



# EU-JAPAN *Brief*

A publication of the EU-Japan Centre for Industrial Cooperation

**1** Sep 2003 Vol.1

## UPCOMING ACTIVITIES Managerial training courses

### WCM 2003

Course dates: 10-14 Nov 2003

### H RTP 35

Course dates: 2-27 Feb 2004

Application deadline: 7 Nov 2003

### DBP 2004

Course dates: 1-8 Mar 2004

Application deadline: 31 Jan 2004

## Host a Japanese Trainee

### Vulcanus in Europe

Period: Aug 2004 - Mar 2005

Application deadline for EU host

companies: 26 Sep 2003

## The EU-Japan Centre for Industrial Cooperation

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

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*EU-JAPAN Brief is an occasional newsletter produced by the European Office of the EU-Japan Centre, primarily intended to provide EU-Japan news to the Former Participants in the Centre's training programmes.*

## WELCOME TO

Shiro Akiyama



After graduating from the Economics and Political Science Department of Waseda University (Tokyo), Shiro Akiyama joined JETRO in 1995. In June 2000 he was posted to the Abidjan Branch as General Manager, and in August 2003 he became the Japan-side Co-Director of the European Office of the Centre, succeeding Tomotsugu Iwata, now back in Tokyo.

## TESTIMONIAL

“This 34<sup>th</sup> H RTP programme offered a unique opportunity to combine my individual business appointments with training on almost all aspects of Japanese society and business. Lessons, the joint-study programme and a trip to Gifu were very stimulating and gave me a very good and balanced picture of Japanese society, and an increased understanding of the behaviour, business culture and idea of the nature of Japanese people. I would like to extend my sincere thanks to the staff of the Tokyo and Brussels EU-Japan Centre for their wonderful work and support during and before the course.”



Ari Kosonen - AVECONTROL LTD. - H RTP 34 - 2003



“The EU-Japan Centre and the other participants of this 34th H RTP course made these weeks to me an unforgettable experience. I will remember every one of you for ever.”

## SUCCESS STORY



“My company is very much involved in Japan-related matters. After the 32<sup>nd</sup> H RTP, we have succeeded in starting Japanese-European cooperation in ODA consulting, and the first two consultants have already completed their work in the Japanese company team in Sri Lanka. This is a unique achievement. And we have now already three Japanese members who live in Finland and are providing Japanese language services for Finnish companies, translations and training.”

Tapani Jussila - Kanki International Oy Helsinki - H RTP 32 - 2003

## "Success Stories" BOOKLET

For more examples of participants' experiences, please request our Success Stories booklet (free of charge) or consult it on-line at

<http://www.eujapan.com/europe/successstories.pdf>



## ALUMNI NETWORK

Earlier this month, the Centre officially launched the creation of its Alumni Network: a network connecting nearly 1,400 former participants in all the training programmes organised, to date, by the Centre.

Some of you have kindly agreed to become local representatives for the Network:

For Finland	<b>Risto KALSKE</b>	<a href="mailto:risto.kalske@sitra.fi">risto.kalske@sitra.fi</a>
For France	<b>Hélène ABRAND</b>	<a href="mailto:helenet@noos.fr">helenet@noos.fr</a>
For Germany	<b>Achim REINHARDT</b>	<a href="mailto:achim@ark-executives.com">achim@ark-executives.com</a>
For Greece	<b>Elizabeth NIKOLAIDIS</b>	<a href="mailto:nikolaidis@otenet.gr">nikolaidis@otenet.gr</a>
For Ireland	<b>Richard KEEGAN</b>	<a href="mailto:richard.keegan@enterprise-ireland.com">richard.keegan@enterprise-ireland.com</a>
For Italy	<b>Ralph KLEMP</b>	<a href="mailto:klemp@tin.it">klemp@tin.it</a>
For Sweden	<b>Anders BOHMAN</b>	<a href="mailto:anders_bohman@yahoo.se">anders_bohman@yahoo.se</a>
For United Kingdom	<b>Isabelle TRIMAILLE</b>	<a href="mailto:isabellet@iatc.org.uk">isabellet@iatc.org.uk</a>

Local representatives from Austria, Belgium, Denmark, Luxembourg, Spain, Portugal, The Netherlands, and Japan still have to be announced.

