

# KENJI FUJII

## SENIOR OFFICE MANAGER – GENERAL AFFAIRS

• Belgium

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### PROFILE

Multilingual seasoned professional with stellar performance of 30 years in General Management in an international working environment. Strong knowledge base of Belgian Administrative and Legal context as well as the Japanese business culture proficiently making a bridge between the two. Varied experience in EU regulation research and lobbying with European institutions. Pragmatic, autonomous, and results-driven multitasker with the passion to embark new challenges in the industry.

### PROFESSIONAL EXPERIENCE

#### MITSUI & CO. ♦ Benelux S.A./N.V.

##### Manager – General Administration and Human Resources *May 2012 – May 2021*

- ❖ Collaborated with real estate agency to fully determine the relocation of office from old building to a modern and spacious office at lower cost in European Area.
- ❖ Revised and established car policy resulting in optimized costs without any issues reported from employees.
- ❖ External Relations: Collaborated with Mission of Japan to the European Union for preparation of EU Forum (informal meetings organized with Mission of Japan).
- ❖ Compliance: Conducted internal J-Sox assessments, arranged internal legal seminars/trainings, and prepared GDPR.
- ❖ HR: Conducted recruiting, appraisal procedure arrangement, and simultaneously handled labor related cases.

#### MATSUSHITA ELECTRIC / PANASONIC ♦ Brussels Liaison Office

##### Manager – European Legal & International Affairs *Apr 2005 – Mar 2012*

- ❖ EU Lobbying: Strategically tackled the issue of 14% import duties levied upon Computer/TV monitors within European Commission to find a sustainable solution and beneficial path for Panasonic eliminating loss of hundreds of millions dollars.
- ❖ Promoted EU/Japan free trade agreement, and IT Agreement with Japanese and European associations.
- ❖ Corporate Aspects: Prepared monthly reports and stated the products to senior management and officials that were at higher risk of applicable import duties due to integration of communication and audio visual equipment.
- ❖ Functioned as a point of contact between Panasonic Europe and HQs for international/public affairs issues.
- ❖ Organizing member of EU Forum.
- ❖ Performed as Issue Manager at Trade Policy Group, DIGITAL EUROPE (Pan-European IT Industry Association).
- ❖ Appointed by Japanese government to represent Japanese IT industry and extended a speech at the WTO event in Geneva in 2007.

##### Assistant Manager *Jun 2000 – Mar 2005*

- ❖ General EU monitoring, especially for trade issues.
- ❖ Steered lobbying activities for trade issues, such as for US' tax scheme (Foreign Sales Corporation), EU's customs classification of Panasonic products (to prevent import duties increase), etc.
- ❖ Represented Matsushita Electric (Panasonic) at various industrial associations, such as Japan Business Council, DIGITAL EUROPE, Japan Machinery Center, etc.

##### Senior Coordinator *Jun 1993 – May 2000*

- Various Jobs – INK BELGIUM (part-time) *Jan 1992 – May 1993*  
DE BACKER & ASSOCIÉS (part-time) *Dec 1991 – May 1993*  
MITSUI TAIYOKOBE BANK *Apr 1990 – Mar 1991*

### CORE EXPERTISE



Office Administration  
EU Regulation and Legal Aspects  
Compliance & Reporting  
Recruiting  
Issue Resolution  
Public Relations  
Strategic Communication  
Trade Management  
Cost Optimization  
Microsoft Office Package

### EDUCATION

*Kyoto University of Foreign Studies*  
Department of French Studies  
1990

*Université de Bourgogne, France*  
(Dijon)  
French Language  
1989

### LANGUAGES

Japanese – C2   
French – C1   
English – C1 