo, allowed me to experience the life in Japan more thoroughly, both in a traditional work environment and in a more welcoming countryside, as opposed to the first months of rushing and lively lifestyle in the metropolis.

Hitachi is one of Japan's top manufacturing companies, and working there has been an amazing opportunity for professional growth, experience and maturation. But my most treasured gain is surely on the personal level: the heartwarming hospitality, the astonishing beauty of the landscapes, the centuries-long traditions and so on, are impossible to forget.

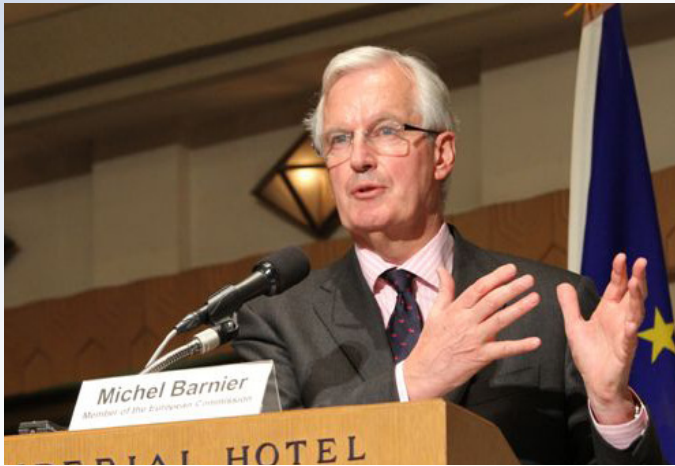
I was able to bond closely with many extraordinary people, and I got new perspectives on social and work-related situations. I feel that this year flew by in the blink of an eye, but every moment of it was intense and I fully enjoyed it: it taught me a more positive and proactive approach, which I will be carrying on every step of the way ahead.



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

## European Commissioner Barnier's Visit to Japan

Michel Barnier, European Commissioner for Internal Market and Services, visited Tokyo from 18 to 21 January, on the final leg of a visit to East Asia that also took him to Hong Kong and Beijing.



(Photo by T. Hanai, ©EU, 2012)

The visit, which was originally scheduled for March 2011, was postponed following the 11 March Great East Japan Earthquake, resulting in the Commissioner coming at a time of huge Japanese interest in Europe's efforts to tackle the debt crisis. Japanese decision makers, while showing understanding for positions taken by European leaders to deal with the crisis and confirming their continued support for the European Financial Stability Facility, have been asking for further action and improved firewalls.

The key objective of the Commissioner's visit was to explain the measures taken by the European Union towards resolving the crisis to Japanese ministers, senior government officials and business organisations, and to address a keynote speech at a high-level conference on international regulation for financial services, co-organised by the Delegation of the EU to Japan and the EU-Japan Centre for Industrial Cooperation. During his stay he held talks with Foreign Minister Koichiro Gemba, Minister for Land, Infrastructure, Transport and Tourism Takeshi Maeda, Financial Services Minister Shozaburo Jimi and National Policy Minister Motohisa Furukawa.

Commissioner Barnier's explanations of the actions taken by EU leaders, together with his firm view that the eurozone and the EU would emerge more closely integrated from the current crisis, struck a responsive cord. His speech was very well-attended, and his visit received good media coverage.

Discussion on public procurement with key members of the government and the Diet served to underline the importance of this to the EU side, while illustrating that there is still reluctance on the Japanese side to move quickly on this issue. On financial market regulation, the EU and Japan see not only a great deal of convergence at the political level, but also good communication and understanding at the level of officials and experts, with Japan largely supportive of European initiatives.

Source: Delegation of the European Union to Japan



<http://www.deljpn.ec.europa.eu/modules/media/news/2012/120112.html>

## Visit of Manuela Soares, Director of Environmental Research (DG RTD) to Japan

The Director of the Environmental Research Directorate, DG Research and Innovation, European Commission (DG RTD), Dr Manuela Soares, visited Japan to participate in the 5th Belmont Forum in Kyoto.

She also met with Japanese counterparts including MEXT (Ministry of Education, Culture, Sports, Science and Technology) and JMA (Japan Meteorological Agency) and gave a talk on the EU's research on prevention of natural hazards and disasters in Tokyo on 20 January at the EU-Japan Seminar on Natural Hazards and Disasters Research.

<http://www.deljpn.ec.europa.eu/modules/media/news/2012/120117.html>

In the meetings, general cooperation with Europe in disaster mitigation and reduction was discussed, and related programmes of MEXT and of NIED (National Institute of Earthquake and Disaster Prevention) were presented.

Dr Soares explained the natural hazards research programme of the EU's 7th Framework Programme (FP7), including the ongoing project "REAKT" (Strategies and Tools for Real Time Earthquake Risk Reduction), with JMA as a Japanese partner.

Dr Soares also visited JMA, which has the role of establishing observation networks for weather, earthquakes, tsunamis and volcanoes all over Japan (and partner of the REAKT



Photos: Courtesy of JMA, & by AK, EU, 2012

project). JMA presented its activities and its control room for earthquakes and tsunamis, from where the early warnings are sent out to the public.

In the afternoon Dr Soares gave a talk «Overview of EU Activities in the Field of Natural Hazards Research and Cooperation Opportunities with Japan» at the EU-Japan Seminar on Natural Hazards and Disasters Research, organised by the S&T Section of the Tokyo Delegation.

Source: Delegation of the European Union to Japan



<http://www.deljpn.ec.europa.eu/modules/media/news/2012/120207.html>

## Enterprises Must Boost Innovation as Global Competition Becomes Stronger

Almost all Member States have improved their innovation performance according to the Innovation Union Scoreboard 2011. However, innovation performance growth is slowing down and the EU is not closing the persistent gap with global innovation leaders US, Japan and South Korea. The largest gap for the EU27 remains in terms of private sector innovation.

The EU still maintains a clear lead over the emerging economies of China, Brazil, India, Russia and South Africa. However, China is improving its innovation performance and is catching up progressively. Within the EU, Sweden confirms its position at the top of the overall ranking, followed closely by Denmark, Germany and Finland. Firms' innovation activities stand out as an important factor to achieve top positions at EU and international levels.

Source: European Commission

<http://europa.eu/rapid/pressRelease-sAction.do?reference=IP/12/102&format=HTML&aged=0&language=EN&guiLanguage=en>

## European Forum of Clusters in Emerging Industries Launched

Brussels, Belgium, 8-9 February 2012

The first meeting of the European Forum of Clusters in Emerging Industries took place in Brussels on 8-9 February.

The objective of this Forum was to discuss the role of clusters as accelerators and drivers of emerging industries in Europe. The Forum was composed of 15 experts in the area of cluster policy, cluster management and cluster business, and was created as part of the 3rd phase of the European Cluster Observatory (ECO-III) funded under CIP, focusing on emerging industries.

 <http://www.europe-innova.eu/web/guest/home>

## Helping SMEs go Global Through Clusters

2012 will be the year for DG Enterprise and Industry that will mark the start of a new policy, namely better promoting SME internationalisation through clusters.

