



# **ONLINE PUBLIC CONSULTATION**

# The future of the EU's trade and economic relationship with Japan



The Commission (DG TRADE) has launched a public consultation intended to enable the gathering of key views from relevant stakeholders relating to the

future of the EU's trade and economic relationship with Japan. This work will help to shape the Commission's position in the coming months.

The EU and Japan decided at their Summit in April 2010 to work more closely together on issues where a common approach is likely to be beneficial for both countries and for the functioning of the global architecture. They therefore established a joint High-Level Group (HLG) to identify options to strengthen all aspects of EU-Japan relations.

On trade and economic issues, the HLG is examining ways to further integrate the two economies, by addressing, for instance, issues such as tariffs, non-tariff measures, services, investment in services and non-services sectors, intellectual property and public procurement. The HLG will table recommendations to EU and Japanese leaders ahead of the 2011 EU-Japan Summit which will be held in the spring. This consultation is designed to provide input into that process.



The questionnaire covers the following topics:

- 1. Priorities for a forward-looking trade relationship with Japan
- 2. EU-Japan bilateral economic and regulatory dialogues
- 3. Tariffs and non-tariff measures (NTMs)
- 4. Mutual Recognition Agreement (MRA)
- 5. Customs procedures, border enforcement and trade facilitation
- 6. Protection of Intellectual Property Rights (IPR)
- 7. Trade in services
- 8. Investment
- 9. Public procurement
- 10. Competition issues
- 11. Multilateral cooperation
- 12. Sustainability
- 13. Other issues

Contributions are welcome before 5 November 2010.

To participate in the survey go to http://ec.europa.eu/your-voice/ipm/forms/dispatch?form=EUJapan2010

More on EU Trade with Japan:

http://trade.ec.europa.eu/consultations/?consul\_id=148

More information on HLG on page 5.





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.

### **CALL FOR APPLICATIONS**



a 5-day training mission in Japan for EU managers,

such as Export Managers, working for EU companies.

«Distribution & Business Practices in Japan» mission

will help EU companies to acquire useful tools for building an effec-

tive marketing strategy for the Japanese / Asian markets.

The course will also help participants to understand how existing distribution channels successfully adjust their strategy to develop segmentation and product differentiation in the Japanese market.

Training dates: 21 to 25 February 2011 Application deadline: 9 December 2010 More information on page 9 or on http://www.eu-japan.eu





# ASEM 8 - BRUSSELS 2010

#### 8th Asia-Europe Meeting

48 Heads of State and Government from 46 Asian and European countries, and the European Commission and the ASEAN Secretariat met in Brussels on 4-5 October 2010 for Summit discussions on key global challenges and ways of strengthening political, economic and cultural ties between the two continents.

The 8th Asia-Europe Meeting (ASEM) Summit offered a unique and important opportunity for deepening relations between Europe and an increasingly self-confident, dynamic, "rising" Asia.

This Summit was the largest ever such gathering in Brussels, which is home both to the European Union and NATO, the North Atlantic Treaty Organisation.

José Manuel Barroso, President of the European Commission, and Herman Van Rompuy, President of the European Council, met Naoto Kan, Japanese Prime Minister.

Mr. Kan headed the Japanese delegation to the ASEM8 Summit with the overarching theme of "Quality of life, achieving greater well-being and more dignity for all citizens".



### **Relevant Links**

ASEM: http://www.aseminfoboard.org 12th Asia Europe Business Forum Chairman's Statement:

http://www.asem8.be/sites/default/files/12th%20Asia-Europe%20 Business%20Forum%20-%20 Chair%27s%20Statement.pdf http://www.eutrio.be/pressrelease/ asem-8-chairs-statement-and-brus-

sels-declaration

ASEM by EC: http://www.eeas.europa.eu/asem/in-

dex en.htm

ASEF: http://www.asef.org

## "EXPERT VIEWS"

The Asia-Europe Meeting (ASEM) had its inaugural meeting in Bangkok in March 1996. The establishment of the ASEM process, involving the Heads of Government of the EU states and several Asian states, reflected the interest of the burgeoning Asian economies in the integrating and enlarging EU and the sense that 'EurAsia' should develop an effective dialogue between the peoples of the two regions in the post-colonial era. Singapore took the lead in the follow up to the inaugural ASEM meeting in Bangkok and provided in Singapore the location and secretarial facilities for the Asia-Europe Foundation (ASEF), a mechanism with an independent Board of Governors established by ASEM.

The stated purpose of ASEF, which is funded modestly by the partner states and the European Commission, is the promotion of intellectual exchange, person to person exchange and culture exchange. With concentration on younger persons in the two regions, ASEF has successfully put in place worthwhile programmes connecting civil society over the past ten years and more. The success of ASEF is to be welcomed but it is evident that the scope of the effort is small in relation to the real need.

The economic pillar of ASEM is the Asia-Europe Business Forum (AEBF) which is concerned with trade and investment. It seeks participation by business persons from each of the partner states. Unlike ASEF, the AEBF does not have a basic secretariat with unhelpful consequences for continuity in thinking and strategy between the meetings which convene alternately in the EU and in Asia. The inadequacies of the present AEBF arrangements have been identified by a core group of business persons from the partner states and an appropriate solution is being sought.

It is surprising that the ASEM Heads of Government process does not have an effective coordinating mechanism. The ASEM process, being a non-statutory intergovernmental arrangement, seems



Dr. T. P. Hardiman Chairman Telegael Media Group Former member of the ASEF Board of Governors from 2001 to 2010

to function in a largely informal environment with broad objectives relating to an enhanced awareness and interaction between the peoples of the two regions and an improved flow of trade and investment.

An ASEM outlook workshop organised by the European Commission in April 2010 took the view that better coordination, and the use of robust mechanisms to ensure this, need not lead to institutionalisation nor the loss of informality that has been a key feature of the ASEM process.

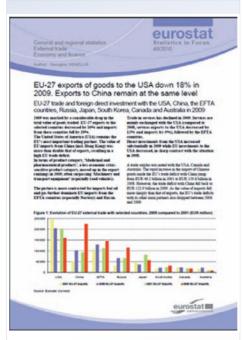
The ASEM process extends beyond economic matters but the social dimension of trade has not featured significantly. This is an area of particular importance at this juncture. The financial dilemmas in the US and the EU in recent years caused by the reckless banking practices and the inadequate regulatory supervision brings a new emphasis on the impacts of globalisation.