Achim, our local rep. in Germany, has already planned to organise a get-together meeting for ex-HRTP 34 people in mid-December in Brussels on the occasion of the pre-departure briefing for HRTP 35. This is a most welcome initiative! Achim hopes that, in the long run, such networking will lead to reinforced sharing of Japan-related experiences, easier searches for business partners or opportunities and ... nice occasions to have fun together in a Japanese fashion!



### THIS COLUMN IS YOURS

If you are offering a job in relation with Japan, you are searching for a new job in relation with Japan, or you have an important message to share with your fellow Alumni, etc., please feel free to send us a short text.

### JOB OFFER

The Brussels Office of the EU-Japan Centre is looking for a part-time **Information Officer** to start an information service for Japanese companies in Europe. His/her tasks will consist of providing relevant EU information and coordination of business events. Priority will be given to applicants based on his/her knowledge of Japanese (speaking, reading and writing). Knowledge of the EU institutions would be an asset.

Please send CV and covering letter to S. Akiyama, Director:

[s.akiyama@eujapan.com](mailto:s.akiyama@eujapan.com)

### "MY JOHOGEN"...

The ultimate guide to Japanese information on business, technology & commerce, now on-line.

<http://www.myjohogen.com/>

### FDI

The Japan External Trade Organization (JETRO) released a summary of its White Paper on International Trade and Foreign Direct Investment, entitled "Facilitating the restructuring of Japanese businesses through integration with East Asia".

JETRO-Press Releases-2003

(<http://www.jetro.go.jp/it/e/press/2003/aug11.html>)

## WORLD CLASS MANUFACTURING

Our most successful flag-ship training course on World Class Manufacturing in Japan received applications from 40 EU senior executives wanting to acquire a better understanding of TQC, TQM, JIT and KAIZEN-like manufacturing methods. 15 of them will be selected to participate in the one-week session in November 2003.



They will first benefit from a pre-departure briefing in October at Campbell's Grocery Products Ltd. in UK.

The programme co-ordinator is *Professor Hajime Yamashina* of the Department of

Precision Engineering, Graduate School of Engineering, Kyoto University and an Affiliate Professor at the Graduate School of London University. The EU advisor is *Dr Richard Keegan* of Enterprise Ireland, a specialist in the areas of World Class Business and Benchmarking.



### READ ON:

**BBC NEWS on-line on 12/08/03** (<http://news.bbc.co.uk/2/hi/business/3143227.stm>)

Growth gathers pace in Japan

Japan's economy picked up speed between April and June as more investment by companies and an unexpected increase in personal spending underpinned the best growth for nine months. Figures issued by the government showed that in the three months to June the economy grew 0.6%, well ahead of the 0.2% forecast by economists.



### EXPO 2005 AICHI JAPAN

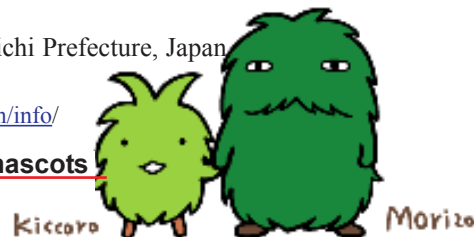
"The 2005 World Exposition – Aichi, Japan"... The overriding imperative for humanity in the 21<sup>st</sup> century is that of rediscovering nature's wisdom to once more resonate in harmony with the rest of life and nature.

Seto City, Nagakute Town, Toyota City, in Aichi Prefecture, Japan

**Duration: 25 March - 25 September 2005**

More information: <http://www.expo2005.or.jp/en/info/>

Official mascots



### SURVEY

"8<sup>th</sup> Survey on Attitudes of Foreign Companies Toward Direct Investment in Japan"...