For many years, the main emphasis has been on supporting the emergence of new clusters and, in particular at European level, to facilitate cooperation among clusters from different regions and sectors in order to scale them up.

"The challenge today is to make better use of them also in support of other policy goals, such as supporting SME internationalisation and promoting the more strategic use of transnational cluster cooperation in markets beyond



Europe. After one and a half years of preparation, we are now ready to launch new activities at EU level that will contribute to achieving such policy goals", announced Christophe Guichard, Policy Officer at DG Enterprise and Industry, Support for Industrial Innovation Unit.

Source: Pro Inno Europe

 <http://www.proinno-europe.eu/cluster-excellenceeu/newsroom/helping-smes-go-global-through-clusters>

## Matchmaking Events for Clusters and SMEs in 2012 - 2013

The Directorate-General for Enterprise & Industry (DG ENTR) from the European Commission has launched a new initiative aiming at supporting SMEs and cluster organisations to develop their international partnerships.

The Fondation Sophia Antipolis is the coordinator of this new action in partnership with Clusterland (Austria), Zenit (Germany), ERAI (France) and inno TSD (Germany). Specific matchmaking events will be organised in 2012 and 2013 to prepare the ground for more practical cooperation in support of SME

internationalisation through clusters. The matchmaking events will be held in countries that have signed MoUs with the European Cluster Collaboration Platform (ECCP), and will allow delegations of European SMEs and cluster organisations to establish new partnerships and networks in strategic markets outside Europe.

In preparation of each event, an open call for expression of interest will be launched on the ECCP to identify the European delegation of cluster representatives, and a specific field or sector

will be selected in order to establish a maximum of concrete cooperations/partnerships with international partners.

The first event will be held in Japan, in autumn 2012. Around 15 European delegates specialised in the Clean Technology sector (cluster organisations and SMEs) will take part in this event.

For more information, contact Nadège Bouget, Fondation Sophia Antipolis: [bouget@sophia-antipolis.org](mailto:bouget@sophia-antipolis.org)

 <http://www.cluster-collaboration.eu>

## PUBLICATION

### Guide for European Union support programmes for SMEs

The guide provides an overview of the main funding opportunities available to European small and medium enterprises: grants, loans and, in some cases, guarantees. Support is available either directly or through programmes managed at national or regional level, such as the European Union's Structural Funds. The guide is available in 20 languages.

[http://ec.europa.eu/enterprise/newsroom/cf\\_getdocument.cfm?doc\\_id=72641](http://ec.europa.eu/enterprise/newsroom/cf_getdocument.cfm?doc_id=72641)

### Guide to EU Funding: Opportunities for Research and Innovation

This new edition includes a full up-to-date picture of the three sources of funding described in the initial Guide (7th Research Framework Programme, Competitiveness and Innovation Framework Programme and Structural Funds) completed by information on the European Agricultural Fund for Rural Development and on the European Fisheries Fund. It also focuses on additional funding opportunities in the field of research and innovation. It

includes information on the Lifelong learning programme and international cooperation in the field of education and on LIFE + in the field of the environment. It also describes the research and innovation funding opportunities offered to countries and territories beyond the European Union, in the framework of Pre-accession Assistance and within the European Neighbourhood and Partnership Instrument.

 [ftp://ftp.cordis.europa.eu/pub/fp7/docs/practical-guide-rev3\\_en.pdf](ftp://ftp.cordis.europa.eu/pub/fp7/docs/practical-guide-rev3_en.pdf)

## Executive Training Programme (ETP) Empowering Business through Understanding



The European Commission welcomes applications from EU companies and their executives to participate in the next cycle of the ETP by 31 May 2012. The ETP helps EU companies and their executives improve their Japanese or Korean and gain business insights into how to succeed in these markets. The 60 selected participants, who will be granted a scholarship, will follow a year of high quality training in Japan or Korea starting in November 2012, and will do an internship at a local company. For already three decades the ETP has a consistent record of delivering results for its participants and sponsoring companies by providing them with the necessary in-house expertise to succeed in Japan and Korea.

### CASE STUDY

ECCO – a Danish footwear company – is a strong believer in the ETP because of the obvious benefits the programme delivers in terms of cultural understanding and language knowledge. ECCO has sent three employees on the ETP to Japan in order to gain a better understanding of the market and strengthen the group's presence there. ECCO's ETP participants have been a driving force in the company's transition period when the company moved from a distributor to a subsidiary based business model in the Japanese market. This would not have been possible without the language skills, business and cultural knowledge gained from the ETP.

The full case study is available in the first issue of the ETP newsletter at: <http://www.euetp.eu/newsletter>. The newsletter also includes an interview with an ETP alumnus, presents the new ETP cycles for the period 2012-2015, explains the application and selection process, and outlines the promising results of the recent economic analysis of the future EU trade with Japan and Korea.



<http://www.euetp.eu>

## EU Delegation's Popular 'Europe Magazine' Goes Electronic



On 17 February, the Delegation of the European Union to Japan launched a new electronic Japanese-language publica-

tion titled 'Europe Magazine', available free of charge at: <http://eumag.jp>. Nicknamed "EU MAG", it offers a wide variety of articles, ranging from comprehensive, analytical pieces of the policies and activities of the EU and developments in EU-Japan relations, to lighter stories on culture.

The new publication, which replaces the Delegation's quarterly print magazine 'Europe', aims to attract a wide readership, not in the least by helping make the EU's complex and elusive mechanisms more comprehensible. The electronic format now makes it possible to present even better content, on a more frequent basis; EU MAG, while taking the form of a monthly magazine, will see constant updates throughout the course of the month. It can also be read on mobile phones, including smartphones.

In addition to original articles, readers will find information on upcoming EU-related events taking place in both Japan and in Europe, basic data on the EU and links to the EU's networks. An easy-to-use search function will also allow users to access the PDF data of the old quarterly magazine. Readers can receive content update notices by registering their e-mail addresses with the e-mail alert service indicated at the bottom of the magazine's website.

Complementing its official website (<http://eeas.europa.eu/delegations/japan>) and its social media channels such as Facebook and YouTube (whose landing page is <http://www.euinjapan.com>), the Delegation hopes to continue to utilise new tools to maximise its public diplomacy efforts in the digital age.

Source: Delegation of the European Union to Japan



<http://www.deljpn.ec.europa.eu>

## New Projects Service at CORDIS

A new Projects Service, launched on 16 January 2012, will enhance the role of CORDIS.

Designed not only to be a comprehensive reference point for project participants, coordinators and stakeholders, the service will also make information and data available to a wider audience.

Japan is involved with 33 projects.