Regulatory arrangement, corporate governance, corporate social responsibility, management labour practice are all matters influenced significantly by cultural perceptions. Business culture tends to be country specific with a greater diversity of approach in Asia than is evident in Europe.

The inadequate response of the G8 to the financial crisis, the difficulties now evident in pursuing reform of the IMF structures and the likely increasing reliance on the G20 as a world wide financial policy forum points to the benefit of a stronger coordination function in ASEM.

T.P. Hardiman – 12.10.2010

Disclaimer: Views expressed in the above text are the personal views of the author and are not necessarily the views of the EU-Japan Centre for Industrial Cooperation nor the European Commission or the Ministry of Economy, Trade and Industry.



# **EU–Japan research cooperation 2011** FP7 Calls published on 20 July 2010

As a result of the successful negotiations in the past year between the EU and Japan (including JST & NEDO government agencies), for the first time there will be coordinated EU-Japan calls for research proposals that will provide funds for Japanese researchers.

While the EU Research Framework (FP7) is in principle fully open for the participation of researchers from Japan, it does not normally provide funds for partners from any highly industrialised country. Next year in 2011, Japanese

researchers may receive funds for the first time in selected fields from the Japanese funding agencies, under the condition that they have been successfully selected by an independent expert panel.

Please find the information on all FP7 open calls at:

http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=Usersite.FP7Latest-CallInformation

http://www.deljpn.ec.europa.eu/ modules/media/news/2010/100805. html?ml\_lang=en

#### 2009 EU exports to Japan

EUROSTAT - Statistics in Focus External trade - Economy and finance

EU-27 trade and foreign direct investment with the USA, China, the EFTA countries, Russia, Japan, South Korea, Canada and Australia in 2009.

2009 exports to the USA and Japan at lowest level in recent years.





#### **Spotted Site**

The European Cluster Observatory is an online platform that since 2007 has provided a single access point to information and analysis of clusters and cluster policy in Europe.

The Observatory launched a totally redesigned website at the European Cluster Conference in Brussels, on 30 September 2010.



# **European Cluster Conference 2010: Overwhelming Success**



Some of the key messages of the European Cluster Conference were the following:

- ✓ Acting globally is a must for clusters
- ✓ World-class clusters must also be known world-wide

More than 450 participants attended the European Cluster Conference on 29 September - 1 October in Brussels.

They constituted a representative mix of policy makers from national and regional public authorities, key academic experts as well as cluster managers and entrepreneurs from all over Europe. From the European Commission, Vice-President Tajani and the Directors Mrs Lalis and Gröbner of DG Enterprise & Industry addressed the conference.

#### **EUROPEAN CLUSTER POLICY GROUP**

A main topic of this Conference was the presentation and further discussion of the final report of the European Cluster Policy Group (ECPG) established last year by the European Commission.

EU INITIATIVES IN SUPPORT OF CLUSTERS

This report calls for an improved coordination between the different EU initiatives in support of clusters, and it proposes that the "focus of cluster programmes needs to be shifted from capacity building and compensation for poor performance towards a clear orientation on excellence, focusing on clusters with the ability and the willingness to upgrade in the face of global competition and ensuring the consistent provision of public knowledge infrastructure to support them."

Final report: http://www.proinno-europe.eu/clusterconference2010/node/85



http://ec.europa.eu/enterprise/news-room/cf/itemlongdetail.cfm?item\_id=45 92&lang=en&tpa=135&displayType=ne



# The European Commission tables 'Innovation Union' plan

The European Commission's "Innovation Union", tabled in early October, sets out a strategic approach to innovation, driven by the highest political level. The Innovation Union will focus Europe's efforts – and cooperation with third countries – on challenges like climate change, energy and food security, health and an ageing population. It will use public sector intervention to stimulate the private sector and to remove bottlenecks which stop ideas reaching the market. These include lack of finance, fragmented research systems and markets, under-use of public procurement for innovation and slow standard-setting. The Innovation Union is a "flagship" in the Europe 2020 Strategy.



The "Innovation Union" – turning ideas into jobs, green growth and social progress. http://europa.eu/rapid/pressReleasesAction.do?reference=IP/10/1288&format=H TML&aged=0&language=EN&guiLanguage=en

Turning Europe into a true Innovation Union. http://europa.eu/rapid/pressReleasesAction.

do?reference=MEMO/10/473&format=HTML&aged=0&language=EN&guiLanguage=en

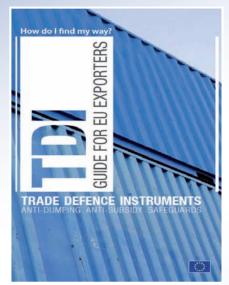
Máire Geoghegan-Quinn Commissioner for Research, Innovation & Science The "Innovation Union" – turning ideas into jobs, green growth and social progress. Launch of the "Innovation Union" in Brussels, 6 October 2010.

http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/10/526&format=HTML&aged=0&language=EN&guiLanguage=en



http://ec.europa.eu/research/innovationunion/index\_en.cfm?pg=intro

## **New EU Guide**



# New EU guide to help exporters affected by trade defence investigations from abroad

The European Commission has published an on-line guide to help EU exporters affected by trade defence investigations initiated by non-EU countries. This new tool consists of a user-friendly handbook providing practical information and guidance for EU exporters. It gives concrete advice on specific problems and situations that companies frequently face and is designed to achieve the best possible outcome for EU companies facing investigations initiated by non-EU countries.

http://trade.ec.europa.eu/doclib/press/index.cfm?id=628



http://ec.europa.eu/trade/tacklingunfair-trade/trade-defence/actionsagainst-eu-exporters/

### **More EC-related news?**

Please look at page 11.