The business environment surrounding foreign-affiliated companies improved:

[http://www.jetro.go.jp/ec/e/stat/surveys/foreign\\_companies.pdf](http://www.jetro.go.jp/ec/e/stat/surveys/foreign_companies.pdf)

Date / Location	Business Event	Contact
September 2003 Denmark	<b>Region-to-region programme</b> between Copenhagen and Fukuyama Research delegation in welfare equipment	Further info: Yuka Larsen, <a href="mailto:nl@jetro.dk">nl@jetro.dk</a>
18 September 2003 14:00 – 16:00 Tokyo, Japan 	<b>JOHOGEN Seminar</b> “Marketing Strategies for Today’s Japan” by Kenneth A. Grossberg, Prof. of Marketing, Waseda Business School <a href="http://www.eu-japan.gr.jp/seminars/nextseminar.html">http://www.eu-japan.gr.jp/seminars/nextseminar.html</a>	Register on-line (see web link in Business Event column)
8 October 2003 Dusseldorf, Germany	<b>Symposium “Business Opportunities for Japanese Suppliers in the European Automation Market”</b>	Deutsch-Japanischer Wirtschaftskreis (DJW) <a href="http://www.djw.de">http://www.djw.de</a>
8 October 2003 Workshop, United Kingdom 	<b>Challenge Towards World Class Manufacturing 2003</b> Pre-departure briefing in UK <a href="http://www.eujapan.com/europe/manufacture.html">http://www.eujapan.com/europe/manufacture.html</a>	
13 October 2003 Brussels, Belgium	<b>Japan Investment Seminar</b> Organised by Fukuoka-Prefecture (in cooperation with JETRO and the Belgium-Japan Association)	<a href="http://www.bja.be">http://www.bja.be</a> <a href="http://www.jetro.be">http://www.jetro.be</a>
14 Oct 03, Düsseldorf 15 Oct 03, Köln 16 Oct 03, Hamburg 28 Oct 03, München 30 Oct 03, Stuttgart 4 Nov 03, Frankfurt 6 Nov 03, Berlin Germany	<b>Executive Summary of "Mobile KAIZEN in Japan"</b> A 1-day seminar highlighting the continuous improvements animating Japan's Mobile Economy Triangle of networks, device & services. Plus Special: Mobile Marketing in Tokyo	<a href="http://www.mobileeconomy.de">http://www.mobileeconomy.de</a> 
15 October 2003 Barcelona, Spain	<b>“Economic relations with Japan: export and investment promotion”</b> Seminar about the ways to do business with Japan, JETRO programmes to encourage export and investment, and the experience of Catalan companies with economic ties with Japan	International Promotion Service, Barcelona Chamber of Commerce, Mr. Jaume Almirall, <a href="mailto:jalmirall@mail.cambrabcn.es">jalmirall@mail.cambrabcn.es</a>
15 October 2003 Kassel, Germany	<b>“Wirtschaftstag Japan”</b> Economic forum organised by The Japanese General Consulate in Frankfurt and the Industrie und Handelskammer Kassel	<a href="http://www.ihk-kassel.de">http://www.ihk-kassel.de</a>
16 October 2003 Stockholm, Sweden	<b>“Global changes in one second”</b> lecture organised by the Technical Attaché Office in Tokyo and the Sweden-Japan Foundation. Speaker: Prof. Ryoichi Yamamoto from Tokyo University. Prof. Yamamoto is a central person within eco-design and resource efficiency in Japan.	Register by latest October 10th at <a href="mailto:info@swejap.a.se">info@swejap.a.se</a> or +46 8 6116873
10 - 14 November 2003 Tokyo, Japan 	<b>Challenge Towards World Class Manufacturing 2003</b> Managerial course in Japan <a href="http://www.eujapan.com/europe/manufacture.html">http://www.eujapan.com/europe/manufacture.html</a>	
25 - 28 November 2003 Japan	<b>WASTEC 2003</b> (Waste Control and Recycling Technology Exhibition) Nippon Convention Center (Makuhari Messe)	<a href="http://www.wastec.gr.jp/e_page/">http://www.wastec.gr.jp/e_page/</a> 
3 December 2003 9h00 - 18h00 Paris, France	<b>“Osez le Japon, vos investissements et vos partenariats”</b> Symposium held at the Centre de Conférences Pierre Mendès France, Ministère de l’Economie, des Finances et de l’Industrie	Register by JETRO Paris, Ms. Patricia Cohen, tel +33 1 42 61 27 27, fax +33 42 61 27 27
28 - 30 January 2004 Tokyo, Japan	<b>Techno Business Forum 2004</b> <a href="http://www.jetro.go.jp/maa/e/techno/index.html">http://www.jetro.go.jp/maa/e/techno/index.html</a> JETRO Akasaka Exhibition Hall & BSC Hall 	Application deadline: 19 September 2003