[http://cordis.europa.eu/fetch?CALLER=EN\\_NEWS&ACTION=D&SESSION=&RCN=34222](http://cordis.europa.eu/fetch?CALLER=EN_NEWS&ACTION=D&SESSION=&RCN=34222)

<http://cordis.europa.eu/projects/index.cfm?fuseaction=app.search&TXT=&FRM=1&STP=10&SIC=&PGA=&CCY=&PCY=&SRC=&LNG=en&REF>



[http://cordis.europa.eu/home\\_en.html](http://cordis.europa.eu/home_en.html)

## Going Back in Time....

From the European Commission Archives: THE EUROPEAN COMMUNITY

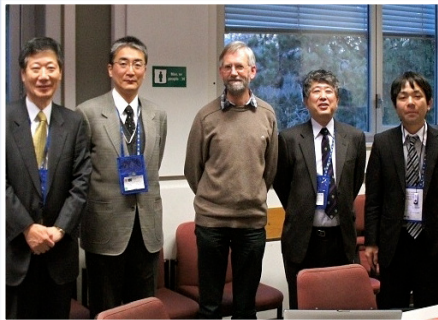
The Second World War left Europe convinced that it could not remain divided. This film illustrates the venture embarked upon by the six Common Market countries. It gives a number of examples of the practical achievements of the European Communities (ECSC, Euratom and EEC) in implementing the Treaty of Rome: the modernisation of the coal and steel industries, the creation of a common agricultural market, the freedom of workers to move from country to country inside the Community, and the pooling of resources in a programme for the peaceful use of atomic energy.



<http://ec.europa.eu/avservices/video/player.cfm?ref=1000113&sitelang=en>



## Japanese delegation visits the European Commission's Joint Research Centre to enhance expertise in the Control of the Food Chain



Meeting with Marc De Cort on Radioactivity Environmental Monitoring

Owing to the nuclear accident in March 2011, the Japanese Authorities implemented countermeasures to control the food produced in a wide area around the affected installations. Gradually, the intensity of the monitoring has been enhanced. Currently, about one year after the accident, more than thousand food samples are measured every day. The data are public so that consumers can make proper judgments.

Beyond the emergency measures, the long term recovery of the situation must be pursued. A sustainable system has to be further developed, by improving the quality of the measures taken for the food chain, but with acceptable cost performance. Besides, the anticipated forthcoming enforcement of more restrictive levels for food contamination necessitates the implementation of more efficient measurement techniques.

The Society of Techno-Innovation of Agriculture, Forestry and Fisheries ("STAFF") has been requested by the Japanese Ministry of Agriculture, Forestry and Fisheries to coordinate the Government-sponsored project to guide the food industries to a well-organised management of the radioactive contamination issues.

STAFF is approaching the project from three angles: (1) the review of post-Chernobyl research articles; (2) the organisation of all the information relating to domestic monitoring and screening along with government guidelines, and (3) the learning from European experiences in radioactive monitoring based on the EUR-ATOM Treaty requirements and the Chernobyl countermeasures. In relation to this third issue, contact has been taken with the European Union Delegation in Tokyo in order to exchange information with the involved European Commission's services.

The visit to the Joint Research Centre ("JRC") on January 25-27, 2012 had been organised in this context. The JRC is a European Commission's in-house service, providing scientific and technical support to the European Union policies. As such, several JRC actions are directly related to the control of the food chain.

At JRC-Ispra (Italy), a meeting was organised to learn about the role of the European Commission in collecting the environmental radioactivity monitoring data and in reporting on them, both in normal as in crisis situations. The overall crisis coordination structure was illustrated with a visit of the related emergency server room.

Exchanges were also organised with experts of other services involved in research and organisational measures to improve the control of food products in Europe. More particularly the role of EU Reference Laboratories and the actions for the improvement of the traceability of fish products were explained.

At JRC-Geel (Belgium), the focus was given on radioactivity metrology and the campaigns coordinated by the JRC to compare the measurement results from the various laboratories in the EU, the overall objective being to improve the accuracy of the measurements in all Member States, and thus allowing to compare results on the status of radioactivity levels in the environment and food.

The mission was concluded with a visit to the environmental measurement laboratory of the Belgian nuclear research centre SCK-CEN and a presentation on the way the food consumption is monitored in Belgium. In his thanking words to the EU Delegation and to the Joint Research Centre, Mr. Tadayasu Furukawa, project coordinator for STAFF, mentioned to "have been able to attain much more than the expectation" and to be "deeply impressed by JRC's efforts to harmonize methodologies and to organize a series of data to make them open to public with a maximum of clarity, which would be referred to confirming our own countermeasures to the radioactive contamination issues".

The visit illustrated the willingness to share experiences between Japan and Europe in the field of radiation monitoring and, more general, the wish to support Japan in its recovering efforts.

Participants from Japan:

- Kiyoshi Kitamura: Analytical Quality Control Office, Japan Chemical Analysis Centre
- Akira Yunoki: Radioactivity and Neutron Section, Quantum Radiation Division, National Institute of Advanced Industrial Science and Technology
- Daisuke Nei: Food Safety Division, National Food Research Institute
- Tadayasu Furukawa: Society for Techno-Innovation of Agriculture, Forestry and Fisheries

Participants from Europe:

- Marc De Cort: Radioactivity Environmental Monitoring group, JRC-ITU, Ispra
- Elke Anklam, Guy Van den Eede: JRC-Institute for Health and Consumer Protection, Ispra
- Jann Martinsohn, Fabrizio Natale: JRC-Institute for Protection and Security of the Citizen, Ispra
- Uwe Wätjen, Stefaan Pommé: Radionuclide Metrology group, JRC-Institute for Reference Materials and Measurements, Geel
- Pierre Kockerols: JRC-Institute for Reference Materials and Measurements, Geel
- Michel Bruggeman, Liesel Sneyers, Peter Vermaercke: Belgian Nuclear Research Centre SCK-CEN, Mol

Source: European Commission

## PUBLICATION

### Industrial Structure 2011 - Trends and Performance

Issued by the European Commission - DG Enterprise and Industry, this publication aims to satisfy the increasing need for analysis of the competitiveness of the EU economy from a sectoral perspective. It analyses the industrial structure in the different EU Member States, differences in performance of different sectors within the EU, and differences in sector performance across Member States.

This approach provides insight into the relative performance of each industry, and contributes to explaining the competitiveness of the EU economy at large.

This publication follows the path laid by EU sectoral competitiveness indicators and shares with it the objective to elaborate and present information on sectoral competitiveness and performance.

It can be used by economists and policy makers in the EU and Member States or anyone outside the EU interested in the structure and performance of EU industries.



## Foreign Policy Speech by Minister for Foreign Affairs Koichiro Gemba



Tokyo, Japan, 24 January 2012

During this speech Minister Gemba outlined his thinking on the basic orientation of Japan's foreign policy. He stressed his use of "substantial diplomacy" aimed at achieving steady progress toward the goal of maximizing Japan's national interests. In looking towards 2012, Minister Gemba stated "this year, it is essential that Japan continues to use its distinctive conceptual power to 'turn the tables' in other words, to transform challenges into opportunities".

The Minister also declared that "following the accident at the Tokyo Electric Power Company's Fukushima Daiichi Nuclear Power Station, I believe Japan has a responsibility to share with the international community knowledge and lessons learned from a thorough investigation of the accident, thereby contributing to an enhancement of the international nuclear safety".

Finally, on the issue of trade, Minister Gemba maintained that Japan "will promote high-level economic partnerships with a wider range of countries in a proactive and multifaceted manner" and "will aim to launch negotiations promptly on a Japan-EU-EPA".