# WHAT CAN EU TRADE POLICY DO FOR THE EU MANUFACTURING INDUSTRY?

Karel De Gucht, the European Commissioner for Trade's Speech

The crucial challenge in the years to come is to tap into the growth potential outside Europe in order to reinforce European competitiveness. Full speech on:

http://trade.ec.europa.eu/doclib/docs/2010/september/tradoc\_146687.pdf



#### ANNUAL REPORT

Small and medium-sized enterprises (SMEs) not only make up the vast majority of companies in the European Union, but they are also Europe's main job-creation engine. The annual report on European SMEs reveals that the economic crisis has caused this motor to stall temporarily, despite the fact that the EU and its Member States have improved the policy environment for SMEs.

http://ec.europa.eu/enterprise/e\_i/news/article\_10581\_en.htm



#### MERGERS

The European Commission has approved under the EU Merger Regulation the proposed acquisition of joint control over Saggas, which runs the Sagunto regasification plant in Spain, by Osaka Gas Co. Ltd., a Japanese energy company.

http://europa.eu/rapid/pressReleasesAction.do?reference=IP/10/1155&format=HTML&aged=0&language=EN&guiLanguage=en



#### **Joint High-Level Group Meeting**

The 2<sup>nd</sup> Joint High-Level Group Meeting (HLG) organised by the Japanese Government and the EU took place on 13 September in Tokyo.

The HLG was established at the last Japan-EU summit meeting in April to identify options for strengthening the bilateral relations and to define the framework for its implementation.

The Director-General for Trade and the Acting Director-General for External Relations had intensive discussions with their Japanese counterparts on the overall Japan-EU partnership. They also focused on ways to comprehensively strengthen and integrate the Japan-EU economic relationship, including non-tariff measures

#### Source:

Mission of Japan to the European Union

#### Japan-EU Agreement on Mutual Legal Assistance in Criminal Matters

On 7 September, the European Parliament adopted a report on the Japan-EU Agreement on Mutual Legal Assistance in Criminal Matters.

This agreement will allow Japan and the EU Member States to exercise legal assistance on a broader range of issues.

It is expected to increase the efficiency and speed of mutual assistance through direct communication between the central authorities.

Japan and the EU, based on this agreement, will further expand cooperation to fight against transnational crimes.

#### Source:

Mission of Japan to the European Union

## Japan-EU Foreign Ministers' Meeting

On 22 September, Foreign Minister Mr. Seiji Maehara and High Representative of the EU for Foreign Affairs and Security Policy, Ms Catherine Ashton, had a Japan-EU Foreign Ministers' meeting in New York.

During the meeting, High Representative Ashton stated that Japan and the EU are like-minded partners with huge potential, and should cooperate more closely to tackle global challenges. In response, Foreign Minister Maehara stressed Japan's intention to further strengthen bilateral relations.

To that end, Foreign Minister Maehara also emphasised the importance of an early start and conclusion of negotiations on a Japan-EU Economic Partnership Agreement (EPA), in addition to concrete cooperation projects such as those in Afghanistan and counter-piracy measures off the coast of Somalia.

Relations with China and Iran's nuclear issue were also high on the agenda. Both sides agreed to continue their comprehensive exchange of views.

#### Source:

Mission of Japan to the European Union

### Visit by Members of the Japanese Parliament

A parliamentary delegation from the House of Representatives visited Brussels in August. They had substantial discussions on the fiscal consolidation efforts of the EU and its Member States with officials of DG ECFIN (Directorate-General for Economic & Financial Affairs) as well as a member of the Economic & Monetary Committee of the European Parliament.

At the beginning of September, another delegation from the House of Councillors visited Brussels.

The delegates exchanged views on common challenges and further cooperation on consumer policies with Mr. Malcolm Harbour MEP, Chair of the Committee on Internal Market & Consumer Affairs and with other relevant European Commission officials.

Those visits have broadened and solidified the base of Japan-EU dialogue on the parliamentary level.

#### Source:

Mission of Japan to the European Union

# **Opening of Kobe University's Brussels Office**



Kobe University opened its first European office in Brussels, the Kobe University Brussels European Centre, in September. This is the first time any Japanese national university has established an office in Brussels.

In April, President of the European Council Van Rompuy delivered a speech at Kobe University in Japan. He stimulated intellectually the packed audience of Japanese students.

On 2 September 2010, H.E. Ambassador Odano and Mr. Fukuda, President of Kobe University, visited President Van Rompuy on the occasion of the opening of the Centre. The Centre has been established to promote academic and research collaboration with Europe. This is a tangible new development in Japan-EU academic cooperation.

http://www.eu.emb-japan.go.jp/ Kobe%20University%20Brussels%20 Centre.html

# **World Class R&D Seminar**

On 12 October 2010, the EU-Japan Centre for Industrial Cooperation and JMA Consultants Inc. organised a seminar, in Brussels, on World Class R&D.



Eve Päärendson (President of the European Economic and Social Committee's Contact Group on Japan) and Ambassador Nikai (from the Japanese Mission to the EU) gave the opening and closing speeches.

Toshiyasu Ichioka (Project Manager, J-BILAT, EU-Japan Centre for Industrial Cooperation) outlined programmes to promote EU-Japan cooperation in the field of R&D. He explained that the 'death curve' (the period between invention/discovery and commercialisation) is one of the problems facing product development. The EU's FP7 can help overcome this. Non-EU countries can take part. There are 5 kinds of FP7 activity: projects dealing with 'cooperation', 'capacity', 'ideas', 'people' and 'Euroatom'. The projects require joint financing. To date, 28 FP7 (mainly ICT) projects involve Japanese firms.

Examples of EU-Japan R&D cooperation outside the FP7 also exist.

Shinichiro Nomoto (Senior Consultant, Global Development Innovation Team, RD&E Innovation Management Department, JMA Consultants Inc.) presented the findings of the latest JMAC survey into R&D practices in Japanese industry and then explained the Japanese Process Management Method.

The second session focussed on case studies: Luc Van Laere (Technical Manager, Engineering Simulation, LMS International) and Takashi Sekiguchi (Manager, Network Products Business Unit, Project Management Support Division, FUJITSU Limited) explained their companies' approaches to ensuring world-class R&D.

