

EU-JAPAN *Brief*

A publication of the EU-Japan Centre for Industrial Cooperation

2 Apr 2004 Vol.2

UPCOMING ACTIVITIES Managerial training courses

H RTP - Japan Industry Insight/1 for European companies in the EU

Course dates: 27 Sep - 29 Oct 2004
Application deadline: 28 May 2004

World Class Manufacturing 2004

Course dates: November 2004

H RTP - Japan Industry Insight/2 for Europeans working for Japanese companies in the EU

Course dates: January 2005

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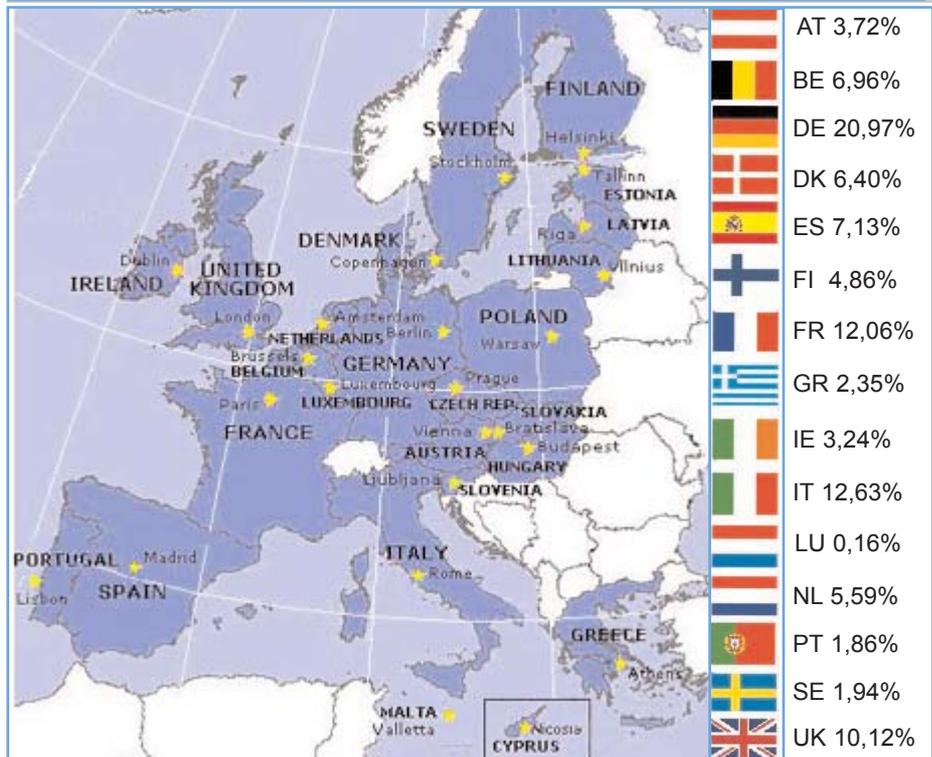
EU-JAPAN Brief is an occasional newsletter produced by the European Office of the EU-Japan Centre, primarily intended to provide EU-Japan news to the Former Participants in the Centre's training programmes.

WELCOME TO THE 10 NEW EU COUNTRIES

For seventeen years, the EU-Japan Centre for Industrial Cooperation has been running training programmes in Japan and Europe co-financed by the European Commission and the Japanese Ministry for Economy, Trade & Industry (METI).

Over 1,300 business managers, students and researchers have participated in these programmes that contribute to, and facilitate, communication between Japan and the European Union. We take pride in the level of satisfaction shown by former participants, in their professional success and in the development of their companies' business with Japan or Europe.

Total average of the 15 EU countries' participants since 1987
in our managerial training programmes in Japan.



We are now inviting applications for a training programme "H RTP - Japan Industry Insight" to be held in September - October 2004 in Japan, and for the first time we will be welcoming the 10 acceding countries to our managerial programmes.

H RTP - JAPAN INDUSTRY INSIGHT

Dates: Monday, 27 September to Friday, 29 October (the 5th week is optional).

Application deadline date: Friday, 28 May 2004.

Pre-departure Briefing date: Friday 2 July.

This course provides a unique opportunity to gain an in-depth insight into the Japanese business environment and Japanese industrial structure. Among various business activities, the participants will be able to follow Japanese language classes and culture courses, attend economic, social and political lectures, participate in "joint-study" sessions, visit general trading companies and, finally, undertake a regional trip to Chiba prefecture (see Chiba announcement on page 3).

WORKSHOP ON WORLD-CLASS MANUFACTURING IN EUROPE

**Adapting Japanese production principles along European production lines
Sharing experiences between European managers**



Regardless of size, sector or location, most companies with manufacturing operations are keen to improve their efficiency and cost effectiveness. Each company must find its own 'mix' of the various improvement techniques that exist. Since 1992, the EU-Japan Centre has helped 212 production people understand how Japanese firms have restructured their manufacturing operations to strive for 'world-class manufacturing' (WCM) status.