The full speech is available on: [http://www.mofa.go.jp/announce/fm/gemba/speech\\_120124.html](http://www.mofa.go.jp/announce/fm/gemba/speech_120124.html)

Source: Ministry of Foreign Affairs

## Message from THE MISSION OF JAPAN TO THE EU

### One year since the Great East Japan Earthquake

It has been almost a year since the Great East Japan Earthquake occurred on 11 March 2011.

Even though we have been carrying out the reconstruction of the region affected by the disaster, our thoughts remain with those who lost their precious lives and who lost loved ones. Japan is moving forward, major infrastructure and business activities in the affected areas have been restored.

The Mission of Japan to the EU would like to express our deepest gratitude for the profound support we have received from Europe, and to ask that your thoughts and support remain with those who are confronted with difficult challenges to sustain and rebuild the communities which were once lost.

Source:

The Mission of Japan to the European Union

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

## Fukko ("reconstruction") concert and presentation

Brussels, Belgium, 15 March 2012



As we mark one year since the Great East Japan Earthquake a Fukko ("reconstruction") concert will be held on 15 March at Conservatoire Royal de Bruxelles. The event is intended to demonstrate the bonds of solidarity from Europe by asking the audience to join the musicians in sending their support to the people in the affected areas as they continue on the long road of rebuilding their lives and livelihoods.

This evening is hosted by Japanese musicians who are currently performing throughout Europe and will be led by Ms Yuzuko Horigome, the first Japanese violinist to win first prize at the Queen Elisabeth International Music Competition of Belgium in 1980.

The programme includes Mendelssohn, Ravel, Stravinsky and Telemann.

On this occasion, the Mission of Japan to the EU will make an informative presentation on the current situation and challenges in Japan, one year on from the disaster.

Tickets are available by e-mailing [fukkojapan@gmail.com](mailto:fukkojapan@gmail.com) or calling BOZAR at +32 (0)2 507 8200.

Source: The Mission of Japan to the European Union

## New play online "Message from Fukushima"



I was born in Fukushima, raised in Fukushima, worked in Fukushima, married in Fukushima.

It has been almost a year since the Great East Japan Earthquake occurred on March 11th, 2011. At this time, we would encourage readers to check out a high school student's play based on their own experiences after the disaster. «A Message from Fukushima», is a completely new piece based on messages from 100 high school students across Fukushima Prefecture. The script, lyrics and also the beautiful new music are all by the local students. The play is available via the Mission of Japan to the EU's website and is subtitled in English.

Source: The Mission of Japan to the European Union

 [http://www.eu.emb-japan.go.jp](http://www.eu.emb-japan.go.jp/)



## PUBLICATION

Published last December, "Promoting Japan in France" has been written under the supervision of JETRO Paris' Director General Masashi Oshita.

Following the interview of 11 Japanese SMEs that succeeded in the French and European markets, the book analyses the reasons of their success, the difficulties and doubts they faced, delivering useful experiences to be shared with other Japanese companies tempted by new horizons.

The book in Japanese only is available at:

<http://books.jetro.go.jp/jpn/>

## Development of 7 New Special Economic Areas in Japan Promoting FDI

To encourage Japanese competitiveness and attract foreign companies, the Japanese Government created 7 areas where companies establishing specific activities will benefit, from this spring on, from tax incentives, up to 15% of tax relief on investments and up to 20% of tax deduction on taxable income.

Each region covers a specific sector of activities: for example aerospace in Aichi and Gifu prefectures, health in Kanagawa prefecture, agribusiness in Hokkaido and science of life and robotics in Ibaraki prefecture.

Source: JETRO Paris newsletter *le Japon à la page*.

<http://www.jetro.go.jp/france/documentation/jalap/>

## Recovery and Reconstruction Support Program Database

The Ministry of Economy, Trade and Industry (METI) launched the Recovery and Reconstruction Support Program Database on 17 January 2012, in cooperation with the Reconstruction Headquarters in response to the Great East Japan Earthquake and other ministries.

allows counselling staff and experts at government agencies to find and provide the latest information on public support programmes for people affected by the disaster much faster and more accurately than before.

<http://www.r-assistance.go.jp/>  
Source: METI

This is a one-stop service site where users can search through a wide variety of support programmes operated by the central and local governments. It

[http://www.meti.go.jp/english/press/2012/0117\\_04.html](http://www.meti.go.jp/english/press/2012/0117_04.html)

## Ichinomiya City Works with Treviso to Cultivate Economic Exchange



*Contest winners visit a wool factory during one of their seminars to learn about wool production*

Ichinomiya City, the heart of the textile industry in Aichi Prefecture, has been carrying out a design competition for the students of the IUAV Fashion Department (Venice University of Architecture), based in the Italian city of Treviso. After building a strong relationship during the World Fair held in Aichi, this contest was introduced as a project to help deepen the cultural understanding between Treviso and Ichinomiya, as well as encourage economic cooperation.

the university's professors, to visit Ichinomiya to take part in a weeklong seminar on its fabric industry, and to present their completed creations.

Since 2007, the fabric industry of Ichinomiya has funded this competition to promote exchange between the two cities. Using only fabric produced and supplied by companies in Ichinomiya, the students complete their pieces of work, with the two most outstanding students being chosen, accompanied by one of

In addition to the fabric industry project, a letter exchange programme between an elementary school in each city was introduced, with students sharing details about themselves, their schools, family, hobbies, and their towns.

Over the last 5 years since its inception, both parties have been able to build and strengthen their relationship, with each city holding various events to introduce the partner city to their citizens. The continuation of such a diverse range of economically focused exchange projects should have great significance for and influence on the future of these two cities.

<http://www.owari.ne.jp/~iia-138/>

## The Ishikawa Japanese Studies Program (IJSP)



Participants on IJSP have the chance to learn intensively about Japanese language and culture while engaging in a homestay in Ishikawa, Japan. A large number of university students and public organisations have taken part in our courses over the past twenty years.

Advantages of this programme:

- (1) The length of the programme can be adjusted from 1- 2 weeks to 3 months according to the request of the participating group.
- (2) In teaching about Japanese culture, the programme makes full use of Ishikawa's abundance of nature, history, and culture.
- (3) Participants have the valuable opportunity to experience life in an ordinary Japanese home through a homestay programme, which is designed to help them

understand Japanese culture through daily life and deepen relations with local families.

From the time this programme began in 1987 up until 2010, more than 3,379 students from 47 universities and groups representing 21 countries have participated in IJSP.

In Europe, students from Italy (University of Torino, University of Milan), Germany (Eberhard-Karls-Universität Tübingen), France (EMBA) and Swiss (École Polytechnique Fédérale de Lausanne) have regularly attended this programme.