In his closing remarks, Ambassador Nikai noted that R&D was a concern for both Japan and the EU: the recent Europe 2020 Strategy and Japan's New Growth Strategy both highlighted its significance. Further EU-Japan R&D cooperation in academic, private and public spheres is likely. The Science and Technology Agreement includes tools to strengthen coop peration. A new high-level group, established by the last EU-Japan Summit, will explore the further potential of EU-Japan relations from a variety of perspectives.

http://www.eu-japan.eu/global/ events/wcm\_rd\_seminar\_12102010. html?year=2010

### Future Prospects for the EU-Japan Economic Relations

On 1 October 2010, the EU-Japan Centre organised a business panel discussion on "Future Prospects for the EU-Japan Economic Relations" with former European Commission Vice-President Verheugen, Mr. Yonekura, co-chairman of the EU-Japan Business Round Table, and Mr. Philippe Avril, General Manager of BNP Paribas Securities.



The debate underlined the huge untapped potential in EU-Japan trade and investment relations, the Japanese bu-

siness interest in having tariffs removed in Europe and the EU business interest for Non-Tariff Measures (NTMs) to be addressed in Japan. The three speakers recognised that the latter was an extremely difficult and lengthy task because of the vested interests and sometimes legitimate policy purposes behind NTMs. Their removal would require the leadership of the highest political level.

The business panel discussion organised by the EU-Japan Centre was supported by the Delegation of the EU to Japan, the Japanese Ministry of Economy, Trade and Industry, the EU-Japan Business Round Table, the European Business Council in Japan, Nippon Keidanren and the Deutsche Industrieund Handelskammer in Japan.



#### Officials visited the Centre

On 14 October 2010, Mr. Francois Bayrou, Member of the French Parliament, Former French Minister of Education, President of the European Democratic Party and of the French "Mouvement Democratique" Party, visited the EU-Japan Centre for Industrial Cooperation with a delegation of Members of the European Parliament: Ms Marielle de Sarnez, Vice-Chair of the Group of the Alliance of Liberals and Democrats for Europe at the European Parliament and Mr. Robert Rochefort, Member of the Group of the Alliance of Liberals and Democrats for Europe.

Three officials of the Ministry of Economy, Trade and Industry: Mr. Fumiaki Toya, Deputy Director-General for International Trade Policy, Trade Policy Bureau, Mr. Hidehiro Muramatsu, Director, Europe Division, Trade Policy Bureau and Mr. Tatsuya Terazawa, Director, Economic and Industrial Policy Division, Economic and Industrial Policy Bureau participated in order to present and discuss with the visitors Japan's "New Growth Strategy". Mr. Nikos Zaimis, First Counsellor, Head of the Commercial section and Mr. Fabrice Vareille, First Counsellor, Head of the Political and Economic section, both from the Delegation of the EU to Japan, and Mr. Etienne Rolland-Piègue, Economic and Financial Counsellor at the French Embassy in Japan, also attended this meeting.

After a short introduction on the role and activities of the EU-Japan Centre, Mr. Julien Guerrier presented the current state of EU-Japan industrial and trade relations. Mr. Terazawa detailed Japan's 2020 New Growth Strategy and some of the 7 key sectors identified in METI's "Industrial Structure Vision" as having a high growth potential for the coming decade: (1) green innovation, (2) healthcare innovation, (3) Asia, (4) tourismoriented nation & local revitalisation, (5) science, technology and IT, (6) employment & human resources, (7) financial sector. Efforts in these sectors should create a new demand and approximately 5 million jobs. The briefing ended with a brief comparison by Mr. Guerrier between the European and Japanese visions and initiatives regarding industrial policy (Europe 2020 and Japan's 2020 New Growth Strategy).

The round table discussion showed the deep interest of the three French visitors in specific issues regarding Japan (some of which are linked to current debates in their own country): the financing of pensions, the ageing population and birth rate issues, the situation of women in Japan, the necessity of social security reform in a context of crisis, budget challenges, and currencies' volatility.



#### International Climate Change Negotiations: EU and Japanese Positions in the Run-up to COP16

On 30 September 2010, the EU-Japan Centre for Industrial Cooperation, with the support of the Delegation of the EU to Japan and Nikkei Business Publications Eco Management Forum, organised in Tokyo a seminar on "International Climate Change Negotiations: EU and Japanese Positions in the Run-up to COP16".

At this event, Mr. Jurgen Lefevere, Policy Coordinator, International Climate Change Negotiations, Directorate-General for Climate Action at the European Commission, presented the EU position in the run-up to COP16 and, on the Japanese side, Ambassador Mutsuyoshi Nishimura, Special Advisor to the Cabinet in charge of Climate Change, detailed his views on what is at stake in this international negotiation, whilst Mr. Keisuke Murakami, Director, Global Environment Affairs Office, Industrial Science & Technology Policy Bureau, Ministry of Economy, Trade & Industry (METI), presented to the audience the Japanese contribution to the international climate change negotiations through techno-

#### **COP16 IN DECEMBER 2010**

The United Nations Climate Change Conference held in Copenhagen in December 2009 (COP15) failed to conclude a legally binding agreement to succeed the Kyoto Protocol, adopted in 1997. The parties only agreed to "take note" of what became the Copenhagen Accord, an agreement that contains a number of positive elements but fell short of the high expectations.

In December 2010 COP16 will take place in Cancún, Mexico. The negotiating parties have tried throughout this year to bridge the gaps left open by the Copenhagen talks.



#### **Towards the Improvement of the Green Car Environment:**

Latest Policy Developments and Possibility for Cooperation between the EU and Japan

Seminar - EU-Japan Centre - Tokyo, 25 October 2010

The European Commission has been pushing for the development of green cars in the transport sector, one of Europe's key industries and a major emitter of CO2 (28% of the EU total CO2 emissions). After the adoption of the "Green Car Initiative" (part of the European Economic Recovery Plan in November 2008), the European Commission issued the "European Strategy on clean and energy efficient vehicles" in April 2010.

The strategy aimed to provide an appropriate and technology neutral policy framework for clean and energy efficient vehicles by following two key elements simultaneously: promotion of clean & energy efficient vehicles based on conventional internal combustion engines and facilitation of the development of breakthrough technologies in ultra-low-carbon vehicles.

The growing expectation and demand for green cars are huge opportunities for this industry facing a deep crisis. Yet without a

coherent approach, green transport could have a hard time taking off.