The results have been considerable. Whilst the Centre does not have a magic wand, by visiting factories in Japan, participants can seek inspiration and understanding. In March 2004, the Centre and Enterprise Ireland organised an international workshop to bring together firms from across Europe to share their experiences, review the progress that has been made and stimulate further action.

9 firms that had been through the Centre's WCM activities explained how they have improved their production processes. With EU Enlargement imminent, Slovenia's experience of promoting WCM was considered. Other speakers came from the EU and Irish Authorities, IBM, an Irish SME, the University of Cambridge and from the United Nations Industrial Development Organization.

For the main conclusions from the Workshop, to view photos from the event or to order a free CD-ROM with highlights from the event and the 9 case study presentations please go to: <http://www.eujapan.com/europe/workshop.html>

Seminar for Japanese companies based in Europe

With the support of the European Commission, the EU-Japan Centre for Industrial Cooperation started business seminars last December. It aims at sharing important political subjects with Japanese companies operating as part of the European economy, so mainly speakers are invited from the European Commission according to the subject.

So far three seminars have been held on the following subjects:

- The 1st seminar: EU Corporate Tax policy -present and future- on 2 December 2003.
- The 2nd seminar: EU Labour Law and Corporate Social Responsibility (CSR) on 12 February 2004.
- The 3rd seminar: The WCO and Rules of Origin on 17 March 2004.

We would welcome from you for our next business seminars any proposals on subjects.

Forthcoming business seminars and past events can be consulted on our Japanese website. <http://www.eujapan.com/japan/home.html> (in Japanese only)

Vulcanus in Europe

The "Vulcanus in Europe 03-04" session is now over. 17 Japanese students of engineering and high-tech spent one year in Europe, studying Swedish/Spanish/English/French/German and then doing 8-month industrial placements at European companies. The Graduation Ceremony took place on 26 March, in premises of DG Enterprise at the European Commission. General satisfaction was expressed by the host company representatives who were able to attend the Ceremony.

"Vulcanusians", good luck and best wishes to you all, and please do feel obliged to keep in touch!

This column is yours

Japanese Mechanical Engineer, "Vulcanus in Europe" Alumnus, keen to build up career in Europe for long term. R&D or Sales-engineer is preferable. Master of Engineering. Familiar with 3D-CAD, ANSYS and MATLAB. Excellent knowledge of Mechanical, Automotive and Control engineering. Fluent English. Good German.



Daisuke Fujisawa
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I am a M.Sc. graduate who is keen to find a position as a Production or Quality Engineer. Good knowledge of Manufacturing System Engineering, since I specialised in it at engineering graduate school of Kyoto University in Japan.



During the Vulcanus Programme 2003-2004, I developed practical engineering skills. Any contact will be greatly appreciated!!

Yuji Yamamoto
Email: y4148270@tiscali.se

Implication of culture in doing business with Japanese...

A Dutch plant manager of a Japanese manufacturing company proudly explained to his Japanese visitor from the headquarters that his production line manufactured 4000 units per hour. At the end of the factory tour, the Japanese visitor checked the monitor and told the plant manager that the line had produced only 3978 units and ordered him to stop the line for a check-up. What are the cultural implications of this incident? We are sure of two things: that Japanese tolerate the uncertainty in life much less than the Dutch, and that the Japanese are much more competitive than the Dutch.

Want to know more about culture? Visit <http://www.itim.org> or mail to masako@itim.org

Chiba Prefecture. One of Japan's best kept secrets.

Perhaps the most convenient feature for Chiba's 6 million residents and Chiba's visitors is its location. Directly east of the Tokyo Metropolis, Chiba is also home to Narita International Airport - Japan's air-gateway to the rest of the world. The Prefectural Government's main aim, for the new century, is to promote and welcome foreign investors to the area. The prefecture is currently focusing on the generation of new industries through the fusion of various fields centred on genome science; as represented in one of Chiba's official slogans 'Fusing Genome Science and Technology'.

Chiba Prefecture has a strong base into which to attract foreign investment, and its **Investment Promotion Division (IPD)** is keen to show foreign investors just what it can offer businesses interested in expanding in Japan, as well as using Chiba as a base for the Asian market. The Division is proud of the highly concentrated area of research facilities and academic centres, as well as its high levels of technologically related companies, which act as an important regional resource for Chiba.



The **IPD** is currently targeting the European and the U.S. markets, due to its already strong network with these various nations. In order to cater for companies interested in investing in Chiba, in April of this year the government opened the new and innovative Chiba Investment Support Centre, dedicated to assisting foreign companies to start up in **Chiba Prefecture**.

The IPD is honoured to welcome you to Chiba Prefecture, and looks forward to showing you just what it has to offer those interested in Japan.