For more information contact:

[ijsc@ife.or.jp](mailto:ijsc@ife.or.jp)



[http://www.ife.or.jp/ijsc/english/ijsp/file/ijsp\\_info\(English\).pdf](http://www.ife.or.jp/ijsc/english/ijsp/file/ijsp_info(English).pdf)

## Shifting to a Country that Increases Gross National Income (GNI) Instead of Gross Domestic Product (GDP)

by Toshihiro Nagahama

The Great East Japan Earthquake has forced Japanese companies to renew their awareness of the risks of operating in Japan. Meanwhile, the extremely strong yen, at less than 77 yen to the dollar, has become a persistent condition. Japanese companies, mainly manufacturers, are hit hard by the reduced export competitiveness resulting from the exchange rate. The yen is expected to remain strong for some time, since investors have no choice but to buy yen given the euro zone debt crisis and the slumping economy in the United States.

On top of this, the rapid ageing of society and the declining birth rate have made falling domestic demand inevitable. This has accelerated a trend in

which even companies from domestic demand-oriented industries, such as retail and service, seek new opportunities in overseas markets.

It is time we stop regarding overseas shifts of companies as a negative movement that hollows out domestic industry, reduces domestic employment and income, and eventually reduces consumption. Instead, we now need to seriously consider how to make Japan an "investment-oriented nation" that invests wisely overseas, earns profits, and brings those profits back to Japan to boost income.

Source: - Japan Echo Web



<http://www.japanechoweb.jp/economy/jew0904>

## EXPAT NEWS

### New Residency Management System for Foreigners Living in Japan

The new regulation will start on 9 July 2012.

Details from the Immigration Bureau of Japan: [http://www.immi-moj.go.jp/newimmiact\\_1/pdf/NewResidencyManagementSystem-%28EN%29.pdf](http://www.immi-moj.go.jp/newimmiact_1/pdf/NewResidencyManagementSystem-%28EN%29.pdf)

## JETRO SURVEY

FY 2011 Survey on the International Operations of Japanese Firms.

Interest in overseas expansion at a record high.

From November through December 2011, JETRO surveyed 9,357 Japanese firms either involved in or interested in business overseas, 82.7% of which were small or medium-sized enterprises (SMEs). It received valid replies from 2,769 firms, for a response rate of 29.6 %.

Source: JETRO

<http://www.jetro.go.jp/en/news/releases/20120301540-news>

## Spotted Website

The Japan Echo Foundation strives to promote understanding of Japan through web-based publishing and other activities. Japan Echo Foundation goal is to convey information on Japanese politics, economics, society, and culture to a broad spectrum of readers, including opinion leaders overseas.

At the same time, as a nongovernmental organization, Japan Echo Foundation develops and implements a range of other projects aimed at contributing to better international understanding and fostering global human resources in numerous fields.

<http://nippon.com/en/>

## Ridley Scott, Japan TV Team up on Quake Documentary

Filmmaker Ridley Scott and Fuji Television are teaming up to make «Japan in a Day,» a documentary about how people spend the first anniversary of last year's devastating earthquake and tsunami.

The project is dedicated to those who lost their lives or are still suffering from the March 11 disaster, which killed nearly 20,000 people and set off the Fukushima nuclear crisis, organizers said in a release. Video footage contributed by anyone in Japan as well as globally, showing their lives on March 11, 2012, to be uploaded to the website:

<http://www.youtube.com/JapanInADay/>

Source: Reuters

<http://www.reuters.com/article/2012/03/01/us-ridleyscott-japan-disaster-idUSTRE82003P20120301>

## French Business Awards 2012 Five French Companies Awarded for Their Outstanding Results in Japan

On 31 January 2012, more than 180 people attended the first French Business Awards Ceremony organised by the French Chamber of Commerce and Industry in Japan (CCIFJ).

Five companies were awarded:

Company of the Year:	Danone Japan
Jury's Special Award:	L'Occitane Japon
Best SME:	GLS Japan
Innovation Award:	Peugeot Citroën Japon
Environmental Contribution Award:	MC Decaux

The diversity of this selection shows the diversity and the vitality of the French business community in Japan.

The CCIFJ has launched the French Business Awards in order to encourage the French companies in Japan and to promote their outstanding results and projects. Despite the terrible events of March 2011, the French business community remains confident about the future of Japan. Many companies have made donations to help the victims of the disaster. Through their investments, they also contributed to the recovery of the Japanese economy. The role of the CCIFJ is to support their initiatives and to facilitate their business activities in Japan.

Danone Japan, a famous yoghurt company, has been awarded "Company of the Year" due to its outstanding outcome in 2011. The company proved to be very reactive after the March 2011 disaster and took many crucial decisions in terms of safety for its employees and its consumers.



At the same time, Danone Japan managed to launch two innovative products in 2011 and registered double-digit growth in the second half of 2011, driven mainly by the strong performance of these new innovations as well as the growth of the existing brands.



L'Occitane Japon received the Jury's Special Award based on the tremendous success of the brand in Japan. The company sells cosmetics and skin care products based on natural ingredients from Provence. In the past years, L'Occitane Japon significantly increased its number of shops (86) and the amount of its sales.

GLS Japan has been awarded best SME due to its innovative business concept: exclusive flash sales, which proved to be very successful in Japan. The company increased its turnover and the number of employees by 3 times in less than 3 years.

Peugeot Citroën Japon received the Innovation Award for its project "Dealer follow-up system", associated with a new sales tool on iPad.

MC Decaux received the Environmental Contribution Award for its bike sharing project with the city of Toyama, based on a private-public partnership.

<http://www.ccifj.or.jp>

## Strategic Automotive Product Data Standards Industry Group (SASIG) Spring Meeting

Kobe, Japan, 21-25 May 2012



GALIA ([www.galia.com](http://www.galia.com)) is a non-profit association (260 members) that defines standards for e-business communications, engineering data exchange, and logistics management created by and for the French automotive industry.

GALIA's mission, in partnership with other Japanese and European organisations, is the improvement of technical relationships in the supply chain. The association elaborates recommendations for the exchange of products and information, and promotes them to industry members, consultants and IT providers. They regularly meet in an international consortium called SASIG (VDA-Germany, Odette Sweden, AIAG-USA and JAMA-Japan) to discuss matters such as long-term archiving of 3D data.

For more info: [contact@galia.com](mailto:contact@galia.com)

<http://www.jama-english.jp>  
<http://www.sasig.com>

## CLUSTER PARTNERSHIP SEARCH

### EcoCluP - Eco-Innovation Cluster Partnership for Internationalisation



The Eco-Innovation Cluster Partnership (EcoCluP) is the first pan-European partnership of cluster organisations focusing on eco-innovative industries encompassing waste, water, pollution control, environmental services, energy, sustainable transport and construction.

The project, coordinated by UK CEED, is creating practical business solutions that support the growth of fast-growing European eco-innovative businesses. The consortium is currently looking for international eco-innovative clusters, businesses and academic partners willing to cooperate with European businesses or academic partners in eco-innovative projects.

EcoCluP is reaching out to over 3,500 companies (mostly SMEs) and 430 research institutions of the participating European clusters through:

- a toolbox for internationalisation;
- a service kit supporting innovative SME's;
- Eco-Cluster Manager Campus (a platform developing cluster manager professions);
- hands-on approach for joint research cooperation.