Coherent actions for the promotion of green cars would include measures to continue reducing CO2 emissions, to support R&D in green technologies, to facilitate market update, to address standards and regulatory issues at international levels and also to look into specific actions necessary for promising vehicles.

In this seminar, Mr. Philippe Jean, Head of the Automotive Unit in the European Commission's Directorate-General for Enterprise & Industry, and Mr Shigeaki Tanaka, Director for Automotive Division of the Ministry of Economy, Trade and Industry, outlined the EU and Japanese policies for building proper national and global environments for the development of green cars.



# 20 Years after Rio - International Initiative for Sustainable Development: Perspectives from the EU and Japan



On 10 September 2010, the EU-Japan Centre for Industrial Cooperation, with the support of the Delegation of the EU to Japan, organised a seminar on "20 Years after Rio - International Initiative for Sustainable Development: Perspectives from the EU and Japan".



At this event, Mr. Karl Falkenberg, Director-General for the Directorate-General for Environment of the European Commission, presented the EU's view on the upcoming United Nations Conference on Sustainable Development (UNCSD) and, on the Japanese side, Mr. Hideki Minamikawa, Vice-Minister for Global Environmental Affairs of the Japanese Ministry of the Environment, detailed the Japanese policies implemented since the 1992 Rio Summit on Environmental Development.



The Rio Summit focused on sustainable environment and biodiversity and produced three major documents: the "Rio Declaration on Environment and Development", the "Framework Convention on Climate Change" and "Agenda 21", an unprecedented global plan of action for sustainable development.

After new international discussions at the Johannesburg Summit in 2002, the next UNCSD is planned to take place in 2012 as a follow-up and will be centred on two main themes: (1) green economy within the context of sustainable development and poverty eradication, and (2) institutional framework for sustainable development.





# **EU-Japan Business Round Table**

28-29 April 2011 in Brussels

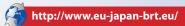
A "kick off" meeting for the preparation of the next EU-Japan Business Round Table (BRT) Annual Meeting, planned on 28-29 April 2011 in Brussels, was held at the EU-Japan Centre for Industrial Cooperation on 4 October 2010 in Tokyo.

EU-side members and sherpas met with Mr. Jean-Yves Le Gall, BRT co-Chairman, in order to discuss about several issues regarding the Annual Meeting programme, including the nature of the reports by Working Parties, with a focus on "deliverables" (BRT recommendations followed by action on the side of the public Authorities) and on cooperation projects between European and Japanese firms.

An agreement among Europeans was reached on the general contents of the programme. Mr. Le Gall also informed the participants of the discussions held within the EU-Japan High-Level Group established at the last EU-Japan Summit, and particularly underlined the difficulties met regarding non-tariff barriers, which remain a priority for the EU industry.

This meeting was followed by the first face-to-face meeting between Mr. Le Gall and Mr. Yonekura, both co-Chairmen of the EU-Japan Business Round Table, who discussed the programme and priorities for the next annual meeting. They also exchanged views on some of the most important recommendations issued by the BRT.

Later in the afternoon, the BRT Joint Reception, held at Sumitomo Kaikan, was attended by 5 EU Ambassadors, as well as officials from the European Delegation and Member States' Embassies and high-ranking officials from METI, the Ministry of Foreign Affairs and the Ministry of Internal Affairs & Communications, in addition to Mr. Le Gall and Mr. Yonekura (+ most BRT members/sherpas based in Tokyo). All parties underlined their wish to increase EU-Japan industrial and business cooperation. Mr. Le Gall mentioned non-tariff barriers in Japan, a priority for EU industry, and Mr. Yonekura stressed the need to deepen cooperation in an economically uncertain world.



### Start of the 14th Vulcanus in Japan Programme

29 European students in engineering, science and architecture arrived on 1 September 2010 in Japan to take part in the "Vulcanus" programme, a 1-year programme offering



Japanese language training and internships in industrial R&D laboratories, manufacturing companies and architectural offices.

The objective of the programme is to create a pool of young EU engineers

and scientists able to work in a Japanese environment. It was established in 1997 by DG Enterprise and METI on the basis of a recommendation of the EU-Japan Business Round Table and is managed by the EU-Japan Centre.



On 3 September 2010, a Welcome Reception was organised at the Centre, with speeches by Mr. Rudie Filon, Head of Press, Public & Cultural Affairs Section at the Delegation of the EU to Japan and by

Mr. Hidehiro Muramatsu, Director of the European Division at METI, marking the official start of the Programme.

Mr. Filon underlined that "the Vulcanus programme has strengthened the exchange and mobility of human capital between both economies, one of the four pillars of the 2001-2011 Action Plan for EU-Japan Cooperation, and has led to the creation of an important pool of talents into which EU and Japanese companies can tap. One clear indicator of its success is the increase in the number of Japanese companies asking to host Vulcanus participants".

Mr. Muramatsu stressed the challenges and interest of living and working in such a different culture. He wished that Japan will soon become the participants' second home as France had become his after a similar experience when he was their age, and he raised his glass to the success of the 2010-2011 Vulcanus in Japan Programme.

Representatives of EU Member States' Embassies (Bulgaria, France, Italy, Portugal, Poland, Sweden) including H.E. Dr. Lubomir Todorov, Ambassador of Bulgaria, of Vulcanus 2010-2011 host companies (NTT Data Corporation, Fujitsu Laboratories Ltd, TüV Rheinland Japan Ltd), of other companies such as General Robotix, Inc. and Schlumberger KK. of the "Vulcanus in Japan" and "Vulcanus in Europe" Alumni were present at the reception and discussed their expectations and experiences about life and work in the EU and in Japan.

http://www.deljpn.ec.europa.eu/modules/media/news/2010/101001.html







# DBP2010-Training mission Participant feedback

The training course gave me an overview of Japanese society, culture, people, market perception of Japanese people, sales channels, and company strategies. It helps me to modify my strategy more targeted to the Japanese market. The most important thing I learnt is "Perfection" is being practised in every aspect of business and life. My participation will help in our company's strategy because I learnt that Japanese people care about Brand-Quality-Service, they strive for perfection which suits our company's motto 'A passion for perfection'. With better communication, we'll succeed in this market

Wannong Eckhardt

Sales & Marketing Manager - Pfeiffer Vacuum GmbH



http://www.eu-japan.eu

# Call for applications for HRTP 2011

«HRTP - Japan Industry Insight» (HRTP) is a 4/5-week training programme in Japan for EU managers.