Chiba Prefectural Government - Investment Promotion Division (IPD)

E-mail rich2@mz.pref.chiba.jp

<http://www.pref.chiba.jp/english/business/business.html>



Business opportunities in Japan

Public subscription on "Fukuoka model project for health consciousness city"

With health as the key word, the **city of Fukuoka** is moving ahead with a progressive and model project to create a network that organically combines three functions in the Island City district in Fukuoka City. These three functions are first, a core medical district, second, R&D and business, and third, social services and housing. The goal of this project is to create a city with advanced health care and social welfare services to promote urban development and also to set up an industrial infrastructure.



Fukuoka City is offering for public subscription to build facilities for the aged, including homes for the aged and fee-based aged care centres, as well as residential centres for the aged, to enhance the social service and housing provision.

For details, please contact Mr. Toshihiro HIRATA, Chief, Island City Project Team, E-mail: hirata.t02@city.fukuoka.jp

<http://www.island-city.net/english/index.html> (English)
<http://www.island-city.net/topics/koreisha-boshu.html> (Japanese)

Outline:
Area : about 11,700 square metres
Unit Price: J.Yen 115,000,- per square metre.
Schedule:
Public subscription deadline: June 30, 2004.
Selection of businesses: around November 2004.
Facility opening: April 2007.

Date / Location	Event	Contact
5 May 2004 Paris, France	Seminar “Le Japon: laboratoire du marché des seniors” organised by the Comité d’Echanges Franco-Japonais	For further information: Tel: + 33 1 5565 3512 Fax: + 33 1 5565 3677 
6 May 2004 Düsseldorf, Germany	Conference Effektive Medien- und Werbestrategien in Japan (Effective Media and Advertising Strategies in Japan), German language, free of charge	DJW (Deutsch-Japanischer Wirtschaftskreis) E-mail: info@djw.de http://www.djw.de 
12 May 2004 Ljubljana, Slovenia 	Seminar “New business opportunities - Japan”	Chamber of Commerce and Industry of Slovenia - International Cooperation Dept. Tel: +38615898164 - Fax: +38615898100 mail: infolink@gzs.si - http://www.gzs.si/
13 May 2004 Trier, Germany	Conference Job opportunities in Japanese companies, German and English (partly), free of charge	DJW (Deutsch-Japanischer Wirtschaftskreis) E-mail: info@djw.de http://www.djw.de 
16 May - 20 June 2004 Valenciennes, France 1 July - 1 Aug 2004 Lille, France	Exhibition: "European Eyes on Japan" In the framework of "Lille: Cultural Capital of Europe 2004", the Japanese Foundation EU-Japan Fest invited European photographers to cast their eyes over 3 Japanese cities	Organiser: http://www.lille2004.com/ 
3 June 2004 Aix-en-Provence, France 	Forum “Business Forum Japan, Développement commercial et investissements croisés France-Japon” organised in the framework of “Printemps au Japon” which will be held from 3 - 22 June	Jetro Lyon with “la Communauté du Pays d'Aix” and “la ville d'Aix-en-Provence” Contacts: Mrs. Miki Barrat: mkb@jetrolyon.fr Mrs. Flore Allain: fa@jetrolyon.fr http://www.jetro.go.jp/france/lyon/
7 June 2004 Düsseldorf, Germany	Conference Japanese cool and German cool - Design and Image strategies in Japan and Germany/Europe (Japanese/German), free of charge	DJW (Deutsch-Japanischer Wirtschaftskreis) E-mail: info@djw.de http://www.djw.de 
8 June 2004 Brussels, Belgium	EU-Japan ICT Symposium « Towards an Information Society for all » by the European Commission & the Japan Ministry MPHPT	DG Information Society - EC Frederic.Madurand@cec.eu.int http://www.eujapan.com
18 - 19 June 2004 London, United Kingdom 	London Private Interviews Connecting companies with superior Japanese & Chinese Bilingual Talent	DISCO International Ltd. Email: hr@discointer.co.uk http://www.discointer.co.uk
23 June 2004 Stuttgart, Germany	Conference Law and Taxation issues in Japan, language: German, free of charge	DJW (Deutsch-Japanischer Wirtschaftskreis) E-mail: info@djw.de http://www.djw.de 
10 - 11 July 2004 Stockholm, Sweden	Symposium “Japan and her neighbours” The European Japan Experts Association [EJEA] e.V. is organising a conference in the framework of the EJEA members meeting 2004	c/o Japanese-German Center Berlin Tel.: +49-30/83907-0 / +49-30/83907-154 Fax: +49-30/83907-220 E-mail: ejea@jdzb.de http://www.jdzb.de

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For more information, please contact Ms. Céline Godart at: + 32 2 282 3716 or mail to c.godart@eujapan.com

Submit an event for the next issue:

If you are organising an EU/Japan-related event that is taking place in your country and would like it to be considered for inclusion in our forthcoming newsletter, then please send details to j.michelson@eujapan.com.

The next issue will be at the end of June and the **deadline date for submission** will be **31 May 2004**.

Subscribe or unsubscribe or update your contact details:

Please send request/details to j.michelson@eujapan.com