European or Japanese organisations wishing to take part, should contact Gareth Jones [g.jones@ukceed.org](mailto:g.jones@ukceed.org)

<http://ukceed.org/projects/ecoclup>

<http://www.europe-innova.eu/web/guest/cluster-cooperation/cluster-innovation-platform/ecoclup/about>

## Business Day Japan 2012 - 4 June, Düsseldorf, Germany

Chances of the Energy Turnaround in Germany and Japan  
Renewable Energies, Energy Savings, Energy Efficiency and Ecological Buildings

North Rhine-Westphalia with its capital Düsseldorf is home to more than 500 Japanese companies and a large Japanese community. This annual business event is part of the well-known Japan Day in Düsseldorf, and has been a must for German and Japanese companies for more than 10 years.

The Business Day is a forum for discussing new developments within the German-Japanese framework. This year the event is dedicated to the energy turnaround in Germany and Japan.

Besides lectures and presentations there will be enough room for discussion and informal meetings. During a little exhibition German and Japanese companies will also present their products to a German and Japanese audience.

For any further questions regarding this event, please contact Katrin Lange from the Chamber of Commerce and Industry Düsseldorf: [lange@duesseldorf.ihk.de](mailto:lange@duesseldorf.ihk.de).



<http://www.japantag-duesseldorf-nrw.de/>

## Meeting Point Japan 2012 - 15 March, Stockholm, Sweden

The Yearly Seminar for Everyone with a Professional Interest in and Ambitions Towards Japan

At this Meeting Point we will have special focus on Japan one year after the devastating triple disaster on 11 March 2011. You will meet people with special insight into what actually happened, listen to how Japan was affected, and discuss what challenges Japan is facing in the reconstruction and rehabilitation.

The meeting will discuss economic and political development, strategies and challenges for the future, the need for energy efficiency and sustainable reconstruction, and investment and business opportunities for Sweden and Japan.

It is an opportunity to meet prominent experts, business leaders and institutional representatives from Sweden and Japan in a programme of three sessions:

Session I: Japan - General trends  
Session II: After Fukushima  
Session III: Restarting Japan - Business threats and opportunities

For further information, please contact: Iréne Enström [irene.enstrom@swedishtrade.se](mailto:irene.enstrom@swedishtrade.se) or Kicki Edman [info@swejap.a.se](mailto:info@swejap.a.se)



<http://www.swejap.a.se/Documents/MPJ/Meeting%20point%202012.pdf>

## JMEC 18 Records an Increase in EU Participation

The Japan Market Expansion Competition (JMEC) is a professional business training and plan writing competition based in Tokyo that helps European organisations, including large corporations and SMEs (Project Clients), maximise their business success in Japan while strengthening the business skills of mid-career professionals working in Japan (Participants).

Actively supported by most European Chambers in Japan, JMEC has been a vital part of the business community in Tokyo since 1993. The JMEC 18 Program, currently in progress, has 46 foreign and Japanese participants, including young executives from the UK, France, Italy and Ireland. Five of this year's eight project clients are also European companies.

Donal Coghlan, Managing Director of Unefort Ltd, an Irish consulting company that fosters business innovation and growth, relocated to Japan last year and he joined JMEC 18 as a participant:

"Joining JMEC was a key goal in coming to Japan. It is a fast track to gaining insights into Japanese business, and the programme has already surpassed my expectations: successful business people have shared their experiences and strategies in the lecture series; my JMEC team is working on a real business expansion project for an industry leading firm, and I am now part of the dynamic JMEC network."

For more information: [info@jmec.gr.jp](mailto:info@jmec.gr.jp)



<http://www.jmec.gr.jp>

## Japanese Wind Delegation Visits German North Sea Coast



The German Chamber of Commerce and Industry in Japan (GCCIJ) accompanied 46 executives from the Japanese wind energy sector to the German North Sea coast. Starting in Husum, the delegation travelled to the cities of Cuxhaven, Stade, Bremerhaven, Bremen, Aurich, Emden and finally to Hamburg. Destinations of the tour were wind parks, research centres and industrial enterprises.

The Japanese participants got insights into the possibilities resulting from the sustainable development of wind energy, which is a main pillar of the German electricity supply. Many delegates were astounded at the sprawling offshore wind energy hubs, which economically revitalised many areas in the German North Sea region. They were extremely interested in Germany's offshore strategy, as Japan itself is right now looking into developing its offshore wind potential.

This project has been promoted by the Federal Ministry of Economics and Technology through its initiative "Renewables - Made in Germany".



[www.renewables-made-in-germany.com](http://www.renewables-made-in-germany.com)

## CONGRESS Taste-Nutrition-Health

Dijon, France, 20-21 March 2012

This year's Congress will be focused on the topics food, nutrients and "Ageing Well", and it will deal in particular with elderly food and specific functional ingredients to prevent ageing effects and to optimise wellness and sensory for elderly.

One of the round-table debates will focus on dietary habits and ageing in Japan.



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

## 20th European Biomass Conference and Exhibition

Milano, Italy, 18-22 June 2012

For many years now, the European Biomass Conference and Exhibition (EU BC&E) has combined a renowned international scientific conference with an industry exhibition, where new products and technical innovations from biomass are on show.

The EU BC&E is held at different venues throughout Europe, and ranks as one of the leading events specialised in biomass. It is supported by European and international organisations such as the European Commission, UNESCO - United Nations Educational Scientific and Cultural Organization - Natural Sciences Sector, Regione Lombardia, WCRE - World Council for Renewable Energy, and EUBIA - the European Biomass Industry Association. The Technical Programme is coordinated by the European Commission - DG Joint Research Centre.

The International Science and Technology Conference of the 20th EU BC&E comprises more than 800 presentations, in plenary, oral and visual sessions. The conference attracts policy and industry decision makers through several parallel events (<http://www.conference-biomass.com/2012-Special-Focus.996.0.html>), addressing special topics which are currently in the focus of discussion.

The subjects of the 20th EU BC&E result from the experiences of the previous successful conferences. The subjects have been further developed and structured and include the most recent scientific, technology and market trends.

 <http://www.conference-biomass.com>

## Brighton Japan Festival

Brighton, UK, 23 June - 01 July 2012



An eight day Japanese festival brought to you by the best venues, businesses, and communities the city of Brighton & Hove has to offer.

Wide-ranging and inclusive, Brighton Japan is unique in its ambition: to offer an exciting platform for Japan-related arts, technology, design and business to inspire, excite, and enrich.

 <http://www.brightonjapan.com/index.html>

## Two is Better Than One Double PhD Degrees for Sheffield and Tohoku Students

By Glenn D. Hook, Director, Graduate School of East Asian Studies, University of Sheffield

The School of East Asian Studies at the University of Sheffield and the School of Law at Tohoku University have set up an innovative cross-national doctoral programme to promote the joint training of postgraduate research students between Europe and Japan.

The programme is designed to enable students registered for a PhD at one institution to be considered for registration at the other institution. On the successful completion of all the academic requirements at both institutions, students can then be considered for the award of the doctorate from both Sheffield and Tohoku.