«HRTP» programme in Japan will help EU companies take full advantage of Japanese business opportunities and provide an integrated in-depth view of Japanese industrial structure and business practices.

It includes lectures, conferences, seminars, study visits, negotiation exercises and language classes and an optional 5th week with individual company visits.

Training dates: 16 May to 10/17 June 2011 Application deadline: 17 February 2011



# **Call for applications - DBP 2011**

#### for a 5-day training mission in Japan for EU managers

«Distribution & Business Practices in Japan» (DBP) is a 5-day training mission in Japan for EU managers, such as Export Managers, working for EU companies.

The mission will help participants to:

- identify trends and needs that influence consumer interest in Japan;
- see how Japanese companies meet customer demand through high-quality service levels and how they implement the customer-first strategy;
- assess the impact of economic, social and cultural factors to enable managers to forecast demand:

- acquire up-to-date information on the sector to utilise the marketing strategy in global retailing;
- acquire a practical understanding of the overall Japanese distribution system;
- learn innovating to maximise customer satisfaction as a business-value creator.

Training dates: 21 to 25 February 2011 Application deadline: 9 December 2010



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

### 4-week training programme in Japan

The  $46^{th}$  « Human Resources Training Programme » (HRTP) mission was organised by the EU-Japan Centre in Tokyo from 17 May to 11 June 2010.

12 participants, working in various sectors, such as Food, Medical, Construction, etc., from 11 EU Member States took part in this course.

The course's objective is to develop human resources that will serve future industrial cooperation between Japan and the EU. The programme combines theory courses about Japanese business practices or the sources of Japanese corporate competitiveness and onsite training courses: lectures were offered on Japanese History, Economics and Politics, on Business Practices in Japan, Legal Aspects of Doing Business in Japan, FDI in Japan and Business Chances in Japan. The introduction to Zazen (the fundamental practice of Zen Buddhism, a form of meditation, undertaken whilst sitting upright with legs crossed, that focuses on living in the moment and being undisturbed by unnecessary thought and attachment) and the home stay in Japanese families were good ways to broaden their experience.

The participants visited various companies such as Mitsui & Co in Tokyo and were offered a 4-day regional trip to the Greater Nagoya region, where they had the opportunity to learn about the working philosophy of several successful companies such as Toyota, INAX (households), Bankyo Pharmaceutical Co. Ltd, Minami Sangyo Co., Ltd. (food).

The participants gave a very positive feedback on this mission; they highly appreciated the company visits and lectures as they will be able to implement this new knowledge in their usual working environment.



"In conclusion, the combination of Lectures, Language and Culture Lessons, Joint Seminars and Regional Trip has proven, without any doubt, to be a good strategy to provide us with an overall knowledge about Japanese language, culture and business culture, which was one of my main objectives to achieve with this programme."

Teresa Alonso Rodríguez, Frinova, S.A., Food Industry, Spain



"After the programme I better understand how to proceed with our customers and how to establish personal relationships at a higher level. I will do my best to build our better position on the Japanese market. I think we should, as the company considers and changes our marketing strategy concerning Japan. As a producer I will present more valuable products with a higher quality level in order to fulfil the requirements of particular clients from the shops."

Wieslaw Kuncewicz, Lactima Sp.z o.o., Poland



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

# Maximise Your Company's Success in Japan with JMEC!

Are you facing challenges in the Japanese market? Could you benefit from a well-researched business plan?

If the answer is yes, then contact Japan Market Expansion Copetition (JMEC) now. What is JMEC?

JMEC is a professional business plan competition that helps European companies, including large corporations and SMEs (Project Clients), maximise their business success in Japan while strengthening the business skills of mid-career professionals (Participants). Project Clients receive a thorough, confidential, ready-to-use business plan at a price much lower than through an outside consultant. Actively supported by most European chambers in Japan and by many seasoned entrepreneurs, JMEC has been a vital part of the business community in Tokyo since 1993.

Nearly 800 professionals have already been trained and more than 150 organisations have received a customised business plan addressing all possible objectives, including market entry, product and service launches, distribution strategies, targeting new market segments, plus much more.

How does your organisation benefit?

- Out-of-the-box solutions Receive a well-researched and innovative plan, unconstrained by in-house politics (roughly 50 to 100 pages, plus appendices).
- Well-researched plan Teams of five or six dedicated individuals spend about 1,600 hours researching and devising your plan.
- Quality control Knowledgeable and experienced mentors and consultants monitor and support the teams.
- Results A survey of past Project Clients shows that two-thirds began implementing their business plan within six months of receipt, and all said they received results as expected or better.

For costs to companies to receive a quality business plan, please refer to our website: http://www.jmec.gr.jp/project-clients/faqs. JMEC is able to keep costs low because of the generous support of corporate sponsors from the local business community.

The application deadline for Project Clients is 19 November 2010.





The Federation of Enterprises in Belgium (FEB) and the European Commission, in the framework of the Belgian Presidency of the European Union, will hold a Seminar on the EU Market Access Strategy on 18 November 2010, in cooperation with BusinessEurope.

High-level representatives from the European business community, European business federations, advocacy groups, Member States ministries, the EU and other multilateral institutions will attend the seminar and participate in the panels. Already confirmed speakers include EU Trade Commissioner Karel De Gucht and Belgian Deputy Prime Minister and Minister of Foreign Affairs Steven Vanackere.

The seminar will tackle market access issues European companies are experiencing outside the EU.

Three main topics will be highlighted: Government Procurement (with focus on China and Japan), Intellectual Property Rights (with focus on China and Brazil) and Export Restrictions on Raw Materials (with focus on China and Russia). This event offers a unique opportunity to get insight on the European institutions' actions to answer business concerns and to discuss it with decision takers.

Registration deadline: 12 November 2010 Information & registration: Christine Taskin, ct@vbo-feb.be – Tel +32 2 515 08 97.