Date / Location	Business Event	Contact
26 - 30 January 2004 Japan 	<b>EU GATEWAY TO JAPAN</b> Construction Materials Trade Mission 2004	<a href="http://www.gatewaytojapan.org/">http://www.gatewaytojapan.org/</a> Application deadline: 29 September 2003
16 - 20 February 2004 Japan 	<b>EU GATEWAY TO JAPAN</b> Healthcare Trade Mission 2004	<a href="http://www.gatewaytojapan.org/">http://www.gatewaytojapan.org/</a> Application deadline: 20 October 2003

Date / Location	Cultural Event	Contact
29 August - 26 October 2003 Bonn, Germany	<b>Soul and beauty of Japan</b> Masterpieces from the Tokyo National Museum 	Kunst- und Ausstellungshalle der Bundesrepublik Deutschland <a href="http://www.kah-bonn.de/">http://www.kah-bonn.de/</a>
5 - 30 September 2003 Glasgow, United Kingdom	<b>Discover Japan Through Contemporary Posters</b> A showcase for Japanese graphic talent comprising 75 commercial posters created during the late 1990s	Consulate General of Japan in Edinburgh - Culture and Events <a href="http://www.edinburgh.uk.emb-japan.go.jp/culture1.htm">http://www.edinburgh.uk.emb-japan.go.jp/culture1.htm</a>
14 September 2003, 11:00 Vienna, Austria	<b>Coro Maschile Ropponghi (male chorus)</b> <a href="http://www.tenorcup.com/6ponghi/dt/eu03.html">http://www.tenorcup.com/6ponghi/dt/eu03.html</a> The programme includes pieces by Shigeaki Saegusa (world première) and popular Japanese songs	Information and tickets at <a href="mailto:tickets@musikverein.at">tickets@musikverein.at</a> or +43-1-505-8190 Musikverein, Bösendorferstraße 12
16 September 2003, 20:00 Graz, Austria		Tickets at +43-316-2003-1200 Minoriten Saal, Mariahilferplatz 3
15 - 26 September 2003 (1 <sup>st</sup> part) 29 October 2003 (2 <sup>nd</sup> part) London, United Kingdom	<b>Double Vision</b> An exhibition combining the work of 4 young Japanese artists	<a href="http://www.uk.emb-japan.go.jp">http://www.uk.emb-japan.go.jp</a>
18 September 2003, 20:00 Berlin, Germany	<b>Coro Maschile Ropponghi (male chorus)</b> (see above)	Information and tickets at <a href="mailto:info@konzerthaus.de">info@konzerthaus.de</a> or +49-030-20 30 9-0 Konzerthaus Berlin, Gendarmenmarkt
19 September 2003 - 4 January 2004 Tue-Sun 10:00-17:00 Wed 10:00-20:00 Vienna, Austria	<b>No-Theatre, Costumes and Masks</b>	Austrian Theatre Museum <a href="http://www.at.emb-japan.go.jp/">http://www.at.emb-japan.go.jp/</a>
29 September 2003, 20:00 Brussels, Belgium	<b>Atsuko Temma</b> (violinist) Concert programme includes works by Bach, Asei Kobayashi and Porumbescu 	Théâtre du Résidence Palace <a href="http://www.be.emb-japan.go.jp/temma/index.html">http://www.be.emb-japan.go.jp/temma/index.html</a> <b>Reservation required before 22 September 2003!</b>