The focus in the first phase of cooperation has been on offering European students the opportunity to register as a student at Tohoku and spend one year affiliated with the Law School's Global Centre of Excellence on Gender Equality and Multicultural Conviviality in the Age of Globalization.

The first five Sheffield students have now completed their dissertations and have just passed their viva voce: Paola Cavaliere, from Italy, on women's identity formation in contemporary Japan; Ra Mason, from the UK, on Japan and North Korea; Sven Matthiessen, from Germany, on Japanese Pan-Asianism; Paul O'Shea, from Ireland, on Japan's territorial disputes; and



*Paola Cavaliere, Ra Mason, Paul O'Shea and Kamila Szczepanska at the time of their viva voce*

Kamila Szczepanska, from Poland, on Japan's war memory.

All students benefited enormously from the experience. As Ra Mason states: 'The dual degree programme has been a thoroughly enjoyable and beneficial experience.....a complete educational package, total satisfaction.' Similar sentiments are expressed by the other students, who found being integrated into the Tohoku University to be particularly rewarding.

For the future, we look forward to the continuation of the programme and welcoming Tohoku students to Sheffield.

 <http://www.shef.ac.uk/>  
<http://www.tohoku.ac.jp/english>

## ENEA\* in Japan 2011 - The Challenge of Innovation: Research to Tackle Energy Needs, Safety and Sustainability



A conference organised in a non-conventional way, putting together different multimedia systems, entirely on the internet.

Italian and Japanese scientists have been able to share debates and experiments online, with the aim of enlarging and strengthening their collaborations. For the science fundraising, important input came from the Delegation of the EU to Japan and the Japanese institutions JSP and JSTS.

10 hours of transmission have been streamed, connecting 27 research bodies, institutions and universities.

«The Challenge of Innovation» is a series of multimedia events that represented the ENEA participation in the review «Italy in Japan 2011», a wider initiative of the Italian Ministry of Foreign Affairs.

On the webpage you will find scientific articles, video podcasts and web seminars about cultural heritage, earthquake engineering, energy, life sciences, nanotechnology, radiation metrology, radiation protection and science policy. Furthermore there are the welcome messages of Japanese Ambassador to Italy Mr Kohno, Italian Ambassador to Japan Mr Vincenzo Petrone, and the welcome video of Giovanni Lelli, Commissioner of ENEA.

\*Italian National Agency for New Technologies, Energy and Sustainable Economic Development

 <http://www.enea.it/it/internazionali/enea-in-japan-2011>

## Trade Mission in Japan for French Companies

From 21 to 24 May, the Paris Chamber of Commerce and Industry will organise a trade mission in Japan with French companies dealing with green business and Clean Technologies.

It will enable participants to promote their products and innovative technologies to potential partners in Japan.

Contact: Laurence Ghamlouche  
Japan Project Officer: [lghamlouche@ccip.fr](mailto:lghamlouche@ccip.fr)

More information on

<http://www.entreprises.ccip.fr/web/international/environnement-eco-industries-infrastructures>

## BLCCJ Board of Directors 2012

The Belgian-Luxembourg Chamber of Commerce in Japan is glad to announce the composition of its new Board of Directors, effective as of 1 January 2012.

- President: Fabrice Tilot, President Triple-A Management Co., Ltd
- Vice-President: Jan De Bock, Managing Partner, Trainspot KK
- Treasurer: Olivier Vandercamme, Managing Director, BEA Japan
- Secretary General: Bernard de le Court, Representative Director, PinguinLutosa Japan KK
- Director for Luxembourg: Jean-François Sibille, COO, BNP-Paribas Securities (Japan) Ltd.
- Director: Jo Anseeuw, Managing Director, Materialise Japan KK
- Director: Jean-Pierre Bernardino, President, Puratos Japan Co., Ltd
- Director: Jérôme Chouchan, Managing Director Japan & South Korea, Godiva Japan
- Director: Pieter De Weerd, General Manager Operations, Accor Japan
- Director: Frédéric Lucron, General Manager, Hilton Tokyo Bay
- Director: Marc Poot, Representative Director Japan, Barco Co., Ltd.
- Director: Els Verhulst, President, E.L. Consulting & Trading KK
- Special Advisor to the Board: Hidenori Tsutsui, Former President Toyota Europe

More information on

<http://www.blccj.or.jp>

## French Pavilion at FOODEX Japan 2012

Tokyo, Japan, 6-9 March 2012

At the occasion of the international exhibition FOODEX, UBIFRANCE organised B2B meetings for French food companies not yet present in the Japanese market. This operation «New Exporters in Japan» was organised around two modules:

- Information: seminar explaining the Japanese market and regulation, on the eve of the show
- Exploration: development of a targeted and personalised programme of appointments with Japanese importers.

More information on

<http://www.ubifrance.fr/japon/001PRG-15757+rencontres-avec-des-acheteurs-japonais-a-l-occasion-du-salon-foodex-japan-2012.html>

## Fuel Cell Expo

Tokyo, Japan, 29 February – 2 March 2012

Fuel Cell Expo is one of the major international events dedicated to hydrogen and fuel cells.

Over 350 exhibitors and 90,000 visitors in 2012. During the Expo, UBIFRANCE held a pavilion with 10 French SMEs specialised in production and hydrogen storage materials for batteries, cogeneration systems, test benches and test equipment.

More information on

<http://www.ubifrance.fr/japon/001PRG-16162+pavillon-france-a-l-occasion-du-salon-japan-fuel-cell-hydrogen-expo.html>

## Publication The Guide of Japanese Teas

The first complete guide of Japanese teas in the French language: history, tea ceremony, tea and health, the different types of Japanese teas, the different areas of production, an address book by Valerie Douniaux, specialist of Japanese art and culture.

More information on

<http://www.guidedesthesdujapon.com>



## Export Information Shops

The Export Information Shops were established to simplify and highlight the available choices towards internationalisation for Portuguese companies and entrepreneurs.

The mission of the Export Information Shops is to support the companies in their export strategies, namely simplifying and allowing access to information, promoting experiences to be shared among them, supporting the preparation of plans to improve the competencies of the companies, and promoting workshops to highlight the best practices for success in the export markets.

Export Information Shops are a partnership project of IAPMEI (Instituto de Apoio às Pequenas e Médias Empresas e à Inovação) and AICEP (Agência para o Investimento e Comércio Externo de Portugal), the two most important government agencies in Portugal to promote public policies.

A network of 14 Shops was established, supporting the exports in several fields related to internationalisation, namely:

- Information services
- Support services
- Market services
- Economic “intelligence” services.

Enterprise Europe Network in Portugal also collaborates with the “Export Information Shops”.

[http://www.iapmei.pt/iapmei-ins-01.php?tema\\_id=10&tema\\_sub\\_id=60](http://www.iapmei.pt/iapmei-ins-01.php?tema_id=10&tema_sub_id=60)  
<http://www.portugalglobal.pt/pt/geral/paginas/lojasesportacao.aspx>

## Job Offer

ROHM Semiconductor is one of the major global semiconductor companies. For its location in Willich near Düsseldorf, Germany, ROHM Semiconductor is looking for an Assistant Quality Manager.