# Record number of Japanese firms re-discover London

Japanese firms have been re-discovering London as a safe option to expand their businesses in the long term. The number of new Japanese companies setting up business in London has grown by 58% in the last financial year (April 2009 to March 2010) compared to the previous financial year, according to latest figures released by Think London, the official foreign direct investment agency for the UK capital. Japan is among the four most important source markets of foreign direct investment into London, and Japanese companies have created 401 jobs in the capital during the last financial year 2009-10.

As Wouter Schuitemaker, Head of Asia Pacific at Think London, explains: "The aggressive expansion from both existing and new Japanese direct investors in London is due to two reasons: First, those Japanese companies who were marginally affected by the recession are proactively considering their options for a European expansion. Second, Think London has been reinforcing its marketing to Japanese companies which has been very successful."

Every one in three of Think London's Japanese clients expanding their London operations right now is a European headquarters. London is the number one destination for European headquarters, having attracted three times more (135) than any other European city since 2003. (FDi Markets, 2009)

Japanese firms are attracted to setting up business in London because of its skilled and diverse workforce, specialist business clusters and its connectivity to Europe, all of which can help international companies create an efficient launch pad to Europe and reduce the cost of doing business abroad. Equally, the gradual reduction of UK corporation tax from 28% to 24% within the next four years will add to London's attractiveness as a business location.

Over the last financial year Think London has worked with Japanese companies including Canon; Development Bank of Japan Europe; Sony Entertainment Europe; and Telehouse Europe to establish new international operations in London.

http://www.thinklondon.com

#### **Export Control Working** Group 'ECWG' of ITER

The 5th meeting of this group took place in Tokyo on 6 and 7 October 2010, on invitation of the Japanese Government. Ideally for the advancement of such interesting technologies the meeting took place at the 'National Museum of Emerging Science and Innovation'.

**IN BRIEF** 

ITER (International Thermonuclear Experimental reactor) is the international organisation of seven partners (EU and Japan, who are also working together on the "Broader Approach", and China, India, Korea, Russia and the USA) to create an experimental fusion power plant at Cadarache, in the south of France.

Fusion has the potential to play an important role as part of a future energy mix for our planet. It is expected to produce energy on a large scale, using plentiful fuels, and releasing no carbon dioxide or other greenhouse gases creating an environmentally benign form of energy.

Domestic Agencies of the seven partners will contribute components for the new machine in France. As they involve hightech products and sensitive material, the ITER Council established a Working Group on Export Control, the ECWG, two years ago to make sure all technology transfer and/or transfer of sensitive material will be in full compliance with the various regimes on Export Control of the ITER Members.

More information on

http://www.deljpn.ec.europa.eu/modules/media/news/2010/101022.html

#### **Japan Echo Website**

This website contains both Japan Echo Web and the Chinese-language Yueyang Jujiao: Riben Luntan. These online journals present translations in English and Chinese of essays, commentaries, reviews, dialogues, and interviews by Japanese academics, specialists, and critics. The goal is to present a wide-ranging picture of domestic views of the conditions and the policy landscape in Japan, including the fields of diplomacy, politics, economy, society, and culture.

Japan Echo Web and Yueyang Jujiao: Riben Luntan are produced and maintained by Japan Echo Inc. for the Ministry of Foreign Affairs of Japan.

More information on

http://www.japanechoweb.jp/

#### ITER goes to the Palace

25 October - 15 November 2010 Palais des Académies, Brussels



FUSION EXPO is a travelling exhibition designed to be accessible to the general public, presenting various aspects of fusion as an environmentally acceptable, safe and sustainable energy

technology. In a clear and simple way it explains the fundamentals of fusion, describes Europe's fusion research facilities, introduces the ITER project, and looks ahead to the construction of a working fusion power plant.

The 3D interactive film "Fusia" will be shown to the general public and schools from Belgium from 25 October to 15 November in the Palace of the Academies, Rue Ducale 1, opposite the Royal Park in Brussels. The venue will host the travelling FUSION EXPO, co-organised by the European Commission and the European Fusion Development Agreement. Visitors will of course be given royal VIP treatment! More information on

http://ec.europa.eu/research/index.cf m?pg=conferences&lg=en&filter=all http://www.fusion-expo.si/

#### 150 years of friendship between Germany and Japan

Spotted sites:

http://dj150.jp/index.html

http://www.auswaertiges-amt. de/diplo/en/Laenderinformationen/Japan/Aktuelles/100701-150JahreDEUJAP,navCtx=289970. html

http://www.de.emb-japan.go.jp/ dj2011/index.html

Call for participation:

http://www.osaka-kobe.diplo.de/ Vertretung/osaka/en/00/Index.html

#### Clean energy and patents study - 30 September 2010

Six countries - Japan, USA, Germany, Korea, France and the UK - are the source of almost 80% of all innovations developed worldwide in the field of clean energy technologies (CETs).

This is one of the key findings of a patent-based study on the emergence and distribution of these technologies across the globe jointly conducted by the European Patent Office (EPO), the United Nations Environment Programme (UNEP) and the International Centre for Trade and Sustainable Development (ICTSD).

More information on

http://www.epo.org/topics/ news/2010/20100930.html

#### Competitiveness Cluster Forum: **International Cooperation** and Funding Devices

18 – 19 November 2010 - Sophia Antipolis

For the 6th consecutive year, the Fondation Sophia Antipolis is organising this major international event dedicated to industrial innovation and support to young innovative companies. It will feature presentations and debates around themes of the internationalisation of clusters and competitiveness "poles" and of the initial funding.

A second session will concentrate on pu blic/private funding and will be organised with the support of Sophia Business Angels within the EBAN Winter University (European Business Angels Network).

More information on

http://www.sophia-antipolis.org/poles2competitivite/ manifestations/6forum-poles(2010)/ an/index.html



#### Launch of EUCircle.jp

Launch of EUCircle.jp, a website for university students in Japan and the EU

**IN BRIEF** 

This site is designed for Japanese college students, with the purpose of encouraging cultural exchange and deepening mutual understanding between Japan and the EU. It allows viewers to experience the diversity of the EU through blogs written by EU citizens studying in Japan and messages from Japanese students living in EU Member States. The site gives readers a firsthand experience of life in the EU, via articles describing the experiences of EU citizens living and working in Japan, a corner introducing European lifestyles, and information on upcoming EU-related events.

Source: Delegation of the EU to Japan More information on

http://www.eucircle.jp/

#### **UK welcomes new air service** to Haneda

New "open skies" approach offers opportunity for air services to help further strengthen UK-Japan economic ties.



The UK government has welcomed the announcement of a new UK-Japan service from London Heathrow to Haneda Airport, which is closer to Tokyo's city centre than Narita. The UK hopes that this will lead to a further opening-up of access to Haneda Airport and to other new UK-Japan services being launched as a result. Recently Japan announced a new "open skies" approach to air services.

More information on

http://www.fco.gov. uk/en/news/latestnews/?view=News&id=22917784

#### New inroads into the lithium-ion secondary battery cathode materials business

Chisso Corporation (http://www.chisso. co.jp/english/index.asp) has decided to advance into the lithium ion secondary battery cathode materials market. The lithium ion battery is the important component for the production of electric cars.

In order to meet customer needs, Chisso has established a joint-venture with German company, H.C. Starck (http:// www.hcstarck.com/-/home.html), bestowing upon the JV company the production technology and know-how developed by both companies so that the JV company will undertake the manufacture and sale of the products and carry out research and development in the related technology fields.

The cathode material which the JV aims to enter the business is expected to have a great potential for electric car applications. Both companies signed the JV Agreement on 9 September and established the JV company CS Energy Materials in the course of September. Construction of the production facilities, with its capacity of 1,000t/year, will commence in the Chisso Minamata Factory premises in October for completion scheduled for January 2012.

More information on

http://www.chisso.co.jp/english/index.asp

http://www.chisso.co.jp/english/ news/pres100913.html

#### The leading Japan guidebook in Finnish

The 8th edition of "Tokio.Passi", the leading Japan guidebook in Finnish is available. A cultural and travel guidebook on Japan, in the Finnish language, 255 pp. 8th updated and extended version, including introduction to Japan and its people, culture, food, night life, religion and other aspects, and detailed instructions for visitors to Tokyo, Yokohama, Osaka, Kyoto, Nagoya, Izu Islands, and other areas.

More information on http://kanki.fi/Press.htm

#### The future of microtechnology is green in Japan, too

More than 300 industry representatives attended 💸 **IVAM forum in Tokyo** 

The 3<sup>rd</sup> Japanese-German Micro/Nano Business Forum 2010 at the Exhibition Micromachine/MEMS in July 2010 in Tokyo attracted more than 300 Japanese industry representatives.

The forum and a delegation were organised by IVAM, together with the German Asia-Pacific Business Association (OAV), with support of the Federal Ministry of Economic Affairs, the Ministry of Economic Affairs & Energy of North Rhine-Westphalia and the Micromachine Center in Tokyo. In the Micromachine Center, companies like Sony and Panasonic work together on research projects.

With their keynote presentations, Prof. Esashi of Tohoku University and Prof. Gessner of the Fraunhofer Research Institution for Electronic Nano Systems ENAS provided an excellent overview of current research activities in micro- and nanosystems technology. Other speakers from Waseda University, National Institute of Advanced Industrial Science & Technology (AIST), Panasonic, LIMO Lissotschenko Mikrooptik, MEAS Deutschland and the Fraunhofer Institute for Photonic Microsystems (IPMS) also attracted a large number of visitors.

Rvutaro Maeda from the National Institute of Science & Technology (AIST) in Tsukuba introduced the Green MEMS Project. The Japanese government's efforts to save CO2 increased significantly, and there are numerous research activities in the area of "Energy management by ubiquitous sensing". In the research buildings in Tsukuba, such energy management systems with wireless sensors are already being tested. In the Tsukuba Innovation Arena (TIA-Nano) 500 million Furos have been invested in research in 2009 and 2010 alone.

More information on

http://www.ivam.com/index. php?content=mitteilung details & mitteilung id=1713&typ=presse



# **CALENDAR**

DATE/LOCATION	DETAILS	CONTACTS
27 October 2010 Tokyo, Japan	SEMINAR  Re-thinking CSR: Perspectives and Experiences of Europe and Japan	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/events/sympo- sium_csr_27102010.html?year=2010
5 November 2010 Tokyo, Japan	SEMINAR Lithuania - A Major Investment and Cooperation Opportunity	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/events/semi- nar-lithuania-05112010%20.html?year=2010
11 - 14 November 2010 Potsdam, Germany	SYMPOSIUM 7th Japanese-German Frontiers of Science Symposium 2010	The Alexander von Humboldt-Foundation and the Japan Society for the Promotion of Science http://www.humboldt-foundation.de/web/jagfos-2010.html
12 - 13 November 2010 Tokyo, Japan	FORUM 19th Meeting of the Japanese-German Forum	Japanese-German Center Berlin (JDZB) http://www.jdzb.de/index.php?option=com_ events&task=eventDetails&cat_ id=1&cid=162&ltemid=30
19 November 2010 Tokyo, Japan	<b>EVENT</b> 2010 BCCJ British Business Awards	The British Chamber of Commerce in Japan http://bccjacumen.com/issues/2010-06/2010/06/2010-bccj-british-business-awards/
30 November 2010 Brussels, Belgium	SEMINAR EU-Japan: Preparing the Third Decade of Intensified Cooperation Converging Through Values International Conference on EU-Japan Relations	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu
21 - 25 February 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME  5-day Training Mission in Japan <distribution &="" business="" in="" japan="" practices=""> Application deadline: 9 December 2010</distribution>	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-trai- ning/distribution-and-business-practices.html
22 - 23 May 2011 Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Business Mission Programme Healthcare & Medical Technologies Application deadline: 17 December 2010	EU Gateway Programme http://www.eu-gateway.eu/
16 May - 10/17 June 2011 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME  4/5-week Training Mission in Japan <hrtp -="" industry="" insight="" japan="">  Application deadline: 17 February 2011</hrtp>	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/global/business-trai- ning/human-resources-training-programme. html

# **Any EU-Japan-related News?**

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



**EU-Japan Centre** for Industrial Cooperation

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