More information on

[http://documents.eu-japan.eu/jobs/AssistantQualityManagement\\_february2012.pdf](http://documents.eu-japan.eu/jobs/AssistantQualityManagement_february2012.pdf)

## Job Offer

A global leader in manufacture & sales of off-highway vehicles is looking for a Purchasing Manager/Senior Buyer, a position to be based close to Brussels airport, Belgium, or in Este (PD), Italy.

More information on

[http://documents.eu-japan.eu/jobs/purchasing\\_manager\\_february2012.pdf](http://documents.eu-japan.eu/jobs/purchasing_manager_february2012.pdf)





## EU-Japan Business Opportunities

### For Potential Partners in Japan

SEARCH FOR LOCAL DISTRIBUTORS:

Sector: Manufacturer of general-purpose machinery, Hydraulic components and pallet handling

An Italian company manufacturing hydraulic components and pallet handling systems (hydraulic rotary actuators and roller track/chain track loading & unloading automatic systems), looks for distributors to enter the Japanese market and establish new business relationships with potential customers in all industrial and naval fields.

Profile ref. 20111026026

SEARCH FOR LOCAL DISTRIBUTORS:

Sector: Beverages

A Portuguese company specialised in a nutricosmetic drink seeks trade intermediary services in Japan.

The company wants to identify potential partners with knowledge and experience in the beverage distribution, and with the capacity to embrace the objectives of the company and its brand.

The company offers to their partners the opportunity to become the early adopters of an innovative and groundbreaking product and brand.

Profile ref. 20120124020

SEARCH FOR LOCAL DISTRIBUTORS:

Sector: Food, Manufacturer of prepared meals and dishes

An Italian company specialised in the production of sauces and fresh frozen pasta is looking for trade intermediary services for the commercialisation of its products and its innovative cooking pasta system studied for different types of restaurants.

Profile ref. 20111118036

### For Potential Partners in the EU

SEARCH FOR LOCAL PARTNERS:

Sector: Optical modules and devices for communication networks

A Japanese manufacturer of optical components for communication networks, is looking for a strategic partnership to a venture which develops optical components in Italy, in particular in the Milan area.

The Italian company's technology will be integrated into the Japanese company's product design and sold to the world-wide market. The Italian partner will be the business interface between customers in the EU and the headquarter in Japan.

The Japanese company can also support partner's equity by the injection of capital and managerial skills.

Profile ref. tbc

SEARCH FOR LOCAL DISTRIBUTORS:

Sector: Manufacture of electric lighting equipment

A Japanese manufacturer specialized in very high quality LED components; module and lighting fixture is looking for a distributor for western Europe market. Subcontracting is also offered in design and production of lighting fixture for OEM market.

The partnership would lead to a very close relationship to identify European market needs and manufacture LED products in accordance. The company is specialised in retail and display of high quality lighting (high color rendering) and can also design and produce lighting fixture for OEM market.

Profile ref. 20120213030



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

## ENTERPRISE EUROPE NETWORK BROKERAGE EVENTS

### Matchmaking opportunities for EU and Japanese SMEs

<http://www.enterprise-europe-network.ec.europa.eu/public/calendar/home.cfm?type=future>

#### AGRI-FOOD Brokerage Event

Sector: Food - Agro Industry, Agriculture – Forestry  
Bacau, Romania, 27 April 2012

Enterprise Europe Network RO Bacau is organising a brokerage event at the occasion of a series of fairs: AGROMEXPO, ALIMEN-TEXPO & PLANT EXPO, which will gather exhibitors from all over Romania.

The one-to-one meetings give an opportunity to exhibitors and visitors to find potential commercial or technology partners from all over Europe and beyond.

Contact: [catalin@ccibc.ro](mailto:catalin@ccibc.ro)

#### Innovat&Match2012

Sector: Food - Agro Industry, Constructions, Energy and Environment, ICT & Design, Advanced Mechanical Technology and New Materials, Life Sciences  
Bologna, Italy, 6-7 June 2012

Two days of bilateral meetings between universities, research centres and companies in the framework of R2B - Research to Business 2012, 7th edition of the International Fair for Industrial Research promoted by Emilia-Romagna Region, Bologna Fiere and ASTER.

Contact: [simpler@aster.it](mailto:simpler@aster.it)



DATE/LOCATION	DETAILS	CONTACTS
20 - 21 March 2012 Paris, France	<b>WORKSHOP</b> Is deindustrialization inevitable? The future of manufacturing in Japan, Korea, Germany, and France	Fondation France-Japon de l'EHESS <a href="http://www.ehess.fr">http://www.ehess.fr</a>
26 - 27 March 2012 London, UK	<b>WORKSHOP</b> 2nd UK-Japan bilateral Workshop Turbulent flows generated/created in multiscale/fractal ways: fundamentals and applications	Imperial College London <a href="http://www3.imperial.ac.uk/tmfc/conferences/ukjapanworkshop2">http://www3.imperial.ac.uk/tmfc/conferences/ukjapanworkshop2</a>
17 - 18 April 2012 Brussels, Belgium	<b>CELEBRATION</b> EURADA's 20th Anniversary Agorada 2012 - Shaping RDAs for the Next Decade	EURADA <a href="http://www.eurada.org">http://www.eurada.org</a>
18 - 20 April 2012 Vienna, Austria	<b>CONFERENCE</b> European Cluster Conference 2012	<a href="http://www.clusterconference2012.eu/">http://www.clusterconference2012.eu/</a>
21 - 24 June 2012 Japan	<b>FESTIVAL</b> French Film Festival in Japan - 2012	Unifrance <a href="http://en.unifrance.org/festivals-and-markets/901/french-film-festival-in-japan/2012">http://en.unifrance.org/festivals-and-markets/901/french-film-festival-in-japan/2012</a>
25 - 29 June 2012 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Training Mission: World Class Manufacturing Application deadline: 22 March 2012	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 - 28 September 2012 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Mission: Construction and Building technologies Application deadline: 8 May 2012	The EU Gateway Programme <a href="http://www.eu-gateway.eu/go.php?nID=9&amp;page=Business_Missions">http://www.eu-gateway.eu/go.php?nID=9&amp;page=Business_Missions</a>
15 - 19 October 2012 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Best Training Mission: World Class Manufacturing Application deadline: 7 June 2012	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>
29 Oct - 2 Nov 2012 Tokyo, Japan	<b>EUROPEAN COMMISSION-FUNDED PROGRAMME</b> Mission: Interior Design Application deadline: 4 June 2012	The EU Gateway Programme <a href="http://www.eu-gateway.eu/go.php?nID=9&amp;page=Business_Missions">http://www.eu-gateway.eu/go.php?nID=9&amp;page=Business_Missions</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)



**EU-Japan Centre**  
for Industrial Cooperation

日欧産業協力センター

### HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station bldg 4F  
1-27-6 Shirokane, Minato-ku  
Tokyo 108-0072, Japan  
T +81 3 6408 0281  
F +81 3 6408 0283  
[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>